

Hamid Fabrics Limited



*“Expanding Textile Market through
Effective Marketing Strategies: A case
study of Hamid Fabrics Ltd. Bangladesh.”*



Daffodil International University

Practicum Report On

“Expanding Textile Market through Effective Marketing Strategies: A case study of Hamid Fabrics Ltd.”

Prepared by

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Program: MBA

Batch: 57th

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Date of Submission: 26.08.2022

Letter of Transmittal

August 26, 2022

To,

Md. Abdur Rouf, PhD

Director, MBA Program

Department of Business Administration

Daffodil International University

Daffodil Smart City, Ashulia, Dhaka. Bangladesh

Subject: Submission of Internship Report- Fall, 2022

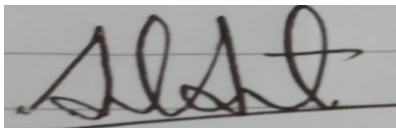
Dear Sir,

With great pleasure I am presenting my practicum report on the topic **“Expanding Textile Market through Effective Marketing Strategies: A case study of Hamid Fabrics Ltd. Bangladesh”** as a partial requirement for MBA program.

This report has been completed by my experiences I have achieved during my one-year job as Sr. Executive under marketing and sales department at Hamid Fabrics Limited. This course gives me an opportunity to have an exposure to the working experience on Global Edge Limited. I have acquired a good understanding on sales, marketing and all its strategies to grab the opportunity so build a strong business partnership between buyer and with my company.

I, therefore, pray and hope that you would be kind enough to accept my effort and oblige thereby.

Sincerely yours,



Shahadat Pathan

ID: 203-14-251

Program: MBA

Batch: 57th

Major in Marketing

Department of Business Administration

Acknowledgement

At the completion of this report, a lot of support, guidance, direction is needed and I am fortunate enough to reach the goal with the help of number of people and obviously with the blessing of almighty. I would like to take the opportunity to thank them all.

Firstly, I would like to convey my gratefulness to the Almighty for giving me the ability and patience to work hard successfully. I am also grateful to my honorable teachers who encouraged me to reach the goal.

With profound regard I gratefully acknowledge my respected teacher and my internship supervisor Md. Abdur Rouf, PhD, Daffodil International University, for her generous help and day to day suggestion in the process of my internship report.

I am not having been successful in complete the report without the active support and co-operation from many persons in the Hamid Fabrics Ltd.

I have tried my best and also worked hard for preparing this report. I have received earnest co-operation from my internship supervisor MD. Naeem Gawhar, Executive Director, Marketing & Sales Department, who advised me and also guided me

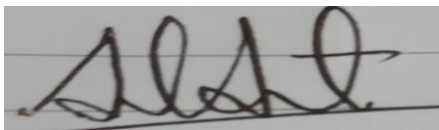
Special thanks go to the respondents, who spared their time generously and took the trouble of answering my queries and helped me to complete my study.

Student's Declaration

This is Shahadat Pathan, student of Master of Business Administration (MBA), under the Department of Business Administration at Daffodil International University declaring that this practicum report on the topic of **“Expanding Textile Market through Effective Marketing Strategies: A case study of Hamid Fabrics Ltd. Bangladesh.”** have only been prepared for the fulfillment of the MBA program practicum as the partial requirement for the degree of Master of Business Administration (MBA).

I hereby state that, to the best of my knowledge, I alone have created this report. Except for the quotation and reference that have been properly acknowledged, it does not contain any previously published or written works by other authors that have been accepted for credit at Daffodil International University or any other academic institution. Nothing else, including rewards or presentations, was the reason for its preparation.

Shahadat Pathan



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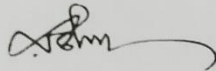
Supervisor's Declaration

Date: 26 August, 2022

Approval of Internship Report

This is to notify that, Shahadat Pathan ID: 203-14-251, has prepared this internship report entitled "Expanding Textile market through effective marketing Strategy: A study of Hamid Fabric Ltd." under my guidance, I hereby approve this internship report. This is for the partial fulfillment of an MBA degree in major HRM under the Department of Business Administration of Daffodil International University.

I wish him every moral success in life.



Dr. Md Abdur Rouf
Associate Professor of Accounting
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Internship Certificated

HFL
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HAMID FABRICS LTD.

Dated: 25th January 2021

To
Mr. Shahadat Pathan
Sr. Executive, Marketing

Sub: Confirmation of Service.

Dear Mr. Pathan,

The management is pleased to inform you that based on the evaluation of your satisfactory performance and successfully completion of probation period it has been decided to confirm your service in this same position with same salary, effect from 22nd January 2021.

All terms and condition of your employment will be applied as per rules and regulations of the company.

Please note that individual salary should be treated as highly confidential, any discloser or leakage would result in termination of service.

We would like to congratulate you on your confirmation of service and look forward to your continued contribution as a member of the management team of the company

Thanking You


Dip Hasan
In charge, HR & Admin



Copy to:
1. GM, F&A
2. Personal File

A Member of Mahin Group
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Factory : Shilmandi, Narshingdi, Bangladesh. Tel : 9347427, 06251-685

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Executive Summary

For the purpose of completing four years of graduation I do my internship. Here, my internship report is representing with the proper elaboration of the things that I was done during my internship as well as my practical learning throughout the passage of my internship. This report is about **“Expanding Textile Market through Effective Marketing Strategies: A case study of Hamid Fabrics Ltd. Bangladesh”** where I was tried to find out the effective marketing strategies and issues that need to be focused to capture the textile market within current competitive global market.

During three months of internship in marketing and sales department I gathered more practical knowledge than ever before. In three months of internship at Hamid Fabrics Ltd I had done many tasks like, identify potential buyer, plan to maintain quality service, build a strong relationship with buyer sample submission & take approval from buyer, follow up fabrics quality & on time sample and bulk delivery, trade and negotiate with buyer, costing, price negotiation and order confirmation with buyer, mail correspondence and communication with buyers, monitoring sample/swatch/dips approvals from buyers for each and every order to ensure products delivery, new season development, product differentiations, fabrics customizations and getting orders and all the follow up related to get orders and ensure LC, payment from garments factory.

From my three months of real experienced and observation at Hamid Fabrics Ltd. Bangladesh I found some issues and problem in their marketing to expanded the business process in local as well as foreign market those are consist of absence of proper planning, communication gap with buyers, delay of getting raw materials like yarn, dyes & chemicals from international market, unexpected price hike of raw materials in international market, extreme competition with local and foreign textile mill, order cancellations, inexperienced and unprofessional employees, lack of proper implementation of any plan, customs and documentation formalities, uncertainty of to reach the vessel in the port . Regarding those issues and problems, I was designed my research like I have done survey questionnaire on buyers, productions, marketing & commercial employees and management, developed hypothesis, data analysis and interpretation and on the basis on hypothesis findings I’ve tried to give some reviews that possibly help to expand the textile market in local and foreign market in near future.

Chapter -01

Introductory Part

1.1 Introduction of the Report

Three months internship program of Daffodil International University is post-graduation requirement for the MBA students. This study is a partial requirement of the internship program of MBA curriculum at the Daffodil International University. The main purpose of internship program is to get the student exposed to the job world. For me as an intern the main challenge was to translate the theoretical concepts into real life experience.

The internship program and the study have following purposes:

This report is the result of three months long internship program conducted at Hamid Fabrics Ltd. and is prepared as an obligation for the completion of MBA program under Department of Business Administration, Daffodil International University. As a result, I need to submit a report based on my internship experience which includes “Expanding Textile Market through Effective Marketing Strategies: A case study of Hamid Fabrics Ltd. Bangladesh” Throughout this internship program, I worked in the Marketing and Sales of Hamid Fabrics Ltd. where I knew how real scenario of textile and garment industries of Bangladesh and how could 100% export mill like Hamid can do deliver world best textile fabrics to its buyer. During my MBA program, I have learnt all the things mostly through my curriculum-based text books but while doing my internship, I learnt from practical knowledge and experiences.

This report is based on secondary data, primary data and my personal experience that I gathered from working on marketing department as an intern. It was a great opportunity by which I was able to gather the practical knowledge from Hamid Fabrics Ltd.

1.2 Aim of the Study

The aim of my study is gathering practical knowledge about marketing & sales and how can expand the textile market through effectives strategies for 100% export textile mill like Hamid Fabrics Ltd.

1.3 Objective of the Research

There were some objectives that I desired to achieve through my internship program. The objectives are:

1.3.1 Broad Objective

The broad objective of this report is Expanding Textile Market through Effective Marketing Strategies.

1.3.2 Specific Objectives

- To know the marketing activities of Hamid Fabrics Ltd.
- To know the strategy to reach buyers in the marketing department of Hamid Fabrics Ltd.
- To explore the way of buyers' attention of Hamid Fabrics Ltd.
- To find the problems in the marketing and sales department of Hamid Fabrics Ltd.

1.4 Scope of the Study

The main purpose of the study is the how can expand textile market through effective marketing strategies by which to find and understand the processes and activities carried by Hamid Fabrics Ltd. The report covers detail about the product and services, overview, structure, mission & vision, internal, external environment of Hamid Fabrics Limited and product development, sales & marketing strategy, research & development, role of international market in terms of raw materials sourcing and negotiation, pricing, competition with local and foreign mills, price recession and other strategy, problems & issues and possible recommendation for Hamid Fabrics Ltd.

1.5 Limitation of the Study

Hamid Fabrics is really a good place for doing internship as well as good working environment for local and foreign expert, they help me in every step of my research. Every study has some limitation although I have my extreme effort as well as helping hand of Hamid Fabrics Ltd. The limitations are:

- 🕒 Time is limited for the survey of this report. I had only three months to complete this critical report.
- 🕒 Hamid Fabrics don't give the permission to excess all concern department do my survey due to confidential data and privacy.
- 🕒 The employees were so busy all the time and they could not give me adequate time for collecting the relevant information.
- 🕒 The R&D and production team of Hamid Fabrics were too busy to provide me much time for and details survey and understanding.
- 🕒 Limited sources of data. I have collected data mostly from my observation and very few from secondary sources.

1.6 Ethical Considerations

For completing the whole report, I have spent three months and my hard work. I mostly collect the data from my internship organization and from my supervisor (Md. Abdur Rouf, PhD) as I was regular in my internship. This report is not submitted for any other degree, diploma and this work have never been published in any paper, journal, magazine or any other monetary purpose.

Chapter -02

Organizational Part

2.1 Hamid Fabrics Limited

According to its registration in Bangladesh and incorporation under the Companies Act of 1994, Hamid Fabrics Ltd. is a public limited company. It produces premium solid-dyed and yarn-dyed fabrics for Bangladesh's Ready-Made Garment (RMG) industry, which is entirely export-focused. With a capacity of over 48 million yards annually and a profound dedication to quality, HFL has distinguished itself as one of Bangladesh's most dependable players.

HFL have partnered with the best in the business since 1993. Their customer portfolio spans across all continents, catering to diverse demographics in both high street and premium market segments. A specialist in shirting and chino fabric, Hamid has expanded its product range to include activewear, outerwear and workwear to meet market demand in recent times.

Yarn Dyeing

Hamid Fabrics, which uses only VAT dye technique, has an annual manufacturing capacity of 12 million yards of yarn-dyed fabrics for sophisticated customers looking for light-weight luxury with lustrous finishes in yarn counts between 80 and 140. Everyday fabrics in lower yarn counts, such as 20/1, 30/1, 40/1, 50/1, and 60/1 and 80/1, can be modified in seasonal collections in both formal and casual styles.

Weaving

A cutting-edge setup using Japanese technology, manufacturing 100% cotton/spandex and several other blended fabrics ranging from 80 GSM to 360 GSM, with a capacity of 36 million yards (per year).

Solid Dyeing

With a capacity of 36 million yards (per year), Hamid is a leader in the continuous dyeing field and specializes in 100% cotton & spandex fabrics as well as blends in reactive and VAT dyeing. It runs smoothly on European technology, using Swiss and German dyes and a state-of-the-art internal lab.

2.2 Corporate Information of Hamid Fabrics Limited

Hamid Fabrics Limited is well known for its a supreme commitment to quality

Table 2.1: Corporate Information of Hamid Fabrics Ltd.

Name of the Organization	Hamid Fabrics Limited
Address	Hamid Fabrics Limited (A concern of MAHIN Group) Hamid Tower (5th & 6th Floor) 24, Gulshan C/A, Circle-2, Dhaka-1212, Bangladesh Phone : E-mail :
Phone	(+8802) 8834564-5, 8834104, 9894589, 58814775, 8833549
Email	info@mahingroup.com
Website	https://www.hfl.com.bd/
Logo	
Year Stared	2003

Source: Hamid Fabrics Official Website

2.3 Mission & Vision Statement of Hamid Fabrics Limited

Mission:

Merging our capabilities with topnotch technology to provide our stakeholders with the best possible products, services, and experiences.

Vision:

Create a quality benchmark in every aspect of its business, Maintain and further enhance customer satisfaction in terms of quality and price, formulate a happy, motivated and skilled workforce, produce within environmental guidelines, Work towards green production, create

jobs for people and retain them with steady, controlled and focused company growth, Contribute to the country's economic sustainability with our exports and business practices.

2.4 Corporate Culture of Hamid Fabrics Limited

Hamid Fabrics believes that a clean environment in and around the workplace fosters health and prosperity for the individual, the group and the larger community to which they belong. A company's culture is the way of having sustains employee enthusiasm as well as can have a powerful impact on its performance. Hamid Fabrics has defined its culture by building a quality attitudes and behaviors that will be hardly required to make it happen.

2.5 Core Value of Hamid Fabrics Limited

- 🌱 To create quality benchmark.
- 🌱 Maintain and further enhance customer satisfaction.
- 🌱 Formulate a happy, motivated and skilled workforce,
- 🌱 Work towards green production
- 🌱 Create jobs for people and retain them with steady
- 🌱 Contribute to the country's economic sustainability with our exports and business practices.

2.6 Production Units and Products of Hamid Fabrics Limited

Below are productions units and products details of Hamid Fabrics Ltd.

2.6.1 Hamid Fabrics Ltd – Unit -II

Hamid Fabrics is basically a solid dyeing and finishing unit, established in 2003 with the capacity of 16 million yards/annum.

Singeing/Desizing	Kusters, Germany
Scouring/Bleaching	Kusters, Germany
Mercerizing	Kyoto, Japan
Thermosol	Bruckner, Germany
Pad Steam	Kusters, Germany

Washing	Kusters, Germany
CPB	Kusters, Germany
Stenter	Bruckner, Germany; Monforts, Germany
Sanforizing	Monforts, Germany
Sueding/Brushing	Lampherti, Unitech, Danti Paolo, Italy

Machinery List of HFL Unit-II

Table 2.3: Machinery List of Hamid Fabrics Ltd.

Products Specialty: 100% cotton and Cotton blended with spandex, polyester, viscose, Tencel, coolmax, T400 of woven tops & bottoms fabrics in reactive and VAT dyeing.

Finishing Capabilities: Wrinkle Resistant, Moisture Management, Repellant & Release, Sueding, Diamond Emerizing, Ceramic Brush, Carbon Peach, Stay Finished.

Validated Technologies: Pure Press, Tough Cotton, Storm Cotton

In-House Lab: Accredited by key customers

Lead times: Regular, Quick Response, Core Replenishment

Certifications: Oeko Tex, OCS, RCS, GOTS etc.

2.6.2 Hamid Fabrics – Yarn Dyeing Unit

Exclusively specializing in VAT dye technology, Hamid has a capacity of producing 10 million yards (per annum) of casual and formal YD fabric, in regular and performance finishes. Customers are provided with seasonal edits, as required. 16 million yards/annum

Established: 2016

Machinery:

Table 2.4: Machinery of Hamid Fabrics Ltd.

Soft Winding:	SSM, Switzerland
Re-Winding:	SSM, Switzerland
Dyeing:	Thies, Germany
RF-Dryer:	Stalam, Italy
Auto Dispensing System:	Technorama, Italy

ETP: Biochemical ETP 180 m³/hr

Specialty: Premium 100% cotton, Pima & Supima Cotton, 80/2, 100/2 and blended Woven fabrics in reactive and VAT

In-House Design: Trend driven research and development of 4 seasonal collections per year with diversify design like Dobby, Oxford, Matt, Satin, Twill and with special finishing

Lead Times: Regular, Quick Response, Core Replenishment

Certifications: Oeko Tex, OCS, RCS, GOTS, Cotton USA

2.6.3 Hamid Fabrics – Weaving Unit

Hamid Fabrics is another weaving unit of HFL having capacity of 12 million yards/annum and best 60 JAT 810 Toyota Air jet looms.

Established: 2016

Machinery: 60 JAT 810 Toyota Airjet looms

Specialty: 100% cotton and blended Woven fabrics, multi-color fancy weaving, doobby and seersucker etc.

Certifications: Oeko Tex, OCS, RCS, GOTS, Cotton USA

2.6.4 Hamid Weaving Mills

Weaving unit with capacity of 16 million yards/annum

Established: 2006

Machinery:

104 JAT710 Toyota Looms

Sizing and Warping: Karl Mayer, Germany

Products Specialty: 100% cotton and blended Woven fabrics with different design and quality like – Dobby, Ribstop, Twill, Matt, Ottman, Oxford, Canvas, Satin etc

Certifications: Oeko Tex, OCS, RCS, GOTS, Cotton USA

2.6.5 Tazrian Weaving Mills Limited

The 3rd weaving mill of HFL having capacity of 16 million yards/annum

Established: 2014

Machinery:

78 JAT810 Toyota Looms

Sizing & Sectional Warping: Karl Mayer, Germany

Specialty: 100% cotton and blended Woven fabrics

Certifications: Oeko Tex, OCS, RCS, GOTS, Cotton USA etc.

2.7 Dyes and Chemicals of Hamid Fabrics Ltd.

HFL is using world best branded dyes and chemicals from Germany and Switzerland for all of it's productions operations process.

Pretreatment Process	Archroma, Pulca, CHT
Dyeing Process	VAT Dyes: Bezema, Dystar and Reactive dyeing : Huntsman, Everlight
Finishing Process	Archroma, Huntsman, Rudolf, CHT
Special Finishing	Archroma, Rudolf, CHT

Table 2.5: Dyes & Chemicals of Hamid Fabrics Ltd.

2.8 Buyers Profile of Hamid Fabrics Ltd.

Hamid Fabrics Ltd is the most advanced vertical set-up one of the biggest woven textile mills in Bangladesh doing bulk production on continuous dyeing range. We have state of the art biggest solid dyeing & yarn dyed setup having all high-tech machineries and well experienced technical & foreign experts.

HFL are working with most of the top brands in USA, Europe & Asia offering Tops & Bottom weight all kinds of woven quality fabrics with special finishes for fashion fabric as well as Work Wear functional fabrics etc.

HFL are doing bulk production & running business for the buyers like Abercrombie & Fitch, JC Penny, Esprit, H&M, Kappahl, Zara, PVH, C&A, Tommy, Best seller, S.Oliver, M&S, Next, Perry Ellis, Hugo Boss, Express, ASOS, Levi's, Land's end, J.Crew, Tchibo, Terranova, Mango, Kiabi etc.

2.9 Marketing of Hamid Fabrics Ltd.

To achieve cost optimization of all products, a skilled marketing team can use the greatest techniques available together with years of professional experience. They do research on global trends and collaborate with domestic and foreign buyers to find the different textiles needed for manufacture. This makes it easier to realize the company's objective of producing high-end textile fashion products.

All over the years the HFL Marketing team has been successful to create and build trust with various well known global brands like Abercrombie & Fitch, JC Penny, Esprit, H&M, Kappahl, Zara, PVH, C&A, Tommy Hilfiger, Best seller, S.Oliver, M&S, Next, Perry Ellis, Hugo Boss, Express, ASOS, Levi's, Land's end, J.Crew, Tchibo, Terranova etc which are associated with consumers throughout the planet.

Hamid Fabrics Ltd. is known to be the best marketing team in the textile industry because of the commitment and dedication of team, the determination of work & the best management decision and system.

2.10 Current Situation of Hamid Fabrics Limited

Assessing the current situation of a company entails a study of the market, customers, and the internal factors that have a great impact of changes of business. After 18 years of its foundation, it seems it was right to start a venture like HFL because its rapidity with current transform to ensure the quality of products & services along with satisfy customer as medium of retain them for long term profitable relation and continue to build the national economy by maintaining quality fabrics to the customers and keep them believe that Bangladesh is the best for RMG & textile sector.

Chapter -03

Theoretical Framework

3.1 Defining the term 'Strategies'

The term "strategy" can be defined in a variety of ways, but practically all definitions have the same approach, which is to think of it as a significant set of desired directions that have an impact on how decisions are taken in subsequent business processes.

On the other hand, we can also clarify that a corporation can allocate its resources with opportunities coming from the competitive scenario by using business and its other activities as a basis for logical decision-making.

This approach to strategy can show us how to quickly implement a plan that is acknowledged as both a significant and common way of thinking and doing as a prerequisite for formulation, execution, and results.

3.2 The Hierarchy of Strategy Formulation

Over the past 20 years, numerous theories and methods have been put out as ways for a company to create the ideal strategy. Companies can employ strategies to take a more likely position than their rivals. To acquire the best results from a strategy to lead the company to get discerning directions & results, it is necessary to examine the company's vision.

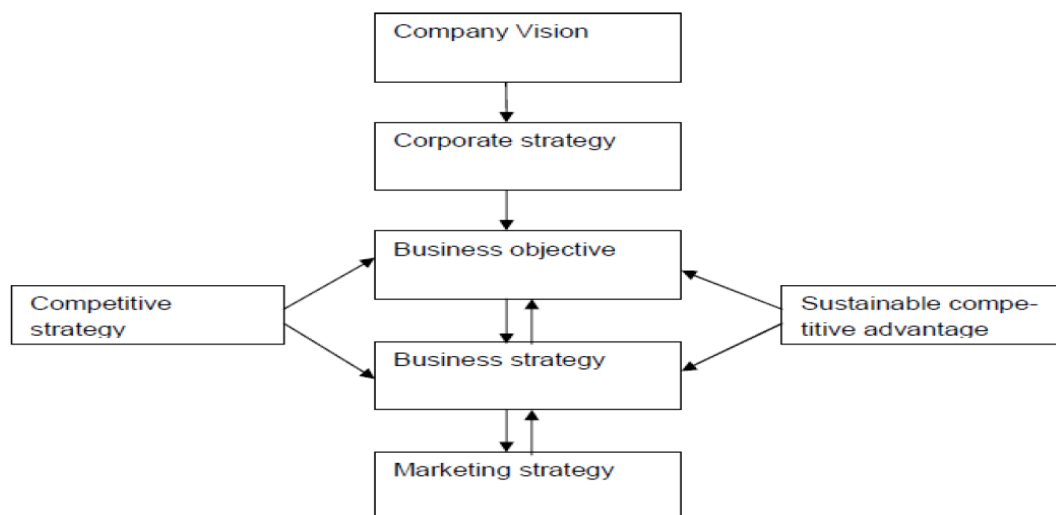


Figure 3.1: The flow of strategy formulation

3.3 Market Strategy

This strategy includes in-depth plans for the biggest markets, the marketing mix, market positioning, and the allocation of marketing expenditures. It can also investigate the marketing tactics that businesses will employ to achieve their purpose and vision. When deciding on a marketing plan, a marketer should give extra consideration to two key factors: the anticipated environment and the competition landscape.

Perfect company strategies open up prospects for perfect marketing strategies to be developed. Thus, marketing plans provide information about future objectives that are compatible with prevailing trends in the marketing environment.

3.4 Porter's competitive advantage model of Hamid Fabrics

The three components of Porter's competitive advantage strategies—overall cost leadership, differentiation, and focus—are among the most enduring standards in corporate history. All of these factors point to a fundamentally new approach to creating and maintaining advantages over providers that are more competitive. Essentially, a business unit needs to make a decision based on those porter's strategies; otherwise, they'll be stuck in the middle of the organization and ultimately won't be able to achieve their goals. Instead, they'll only be able to produce disappointing results, which could eventually lead to the company's liquidation.

3.4.1 Cost Leadership

To run an effective and viable facility, cost leadership can be an imitation of budget costs and overall cost management. The main goal of this cost-cutting approach is to help a firm reduce costs as much as possible in order to make it more competitive in the market. This is accomplished by utilizing economies of scale and budgeting for research and development. This will demonstrate having reasonable unit costs within the industry and among competitors in a highly competitive business environment. In this case, profits will be lower than those of

competitors, but overall, this will be higher. Alternatively, this could also imply having the lowest costs among a small number of rivals, where each firm can benefit from strong pricing power and high profits.

Therefore, to achieve a competitive advantage, Hamid Fabrics should adopt a cost leadership strategy to increase market share and be the lowest in their industry in terms of price and cost to receive benefits from competitive pricing, but at the time they are doing so. As a result, Hamid must modify its strategy to one of cost leadership, and to do this, they will create the yarn where they can easily control its costs, which are expected to rise with each passing season.

3.4.2 Differentiation

By providing products with unique services and technology, differentiation builds a brand and, in most circumstances, creates something fresh that is beneficial to the firm as a whole as well as being distinctive. Porter offers a number of strategies for achieving distinction.

These include developing distinctive design, building a strong brand, creating new product lines, and delivering flawless, sustainable goods on schedule with excellent customer service. This unique offering must be communicated to the target market and customers in order for the business to sell its goods at higher prices than the industry standard procedure since the customer will be willing to pay more for such quality and services.

Hamid Fabrics has a distinct reputation in the market and has maintained its differentiation strategy from its inception by using name-brand dyes, chemicals, and yarn to create high-quality fabrics.

3.4.3 Niche Strategy

Companies focus specifically on a small or specialized market in order to concentrate on market trends with particular client needs. By creating distinctive products for the market that are reasonably priced and well-specified, businesses can attract more customers. to provide

customers in their industry with a unique level of service and to foster strong brand loyalty among consumers, both of which increase the appeal of their specific market segment relative to rivals.

By concentrating on a limited market and positioning itself in profitable niche markets that HFL competitors haven't yet identified, Hamid Fabrics can create a new strategy. It might be a new marketing tactic that enables them to offer a variety of products to a select group of customers, thereby identifying a niche market and allowing them to focus more on their needs and wants while paying a high price to the company that can best meet those needs and wants in an environment where there aren't likely to be any other competitors.

3.5 Market Penetration

Market penetration refers to expanding a product's sales and entering new markets by promoting the product while lowering pricing to boost sales volume. Companies that want to expand their market share can divert the clients of their rivals to their own business while also luring new customers with various marketing initiatives.

3.6 Product Development

Hamid Fabrics needs to build new product categories for the present market and incorporate new feature items with its existing products in the hopes of gaining more customers and market share. Effective modifications and the creation of new items can aid the company in adjusting to the changing trends in this cutthroat industry. However, this strategy may necessitate the creation of new capabilities and the modification of products to appeal to existing markets.

3.7 Market Development

Hamid Fabrics can use the market development strategy to grow its business by introducing its current products to new markets. Businesses strive to improve their sales and revenue in a variety of ways, but one of the best ways is to adopt a market development plan. To achieve this, businesses might offer an established product in a market that may be brand new and crowded

with rivals but is not specifically targeted. Thus, it can be done either by well-researched, purposeful and expertly executed market development strategy.

3.7.1 Diversification

The ideal use of this method for Hamid Fabrics would be to create entirely new items for a market they have never served before. Businesses use diversification strategies to sell the most products possible in a new market. Hamid must take a risk in order to explore the market when he launches new, high-quality materials. By diversifying, businesses can reach new markets and sectors that they haven't yet explored. By increasing their visibility and appeal, Hamid Fabrics will be able to quickly explore new sales opportunities and earn significant profits. Despite the risk involved, diversification can also benefit Hamid Fabrics by reducing its vulnerability to an industry downturn.

3.7.2 Marketing Strategy Models

The market strategy model is a useful tool for creating company concepts and for fostering good communication in order to maximize corporate value. These marketing model tools will help Hamid Fabrics identify its key strengths and weaknesses so that it may develop a comprehensive marketing strategy to increase sales. A smart and effective marketing strategy model will work with the business organization to best utilize its resources to generate higher output from the market. Only then can marketing results occur.

The figures below illustrate how to create a marketing strategy model based on the resources, rivals, strengths, and weaknesses of the organization.

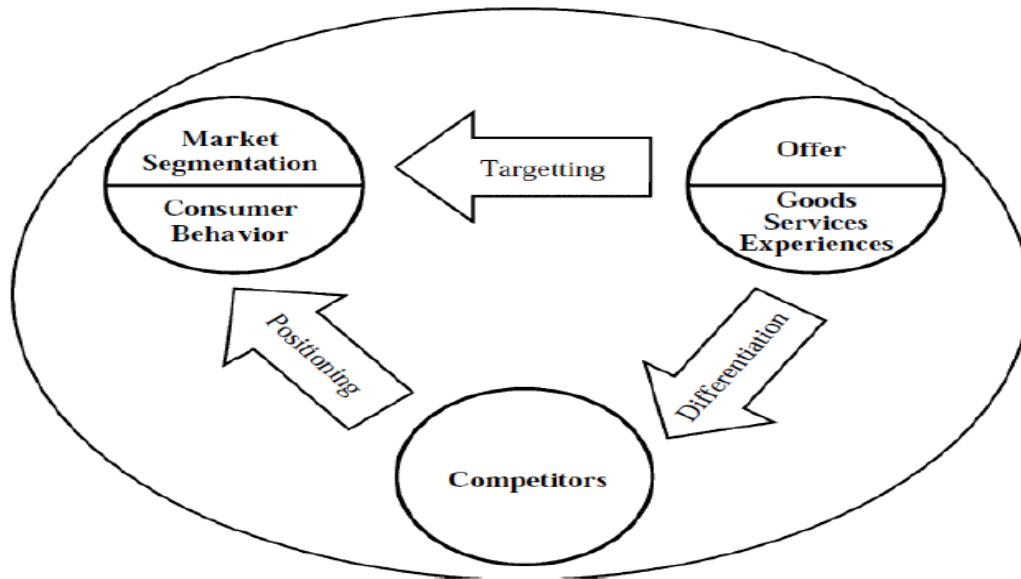


Figure 3.2 : Marketing strategy formulation in the context of marketing places

Source: El-Ansary (2006)

Because they determine which marketing mix should be used for each formulation variable, these three pillars are also crucial for a well-organized marketing strategy implementation. These marketing mixes are a collection of strategic marketing tools that may be controlled and combined to help the company achieve its marketing goals.

Therefore, in this dynamic market, the implementation of marketing strategies should be viewed as a crucial component of formulation because, when formulation is designed, it is obvious that the implementation variables should be defined and ranked in such a way that it is clear which formulation objective requires the deployment of which marketing mix.

New joint capabilities and business models are emerging as a result of the integration and continuous improvement in the process of developing and implementing marketing strategies. These capabilities and business models will empower proactive businesses and demolish those that don't adapt.

The process of developing a marketing strategy and putting it into practice is integrated in the figure, along with the variables' relationships to one another. Specific implementation variables are required for each marketing strategy formulation variable. Integrated marketing

communication mixes serve a dual role in this setting by serving as efficient tools for both positioning and differentiation. Additionally, they are crucial for building brand equity, which is the foundation of both product positioning and brand identification. As a result, developing a marketing strategy and putting it into practice go hand in hand.

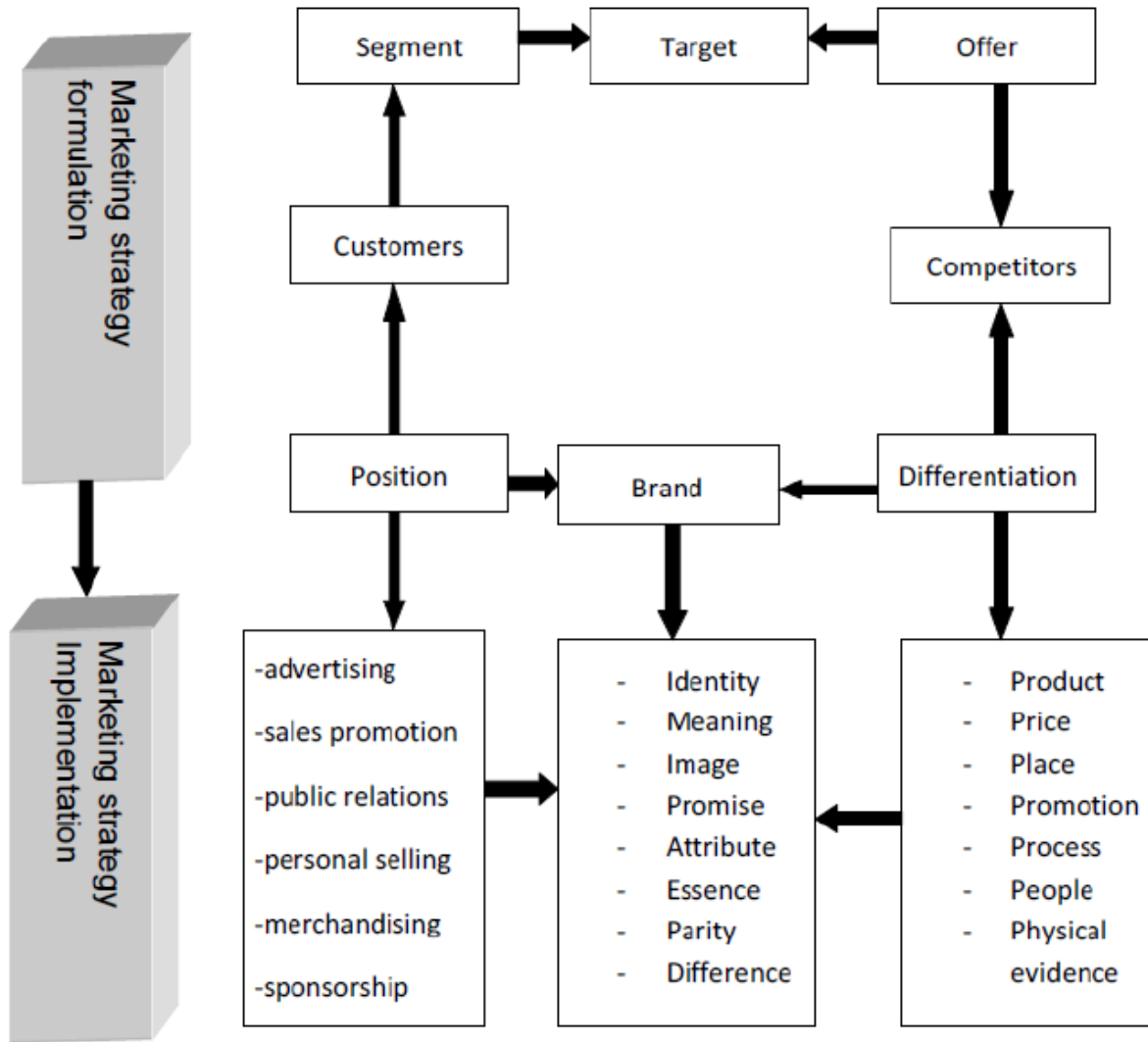


Figure 3.3: Marketing strategy formulation and implementation

Source: Adapted from El-Ansary (2006)

In order for any corporate organization to effectively compete in the current market, marketing strategy is crucial. However, it is more crucial, particularly for highly advanced products like textiles. Customer preferences for these items are evolving in line with the pace and trends of the technology environment in the modern world. Organizations in this business can survive and

expand thanks to the creation and application of dynamic strategies. Porter's competitive advantage techniques are widely regarded in the literature as the most important marketing tactics that businesses should adopt without hesitation. However, it is discovered that the Porter's Competitive Model is insufficient to describe marketing since, for one thing, it just combines competitive strategies into three mutually exclusive strategies, and, for another, it lacks a clear formulation and execution strategy. However, it is preferable to examine them in the context of a recently developed trend in order to carefully examine the competitive advantage notion, which is quite crucial for this dissertation.

3.8 Marketing Assets and Capabilities

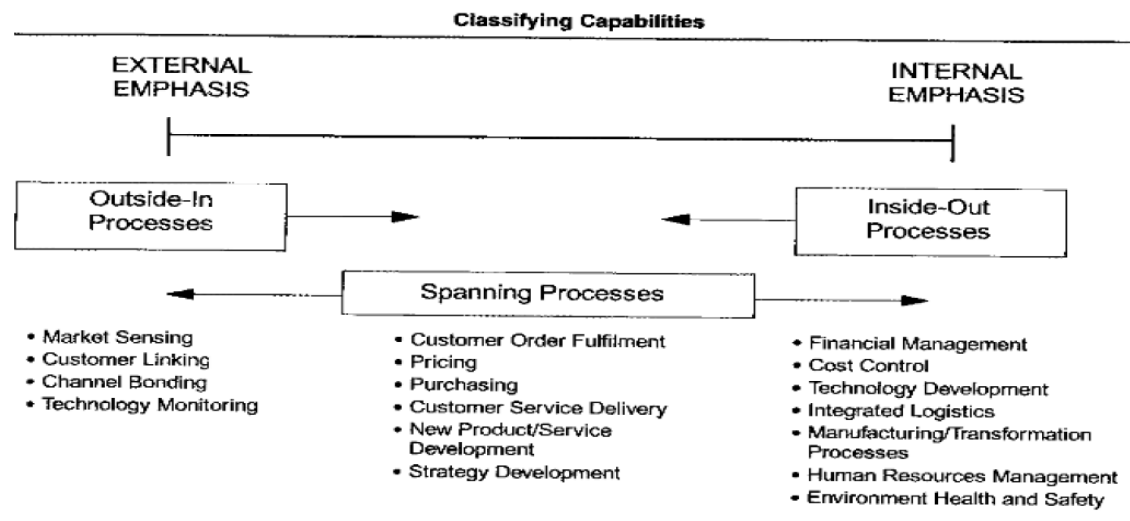
The market value of textile factories like Hamid Fabrics today is mostly built on intangible assets and capabilities developed by the marketing function, such as brands and relationships with customers and suppliers. Internal organizational resources and capabilities are crucial to Hamid's competitiveness from a resource-based perspective. When a company is analyzed from the inside out, the underlying presumption is that its external settings are often similar to those of other businesses in the same sector. The accessibility of these resources, and more crucially, their use in the field of opportunity, is what distinguishes Hamid from the other and makes one lucrative.

Therefore, it may be said in general that the enterprises' resources and competencies enable and drive their ability to compete successfully in the marketplaces. Additionally, it is suggested that having a competitive advantage in both tangible and intangible resources will benefit the business and increase its worth.

As a result, Hamid managers around the world face a problem in integrating marketing assets and competencies because these resources are developed slowly, which can often make it more difficult for the business to respond to change. Therefore, management's responsibility in the competitive market is to decide how to enhance and utilize these company-specific resources to

the

fullest.



3.8.1 Market Segmentation Strategy

Designing a single product or marketing mix that would satisfy every client in a market is incredibly difficult. Because of this, marketers must divide the market into categories that are comparatively similar, where customers in each segment have comparable requirements to be met and consumers in other markets are heterogeneous.

Market segmentation, then, is the process of breaking down a market into uniform subgroups of consumers, with each subgroup theoretically being chosen as a market target to be reached with a certain marketing mix. Comparable to this, a market segment consists of a group of consumers with similar demands and desires. In order to choose what products to produce, these divisions are used by the businesses as a starting point for requirements and wants assessments.

Rarely does a single product or marketing strategy satisfy the needs and wants of all customers due to the diversity of their needs and wants. Hamid has distinct customer segments based on the volume of orders they would typically purchase and their spending power.

3.8.1.1 Factors affecting the feasibility of segmentation

The two levels of market segmentation are tactical and strategic. Market segmentations are of company level importance because they directly influence positioning decisions on a strategic level. Such a level provides a broad framework and direction for the targeting of clients and the development of offers.

The topic of which client groups should be targeted and what kind of product will be developed for those target markets to meet their needs is related to segmentation on a tactical level. Therefore, both strategic and tactical levels should be taken into account and consolidated in a sequential way, with the tactical level coming after the strategic level, for effective segmentation. A market segment should be measurable, accessible, sustainable, differentiable, and stable in order to be considered desirable. However, effective segmentation alone does not guarantee success, so concrete and compelling criteria should be established to assess the effectiveness of segmentation or the desirability of potential market segments. The information is laid up as follows.

Measurable: - The size, income, purchasing power, and features of a market segment that can be measured and approximated are what determine its measurability. Although measuring is typically a very simple procedure in many markets, it is frequently a more challenging one with industrial or technical goods. This is largely because there aren't many distinct published or stored pieces of information in databases.

Such a paucity of data becomes problematic, particularly in emerging nations with a weak or nonexistent organized industrial database system. Measurability thus becomes a highly significant movement for marketing managers to measure and a subjective judgment. The profitability and sustainability of each market segment must, however, be estimated since marketers need to know which segments to service and which not to serve in order to ensure that doing so is lucrative.

Accessible: - Accessibility refers to how simple it is to efficiently reach and service a section. Sometimes it may be easy to pinpoint a sizable and possibly lucrative market niche, but due to a lack of funding or internal expertise, it may be challenging to take advantage of this potential.

For businesses from poor nations like Bangladesh, this problem becomes more challenging in some international market areas. The textile companies in Bangladesh have experienced these shortages in the international markets, and this study aims to offer some guidance on how the textile companies might improve their accessibility.

Substantial: According to the substantiality criteria of segmentation, a segment must be sizable enough to demonstrate that investment in it would be advantageous in most situations. In this regard, the process must be economical if the marketing strategist is to defend the creation of a market niche.

Therefore, when it comes to market segmentation and targeting, the size and value of the segment play a significant role. Of fact, size should be considered relative rather than absolute, as what may be too small for one firm to relate to may be fine for a different, smaller corporation. In addition, a segment that is sizeable for a larger company could be too big for a smaller company to pursue.

Since size and substantiality are relative and dependent on particular circumstances, marketing managers or general managers of a firm must establish the ideal amount of substantial size for their particular companies. Since the case companies in this study have a limited capacity and resource commitment, concentrating on one or two segments may be adaptive.

Differentiable: - The segments can be functionally distinguished from one another or exhibit distinctive responses to certain marketing-mix components and initiatives. Such a differentiability issue gives marketers the ability to separate one category from the next and adjust their marketing mix as necessary. Additionally, a marketer can even choose which sector has sustainability concerns with potential long-term partnerships thanks to a segment's differentiability.

Stable: - A stable segment is one that can be projected to behave predictably in the future with a high level of certainty. The product's life cycle and the particular traits of the segment play a significant role in its stability. If the market segment is unreliable, it means that it will dry up before the company receives its anticipated return. Additionally, stability depends on the nature of the product and how well-versed buyers are in new technologies.

3.8.2 Market Targeting

Due to resource constraints, businesses frequently find themselves unable to pursue all of the market sectors they have identified. Instead, they concentrate their marketing efforts on appealing to a few niche but lucrative target sectors. Targeting is the practice of effectively allocating Hamid resources by concentrating marketing efforts on a particular segment of the overall market. Hamid can compete well in those niches by concentrating their limited resources there and creating a unique value proposition that outperforms their rivals. Targeting techniques used by Hamid Fabrics may typically be divided into four groups, from undifferentiated to individual targeting. These categories include micromarketing, concentrated marketing, specialized marketing, and undifferentiated marketing.

Undifferentiated marketing (mass marketing): In this strategy, Hamid Fabrics can opt to target all markets with any product they have, regardless of market segment distinctions. Instead of emphasizing differences within the industry, such a strategy concentrates on what purchasers' demands have in common. The business creates a product and a marketing strategy that will appeal to the most potential customers.

Differentiated marketing: - Hamid can choose to target several market niches and create unique offers to appeal to customers in each one. The company chooses one or more measurements that the market values and positions itself in each category in a special way to meet those needs while charging a premium price for this specialness.

Differentiation can be based on a number of origins, including the product itself, the distribution strategy, and the marketing strategy. However, creating distinct marketing strategies for the various market groups necessitates additional channel management, planning, research, and sales analysis.

3.8.3 Concentrated Marketing

Such a targeted approach is sometimes referred to as focus or niche marketing because it focuses on choosing how to employ marketing resources to profitably please clients in a single market. Because of its superior understanding of customers' demands in the markets it serves and the

distinctive reputation it builds, the company has achieved a strong market position through concentrated marketing. A corporation can market more successfully by focusing on a particular market segment by tailoring its products, prices, and programs to the demands of the carefully defined segments. Additionally, it may market more effectively by directing its channels, communications programs, and textile products and services just toward the customers it can most profitably and effectively serve.

3.8.4 Micromarketing

Mass customization, sometimes referred to as micromarketing, is the process of designing products and marketing strategies to meet the preferences of certain people and places. In this situation, micro marketers perceive the individual in every consumer rather than just a customer in every person. As a result, it mostly entails targeting potential customers at a very fundamental level. With this targeting method, even if a segment just includes one product usage, it is recognized as a niche segment and the company creates a tailored segment strategy for it. Local marketing and individual marketing are both a part of micromarketing.

3.9 Product Positioning

Positioning is the process of imprinting a unique picture in the minds of consumers. According to marketing literature, winning the war of perception requires gaining a greater portion of consumers' minds. The marketing strategist informs customers of the product's meaning and ways in which it distinguishes from existing and potential rival items by doing this. Hamid Fabrics can position its products according to how consumers describe them based on key characteristics and where they rank in their minds in comparison to other brands. Such a statement argues that while brands are created in customer minds, things are manufactured in factories. The goal of positioning is to successfully develop a customer-focused value proposition for the product, which will increase the product's market share in both mind and wallet.

Generally speaking, a well-positioned Mills should target the specific characteristics of a consumer segment because this creates a separate advantage/value offer. As a result, choosing

the most successful positioning approach is a significant challenge for marketers in the current day because it is crucial to both consumers' perceptions and preferences.

Such a dilemma has grown over the past several decades as consumers have become inundated with a large amount of information to the point that they may be unable to identify some of it and keep it while filtering out the others that are less relevant or unimportant to them. According to the researcher, positioning and differentiation give the process life and soul while segmentation and targeting of the marketing plan formulation part provide the skeleton and framework of the strategy. Therefore, both the skeleton and the spirit should be merged and designed in a comparable manner at the same time for the formation of an efficient marketing plan.

3.9.1 Positioning strategies

According to a lot of literature, the Hamid marketing team struggle is one of perceptions, therefore winning the industry combat requires positioning. As a result, Hamid may place their brands on essentially endless relationships. The choice of the optimum positioning technique is difficult because there are so many options. However, several scholars have divided these correlations into separate groups based on different placement axes.

In the positioning strategy through a product's characteristics, Hamid places emphasis on the tangible qualities of the product in order to forge a memorable impression in the minds of consumers and establish a competitive advantage. In this situation, the textile manufacturer can present its products as comfortable, attractive, and ecologically friendly, which consumers can judge both while using the products and afterwards.

In a similar vein, businesses aim to position the "images" of their products in terms of the product's quality, style, and innovation. On the other hand, in benefit positioning, the main positioning approach can be the advantages and uses of the product above the competitors' products. The surrogate placement is a slightly distinct form of positioning from the others that were stated. Instead than focusing on the features and benefits of the product, which are

essentially the intangible components of the product, positioning in this strategy is intended to get customer associations regarding the exterior aspects of a brand.

3.10 Marketing Strategy Implementation (Marketing Mix Strategies)

The operational strategies utilized to carry out the marketing strategy formulation component are known as the marketing mix. It is a conceptual framework that defines the key decision-making steps involved in tailoring a company's offerings to the needs of its customers. The resources can be used to create tactical programs for the short term as well as long-term strategies. The mix consists of four components that McCarty (1964) first suggested, and which are still present in most commodities today. However, the mixture adds up to five additional Ps in some literatures on the service company organization and as many as three additional Ps in others. The marketing mix is made up of items, prices, promotion, and distribution because this study's goal is to evaluate marketing techniques in textile enterprises.

3.10.1 Product Marketing Strategy

Planning the marketing mix begins with developing an offering that benefits the intended audience. Additionally, establishing the benefits that a product or service will provide is necessary before it can be developed. These benefits are communicated and given through the product's quality, features, style, and design. Therefore, creating a successful marketing strategy requires careful preparation and implementation of all these essential components of a product. Furthermore, variables in the product marketing strategy include product design, brand mix, sustainability, physical characteristics, customer service, and product advantages.

Comparatively, products and services are essential to the survival and expansion of any firm, but only for as long as they continue to provide the benefits and solutions that their customers demand. Product strategies outline the market demands that various product offerings might fill. In the end, a company's product strategies—when correctly linked to market strategies—take over both the overall strategy and the company's culture. The meticulous planning and execution of these processes are thus tied to a product strategy, and to the extent that enterprises pay attention to them, the goods become the true essence of the business. The following sub-product

strategies will be examined in relation to textile items in order to properly construct the product strategy.

3.10.1.1 Dimensions of Product Strategies

The integration of many Hamid Fabrics functional areas, including finance, research and development, manufacturing, and marketing, is necessary for effective product strategy. Product strategy decisions are taken by senior management but the tactical decisions of design, feature, and style are left to the expertise in order to create good cooperation among varied business divisions. Making product development a component of the business strategy and subsequently institutionalizing the product strategy across various units require such top management involvement in the decision.

Strategy for positioning products: This marketing tactic involved positioning a brand in a market segment where consumers are more likely to favor it than similar products, with the overall goal of matching the product with the target market. Fundamentally, positioning's goal is to successfully develop a customer-focused value proposition, or an argument that persuades the target market to purchase the product. A well-positioned brand should also cater to the specific needs of a certain target segment because this creates a differentiating advantage or value offer. Therefore, product positioning consists of a variety of qualities to produce the intended competitive advantage. For instance, the positioning of textile products may be based on an attribute, ease of use, fashion, season, lack of chemicals, cultural context, price, etc.

New-product strategy

In order to get a competitive edge in the market, new product development is an essential strategy for every organization, and the textile industry is no exception. Creating new products is a major problem for both businesses and consumers. New items are a major source of growth for Hamid. Hamid must continue to innovate even in a bad economy because new items offer fresh opportunities to engage with customers as they adjust their purchasing behavior to shifting economic conditions. The use of this technique has gotten simpler as a result of technical advancements and consumer willingness to accept new products at reasonable pricing.

Implementing a new-product strategy is difficult because too many goods fail to find a market, despite their importance in determining strategy. New product strategy is designed to be a process even with the participation of top-level managers due to the strategic importance on the one hand and the difficulties in implementation on the other.

Diversification strategy

Diversification is the process of looking for untapped markets, products, or both in an effort to grow one's clientele and market share. Due to the interplay between product diversity and worldwide market diversity, which is crucial for establishing a competitive advantage and lowering cash flow variances, such diversification is now accepted in marketing strategy. The ability of a regulatory framework, support from related industries and infrastructure, and availability of external resources all play surprising roles in realizing the promised benefits of product diversity. Such factors are crucial that marketing managers and top managers must ensure for attempts at product diversification. The aforementioned are encouraging and even enticing for textile companies in Bangladesh because the industry is one of the priority sectors for which the government has committed to put in place several incentive packages. Such incentives are primarily aimed at both current and prospective investors in the textile sector, with the goal of producing goods for the export market and generating foreign currencies, which is the urgent need of the nation at the moment.

Pricing Strategy

One of the most fundamental but often most challenging choices that businesses must make is pricing. All other factors, including product, advertising, and location, are cost-related for commercial enterprises. Price is the only one that creates revenue. Similar to how successful product development, distribution, and marketing strategies plant the seeds of corporate success, successful pricing strategies reap the benefits. Effective pricing, however, can never make up for missing components. In order to reach the organizational goals, pricing must be integrated and compatible with the other marketing mix tactics in the business. Because a firm's actions on one component of the mix also affect the other components, correct pricing cannot be done

independently of the other marketing strategies. Pricing continues to be the most flexible marketing mix technique, regardless of the necessity and significance of integration.

Therefore, developing the ideal pricing plan is still difficult for marketers today. From one product and market sector to another, there are significant differences in the relative importance and complexity. As a result, when pricing decisions are made for the first time within an organization, they become much more difficult. Organizations familiarize themselves with the process and pricing as a result as they continue in the industry and frequently engage in pricing.

From one market and product sector to another, these have varying relative importance. However, while choosing a price plan, each of these must be considered. According to the study, the textile companies should take into account each one in general and the third factor in particular. Because of their interest in the global market and the prospects made possible by several other organizations, All but Arms, and other bilateral and multilateral trade agreements, Bangladeshi textile organizations place a special emphasis on this factor. Similar to this, pricing literature advises businesses to set prices after determining client elasticity and competing prices in order to maximize profit.

Distribution Strategy

A company strategy's ultimate success hinges on getting the product to the target market. As a result, the company must choose distribution strategies with extreme care and take into account how channel decisions may affect other areas of the business. Distribution strategies essentially deal with the channels that a company might use to make its products and services available to customers. Companies can pick their distribution in one of two ways: passive market selection or active market selection. Accessibility and initial contact may be the criteria in passive market selection, where the company passively selects the distribution opportunities that it comes across. However, in active market selection, the business chooses and suggests what it considers to be the finest markets.

The active market selection can be broad, which businesses with limited resources and experience would not be able to pay. Expansive selection refers to a strategy in which a company

expands into new areas that are near and resemble the existing ones that it is familiar with, whereas contracting selection refers to a strategy in which a company maps all potential market areas and then eliminates those that seem least desirable. These costly and labor-intensive methods allow a business to narrow down the most alluring markets and then pick the best from that list.

Promotion Strategy

Planning, carrying out, and managing persuasive consumer communication are all aspects of promotion techniques. To communicate value to customers is a company's promotion strategy. Marketers have the option to select from or combine the promotion mix, which includes the precise blend of advertising, public relations, personal selling, sales promotion, and direct-marketing tools that the company uses to persuade customers of the value of its products and services and foster long-lasting relationships with them. According to certain writings, the range of these communication instruments covers both conventional and contemporary means of communication.

How much money can be spent promoting a particular product or market is the key strategic question at hand. According to literature, promotions have an impact on brand switching, purchase frequency, and stockpiling. It has also been shown that promotions cause customers to switch brands and make purchases sooner or more frequently. Another strategic concern is how the whole promotional expenditure is allocated among the promotion mix. Therefore, the role that each sort of promotion plays in a particular context is determined by the design of strategies that deal with these challenges. However, combining two or more promotional mixes is more effective than using just one, therefore corporations place a high priority on this for better results and a competitive edge. This is the case because the payoff is that brand managers establish synergy—that is, different strategies work better together than they do when employed separately—by carefully integrating various communication tools and channels. In textile promotion activities, Hamid Fabrics can attain & organize different sort exhibition & fair with all the buyers they've and protentional buyers. Also, they can invite buyers from local & international office to visit and see their new innovation of products.

3.11 Marketing strategy and Textile Mill Performance

One of the many elements that contribute to an organization's performance is marketing. As a result, the contribution of segregated marketing is significant and a component of the methodological difficulty of dealing with marketing literatures. So, in the majority of cases, the question becomes: How can the impact of marketing initiatives be quantified? The measurement issue is extremely important for performance evaluation since performance metrics are also important for motivating employees to market and sell their products because what gets measured gets noticed. Superior financial business performance, according to many marketing strategy academics, should be the ultimate goal of marketing strategies. Additionally, there are different levels at which marketing strategies can be evaluated, from the macro level to the micro level, for instance, at the level of a company, business unit, or brand to groups of customers or even individual customers. To assess the degree of a marketing strategy's financial success and to get the necessary feedback in response to the assessed results, relevant financial measurements can be created at each level.

The value of measurement in marketing strategy cannot be disputed, yet there is ongoing discussion in the literature on what constitutes a better measurement. While some contend that the assessments should be measurable, making financial success measurements appropriate, others contend that particular subjective variables, including sentiments regarding, are appropriate. Such disagreement makes it difficult for marketing managers to accurately measure the effectiveness of their marketing tactics and the proportion of ROI that is attributable to them. Superior financial company performance is the ultimate goal of marketing tactics, according to academics who support the financial measurement thesis. Therefore, a company, business unit, brand, group of customers, or even a single client can assess the success and efficacy of a marketing strategy.

In relation to this, support activities give marketers the ability to develop, plan, carry out, keep an eye on, and assess operational activities. Therefore, the marketing support activities cover employee motivation, marketing department culture and climate, internal communication,

organizational structure, and suitable support tools. They also cover training, research, and education for marketing staff. Even if these functional activities are investments with an expected return in the long run, it is challenging to evaluate their effectiveness through financial metrics. These kinds of operations are also necessary for organizations to build competency and efficiency so they can gain a competitive edge. If the data are available, both financial and non-financial measures of marketing strategy performances can be used to compare the performances of a corporation because the combination of both measurements provides the clearest understanding of measured performances, in the researcher's opinion. The influence may be challenging to quantify directly since there are so many intervening or mediating factors between marketing strategy and financial results. The non-financial metrics make more sense in their place. To this aim, a company is in a strong position if it believes that spending money on both functional and operational marketing efforts is an investment that will likely pay off in the long run as opposed to the near term.

Chapter -04

Findings & Recommendations

4.1 Problem Statement

While I'm working at Hamid Fabrics Ltd I've gathered different experiences in the field of marketing and production process of textile industries of Bangladesh specially of Hamid Fabrics Ltd where I knew what sort of marketing strategies need to be implemented to grow business and keep satisfied the buyers, how entire supply chain designs & manage from sourcing to final delivery, the political, economic & international difficulties in the industries to run the business, the competition between local and foreign company, buyer segmentation, prices, costing & branding & quality issues etc. Hence from my observation and experience I have found some problems in Marketing & production process in Hamid Fabrics Ltd. like inexperienced marketing team, delay sample & development support, price hike of raw materials, lack of proper R&D, lack of proper implementation of any plan. Therefore, my problem statement is **to identify the problem and issues encountered in the Marketing & production process in Hamid Fabrics Ltd.**

4.2 Problems Identified

Hamid fabrics Ltd is one of the best and leading textile mills in Bangladesh. Since the inception of Hamid Fabrics, it has introduced new trends & maintain the highest quality standard in its manufacturing and delivery process. Hamid Fabrics doing very well through different adaptive strategy and gain sustainable financial return but in my observation during my internship period and from analysis I got some findings. Findings are

- Regarding market segmentation and targeting, the Hamid haven't really followed a set segmentation and targeting methodology, especially for the global markets.
- Differentiation and positioning are related. Hamid's textile items had very little distinctiveness, in part because the brands were not more directly promoted to foreign consumers.
- Similar to this, the companies' ability to position themselves as having a wide range of products can still be a source of positioning strategy. Because of this, businesses are unable

to successfully generate, express, and provide customer values because their marketing strategies are developed at random.

- This study sought to investigate how the businesses carry out their marketing plans. In relation to this, the marketing mix (often known as the "4Ps") was evaluated while implementing a marketing plan. In addition, organizations still have difficulties when it comes to branding on the global market.
- Even in local markets, let alone in global markets, the companies' promotional activities are not yet at the necessary level.

As a result, corporations have not used a specific segmentation criterion that suits the relevant market, which indicates an improper oversimplification of the dynamic and particular needs of each market.

4.3 Recommendations

In my observation Hamid Fabrics have lack of efficiency in their production & support process, regarding this problem and research findings I would like to provide some recommendation that might help them in near future.

- Hamid has to link its marketing strategy with its performances in order to examine the contribution of each unit of investment in marketing strategy to the company's competitiveness with the top management involvement & decision.
- Timely delivery of sample, development support and bulk delivery with quality products to the garments factory plays vital role in providing the company decent competitive advantage.
- A textile mills is helpless when it's can't hold and keep a strong and experience marketing team. Experience and effective marketing team can boost the and servicing the company's most valuable things they have. So I suggest Hamid Fabrics management supposed to bring such marketing team so that they can give proper support to the buyers and can bring more sustainable development for the company.

- The Bangladeshi textile products are mainly made of cotton/spandex and the issue of cultural uniqueness and design can be good sources of differentiation which the company can use properly. The company should focus on new products.
- Hamid should take more promotional activities to reach more buyers to see the versatile products ranges.

4.4 Conclusion

Producing a product and making it available to buyers requires building relationships not just with customers, but also with key suppliers, vendors, garments factory and other stakeholder in the company's overall, production, supply chain, planning, finance distribution & marketing process. Successful completion of my three months internship in Marketing & sales department of Hamid Fabrics realized me company's management decisions directly affect every other marketing decision. Each step of production and supply chain creates a different level of revenues and costs, and reaches a different segment of target customers. Here, Hamid Fabrics used different sort of production and marketing strategy, they used to do customer segment based on their orders volume, prices & fabrics quality and accordingly do the planning to meet the production lead time. They have maintained a very good top class customer portfolio, buyers like – A&F, Tommy Hilfiger, PVH, M&S, Hugo Boss, S. Oliver, J.C Penny, NEXT, H&M, Esprit, Kiabi, ASOS, WE, C&A etc.

Hamid has their commitment from its day one of starting the production to maintain the quality of goods are producing and strictly maintain the buyer technical all parameters using world best dyes chemicals from Germany & Switzerland and USA cotton from high class yarn from Vietnam. They have the reputation in local and international market to maintain the same but they need more investment on R&D toward products, in marketing as well as production team.

Appendix Part

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5.2 Abbreviation

Table 6.1: Abbreviation

P.O	Purchase Order
RMG	Ready Made Garments
TP	Trade Price
HFL	Hamid Fabrics Limited