



Daffodil *International* **University**

Internship Report on

“Analysis of Merchandising Activities of Aboni Knitwear Limited”

Submitted To

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Submitted By

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Major in Finance

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Letter of transmittal

Date: June 1, 2022

To,

Mr. Md. Anhar Sharif Mollah
Assistant Professor
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University.

Subject: Internship Report on " Analysis of Merchandising Activities of Aboni Knitwear Limited”

Dear Sir,

I am delighted to submit my internship report on " Merchandising Activities of Aboni Knitwear Limited" This archive was provided to me as an absolute necessity during my three-month internship at Aboni Knitwear Ltd. in Dhaka, in view as a required for the BBA educational programs.

My experience with the investigation has shown it to be genuinely supportive and insightful. The stage quality I've worked so hard to improve in order to produce a strong and reliable report. Most of the work I've put into this report is important, and I'm sure you'll see that. I sincerely hope you'll agree. I respect the depth of your inquiry, and I am confident that I can make a big contribution toward finding an answer.

In appreciation of both your sincerity and cooperation.

Sincerely yours,

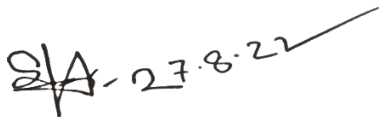


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Supervisor's Certificate

This paper's title, "Analysis of Merchandising Activities of Aboni Knitwear Limited," was confirmed by Tonmoi, ID: 173-11-524, Program BBA, Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil Worldwide University. I'm happy with the results of my global research and analysis. As far as we know, this is the first time the work has ever been published or submitted for grading or acknowledgment at a university or other institution.

Submission of the report is strongly recommended.



Mr. Md. Anhar Sharif Mollah
Assistant Professor
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University.

Acknowledgement

First and first, I want to express my gratitude to Allah, the Almighty, for providing me with the ability and strength to complete my report. For the completion of this report, I'd like to thank several people. Mr. Md. Anhar Sharif Mollah, Associate Professor, Daffodil International University, oversaw and assisted me in the preparation of this report, which I greatly appreciate. I was able to meet my deadline because of his guidance.

A special thanks to my coworker, who provided me with some excellent advice. Having access to them as an intern was a huge perk for me. Their assistance was critical to the success of this expedition. Thank you to my family and a few close friends who have been there for me throughout this difficult time.

Executive summary

A three-month internship at a well-known Aboni knitwear ltd., "Merchandising Activities of Aboni Knitwear Limited," was part of my BBA studies. During my merchandising internship at "Murad Apparel," I learned a lot about the industry while also getting hands-on experience.

My internship report on "Merchandising Activities of Aboni Knitwear Limited" was inspired by my time while interning at Aboni knitwear ltd., and the company's value-added services that it offers to its employees were the primary subject of this investigation.

For each event I attended, I describe everything in great detail in my report. In order to speed up the hiring process, services such as CV screening and data entry are offered.

Include any ideas you have for how to make the purchasing process better in your remarks. A number of analyses and difficulties are also addressed in this essay. This post is meant to shed some light on the repercussions of these programs and my own personal experiences with the organization. I learned a lot from this experience; thus, it was well worth it for me.

Because I've worked in several departments, I've gained a wide range of experience in the field of merchandising. I learned a lot from the Merchandising Division of the purchasing department.

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Chapter1 Introduction

1.1 Introduction

Bangladesh's RMG (Ready-Made Garments) industry is big and accommodating. Since 1977, Bangladesh has become a major player in the quick garment industry. About 85 percent of Bangladesh's export earnings are derived from textiles and apparel, with 75 percent coming from the article of clothing segment, which includes weave-and-sew shirts, pullovers, pants, skirts, shirts, coats, sweater sportswear, and an increasing number of casual and stylish garments. The division currently employs approximately 1.5 million or more workers, the most of whom are women from suppressed socioeconomic groups.

1.2 Background of the study

To date, Bangladesh has relied heavily on the country's textile industry as a major source of foreign currency for 35 years. The selling of clothing currently brings in over \$6 billion a year for the company. The sector employs around 3 million people, with women accounting for 90 percent of the workforce. One of the most important aspects in the textile industry's long-term success has been the MFA1 in North America and the specific European market penetration plan that has been implemented. The entire process is strongly linked to the pattern of output relocation, and vice versa. The relocation of garment manufacturing to Bangladesh is largely due to the trend toward cheaper labor costs, according to researchers. International supply chains and the Bangladeshi garment sector The apparel industry's wage structure may shed light on the reasoning behind this move. Clothing labor charges per hour (wages and benefits, US dollars) are 10.12 according to the United States Department of Labor, yet they are only 0.30 in Bangladesh. There has been a dramatic increase in global apparel exports from \$3 billion to \$119 billion since 1965, with developed nations accounting for only 14 percent of total exports. According to official figures, the number of people employed in Bangladesh's readymade garment industry increased from 582000 in 1991 to 1404000 in 1998. At 11060 thousand in 1991, there were only 765.8 thousand fashion industry workers employed by the U.S. government in 2012.

1.3 Significance of the study

The study focused solely on the operations and performance of Aboni Knitwear LTD's Merchandising Activities. Determine if Buyer Satisfaction Level, Product Quality, etc. are practiced in RMG in accordance with the organization's policies and procedures.

1.4 Objective of the Study

The following are some of the goals that have guided the conduct of this study.

- ✓ To grasp Aboni Knit Wear Ltd.'s merchandising activities.
- ✓ To identify the faults with Aboni Knit Wear Ltd.'s merchandising procedures.
- ✓ To identify the effect of EAboni Knit Wear Ltd.'s merchandising practices.
- ✓ To provide some recommendations to avoid complications associated with merchandising activities Aboni Knit Wear Ltd.

1.5 Methodology

A study's impartiality is largely dependent on how thoroughly it is completed methodologically. With the use of qualitative and quantitative data, this report can be judged objectively. This research relies entirely on data gathered from two distinct sources. To name a few:

Primary sources

- ✓ Experience in the Merchandising Unit is required.
- ✓ Interactions with the rest of my graduating class

Secondary sources

- ✓ Several national and international magazines devoted to the field of merchandising.
- ✓ BGMEA's published reports.
- ✓ Aboni Knit Wear Ltd Annual Report.

1.6 Limitation of the study

Almost every research project has to deal with some limitations at some point in the process of completion. Problems that, if resolved, could be of greater assistance in conducting an investigation are referred to as investigative obstructions. Furthermore, this internship report isn't exempt. I had to deal with a few imperatives in order to get the information I needed for my report.

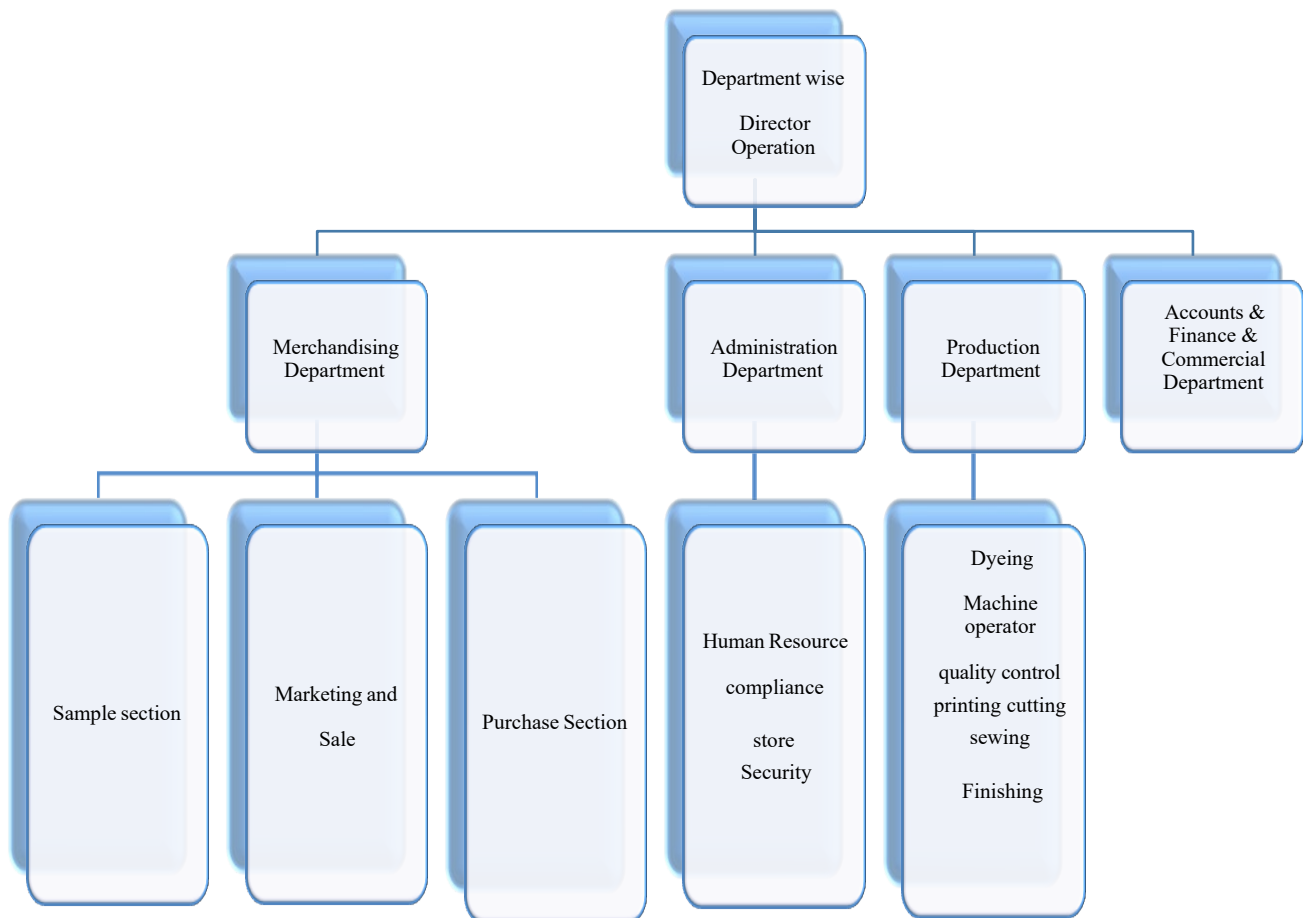
- ✓ Due to a lack of current data on this industry.
- ✓ The study's quality suffered because of the time constraints.
- ✓ It was not possible to include certain critical information because it was deemed proprietary by the company.
- ✓ The issue of merchandising is so broad that it was difficult to cover in a single essay.

Chapter 2 Company overview

2.1 Introduction

There were 16 production lines and 57 acres of land for Aboni knitwear limited when it was established in 2002. As a result, Murad Apparels is an entirely export-focused business. In addition to sourcing, purchasing, production, quality control and follow-up as well as creative services and image development as well as logistics, we offer the best in purchasing and production services. While saving expenses and enhancing safety, we take an active approach to managing your brand and increasing the efficiency of your business. With an uncompromising commitment to excellence, we tackle style, quality, timing, communication, professionalism, and efficiency. At our company, we place a high value on quality, and this is the driving factor behind all of our decisions, from deciding which materials to employ to how best to serve our customers. Among the many types of bottoms and outerwear that we specialize in are suede and PU leathers.

2.2 A diagram of the structure of an organization



2.3 Mission

- ✓ To be able to respond quickly to changes in the business environment by picking and choosing the optimum infrastructure.
- ✓ For a long-term company plan, you need the appropriate people and the correct procedures.
- ✓ To make use of the most recent industrial engineering methodologies and models in order to continuously improve the manufacturing process.
- ✓ To continually improve organizational capacity through the development and involvement of employees, the implementation of sound business processes, and the application of cutting-edge technology and automation.

2.4 Vision

To become one of the most responsible corporations and most sought-after places to work, and to contribute at least \$500 million to the country's gross domestic product (GDP) by diversifying our business portfolios and providing added value to our customers.

2.5 Strength

- ✓ The buildings, professional workforce, and management of Babylon Group are the company's strongest assets. Here are a few of the most interesting points.
- ✓ A computerized inventory management system is in place at every industrial location.
- ✓ Power generating and distribution facilities for each factory are in place at each location.
- ✓ International standardizing organizations like ISO and WRAP have acknowledged Babylon's superior quality.
- ✓ Modern gear and equipment that can meet the needs of a wide range of consumers is available.
- ✓ The group's concerns have a wide range of support resources, which helps with order fulfillment and reduces costs.

2.6 Product

.WOVEN



.KNIT



2.7 Direct & Indirect Suppliers

Fabric Supplier:

- Thermax
- Sanjana
- Unicom
- Paramount
- Akij
- Wynnvaye
- Visionland
- Unifill
- Hossain Dying

Label Supplier:

- Maheen Label

Thread Supplier:

- Nassa Thread
- Coats
- Apex thread

Interlining Supplier:

- OTL
- Etasia
- RM Interlining Ltd

Button Supplier:

- Impress Accessories
- Deco Accessories
- Agami Accessories
- New Age

Price Tag:

- Check Point

Chapter 3 Merchandising activities & operation

3.1 Concept of merchandising

As Merchandise" is derived from the word "Merchandise," this phrase refers to goods that are bought and sold. Merchandisers sell products. In the garment retailing industry, the purchasing of raw materials and accessories is necessary to make finished clothes that meet the customer's specifications, maintain desired quality, and meet delivery deadlines.

As a result, a merchandiser must have a wide range of knowledge and skills to advertise their goods, find buyers, monitor costing, ensure profit, quality assurance, schedule constraints, and keep a timely delivery.

As a merchandiser, someone should have the following skills and knowledge:

- Accurate and efficient communication requires fluency in the English language, as well as sufficient knowledge of specialized terminologies.
- Knowledge of yarn, fabric, dyeing, printing, finishing, color fastness, garment sample, and production, etc. is required.
- A firm grasp of the need of accurate garment measurements in the production process.
- A thorough understanding of the raw material and garment inspection procedures.

3.2 Merchandisers functions to execute export order

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

- ⇒ Fabric requirement calculations according to order number of garments by giving extra percentage for wastage in cutting time.
- ⇒ Accessories requirement calculation (Thread, Button, Interlining, Main label, Woven label, Fit label, polybag, if finishing product will be packed in hanger, then hanger needed, plastic pin, Carton etc.)
- ⇒ Source of fabrics
- ⇒ The source of trimming.
- ⇒ You may keep track of your fabric and trim deliveries and in-house time by creating a T&A table.
- ⇒ Pricing
- ⇒ Planning for the manufacturing of Garment
- ⇒ Schedule for pre-shipment inspections

- ⇒ Shipment paperwork.
- ⇒ T&A must be followed by a well-thought-out action plan.

3.3 Activities of a merchandiser

There are two distinct categories of merchandisers. Both are high school juniors or seniors, and one is a minor. In contrast to junior merchandisers, intermediate and senior merchandisers often work in the warehouse.

- ✓ Production monitoring is the most important duty. " Keep a copy of the shop's "inventory report" for your records.
- ✓ Creating and approving sample swatches with the buyer.
- ✓ Get everyone together to plan the shoot's timeline in advance.
- ✓ Set up an independent manufacturing facility by placing an order.
- ✓ A "Daily Production Report" and "Daily Quality Report" should be requested from your manager.
- ✓ On your own time, come up with alternate plans if there is a shortage in the grocery store
- ✓ Initiate plans for a final inspection.
- ✓ The final inspection should be scheduled.

3.4 Top Merchandiser Responsibilities

- ✓ Creating a sample
- ✓ Cost-cutting measures
- ✓ Verification of the purchase order
- ✓ L/Opening C's Ceremony
- ✓ Summery begins
- ✓ Purchasing
- ✓ Obtaining Resources

- ✓ Scheduling of production
- ✓ Production monitoring and control
- ✓ Set a date for the final audit.

3.5 Merchandising Department Work Activities

Merchandising is the process of developing, creating, implementing, and delivering products to clients. A different name for this process is product development. Management and supervision of a product line from start to finish is required for this position. Management of the department is handled by a benefit controls manager who oversees the efforts of a group of merchandisers. International customers are dealt with by merchandisers. The teams are formed according to the needs of the customers they serve.

There are two sorts of merchandising to consider when purchasing exports.

- A specialized sort of marketing merchandising is known as marketing merchandising.
- Selling products to customers is referred to as "product merchandising."

3.6 Merchandising of Products

Merchandising of the products is done automatically by the machine. All of the obligations are included here, from the beginning of the procurement process all the way to the end, or at least the first sample. All of the work in commodity marketing begins and concludes with items being shipped.

The following is a rundown of the primary duties of a merchandiser.

- ⇒ Creating and Producing Innovative New Products
- ⇒ Product and market research
- ⇒ Propagation of thoughts
- ⇒ Anatomy of a hook
- ⇒ Obtaining Verification of Shipments

- ⇒ Expense accounting
- ⇒ Procurement of a supply of raw materials

3.7 Marker Planning System

As illustrated in the following diagram, this method can be used to sort a size range into six groups of six sizes each. For example, XS, S, M, L, XL, and so on. Three parts in three dimensions or twelve pieces in twelve sizes are also available for our convenience. The paper design can be calibrated to the above-mentioned clothing according to the measurement sheet and then utilized to produce the final product based on our knowledge and the size. It is important to transfer the paper pattern to a marker paper with the same width as the fabric in order to have a consistent result. After we've marked the template, we may calculate the total consumption of six outfits by carefully weighing the marker paper. We may get a pc clothing consumption figure by dividing the total by six. Consequently, a dozen of the device equations given above are consumed.

3.8 Mathematical System

The mathematical approach can be used to compute the amount of fabric needed to make a garment or the amount of fabric consumed by the garment. Making an educated guess is possible using the mathematical framework. As each item in each garment is measured in length and width, mathematical measurements based on the consumption or sample garment can be calculated.

3.9 Making a Consumption Report

Businesses spend a lot of money on cloth. Obtaining an order request, the buyer's fabric consumption, and reserving the fabric consumption after an order is confirmed are all crucial to calculating a cost sheet. Merchandiser only has to pay if they use less tissue when costing because sales percentages are smaller and the factory sometimes has to pay for tissue. It's a major setback for manufacturing because of the decreased cloth intake. The excessive use of cloth would result in considerable losses for the company. The appeal or desire of the customer to place a purchase frequently decreases.

After placing your purchase and receiving buyer confirmation that you intend to proceed, the factory will suffer a considerable loss and a dissatisfied client who may even demand restitution for the short shipment and the related damages. When the plant needs more cloth, the factory has excess fabric, which results in a loss for the factory. Because the factory is losing money, it must participate in the local market. An additional benefit of using the police case is the ability to bring in more fabric than the business need.

A variety of factors must be taken into account in order to create a high-quality consumption merchant. To put it another way, before making a clothing purchase, customers should know how it is created. The main seam allowance is the amount of extra material that must be added to the main seam of the clothing being stitched. This includes the hem on the cuffs, hem on the sleeve, and so on. In order to avoid wasting fabric, merchandisers need to keep track of how much they have available.

If a fit or wash, dying, or printing is required, additional textiles should be consumed in the order mentioned. A material's width (e.g., 44/45, 51/58) must be taken into account while making a consumption. If we place an order for production at a company, we can take care of business. According to the fabric's length, it's important to protect it. The shrinking issue must be taken into account while drafting a pattern for manufacturing. The garment-to-clothes ratio will dictate the amount of tissue needed. Due to the regularity with which substances must be split into bays, additional fabric is required.

3.10 Sampling

Samples are used to evaluate exporters' ability. When the exporter and his firm contact the buyer, they only send samples. The quality of the samples will force customers to put an order at a fair cost. It is also critical to provide examples that are both creative and of a high quality. Besides securing large orders, exporters aim to gain extra benefits by tasting their products. Samples will be used by the exporter to estimate the amount of yarn required to make the cloth, a basic thought that is producing increasing complexities in the production process. Additionally, exporters can take advantage of sampling in order to improve characteristics for mass manufacturing, eliminating numerous possible bottlenecks. The sampling department takes care of all of this for us, guiding us step-by-step through the sampling process.

The details of the purchasing sample are listed below. Using a tag, the following details are included with each sample sent out after the order is confirmed: This database contains all of the requests and materials/trims provided by customers (if applicable).

A company's sample department can be unique from the rest. For samples and other criteria, merchandising is used because customers are actively involved in the process. To ensure that samples are made in compliance with buyers' criteria for cost and quality, the merchant must also provide relevant guidance to the samples department.

3.11 Process of Sampling

Development of departmental processes includes a wide range of new fiber products (including yarns, textile structures, and fabric effects), along with various types of composite products (knitwear, household goods, and technical and medical products), which are all included in the development of departmental processes. First and foremost, the research and manufacturing teams must conduct a thorough assessment and risk analysis. The second step, where the initial prototype is approved, includes procurement and purchase, as well as product monitoring and tracking. The

third and final phase begins after the final sample requirements have been established. The procedure begins with a range of jobs that are performed by parties other than the house producers and developers.

We'll need to send out samples as long as we're working together. Customers may request samples at any time they wish to inquire about a product. In some cases, customers may like to see the new fabrics in action before purchasing. An inquiry may necessitate samples in a variety of materials, such as cotton or linen. Prototypes are required if you wish to experiment with a new cloth.

These samples could wind up costing quite a bit of money. For a company that wants to grow, these samples are a must. Customers aren't sure whether our samples can bring in orders even if they are attractive and affordable. Sending samples to prospective customers is a crucial part of showcasing our work, product offerings, quality standards, and pricing to them. To persuade potential clients, these samples should be distributed. This means that a company should be able to design new styles and textiles in order to attract new customers.

3.12 Samples for promotional purposes

Some buyers want these samples to be included in the orders of their clients. Seven examples of any issue will be requested by buyers who have seven salespeople. The merchants will put their clients' orders on wait for them after showing these samples. The buyer gives us the go-ahead to gather the quantities.

It's up to us whether we want all five, three, or just one type if we've sent in five samples. We frequently fail to attain order even when working with a specified topic. Salespeople's matching prints or samples, insufficient content, incorrect colors, and erroneous sizes may prevent the intended sales from being realized. Additionally, it could be due to an economic slump in the area, a lack of competition, or an improper pricing policy. In any case, we must approach these samples with an open mind if we are to receive guidance.

More time, money, and other resources should have been spent on conducting these tests. We can't put the responsibility on our customers when we don't have any orders. He can't aid us in this aspect. It's best to have a conversation with the customer about the pricing of certain samples before starting the sampling process.

A single sample costs around three times as much as a sampling. The consumer should not expect to pay for the entire cost of the goods. Samples are very useful if you are running a business. Customers interested in models for which we have not received queries should expect to pay two or three times the normal price for those things. Those who are in it for the long haul will support my assertions.

3.13 Samples of visuals

These samples should be prepared as soon as the order sheets are received. These samples must be of the correct size, shape, and weight. There are only a few differences between the materials. You can get your hands on them because they're out there.

It's possible that consumers who want their images to be printed on photo inlays or packaging boxes or hanging tags will request these samples. You can use these samples to advertise or market your business in your local area. In any event, the models are the ones who take the samples. The photo shoot is orchestrated by a marketing firm, which is compensated handsomely. In order to meet this deadline, these samples must be supplied on time. If samples are not provided on time, customers will have to pay the marketing agency and the models additional expenses. Samples should be taken in accordance with the model's expected fitness level, according to customers' requests. These procedures must also be followed to the letter. Depending on the buyer's preferences, samples can be requested from the manufacturer or provided prior to manufacturing beginning.

3.14 The bank's L/C issuance procedures

Upon receipt of an invoice from the exporter, the importer requests a loan from his bank to ensure that the seller will be reimbursed for his goods. However, this appeal can only be granted if the Bank is willing to rely on the repayment of the applicant. It is common for this strategy to involve the bank in extremely risky activities outside of its core competence if the product shortfall cannot be sold on a controlled market. Consequently, the borrower will be able to fulfill the minimum payment due to the banks or a line of credit. A bank's business is based on records, not commodities. Once a credit application has been approved, payment is only due if all needed documentation is submitted on time. A bank is authorized to honor any documents it gets from a borrower as long as the recipient has not fulfilled its contractual obligations.

Before the L/C may be opened, the importer must request the following documents from the seller.

- ✓ Taxpayer's Social Security Number (TIN)
- ✓ Licensing for commercial activities.
- ✓ Certificate of Registration for Importers (IRC)

To open the L/C, the Bank will require the following documents:

- ✓ Depending on the LCA type.
- ✓ IMP Form "

- ✓ For paperwork that is necessary, there is a documentation fee.

Banker's instructions must be followed when filling out and signing this paperwork.

3.15 The purchase order

Clients' purchase indent folders are collected by the various contract booked departments responsible for the search, and any discrepancies found are communicated to customers so that adjustments can be made. The most popular color is grey.

Grey demand was seen in the following areas:

- Importing a new or updated order
- Coordination between the export and processing divisions is the ultimate goal of production planning and coordination (PPC).
- It is now possible to keep track of the current stock levels.
- Issued in a blue-black tint, black cloth will soon be replaced with grey.

3.16 Remove planning and approval steps

Customers can send their designs in any form they like, including paper cuts or fabric cuts. To build the strike, we employ these cuttings.

3.17 Assortment

The quantity of the order is changed once the customer is satisfied with the design.

3.18 A guarantee of payment

The items purchased will be checked by the appropriate department after receiving L/C, and any discrepancies will be reported and the customer notified.

3.19 The shipment of goods

This area includes the shipping and selection of department samples. Before being sent to S&D, each segment double-checks the number of products it will convey.

3.20 Shipment

Air and marine shipments will be reported to and delivered by shipment and shipment.

3.21 Grievances received from clients

Regardless of whether a problem is discovered after the product has been delivered to the consumer, he must contact the proper agency to register a claim. Incorrect samples are sent in for testing all the time.

3.22 SWOT analysis

SWOT analysis is a comprehensive examination of a company's exposure and potential in light of its strengths, weaknesses, opportunities, and threats. This enables the business to maintain their current line of performance while also anticipating future opportunities to increase their performance relative to their competition. As a result of the fact that a company can use this tool to assess its existing standing, it can also be regarded as a vital instrument for implementing strategic management reforms.

Strengths

- Aboni Knit Wear Ltd. has already developed a positive name within the national apparel business. It is one of the leading enterprises in Bangladesh's private sector. The factory has already demonstrated effectiveness in personnel recruitment.
- Aboni Knit Wear Ltd. has supplied its manufacturing product with a position of leadership and management by implementing an effective recruiting policy.

- Aboni Knit Wear Ltd.'s business culture is interactive. The work environment is quite pleasant, interactive, and casual. In addition, there are no hidden hurdles or limitations to communication between superiors and employees. This business culture serves as a significant motivator for employees.
- It has a reputation as a supplier of high-quality products to its potential clients due to its experienced workforce.
- It also offers a competitive remuneration plan to attract and retain both new and existing personnel.

Weakness

- The most crucial aspect is that the company lacks a purpose statement and strategic plan. The vision of the mills in "A Moll with Vision" is extremely hazy. The factory has no long-term plans about whether it will focus on retail products or become a corporation. Now is the time to set the future's course with a solid, executable strategic plan.
- Employees are also recruited through director references, which might result in the recruitment of inefficient and unskilled personnel.
- The plant lacked a robust quality-recruitment policy for entry-level and some middle-level positions. Consequently, the factory's services appear obligatory in the present day.
- A portion of the employment offers little room for growth or promotion. Therefore, there is a lack of motivation among people occupying these positions. It is a weakness of Aboni Knit Wear Ltd. that a number of its employees are dissatisfied.
- Regarding the promotional area, the factory is in serious trouble. It lacks an effective marketing campaign. However, all other competitors incur substantial marketing costs.

Opportunity

- Aboni Knit Wear Ltd. is able to categorize the required positions and recruit accordingly. It is also able to administer entrance tests to ensure that only the most qualified candidates succeed in the market.
- There is a possibility of holding a career fair in all prestigious universities in order to hire the most qualified graduates.

- An opportunity exists in retail industry due to the fact that the country's growing population is rapidly adopting consumer credit. Our population continues to increase at a rate of 2.7% per year. Our population is predominantly middle class. Diverse sorts of retail loan products appeal strongly to this demographic. Thus, the market for a variety of retail lending products is very vast and easily penetrable.
- In recent years, a great number of clothing industries have entered the market. In this competitive market, Aboni Knit Wear Ltd. needs broaden its product offering to strengthen its competitive advantage. It can introduce unique products to prospective customers.

Threats

- Aboni Knit Wear Ltd. faces a substantial threat from all sustaining industries and new international, private companies.
- After receiving confirmation, probationary employees pose a risk of quitting the organization.
- The inadequate salary package for mid-level and entry-level employees undermines employee motivation. As a result, high-quality personnel quit the firm, which has repercussions for the business as a whole.

Chapter 4 Problems, Recommendations & Conclusion

4.1 Findings

The following inferences can be made in light of the analysis and actual experience gathered during the internship period:

- ✓ The manufacturing process' performance often isn't top-notch.
- ✓ They are occasionally capable to producing a little quantity of the product.
- ✓ The transfer of the L/C to the consumer can be a little sluggish. Occasionally, it could take a bit longer.
- ✓ The quality of the stitching as a whole is quite low.
- ✓ Unfortunately, the quality of the packaging is not always top quality. It's probable that it will lead to issues with customers' satisfaction.
- ✓ This textile company's human resources division is weak.
- ✓ Negotiations are not always effective for merchandisers.
- ✓ It is possible that it will become a source of disagreement at some point.
- ✓ It is well known that Aboni Knit Wear Ltd. maintains a hostile environment in which business is conducted.

4.2 Recommendation

Aboni Knit Wear Ltd. is a new Bangladeshi textile company that was founded in 1985. It has a fantastic reputation on the global market. The composite factory will be erected there after the woven sector is completely operating. However, I have observed several reasons why this company is not successful throughout my internship, including the following:

- ✓ The merchandisers must purchase all of the raw materials for the clothing because the company's supply chain or procurement department is weak. This puts additional pressure on them to finish the shipment on time and occasionally even ahead of schedule, which necessitates paying extra for air shipment. As a result, the merchandiser will find it simpler to send the goods within the allotted time limit once the supply chain department has acquired all of the raw materials.
- ✓ The operation should have a well-developed planning department, and tight time management should be followed. Due to a lack of command of the authority over the production, productivity is low in this situation. To increase output, it ought to be raised.
- ✓ The quality assurance system needs to be updated as quickly as feasible because quality is the top concern of all international customers.
- ✓ It is essential to enhance the workplace environment.
- ✓ The pay scale is incredibly low, and since the company would be losing potential employees as a result of its rules, it is vital to improve it.
- ✓ The delegation of power should be subjected to stringent oversight, and there should be an unwavering commitment to open communication between workers and management on a regular basis.

4.3 Conclusion

Bangladesh is one of the region's developing nations. We have been able to reduce the unemployment problem in this country because of the textile or garment business. There are a lot of people working in this industry. Although this sector had a bad start, it now accounts for about 75 to 80 percent of our overall economic growth, boosting the overall health of our economy. Merchandisers, on the other hand, are people who devote their entire time and energy to advancing the growth of this industry. The job of a merchandiser is to take orders, carry them out, make the best items, and deliver them to the customer as quickly as possible. With the support of Aboni Knit Wear Ltd.'s pleasant staff and senior management, I was able to experience a wide range of functions in the buying house industry while working in the merchandising sector. Everyone at Aboni Knit Wear Ltd. worked tirelessly to ensure that customers received the best possible experience. Globalization is placing new pressures on buying house sectors, which are currently dealing with numerous issues. There are multiple rivals in this market, which further complicates things. So Aboni Knit Wear Ltd. should fix its weaknesses to ensure its long-term viability in this business. So that a senior officer can make judgments on their own, they should hand over management of the situation to that person. Delaying the project for an extended amount of time can be beneficial to a corporation, as long as that's the case. Competitively critical factors in management practices including cost, product quality, image and reputation, resource allocation and control and capabilities should be defended by them. Since the first day I started working at Murad Apparels Ltd., my internship has been a valuable learning experience. I am confident that the three-month internship program at this buying house will help me achieve my professional ambitions in this industry in the future.

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