



**Daffodil**  
*International*  
**University**

***Project Implementation of Cruel  
Sun a T-shirt Business***



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## **Project Implementation of Cruel Sun a T-shirt Business**

Course Name: Project 12

Course code: PW-612

Semester: Summer 2022

### **Submitted to:**

Md. Kamruzzaman Didar

Department of Innovation and Entrepreneurship

Daffodil International University

### **Submitted by:**

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192-45-200

Department of Innovation and Entrepreneurship

Daffodil International University

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## Letter of Submission

**September 8, 2022**

To,

Md Kamruzzaman Didar

Head, Department of Innovation &

Entrepreneurship Faculty of Business &

Entrepreneurship

Daffodil International University

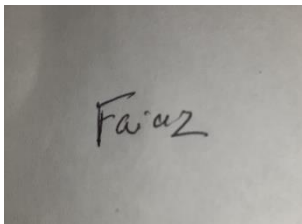
Subject: **Submission of Project Report 12**

Dear Sir,

This is my project “Project Implementation on Cruel Sun a T-Shirt business”. I collected all data and information from my business. Some of the data is also from Internet which are given proper reference.

If you have further queries regarding this report, please let me know. Thank you.

Regards

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

Faiaz Hossain

ID:

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Department of Innovation &

Entrepreneurship Faculty of Business &

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Entrepreneurship Daffodil International  
University

**Letter of Acceptance**

This is to clarify that Faiaz Hossain ID: 192-45-200, program: BE, is a regular student of the Department of Innovation & Entrepreneurship, Faculty of Business & Entrepreneurship, Daffodil International University. He has completed his final report, Project Implementation on Cruel Sun a T-Shirt business and he has prepared his project report under my supervision. The data and findings presented in this report seem to be authentic. Thus, this report has been accepted for his course project.

I wish him all success in life.



.....  
**Md. Kamruzzaman Didar**

Head, Department of Innovation &  
Entrepreneurship Faculty of Business &  
Entrepreneurship  
Daffodil International University

September 8, 2022

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## ACKNOWLEDGEMENT

First I express my heartiest thanks and gratefulness to almighty God for His divine blessing makes us possible to complete the final year project successfully.

I am really grateful and wish my profound indebtedness to **Md. Kamruzzaman, Head,** Department of Innovation and Entrepreneurship, Daffodil International University, Dhaka. Deep Knowledge & keen interest of our supervisor to carry out this project. His endless patience, scholarly guidance, continual encouragement, constant and energetic supervision, constructive criticism, valuable advice, reading many inferior draft and correcting them at all stages have made it possible to complete this project.

I would like to thank our entire course mate in Daffodil International University, who took part in this discussion while completing the course work.

Finally, I must acknowledge with due respect the constant support and patients of my parents.

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## Executive Summary

This Project is conducted to get an idea of online T-shirt Business and how I implemented it. It has been made with 2 years of business experience at cruel sun. It will highlight this Industry potential here. I wanted to be in this sector because now days in our countries ecommerce sector is really big and full of potential. There are different many models of business that can be conducted here one of them is the online selling model. I am interested to find general overview of these sectors to get involved with it myself because of the underlying opportunity. But its usefulness is not limited to this. As it is now this project can be used to get an overview of this sector and how business is conducted in this sector and its future potential in Bangladesh.

Cruel Sun is a T-shirt company which delivers trendy t-shirts to customer. Our moto is providing the best value to customer. We ensure highest quality of service and make sure to hold us accountable for holding the highest standards.

The report comprises seven parts- chapter one includes the Introduction, background, methodology, and limitations of the study. In chapter two, it contains an overview of the business, its mission, vision, services and how it makes a difference from others. Chapter three contains the market competitor, SWOT analysis, marketing areas, target customers, cost of services, sales forecasting, marketing strategies, expansion strategies and marketing budget. Chapter four of this report contains organizational structures and roles & responsibilities. Chapter five is all about the financial plan of the business. Chapter six contains findings, recommendation and conclusion of this company. The last chapter contains all the reference collected from third party.

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# **Chapter One**

## **Introduction**

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## 1.1 Introduction

This Project will give a general idea of online model of T-shirt Business in Bangladesh and how I implemented it to create cruel sun. It will also highlight the financial potential in this sector here.

The motivation behind this research, in this day of capitalism everything is getting privatized and creating a lot of business opportunities. This digitization is taking a rapid pace in only few sectors. Many sector are not seeing much of growth in Bangladesh. Online clothes in domestic market is one of them. It's an underrated sector in Bangladesh with huge potential. Now days our countries institutions use an outdated way to conduct business but with the new age comes new technology and new way of doing business. There are different business models when applied results is substantial gain.

The questions we are trying to answer is by implementing above mentioned business model how much profit can we maximize and how it could be beneficial to general people. Also to know the potential of this sector in domestic and foreign market. We are assuming that we are going to find huge upside and potential in this business sector, the figures will show how much revenue grows by adopting some methods also potential in foreign markets. This report is going too divided into many parts. They will highlight the methods; how much will it affect the revenue, how will I help people etc. It will shoe case different charts indicating potential and also figures we project that can be earned.

## 1.2 Objectives

- This Project will highlight the potential by using different business models and technology and current situation financial situation of this sector and how I am implementing them. Many charts will be given here to identify the industry flow. The analysis will be mostly done by year to profit or growth ratio.
- The data are collected from many studies done over the years by different agencies, news sources and financial institution. My own business data will also be added. To give a simple summary of the project, this project is conducted to get a general idea of potential online selling of clothes sector in Bangladesh. It will highlight the sectors potential here. Now days this particular sector is undervalued. It has potential. So I think this is a big problem. We are not focusing on this sector so it's not flourishing that much.
- My hope is to shed light at this and inspire few people to join in my mission to revolutionize this sector. While doing this research most of the information is from online. Some of the data is from my business. So this project has mixture of primary data and secondary data. Most of the data had to gather by online. So it may have some limitations.

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### **1.3 Research Methodology**

As I said at the background section, this research and implementation project is for analyzing the potential and current situation of the following sector and how I implemented it to my business. Bangladesh has a huge potential in this sector. But in my opinion we are not utilizing this golden opportunity. So my target is to present the potential in numbers to validate my statement.

This project will be based on both primary and secondary data. At the time of me making this I have collected secondary data and applied primary data. The data are collected from many studies done over the years by different agencies, news sources and financial institution. For example: The Daily Star, Bangladesh government, World Bank, Prothom Alo, Financial express, world forum etc. These organizations have done study similar to mine over the years. They contain data for the growth fall challenges problems and solutions in this sector. In this project I've gathered data from all these sources. They have the full credit. I just putted all of these researches together and gave a broad overview. There are Graphs, charts, and some statistical analysis to calculate the growth, market situation, new technology effect, new breed etc. This data's and charts are also taken from different news sources and agencies website and applied from mu own business.

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## **Chapter Two**

### **Overview of Cruel Sun and Its Industry**

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## **2.1 Overview of Cruel Sun**

Cruel Sun is owned and managed by Faiaz Hossain and Ahmed Rafsan. They will bring their experience and expertise to help build and grow Cruel Sun to compete favorably with other leading companies in the industry and deliver quality products in Bangladesh.

## **2.2 Mission Statement**

We aspire to deliver our customers the lowest prices, the best and unique available selection with quality, and the utmost convenience we can manage.

## **2.3 Vision Statement**

We want to be the most customer centric business in the world, to provide what customers will want better than anyone else.

## **2.4 Services of Cruel Sun**

Cruel Sun is a growing t-shirt company whose purpose is to make a profit and we ensure that we will reach the way to our visionary position to provide our customers exactly what they want and the best quality product.

We provide product solutions for both individual customer and also a business.

Services we offer to a business:

we also can sell to stores and big businesses. Big showrooms and stores does not have the flexibility and time to do market research on trendy products because they are short lived so they approach us to buy our product at a bulk price. Another model which is nowadays getting really popular is pull business model. This model mainly focuses on supply chain. Here customers order from manufacturers directly with a custom design of their own. Then we can print that design and ship it to customers. It is especially useful for the people who does not have capital for large inventory. So by this business model they need to make new designs only when there is a demand. There is no loss this way and is really efficient.

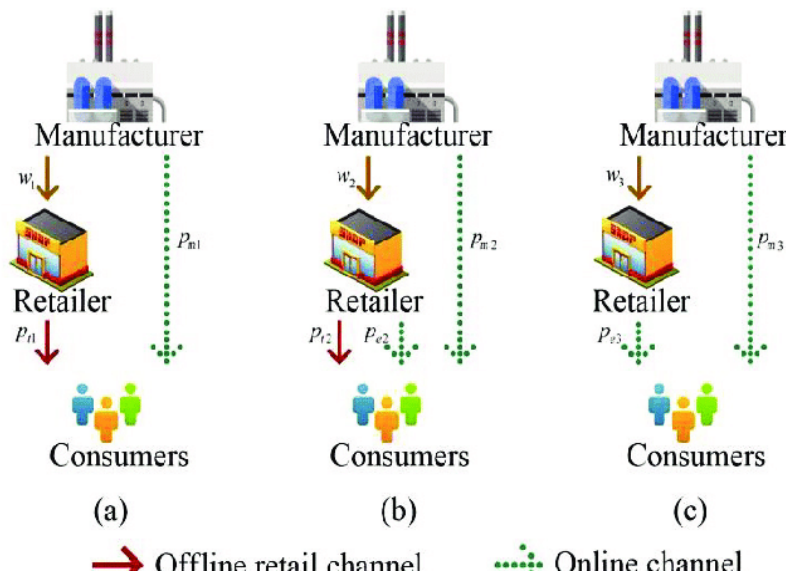
Services we offer to individual customer:

these business model is these business create online social media presence and do a market research of what customer wants at that particular time, what's trendy at that time. The inventory will be made according to the customer's feedback. For example: on Eid-ul-Adha all t-shirts will be based on cow.

## 2.5 Differentiating Factor

Our differentiating factor from other competitors is our supply chain. Our supply chain model is really versatile and provide us flexibility to ensure highest quality service to our stakeholders.

Now the whole world is shifting online. Everyone is on internet 24/7 through google, Facebook different websites etc. So businesses are also moving to internet to sell their product. This internet revolution has given birth to a whole new breed of businesses. These businesses are only present online, they have no physical location. One of these business model which we use is these business create online social media presence and do a market research of what customer wants at that particular time, what's trendy at that time. The inventory will be made according to the customer's feedback. For example: on Eid-ul-Adha all t-shirts will be based on cow.



This model of doing business is really efficient and profitable. Inventory loss is also insignificant. Because the inventory is equal to the demand and specially designed for that occasion. Because of the time sensitivity the amount of inventory stays low and because its trendy we can charge customer extra for our products. There are also some businesses who have a physical store and also have an online presence. At a glance it may look like a disadvantage but they have their sets of challenges too. They make bulk of inventory for their store and sell the same inventory online. They cater to generalized people. Their inventory is not tailored towards a specific segment of customer. Their cost is also significantly higher. For example, if they sell a t-shirt sells for 400

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takas at shops then in wholesale method the product has to be made at the cost of 100 and she electricity, rent and employee cost also has to be added on every single product that makes their product cost high where my business model has none of that it only has the cost of the manufactured good. That's not the only way that customers can be reached with this business model. With this model B2C and B2B mode are possible.

For example, as we sell directly to customers through online channels

we also can sell to stores and big businesses. Big showrooms and stores does not have the flexibility and time to do market research on trendy products because they are short lived so they approach us to buy our product at a bulk price. Another model which is nowadays getting really popular is pull business model. This model mainly focuses on supply chain. Here customers order from manufacturers directly with a custom design of their own. Then we can print that design and ship it to customers. It is especially useful for the people who does not have capital for large inventory. So by this business model they need to make new designs only when there is a demand. There is no loss this way and is really efficient.

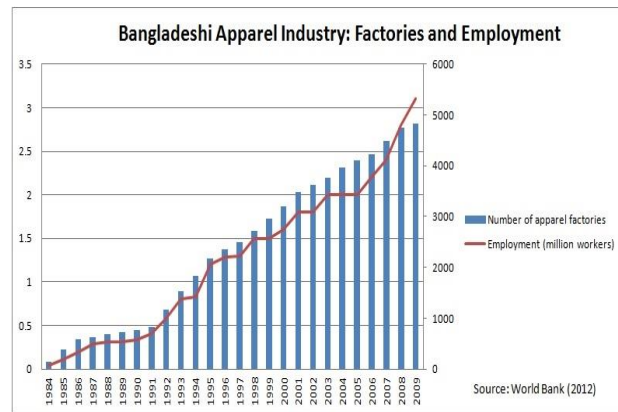
The whole sale model of this business is also a profitable one is implemented correctly. Bangladesh has lot of small business booming and lot of those small business can't spend huge amount of money on inventory. So ordering directly from large garments is not an option for them. This is where wholesale model come in, wholesaler will make huge quantity of products from garments which he will sell to many different small businesses. This will lower our production cost and businesses with low purchasing power can buy small quantity of products from us. We are making their life easier and getting a profit from the middle. This is a simple business model with lot of variation and highly potential. Wholesale process works by establishing secondary relationship between buyer and seller. Whole seller basically produces and buys at a rate sells it to another business which is relatively smaller. So in this way of doing business managing inventory is tough. The whole seller has to manage enough inventory to supply to its customers and as well as not accumulating too much inventory.

## **2.6 Overview of F/E-commerce Industry**

At first we will discuss the following sector situation, potential by implementing new models and how its implemented practically.

Now demand of good garment are growing more than ever and consumers want this purchase to be as smooth and easy as possible. This is the place where online shops come in. In Bangladesh businesses big or small are an active participant in this sector. The whole idea behind it is customers can buy their preferred clothes with ease, from the comfort of their home. this model of business gives an average business a gate way to this profitable business sector. Here we will be talking about online t-shirt business. So in this case consumer will buy t-shirt from the business.

We know that this sector and its products has demand or not on domestic level, in some countries we see that they are emphasizing on this sector really much. This industry is booming in the western countries. So if we can execute the plans to popularize these technologies, consumers are



sure to bite it. Bangladesh is viewed as one of the most lucrative areas for this sector development on the planet, with one of the world's biggest population and the third biggest rising economy in Asia after China and India. This research and implementation project of online selling model of t-shirts in Bangladesh utilizing information gathered from primary and secondary sources that are available online. The discoveries inside will portray ongoing business development inside Bangladeshi inland industrial sector. This expansion in the field has been made possible with the usage of logical and process modernization.

Despite these obstacles, Bangladesh's internet retail industry is expanding quickly and profiting greatly. In 2022, the e-commerce market is anticipated to generate US\$8.03 billion in revenue. By 2025, market volume is predicted to reach US\$14.68 billion, with revenue forecast to expand at a 22.27% annual rate (CAGR 2022-2025). (2021 Statista) According to an e-Cab analysis from 2021, Bangladeshi e-commerce platforms began to advertise heavily in 2019 and started to transition into full-fledged enterprises by 2020. In Bangladesh, there are about 2500 e-commerce platforms, of which 1% are large companies, 4% are medium companies, and 95% are tiny companies. (Islam, 2020) F-commerce, or Facebook-based business, has also exploded in Bangladesh alongside e-commerce. F-commerce has been gradually expanding ever since Facebook introduced its "Live" feature. In the nation, there are more than 5 lakh F-commerce business pages, of which 2 lakh are currently open for business. Although e-commerce platforms in Bangladesh expand on average by 25% annually, the dropout rate for these newcomers is around 35%. The average projected value of the nation's e-commerce market is presently BDT 2,200, according to a report by e-Cab. E-commerce had an average daily transaction volume of BDT 44 crore in 2020, which increased to Tk 16,000 crore by the end of the year. Business Inspection Ltd., undated.

This sector has achieved explosive growth and transformation over the past years, overcoming huge obstacles along the way. Today, however, it faces a new set of challenges, amid a global pandemic and a shifting global apparel-sourcing market. This industry and market has raised



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throughout the long term, however the profitability of the domestic market this sector in Bangladesh isn't yet accomplished at its ideal. Lately, it's not growing as fast as rest of the world. But the Developed World is using new and advanced methods to take these products production and sales to new heights. We are not implementing technologies and new methods to their fullest and that's why we are lagging behind. Bangladesh's online fashion industry is struggling mainly for consumer trust and not being able to ensure product quality because of some greedy business owners. The absence of necessary infrastructure, and lack of initiative by government are key imperatives for this sector. Accomplishing a sustainable business sector would be very tough for Bangladesh except if we adopt a comprehensive strategy to accelerate this transition process. In the years ahead, the industry will need to embrace a more flexible transformation, in partnership with manufacturers, international buyers, worker representatives, the government, and other stakeholders. In our country people generally are not involved in this sector. Because they can't get much profit out of it because their methods are backdated and merchants generally undermine them to get higher profit. Government must regulate these kind of behavior and also train them to adopt new methods to enrich our garments sector. We here see that the growth rate of garments in domestic market is astounding. It's growing at a rapid pace. In the coming days as more and more people adopt more advanced models and methods it's going to get even bigger. As Bangladesh has a huge population and so the market is huge. So it is also a perfect sector in Bangladesh.

I am really intrigued by the results and I am involved directly in this sector. This was also a main factor for me to doing this research project. The findings clearly indicate that the potential in this sector is huge and can be more if new methods and model of business are applied correctly.

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## **Chapter Three**

### **Marketing plan**

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### 3.1 Marketing

Marketing is basically when a company promotes itself to sell its products or service to customers. Marketing includes Social media, branding and loyalty.

My whole business is dependent on product demand. Cruel sun makes trendy products which are really time sensitive and low in quantity. So as customers demand a certain product in a certain time we are there to serve. We have analyst who identify the trend it could be an incident, occasion or event. After identifying the trend our designers make designs related to the trend. For example: on Eid-ul-Adha all t-shirts will be based on cow. We sell all the products through online channels to regular customers as well as businesses. Many stores or showrooms don't have enough time to research everything and make these trendy products, so they directly buy it from us at a wholesale price. This is short summary of my business model and process.



### 3.2 Market Competitors:

In Bangladesh there are many competitors we have to face, for example;

- Circle
- Dickens
- Gorur Ghash
- Streetwear
- Black

These companies are our direct competitors. Their business model is similar to ours. So it is really hard to distinguish ourselves. We differentiate ourselves by focusing more on market research and good designs.

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### 3.3 SWOT analysis:

<b>Strength</b> Our core strength is our versatile supply chain, which gives us ability to have low inventory cost and higher profitability. Market research and good graphics design is also part of our core strength.	<b>Weakness</b> The main weakness is our Low production so high production cost. By nature, we have low production so our profit margin gets thin. Business network for b2b business is not also up to the mark.
<b>Opportunity</b> Our main opportunity is we have currently only one product which is t-shirt. In future we can increase our product line with high profit margin products.	<b>Threat</b> We have lots of competitors directly and indirectly. The market is getting saturated. Some businesses are copying our business model in the same area is our biggest threat.

### 3.4 Customer Segment

In other words, customer segment basically refers to target customers or the people we think want to buy from us or will use our service.

Our Primary target is the young generation. They are the people who are going to buy our products the most. Because they want trendy clothes and quality with it which we provide, they are a crucial part of our business. We also focus on getting recommended by different business to build consumer trust and get additional promotion.

The big showrooms and stores are also an important segment. These people don't have the time to go make short time trendy clothes at small quantity. so our service is perfect fit for them.

Finally, as our operation is based on Internet so our objective is also to generally target the youth and teach the older generation of its uses.

### 3.5 Key partners

Key Partners are the relationships that you have with other business, governmental, or non-consumer entities that help your business model work.

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Cruel suns Key partners will be factories who make t-shirts, raw material suppliers and delivery companies. As we going to deliver t-shirts not only to general population but also to big showrooms and stores.

so we have to build a solid relationship with them. We will act like a supplier in this case. They are an important part of our business. We are going to reach to them individually and explain our service and to recommend it.

### **3.6 Value Proposition**

This company is a T-shirt designing company based on online presence alone with no physical location. It is a web based platform for consumers and businesses.

The value we are providing is we have large selection of t-shirt designs to choose from and whenever a customer places an order on the site delivery man will deliver the product in short time.

We are ensuring customer satisfaction by providing quality service at an affordable price. We will provide trendy t-shirt designs to customers where before they may not get those designs because of supply issues or lack of market research. We make extremely time sensitive designs which a lot of customer want and the quality is top tier which allows us to keep existing customers.

### **3.7 Marketing Channel**

Channel is basically the medium which is used to communicate to the customers of a particular business.

We will operate via website and social media applications. So the primary channel will be these. Customers can use their phone or any kind of devices to place order and receive our service.

They can reach us by customer support 24/7 via phone also by email. We will ensure support every customer with need. So as customers can reach us through these channels, these are the channels which we have to promote on.

We can use these mediums to reach them, send them discounts, promotional discounts and update about the business, If we have any offers or announcements we can use app, mail, numbers to reach them.

### **3.8 Sales Forecasting**

One thing we know for sure is; there would always be individual customers or businesses in

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Dhaka and in Bangladesh who would always need the services and product we provide. By 2024, Cruel Sun will expand its products and service into many categories.

First fiscal year- BDT 50000/-

Second fiscal year- BDT 70000/-

Third fiscal year- BDT 100000/-

Fourth fiscal year- BDT 150000/-

Fifth fiscal year- BDT 200000/-

**Note:** This forecasting is based on information that is currently available and widely used in the sector, and it is done under the presumption that there won't be any significant economic downturns or natural disasters within the time range given. Additionally, it is assumed that no significant rivals would operate in the same region as us and provide the same services and business strategy. Please be aware that the aforementioned forecast is not a set amount and could be greater or lower.

### **3.9 Marketing Strategy**

#### **Promotion:**

Despite the fact that we provide what customer wants with top tier quality, we will still go ahead to intensify publicity for the business. We are going to explore all available means to promote our business.

We are going to focus mainly on digital marketing as we are based on internet as we are an online based company. We will advertise our service on social medias, absence blog etc. But that doesn't mean we won't do traditional marketing. It is vital for consumer trust.

Our focus will be also on building brand by providing to top tier service with affordable price. This is crucial to create loyalty among customers.

#### **Price Strategy:**

As we do b2b and b2c business we need strategy for both. Example:

Individuals Customers: We are a premium clothing brand providing top tier quality to customers. We want to be considered a premium band so our price is higher than average but it's in customer's price range. Here our price is 50% above markup price

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Businesses: We sell t-shirts at a bulk price to showrooms and stores, the price here is 20-25% above mark up.

### 3.10 Market Expansion Strategy

The number of devoted consumers a company has, along with the ability and expertise of its workforce, investment plan, and organizational structure, all determine its destiny. It won't take long for a firm (company) to close its doors if all of these components are missing.

Cruel Sun will see to it that the proper framework, organizations, and procedures are established to guarantee the welfare of our personnel. The culture of our organization is built to propel our company to greater heights, and employee training and quality product and service are our key priorities.

### 3.11 Marketing Budget (Yearly):

Item	Budget
Promotion	30,000tk
Product Design	10,000tk
Website	5,000tk
Others	10,000tk
<b>Total</b>	<b>55,000tk</b>

### 3.12 Seasonal trend

Season	Month/Event
Peak Season	'Eid, Pohela Boishakh, BlackFriday, Cultural trend and others festival, Winter (Nov-Jan)
Off Season	Other time of a year

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# **Chapter Four**

## **Organizational and management Plan**



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## 4.1 Organizational Structure

Cruel Sun wants to create a company which will operate nationally and internationally with a lot more products. We don't intend to only focus on t-shirt. We intend to build a standard business which will be able to operate in any kind of setting economic or political. We will apply the right structure that cruel sun needs to achieve the mission and vision and also achieve significant growth.



## 4.2 Roles and Responsibilities

Chief Executive Officer – CEO

Admin and HR Manager:

Sales and Marketing Manager:

Transport and Logistics Manager:

Customer Support Executive:

## 4.3 Key Activities

As a t-shirt company our key activities will be selling t-shirts and marketing our service to our key partners.

**Delivery:** Our business largely depends on effective execution of distribution. So for delivering products we are going to arrange a delivering company to deliver all the products as soon as possible. So whenever a customer places an order he will get it as soon as possible and it'll be delivered to the address.

**Promotion:** As we are going to focus mainly on digital marketing so our main medium will be social media. People spend a lot of time on social media so by effectively targeting people on these platforms our business can grow exponentially.

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Recommendation: We will also focus on getting recommended by different businesses to build consumer trust and get additional promotion.

#### 4.4 Key Resources

Our key resources are Investors employees and internet. We will need a lot of cash to get started initially so we will need investors who are willing to invest for a stake in our company.

To deliver the products a lot of delivery partners needs to be hired. For website, support and management we will also need to hire programmer's managers etc.

Internet is our biggest resource regardless to say. Our whole operation is based on it. The customers are going to place order and delivery partners will deliver all these are based on Internet.

To do our t-shirt designs we will need good graphic designer.

#### 4.5 Business Cost while Starting

<b>Actions</b>	<b>Time Frame</b>	<b>Cost</b>
Creation of Business plan	10 days	0
Registration and license for business	3 month	50,000/-
Application for Investment	2 month	0
Contract/Agreement	2 month	0
Buy Storage facility	4 month	32000/-
Connection of utilities (Internet, electricity, water)	4 month	12000/-
Equipment Cost (One-time)		50,000/-
Employee Wage (Part-time)	4 month	40,000/-

Total	413,000tk
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# **Chapter Five**

## **Financial Plan**

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## 5.1 Financial Cost Structure:

Cost structure is while starting what were our main cost and why did we need them to function at that time.

We would need a storage location highly accessible from every area so we are thinking we would choose Gulistan which is highly accessible. Small storage space buying cost is 3 lakhs.

We at first hired a graphic designer, social media manager and delivery company part time. That way we can save money here and stay active. Their main job will be just to maintain the page, make designs and take care of any problems in that department. Graphic designer costed us 1000 taka each design, the social media manager around 5000 for a month and 40 takas each delivery in Dhaka and 120 outside Dhaka.

We made 200 to 500 pieces at a time. So inventory cost was never above 1 lakh taka.

We would need computer and strong Internet connection they are going to cost around 50000 tk. There are also utility bills which cost around 3000 taka.



## 5.2 Revenue and Expense:

Our main source of income is the profit we make selling our products to customers and businesses.

We do b2b and also b2c. As we make trendy clothes customer buys it of us from social media platforms and other online channels. We sell regularly to customers where profit margin hi higher around 50%. And in case of b2b we well our products at a wholesale price where profit margin is bit lower. Around about 20-25%.

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**Revenue:**

<b>Revenue Entity</b>	<b>Gross Revenue Amount/ yearly</b>
Individual Customer	300,000/-
Business	200,000/-
Total	500,000/-

**Expense:**

<b>Expense Entity</b>	<b>Expense/ yearly</b>
Employee Wage (Part-time)	40,000/-
Connection of utilities (Internet, electricity, water)	12,000/-
Inventory cost	200,000/-
Total	252,000/-

Total net profit is (Gross revenue – Operating expense – Marketing expense) =

$(500,000 - 252,000 - 55,000) = 193,000$  taka/ yearly

**5.3 Financial goals and strategies**

Our goal is to double our net profit in two years by constantly reinvesting our profits in the business and expanding. We are currently only focused on t-shirts; this is a disadvantage. We can increase our product line with products with higher profit margin.

We also see for having low profit margin in case of selling product to business is not generating enough revenue. We can focus on b2b aspect of our business by lowering our production cost there by producing products at bulk for those businesses.

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# **Chapter Six**

## **Findings, Recommendation & Conclusion**

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## 6.1 Findings:

This project is conducted to get a general idea of this businesses and its implementation in Bangladesh and how it can grow by using new models. It highlights the sector and its potential here. Now days a lot of different models and technologies are being created to make b2b and b2c in RMG sector issues as smooth as possible on online and physical stores. After analyzing the whole project with my business with the effect of the new models there are many findings which can benefit the business. They are:

- For being individual consumer focus the b2b part of the business is lagging behind thus making low contribution to overall profitability.
- Storage facility rent affects the overall cash flow which hurts profitability.
- Lagging behind oh organic reach, most of the customers have accusation cost.
- Have to increase market share.



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## **6.2 Recommendation:**

- To increase profitability cruel sun needs to put more focus and resource on b2b aspect of the business.
- Lot of cost can be saved by buying a storage facility, renting a storage will save startup cost but will consume more resource in the long run.
- Marketing cost can be lowered by doing word of mouth.
- The market of Bangladesh is price sensitive so pricing has to be optimal.



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### **6.3 Conclusion:**

To conclude we can say t-shirt online sale model is really effective for both b2b and b2c transactions. For b2c they can get quality and trendy made product for a cheap price and b2b is that they can they can get access to quality designs and inventory without investing a lot of money. This research is based on both primary and secondary data. The data are collected from many studies done over the years by different agencies, news sources and financial institution. This has a lot of potential for further studying. At the end I would like to say that I acknowledge that This research has a lot of limitations and far from perfect but I can guarantee that This research will ultimately help people who are trying to understand this market, its potential, new methods and how to implement it to a business.

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# **Chapter Seven**

## **Reference**

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## 7.1Bibliography

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