

Internship report
On
Marketing Strategies
Of
“NASSA Taipei Denim Limited (NTDL)”





Internship Report

On

“Marketing Strategies of NASSA Taipei Denim Limited (NTDL)”

Submitted to:

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Letter of Transmittal

27th January, 2022

Farhana Noor Assistant professor

Department of Business Administration

Daffodil International University

Subject: Submission of the report on “Marketing strategies of NASSA Taipei Denim Ltd. (NTDL)”

Respected Madam,

I hereby submit my internship report “Marketing strategies of NASSA Taipei Denim Ltd. (NTDL)”. In this report, I have tried to analyze the marketing strategies of NTDL. I truly hope that you will find this report to be satisfactory. I should also mention that working, as an intern at NTDL was a terrific learning opportunity for me.

Thank you for your kind support and helps. Sincerely,

Md. Nazmul Haque Shaon

ID: 181-11-5807

Program: BBA

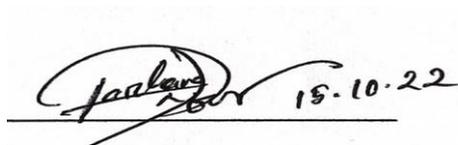
Faculty of Business & Entrepreneurship

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Certificate of Approval

I'm pleased to certify that the internship report on "Marketing strategies of Nassa Taipei Denim Ltd. (NTDL)" has been successfully completed by Md. Nazmul Haque Shaon, bearing id: 181-11-5807, Department of Business Administration, under my supervision.

Internship Supervisor

A handwritten signature in black ink, appearing to read 'Farhana Noor', is written over a horizontal line. To the right of the signature, the date '15.10.22' is written in the same ink.

Farhana Noor

Assistant professor

Department of Business Administration

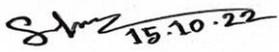
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Certificate of Declaration

I am Md. Nazmul Haque Shaon, student of BBA, 49th batch, ID No: 181-11-5807, from Daffodil International University. I declares that this Internship report on titled “Marketing Strategies of Nassa Taipei Denim Limited (NTDL)” has been prepared by me.

I additionally affirm that I did not send this report to any other institution, college, or university for any reason and that it was written only for academic purposes.



Md. Nazmul Haque Shaon

ID No: 181-11-5807

Batch: 49th batch Program: BBA

Faculty of Business & Entrepreneurship

Daffodil International University

Acknowledgement

First, I want to thank Farhana Noor, my supervisor and an assistant professor in the department of business administration, for providing me with insightful advice on how to correctly complete this internship report. I wouldn't have been able to complete this report effectively without her assistance and support.

I'm grateful to the NTDL Marketing Division. Because they teach me a lot about their factory and provide me with the information, encouragement, and support I need to successfully complete my internship. I'm also appreciative to Mr. Noman, Deputy Manager, and Mr. Johir Ahmed, Senior Executive, who both greatly assisted me in completing my internship with NTDL. They also instruct and guide me as I work to complete my report.

Executive summary

This report was created using the three months of real-world experience I had at NTDL. I was able to learn about the real-world environment of a denim manufacturing thanks to this internship program. One of the best denim apparel manufacturing companies in Bangladesh is Nassa Taipei Denim Limited (NTDL), a sister company of NASSA GROUP. Its eco-friendly workplace, highly skilled employees, state-of-the-art production facility, cutting-edge technologies, and neat and clean factory give its customers a different reason to choose this business.

The report's genesis, scope, methodology, limitations, and aim are discussed in the first chapter, which is based on a broad introduction to "marketing techniques of NTDL."

In the second chapter, I go over the company's overarching theme, mission, vision, values, organogram, profile, clients, and other services, among other things.

I covered segmentation, targeting, positioning, the four Ps and order, and the manufacturing process in the third chapter.

I talked about NTDL's SWOT and PESTLE analyses in the fourth chapter.

I talked about the findings, recommendations, and conclusion in the fifth chapter.

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Chapter 01: Introductory part

1.1 Introduction

Bangladesh is currently the third-biggest supplier of denim products to the United States and the leading exporter of denim products to the European Union. According to Eurostat data from the Directorate-General of the European Commission, Bangladesh earned over €1 billion from exporting denim products to EU nations between January and December of 2020, up from €1.27 billion the previous year.

With \$940 million in revenue in 2020, Turkey is the second-largest exporter of denim products to the EU.

Bangladesh currently holds a market share of almost 20% in terms of value for denim, compared to Mexico's 16.7%. Vietnam, whose exports to the US dipped 1% last year to US\$368.2 million, China, which fell 52.3% to US\$331.9 million, and Pakistan, whose exports of denim clothing to the US fell 2.8% to US\$251.8 million, round out the top five.

Bangladesh has the largest market share of 23.8 percent, having exported 7.13 million dozen pairs to the United States last year.

NTDL is one of Bangladesh's most successful denim companies. Nassa Group's sibling company is NTDL. For their product, they utilized cutting-edge technology and the highest-quality raw materials. They produced a high quality, long-lasting product at a lower cost than other companies did. From Bangladesh, NTDL is the biggest denim exporter in Europe. They produce high-quality products, employ efficient people with strong management abilities, and have set a goal for themselves to be the market leader in their industry.

The founder and chairman of NTDL is Mr. Nazrul Islam Mazumder. Mr. Mazumder established his company in 2005. He is a successful businessperson both at home and abroad.

NTDL is steadily extending its operations. They serve a sizable market. In Bangladesh, NTDL is a successful certified green denim manufacturing.

1.2 Background of the Study

The Internship report is a principal prerequisite to complete the Bachelor of Business Administration (BBA) program from Daffodil International University .The primary goal of the internship program is to meet the needs of the participants as part of my BBA degree, and the student is exposed to the working world. As an intern, my biggest difficulty is to apply all of the academic principles I gained in my BBA curriculum to real work.

This paper is the culmination of a three-month internship program at NTDL. It is written as a requirement for graduation from Daffodil International University's BBA program. This report must be based on the 'Marketing Strategies of NTDL.' As a Business Administration student, I was assigned Farhana Noor as my course instructor to participate in this research. My lecturer recommended that I gain a full awareness of NTDL's "sales and marketing strategy." Mr. Noman (Deputy Manager) and Mr. Johir (Senior Executive Marketing) of NTDL were my supervisors throughout my three-month internship program.

1. 3 Objective of the report

Broad objective:

- The broad objective of the report is to determine the marketing strategies of “NASSA Taipei Denim Limited” (NTDL.)

Specific Objective:

- To analyze the Segmentation, Targeting and Positioning of NTDL.
- To evaluate the marketing mix of NTDL.
- To find out some problems of NTDL.
- To give some recommendations of NTDL.

1.4 Scope of the report

The study's focus is on NTDL's marketing methods. The study goes into detail about the many types of services, as well as the NTDL's overview and numerous departments. The analysis of this company's marketing strategies is the main topic.

1.5 Methodology

For my study, I gathered information from both primary and secondary sources.

Primary sources:

- ❖ During my three-month internship program, I conducted practical work in the office where primary data was gathered.
- ❖ For NTDL's marketing purposes, I also acquire information by going to the market with senior personnel.

Secondary sources:

- ❖ Journals and the official website of NTDL were used to gather secondary data.
- ❖ I also collect material from my textbooks, RMG website articles, several other publications, and other online resources.

1.6 Limitations of the Study

The report was written based on input from corporate employees, information gathered by the marketing department, and knowledge gained throughout my internship program. The marketing department keeps their terms and conditions under wraps. They never shared any of their personal information with an intern. Because each company has its own corporate secrets, rules, and system. Another issue was the study's time constraint. Even though the program lasted for three months, it was not long enough to fully comprehend the marketing division. Even though there were many restrictions, I did my absolute best and gave it everything I had to finish my report.

Chapter 02: Company Profile

2.1 Organization details (NTDL)

One of the best denim apparel manufacturing companies in Bangladesh is NASSA Taipei Denim Limited (NTDL), a sister company of the NASSA group. Its eco-friendly workplace, highly skilled employees, state-of-the-art production facility, cutting-edge technologies, and neat and clean factory give its customers a different reason to choose this business.

With an unwavering dedication to its product service and quality, NTDL delivered the most upscale, fashionable denim product at a price that was competitive.



2.2 Mission, vision, values and sustainability of NTDL

2.2.1 Mission:

NTDL's objective is to establish a good and strong relationship with their prestigious customers by meeting their needs and delivering outstanding denim items on time.

2.2.2 Vision:

The goal of NTDL is to create a world in which Bangladesh is recognized as a pioneering worldwide leader in manufacturing, industry, and commerce and where Bangladesh's future generations have the knowledge, means, and motivation to carry out that vision.

2.2.3 Values:

NTDL thinks that business may provide Bangladesh a promising future on the international stage. They support our industry's obligation to its clients, employees, local communities, and the environment. In all we do, we are committed to sustainability, responsibility, and excellence.

NTDL is committed to creating socioeconomic change and growth through wise business strategy.

2.2.4 Sustainability:

As a business, NTDL is dedicated to the crucial part sustainability plays in ensuring a bright future on all fronts—commercial, social, and environmental. Here's how I handle it:

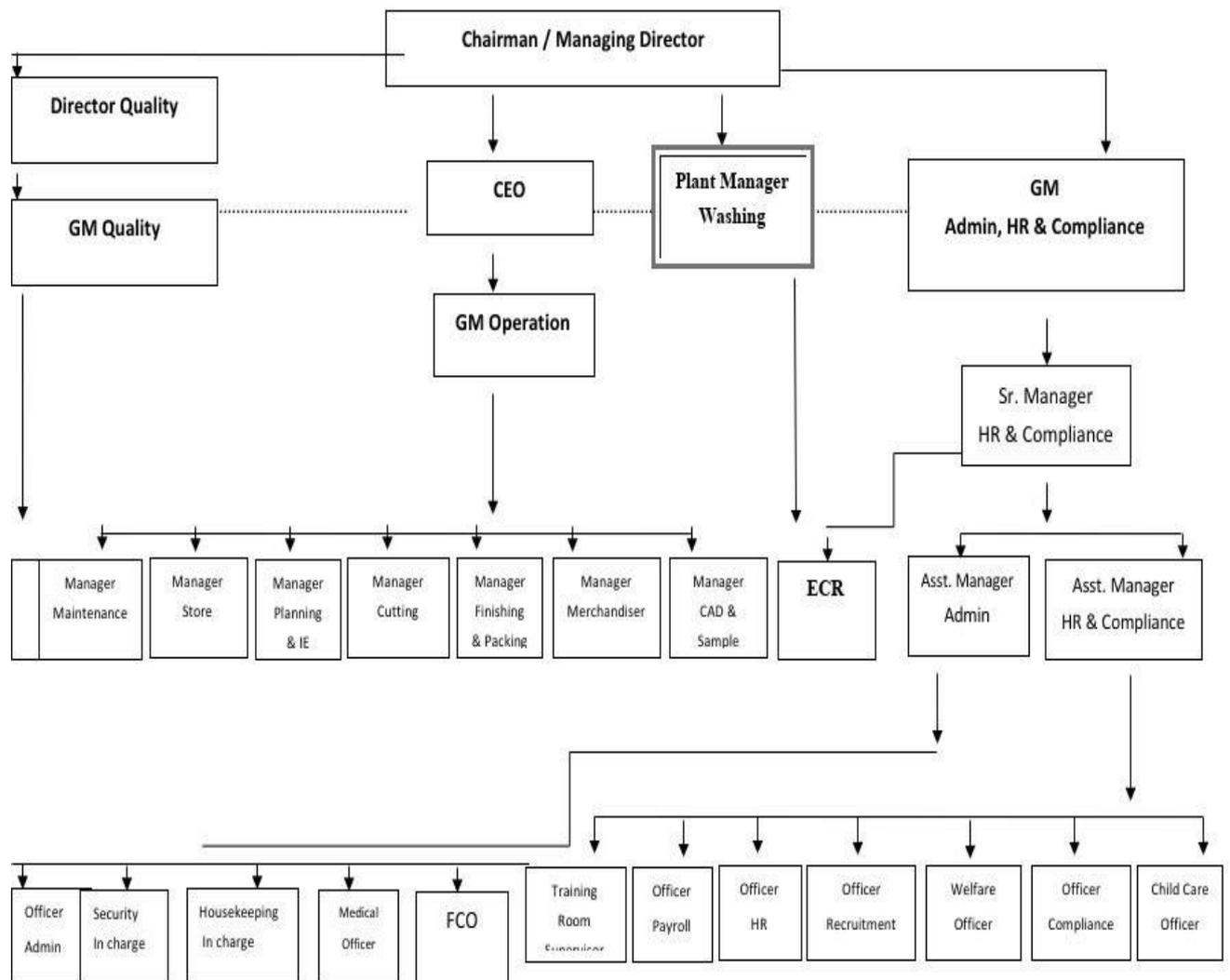
Their people: Professional development and education are helping to build their capacity. Investing in the most up-to-date computer-aided manufacturing technology is an example of innovation and technology.

Quality: Insisting on high quality control standards.

Service: Providing the greatest level of client care while maintaining responsibility throughout the supply chain.

Environment: A three-year plan to reduce gas and water use, as well as effluent disposal, is being implemented.

2.3 Organogram of NTDL



2.4 Profile of NASSA Denim Apparels Ltd

NTDL is a sister concern of NASSA GROUP

Chairman: Mr. Nazrul Islam Mazumder.

Location: Uttor Ashrafpur Jame Masjid Rd, Cumilla

Type of the Factory: Since 2005, NTDL has been a denim garment manufacturing focused solely on exports.

Area: 11,000,000 SFT

Capacity of NTDL:

- Cutting 60,000 yds. in day
- Garments: 310,000 pcs in a month
- Finishing: 20,000 pcs in day
- Washing: 40,000 pcs in a day



2.5 Total Area of NTDL in Eagle Eye View

Area: 3, 88,113SFT



2.6 Honorable Buyer's

1. American Eagle,
2. Camaie
3. Trent
4. Charles Vogele
5. Zara
6. H&M,
7. Bestseller,
8. Stradivarius Etc.



2.7 Ware house

Ware house is totally isolated from other structures and is kept in complete safety. The entire area is supported by top-notch fire detection and fighting tools and equipment. Products are organized and appropriately arranged on separate racks. Fabrics and trims are machine and expertly examined. In order to identify the crucial shadow issue, they employ a light box.

The team at NTDL also prioritizes fabric relaxing.



2.8 Cutting Section:

With an automatic loader and spreader, NTDLs feature five tables, each measuring 38M in length. 35,000 pieces per day of cutting capacity



2.9 NTDL's Sewing Section:

A total of 18 lines and 7,00,000 pieces of any denim or non-denim designs are produced each month on the NTDL floor. They are producing their product effectively by utilizing the most cutting-edge machinery. By using a cooling system that evaporates, they maintain a comfortable temperature.



Picture- Sewing Area

2.10 NTDL's Finishing:

They make sure that every step of the process is of the highest caliber and that every customer demand is met. A metal detector machine scans every item of clothing.

To track moisture, a dehumidifier and hygrometer are attached. Unauthorized access to their needle free zone (NFZ) is strictly prohibited.



2.11 Washing Plant of NTDL:

NASSA maintains five in- house washing plants totaling 100,000 square feet in Tejagon, Ashulia, and Joar Sahara. The combined capacity of these facilities is 350,000 dz per month, increasing NASSA Group's overall production capacity and providing customers with a strong holistic supply chain. Effluent Treatment Plants are installed at the washing and sandblasting sites to ensure that pollution and trash are treated and disposed of responsibly.

The most attractive, fashionable, and trendy wash is created by highly qualified foreign employees in their R&D department from Pakistan and Turkey. They are ready to carry out any kind of wash that their esteemed client demands. They take pride in having the most knowledgeable and experienced technical team in the business, and they work hard to offer the greatest service.



2.12 Necessary step to prevent covid-19

NTDL consistently looks out for its employees. They take the necessary actions to safeguard their employees from the COVID-19 issue.

- ❖ Workers scrubbing their legs with potassium-mixed water before entering the facility.
- ❖ To avoid the corona virus, NTDL sprayed disinfectant inside and outside the factory.
- ❖ NTDL provides masks for all personnel to wear in order to prevent COVID-19.
- ❖ They set up a machine to spray a disinfectant all over the body and have a separate room for washing hands.



Picture: NTDL gives all workers masks for wearing

2.13 Certification and Achievement

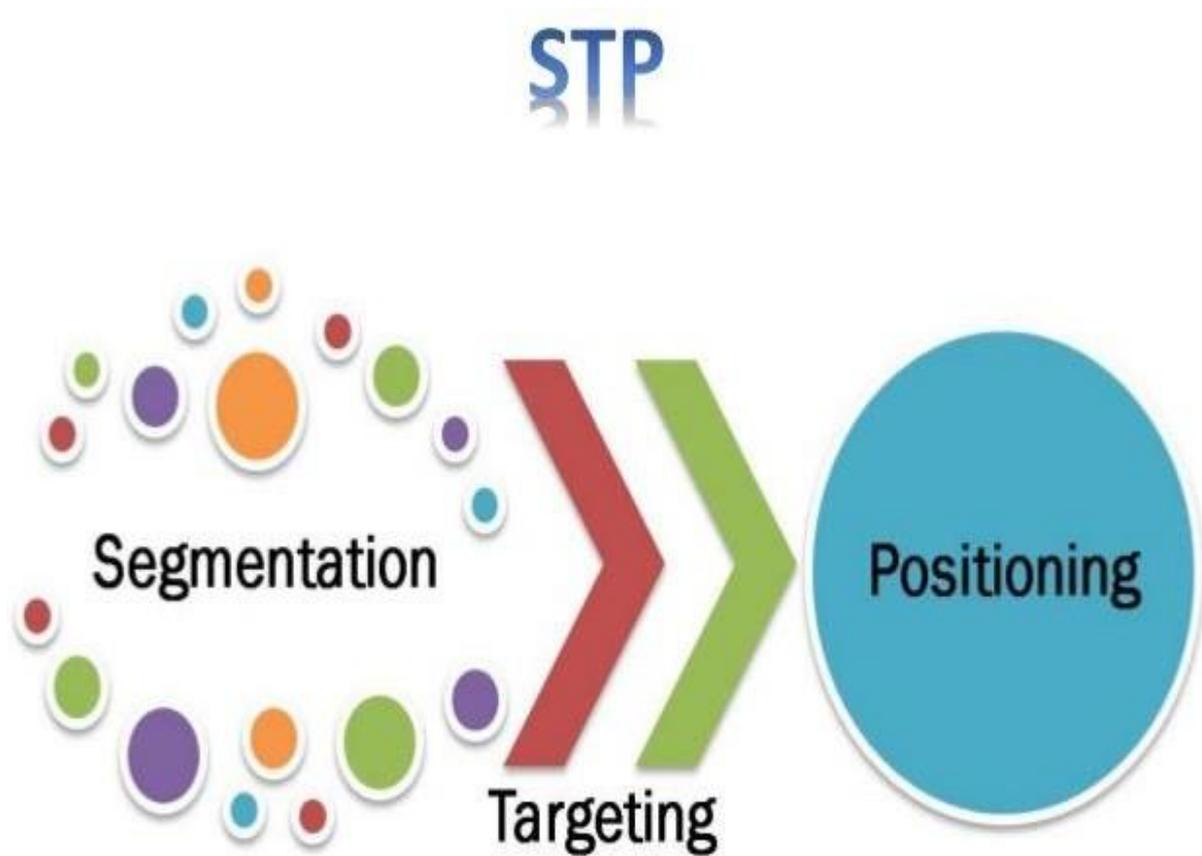
<p>ISO</p>	
<p>Oeko Tex 100</p>	
<p>GOTS</p>	
<p>Accord</p>	
<p>BSCI</p>	
<p>LEAD</p>	

Chapter 03: Marketing strategies Of NTDL

3.1 Segmentation, Targeting and Positioning of NTDL

Segmenting, targeting, and positioning (STP) is a wide framework used in marketing that condenses and streamlines the market segmentation process.

The process of targeting involves selecting the categories from the segmentation stage that are most desirable to customers and, typically, most profitable for the company.



3.2 Segmentation

NTDL doing two kinds of segmentation : 1) Demographic 2) Geographic

3.2.1 Demographic Segmentation:

- Age: NTDL produced a product that was based on age. For instance, they manufacture products for adults, young people, and children in response to consumer demand.
- Gender: NTDL created various denim items according to gender. They produce a range of unisex, women's, and men's denim items. For instance, most children's apparel is unisex, as are coats, skirts, and five pocket jeans for men and women, respectively.
- Religion: Christians make up the majority of NTDL's customers. They select stretch denim or DIY denim products because their culture and worldview are different from ours.
- Based on requests from customers, NTDL develops denim items. Religion consequently has an impact on the situation.

3.2.2 Geographic segmentation:

Geographic segmentation is the process through which a business divides its market based on location. The NTDL does geographic segmentations as well.

because foreign nations make up the majority of NTDL's customers. Their American and European customers make up the majority of their clientele. Regarding customer product design and wash, everything is different in this place.

3.3 Targeting

NTDL uses a distinctive marketing approach. Customers of NTDL are predominantly from the United States and Europe because they tailor the product, pricing, placement, and advertising program for each group. because there is a great demand for denim products.

The largest and most devoted denim markets in the world are found in the United States and Europe. The current value of the American market is \$90 billion, while the value of the European market is €14 billion. For this reason, NTDL wants to bring in more overseas customers from the US and Europe. All of its clients are long-term B2B relationships that NTDL works to establish.

3.4 Positioning

The major exporter of denim from Bangladesh to the US is NTDL. NTDL presently holds a dominant position in the market. They have loyal patrons. experienced professionals with a wealth of international experience. Every day, they increase their production. By exerting all of their efforts and creating a high-quality product at a reasonable price, they successfully eliminate threats from the competitors.

3.5 4ps of NTDL

3.5.1 Product

Nassa Denim produces a variety of denim goods. They produce 30% of their goods for men and 70% of their goods for women and children. A product is a good or service that a business provides to clients. A product should, ideally, satisfy an existing customer need, unless it is so compelling that consumers feel they must have it, in which case a new need is created.

Here is product list of NTDL:

1. Most of the products are,

- Jeans
- Shorts
- Jackets
- Shirts
- Overalls
- Dungarees

2. Five pocket denim—Full-length jeans for men often include five pockets. The customer referred to it as five pocket denim because it had a total of 5 pockets.

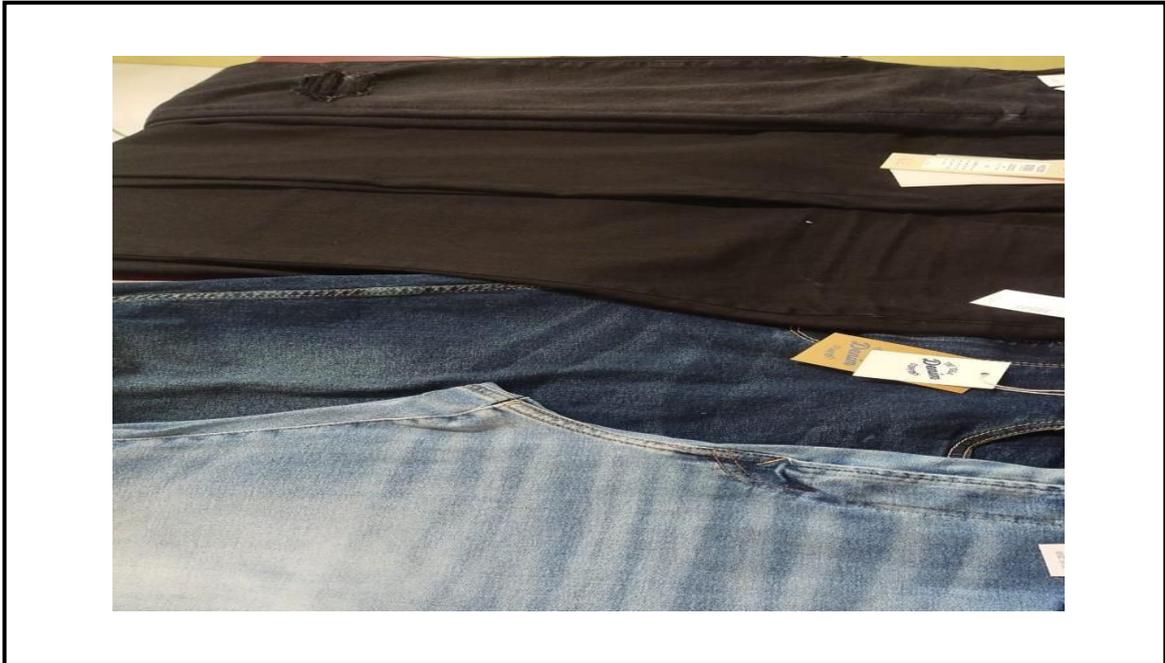
3. Skirts - Skirts are the portion of a dress that hangs below the waist or covers the lower body.

4. Short dresses are essentially half pants or three-quarter pants in our culture. We referred to it as shorts.

5. Long pants - Long pants are essentially full pants for women.

6. Jackets. A jacket is an upper body denim item that is mid-chest length.

A jacket often fastens at the front or slightly on the side and has sleeves. In general, a jacket is less insulating, lighter, and tighter fitting than a coat.



Sample of some denim product

3.5.2 Price

NTDL consistently tries to offer its best goods to customers at a lower cost than its rivals. They choose a price strategy that is competitive. Price varies depending on wash, fabric type, and design. The number or size of the order also affects price. Small orders cost more, but large orders have lower prices. However, they consistently preserve their quality for the best long-term comfort. A price list for NTDL products with FOB (freight on board) is shown below: -

1) Denim with five pockets (\$12–\$40)

Skirts (\$10 to \$35)

3) Miniskirts (\$5–\$20)

4) Long pants (10–30 dollars)

5) Jacket prices range from \$15 to \$45 per item.

6) Mask (\$.20-\$.70)

Some finished denim wear with price tag





3.5.3 Place

When a business decides where to do business, it is trying to decide where to sell its goods and how to get them to the market. Business executives always strive to put their goods in front of customers who are most inclined to purchase them. NTDL sends their goods to the customs department responsible for clearance and shipment using authorized Covered Vans. then the customs authority ships it to the buyer's address directly. Within 60 days of the product's manufacture, buyers receive their order. They occasionally send their goods through the authorized DHL courier delivery department in an emergency. The merchandise is then delivered to the address of the buyer by DHL. Another is world affairs place for NTDL.

From international affairs, they imported raw materials. For NTDL, a bonded warehouse is an excellent location to transport goods quickly to customers. A bonded warehouse is a structure or guarded location where duty-exempt commodities are kept during production processes.

Through its internal transport, clearance, and delivery divisions in Bangladesh, NASSA Group enables accelerated shipping of clothing and textiles. The company has the infrastructure in place to guarantee efficient and quick shipping from its mills and factories to the buyer's shop floor since it is aware of the nature of its clients' crucial delivery channels.

The internal vehicle and transportation sector of NASSA collaborates closely with specialized clearing and forwarding firms in Dhaka, Chittagong, and Beanpole. Together, these divisions ensure the smooth transit of all consignments from initial manufacture to the point of overseas export.

3.5.4 Promotion

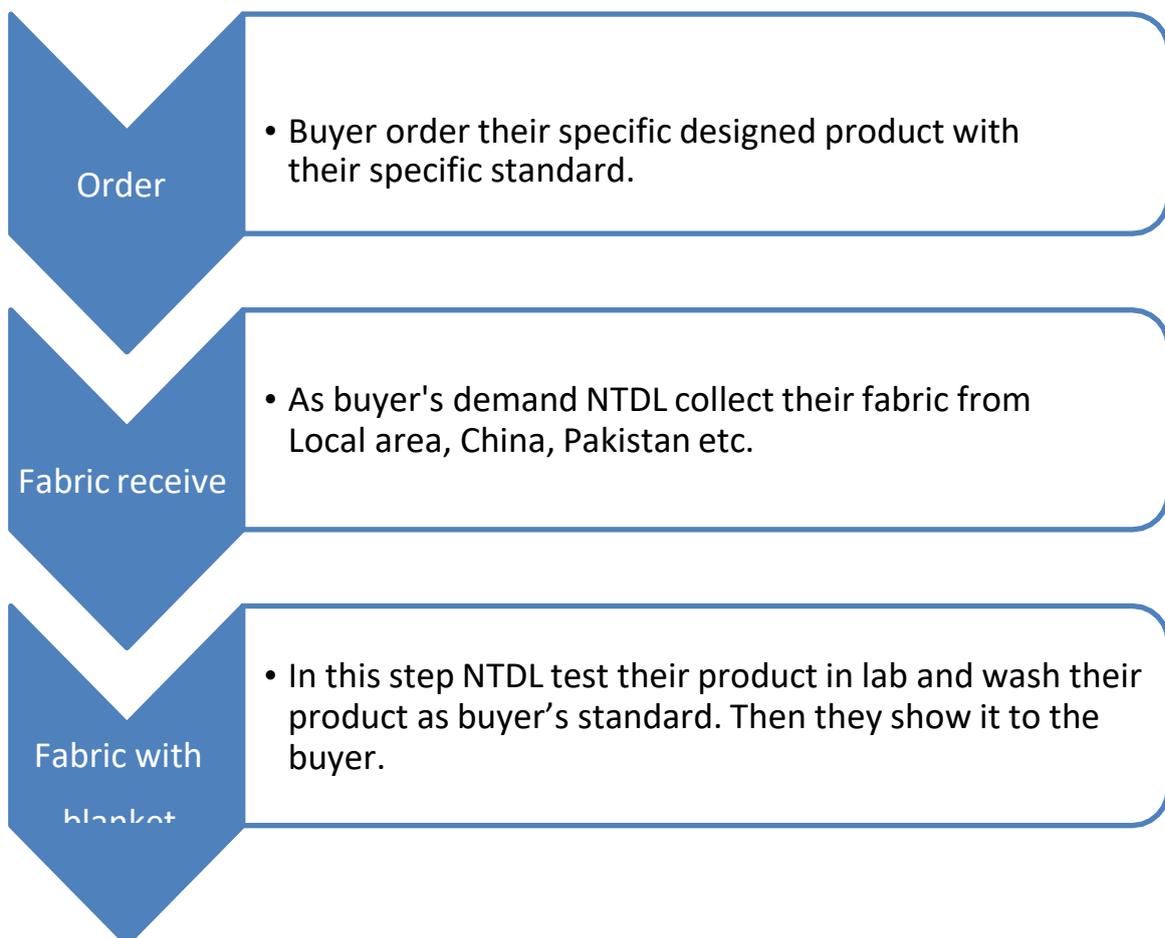
NTDL is a denim-manufacturing firm. As a result, their whole company is B2B (business to business). That is why they engage in a variety of B2B promotional activities. Here is a list of some of NTDL's current promotional activities:

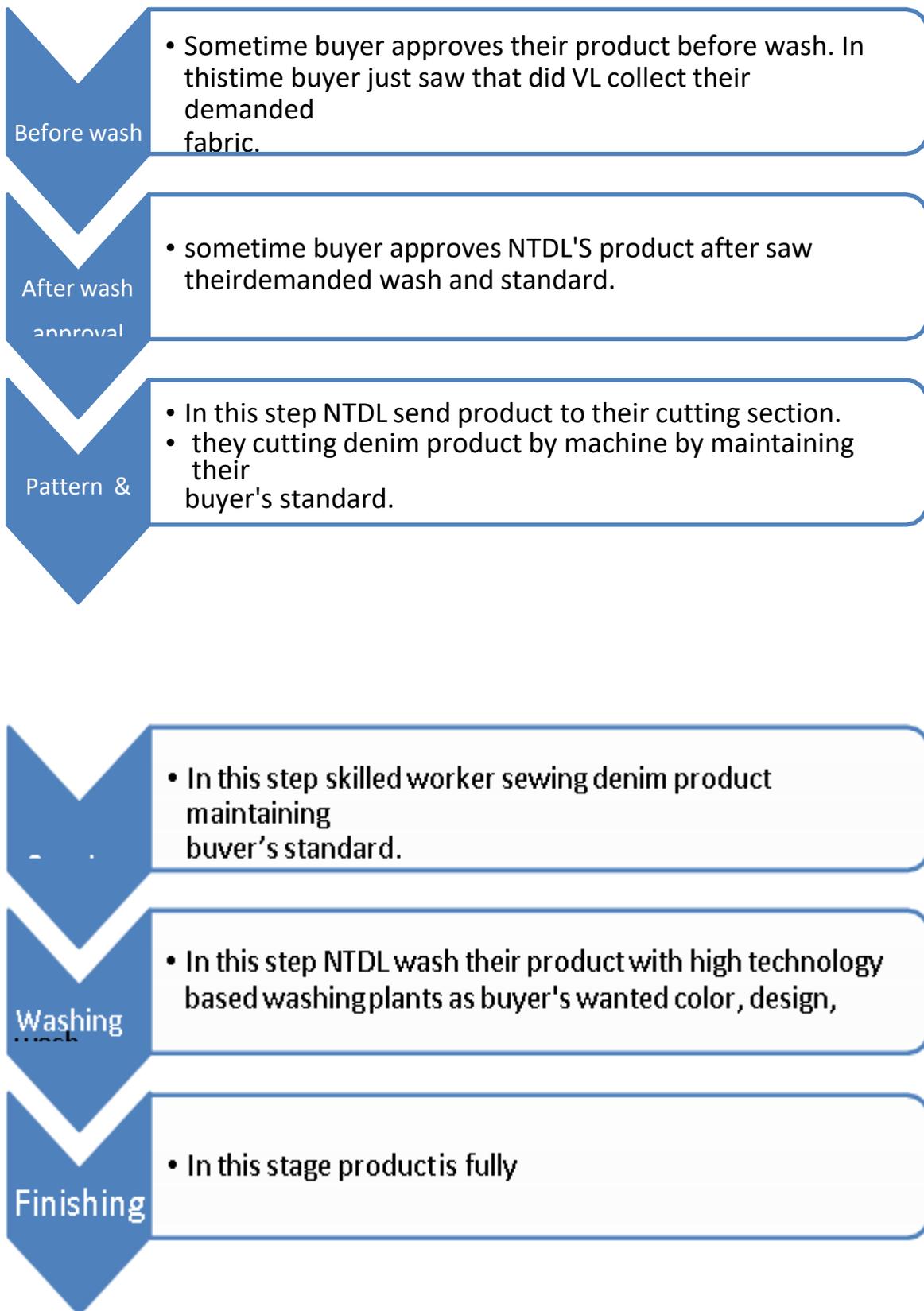
- NTDL markets its products through word-of-mouth recommendations. For instance, they converse directly with their customers at a buyer's meeting. Then they talk about their technology, capacity for manufacturing, costs, and methods for directly marketing their products to consumers. They display some of their products and make an effort to persuade the customer to buy if they observe that the customer is interested in their business.
- They have a yearly convention to market their product. Every year, all garment owners, top-level staff, and various types of buyers congregate at a pre-arranged location for a gathering. To gain new knowledge. NTDL discussed their product, technology, environment, workers, product quality, and other topics at that time. As a result, they are contacted by possible customers. Buyers form new relationships with them because of the annual convention.
- Another effective venue to promote them is at a development center. Because this is an excellent spot for them to demonstrate their expertise in developing all types of denim to their customers.

- When merchandisers meet with buyers, they use direct sampling to promote their product. They showed all available detail regarding their product in this scenario. Fabric, design, strap, zipper, button, waistband, fly, and belt loop are just a few examples.
- For them, a merchandising trip is an excellent way to sell their product. Because the merchandiser meets with other merchandisers and buyers throughout this tour. Every merchandiser had a discussion with other merchandisers and buyers regarding their go odds, quality, design, and so on. If a buyer is impressed, they will place an order for the product.

3.6 Order & Production Process

This flowchart has nothing to do with marketing. However, production plays a huge role in the RMG sector. I created this flow chart for that reason.





Chapter 4: Findings, Recommendations & Conclusion

4.1 Findings and Recommendations

4.2 Findings:

1. NASSA Taipei Denim Limited do not promote internet sales in any way.
2. Many different types of production issues arise.
3. NTDL are not using any technical software for their marketing site.
4. NASSA Taipei Denim Limited do not have any sort of online marketplace.
5. Sample of shipment Fail occurs when there is a mass deviation or when NTDL are unable to keep a consistent standard. The main cause for this is a lack of time and the inability to keep adequate chemicals in quantity.
6. Sometimes NTDL lost their products.
7. Occasionally NTDL cannot provide sample product to buyer on time.
8. One employee does not want to take over the responsibility of other employee at NASSA Taipei Denim Limited (NTDL)
9. Always NTDL's all product are not available.
10. NTDL cannot deliver product to buyer on time due to product not being ready.

4.3 Recommendation:

1. NASSA Taipei Denim Limited (NTDL) can improve their website by adding additional information and options. For example, a product with a low entry cost, a pricing list for some products, a Facebook, Twitter, and LinkedIn link, and so on.
2. NASSA Taipei Denim Limited (NTDL) can put a stronger focus on their website.
3. NASSA Taipei Denim Limited must engage in online sales promotions for their customers, such as limited- time deals, sales discounts, sales contests, and loyalty sales programs.
4. NASSA Taipei Denim Limited can use software or develop their own app to keep track of their time for each stage of production, subtracting the necessary additional time from the time of their customers.
5. To strengthen and build a successful marketing department, NTDL require more marketing consultants, executives, marketing managers, and skilled merchandisers.
6. NTDL can assess and maintain their marketing site using updated and new technologies such as (Sag, Teamwork Projects, and Work front).
7. NASSA Taipei Denim Limited can start an online marketplace or website for their company. It may assist them in attracting new clients. Because people are now preserving social distance, it may assist them gain greater order in this Covid 19 environment.
8. To avoid shipment sample failure, NTDL should ask for longer time from their buyers, and personnel should be cautious while giving chemicals in bulk.
9. NTDL's marketing department need more effective and efficient work.

Conclusion

NTDL is a business that is expanding quickly in its sector. Their marketing approach is continually being improved. They work very hard to assure customer satisfaction and to advance their technology, product, and services. They're succeeding in their sector and industry. They are a well-known factory already. They will reach the apex of Bangladesh's denim business if they continue to innovate and work in the sector.

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