



Daffodil
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**An internship report on the tasks of a merchandiser in the fabric
production process at Shrabony Knitwear Ltd.**

Prepared by

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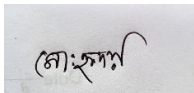
Department of English

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Declaration of the Intern

I hereby state that the title of the Internship Report "An internship report on the tasks of a merchandiser in the fabric production process at Shrabony Knitwear Ltd." This project was realized by myself under Mr. Mahmudul Hasan, Lecturer, Department of English, Daffodil International University. I also state that neither this project nor any part of this project has been submitted elsewhere for certification.



Submitted by:

Ridoy Hossain

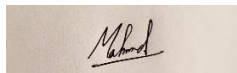
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Department of English

Daffodil International University

Certification of the supervisor

This is to certify that the student named Ridoy Hossain, bearing identification number 191-10-363 has finalized his project document with work placement (ENG 431) under my supervision. For the internship process, he selected an Internship in the industry. He now has the opportunity to submit the report for evaluation. He was in constant contact with me while working on the project. Whenever he needed help, I was there to help. The content of this project report is his real work for which he accomplished an excellent job. I pray for his global well-being and hope that he will have more success in the years ahead.



Signature

Mahmudul Hasan

Lecturer, Department of English

Daffodil International University

Acknowledgement

At the very beginning, I would like to express our profound gratitude to God for having provided the opportunity to complete our project on Merchandising garments.

We would like to begin by thanking my supervisor and mentor in particular, I would like to thank our supervising teacher, Mahmudul Hasan, Lecturer, English Department, for his exceptional support and guidance in writing our internship report. By working with him, I have not only gained valuable knowledge, but also inspired by his innovative nature which has helped to enrich our experience to a greater extent. His ideas and the manner in which he worked were truly remarkable.

I would like to thank the management of Shrabony Knitwear Ltd. for giving us the opportunity to carry out the work and report successfully on the merchandising of clothing, as well as for their valuable suggestions.

Abstract

Bangladesh's export receipts account for more than 76% of the clothing and knitting industry. The aim of this thesis is to provide an overview of clothing merchandising, along with a reference and a guide for its study. The chapters are drafted to simplify detailed information for merchandising professionals who want an overview or specific information about a specific field. Commercialization of clothing, clothing merchandising, skills of a good merchandiser, merchandising procedures, chronological merchandising process, Important documents to a merchant, costs and expenditures, inspection, basic knowledge of a merchant, L.C and other documents are included in this document. During our internship, I collected every sample that was produced in this factory. My industrial supervisor helps me to collect all the information about the production process. I learn how to operate the circular machine. I actively work as a merchandiser and follow every single detail of a merchandiser. As a merchandiser, I work on the quality control of the products. In this report paper, I include the latest technical information about industry practices and industry standards. The use of images and tables will give the reader a very easy understanding. Merchandising contributes greatly to our economy A nation's standard of living and prosperity are directly affected by the growth of a nation's foreign exchange and depends entirely on a merchant who not only interacts with the buyer but works directly in the manufacturing sector as well.

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Chapter- 1
Introduction

A merchandiser in some ways monitors the development of the entire export of clothing industry. The garment industry plays a very important role for Bangladesh. Bangladesh earns a huge amount of money from ready-made garments. Bangladesh earns a lot of foreign exchange from this garment industry. That's why this garment industry is constantly expanding in Bangladesh. And a Merchandiser plays a very important role in this readymade garment industry. A Merchandiser has a complete understanding of the garment industry. Communicating with foreign clients, making deals, taking orders, everything is done by the hands of a Merchandiser. Merchandiser plays the most important role in a garment factory. Because the company may incur losses if the merchandiser does not receive the order or if the clients cannot be convened. That is why it is considered a very important responsibility. And we know that, for humans, having clothing is a must. As a manufacturer and exporter of knit RMG goods, 1980 marked the beginning of the clothing factory's production and export. Since that time, history has been made, and at the moment, RMG exports account for close to 82% of our foreign currency earnings. Germany, the United Kingdom, the United States, Japan, Canada, the Middle East, Australia, and many more places across the world are some of the major export destinations. Our ability to export at the lowest labor cost is a significant benefit.

Chapter- 2

Background and Significant of the Project

I thought choosing Marketing as a modern and intelligent career would be good for my career. Because it is an interesting, respectable and challenging job. Where it is possible to be successful in life with one's own abilities. A merchant is a very important official for the clothing industry. Your responsibility is immense. In short, the merchandiser is the person who manages the entire process from product creation to marketing and selling in the market. And this process or profession is called merchandising.

In short, the merchandiser is the person who manages the entire process from product creation to marketing and selling in the market. And this process or profession is called merchandising.

Kaufmann starts early in his career as an intern or management trainee. Salary depends on work experience and skills. Starting at but 20 to 25,000 taka but if you have 2 to 3 years' experience in a multinational company liaison office/ department store you can work for a higher salary. And their jobs buy house, garment industry. Foreign countries also export labor from our country to work in this sector. Then there is the opportunity to work abroad with a high salary. No matter what you study, you can some a trader if you have the will. Less talented students can also pursue a career in these subjects if they are interested.

Chapter- 3
Methodology

This is all about my training process during my internship period. My internship interest was merchandiser. In the Shrabony knitwear Ltd. I worked as an intern in the sector of merchandising. Firstly, my department allowed me for an industrial internship. I contacted with the organization for my internship. When they allowed me for doing internship on their factory, I drop my CV with the department confirmation letter. After finishing all the processor, they called me for my internship on their factory.

They gave me a supervisor for my industrial help. My supervisor directs me to my internship. They gave access to every floor. When I need any information about merchandise, I asked my supervisor. Sometimes he was going out for industrial needs. At that time, I visited the floor and communicate with the operator for my information.

First, they taught me about how they deal with buyers. This is the most crucial aspect of the entire job process. This is mostly the responsibility of the merchandising manager in collaboration with the buyer. Many suppliers supply buyers with garment pricing. Buyers are mostly concerned with the pricing and the quality of the clothing. Buyers will choose quality above price, thus merchandisers must supply the best pricing with the best quality clothing to be chosen. A business transaction must be clear at every stage or it will be dangerous. To have a seamless working relationship, garment exporters must maintain strong relations with buyers and gain their confidence by supplying high-quality products. It is critical to persuade the buyer in order to collect the order. If the buyer is satisfied by the merchandiser that the product will be of high quality, delivered on time, and at a reasonable price, they will place an order for the clothing.

The needs of both the buyer and the provider must be well defined. Both of them require a great deal of comprehension. The supplier's profit portion must be transferred to the customer. Buyers may comprehend the original price of the clothing and set a suitable mark-up on the garments selling item this manner.

Second, they trained me how we get prepared for the production maintain the condition of the buyers. We set our goal after communication between supplier and buyer is critical. This allows the customer to accept a variety of garment prices, quantity, and, most importantly, order lead time.

Offer A factory's principal goal is to gather orders from buyers. Then there's the production.

Mutual understanding between customer and supplier through numerous offers is required for smooth operation. Some critical issues are dependent on buyer order placement, and they are listed below.

Below.

(1) Audited factory: The factory must be audited by either the buyer's selected organization or a third party.

(2) Production capacity: The factory's capability per day to complete the order by lead time.

(3) Other: The buyer is interested in whether the manufacturing is composite or not. The facility has its own embroidery/printing department.

Chapter-4

Organization Details

4.1 Introduction

Bangladesh is a key manufacturer and exporter of all garments in the global market, with the lowest labor accessible. Consequently, the nation is currently self-sufficient in knit and woven garments and a maker and exporter of sweaters. The country's most significant foreign exchange earnings are presently generated by exporting clothing and labor.

Shrabony Knitwear Ltd. was founded in 2008 as a 100% export-oriented knit composite garments factory near Dhaka in Kathgora, Zirabo, Ashulia, Dhaka-1341. Our firm specializes in all types of knitted basic/fancy products made from various knitted fabrics such as S/J, Ribs, Interlock, Fleece, French Terry, and Lycra attachment. We specialize in Men's, Ladies', Girls', and Boys' clothing.

We can guarantee round-the-clock manufacturing thanks to our diesel-generated power source and are also devoted to producing export-quality items.

4.2 Customer Details

Orchestra France, Pizza Italia, Vegotex-Belgium, 883 Police-UK, Givova-Italy, DPAM & Sergeant Major-France, Asty-Japan, Flare in Russia.

4.3 Production Abilities

Our massive assortment of western apparel includes vogueish shirts, ladies' tops, skirts, and so on. Here is a summary of our export grade products:

T-shirts for men and women (Round and V-neck or according to the requirements)

Polo shirts for men and women

Vest for Men

Tops for Ladies (Tank Top, Spaghetti, Vest etc)

The Lady's Bottom

Jackets for both men and women.

Various children's stuff.

Any design/style or specification specified by the customer/buyers.

Fabric:

Fabric procurement and garment production are carried out inside premises by a team of highly qualified and experienced individuals. A short look at our fabrics:

Single slave jersey made of 100% cotton, 1x1 Ribbed 100% Cotton, 1x1 Rib Cotton Elastin, 100% French Terry Cotton, Fleece made of , Pique, 100% Cotton, French Terry TC, Pique, TC, Knit textiles of any pattern, Single jersey of cotton and elastin, 2x2 Ribbed, 100% strong cotton jersey that's are the production of Shrabony Knitwear Ltd.

4.4 Area of the Industry.

Description Each level of this four-story tower is 8,500 square feet. Ground Floor Circular Knitting Machine, Yarn, and Fabrics Go-down. First Floor: Sewing, Cutting, Sample, Accessories Store, and Office; Second Floor: Sewing, Cutting, Sample, Accessories Store, and Office. Third Floor Sewing Section & Office 34,000 total square feet Industrial Shade Finishing & Finish Fabric Store 33,000 total square feet Area of the Printing Factory: 10,000 square feet of industrial shade printing on a screen REB power supply and diesel generator.

Product Quality: 100% export oriented.

4.5 Passion

We deliver on our promises and believe in long-term commercial relationships and partnerships. Our mission is to supply you with high-quality items and exceptional service at the most affordable pricing. Please contact us if you require any further information, samples, or orders. We are prepared to produce samples for your review. We are certain that our skilled staff will complete the samples to your complete satisfaction. We are excited to have the opportunity to work with you.

Chapter- 5
Internship Activities

I started here as a merchandiser. I think my job was perfect for me because I understood everything in a very short time. I learned everything in the workwear industry. From dealing with buyers to ordering and shipping, I learned it myself. Aminul Islam Sujon, Merchandiser, Shrabony Knitwear Ltd always by my side. He helped me with all sorts of jobs and taught me to become an absolute smart trader. I was taught and taught everything by hand. I am grateful to them. When I talk about my skills, I would say that I have acquired very good skills here. Now I can get a complete idea of a finished garment. How to handle the garment, how to care for it everything? And he learned to work in different areas. How to operate all kinds of machines, how to get the results of the machines? I also learned how to manage and deliver a product from start to finish. I think these skills will be useful in my life. Sometimes I had problems at work, like the ticket was messed up, I delivered the wrong mail to the wrong people, I also had a lot of problems learning how to use the machine. Which was part of my learning. It didn't take me long to solve these problems. I learned from my trainer how to recover if something goes wrong in this sector. In this way I arranged everything according to my own will, which was a bit difficult for me. I learned a lot in this institution. I learned everything it takes to make a career out of this field.

Sharing all my details below,

At present, the clothing industry in our country has come a long way. At present, a lot of emphasis is placed on the clothing industry and efforts are being made to improve it. I'm trying to learn about this industry. I am currently doing my internship in a clothing factory as a merchandising department. I'm trying to learn everything about the apparel industry from here. Test and learn about all kinds of fabrics. I try to get to know all kinds of machines. And reload How to Run a Successful Garment Factory. And by acquiring all kinds of knowledge and skills I'm trying to be successful here.

I try to do everything with my mind. Trying to learn everything from our office intern. Every day I look at all the things in my workplace and collect insights about them. I talk to workers at my workplace and ask them things I don't understand. This is how I do my activities.

I'm doing this because I want to know about the apparel and fashion industry. I think about my future. Because I think it's good to acquire knowledge about everything. I am learning this to advance my career. I'm doing this to make my job easier after graduation.

In addition, experience in all subjects is very important. I do this so that I can easily get everything done at my workplace. In addition, this training is essential if I want to open a clothing factory or work in the clothing trade in the future. That's why I'm studying.

I'm doing an internship in an industry, which is the knitwear industry. The name of the organization is Shrabony Knitwear Ltd, Ashulia.

On the first day, I went there with my university's approval letter and mailed it. I didn't work at all the first day there. I met everyone on the first day. First of all, I have some basic ideas about office hours. I spoke to everyone about how to come and stay. That day I learned the rules of the office and how professional life begins. How to follow office rules and how to deal with everyone. Here's how he spent his first day learning all the basics! Since then, we have been learning practically everything with a basic idea. People were hired to show me

around. I looked around and got ideas on how to do something. What to do. What sector do you work in? I got ideas from everything and practically everything. Because if I don't have a correct idea of everything, then I can't do any work properly. So, I tried to understand everything quickly. That day I learned to work in all areas, to manufacture and maintain everything. Although it was a bit difficult at the beginning, it gradually got easier. Because for a while I've only seen and understood practically what to do and what to do because my trainer had this command.

So I tried to get everything right and if I didn't know, I asked everyone there. They are all very helpful. They have helped me to learn in all areas. After learning all that, I went into the machinery department. I have seen how to use the machine, how to take care of it and how the yarn is made into fabric. Where I worked there were 3 types of machines to turn yarn into fabric.

Chapter- 6
Limitations of the Study

- We take our work very seriously. Every day we go to the office at 9 am and leave at 4 pm. We used to be out three days a week. We have classes at the academy. In addition to studying, time was needed to think about the project document. So I was not able to go for more than three days.
- I have spoken to the company reps, and the weather and everything are set. You also accept any terms I ask. I used to go to the office three days a week. This job was completely new, so I did not know this job. So I had to enlist help from my trainer.
- I learned a lot about this job. Then I went to the office and found everything; my experience was excellent.
- I learned the craft thoroughly and knew everything about this type of work. So now I can do this work on my own.
- This time was not enough to be a professional merchandiser.

Chapter- 7

Skills development during Internship

I work there as a merchandiser. Being a merchandiser, I gain some skills during my internship. All the skills which I gain are given below.

- **Communication Skills**

Experienced of public communication and inspired the employee for quality production. I also developed my group communication. Remove all the lacking of public communication.

- **Fabrics production Skills**

I learn how to produce the fabrics. I learn some theory of fabrics production. During my internship period I followed that theory of fabrics production.

- **Machine Operating Skill**

I am able to operate circular machine. This machine produces the fabrics of any kind of T-Shirts. Fad lock machine, overlock machine and plain machine I am able to operate now.

- **Fabrics Identifying Skill**

Able to know about the fabrics. Different types of yarn use for different knitting. Every yarn has its own count.

Chapter- 8
Observation and findings

During my internship, I noticed a lot about manufacturing process. observed. There are many things that I think should be investigated by the authorities. Now I will give my opinion on this.

For example, I saw everything very organized in my factory. Everyone works like everyone else. The interior environment is very beautiful and tidy. But the authorities should pay attention to the food canteen. Because if the food is not healthy, the body is likely to get sick. Then I saw that not everyone wears a mask in different industries, which can be very harmful to health, because in these factories, a lot of dust flies out because when the machines are running, they disperse. I also saw sector after sector here. If everything was together and surrounded by walls, his security system would be much better. Because security is very important in these matters. The drying sector is developed in this factory, so it has to be brought from abroad. It takes longer and costs more money. If a dryer section could have been installed in this factory, the time and money would have been saved. In general, if you analyze them, you can see that some things come out here that indicate good and bad aspects of the company. For example, if I do the SWOT analysis of the company, we will see that the strong part of the company is that its employees are very possessive and hardworking. The factory has a good relationship with foreign buyers, which is very profitable for business. The company has various sectors and complete machines with advanced technology. Now, when we talk about weakness, here we will see that some factory officials create a little problem among themselves in different matters. As you can see, this often causes delivery problems for some buyers. When we talk about the chance of the factory, we will see that the future of the factory is very bright. You have the ability to advance as one of the factories in Bangladesh. They have good foreign connections which can lead the factory to greater heights. Well, if we talk about the threat then I will say if the factory doesn't change

them weaknesses then they will be a threat to the factory. Because there is a lot of competition in today's market. If they want to stay in the market, they have to outperform other factories and increase the factory's reach. If the factory cannot produce the production on demand, it will be a major threat.

Chapter- 9

Conclusion

Marketing plays an important role in the clothing business. The results of the study show that there are a number of steps to improve our trade management skills that will have specific implications for the business community as well as the national trade panel. Experienced traders are always in demand in any country. It can be a respectable profession for an educated person. The focus should be on modern marketing management systems for the development of the clothing sector.

Dealers are the most valuable human resources for the progress of the organization. Many factors are involved in the development of this valuable resource. Efficient marketing must be developed to effectively increase an organization's productivity. The development of managerial skills related to the function of a commercial manager must be organized in order to prepare the future commercial manager. Colleges and universities that offer business administration courses would do well to evaluate their courses with regard to the results of this study. This direct study demonstrates the potential benefit that could result from a broader investigation covering only marketing management. The resulting development of new insights can certainly help improve business efficiency and thus increase the satisfaction of all purchasing stakeholders, which will be the ultimate goal of the company.

Chapter- 10

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Chapter-11

Appendices



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TO WHOM IT MAY CONCERN

This is to certify that Mr Ridoy Hossain, S/O- Mr Md. Kasim Uddin, a student of the department of English, at Daffodil International University, Dhaka, Bangladesh, has successfully completed 03 (three) months (from 12th August 2022 to 12th November 2022) long internship program at Shrabony Knitwear Ltd. During the period his internship program with us he was found punctual, hardworking and inquisitive.

We wish him every success in life.

For, Shrabony Knitwear Ltd

Authorized Signature



