

# Merchandising Activities of The Finery Ltd.: An Evaluation

## **Submitted To:**

**Md. Shibli Shahriar**

Assistant Professor &  
Internship Supervisor  
Daffodil International University

## **Submitted By**

**Mohammad Faruk Hossain**

ID: 09152-11-662

Batch: 11<sup>th</sup>

Major: MKT

Program: B.B.A

Department of Business Administration

**Daffodil International University**

**Submitted date: 28-04-2014**

## **Letter of Transmittal**

Date: 28-04-2014

To  
Md. Shibli Shahriar  
Assistant Professor  
Department of Business Administration  
Faculty of Business & Economics  
Daffodil International University  
102, Sukrabad, Mirpur Road  
Dhaka-1207

**Subject: Submission of Internship Report on “Merchandising Activities of The Finery Ltd.: An Evaluation”.**

Dear Sir,

I would like to thank you for supervising and helping me throughout my internship program in completing my BBA. This internship program has given me opportunity to experience one of the latest and unexplored areas of business in Bangladesh and has expanded my present knowledge manifold.

This report is a study on “Merchandising Division of The Finery Ltd.” with special focusing on organizational as well as managerial skill with which I was assigned during my internship.

.

Please feel free in contacting me if you have any queries. I would be glad to provide any clarification regarding the project.

Thank you.  
Sincerely Yours

**Mohammad Faruk Hossain**  
ID No: 09152-11-662  
Program: BBA, 11<sup>th</sup> Batch  
Faculty of Business & Economics  
Daffodil International University

## **ACKNOWLEDGEMENT**

All praise to God, the almighty, and the merciful. Without his blessing and endorsement this report would not have been accomplished.

The successful completion of this report might never be possible in time without the help some person whose inspiration and suggestion made it happen. First of all I want to thank my supervisor Md. Shibli Shahriar for guiding me in “The Finery Ltd.” during my Internship. Without his help this report would not have been accomplished.

Then I would like to thanks to my advisor, Mr. Mofizul Islam Khan for helping me completing my internship report on ““Merchandising Activities of The Finery Ltd: An Evaluation””.

I also, thank my colleague who helped me by providing informative instructions. I was closely attached with them during my internship tenure. Without them this project would have been very difficult.

I also, thanks to my parents, and some friends who keep on this long process with me, always offer support.

And finally I also express my sincere gratitude to all those who participated to prepare the report.

With warm thanks

Mohammad Faruk Hossain  
ID No: 09152-11-662  
Program: BBA, 11<sup>th</sup> Batch  
Faculty of Business & Economics

**Date: 28-04-2014**

# **Daffodil International University**

## **CERTIFICATE OF APPROVAL**

This to certify that, the internship report on “Merchandising Activities of The Finery Ltd: An Evaluation” is done by Mohammad Faruk Hossain , ID: 09152-11-662, as a partial fulfillment of the requirement of Bachelor of Business Administration (BBA) from the department of Business Administration, Daffodil International University.

This paper has been prepared under my guidance and is a record of the benefice work carried out successfully.

**Md. Shibli Shahriar**  
Assistant Professor  
Faculty of Business & Economics  
Department of Business Administration  
Daffodil International University

## **EXECUTIVE SUMMARY**

As part of my BBA program, I have completed my three months internship program from a well known Buying House named ““Merchandising Activities of The Finery Ltd: An Evaluation”. During my internship period in “The Finery”, I have gained valuable knowledge and experience in the field of Merchandising”.

.  
So based on my learning and experience from the organization I have completed my internship report on the “Merchandising Division of The Finery Ltd”. In this paper I have tried to focus and analyze the core “Merchandising of The Finery Ltd” and what kind of value added services they are providing to their employees.

In the report I have discussed what kind of activities I have done describes in details. The services include CV screening, Data entry, Job posting, Assist in interviews, Help candidate in the time of joining etc. In CV screening I have basically discussed about the Executive Search of candidates from BD jobs or other relevant sources.

In recommendations how the buying can improve and also give some suggestions. In this report the problems, scope, limitations and various analyses are also done. In this report I have also tried to analyze the benefits of these services as well as my learning from the organization. From my personal view the learning aspect was fruitful and the experience there will help me in the future.

I have learnt many aspects of Merchandising, working with different sections of the company. Mainly working with Merchandising Division of the buying was a great learning opportunity.

## **TABLE OF CONTENTS:**

Cover page.....	i
Letter of Transmittal.....	ii
ACKNOWLEDGEMENT.....	iii
CERTIFICATE OF APPROVAL.....	iv
EXECUTIVE SUMMARY.....	v

### **Chapter-01 (Introduction):Page No.**

Introduction:.....	01-02.
Origin of the report :.....	02
Objectives of the Study: :.....	02
Methodology of the report :.....	03
Scope of the report :.....	03
Limitation of the report :.....	03

### **Chapter-02 (Organization):..... 04**

History of The Finery :.....	05
Mission, Vision :.....	06-08
Products, services, Quality& Order collection:.....	9-11
Objectives of The Finery Ltd. :.....	12
Functions of The Finery Ltd. :.....	13-14
Other overview of the organization :.....	15-16

**Chapter-03 (My Internship Experience):..... 17**

Job Description :.....	18
Organizational Analysis :.....	18
Responsibilities of a merchandiser :.....	19

**Chapter 04 (Merchandising Division):..... 20**

Merchandiser Activities : .....	21-22
Merchandising Department work Activities :.....	23-42

**Chapter 05 :..... 43**

SWOT Analysis.....	44
Evaluation &Findings.....	45
Recommendation.....	46
Conclusion .....	47
References:.....	47

**Appendix:..... 48**



# CHAPTER ONE

## Introduction



## **Introduction**

### **1.1 The Finery Ltd ----- An Overview of the Organization**

The Finery Ltd. was established in 2005. The Finery Ltd. has been working in Bangladesh for eight years to develop the export sides of our country. The Finery Ltd. is a leading buying and trading company situated at Mirpur in Dhaka, Bangladesh. The Finery Ltd. do all type of woven garments, knitted garments, denim wear, jeans, knit wear, pant, polo shirt, shirt, shorts, etc. They are an agent for overseas buyer working for USA market quota and non-quota items as well as Europe buyer. To ensure best service and produce best quality garments they have good relationship with experienced and reliable Knitting factories situated in Dhaka, where they can place orders in favor of their customers.

### **1.2 Origin of the Report**

The report is prepared as partial fulfillment of the Bachelor of Business Administration (BBA) Program of final term to gather real life knowledge about the nature marketing especially in the area of financial institutions. The purpose of the study is to provide the real life view and insight of business in relation to the theory that we have studied in the BBA program.

### **1.3 Objectives of the Study:**

The objectives of the study are as follows:

1. To analyze the merchandising activities of The Finery Limited
2. To evaluate those activities.
3. To analyze SWOT of the company
4. To prescribe suggestions to overcome the problems of the operations of the company.

## **1.4 Methodology of the report:**

This report has been prepared on the basis of experience gathered during the period of internship. For preparing the report, I have also got the information from annual report, and catalogue from The Finery Ltd.

I collect from the data primary and secondary sources. primary source is which are collect from the books, diaries etc. the secondary data which are collect from the web site.

In official statistics, the primary sources may be actual data from a survey, and secondary sources may be published reports, and compilations of data from primary sources.

## **1.5 Scope of the report:**

During my internship program I tried to gather as much as information as possible to illustrate a clear-cut image about the importance of the merchandising and marketing section for the export oriented garments and the value of the merchandiser for the buying industry. The guiding principle of the company is to develop and maintain strong, secure relation with buyers and suppliers.

To read the report i capable to know clear image about the importance of the merchandising and marketing section for the export oriented garments and the responsibilities of a production coordinator.

The study will also help us to understand the roll of readymade garments in socio economic development of the country. The overall production process of a buying and about the machineries, accessories and the work forced that is required for a particular buying house.

## **1.6 Limitation of the report:**

During my internship I have faced some limitations to accomplish my report. I could not get much information from The Finery Ltd. due to their limitations as well.

- Most of the data are primary data that are difficult to collect.
- Data sources are so limited.
- Language scale of research was not possible due to time constraint.
- The Buyers are very busy.
- The Exporters are also busy with their duties and responsibilities.
- Most of the organizations key personnel were too busy. So they did not give me enough time regarding this matter.



## **CHAPTER TWO**

### **Organization**

## **Organization**

### **2.1 History of The Finery Ltd.**

The Finery Ltd. was first established in 2005 at Mirpur in Dhaka. It is a none partnership business. It serves as a multinational business in our country. The owners of this business are- Mr. Md. Mofizul Islam Khan. He is a Bangladeshi citizen. At first, they jointly started their business at in a very small scale around 10 employees, and one office guard. It is basically serves as a buying house in our country. In the initial stage, they have total investment around Tk. 1crore (authorized capital) and Tk. 50,000.00 (paid up capital) which was to consider as operational expenses to run their business.

In introductory stage, they collected order from U.S.A and Europe for our local garments factory. Day by day they grew up their business quickly. Now, according to the tax authority of Bangladesh, The Finery Ltd. pays highest tax to the government of Bangladesh. The Finery Ltd. is the biggest buying house in Bangladesh. Not only its' function deliver in Bangladesh also in overseas market.

At the present moment, The Finery Ltd. Ltd. has 128 employees which are to be considering as- Merchandisers, Production, Commercial, Accounts, and Administration in The Finery Ltd.

#### **2.1.1 Following are some main objectives of The Finery Ltd.**

- To arrange timely production and maintain quality goods for entire satisfaction of the customers.
- To make The Finery Ltd. first choice for the foreign customers by improving its quality and services.
- To extend exports all over the world through better services.
- To establish and develop excellent working environment in the departments.
- Computerization
- Incline a sense of civic responsibility in the staff members
- To achieve company's objectives
- Implementation of ISO-9002 standards
- To provide the employees a friendly atmosphere to increase their commitment.

## 2.2 Mission & Vision of the Organization

### Mission

“A strategic plan starts with a preplanned pathway clearly defined as business mission. In another way “A mission describes the organization’s basic function in society in terms of the products and services it produces for its customers”.

**A clear business mission should have each of the following elements:**

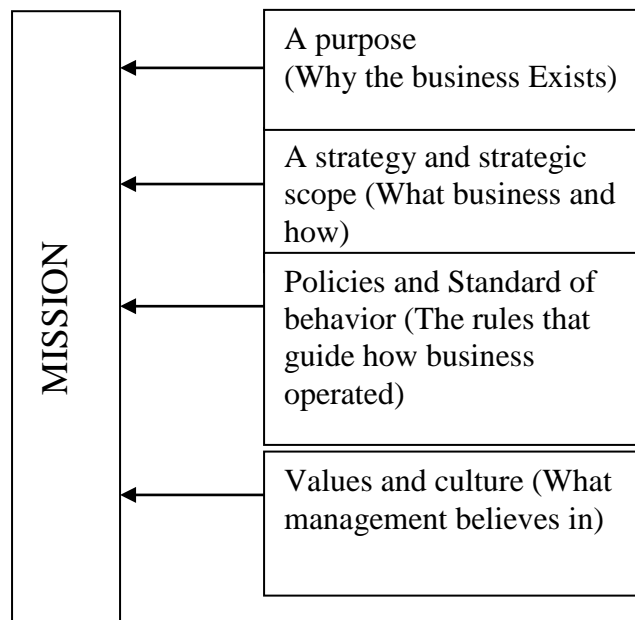


Figure: Factors Affecting Mission of the Organization

#### A Purpose:

Why does the business exist?

Is it to create wealth for shareholders?

## **Vision:**

Vision provides the justification of behavior and, therefore, exerts significant influence on marketing decisions.

Activities are underpinned by a set of visions that all business people are asked to respect:

- They put customers first
- They are professional
- They respect each other
- They work as one team
- They are committed to continuous improvement.

These are supported by vision of a communications-rich world – a world in which everyone can benefit from the power of communication skills and technology.

A society in which individuals, organizations and communities have unlimited access to one another and to a world of knowledge, via a multiplicity of communications technologies including voice, data, mobile, internet – regardless of nationality, culture, class or education.

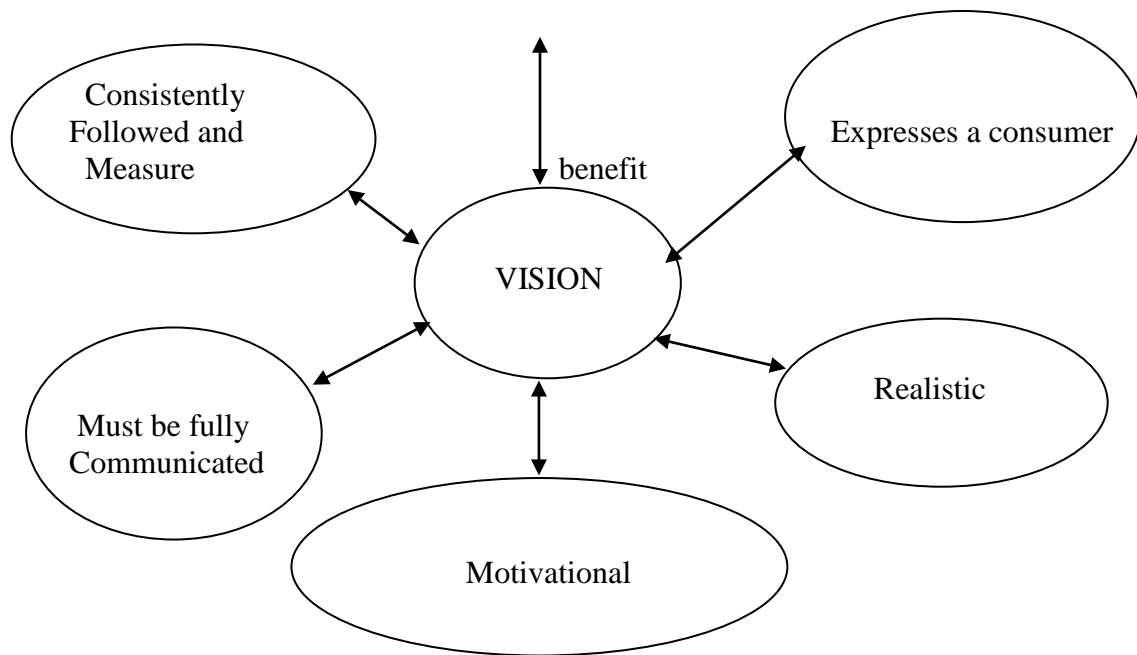
The job is to facilitate effective communication, irrespective of geography, distance, time or complexity.

Then what are the components of an effective business vision?

The following sixes requirements for success:

- Provides future direction
- Expresses a consumer benefit
- Is realistic
- Is motivating
- Must be fully communicated
- Consistently followed and measure

Provides future  
Direction



**Figure: Factors Affecting Vision Of the organization**

Example-

A company's vision should be realistic. Suppose if any newly established beverage company claims that they will be the market leader by defeating Coca-Cola and Pepsi, the vision cannot be realistic. And this unbelievable vision cannot be accepted by both the customers and the employees of the organization. A company's vision must have a future direction also. Suppose an ISP declares that they will be the leading ISP of Bangladesh by 2015. This implies a future direction of that ISP.

## **2.4 Products, services, Quality & Order collections**

### **Products:**

The Finery Ltd is doing all type of Yarn Dyed, Fabric Dyed, Printed and Embroidery Garments. In Dying & Printing The Finery Ltd keep the color and rubbing fastness 4-5 and 60C abed doing all types of garment fabric washing for final finishing (As what technically required)

### **Knitted garments:**

In Knitted garments there are Basic T-Shirts, Polo Shirts, Sweat Shirt, All types of Pajama set, Jogging suits, pullovers, Hooded T-shirt, Tank Tops, Boxer shorts, Bermuda shorts, Night Wears, Fleece Jackets, Cardigans, Ensembles, Mama Briefs, Mini Briefs, Full Briefs, Low Raise Brief, Western Thongs, Bikini Briefs, Tanga & Panties and all other high fashion Garments for Men, Ladies, Boys, Girls, Children's & Kids for Summer / Winter.

### **Woven Garments:**

In Woven Garments there are Shirts, Pants, Cargo pants, Cargo shorts, 3/4Th pants, Ladies Tops, Skirts, Pyjama set, Boxer Shorts, Bermuda Shorts and Night Wears in Fabrics Poplin, Sheeting, Denim, Flannel, Gaberdine, Voile, Madras checks, Crush fabrics etc from 100% Cotton, Cotton Lycra Mix , Polyester Cotton Mix , Polyester Viscose Mix etc.

### **Denim Garments:**

In Denim Garments the Denim items only as jeans pant.

*There are also*

*Jeans shirt*, Full jeans, half jeans, Disco jeans, Ladies jeans,

*Jeans pant*: Full jeans pant, half jeans pant, and Disco jeans pant, Ladies & Gents. Jeans pant.



## **Services:**

- Garment Designing, Development & Distributions
- Quality Control

**The Finery Ltd** having strong network with capable and well established suppliers working specially for their valuable customers.

## **Sourcing:**

Proper sourcing is the key to quality and cost. This involves locating manufacturing units based on the customer's expectation with regards to quality, quantity, and competitive price. The source is assessed in terms of financial status, factory infrastructures, production capacity, and quality control system and export performance. It helps to source the best manufacturer who can offer best quality, best price with proper delivery of the desired garments. The company services are further extended in locating fabric sources, dyeing and printing ultimately promoting quality of merchandise.

## **Garment Design, Development & Distribution :**

**The Finery Ltd** regularly explores diverse products with quality designs. Their design team and merchandisers help the buyers in development of new samples and sourcing new fabrics. Samples can be developed with exact color, fabric and style requirements depends upon season with different types of printing works, Embroideries, Beadworks, Sequin's and Patchwork also available. The company can develop samples based on the customer's requirements. Samples can be developed and submitted within stipulated time as per the requirement and the style.

## **Quality Control:**

**The Finery Ltd** had a very good team for this department and this is the most important function of their buying house. Their team of qualified experts starts their work from the stage of yarn knitting / weaving, dyeing, printing process and the pre-production samples, online inspection and final inspection. They are providing lab test certificates to the buyers and such cases they give the certificates from some labs or specific organizations like SGS/ITS on the buyers requirement.

The Initial Inspection is ensuring the out come of finished Garments with the highest quality in all their product line. In the Inspection the company checks the quality of yarn, fabric and basic specifications like Gram mage, Printing durability, Color fastness and shrinkage also verify the Lab Test Reports before starting the Bulk Production.

**The Finery Ltd** is strictly following AQL Standards and Random Inspection procedures. They are strictly following the matters to match the buyer's requirements is as follows.

- ♦ Material touch feel and appearance
- ♦ Color Shade and Design
- ♦ Style workmanship
- ♦ Accessories
- ♦ Weight as required
- ♦ Measurement against specification
- ♦ Makeup, Labeling and Hanging
- ♦ Presentation
- ♦ Packing assortment/Marking

The International buying house is known for its reliable performance that has earned accolades from its worldwide buyers. The Bangladeshi buying agent they committed to provide the best quality, timely delivery and most competitive prices. They are the most favored among all buying agents in Bangladesh, for our best quality products, perfect packing and timely delivery at most competitive prices all over the world. Provide the best quality products at best rates and on timely delivery.

### **Orders collections:**

**The Finery Ltd** Touch. Ltd. or any types of buying house collect order from buyer. Buyer means International buyer, they are mainly several countries in the world. So, the communication is too much critical, so buyer and buying house are using the Internet for well communication. When the communication are well with buyer to buying house, then order collection are easier for buying house.

## **2.5 Objectives of The Finery Ltd.**

- Provide Market Information and develop new resources & products and locating the sources to meet the requirements of the customer with regard to fashion and design.
- Provide well-established suppliers and negotiating the best price from their reputed suppliers.
- Monitoring of the order from fabric procurement stage to final shipment and reporting the status of the order to the buyers with systematic follow up on each stage and execution of orders on time delivery.
- Providing Regular production updates and sample status to the buyer.
- Giving suggestion to the buyer about the fabrics, dyeing and printing process and their positive and negative points and caution the buyers about pitfalls involved.
- Co- ordinate buyers visit to Bangladesh and fixing appointments with suppliers.
- Provide wide band communication services to give immediate Response to their customers & suppliers.
- Buyer's feedback reports on each shipment.
- To ensure accelerated growth of foreign currency through export in garments.
- To increase productivity of the ready mate garments (R.M.G) in our country.
- To ensure optimum utilization of financial resources through proper financial analyses and investment feasibility study for proper utilization of loan and equity portion of investment.
- To create and deliver foreign market information of R.M.G's products and services for our local garments factory.
- To innovate new product process and technology through designing, developing and supplying of new order of the product.
- They provide the highest tax in the buying house sector of Bangladesh which is according to the tax authority of Bangladesh.
- They reduce our unemployment problem of Bangladesh and train them properly.

## **2.6 Functions of The Finery Ltd.**

Their Customers are highly valued in their organization and as a team that try and make sure that our customers are fully satisfied with our performance and results. They always ensure that our customers are happy with them by giving them best result of sampling, production, quality, shipment schedules and the best communication at all times. They are giving First priority of their customer in their organization and they believe their customer must be satisfied with their product Quality, Shipment schedule & for best co-operation.

## **Functions:**

1. **Find out potential manufacturer for their buyer.**
2. **Negotiate low price complete garments for their buyer.**
3. Sample

develops:

Samples are developed to suit the season's colors, fabric and style based on their buyer's requirements. Any number of sales man samples are made as per the buyer's requirements and courier them directly to the buyers. By offering these crucial services, they assist their buyers marketing efforts in their own country by giving them an edge over theirs.

4. Minimize operating cost & minimization risk for buyer.
5. Order execution & Quality control.
6. Good custom & commercial support:

An identification of the goods during the loading is made to ensure that only the inspected goods are being stuffed without getting mixed up with the un-inspected goods. Shipping documents are checked as per the buyer's instruction and the copy documents are sent to the buyers well in advance of the shipment to avoid any discrepancy.

## **Monitoring Systems**

### ♦ Pre-Production check:

Risks are reduced by checking material components, accessories / user manuals etc. at this stage itself.

### ♦ Initial Production Check:

First finished products are checked against buyer's specification and prototype sample. Deviations are identified and brought out for correction.

### ♦ During Production Check:

- ♦ Inspection during production is carried out to check and verify that the initial discrepancies have been rectified and to ensure the average quality standard of production runs.

### ♦ In line pre- final & final inspection:

Final random inspection is carried out when the total consignment is packed and ready for shipment. FRI is performed according to the International Inspection Standards.

The detailed physical inspection of the samples selected at random is based on specifications of the buyers and it covers the criteria such as design / style, shrinkage, accessories, appearance, markings, color, labeling, material, assortments, workmanship, measurements, packing etc.

## **Fabric Laboratory tests**

A laboratory is an extremely valuable component of their services and also facilitates the manufacturer - exporters to transact their business with least quality risk. Laboratory services include:

1. **Fabric:** Construction particulars (counts, constructions and weight), Strength, Measurement and Seam performance.
2. **Analysis:** Flammability, Dimensional Stability (Shrinkage) to washing / dry cleaning, Appearance after washing /dry cleaning, Fiber analysis, etc.
3. **Color Fastness:** Color fastness to washing, Perspiration, Light, Rubbing, Bleaching, Dry cleaning, Organic Solvents, Hot pressing, etc. Dyes & Pigment tests are also carried out.
4. **Garment:** **Dimensional Stability to washing / dry cleaning, Appearance after washing / dry cleaning** are tested.

## **BUYER VISIT**

They are here as an extended arm for buyer. They orient their valuable buyers for visit Bangladesh with high security and safety. They accompany their buyers on their buying visits, factory visits and inspection visits. They help them with and arrange their itinerary and accommodation on their visits. They also orient the buyers on the dos and don'ts of the business practice in the country, its culture, customs and tradition to make their visit fruitful and enjoyable.

### **What benefits can you gain**

1. Improves company focus & reduces the operating costs.
2. Accessing of world class capabilities.
3. Accessing of resources not available internally.
4. Access to the most literate workforce in South Asia, which adheres to internationally, accepted norms of employment.
5. Ability to diversify product range through multi country sourcing.
6. Ability to react quickly to changes in consumer demand.

## **2.7 Other overview of organization:**

### **Compliance:**

We strictly preserve health, fire safety, security and technical compliance in our Buying based on Australia and USA standard but not limited to the following:

- Built factories in industrial area
- Unit wise separate power supply
- Own water source
- Day Care Center with attendants
- In house medical Doctor and Nursing services with commonly used medicine
- Well ventilated floors
- Full set of fire fighting equipment, escape routes, with regular fire drills and other precautionary measures
- Full time social worker/welfare agent for employees
- In house team for all kinds of technical inspection
- 24 hour/ 7days security services

Departments are working these days in the organization:

- Human Resource Management
- Administration
- Finishing
- Management Information System
- Processing
- Merchandising
- Sampling
- Grey Fabric Store
- Export Department
- Finance
- Dyeing

## **Marketing Strategy**

- Maintain high standards
- Develop and strength good business relationship with the valued customers
- To maintain timely deliveries
- Search for and introduce latest technical and design developments
- Search for new markets
- Strive for expansion in the local and international markets.

Our marketing team comprises of top of the line individuals who are fully capable of achieving sharp deadlines. These individuals are highly trained to develop and maintain excellent business relations with the existing customers and are always in pursuit to look for new markets.

# **CHAPTER THREE**

## **My Internship Experience**



## **My Internship Experience**

### **3.1 Job Description**

As I had the opportunity to have three months long internship at The Finery Ltd.. I have come across with different tasks that are conduct by the overall buying department. I was introduced to the Jobs of an Merchandising personnel, there were different types of jobs I was made acquainted with some were regular others were periodical. I was assigned to the following Jobs regularly, those were:

# Collecting data

# Screening data

# Own factory visit

# Merchandising Responsibilities

# File Indexing

# Buyer negotiation etc.

### **3.2 Organizational Analysis**

#### **Organizational Analysis**

Company Name:	The Finery Ltd..
Bussiness Type:	100% Manufacturer & Export
Product/service:	Knit Fabrices & Knit garments,woven garments, denim garments Manufacturer
No of Total Employees:	128 Persons.
Company Website:	www. The Finery Ltdapparel.com.au
Year established:	2005.
Business owner:	Md. Mofizul Islam Khan.
Main Market :	USA, Europe, Canada, Australia
Export Percentage:	100%
Buying location:	Mirpur, Dhaka –1216.

### **3.3 Responsibilities of a merchandiser:**

Merchandiser need to work in a systematic way to ensure proper delivery of products at due date.

They had to do their work into daily, weekly, monthly and yearly basis. The activities are-

#### **Daily activities of a merchandiser**

- ☐ Checking mails and faxes. They need to give the reply within the day based on priority.
- ☐ Checking port status and convey to concern department.
- ☐ Checking the shipments documents and inform concern department.
- ☐ Checking daily production status to understand shipment status
- ☐ Checking shipment schedule and raw materials production status
- ☐ Follow-up with sample section for different buyers sample
- ☐ Follow-up with store for fabric and accessories received
- ☐ Follow-up with the production manager for the production plan
- ☐ Price quotation and delivery confirmation to the buyer
- ☐ Reporting to marketing and merchandising chief on the daily activities.
- ☐ Reporting to executive director on the important issue like various meeting, customer visits compliances and code of conduct

#### **Weekly activities of merchandiser**

- ☐ Meeting with the fabrics and accessories supplier
- ☐ Meeting with the buyer and buying houses
- ☐ Prepare fabric and accessories requirement list, checking with concern and passing it to supplier with proper specification.
- ☐ Prepare purchase order with approval and sign of proper authority.
- ☐ Issuing pro-forma invoice with the approval and sign of the proper authority.

#### **Yearly activities of a merchandiser**

Yearly self-assessment on the performance based on number of buyers handled, shipment quantity, CM charge negotiated, debit note settled with the supplier.

# **CHAPTER FOUR**

## **Merchandising Division**

## **Merchandising Division**

### **4.1 Merchandiser Activities:**

#### **Merchandiser & Merchandising**

Merchandiser is a person who is actually making a bridge between buyer and seller. Merchandiser is a person who is involved in garments trade. And the work of a merchandiser is known as merchandising. The main role of a buying merchandiser is to collect buying export order (export L/C), produce the garments, export the buying and earn profit, to perform those functions successfully needs lot of knowledge, experience & tremendous effort for a merchandiser. The term merchandising is defined as follows:

- The term merchandising related with trade.
- Trade means buying & selling.
- The person who is involved with trade, he/she is a merchandiser.
- And the activities of a merchandiser are known as a merchandising.

#### **Basic qualification of a merchandiser**

If anyone want to be a merchandiser he or she must be have some qualifications. If we arrange this it will be like –

- Proper English speaking, writing and understanding
- Well and perfectly communication techniques.
- Good computer skills
- Accurate knowledge about the yarn, fabric, accessories. That means the raw materials.
- Know about dyeing, finishing, washing, printing, embroidery etc.
- Knowledge about the testing procedure of fabric
- Know about material and garments inspection system.
- Must know quality control system
- Well known the exporting and importing countries
- Know the duty rates
- Know about shipping, banking documents
- Know about the order procedure of international buyer
- Must know the factory profile
- Good knowledge about calculation
- Good personality
- Well behave
- Power of motivation
- Knowledge about the management system

## **Activities of a merchandiser**

We can classify merchandiser into two classes. One junior and other senior. Junior merchandisers generally work in the factory, meanwhile Senior merchandiser work on the head office and also communicate with the buyer.

Activities of Junior Merchandiser :

- ❖ Main task is "production monitoring"
- ❖ Collect "inventory report" from store
- ❖ Swatch making & getting approval from buyer
- ❖ Arrange preproduction meeting in order to prepare a schedule for smooth production
- ❖ Place order to different production unit
- ❖ Collect "Daily Production Report & Daily Quality Report"
- ❖ If any shortage in store, arrange locally.
- ❖ Arrange final inspection
- ❖ Arrange final inspection

## **Responsibilities of Senior Merchandiser:**

- Sample development
- Price negotiation
- Order confirmation
- L/C opening
- Opening summery
- Sourcing
- Material collection
- Production planning
- Production monitoring
- Arrange final inspection

## 4.2 Merchandising Department Work Activities:

### Internal and external communication of merchandiser

Merchandising is a process through which products are planned, developed, executed and presented to the buyer includes directing and overseeing the development of product line from start to Finish. Marketing and merchandising department: A team of merchandisers and markets work together under a profit controls head. Merchandisers handle the foreign buyers. The teams are made according to the buyers being handled.

Internal communications in merchandising Department are given below:-

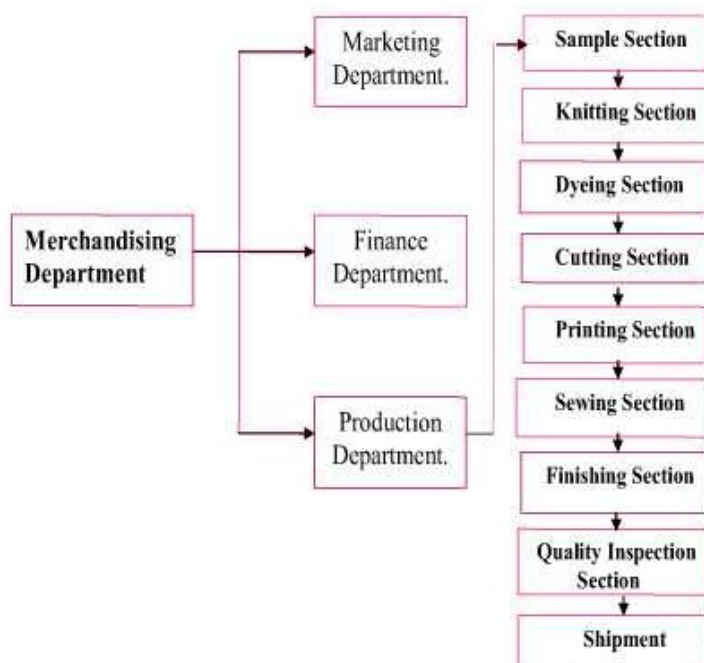


Figure: Internal Communication in Merchandising Department

External communication in merchandising department are given below:

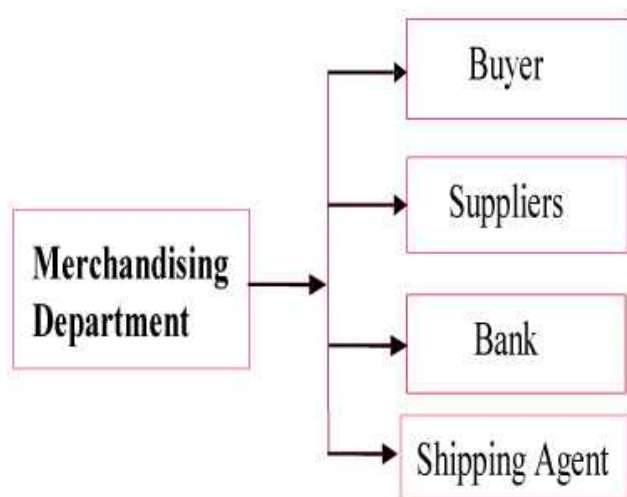


Figure: External Communication in Merchandising Department

There are two types of merchandising done in buying exports

- Marketing merchandising.
- Product merchandising.

### **Marketing Merchandising**

Main function of market merchandising is

- Product Development
- Costing
- Ordering

Marketing merchandising is to bring orders costly products development and it has direct contact with the buyer.

### **Product Merchandising**

Product merchandising is done in the unit. This includes all the responsibilities from sourcing to finishing i.e. first sample onwards. the products merchandising work start and ends till shipment.

Merchandisers key responsibilities are as follows.

- Product Development
- Market and product Analysis
- Selling the concepts
- Hooking order
- Confirming Deliveries
- Costing
- Raw Material

## **First email to buyer for business development**

J. C. Penney Company, Inc.

Plano, Texas, U.S.

Sub: Requesting For Business development.

Sir,

We are pleased to introduce that Buying merchandising is the well reputed & specific name in Apparel industry in Bangladesh since last one decade. Our company deals with many world famous buyers in the world like Wal-Mart, H&M , Kmart etc. We are pleased attach brief company profile and list of product along with photograph for your understanding and knowledge about our company.

It will be highly appreciated. If let me know your feedback, so that we sent some sample to your judgment of quality and If we get the business then you also get the business for a long time.

So we are anxiously waiting for your feedback.

Thanking you,

Md.Sharif Uddin

Senior Merchandiser.

Merchandising Department.

buyingmerchandising.com

Dhaka, Bangladesh.



## **Fabric Consumption Calculation**

The quantity of fabric which is required to produce a garment is called consumption. How much fabric is required to produce a garment, we can determine it through marker planning and mathematical system. We can calculate and determine the consumption of fabric by the following two systems:

### **Marker Planning System**

In the system mentioned here studying the range of size, following six pcs of six sizes can be sorted out from size range. As in XS, S, M, L, XL, XXL Besides these we can choose three pcs of three size or twelve pcs of twelve sizes for our convenience. It depends on our intelligence and the size range; thereafter paper pattern can be made by grading to the above garments as per measurement sheet. Having made the paper pattern it should have to lay each parts of the paper pattern on a marker paper of similar fabric width. After marking the paper pattern if we measure marker paper to length wise, we will find an aggregate consumption of six pcs of garment. If the aggregate is divided by six, we will find a consumption of one pc garment. As such we will find a consumption of one dozen garments from the above system calculations.

### **Mathematical System**

Whatever is the fabric consumption of a garment or whatever quantity of fabric is required to produce a garment is measured by mathematical system | Mathematical system is a system of rough estimation. Consumption of a sample garment or consumption as per measurement sheet is calculated mathematically by measuring the area of length and width of each parts of each pcs of garment.

### **Fabric Consumption Calculation of a Basic Shirt**

#### **Back Part**

30.5''' (Body Length) X 27.5'' (1/2 Chest) / 36'' X 44'' ( Fabric Wirth) 0.529 YDS  
26'' (Yoke Length) X 7'' (Yoke Width) X 2 (Double Part) / 36'' X 44'' 0.229 YDS  
32'' (Body Length) X 16.5'' (1/2 Chest) X 2 (Double Part / 36'' X 44'' 0.666 YDS

#### **Front Part**

32'' (Body Length) X 16.5'' (1/2 Chest) X 2 (Double Part) / 36'' X 44'' 0.666 YDS

#### **Sleeve**

23.5'' (Sleeve Length) X 25'' (Arm Hole) X 2 (Double Part) 36'' X 44'' 0.741 YDS  
12'' (Cuff Length) X 3'' ( Cuff Width) X 4 ( 2 X2 Parts) / 36'' X 44'' 0.99 YDS

#### **Collar**

21.5'' ( Collar Band Length) X 2'' ( Band Width) X 2 ( Double Part) / 36'' X 44'' 0.067 YDS

21.5'' ( Collar Band Length ) X 2'' ( Band Width) X 2 ( Double) / 36'' X 44'' 0.054 YDS

#### **Pocket**

8'' ( Pocket Length) X 6'' ( Pocket Width) / 36'' X 44'' 0.03 YDS

Total Fabric Consumption 2.406 YDS

### **Fabric Consumption Calculation of a The Finery Ltd T-Shirt**

Back Part

75 cm ( length) x 50 cm ( Chest width)    3750 scm

Front Part

75 cm ( Front length) x 50 cm ( Front chest width)    3750 scm

Sleeve

24 cm ( Sleeve length) x 40 cm ( Armhole width) x 2 ( 2 sleeves) 1920 scm

Total Fabrics Consumption    9420 scm

Let us make the 9420 scm into Meters than Kg:

9420 scm divided by 10000 scm( 100 x 100 = 10000 scm) 0.942 m

Let us say 1 square meter fabric weight 140 gm

140 gm divided by 1000        0.14 kg

0.942 m fabric weight ( 0.942 x 0.14)        0.13188 kg

1 Pc Knit T Shirt Weight        0.13188 Kg

Therefore, 12 Pcs Knit T Shirt Weight (0.13188 X 12)        1.59 Kg

### **Consumption Sheet preparation**

For Buying business fabric consumption is very much important and also essential. When Buying get order inquiry from Buyer then fabric consumption is very much needed to make cost sheet and when order is confirm then fabric consumption need for give a booking to supplier for fabric. In time of costing if Merchandiser make a less consumption of fabric then actual need as a result factory has to pay the money for fabric so the percentages of profit is less and sometime factory has to pay from their own pocket. The less consumption of fabric is very much responsible dos a loss of factory. As like this if consumption of fabric is more then need then also factory has to face a great loss. Also buyer loses their attraction or wish of giving the order.

On the other hand, after confirming the order with Buyer when garment give a order in fabric manufacturing factory in that they must have to be very much alert cause if they ordered less fabric then industry will short shipped the garment so as a result factory has to face a heavy loss and as well as Buyer can be unsatisfied and then they van also ask money against the short shipped and their loss. If factory order more fabric then need then extra fabric is stay in factory so factory has to face a loss here also. Factory has to face economic loss as well as it has to share the in-house place also. Sometimes for importing more fabric then need factory can have police case also.

For making a perfect and correct consumption merchandisers have to take care some important things. That are-

For a correct consumption of garments, merchandisers should have knowledge about the making of Garments. They have to know how to sewing each and every part of garments and how much extra fabric has to attach with the main measurement foe seam allowance.

Merchandiser has to keep a calculation for Garments sleeve hem, bottom hem, inner facing etc for extra fabric when they make consumption.

According to order if there is any matching required or any washing, dying, printing is required then extra fabric should include in consumption.

According to fabric width (like 44/45, 51/58) then it's essential when we make a consumption. We should take care of it when we give an order in fabric manufacturing company. The booking of fabric must be base on the fabric width.

Merchandiser also has to keep in head about the Shrinkage problem, so extra allowance is essential when factory make a pattern.

Fabric Consumption is to made according to as per Garments size ratio for per dozen.

Sometimes fabrics have to cut In bays, so for that extra fabric is needed.

## Cost Calculation System

During the fixation of price following notes are to be followed carefully:

Cost of fabric Cost of accessories .

C. M (Cost of manufacturing)

Cost of transportation from factory to sea port or airport.

Clearing & forwarding cost

Overhead Cost. Commission/Profit.

Preparing	a	Cost	Sheet
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### **Calculation of Materials consumed**

the aim of preparing a cost sheet is to show the various types of costs incurred by the factory in the course of its operations. The cost sheet consists of particulars and amount columns. In the particular columns, you show the different kinds of expenses of the company. Calculating the materials consumed is the first step in preparing the cost sheet. The materials consumed is calculated by adding the purchased raw material cost and carriage inward to the opening stock of raw materials and then subtracting the closing stock of raw materials from this total.

Materials Consumed = (Opening stock of raw materials + purchase of raw material + carriage inward) - (closing stock of raw material).

### **Calculation of Prime Cost**

Prime cost is calculated by adding direct wages and direct expenses to the materials consumed total. Direct wages are the wages given to workers in the factory and direct expenses are the expenses incurred while making the finished goods.

Prime Cost = Materials consumed + direct wages + direct expenses.

### **Calculation of Factory cost**

The next step in the cost sheet preparation is the calculation of factory cost. The factory cost is calculated by adding the factory overheads to the prime cost. The factory overheads are the expenses related to the factory and are in no way related to administration and marketing expenses. These factory overheads can include lighting costs, salaries for workers, machinery cost, rent for factory, insurance for factory, power costs, fuel cost etc. Overhead is actually the sum total of indirect material, indirect wages and indirect expenses.

Factory Cost = Prime cost + sum of all factory overheads.

### Calculation of Cost of Production

The cost of production can be calculated by adding the office and administration overheads to the factory cost. Now, the office and administration overheads are the salaries of managers, director's fees, office light expenses, stationery expenses, building maintenance expenses etc.

Cost of Production = Factory cost + office and administration overheads.

Once this cost of production is calculated, you need to add the opening stock of finished goods and then subtract the closing stock of finished goods before we calculate the cost of sales.

### Calculation of Cost of Sales or Total Cost

The total cost can be calculated by adding the selling and distribution overheads to the cost of production. These selling and distribution overheads are mainly the expenses on promotion and marketing related activities. These can include postage expenses, transportation expenses, advertising expenses, marketing expenses and carriage outward.

Total Cost = Cost of production + selling and distribution overheads.

### Calculation of Total Sales

The total sales can be calculated by adding the total cost and the net profit of the firm. This is the last part of the cost sheet.

Total Sales = Total cost + net profit.

This explanation on how to prepare a cost sheet gave us knowledge of all items of cost sheets and how they are used to calculate the total cost. Only monetary aspects are considered in the preparation of cost sheets. So try preparing the same yourself and test your accounting knowledge and skills. Good luck

There are three methods for fixation of export prices which are as follows:

FOB

C & F

C I F

FOB

FOB means 'free on board' i.e. exporter does not bear the cost of freight of ship or air. In this case, the exporter quotes the price by adding the fabric cost, accessories cost, cost of manufacture, overhead cost, his commission, C&F commission & cost of transportation from factory to port. It is buyer (importer) who himself bears the freight of ship or air.

## C & F

C&F means Cost of Freight i.e. FOB (Cost) +Freight.

In the case ship or air freight is carried by the exporter while quoting price, the exporter quotes price a bit higher than FOB. The whole responsibility including the sending of goods to the selected port of the importer is shouldered by the exporter ship or air. Freight may vary from place to place and shippers to shippers.

## C I F

C I F means Cost, insurance & Freight. In this case in addition to the bearing of freight the Cost of insurance is also borne by the exporter. The exporter, while quoting CIF price, quotes much higher than C & F value i.e. C & F + Insurance

The following example will clarify how to fix price of a particular commodity: Let us quote a price of one dozen long sleeve shirts:

### Sampling

The samples decide the ability of an exporter. The buyer will access the exporter and his organisation only by the samples. If the samples are of good quality and with reasonable price naturally the buyers will be forced to place the order. So it is essential that the samples should be innovative and with optimum quality. The purpose of sampling is not only to get bulk orders and also give some additional benefits to the exporters. By doing sampling the exporter can estimate the yarn consumption for developing the fabric, a clear idea on costing more over the manufacturing difficulties. Besides by doing sampling only the exporter can optimize the processing parameters for mass production, which helps to avoid all kind of bottlenecks. All these works are carried out by the sampling department, which is led by a sampling in charge.

### The Details Attached to the Buying Sample

After the confirmation of order, each sample sent to the buyer has the following details attached to it, with the help of a tag. It contains the details pertaining to both, what the buyer has demanded and what supplement fabric/trim etc they have used (if applicable).

- ☐ Ref no.
- ☐ Color
- ☐ Fabric
- ☐ Composition
- ☐ Description
- ☐ Quantity
- ☐ Style no/ Size
- ☐ Store

There may be a separate sampling department in a company. But as the merchandiser is the person who is interacting with the buyers regarding samples and other requirements, this sampling department will work under the supervision of merchandising department. Also as the samples are to be made according to the buyers' price ranges and quality levels, merchandiser has to advise sampling department suitably.

#### Persons involved in Sampling

We have to send many samples to buyers. They are

- ☐ Salesmen samples or promotional samples
- ☐ Proto samples or fit samples
- ☐ Counter samples or reference samples or approval samples
- ☐ Wash test samples
- ☐ Photo samples
- ☐ Fashion show samples
- ☐ Pre-production samples
- ☐ Production samples
- ☐ Shipment samples

#### Sampling Process

The process of sample department varies from context to context, and the development process covers a wide range of diverse products from new fibers, fiber blends, new yarns, fabric structures, finishes and surface effects and all types of made up products such as knitwear, hosiery, cut and sewn garments, household products, technical and medical products. There are different phases of sampling; the first phase covers the development of the initial concept or design idea through its approval by the customer and full review/risk analysis by the development and production teams. The second phase covers the process following acceptance of the first prototype sample and includes the functions of sourcing and ordering component, testing the product and carry out trials once the finalized sample specifications has been drawn up, the third and final phase commences. The phase includes a range of activities that are carried out before large scale or bulk production capacity outside the home producer/developers wherever this is applicable

#### Development samples or enquiry samples

When we work with some buyers continuously, we will have to keep on sending samples to them very often. Whenever they have enquiries, buyer may need samples. Buyers may like to see the garments in a new fabric. For one enquiry, they may need samples in different fabrics to choose from. If they want to develop new style in new fabric, then also we will have to send these samples.

We may have to spend too much on these samples. But these samples are inevitably important to develop business. Some times, even the buyer is not so confident of some enquiries, if our samples are good and attractive at reasonable prices, they will bring orders to us.

Also we will have to send samples to the newly contacted buyers to show our workmanship, product range, quality standards and price level. These samples should be sent so that they would attract the buyers.

So it is better for a company to have a separate sampling department so that they can create new styles in new fabrics to impress the buyers.

### Salesmen samples or promotional samples

Some buyer needs these samples for getting the orders from their customers. If the buyer is having 7 salesmen in his office, then the buyer will ask us to make 7 samples in each style. The salesmen will book the orders from their customers, by showing these samples. Buyer will place the order to us accumulating the quantities.

If we have sent samples for 5 styles, some times, we may get orders for all 5 styles, 3 styles or 1 style. Some times, we may not get order for even a single style. Expected sales may not be possible, due to poor quality, unsuitable colours, improper measurements, un matched prints or embroidery, etc of salesmen samples. Or it may be due to local business recession or competition or unsuitable prices. Any way, we have to make these salesmen samples perfectly with sincere interest to get orders.

We might have spent more money, time, etc for making these samples. But as we don't get orders, we can not blame the buyer. He too can not help us in this regard. To avoid this embarrassing situation, it is better to discuss about the cost of these samples with the buyer before proceeding for sampling.

Normally the sampling will cost us approximately 3 to 5 times of the garment price. We can not expect to get the full cost from the buyer. Of course these samples will help us for our business. Hence we can ask the buyer to accept 2 or 3 times of garment price as the sampling cost, for the styles which we don't get orders. Some genuine buyers will agree for this.

### Photo samples or fit samples

These samples are to be made after getting the order sheets. These samples are needed to check the measurements, style and fit. So they can be made in available similar fabrics but in the actual measurements and specifications.

Some buyers may need these samples if they want to print the photos of garments on photo in lays, packing box, hang tag, etc. These samples may be needed for local advertisement or buyer's promotional occasions.

In any case, the samples will be worn by the highly paid models. The buyers will arrange the photo shoot session, by spending huge money to the advertising agencies. So the buyers will need these samples strictly on time. If they don't get samples on time, the buyers will have to pay more compensation to the advertising agencies and models.

Buyers will ask us to make the photo samples according to the intended model's body fit. So it is important to strictly adhere to these measurements. Buyer may ask these samples to send either from production or before starting production.



#### Wash test samples

If these samples are sent before starting production and if we get some remarks or comments on these samples, we can correct them in production. But some buyers will need us to send these samples from production before shipment. In this case, these samples may be considered as 'shipment samples'. If these samples are rejected due to some complaints, then we will not have any excuse and we will be in real trouble.

#### Pre-production samples

These samples are almost like approval samples. They have to be made in actual production fabric with actual bulk trims. They will represent that the production will be like these samples.

#### Production samples

These samples are to be sent before shipment to get the buyer's confirmation for shipment. Hence these samples are needed to be perfect in all manners. Buyer may check these samples for everything or anything. Some times, they may do wash test also. We should not get any remark or comment. We have to get only 'OK' from the buyer. Then only we can ship the goods and we can be sure of getting payment. So these samples are to be sent with more and more care.

#### Shipment samples

These samples are to be sent after shipment. They should be sent in actual packing with all labels, tags, etc. (Generally these samples will not be tested by buyer for anything. And even if we get some comments from buyers, we can save ourselves by saying that these samples were sent from the left over garments after the shipment; hence there might be some mistakes. If we expect any comments in these samples, it is better to inform the buyer during sending these samples).

### L/C Opening Procedures In Bank

The importer after receiving the proforma invoice from the exporter, by applying for the issue of a documentary credit, the importer request his bank to make a promise of payment to the supplier. Obviously, the bank will only agree to this request if it can rely on reimbursement by the applicant. As a rule accepted as the sole security for the credit particularly if they are not the short of commodity that can be traded on an organized market, such an arrangement would involve the bank in excessive risk outside its specialist field. The applicant must therefore have adequate funds in the bank account or a credit line sufficient to cover the required amount. Banks deal in documents and not in goods. Once the bank has issued the credits its obligation to pay is conditional on the presentation of the stipulated documents within the prescribed time limit. The applicant cannot prevent a bank from honouring the documents on the grounds that the beneficiary has not delivered goods on redder reissues as contracted.

The importer submit the following documents before opening of the L/C :

Tax Identification Number (TIN)

Valid Trade License.

Import Registration Certificate (IRC)

The Bank will supply the following documents before opening of the L/C :

LCA form.

IMP form

Necessary charge documents for documentation.

The above documents must be completed duly signed and filled in by the party according to the instruction of the banker.

## Costing

Costing includes all the activities like purchase of raw materials and accessories. knitting fabrics, processing and finishing of fabrics, sewing and packing of garments transport and conveyance, shipping, over heads, banking charges and commissions, etc. The method of making costing will vary from style to style. As there are many differentia styles in garments. it is not possible here to discuss about all the styles. Hence let us take some following styles as examples which are in regular use.

Men's Basic T-Shirts.

- Men's Printed Polo Shirts,
- Ladies Hood.
- Men's Trouser.

To make the buying costing, we have to find out following things.

- Fabric consumption.
- Gross weight of other compliments of garment.
- Fabric consumption.
- Fabric cost per garment.
- Other charges (print, embroidery. etc.
- Cost of trims (labels, tags, badges. twill tapes, buttons, bows, etc.)

## Marketing:

“Marketing is a process of planning & executing the conception, pricing, promotion & distribution of goods, services and ideas to create exchanges with target group that satisfy customer & organization’s objectives”

### Marketing Concept:

The marketing concept holds that the key to achieving organizational goals consists in determining the needs & wants of target market & delivering the desired satisfactions more efficiently than competitors.

It can also be expressed in many other ways like

- Meeting needs profitably
- Find wants & fill them
- Love the customer, not product
- To do all in power to pack the customer’s dollar full of value, quality and satisfaction

Export means to sell the products outside the boundaries of the country.

### **Objectives of Marketing/Export Dept.**

Following are the main objectives of export dept:

- Committed to generate export business all over the world with good quality products.
- To provide better service to customers
- To achieve company objectives actively
- Establish & develop professional working environment in the Dept.
- Incline a sense of responsibility and timely initiative in staff members of Dept.
- Proper implementation of ISO 9002 standards

### Approval

CE gives the approval or may give other price to be offered.

### Contract review & check sheet

Section in charge takes following steps before issuing a contract:

- ❖ Prepare contract review check sheet
- ❖ The requirements are adequately defined and involvement’s of production areas.
- ❖ In house/out side have the capability to meet the order requirements.

After getting approval of costing and review of customer requirements, prices are quoted to customer for confirmation. After confirmation of prices by customer, sales contract is issued to the customer with complete detail of construction, width/size, price, quantity, delivery, payment terms etc. and the cloth order is sent to relevant department.

## Purchase order

Purchase indent folder are received from customer pertaining to different contract booked sectional in charge check and see any discrepancy of the contract if any is found, then it is come to the knowledge of the customers for amendment.

## Grey demand

Grey demand placed to the following department

- ❖ To export sales section for new order or revision
- ❖ To production planning and coordination (PPC) they are coordination between export and processing department.
- ❖ The stock management for updating stock position
- ❖ Inspection Grey cloth for issuance of Grey to processing

## Strike off preparation & approval

Customer sends their designs either as on art paper; as paper sketch or fabric cutting. From these cuttings the strike off is made.

## Assortment

Once customer is satisfied with strike off, the order quantity is assorted with design.

## Letter of credit

L/C is established and after receipt of L/C these are checked with regard of ordered goods by the sectional in charge and discrepancies in L/C are noted and the customer is informed for amendment.

## Dispatch o f goods

Dispatch able goods detail along with samples received from folding department. Each section verifies quantity of goods to be dispatched, they intimate to S &D section to dispatch goods.

## Shipment

Shipment & dispatch is responsible for all documentation and shipment of goods by air and sea.

ISO department prepared management information system report.

## Customer complaints

After receiving the goods if customer found any defect, he complaints the same to the concerned department in charge. Sometimes sent the defective sample for review.

## **4.5 Work Instruction for Final Quality Audit**

### **1.0 Purpose & Scope**

To ensure Quality & the Measurement of the final inspection garments meets required AQL Standard .

### **2.0 Responsibility**

2.1 QA Manager is responsible for the implementation of Final Quality Audit & verifies The Final Quality Audit Report.

2.2 Final Auditor is responsible to carry out the Final Audit & Maintain the Final Quality Audit Report.

### **3.0 Procedure**

3.1 On daily basis the final audit of every style of packed garments is carried out by final audit.

3.2 The Audit is conducted following 2.5 AQL Standard . During the Audit the final auditors inspect for measurement, assortment, color, packing and the no.of garments to be packed in the cartons etc. For measurement record will be kept in form Measurement Chart (QA/03/11)

## **Procedure for Calibration:**

### **1.0 Purpose & Scope**

This procedure outlines Voyager Garments. wide requirements of calibration. All inspection, measuring and the test equipment can affect the quality of the product.

### **2.0 Responsibilities**

Quality Control Manager / Production Manager is responsible for implementation of this procedure. Maintenance in charge is responsible for calibration of equipment and maintaining calibration records.

### **3.2 Master List of All Inspection Measuring & Testing Equipment:**

3.2.1 Maintenance department will maintain a master list (MNT/3/006) of inspection, measuring & test equipment. This list will show the following information: -

- Identification Number Of Equipment
- Name Of Equipment
- Range Size of Equipment
- Least Count
- Accuracy Required
- Location of Equipment
- Calibration Frequency
- Calibration Done By
- Remarks

- 3.2.2 If any equipment becomes “Out of Order” then concerned department personnel will send the out of order equipment along with a description to maintenance department.
- 3.2.3 Maintenance department personnel will after verification declared the equipment as “Out of Order” and maintain the record in master list and properly dispose the equipment.
- 3.3 Calibration:
  - 3.3.1 External Calibration
  - 3.3.2 In-house Calibration
  - 3.3.3 External Calibration
  - 3.3.4 Out-side calibration services agencies will be approved by production Manager / Quality control Manager. Before approval, it will ensure that calibration agency has appropriate traceable standard.
  - 3.3.5 Maintenance department personnel will send the equipment to calibration agency in proper packages.
  - 3.3.6 Upon receiving the equipment from calibration agency, maintenance department personnel will make sure that “Calibration Status Sticker” is pasted on equipment. This sticker shows the date of calibration and next due date.
  - 3.3.7 Maintenance department personnel will also ensure that the calibration agency has sent a calibration certificate along with each equipment.
  - 3.3.8 Maintenance department personnel will maintain records of these certificates.
- 3.4 In house Calibration:
  - 3.4.1 Maintenance department personnel will perform the in-house calibration in a controlled environment.
  - 3.4.2 All the in-house calibration will be performed according to appropriate calibration procedures.
  - 3.4.3 After performing calibration, Maintenance department personnel will affix the calibration status sticker, indicating the date of calibration, next due date and the signature of the person who performs the calibration. He will also maintain the record in calibration data card (MNT/3/007).
- 3.5 Calibration Scheduling:
  - 3.5.1 At the start of each month, maintenance department personnel will make a list of all those equipment’s, which require calibration during that month.
  - 3.5.2 The schedule of calibration is sent to all concerned departments/ functions.
  - 3.5.3 On prescribed date, Maintenance department personnel will pick the equipment and make arrangement for their calibration.

## **MARKING DEFECT**

1. Shaded Parts:-All component parts not included in same section.
2. Pieces not Symmetrical:-Will not sew together without puckering or pleating.
3. Not Marked by Directional Lines:-Bias will not lie together, causing twisting, puckering, pleating and a general mismatching of component parts.
4. Skimpy marking:-Marker did not use outside perimeter of pattern. Pattern moved after partially marked to fit into space.
5. Notches and Punch Marks:-Left out., not clearly marked or misplaced.
6. Marker Too Wide:-Parts will not catch in lay, causing skimpy garments or requiring results.
- 7 Marker Too Narrow:-Results In wasted material.
8. Mismatched Plaids-Marker did not block component parts to match.
9. Misdirected Napping:-Patterns not marked in same direction and napped fabrics.

## **MARKING INSPECTION FACTORS WHICH MUST BE CHECKED**

- It is necessary to check all the parts of buying pattern are in marker.
- In marker labeling or coding of pattern should be checked
- Pattern direction should be checked.
- The entire pattern are stated correctly.
- Pattern grain line is very important thing which must be considered during marker making.
- During marker making every pattern pieces dimension should be accurate.
- During marker making fabric length and width should be considered.
- Marker width
- Notches & drill marks
- Knife clearance
- Checks and stripes (mitching)

## **CUTTING DEFECTS**

1. Misplaced Piece Rate Tickets or Bundle Members:-Attached to, or marked on, wrong bundles, causing mixed sizes or land shades.
2. Drill Marks:-Drill marks misplaced, not perpendicular, omitted or wrong side drill used.
3. Opening Slits:-Cut under above to the side or at incorrect angle. Not cut through entire bundle or omitted.
4. Improper Cutting:-Not following marker lines, resulting in distorted parts. Letting knife lean causing top and bottom ply to be of different sizes.
5. Notches:-Misplaced, too deep, too shallow or omitted.
6. Oil Spots:-Equipment improperly oiled or cleaned.
7. Improper Knife Sharpening:-Causing ragged, frayed or fused edges on bundles.
8. Knife or Scissor Cut:-Piece damaged by over run in cutting previous piece.

Failure to follow the marker lines resulting in distorted garment parts. Top and bottom plies can be a different size if the straight knife is allowed to lean, or if a round knife is used on too high aspread. Notches, which are misplaced, too deep, too shallow, angled, omitted, or wrong type to suit fabric. Drill marks, which are misplaced, wrong drill to suit fabric, omitted, not perpendicular through the spread. Frayed edges, scorched or fused edges, caused by a faulty knife, not sharp enough, or rotating at too high a speed. Knife cut. Garment part damaged by careless use of knife, perhaps overrunning cutting previous piece. Marker incorrectly positioned on top of spread. Buying parts have bits missing at edge of lay. If too tight or too loose then buying parts are distorted. Slits opened inaccurately or omitted.

## **DEFECTS IN BUYING**

For every industry or business, to get increased sales and better name amongst consumers and fellow companies it is important to maintain a level of quality. In the buying house quality control is practiced right from the initial stage of sourcing raw materials to the stage of final finished buying. For apparel industry product quality is calculated in terms of quality and standard offibres, yarns, fabric construction, colour fastness, surface designs and the final finished buying products. However quality expectations for export are related to the type of customer segments and the retail outlets. There are a number of factors on which quality fitness of buying house is based such as performance, reliability, durability, visual and perceived quality of the buying. Quality needs to be defined in terms of a particular framework of cost. The national regulatory quality certification and international quality Programmes like ISO 9000 series lay down the broad quality parameters based on which companies maintain the export quality in the garment and apparel industry. Here some of main fabric properties that are taken into consideration for buying manufacturing for export basis:



- Right formation of the Overall look of the buying. Colour Physical properties. Feel and fall of the buying. Presentation of the Finishing properties fastness of the garment. final produced buying.
- Most large sewing inspection & necessary to check all the machine operators important section.
- Some common faults and problems must be worked. –Sewing considered –Pressing or Finishing –Assembly defects –Seaming defects
- Needle damage Stitching defects sewing inspection
- Wrong stitch density
- Seam pucker
- Thread breaks
- Skipped stitch
- Improperly formed stitch
- Staggered stitch
- Uneven stitch

There are certain quality related problems in garment manufacturing that should not be overlooked:

Sewing defects - Like open seams, wrong stitching techniques used, same colour garment, but usage of different colour threads on the garment, miss out of stitches in between, creasing of the garment, erroneous thread tension and raw edges are some sewing defects that could occur so should be taken care of.

### **COLOUR EFFECTS**

Colour effects - Colour defects that could occur are difference of the colour of final produced garment to the sample shown, accessories used are of wrong colour combination and mismatching of dye amongst the pieces.

### **SIZING DEFECTS**

Sizing defects - Wrong gradation of sizes, difference in measurement of a garment part from other, for example- sleeves of XL size but body of L size. Such defects do not occur has to be seen too.

# **CHAPTER FIVE**

**(SWOT ANALYSIS, FINDING,  
RECOMMENDATION  
& CONCLUTION)**

## **5.1 SWOT ANALYSES**

### **Strength**

- Imported Machinery
- Strong Marketing Image
- High Financial Resources
- Awareness of Product
- Committed Staff
- Good Reputation

### **Weakness**

- Weak implementation for Production Planning
- Delay in Outside Grey sourcing
- Decision making power is centralized
- Slow process for development of new items/inquiries
- Product range display room need improvement
- Minimal meetings between export & production departments

### **Opportunities**

- Potential in Market
- Covering almost all areas of the world
- Untapped market of Russia & Middle east

### **Threats**

- New Entrants
- Tough Competition
- Strong Promotional activities to convince buyers by competitor
- Uncertain Political and Economic condition

## 5.2 Evaluation and Findings:

Following are some findings of my report:

- The general employees of the company get a minimum salary of 5300 taka which is not sufficient as per opinion of the employees.
- Almost all employees said that the overtime rate 30 Taka per hour is not sufficient
- The performance appraisals are not evaluated yearly
- The company is unable to use its full plant capacity, which shows that technical staff are not up to the standards
- The employees are not much aware of the latest available computer programs.
- The management is not doing anything for the purpose of satisfying and motivating their employees and the workers, which may lead them towards more productivity.
- 10% expert employees leave their job as they think they do not get their payment in time.
- The shipment of 20% of the products is not properly done in time. It is an obstacle for the company to retain the company's clients.
- 15% to 20% machines are not always active. For this reason the products are not supplied in proper time.

### **5.3Recommendations:**

Recommendations for Improvements are:

- At present the facility of bonus is given only to production staff but such incentives should also be given to Head office Staff.
- Special incentives should be given to the workers on the basis of performance.
- Medical facilities should be given for the workers working in factory but such facilities are only given to management.
- Different training programs should be arranged for improving the quality of work of employees.
- The company provides transportation facility to only female employees. I think male workers should also be provided with conveyance convenience.
- The over rate for the workers and salary for the workers should be revised.
- Some machines should be repaired or imported from abroad.
- For shipment purpose, the additional transport can be arranged to avoid late shipment.

## 5.4 Conclusion

The aim of this report was build up a guideline, by which, one can make decision easily that how to do The Finery Ltd merchandising. A person can easily understand what kind of documents need for merchandising. In the paper I attach different type of documents live picture so that anyone can see the papers visually.

From our thesis that mean at the time of thesis work we learn apparel costing, quality, banking, and buyer negotiation. We learn how much fabric required 1 doz Buying. How much thread required for 1 doz Buying sewing and costing calculation etc.

Bangladesh is a developing country .in this country unemployment problem is slightly overcoming by our Buying or apparel sector. A huge number of people are working in this sector. Initially, the situation of this sector is not so good but now a day this sector is earning a lot of foreign currency, around 80%-85% of our total economic growth which is making our economic sector very strong. And merchandisers are those people who are working here day to night in order to develop this sector. Merchandisers' goal is to collect order, execute, develop the best & supply the best.

## 5.5 References:

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## APPENDIX

Which types of fabric are used in The Finery Ltd. some are given below:

