

**Internship Report**  
**On**  
**International Marketing Practices of Consumer Knitex Limited**  
**(CKL)**

An Internship Report Submitted to the School of Business and Economics in Partial  
Fulfillment of the Requirements for the Degree of Bachelor of Business Administration.

**Submitted To:**

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**United International University**  
*QUEST FOR EXCELLENCE*

**Date of submission: 16<sup>th</sup> April 2019**

# **International Marketing Practices of Consumer Knitex Limited (CKL)**

## Letter of Transmittal

16<sup>th</sup> April 2019

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Subject: Submitting the internship report on International Marketing Practices of Consumer Knitex Limited.

Sir,

I am very glad to submit my report on “**International Marketing Practices of Consumer Knitex Limited (CKL)**”, which has been prepared as per the requirement of Internship. This report is created by your instructions and organizational requirement.

After completing four months of internship in Consumer Knitex Limited (CKL), this gave me practical organizational knowledge and experience. This corporate knowledge and experience will help me to achieve my future goal.

It would be my pleasure, if you enough kind to accept my internship report and oblige thereby.

Sincerely,

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## Acknowledgement

At first, I would like to show my gratitude to the almighty Allah for giving me the patience, opportunity and confidence to fulfill the requirement of the report with the necessary information. Again, I would like to offer my gratefulness to the instructor and supervisor Md. Kaium Hossain, Assistant Professor, School of Business and Economics, United International University. It was surely his wonderful guidance, instructions, and supporting to complete this report.

It was really a great opportunity for me to make this report on 'International Marketing Practices of Consumer Knitex Ltd'. As I have worked in this organization as an intern for last four months, it will help me definitely in the future.

However, I would like to thank all the people who have contributed with their support to complete this report.

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## Executive Summary

Compagnie Mauricienne de Textile Ltd. (CMT) a foreign multinational company established in 1986 in Mauritius. Consumer Knitex is a sister concern of CMT. The Mission Statement of the company is “From where we come, to where we’re going.” We have the aim to be the number one world-class manufacturer of top quality garments and jersey wear, by investing in technology promoting training and development for our people. There are three factories in Bangladesh of consumer knitex. One is located in Trishal, Bhaluka, and Shreepur.

It is specialized in the design and production of fast-fashion jersey wear products for the finest clothing brands and fast-fashion retailers on the high streets. It begins with raw cotton of the most excellent quality. From the first stage of spinning; through the knitting, dyeing, finishing, cutting, sewing and through to the final step of careful embellishment; every phase in our vertically integrated process is carefully detailed and precision crafted, which serves to accentuate our highly impressive turnaround time. We take the order from our mother company, which is situated in Mauritius and based on the order we make products and supply to the importer.

## Chapter – One

### **Introduction**



## 1.0 Introduction

Bangladesh is one of the biggest sector in industry arena and it earns a lot of foreign money. Though men and women both can participate in the manufacturing sector but day by day women employment is increasing rapidly. In the past government of Bangladesh was not so concern about this sector but now government as well as the personal enterprisers has the close look in this sector. As a result, our working circumstance is really good now a days. Our readymade garments is well known all over the world and its future is brightening. Our labor cost is really very cheaper than worlds any other country. In one survey it was shown that, our workers earn \$2.50 per hour where in England its \$25.00 plus. Which is 10 time costly than Bangladesh. As we know women are coming more and more in this sector, which is, helping us to increase our women empowerment and it also brings them economic solvency. Although Bangladesh is not developed in industry but in recent years, it is enriching our garments industry.

Muslim and Jamdani were used to be known the most luxurious product in Europe and other countries of the world. The British rulers in India did not try to develop out clothing industry in the past. Rather they destroyed this sector by importing clothes from other countries. Around 3000-garment industry grown up in our country and about, 75% of these are in Dhaka and rest are in Chittagong and Khulna. It is estimated that more than 50 lacks of people and 85% of them are rural literate and illiterate women. 76% of our export earning comes through this sector. The main reason come out why this sector is profitable is cheap labor. Labor is not as cheap anywhere in the world as it is in Bangladesh. People work here long hour's free or cheap meals.

## 1.1 History of Garments Industry in Bangladesh

The readymade garments (RMG) industry of Bangladesh is the fastest growing export oriented industry of the country. Starting in late seventies, the readymade garment industry of Bangladesh now accounts for over 64% of the country's total export earnings.

A close look at the composition of RMG export of Bangladesh over the last two decades reveals that the woven garments sub-sector constituted the lion's share. In fact, the beginning of the development of RMG sector started with woven garments in 1985. In the first half the 90s, the share of woven garments was above 80%. However, the share gradually started to decline to about 70% in five years late and to 62% in 2004 and to 38.80 in 2005-2006.

Since the late 1970s, the RMG business began creating in Bangladesh principally as a fare arranged industry in spite of the fact that; the residential market for RMG has been expanding quickly because of increment in personal disposable income and change in life style. Above all, the development of RMG sector increased because of a group of entrepreneurs who have made a solid private sector. Of these business entrepreneurs, a sizeable number is female. A lady business entrepreneur built up one of the most established clothing production lines, the

Baishakhi Garment in 1977. That time many ladies hold top official positions in RMG industry. The hundred percent send out situated RMG industry experienced amazing development amid the last 15 or so years. In 1978, there were just 9 export oriented clothing producing units, which created fare income of barely one million dollar. A portion of these units were exceptionally little and produced garment for both domestic and export markets. Four such little and old units were Reaz Garments, Paris Garments, Jewel Garments and Baishakhi Garments. Reaz Garments, the pioneer, was built up in 1960 as a little fitting outfit, named Reaz Store in DHAKA. It served just residential markets for around 15 years. In 1973 it changed its name to M/s Reaz Garments Ltd. furthermore, extended its tasks into fare showcase by selling 10,000 bits of men's shirts worth French Franc 13 million to a Paris-based firm in 1978. It was the principal direct exporter of pieces of clothing from Bangladesh. Readymade piece of clothing is an example of overcoming adversity for Bangladesh. The business began in the late 1970s, extended vigorously during the 1980s and blasted during the 1990s. The speedy development of the business was conceivable in view of the accompanying one of a kind sort of the business.

- The technology is less complicated (easy to transfer),
- Machineries are cheap and easy to operate (sewing machines),
- A large female labor force that is easy to train is readily available.

Desh Garments Ltd, the first non-equity joint venture in the Garment industry was set up in 1979. Desh had technical and marketing cooperation with Daewoo Corporation of South Korea. It was also the hundred percent export oriented organization. It had around 120 administrators including three women trained up in South Korea, and with these trained specialists; it began its production in mid-1980. Another South Korean Firm, Youngness Corporation formed the first equity joint venture garment factory with a Bangladeshi firm, Trexim Ltd. in 1980. Bangladeshi partners contributed 51% of the value of the new firm, named Youngness Bangladesh. It exported its first order of padded and non-padded jackets to Sweden in December 1980. Till the finish of 1982, there were just 47 garment-manufacturing units. The achievement happened in 1984-85, when the number of manufacturing factories incread to 587. The number of RMG plants shot up to around 2,900 in 1999. Bangladesh is presently one of the 12 biggest clothing exporters of the world, the 6th biggest provider in the US market and the fifth biggest provider of T-shirts in the EU market. The business has developed amid the 1990s generally at the rate of 22%.

However, consumer knitex like other garments also brings foreign money in our country. Consumer knitex is a sister concern of Compagnie Mauricienne de Textile Ltd. (CMT). Consumer knitex contributes in our foreign earning. Though the garments sector in our country is very good and developed, it has some challenges. Like other garments, Consumer knitex follows some marketing strategy. The international marketing practices of Consumer Knitex are discussed.

## 1.2 Origin of the study

The preparation of this report has been originated for the fulfillment of internship and the partial fulfillment of the Bachelor of Business Administration (BBA) degree at United International University. The BBA degree is not only about knowledge acquiring from books, class lecture, and assignments.

I was selected as an intern at **Consumer Knitex Limited (CKL)** and worked in various Departments for four months. As per the requirement of the organization and completion of Internship, this report has been written based on my practical experience and information from the organization.

## 1.3 Purpose of the study

The internship program is a very essential part of the BBA (Bachelor of Business Administration) program to fulfill the degree and it has a significant importance for a student to be familiar with the practical business world. This is really a very good opportunity for a student to work closely with the people of an organization and learn about the environment and functions of that organization as well. This program enables a student to develop his analytical skill and scholastic attitude. For the completion of this internship program, I have been placed in the “Consumer Knitex Limited” Panthopoth as an internee for almost 4 months. This report would be based on “International Marketing Practices of Consumer Knitex.”

## 1.4 Objectives of the study

There are two types of objectives of this report, broad and specific.

### 1.4.1 Broad objective

- To know the international marketing practices of Consumer Knitex.

### 1.4.2 Specific objectives

- To know about commercial department’s activities.
- To find the relationship between academic education and the real practical field.
- To know the relationship between a manager and his subordinates.
- To develop my knowledge about marketing field that helps me to build my career as marketing department in future.
- How to open Letter of Credit (LC) and what are the next processing activities.

## 1.5 Methodology of Data Collection

As there is no primary resource available to complete this report, I have collect all the data from secondary resources. Maximum of the data collected from different websites and few are from the organization where I worked.

**Secondary resources:** Secondary data that I have collected from these sources. Here it is,

- Internet
- Official papers
- Magazine
- Official website
- Other previous report
- Other relevant source
- Organization's active members.
- Annual report of the organization
- Newspaper

Therefore, these are the secondary resources from where I tried my best to collect enough data to complete the report requirements.

## 1.6 Limitations of the Study

Finding out the exact information was very tough for me. Mainly I faced so many difficulties to find out about their marketing and international marketing practices. In the website there is almost zero information regarding this. I have asked to my manager about our marketing strategy and could not give me the outcome what I actually wanted. However, I could able to collect some websites name that may help me out. Consumer Knitex have two verified websites that they own, from there I could know that, Consumer Knitex's mother company situated in Mauritius and its marketing offices are in United Kingdom and France. Very soon, they going to open another office in New York. It was hard to get information about their marketing strategy because it is very secret and they do not share anything regarding this topic. So that I had to depend on online information.

Chapter – Two

**The Organization**

## 2.0 Overview of the organization

Compagnie Mauricienne de Textile Ltée (CMT), a worldwide jersey wear clothing industry pioneer, is headquartered in Mauritius with promoting workplaces in UK, France and very soon opening in New York. CMT has the biggest vertically-incorporated assembling plants in the Sub-Saharan locale and is known for its marked investment in world-class facilities and State of the art operation.

We are specialized in the design and production of quick style jersey-wear items for the best clothing brands and quick design retailers on the high streets.

## 2.1 Company Operations and Design

The organization offers a full-bundle administration to its clients, extending from structure to landed conveyance in dispersion focuses in Europe and the US. Nitty gritty tasks include:

- Product structure and advancement
- Yarn turning and coloring
- Fabric weaving, coloring and wrapping up
- Cutting and sewing
- Printing
- Embroidery
- Garment wash and coloring
- Landed conveyance into dispersion focuses

Power over the full inventory network makes CMT a dependable complete specialist organization of a huge range of significant value added jersey garment designed to meet the consistently changing requirements of its clients.

### 2.1.1 Vision

The ability of thinking an organization's future within a time frame is called vision.

Consumer Knitex's vision is to becoming the world's leader in the jersey wear industry.

### 2.1.2 Mission

Mission is part of vision. It includes how an organization can reach to it's goal by performing all the necessary steps.

“From where we come... to where we are going.”

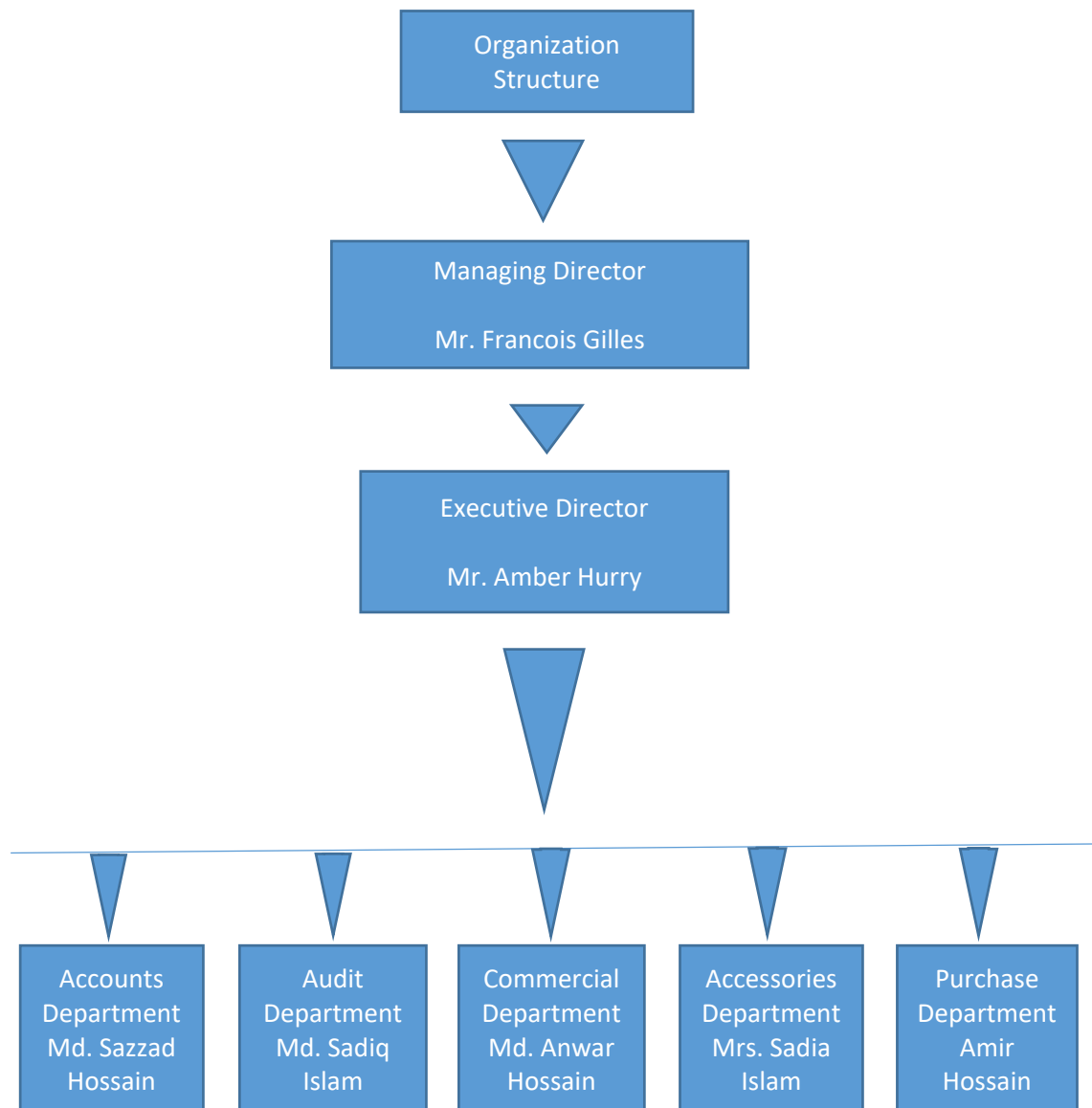
We are trying to be the top world-class producer of best quality garments and jersey wear, by putting resources into innovation advancing preparing and advancement for our kin.

Becoming a center point for learning, we will add to our nation's social and economic advancement.

We are the dream team!



## 2.2 Organizational Structure



## 2.3 Departmental Activities

Like every other organization, Consumer Knitex has some departmental activities. This organization divided its department in 5 parts. These are,

### 2.3.1 Accounts Department:

Accounts department of this organization is so much strong. The most senior person Md Sazzad Hossain is the handling this section with his seven other team member. Whenever any department needs money for any activities, he must be acknowledged. After knowing it, he demands official papers for the purpose of evidence and next process. He sends all the



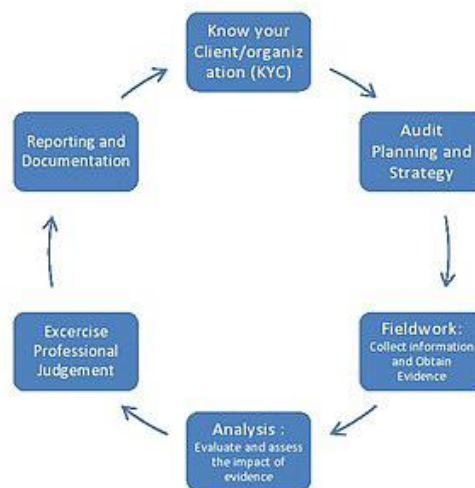
documents to Mauritius to Mr. Gilles the CEO of this organization. His permission must be needed for any decision and activities.

When Mr. Gilles approved all the documents then Mr.Sazzad is ready to proceed. This department has some key roles and responsibilities, including accounts receivable, accounts payable, payroll, financial reporting, and maintaining financial controls

- Accounts Receivable
- Accounts Payable
- Payroll
- Financial Reporting
- Maintaining Financial control

### 2.3.2 Audit Department:

Audit is a systematic and independent examination of any records, documents, and vouchers. This departments concern is to find out the financial and non-financial disclosures to provide the higher authority a true and solid statement. Consumer Knitex has an audit Manager named Mr. sadik. He is the manager of audit department. The auditor perceives and recognizes the



Propositions before them for examination, obtains evidence, evaluates the same and formulates an opinion based on his judgement, which is communicated through their audit report. Consumer knitex have 6 members in their audit department. Audit department is like safeguard for any organization. As it is a garment company, audit department has to give a very close look and it is regularly as well. This organization perform both internal and external audit. Some other audit that consumer knitex perform as well. These are,

- External Audit
- Internal Audit
- Forensic Audit
- Public Sector Audit
- Customer Audit
- Information System Audit
- Tax Audit
- Environmental Social Audit
- Value for Money audit.

Auditing is very much important for an organization to know how it is going. If there is any problem, the higher authority can change the mission statement for the betterment of the organization. Consumer knitex very strongly perform audit so far I noticed over there. However, auditing is important for these reasons.

- Plan and inward controls of the framework
- Data security and protection
- Operational viability and productivity
- Data preparing and information honesty
- Framework improvement benchmarks

### 2.3.3 Commercial Department:

Generally, the records which are to be summited together by a C & F to the customer's authority for exporting goods are called Export Documents. In this post, I have tried to give an important thought regarding trade techniques and conventions for article of Garments export. This procedure is same in practically all nations with slight variety. I think this post encourages you in getting a fundamental idea about the export procedure for Consumer Knitex Ltd.

At the point when garment product makers or exporters wants to send, garment product to other country they have to make an export documentation. For sending out products to the purchaser's nation ordinarily following documentation are required.

1. Invoice

- Commercial invoice
- Consular invoice
- Customs invoice

2. Packing list

3. Certificate of Inspection

4. Certificate of Origin

5. GSP

6. IEC Certificate

7. Wearing Apparel Sheet

8. Bill of Lading

9. Airway Bill

10. Mate's Receipt

11. Shipping Bill/Bill of Export (for Customs)-

- For export of goods Ex. Bond
- For export of duty free goods
- For export of dutiable goods
- For export of goods under claim of drawback
- For export of goods under claim of DEPB

12. Letter of Credit

13. Insurance

14. UD (Utilization Declaration)

15. VBF- QA from to supply by the C and F agents

16. Export Permission from EXP

#### 2.3.3.1 Export Procedure

Bill of Lading (B/L): A proof of agreement between the shipper of the products and the bearer. The client for the most part needs the first as evidence of proprietorship to claim the products.

Invoice: Commercial receipt is a key archive in the worldwide exchange. Notwithstanding assuming a fundamental job in the business exchange, it has an imperative capacity as a wellspring of data and supporting record for managerial methods in the bringing in and sending out nations.

GSP: GSP implies Generalized System of Preferences (GSP), which gives article of clothing producers' obligation free access. All things considered, GSP is an instrument by which created countries help the less fortunate nations cultivate more exchange.

L/C: L/C implies Letter of Credit. A letter of credit is an archive issued by a budgetary foundation, or a comparable gathering, guaranteeing installment to a vender of products or potentially benefits gave certain records have been exhibited to the bank.

This probably will not be finished rundown for nation. Thus, you should twofold check with Govt. official before trading products. Since reports may shift nation to nation.

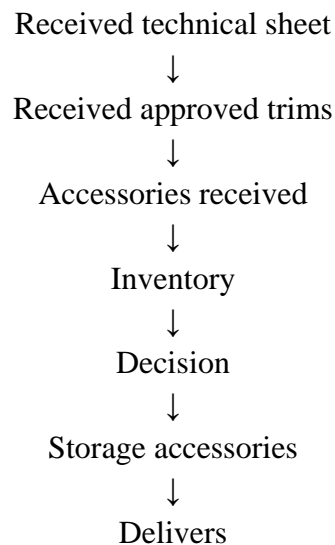
#### 2.3.4 Accessories Department:

Accessories Department of Consumer Knitex Ltd is very Strong. Fabric and accessories dept. always working their best for getting the right quality in timely. However, somewhere accessories Dept. is not available, but in Consumer Knitex They have this department to completing the responsibilities.

- Purchaser Approved Trims Card Check.
- Purchaser Approved Sample Wise Main, Size and Care Label Check.

- Purchaser Approved Sample Wise Care Symbol Check.
- String Color Shading and Quality Check.
- Purchaser Wise Hang tag and Price Sticker Check.
- All materials purchaser astute and style insightful information.
- All trims and embellishments saved in a racking framework
- All machine apparatuses additionally put away in independent spot.
- Container putting away in a dry spot else it will be harmed.
- Keeping up all record cautiously

Flow Chart of Accessories Management in Consumer Knitex Ltd.



2.3.5 Purchase Department:

The essential goal of purchase department is to collect the correct materials, in the correct quality, at perfect time and cost. As buying division and crude materials stores are operational departments, they are liable to the activities administrator, and in the executives of completed products. Warehouse is liable for the marketing department though. The primary elements of this division are:

- Data
- Suppliers
- Costs
- Advancing
- Confirmation
- Theoretical Buying
- Store Keeping
- Stock Management
- Buy Order

**Data:**

It gives data to all concerned with respect to new items, materials and administration.

**Providers:**

The endorsement of an item and its cost is typically given by the division for whom the item is expected, yet this must guarantee that the provider is steady and dependable.

**Costs:**

While the value, quality and amount of materials are generally determined by the activities division, the buy must be made at the most favorable terms for the organization. Different terms and conditions, for example, cargo costs, protection, limits, credit terms, and so on are likewise consulted before the request is set.

**Advancing:**

This is worried about guaranteeing that the arranged materials touch base at the right time, and the ensures that the generation plan can be executed with no hold – ups because generally or non – conveyance of crude materials.

**Confirmation:**

An all-around oversight business, checks the costs, amounts, hues and so on of conveyed materials as indicated in the buy orders.

**Theoretical Buying:**

At the point when economic situations are especially good, this division suggests requesting materials, for example, fusible, linings and sewing strings which are not required enemy quick utilize expecting shortage of these materials or climb in costs.

**Store Keeping:**

The staff here are in charge of getting, stockpiling and issuing of materials.

**Stock Management:**

The administration of the crude materials and specialized stores is relied upon to keep up and give exact and up – to date data on the stock dimensions of all things conveyed. This data is basic for the buy office to think about the recurrence and kind of request put with providers.

**Buy Order:**

This is the methods by which the organization places orders with providers and it is a vital legally binding record, which ties the organization to impressive consumption. It is thusly, most imperative that the buy request is unambiguous.

## 2.4 SWOT ANALYSIS



SWOT analysis describes four unique things; these are Strength, Weakness, Opportunity and Threat. A SWOT analysis is the organized of arranging technique used to assess the Strength, Weakness, opportunity, and dangers of a Threat. A SWOT investigation might be completed for an organization, a result of association, industry, some portion of industry, capacity of association or industry, a particular circumstance of industry or association. It includes determining the objects of the association or venture and distinguishing the interior and outer components that are ideal or danger to accomplish the object of the association. In SWOT analysis, there are four sections; first Strength, which are inner quality of an association, here describe all inside quality of the organization. Second, Weakness which are the inner weakness of an organization, here assess all the inside weakness of the organization. Third, opportunity, which are the opportunity for an organization, in this piece of SWOT analysis it finds out how an organization improves in future than its competitor. Fourth, Threat are the outer difficulties and issue for an organization, which defines the outside difficulties that face an organization. The expense of work is one of the strong point behind the accomplishment of RMG in Bangladesh. The presence of outside purchaser is additionally another main point that presents the arrangement of global subcontracting. The outside purchasers additionally guarantee that the accessibility of fundamental sources of info like imported textures, yarn, embellishments for the business.



### 2.4.1 Strengths

In SWOT analysis it talks about four unique factors that factors is vital for an organization. In SOWT analysis, Strength is first factor. Quality of an association implies that the capacity, interior quality, and capacity to do powerful. Interior quality of an association is a major intensity of an organization. In our nation the quality of garment product processing plant is not great, however a few pieces of clothing organization is great in quality. The quality of Consumer Knitex Limited is given as pursue:

\*\* Strong Internal Control

\*\* Strong Financial Position

\*\* Working Environment

\*\* Experience Management

\*\* Effective Sourcing Team

\*\* Compensation

\*\* Production Bonus For laborers

### 2.4.2 Weaknesses

Each business association has some weakness. The garments sector have the most quantity of weakness than all different business organization. Consumer Knitex has some number of weakness. We should discuss the weakness of Consumer Knitex.

\*\* Employee Turnover

\*\* Dependency on Foreign Management or Expertise

\*\* Extra Storage of Raw Materials

\*\* High Production Cost

\*\* Lack of Training Opportunities and Skilled Worker

\*\* Lack of Local Engineer

\*\* Lack of Workers Motivation

\*\* Poor Salary Structure of Workers

\*\* Lack of Well Supervision

### 2.4.3 Opportunities

In each organization, there are few opportunities for doing well in future. As like the Consumer Knitex Limited have a few opportunities in future. The chances of Consumer Knitex are given as pursue.

\*\* Expand of Market

\*\* Available Source of Energy .

\*\* Implementing New Methods

\*\* More Production Orders for Customers

\*\* Export Opportunity in Japan

\*\* Extra Investment

#### 2.4.4 Threats

In every organization, there are few threats. As like the Consumer Knitex Limited have a few threats. The threats of Consumer Knitex are given as pursue.

\*\* Political Imbalance

\*\* Demand of Garments Decreasing in Bangladesh

\*\* Increasing of Sales Unit Price

\*\* Increasing Import Cost

\*\* Increasing Number of Competitors

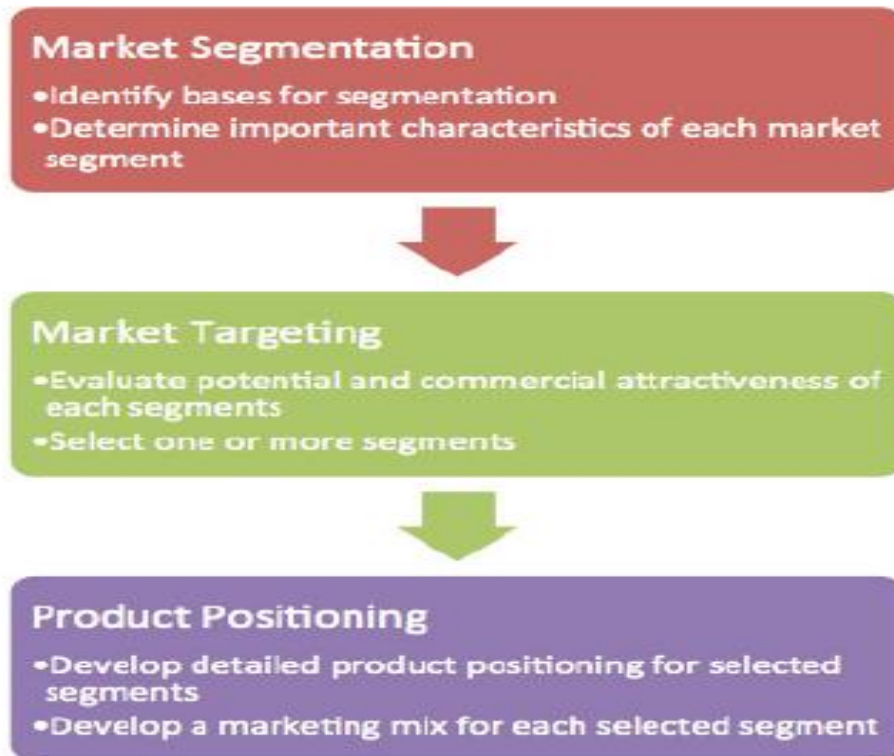
Chapter – Three

**Analysis and Findings**



### 3.0 Analysis

Before we discussing Analysis and Findings we have to give a close look to STP and 4Ps of Consumer Knitex's International marketing practices. As I have earlier discussed that, Consumer Knitex have no marketing channel in Bangladesh. They operate their marketing activities from UK, France and very soon they are going to open another marketing office in New York. Modern marketing practice follows the Segmentation, Targeting and Positioning for the betterment of any organization. Let us discuss about their STP here.



### 3.1 Segmentation

Basically market segmentation is the activity of dividing the broad business market into sub group of consumers based on some types of shared.

We can segment the existing market based on these things.

#### 3.1.1 Demographic Segmentation

Demographic segmentation is a market segmentation way based on few variables such as age, gender, income etc. This segmentation helps organizations understand consumer behavior accurately that in turn helps them perform better.

Like every other organization Consumer Knitex Ltd also segment their market based on consumers age, gender, education, income, marital status, household size, type of residence, profession etc. However, Consumer Knitex produce almost all kind of product based on age 0-80, based on gender, male and female and also children. Low middle class up to high class product. Wedding dress to cultural outfit. Their price range start from \$0.50 up to \$150 each product. Moreover, they produce however, their clients demand.

### 3.1.2 Psychographic Segmentation

Psychographic segmentation refers to personality and emotions based on customers' behavior such as purchase choice, attitude, lifestyle, hobbies, personality and leadership traits. Psychographic segmentation describes 'why' customer would buy it.

There are some effective ways to psychographic segmentation. These are,

#### 3.1.2.1 Survey

Survey may gather so many questions answer at a time but there is doubt of getting right answer from the audience. Consumer Knitex doesn't follow this part as well.

#### 3.1.2.2 Customer Data

Consumer Knitex follows ecommerce properly so far I could able to know from Consumer Knitex office. When customers buy their products from online or through debit or credit cards, Consumer Knitex collect those information through online and send their new quality products detail to their loyal customer and new customer. This helps them to increase their sell. They operate their data collection from their UK and France marketing office.

### 3.1.3 Lifestyle

This refers to hobbies, recreation, entertainment, vacation etc. It is very important to produce product according to customer's choice and lifestyle. Consumer Knitex also produce product for such a small segmentation as well. This kind of products are highly expensive products. In UK, USA, FRANCE other developed country people like to purchase this kind of products.

### 3.1.4 Belief and Value

Belief and value refers to political, religious, nationalistic and as well cultural belief and values.

Consumer Knitex follows this segment properly. They produce western culture product maximum, however more or less all kind of product they produce according to belief and value of their customer.

### 3.1.5 Geography

Geography refers to country, region, area and metropolitan and rural, urban areas. Most of the case, Consumer Knitex export their product to American, African and other western countries. As their marketing activities operate from there, they spread the business over there. This is very true that they produce their product from sub continental countries but they do not perform marketing activities in this region.

## 3.2 Targeting

This list describes the Targeting segment of a business

- a) **Criteria Size:** The market must be sufficiently expansive to legitimize sectioning. On the off chance that the market is little, it might make it littler.
- b) **Difference:** Measurable contrasts must exist between segments.
- c) **Money:** Anticipated benefits must surpass the expenses of extra marketing plans and different changes.
- d) **Accessible:** Each segment must be open to your group and the segment must probably get your promoting messages
- e) **Focus on various advantages:** Different segment must need different advantages.

Consumer Knitex always try their best to fulfilling their Targeting segment properly by following these things.

## 3.3 Positioning

Positioning means a marketing process that try to give the best product to its clients compare to its competitors. Creating unique selling point better than their competitors. It helps an organization to create a great perception in the mind of customer if they can provide the best quality product.

However, Consumer Knitex is very much serious about their positioning. They always try to produce something better that their competitors did not even think. Consumer Knitex created a road map for their positioning and in that, their main purpose is to minimize the cost and providing the quality product to their customer.

### 3.4 The Four 'P's



#### 3.4.1 Product

Product is always tangible on the other hand, service is intangible. Consumer Knitex provide both to its clients. All products pursue a legitimate product life cycle and it is important for advertisers to comprehend and get ready for the different stages and their unique challenges. It is key to comprehend those issues that the product is attempting to solve. The advantages offered by the product and all its features should be comprehended and the unique selling proposition should be contemplated. Moreover, the potential purchasers of the product should be recognized and comprehended. Consumer Knitex's always try to understand their customers need and according that they make products and supply to their clients.

#### 3.4.2 Price

Price covers the real sum the end client is relied upon to pay for the product. How a product is priced will straightforwardly influence how it sells. This is connected to what the apparent estimation of the item is to the client instead of a target costing of the item on offer. On the off chance that an item is evaluated higher or lower than its perceived value, at that point it will not sell. This is the reason it is basic to see how a client sees what you are selling. Cost may likewise be influenced by conveyance plans, esteem chain expenses and markups and how



contenders value an adversary item. Consumer knitex is well known organization and their pricing ability is very good than their competitors.

### 3.4.3 Promotion

The advertising communication procedures and methods all fall under the promotion heading. These may incorporate publicizing, sales promotion, extraordinary offers and advertising. Whatever the channel utilized, it is fundamental for it to be appropriate for the product, the cost and the end client it is being promoted to. It is important to separate among advertising and marketing. Promotion is only the part of the completely marketing function.

### 3.4.4 Place

Place or Placement has to do with how the item will be given to the client. Distribution is a key component of placement. The placement system will help assess what channel is the most fit to an item. How an item is gotten to by the end client likewise needs to compliment whatever remains of the item procedure. CMT International Ltd has created distribution roadmaps from Asia to Africa and Indian Ocean islands including Madagascar, Reunion Island, Zimbabwe, Kenya, Zambia, Mayotte, Comoros and Seychelles.

### 3.5 Analysis of Marketing Practices

CMT INTERNATIONAL, an ISO 9001 certified organization, is one of the leading service and distribution companies for textile/apparel machineries & accessories and general products in Mauritius, Madagascar and East Africa. A pioneer in the field, CMT International enjoys a reputation for reliability and passion earned over more than 20 years of operation. CMT International has earned an industry wide reputation as an extremely quality conscious trading company with strategically positioned sourcing offices in Shanghai, Guangzhou and Hong Kong; CMT International ensures excellent contacts in the Eastern countries accounting for its majority of imports from different regions of Asia.

CMT International has diversified itself to other most promising markets such as chemical products for foam and paint industry for which partners from Korea, China and Singapore ensures a timely supply of excellent quality products. Since inception, CMT International has established and maintained long-term relationships with its clients and suppliers. For the last 20 years, we have been the main supplier of promotional products for our longtime partner in Kenya.

Consumer Knitex has solid inward authority over the entire organization. They have some strict job in their organization. The representative and laborer need to comply with every one of the jobs. Each one resolved to comply with the jobs. In the event that anybody breaks the job of the organization, the board will make a move against that representative or specialist. The discipline will be terminated of the worker or some other discipline, which the administration takes against that representative. Therefore, that, each laborer and worker everyone attempt to comply with the jobs. Consistently, the administration checks and assesses the execution everything being equal and laborers. All representatives endeavor to perform by their mark best. For that, the organization keeps up its inward control. As the organization has solid inward control they effectively do their everything work. The connection among the administration and representatives is excessively great. This is one of the integral motivations to keep up a solid inside control.

Consumer Knitex Limited is a Mauritius origin organization. It is a global organization. It has a solid budgetary reinforcement. The money related position of Consumer Knitex is obviously better than a portion of its competitors.

Consumer Knitex has its very own major zone and it has European style production line. It has a major possess property and all structure are built in European style. There have enough space in whole organization premises.

CMT International Ltd has created distribution roadmaps from Asia to Africa and Indian Ocean islands including Madagascar, Reunion Island, Zimbabwe, Kenya, Zambia, Mayotte, Comoros and Seychelles.

Well established in Madagascar since 1997, our subsidiary Madatrade SARL guarantees an efficient distribution of machineries and textiles accessories in the continuously evolving EPZ sector.

PLASMAD SARL is among the industry leaders in Manufacturing custom polyethylene bags, HDPE and LDPE sheeting, tubing and other converted products in Madagascar. With 15 years of experience, Plasmad SARL continuously combines optimum value for money along with a wealth of innovation and know-how.

CMT International was incorporated in October 1995, ever since under the leadership of Managing Director Mr. Kris Poonosamy, whose vision & willpower made CMT International pro-active in the constantly evolving textile market of Mauritius and Madagascar.

The supervisory group of Consumer Knitex Limited is experienced and talented. The chief, executive and other individual from supervisory group is experienced. More than 15 to 20 years' experience of all supervisory group part.

The rate of worker turnover is high in this organization. Workers are often moved from this organization to other organization. The rate of worker turnover is expanding step by step. At the point when a worker show signs of improvement opportunity from this organization they need to move themselves to another organization. There have some motivation to move work from this organization to another organization.

The organization has huge capacity of fabrics, yarn, substance and other essential materials. Because of the shipment issue, the organization stocks the whole materials. Yet, the issue is that occasionally the textures and the yarn do not coordinate the purchaser's necessity.

The vast majority of the administrators are not knowledgeable. Too the vast majority of the chiefs don't have a clue about a decent way. Their conduct is extremely impolite. Entire organization relies upon that supervisory group. All issues of the organization are understood by the outside supervisory team. There have no obligation upon the local management board.

The administration of the Consumer Knitex Limited is choosing they grow their advertising in New York in not so distant future. It is a decent chance to extend promoting in New York. As of now, it has promoting group in London. As vitality is one of the greatest realities in ready made garment sector. Without energy, we can't even think about a garment factory. However, for energy an organization faces such a large number of issues. There is Electricity, Gas, issues in an manufacturing plant. It has a claim a huge money related reinforcement. As it has a solid money related reinforcement it would more be able to contribute for expanding its creation and extend its business. Japan is one of the most grounded budgetary nations on the world. The GDP development of the Japan is exceptionally high. As there is no nearby purchaser of Consumer Knitex in Bangladesh, it has a chance to send out its item in Japan. Customer Knitex can make a market in Japan and it is an extremely decent chance to grow its market and increment its number of purchasers.

The political irregularity is one of the greatest dangers in pieces of clothing area. Consumer Knitex additionally face this issue seriously. Different governments have different strategies.

The organization faces a few issues because of the political awkwardness. For the political brutality, all exercises will be shut like shipment, transportation and numerous different things. Bangladesh is one of the greatest providers of readymade garments around the globe. Most of the outside buyer likes Bangladesh product as it is high quality product with minimum cost. Therefore the production cost is low. However, the purchasers change their inclination from Bangladesh, on the grounds that the expense of production is increasing day by day. The production cost is high in light of the fact that the cost of crude materials, increment the import cost, increment the compensation of specialists. Because of increment the production cost the business cost will increment. For expanding the business unit cost at some point it faces some issue to get request from purchaser.

Since inception, CMT International has established and maintained long term relationships with its clients and suppliers. Highly reliable and well known for commitment to quality of service, CMT International takes great pride to have strong partners among the major stakeholders in the East African Business Community.

### 3.6 Findings

After analyzing of the information that I have discussed above I have some findings as well. Finding contains all the social responsibility that has been done by Consumer Knitex.

- A) CMT is resolved to make its items under socially and morally solid conditions.
- B) Our CSR approach sets the system and rules for CMT's vow to empathetically treating its workers, giving them sufficient pay and securing their rights. A sheltered and solid work environment together with the welfare of the specialists is accepted to add to better product and services.
- C) CMT is devoted to conform to every single material law administering the business and with the ILO traditions officially implanted in its moral qualities. Other than compliant, CMT feels socially dependable and goes past industry principles to maintain the way of life of its kin.
- D) CMT wants to make give its employees, workers better, and quality life.
- E) CMT wants to use the local ingredient instead of purchasing from outside to minimize costing.
- F) Now more reliable to local authority for taking decision.

## Chapter - Four

### **Conclusion and Recommendations**



## 4.0 Conclusion

Consumer Knitex Limited is a developing ready made garments company in Bangladesh. It has great financial development. The organization contributes in our nation's economy. It acquires foreign money for our nation and improves the export income. In this organization close about 6000+ Workers are working. So it also adds to limit the joblessness issue in Bangladesh. In spite of the fact that this is great in certain segments, it has some problematic issue as well. The organization needs to understand or take some steps to solve this issue. Consumer Knitex has some weakness and a few Threats as i have discussed in SWOT Analysis. It must take some initiatives to settle or stay away from this. As a matter of first importance, it needs to build the laborers' compensation. It needs to look into when they compensate a supervisor; the candidate must have enough knowledge. Give a few advantages to the employee. It in every case completely depends on the foreign administration; it needs to minimize the dependency on the foreign management. In some case it should Try to minimize the port cost mostly the demurrage cost. All equipment and machines are imported from abroad. To run and keep up the machines and Equipment the organization relies upon the outside specialist. So that, the maintenance cost will high. If the organization relies upon the local engineer it will limit its expense. Additionally the organization needs to expand quantities of buyers, increase the dependency on Bangladeshi management. With the goal that it can limit its the greater part of the weakness and threats and it will be more profitable in future.

## 4.1 Recommendations

- Mother company should give some authority to our local management.
- Employee salary must be increased.
- Employee promotion and designation system should be started.
- Employee turnover rate should be in control.
- As they have three garments in Bangladesh, they should open a marketing office here.
- Website should be more developed and I found lack of information.
- They should practice marketing in Asia as well.
- Senior officers should be well behaved with junior officers.
- Finally they should engage more in social responsibilities.

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