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**Analysis of Consumer Knitex Limited and Its Industry in Bangladesh:**

**An Internship Experience Perspective**

**Submitted to:**

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# **LETTER OF TRANSMITTAL**

February 28, 2020

Prof. Dr. Md. Mohan Uddin

Professor

School of Business & Economics

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**Subject: Request to accept the Internship Report.**

Dear Sir,

Assalamualaikum, I hereby submit the internship report under your supervision. It is one of the requirements of the BBA Program from the department of Business Administration of United International University to be graduated. This report has been prepared in accordance with observing knowledge that I have been able to gather during my internship at Consumer Knitex Limited.

I believe that the knowledge and experience that I have gathered while making this report will immensely help me in the future in my professional life. I have given my best effort to obtain the objectives of the internship report as per your guidance and I hope that my endeavor will serve the purpose. I will provide further clarification whenever needed.

Yours Sincerely

Sadiya N Mahfuz

ID: 111 151 195

# **Acknowledgment**

First and foremost, all praises and thanks to the Almighty Allah, for giving me enough strength and patience to complete the report work.

With due respect, I wish to express my sincere gratitude to my internship supervisor, Prof. Dr. Md. Mohan Uddin, Professor of United International University for his valuable advice and guidance. His support and guidance highly motivated me to accomplish this report. While doing this report I have gained knowledge on the textile industry and more or less history of the textile industry.

I would like to express my utmost gratitude to the people who have supported me throughout the making of this report. I am very thankful for their aspiring guidance and friendly advice during the project work.

Lastly, but very important, my special thanks to Mr. Subham Prasanna Thakur, Senior Finance and Accounts Officer of Consumer Knitex Ltd. Mr. Subham Prasanna Thakur has provided me such vital information of the organization and has immensely helped me while preparing this report. Without his support, this report could not be made such precisely. Thus, I am thankful to him for helping me despite his busy schedule.

# **Executive summary**

This report has been made about the **Analysis of Consumer Knitex Limited** and its industry in Bangladesh. This report contains five chapters. This report will provide a vast idea about the textile industry not only within the country but the foreign market as well.

The first chapter is the **Introduction of the report**, which consists of the history of the RMG (Read made garments) or the textile industry of Bangladesh, it's status and its growth and recognition. The chapter also includes the objective, significance limitations of the reported study. Then a short discussion on the organization of which the analysis is done.

The second chapter is the **Analysis of the Industry**. This chapter contains specification, size trend, maturity, seasonality, PEST analysis, and Porter's five forces. These analyses are based on facts and figures according to BGMEA. Then the summary of challenges and opportunities are written based on the analysis.

The third chapter is the **Analysis of the Organization**. This chapter includes all the details of the organization, Consumer Knitex Limited (CKL). The overview of the company, the history of the company, its growth from 1986 to the present. The products and activities that CKL does in its factories in Dhaka, Mymensingh and Bhaluka and Trishal. Then the customers the company deals with, and the SWOT analysis and the steps to overcome the opportunities and challenges.

The fourth chapter is the **Internship Experience in Consumer Knitex Limited**. This chapter contains all the details of my internship about the responsibilities, and position in the company, which is an intern of the Finance & Accounts Department. My learning during the internship, the training and observation, and the academic knowledge I could use in discussed briefly.

Chapter five is a **Recommendation**. This is the chapter that is helpful to the management and investors who are looking forward to Consumer Knitex Limited. The recommendations are also helpful to the management team of the company to know what improvements does it requires for the department activities as well as the company itself.

Lastly, concluding with the company detail and its future.

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# **Introduction**

## **Background:**

Textile industries are the rising sector of Bangladesh & Good Marketing approach that will help to endure us in the outbound Market. Worldwide, all kind of businesses whichever have been able to make unique marketing approaches has met profit-making actions & accomplish better and better revenue whereas someone getting looser when their policy does not work out. In the Bangladesh RMG industry, there is a scope for both men and women to work, but nowadays the number of women working there is rapidly increasing. The clothing industry of Bangladesh is spreading all over the world like a global chain. Recently, Bangladesh is exporting garments product a lot, that is why Bangladesh is increasing economically and socially. In the last few years, Bangladesh is economically developing for the textile industries. Bangladesh has become one of the most demandable for foreign buyers.

The garment sector in Bangladesh plays an essential role by helping the country to export its earnings, which is 83.4% of the total export. This sector is very important in a country like Bangladesh. It has been able to stabilize the economic condition of the country, and no doubt it is the main policy because it is guaranteeing stable growth for RMG export in the short run.

The garment and textile industry could catch up its growth route in 2018. This happened when the currency was depreciating and increase in export trend in the US marketplace, the only importer of Bangladesh garments. At a time when the US government terminated Trans-Pacific Partnership agreement with some nations, that was beneficial for Bangladesh because Vietnam, the rivalry country, got a high tariff on their garments attire.

The RMG sector of Bangladesh became to be noticed insight of foreign market after the accident of Rana Plaza was posted from the remediation effort of Accord and Alliance. UK, EU and US countries are the major places for export after the RMG sector is now developing in Latin America and East Asia. In the European countries, Bangladesh is getting Generalized System of Preferences (GSP), for which Bangladesh has to gives less tariff on its products. After the interval of the Trans-Pacific Partnership (TPP), Bangladesh has bigger competitors like Africa. Now, the garments in Africa have to bear less cost on exporting because of trade privilege and less time for freight towards the European Union and the US.

Now that Bangladesh has been able to attain the mid-income status, Bangladesh can fruitfully go forward to the next level if it can continue its progress line until 2024. Even though this could be a milestone occasion for our nation, but the economy could finally stop from various favored trade aids.

The European Union is a place where 50% of the other nations export their garment product. The EU is giving GSP facility and free cost of quota and tariff on every product. For the garment sector, GSP cancelation would be shattering because the clothing sector would directly drop its cost competitiveness. The policymakers and the leaders of the industry must be well aware while planning that Bangladesh may be unqualified for various special trade facilities in the five to seven years.

From the current discussion amongst BGMEA, Government and the trade union of RMG labors, it is found that effective from December 2018 the minimum wage rate will be BDT 8,000. While there will be a negative influence in the cost competition if the salary cost rises expectedly 50%. So, to handle that cost, the owners of RMG are making strategies to use technology instead of depending so much on human resources.



The garments sector of Bangladesh has a great contribution to the economy. If the past 20 years result is noticed, with incomparable growth in the garments sector Bangladesh has the biggest exporting industry, which is the garments sector. In a very short time period, it has achieved extraordinary placement in industrial development, export, and foreign exchange earnings and influence in GDP. Bangladesh exports 90 % knitting and 95% woven products to foreign markets.

Now the RMG sector needs to guarantee monetary feasibility, whether by growing labor efficiency or by fortifying greater price from importers. The clothing prices seem to be increasing as of the competition internationally and locally.

Therefore, the government of Bangladesh should help the garments sector by providing market development by applying the profitable extensions of the country delegations.

## **Objective:**

The objective of the study of this report is based on:

* To analyze the textile industry in Bangladesh.
* To analyze the status of Consumer Knitex Limited.
* To describe the internship experience in Consumer Knitex Limited.

## **Significance:**

We can say that if we can relate practical and theoretical knowledge together then we can get the best way to define education. When we start comparing practical knowledge to theoretical knowledge, we are reducing the gap.

This report, hopefully, will be able to give a brief idea about Consumer Knitex Limited with the RMG industry in Bangladesh and also in foreign countries.

I have done my internship for three months in Consumer Knitex Limited. During my internship, I gained some knowledge, like some knowledge gain from practical work, some gain from a colleague. I have learned a little more knowledge on:

* This report will give the reader a good knowledge of the Bangladesh textile industry.
* The reader will get to know about Consumer Knitex Limited.
* The management of CKL will get help to be aware of the performance of CKL and take a better decision.
* The policymaker can get knowledge from this report and formulate better policy.
* This report will help me to improve my career.

## **Limitations:**

While preparing this report, I have to face many problems. The problems were simply faced just because the company, Consumer Knitex Limited, has neither any website nor any information of its own. Since there is no information on the company, I have to write this report based on the mother company and my experience of the internship.

It became tough to write the report since they did not want to give the annual report of the company. However, with the help of my mentor in the office, I have been able to accomplish this report.

While preparing this report I had to wait for a long period of time to gather the information from the employees of CKL. All the employees helped me regardless of their busy schedule.

## **Organization of the Report:**

First of all, it was an immense pleasure to work on this report. This report has been made based on the textile industry. I have tried to provide an overall idea of the textile industry in the first portion of this report. Which includes, the specification of the industry, the size and trend of the industry, the factors that affect the industry. The barriers to enter the industry are also discussed, with what the supplier and the buyer. The challenges that can be faced by any textile industry.

The next portion is about the organization I have worked as an intern, which is Consumer Knitex Ltd. Consumer Knitex Ltd is a sister concern of Compagnie Mauricienne de Textile Ltd. (CMT) is a Mauritian multinational company. It was established in 1986. I have tried to introduce the company, by providing its history and growth from 1986 till now. I have discussed the operations and activities of the company and its departments. Then the SWOT analysis may help us to know its position in the industry. After that, comes the real experience and knowledge I got from my internship.

Lastly, I concluded including some recommendations for the company, Consumer Knitex Ltd, that may be useful.

# **Analysis of the Industry**

## **Specification of the Industry:**

Textiles are the most important since it represents the culture of a country. Textiles are made from biodegradable materials. There main things that are cotton, silk and wool are the most important for textiles, apart from that fibers also play a vital role. The most basic work of textile is spinning and weaving. The most important and basic work in spinning is changing the fiber into yarn. After that spinning process that is turned into fabric, which we say a process of weaving.

Bangladesh is now is the second-largest garment exporter in the world. To make a place in the international market Bangladesh is doing best to introduce greener alternatives in textile production. Unites States Green Building Council (USGBC), which is an NGO that measures eco-friendly issues of inhabited and marketable settlements, has provided a certificate from USGBC recently.

We know knitting is a process of fabric manufacturing by converting yarn into a loop. In Bangladesh, there are many knitting industries, like Tamishna Fashion Wear Limited. Every knitting industry produces things like sweaters, jeans-wears, T-shirts, dyeing, knitting, produces fabrics, produces accessories etc.

The industry that is the report based on is the textile sector, which is the most important and mostly contributes to the country among all other industries.

## **Size, Trend, and Maturity of the Industry:**

**Size:** According to BGMEA Bangladesh has more than 4000 factories. Bangladesh is a very tightly populated country in the world, but it also has a rapidly growing labor force. Yet Bangladesh is very popular in the world with its garments and textile industry. Bangladesh garments almost covers 70% of the market. Every year a lot of product is exported by the country. On the other hand, among that population, the garments sector takes 3.6 million men out of the city, from which it earns about 80% from export. Bangladesh being second after China, in terms of apparel exporting, now has 4500 factories centering Dhaka city, and also fascinates many rural people to find jobs and earn a better living.

**Trend and Maturity:** Normally trend means the style whining the time. Since 2001 Bangladesh has grown to be one of the tops in the garments sector, but the industry has been there already a long time ago. Although the country was still there in the market since the Mughal era, that was the time when the Mughals used to trade "muslin" and "silk". That was the time when there was no tax and tariff imposed on raw cotton to the factories of British and from which many were exported to the Bengal.

|  |
| --- |
| ***Table 1: Apparel export in two segments (woven and knit) from 2014 to 2018.*** |
| **Year** | **Apparel export value in billion US$** |
| **Woven** | **Knit** | **Total** |
| 2014 | 12.42 | 12.12 | 24.5 |
| 2015 | 13.80 | 12.79 | 26.6 |
| 2016 | 14.93 | 13.73 | 28.6 |
| 2017 | 14.67 | 14.53 | 29.2 |
| 2018 | 16.68 | 16.24 | 32.92 |

**Source: Textile Today Bangladesh**

The textile industry was ruled by West Pakistan from 1947 to 1971. The Bengali people started to own jute factories and textile, but after separation, it lost technical help and capital. Bangladesh, after 1972, started to focus on tea and jute export. Therefore, the RMG sector of Bangladesh was formed.

the trend normally focuses on time period or generation. Since 1972, although the country had garments sector but it could not make profit as much as it makes profit at the present. Since 2003, Bangladesh garment sector is increasing day by day. Now we can say that our garments sector is increasing revenue over time and also increasing Bangladesh GDP.

The RMG sector's manufacturing dominated the export economy of the Bangladesh because the rural came for urbanization which strikes at 35% population. At present, the garment sector carries above 56.4% of people working. The GDP of Bangladesh increase or decrease depends on the Bangladesh garments sector. That's why we can say that the Bangladesh garments sector can control our country GDP.

## **Seasonality:**

The fashion industry totally depends on the season of any country. Due to climate change, the garment apparel products have to face great difficulties. The production and demand vary on the seasonality within a country.

Normally, every garments industry has two seasonality, on-season and off-season. Normally January, February and March are off-season; because it is the winter season. At this time, there is profit fluctuation. Whereas other months, April to December is on-season. That time, every industry earns a lot of money, because it is summertime and product demand is high and importers ask for the supply of products.

## **External Economic Factors:**

The external economic factors might include growth, GDP (gross domestic product), inflation, fiscal policy etc.

**GDP:** In Bangladesh, approximately 70% of revenue comes from the garments sector, having $40.53 billion from exports Bangladesh is the seventh fast-growing economy with 7.3% GDP.

**Inflation:** Inflation means the purchasing power of the nation's currency is decreasing. Estimated in the year 2020, Bangladesh's inflation is low at 5.5 % because the Bangladesh garment sector provides a lot of products to export and creates job opportunities and therefore decreasing the unemployment rate.

**Fiscal policy:** Fiscal policy is a strategy when the government regulates the expenditure level and tax rates to observe and influence a country's economy. Every year the Bangladesh government provides a budget for a year. The revenue of Bangladesh mostly comes from tax. That tax comes from the garments or textile industry.

## **Technological Factors:**

Technological factors are all those variables that help to assess the alternatives into technological capabilities. Technological factors can be both internal and external. Companies use technology by not only hardware and software as well. For example, quality control, production process, goods and services, communication, equipment, information, transport and distribution. The present scenario is that a country's dependence over technological factors means globally it can success easily. Technological factors can help in developing marketing strategies. for example, Siemens and Boeing are investing a lot in 3D printing techniques to design their products. Quality control in a textile industry means to guarantee that a product meets customer expectations. If a company ensures good quality control then it surely helps proficiently navigates the manufacturing process and maximizes profit.

The manufacturing and production of textile and fiber in this era is taking the industrial development in the hi-tech world. The advanced technology has made us do work very easily and faster. It saves time, and that is the most important and useful to us.

Depending on the productivity and systems cost, we can use the technology into new methods of clothing manufacturing. The action of putting these new technologies completed has left a reflective social impression on the workers and their position. It has also affected the need for training, management and skills of the organizations. The applications computer-aided design (CAD) or computer-aided manufacturing (CAM) and information technology systems are changing the face of the textile industry and fashion for women. If the total manufacturing charges are dropped and labor efficiency is refined then our clothing industry can become the need of most developed nations.

These days in Bangladesh, many companies more or less dependent on technology. On the other hand, the companies hire less people because of technology. For instance, a machine can work faster and efficiently than people. This is affecting the people as the unemployment rate is increasing rapidly. Whereas technology is increasing our production rate. As a result, a company now fully depends on technological factors and the company can achieve higher profit.

The hi-tech variations endorse the mechanization of clothing manufacturing. In the machine industry of sewing, an easy method of shifting to altering styles, sizes and fabrics is given by the technology. There seems to notice a change in the fabric evaluation. Although there are so big hindrances in the computerization of the embroidery of fabrics. The new approaches in designing, rapid response, eminence and facilities increase when we find better competitiveness. These also offer better flexibility and gives motivation to the employees.

Besides the cost and larger availability, there is a complete influencing power on clothing technologies that fortifies the competition between the greater and bigger businesses at the cost of small or medium businesses. The economies of sales have been boosted in clothing manufacturing and organization when innovative technologies took some substantial transformation. This modern equipment can be used for cutting, design, and marker making, etc. If we talk about woolen products, cutting is straight combined into fabric quality control process. Stitching and correlated processes are edged into minor units called satellite units, anywhere the accessibility and rate of labor are more satisfactory.

In the world of the fashion industry, the most focused is retailing. In the garment manufacturing technology, the market drivers contain the importance mostly on quality, design, flexibility, fast response and advanced fabrics. The great merchandisers spread their contribution and dealings with the supplier's right with yarn, fabrics and fibers. The house of the trading system fixes the number of steps of garment and textile manufacturing combined with retailing. These sorts of organizations use electronic data swapping as an essential technology in order to build and manage the supply chain process of their company.

## **Political, Legal and Regulatory factors:**

When a country has a steady and uniform political atmosphere, then the country can easily develop. Although Bangladesh is having a favorable business in the textile industry but political unrest creates great trouble to the sector. Bangladesh garment sector had to face problem a few years back when there used to be many strikes and political issues. As a result, it affected the export-import business as well, the fiscal policy, economic growth, inflation, political policies, unemployment rate and industrial relation.

Bangladesh maintains a standard level of the legal system, despite the fact that corruption is prevalent in every stage of life. Whereas, many decisions can be changed because of corruption. On the other hand, Bangladesh Export Processing Zone (BEPZ) is the official way that gives good facilities to have an investment in the country's products. The EPZ laws are followed by every garment and textile industry and other electronic industries.

Since the RMG sector has a huge impact on the country's economy, the government provides various facilities to the industry for its growth and stability. Recently, the rules and policies are more flexible so that the garments sector can impress more foreign countries. Bangladesh facilitates duty- free access to many countries like Japan, US, China, Russia, and many. This is because Bangladesh is a least developed country. Recently, after the coronavirus affected in Wuhan, China; Bangladesh has a good opportunity to import machineries if the government imposes no or low tax.

## **Barriers to entry:**

Barriers to entry are those hindrances that stop or try to stop any new competitor to enter a new industrial area. Barriers of entry are mostly beneficial to the existing company in an area because it ensures their income and profit. The barrier is high for Bangladesh in the foreign countries.

|  |  |  |
| --- | --- | --- |
| Detail | Foreign Market | Local Market |
| Barriers to entry | High  | Low |

Barriers to entry are beneficial for the present organizations as they can keep their incomes and profit safe. Basically, barriers to entry contains special tax benefit to remaining firms, copyrights, patents and, strong brand. Generally, the government makes the barriers to entry that can be natural. For example, when a foreign company enters Bangladesh for earning revenue then the Bangladesh government has to be paid high tax for establishing any company.

For the local market, the threat is not so high because there are a lot of unutilized resources in Bangladesh. Bangladesh's government could not reach to the economics of scale and thus allows new entrants in the market.

In Bangladesh, the textile industry is rapidly increasing because of its high demand and cheap labor in the world. Almost 80% of the total export income comes from the Bangladesh garments sector. Bangladesh Government always encourages this industry by its supportive hands in order to increase export income.

Let's, see the five forces of Porter, which directly relates to the industry.

Now Bangladesh is plays in the global market. At present Bangladesh has more than 5000 units of products being produced. The reason behind the affected growth of units is the availability of low-priced employment, local demand & international demand. To increase the income from export, the government of Bangladesh always tries to help the industry however possible. The domestic market is not so risky because Bangladesh has its resources not being used.

## **Supplier power:**

The supplier power is steadily growing in Bangladesh since the country has been able to maintain the payment policy with the suppliers. Suppliers are those from whom companies and firms buy raw materials, other incomplete products, or other production components, etc. The buying and selling contract between the buyer and supplier make a market. Supplier power is when one party wins over bargaining with the other party in terms of profit. In the Bangladesh apparel sector, the suppliers are very powerful because Bangladesh garments imports most of its raw materials and accessories. Although, Bangladesh has a good reputation that it has the domestic market to supply raw materials. As a result, domestic suppliers are getting chances in the competition.

## **Buyer Power:**

Bangladesh textile sector uses cost-effectiveness and deals with many countries for outsourcing. The buyer has the right to cancel the order in case if the delivery is delayed, or the product quality is not good. Bangladesh entertains many customers in the world as a result, Bangladesh holds the second position in the garment sector in the world. So, there is a superior power of bargaining in the hands of buyers in Bangladesh garments. Maintaining the price and quality of the product is the reason that Bangladesh garments are well-known now globally. Because the labor cost in Bangladesh is very little. Bangladesh may lose buyers if they compromise in providing cheap and quality products. Many brands from the international market are impressed by the outsourcing of Bangladeshi garments and want to make the best deal. As a result, there are many subsidiaries opened in Bangladesh.

## **Threat of Substitutes:**

The greatest competitors or threat of substitutes are India and China because of their fast-growing progress in the market. Somehow the reason that Bangladesh is behind in the competition is its less power to convince the customer. Therefore, customers switch to other's products over Bangladesh. Whereas, some international does not choose Bangladesh to do market because of political unrest. To minimize the threat of substitute, Bangladesh garment may follow the strategy to alter Chinese products and Indian products if offered in low cost and better-quality products is threat of substitute for Bangladeshi Garments because China and India are capturing market faster than Bangladesh. We are lagging behind to some extent because of poor countries barding customers. So, sometimes customers prefer other's products to Bangladesh. Besides, the government has less reputation in the world than that of China and India. Moreover, many international brands don't want to come due to unstable political situations, power crisis and red tape. So, to ensure growth and profitability, Bangladesh should try to substitute the Indian and Chinese products by providing cheap and quality products.

## **Industry Rivalry:**

In the market of garments sector, internationally, there is a tough competitiveness for Bangladesh to compete globally, because there are countries like India and China that attract more and more consumers. While domestically rivalry in Bangladesh textile seems to be negligible because the economies of scale are yet so far in case of production.

On the other hand, India and China are the biggest competitors. Although, Bangladesh imports many raw materials but if it uses domestic materials instead, then Bangladesh can be the leader in the clothing industry globally. The competition is very tough since the market has potential candidates. Such as due to political unrest investors are losing interest in Bangladesh and switch to other countries like S, ri Lanka. They apply the same techniques to lead the market. StillBangladesh has a high chance to beat the competitors because the markets have no barriers and endpoints.

## **Summary of challenges and opportunities:**

The textile industry some opportunities to shine as well as some challenges or threats. Bangladesh now is the second-largest garment exporter in the world after China. This is also because the product quality it provides, and relationship with the buyers. Although the work of garments began in Bangladesh since the Mughal era, yet after separation, it has become very strong regarding knitting, weaving, spinning and production processes. Thus, there are more than 4000 factories and a vast number of human forces, with advance technology. For which the Bangladesh government can provide help to the sector. For example, reducing tariff quota on imported machineries. Since the country's economy greatly depends on textile work.

On the other hand, there are a lot of threats to deal with, some of which are, high barrier to enter the foreign market and low barrier to enter the domestic market, suppose when a foreign company enters in Bangladesh for earning revenue then Bangladesh government has to be paid high tax for establishing any company. For the local market, the threat is not so high because there are a lot of unutilized resources in Bangladesh. Bangladesh's government could not reach to the economics of scale and thus allows new entrants in the market.

The political factor really matters, in case if the country faces the strikes, or suppose the collapse of Rana Plaza. This may bring labor unrest also and then it will impact the RMG sector.

The supplier's power of bargaining is very high while the buyer also has superior power. So, there is a threat regarding the rise in the price of the raw materials. Lastly, the biggest threat is the rise in competition in the market because of China and India.

# **Analysis of the Organization**

## **Overview and History:**

Compagnie Mauricienne de Textile Ltee (CMT) is a jersey-wear industry in the world and also a leader in this sector. CMT is a Mauritian based company. It is spreading its work in places like France, UK, New York etc. CMT got the prime vertically-integrated manufacturing plants in the Sub-Saharan area. CMT is being known for funding in the world-class facilities and its developed procedures.



The specialty of CMT is the way it designs its products and the fast-growing production. CMT is one of the leading textile industries worldwide. In 1986, CMT was established in Mauritius. Founders of CMT are Francois Woo and Louis Lai Fat Fur.

Although, when CMT started its journey, it was very small. It became bigger and better because its aim was to be the leader in the industry. CMT has made a great impact on the industry and developed a lot during its journey. CMT is almost in the way to achieve their goal. CMT is an innovator now.

### **Mission Statement of CMT:**

As they say, "From where we come… to where we're going.", is the mission statement of Compagnie Mauricienne de Textile Ltee (CMT)

The company wants to be the leader in manufacturing the top quality of jersey wear and clothing. They claim to lead the industry if they use advance machineries and developed technologies for the employees they have.

If CMT can become the center of point for knowledge, they can contribute to the nations societal and financial advancement.

They say, "We are the Dream Team!"

## **Trend and Growth:**

In 1986, Compagnie Mauricienne de Textile Ltee (CMT) began with its humble and modest morals. It maintained to take the title of being the leader in the world of jersey-wear industry.

In 1986, Louis Lai Fat Fur and Francois Woo Shing Hai were the founders of CMT. That time this organization was 100 percent Mauritian company. It contained 30 employees back then. CMT had only one sewing factory which mostly focused on cut, make, and trim procedures.

### **1990 to 1996: Capital investment & Vertical integration**

During this time CMT got developed with the technology CAD/CAM which was used for cutting, garment manufacturing and making patterns. CMT then started to expand dyeing and knitting. They developed their information technology and also the advancement of the Enterprise Resource Planning (ERP) system. For the growth of the organization, they built an admin building, two fabric mills and three sewing factories.

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### **1997 to 2002: Consolidation& Widening of services**

CMT has truly derived a long path to considerably reach that it set out to accomplish or finish, which is in contradiction of the mission statement that was conscripted two decades ago. Today CMT has become the biggest jersey-wear manufacturer in the Sub -Saharan province and in Mauritius, starting its journey back in 1986.

CMT making itself the biggest in Sub-Saharan Africa by opening an advanced dyeing plant. It expanded its printing and embroidery services, with new sewing plants, development facilities and product design. Growing with five sewing factories, an admin building and two fabric mills.

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### **2003 to 2006: Expansion of operations, upgrading services & global outreach**

CMT got involved in the product design and innovation center. CMT started first-class spinning mills and sewing plants that were the biggest in Mauritius. Then CMT united dyeing and knitting. Then expanded vertical integration into accessories and trims manufacturing. Increasing its growth, they had six sewing factories, an admin building and two fabric mills, they decided investment into value-added processes.

### **2007 to 2008: BHAG**

By 2008, a big hairy audacious goal set to propel CMT among the world's top ten jersey-wear manufacturers.

CMT has truly derived a long path to considerably reach that it set out to accomplish or finish, which is in contradiction of the mission statement that was conscripted two decades ago. Today CMT has become the biggest jersey-wear manufacturer in the Sub -Saharan province and in Mauritius, starting its journey back in 1986.

## **Customer mix:**

The list of customers that Consumer Knitex Limited deals with are:

|  |  |  |
| --- | --- | --- |
| Name  | Country  | Products |
| Burton  | UK | Shoe, Boots, Jeans, Polo shirt |
| Celio  | France | Jeans, Shirts, Jackets |
| Dorothy Perkins | London, UK | Jeans, Shoes, Tops |
| Fashion Link International  | France | Women and Men’s apparel |
| Kariban France | France | T-shirt, Pullover, Polos, Trousers, Shirts, Fleece |
| Next PLC | UK | Beddings, Dresses, Jackets |
| Topshop UK | UK | Coats, Jackets, Jeans, Dresses, Trousers |
| Arcadia Group | London, UK | Jackets, Dresses, Jeans |
| Zara  | Spain | Women and Men’s outfit |

These are the customers that buy products from Consumer Knitex Limited.

## **Product/ Service Mix:**

CKL gives service by providing the best quality product from raw cotton. From the initial phase of spinning to knitting, cutting to dyeing, sewing to finishing until the last step of cautious embellishment; every single stage in the vertically combined method is done with great accuracy and detailed carefully. This helps to highlight the time of the remarkable turnaround of the company.

* Textile Fabric dyeing, knitting and finishing:

In order to develop its fabrics, CKL provides outstanding skills,

* Starting from light-weight to heavy
* Preparing jerseys, ribs, pique, fabrics etc.
* Making polyester, viscose, cotton and polyamide.
* Garment manufacturing and embellishment:
* They offer cutting and sewing outfits for children, women and men.
* They offer normal t-shirts and jersey-wears.
* Complicatedly stitched fancy wears.
* Fifteen colors of needlework cloths, decorated with beads and applique.
* Transfer prints, metallic, plastisol etc.
* CKL has expert designers for best cutting and sewing styles for drapes and special styles of the clothing.
* The unique quality is guaranteed.

## **Operations:**

CMT provides a full-package facility to its clientele, ranging from structure to landed conveyance in supply centers in the United States and in Europe. Thorough procedures include:

* Product design and development
* Yarn spinning and dyeing
* Fabric knitting, dyeing and finishing
* Cutting and sewing
* Printing
* Embroidery
* Garment wash and dyeing
* Landed delivery into distribution centers

Control over the full supply chain makes CMT a reliable total service provider of a vast array of value-added jersey garments designed to meet the unique and ever-changing needs of its customers.

The CKL has five departments basically, which are the Audit department, Finance & Accounts department, Commercial department, General Purchase department, and HR & Accessories department.

The department of Finance & Accounts and the Audit department deals with all the payment procedures of the company whether it be dealing with the buyer or supplier, by preparing bills checks and other transactions of the company.

The commercial department takes care of the items imported and exported.

The department of General Purchase and Accessories department has to deal with purchasing the stuffs that are required for daily operations. Starting from office materials like stationeries, computers, or scanning machines etc. to factory equipment like dyeing machine, weaving machine etc.

The HR works for recruiting and training employees, providing information of administration.

**Here is the hierarchy of Consumer Knitex Limited, Dhaka Office.**

## **SWOT Analysis:**

A SWOT analysis defines the strength, weakness, opportunity and threat. SWOT analysis is a tactical preparation that assists a person to recognize the strength, weakness, opportunity and threats of an organization or it is the best way to relate business with the other competitors. SWOT analysis can be utilized in any sort of decision-making condition whenever any anticipated objective is well-defined, not only for profit-seeking firms.

SWOT analysis comprises defining the substances of the venture or association. It also separates the components whether be inner or outer that is perfect or hazardous to achieve the object of the association.



Let's have a brief idea about the four components of SWOT analysis.

### **Strengths:**

The first factor is the strength. Strength is the factor that makes an organization superior. An organization becomes superior when it has the capability to do something very powerful and have excellent quality.

Consumer Knitex Limited has these qualities as a strength:

* **Strong Internal Control:** The company had high-security maintenance. All the computers were connected by central database. Every user had their own email and there was no chance of fraud.
* **Experienced Management Team:** Whenever the company had to face any critical decision it was easy to solve because the company had well-experienced employees and management.
* **Strong Financial position:** The company seems to be financially strong because it imports dyeing chemicals, dyeing washing machines, etc. from foreign countries.
* **Good Compensation:** The company gives healthy compensation to the employees who achieve the target of the company.
* **Workers Get Production Bonus:** The workers of the factory and the spinning mills, always get bonus facility.
* **Good Working Environment:** The company has a friendly environment and working conditions. It also has a great team to work with.
* **CKL is making a good connection within BGMEA & BKMEA:** CKL has completed a spinning mill project with PEB Steel Alliance Limited and has been awarded. Which has helped CKL making a good connection with BGMEA and BKMEA.

### **Weaknesses:**

We know that every kind of business or organization has some kind of weakness. If we talk about the garments sector, they have many more weaknesses than other businesses.

Alike that, Consumer Knitex Limited also has some weaknesses, which are listed below:

* **Poor marketing strategies:** Their marketing strategies of CKL is not so impressive to stay in the market. So, it must improve its strategy and try something new to maintain and improve to be the number one company in the market.
* **Poor supervision:** The management team, although, having the capability to solve problems, but they need to maintain the junior level employees because they are slow at work and also gives no updates to the manager. CKL must assign team leaders for every department who must monitor each employee and provide regular updates to the managers.
* **Very poor salary structure:** The salary is very low compared to other MNCs, for which employees would not stay for a long time.
* **Not a good merchandising team:** The Merchandising team of CKL is very new, they are not experienced and consist of only four persons only.
* **Too dependent on foreign management:** CKL is too dependent on CMT in terms of decision making. CKL should have the authority to make decisions for the local market.
* **Poor communication between officers and top management:** Top management does not take regular updates of the department activities and individual activities.
* **Less number of departments:** Number of the department if increased then work-load can be distributed.
* **Lack of training:** The company must have training facilities for three months at least before appointed as officers.
* **Technical knowledge is lacking:** There are a few employees who are very slow at using computers at a basic level which is time-consuming for the company. They must have basic knowledge of the Microsoft office program.

### **Opportunities:**

The use of opportunities can make an organization shine in the industry. An organization must be always aware of the opportunities that are at the door. Consumer Knitex Limited also has a few opportunities that would help it to glow in the future.

The opportunities for CKL are:

* **Rise in the production of good quality:** Try to increase production with good or healthy quality in the international market.
* **Opening knitting & dyeing house:** CKL needs to open new knitting & dyeing house in Dhaka and Chittagong also.
* **Increase the number of exports in places like America and Australia:** CKL needs to increase the number of exporting in more countries for earning a lot of money or profit.
* **Increase its market availability:** This company needs to do market research for providing its service like in India.

### **Threats:**

Every business sector has some threats, especially when there are more competitors.

The threats that Consumer Knitex Limited has are:

* **The Cost of importing is increasing:** If the company imports most of its raw materials from foreign countries, then the company has to pay more tax and tariff on goods.
* **There are more competitors nowadays:** CKL has to compete with more other companies both domestically and internationally because there are competitors increasing.
* **Customers are not stable:** Customers are unstable because if the customers get a better-quality product from any other company then they may switch.

The SWOT analysis states the strength and opportunities for an organization to improve the quality of performance in the future. On the other hand, weakness and threat can beat any organization and may end up the journey at a point for an organization. The SWOT analysis of CKL has been provided above. From above we can easily identify the concerned areas to be focused by CKL.

Therefore, CKL can shine in the future if focused on the SWOT analysis listed above.

## **Steps/ Strategies to meet the challenges and opportunities:**

To meet the challenges CKL may follow these steps given below:

* Suppose to avoid political threat, the company must be aware of the political environment of the country.
* If the monitor the market prices, market product, market labor force, then cost of importing decreasing or equal.
* To deal with increasing competitors, the company will have to provide the best.
* To hold on to the customer the company needs to provide the best quality product at the cheapest rate.
* The company must also control financial management, such as profit margin, financing, reducing costs, etc.

To meet the opportunities CKL may follow these steps given below:

* If the company increases the number of workers in the factory then production can be increased.
* Places like Gazipur and Tejgaon are industrial places in Dhaka. If CKL open knitting and dyeing house in Dhaka, then productivity can be increased and will be easier to grab customers. On the other hand, Chittagong is another trading market in Bangladesh. If there is any dyeing house of CKL, then it will be easier to import and export also.
* If the company can maintain to provide good quality products and services, the CKL can deal to export in countries like America and Australia.

# **Internship Experience**

## **Position, Duties, and Responsibilities:**

I have worked as an intern in Consumer Knitex Limited (CKL), which is a sister concern of Compagnie Mauricienne de Textile Ltee (CMT). I was the intern of the Finance & Accounts department. My internship period was for three months. During these three months of internship, I have seen a growth in myself.

Firstly, as said already in the interview, I was assigned to do the scanning of the documents, vouchers and other petty cash stuffs. This task went for almost fifteen days. Then I was asked to upload those scanned documents to their website so that Mr. Gilles can know about the company's activities.

After that, soon I was done with uploading all the documents. Then Mr. Subham, Senior Finance & Accounts Officer, assigned me to excel based work. I had to make the top-sheets of all the petty cash of the company. The company is also involved in export & import, whose costs where have to be inputted by me in excel.

I also have to receive and check the bills of the suppliers which comes from the Audit department after checking. I go for further checking. Then I had to submit them to Miss Marufa Sultana, Finance & Accounts officer, who prepares cheques for the suppliers' payments.

I have to prepare a detailed excel sheet for the TAX and VAT paid to the suppliers, which I had to provide to my senior, Miss Ochira Karmakar.

Another responsibility, which was really interesting to me, was to write the transactions of the bills, from which cheques were to be written and also this is a task which is further to be checked by Mr. Sanjay Kumar Choromoney, Country Director. This was an important task to be handled because the transaction detail has to be very precise containing whole detail so that it is very easy to understand after reading by Mr. Sanjay.

## **Training:**

If we talk about training, then of course, no special or specific training was provided. This is because I worked as an intern there. Yet, their special guidance was my training. All credit goes to Mr. Subham and Miss Marufa. This appreciation is well deserved because during these three months they explained to me each task in detail. Such details are given only to the employees of the company. So, it was great to work when I got to know about the details of the tasks.

## **Contribution to Departmental Functions:**

My contribution to the activities to the Finance & Accounts departments was my positivity and my productivity towards my work. To get involved in department functions, one should enjoy the work but most important is to work with ease. I have been influenced by the Finance & accounts department because of their friendly nature, and urge to help me each time when things were not clear to work for. Not only the Finance & Accounts Department, the Audit department also explained to me their work. This made me learn further information which may not be possible to know if they did not work as a team.

## **Evaluation of Internship performance:**

Although I was in the Finance & Accounts department, I only have to do the desk job. My tasks were to check the bills, prepare top-sheets of the bills, prepare transaction details of the cheques, input costs of LC. I enjoyed doing all these because whatever task wes given to me those were very easy to do. Regardless, it seemed to be very easy as my mentor really explained the tasks very well.

Indeed, I took less time to do the required tasks. But most important was to do the job right. Without doing any sort of mistake is very important in any organization to stay whether it be as an intern or an employee.

Although, neither my team nor my department manager did ever complain regarding my work. My mentor and also the finance team use to give feedback every day after I complete the work.

## **Skills Applied:**

Internship is a part of the BBA program to complete the degree. Not only that, in fact, an internship creates a way for a student to get to know the corporate world. It is a time period where a student can realize and find out how to utilize himself or herself as an intern. In the same way, I have been able to use the skills I have.

During the 3 months of my internship of CKL. I have been able to use my soft skills. Soft skills are defined as one's character traits and interpersonal skills that one marks the capability to work and interact with others. I could help the company firstly with my communication skills. Since the company's country manager is Sanjay Kumar Choromoney, a Mauritian, we have to communicate in good English, and since I had to compose transaction details in English my communication skills became helpful.

I was an intern in the Department of Finance & Accounts. Therefore, to know the excel or spreadsheet was obviously very important. I have participated in excel workshops. Thus, I have a good knowledge of using excel besides the basic excel. Using macro-excel, V-lookup.

## **New Skills Developed:**

New skills that I have developed during my internship is first of all, how to maintain the time, which we call time management. Yes, time management is very much vital for any organization. Because, after I complete a task, I had to present the work assigned to my mentor. Then my mentor has to check it and provide it to the manager.

I have increased some features:

* My typing skill during my internship.
* Preparing salary sheet, calculating
* Macro excel,
* VLOOKUP
* Scanning & file also checking
* Bank statement
* An entire purchase processes

## **Application of Academic Knowledge:**

After the knowledge gained in the four-year-long degree off BBA, the academic knowledge I could apply in my internship program are:

* The knowledge of using financial formulae
* Time management
* Maintaining rules & regulation
* Teamwork

**The knowledge of using financial formulae:** While studying in the university, I participated in a workshop "The Excelist", where basic training and some formulas where taught. That training on excel became useful in my internship program.

**Time management:** After joining the company as an intern, what I learned is that the most important in the corporate world is to be punctual. A person's punctuality is the reflection of his or her level of dedication. In the same way, my dedication was seen in my time management. Not just about the attendance, but in terms of doing the works in a very short period of time.

**Maintaining rules & regulations:** As an intern, I followed all the instructions that were given by the team leader and did all the work correctly.

**Teamwork:** Whenever the department had to handle any project work, I had to assist the team.

# **Recommendations**

My recommendations provided in this report are my thinking of a company's better performance which I am giving according to my experience as an intern in Consumer Knitex Limited.

## **5.1. Recommendations for improving departmental operations:**

* The organizational hierarchy is not so good. They should increase hierarchy.
* Some officers have less dedication is their tasks.
* Some employees should behave properly with their juniors.
* Proper training is required for new employees.
* The company must recruit new faces to Finance & Accounts department and Audit department.
* The workload must be equally divided, so that work does not stop there when one person is absent.
* Number of employees must be increased.
* The salary must be attractive as it is an MNC.
* There is a lack of efficiency of the employees.

## **5.2. Recommendations for improving self-performance:**

* Consumer Knitex Limited, although a sister concern, must have some rights and not totally be controlled by the mother company in case of dealing with the local market.
* Consumer Knitex limited must get involved in marketing in Asia.
* They must have a website since there is a lack of information of CKL.
* Reduce the working hour.
* They should hire more employees.
* They should increase the department.
* Provide training to the management team to control the employees.

# **Conclusion**

Consumer Knitex Limited is an emerging ready-made clothing company in Bangladesh. It has great financial development. The organization contributes to our country's economy. It attains foreign money for our nation and improves the export income. In this organization, nearby, more than 6000 workers are working. So, it also adds to limit the redundancy problem in Bangladesh. In spite of the fact that this is great in certain segments, it has some problematic issues as well. The organization needs to understand or take some steps to solve this issue. Consumer Knitex has some weaknesses 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 foreign management. In some case, it should try to minimize the 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, the maintenance cost will high. If the organization relies upon the local engineer it will limit its expense. Furthermore, 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 the future.

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