

Internship Report
On
Strategic Marketing of
“Consumer Knitex Limited”



United International University
QUEST FOR EXCELLENCE

Submitted to:

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Letter of Transmittal

September 19, 2020

Dr. Khandoker Mahmudur Rahman

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Subject: Submission of Internship Report

Dear Sir,

I am submitting my report on “Strategic Marketing of Consumer Knitex Limited” as a partial fulfillment of the Internship Course requirement. This report shows the marketing activities of Consumer Knitex Limited. I add all the essential items that should be included in this report. As still I am a student, I anticipate that you will overlook some of my errors.

I like to thank you for giving me such an amazing opportunity for working on this report. If require, I will be honored by providing additional information. I hope that this report will merit your approval.

Jenifer Costa

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Acknowledgement

I want to pass on my gratitude to Dr. Khandokar Mahmudur Rahman, for his important direction, which helped me to accomplish this report effectively. I am profoundly appreciative of his guidance.

I might likewise want to recognize the assistance of my hierarchical chief, Sanjida Islam for his highest help for my learning results and giving me rules to do various works and keep up the day by day schedule work in the association. I might likewise want to offer gratitude to Sazzad Hassan Chowdhury, Head of Accounts and Finance Department for supporting my work and for giving me the rule to finish my three months temporary position work and learning. I am additionally appreciative for the help of my partners during the hour of my entry level position period.

DECLARATION

I am Jenifer Costa, pupil of Business and Economic School (Marketing) of United International University, Bangladesh, declaring that the internship Report on "Marketing Strategy on Consumer Knitex Limited is a unique work. It has not been recently submitted for any degree, confirmation, title, or acknowledgment.

Jenifer Bernadette Costa

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Executive Summary

Garments and textile sector has a huge impact in the economy of Bangladesh. There are 4621 garments factories in Bangladesh which contributes a lot to the economic development of our country. One of the major sources of foreign exchanging earnings is coming from export of RMG and textiles industry. RMG and Textile industry contributes a lot to the economy of the country and it's a major contributor of GDP in our country. The study focuses on the overall activities of Compagnie Mauricienne de Textile Ltée (CMT) Bangladesh also financial statement analysis of CMT (Bangladesh). As a business graduate this report helps me to better understand of how a business can perform its overall activities outstandingly and improve its financial strength.

In this report I provide an overview of RMG and Textile industry in beginning part of report, and then I provide company overview of the CMT (Bangladesh). In later part of the report I provide brief description of overall production activities of the CMT (Bangladesh) also brief departmental description of the company. In this report I also include the job responsibility what I performed during my internship period. Lastly I include a financial statement analysis to evaluate the financial performance of the CMT (Bangladesh). I also provide some suggestions to improve the overall operational efficiency.

The main purpose of this report is to better understanding of the activities of the CMT (Bangladesh) and the impact on the operational efficiency of its overall activities. This report also focuses on the financial performance of the CMT (Bangladesh) and its impact on its profitability.

1 Background of the study

1.1 Introduction:

Bangladesh's affiliation with cloth has a long history. From being renowned throughout the world and even conquered by the British for its high-quality muslin, silk, and pure cotton, to becoming the second-largest ready-made garments producer in the world, the country has long depended on the textile industry for its growth. The production of RMG dominates in contribution to Bangladesh's GDP, exports, and conversations of development.

Compagnie Mauricienne de Textile Ltée (CMT) is an international company which starts its journey in Bangladesh 2011 by acquiring two textile companies. It is had some expertise in the structure and creation of quick style shirt wear items for the best garments brands and quick design retailers on the high boulevards. CMT is a 100% export-oriented company which contributes a lot to our economy through its diversified activities in Bangladesh. In this report I focus on overall marketing strategies of CMT.

I will direct my examination under the nearby supervision of my Scholastic Manager who will reliably screen my advancement and suggest any means taken with the end goal of comprehending the blunders happened amid my investigation.

1.2 Topic of the report

For writing any report a specific topic requires to select. Through precise topic, everyone can understand the discussion part of the report. The topic has been assigned "The Marketing Strategy of Consumer Knitex in Bangladesh".

1.3 Origin of the report

Now a days we need to gather professional experiences for entering the business world. That's why only academic education is not enough. The report which has allowed the chance to find out about how a specific organization sets its Marketing Strategy to dispatch its items in the commercial center to fulfill the organizational objective.

1.4 Background of the report

The internship program is important for completing the BBA program. Through this student can experience the practical job life. And can compare their educational learning with the practical work experiences. While working on Consumer Knitex Limited I see closely to people working on different functions. This helps me to understand the professional life and also helps me to change my attitude about the marketing activities. For the completion of this internship program, I have been placed in the “Consumer knitex Limited” Panthapath as an internee for 3 months. This report would be based on marketing activities of Consumer Knitex limited.

1.5 Objective of the report

Internship program helps me to get the flavor of actual corporate world. It helps me to understand the accurate difference of theoretical study and practical workplace.

1.5.1 General Objective

The general objective of this study is to complete this report. Through this report I want to provide students the opportunity to test their interest in a particular career before permanent commitments are made.

- Developing skills in the application of theory in practical work life.
- Developing skills and techniques directly applicable to their careers.

1.5.2 Broad Objective

The main goal of this report is to describe the overall activities of CMT Bangladesh and develop knowledge about marketing activities of CMT Bangladesh.

1.5.3 Specific Objectives

- To provide a better understanding of entire activities of CMT.
- To provide an understanding of how activities of CMT contributes to the economy.
- To discover the serious issues relating in advertising exercises of Consumer Knitex Limited.
- To procure top to bottom information about the advertising exercises of Consumer Knitex Limited.
- To discover the issue and prescribe the recommendation to take care of the issue.

1.6 Scope of the report

This report is about the Marketing exercises of Consumer Knitex Limited. During my internee period I had the opportunity to visit Consumer Knitex Limited. That time I become more acquainted with numerous data from numerous specialists, subordinates and administrators and assembled commonsense experience. They have genially helped and bolstered me.

1.7 Methodology of the report

For completing this report, I need to collect numerous information for that I used both primary and secondary sources.

1.7.1 Primary Sources

- Face to face conversation with supervisor, employee, supplier
- Direct Conversation

1.7.2 Secondary Sources

- Website of Consumer Knitex Limited

1.8 Limitations

For making this report precise I attempted to give my best exertion. Be that as it may, numerous issues showed up during directing the examination. The examination thinks about after constraints:

- It was difficult to talk with the customers, a similar number of them couldn't give me much an ideal opportunity for meeting
- Time is the main impediment for this. As the proposition time frame is for 3 months, it is extremely a brief period to investigation a colossal association like CMT (Bangladesh)
- Because of the organization strategy representatives and providers couldn't give me different data.
- Records are is significantly mystery for the outsider.
- Consumer Knitex Limited delegates are busy with their work; every so often I expected to hold on over multi week for a scrap of information.

2 Organization Part

2.1 Overview of the organization

Compagnie Mauricienne de Textile Ltée (CMT), a worldwide shirt wear clothing industry pioneer, is headquartered in Mauritius with promoting workplaces in UK, France and before long opening in New York.

In 2010 CMT Bangladesh started its journey as a worldwide association with CMI obliged. In a general sense CMI limited is a contributing association for CMT Bangladesh.



2.2 Factory of Consumer Knitex Limited

CMT (Bangladesh) operates with 3 factories in Bangladesh and all the 3 factories are in production. There are More than 6000 workers are work in CMT (Bangladesh).T-Shirt, Polo-Shirt, Jersey-Wear, Women and Kids Wear are the key products of CMT (Bangladesh) and all the products are mainly exported to Europe, Asia, Africa and North America.

There is the brief info about 3 factories of CMT (Bangladesh):

- CMT (Bangladesh) first acquire Dignity Textile Mills Limited in February, 2011, which is located in Gazipur. There are more than 800 people currently works in this company and the company is in full production.
- CMT (Bangladesh) second acquire Consumer Knitex Limited in October, 2011, which is located in Mymensingh. There are more than 1500 people currently works in this company and the company is in full production.
- CMT (Bangladesh) newly setup Consumer Knitex Limited unit 2 in Trishal, Meymensingh. There are around 4000 workers currently employed in this company with accommodation facility of 6000 workers.



2.3 Objective of the Company

CMT (Bangladesh) is a multinational textile company. The main objectives of the CMT are given below:

- Provide a better pathway for effective business development. to consumer and company
- To avoid short-term insolvency should maintain a balanced cash flow.
- CMT insures highest level of customer satisfaction to become a successful firm.
- CMT want to enhance their profit not only doing profitable business in Europe but also reach the other part of the world.
- CMT want to increase their sales volume by providing better customer satisfaction.
- CMT design an effective delivery schedule to satisfy the customer in handover process.
- CMT provide product information to the customer to gain the customer trust.
- Ensure a better networking system to facilitate the business transactions.
- Analyzing the buying decision of the customer to provide better solution to them.
- Analyzing the supplier's actions to improve product quality.

2.4 Goal

Major goal of the company is providing quality product by optimizing method, skilling expertise and improving quality, across the entire firm.

- In order to scale back the risks of employee safety and health issues of employee into minimum level.
- To shield the surroundings and guarantee property for upcoming generations.
- In order to develop skilled skills & leadership skills, depending on competence, personal goals and therefore the organizational needs.

Overall shopper satisfaction is that the slogan of this kingdom based mostly company.

2.5 CMT HeadOffice

The head office of CMT is made up with five different departments which are Sales Department, Accounting & Audit Department, General Order Department, Purchase of Accessories Department and Human Resource Department. All the departments work together to acquire the organizational goals and all the senior management work as a team to take decision about important issues on the company.

2.6 Department Overview

The administrative center of CMT comprises of 5 Departments

Accounts Finance and Auditing Department: This office manages a wide range of Payments related with CMT BD and this division likewise works for keeping up honesty for every single department.

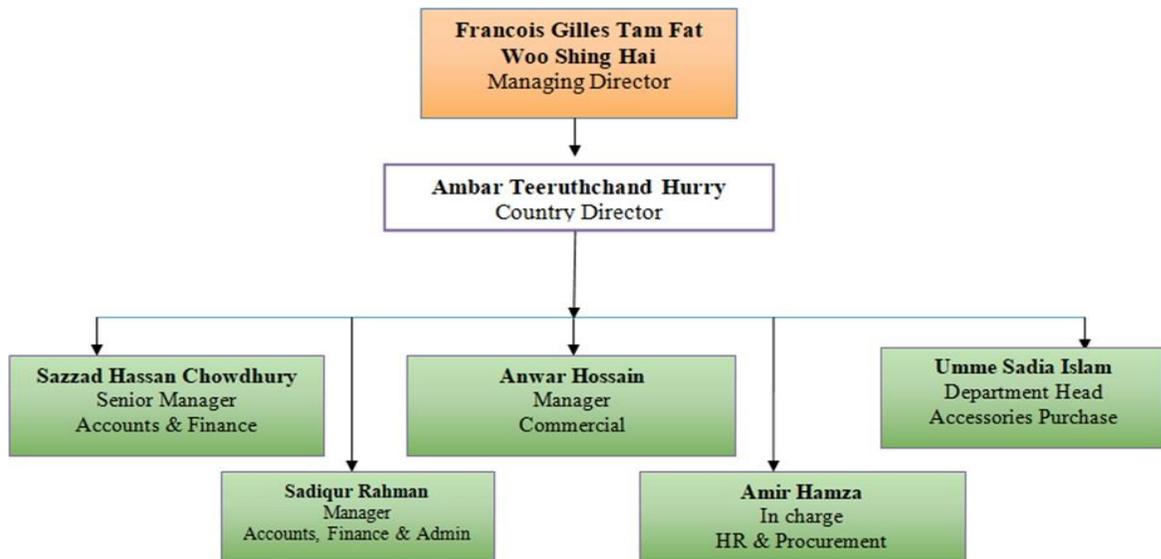
Commercial Department: This department handles all kind of import- export Activity for CMT BD.

General Purchase Department: This office purchases all the essential gear which are required for activities and creation

Accessories Purchase: This office works for purchasing all the adornments things which are required in production lines for RMG fabricating

HR-Admin Department: This department responsible for providing regulatory guide data the executives frameworks, finance, and human asset.

2.7 Company Organogram



2.8 Specialty of Consumer Knitex Limited

Our turning plant is a lot of outfitted with top tier mechanical assemblies manufactured by Germany. First class cotton is gained from the market from agriculturist's overall population and the cotton goes into various systems for change into yarn.

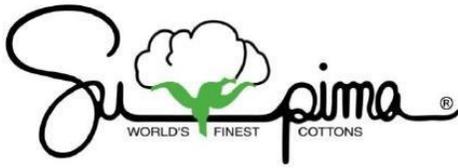
2.9 Quality Assurance

It resolves to guarantee all exercises through recorded quality administration framework consenting the prerequisite of ISO 9001 in each period of assembling and Quality confirmation. It attempts proper survey, assessments and execution estimation of its activity to guarantee consistence with quality strategy and consistent improvement of the Quality Management System. It represents endless endeavors. The way of thinking of failing to stand still, failing to slow down, never quits reasoning and never trading off with quality has made the most dynamic and dynamic business pioneer in the nation. It has confidence in utilizing trend setting innovation to adapt to the evolving scene. Development and broadening are its significant qualities.

2.9 Buyers



2.10 Achievements



2.11 Sustainability

Consumer Knitex Limited trusts in maintainable turn of events and gives most elevated need to conservation of nature and environmental equalization. The whole business locales are agreeably coordinated with the encompassing scene and the local biological system of the zone has been gently safeguarded. Consumer Knitex Limited is an association with equivalent conspicuousness on authority, innovation, quality and enthusiasm. Consumer Knitex Limited ganders at the future with expanding certainty. At the appropriate time of time Consumer Knitex Limited means not exclusively to fortify its solid neighborhood balance yet additionally expand its global nearness. Consumer Knitex Limited is good to go to rehash its neighborhood accomplishment in the worldwide market. Our worth's:

- Pursuit for greatness
- Cope up with current innovation
- Customer fulfillment
- Committed to spare our condition
- Produce world class human asset

2.12 Corporate Social Responsibilities

Consumer Knitex Limited is made plans to make its things under socially and ethically strong conditions.

CSR technique sets the structure and rules for Consumer Knitex Limited's pledge to thoughtfully remunerating its laborers, outfitting them with adequate compensation and guaranteeing their benefits. A secured and strong workplace alongside the administration help of the workers is acknowledged to add to better things and organizations.

Consumer Knitex Limited is dedicated to adjust to each and every appropriate law directing the business and with the ILO shows recently embedded in its ethical characteristics. Other than predictable, Consumer Knitex Limited feels socially skilled and goes past industry standards to keep up the lifestyle of its kinfolk.

A genial partiality and respect among delegates and the board alongside consistence to regular rules are acknowledged fundamental for a prevalent individual fulfillment for workers and the system.

3 ProjectPart

3.1 Steps of Readymade Garments Exporting

Readymade pieces of clothing conveying are related with five phases. Exhibiting heads of the garments is solidly included with these stages. The times of garments advancing are the going with

3.1.1 Acquiring sequence

The principal undertaking of pieces of clothing managing plant is to assemble facilitate from far off buyer for keep up the matter of pieces of clothing. Dealing with plants can assemble engineer by the smart correspondence with the external buyer or by the buying house or ace. A few pieces of clothing plant owners himself play out this endeavor. In others propelling heads play out a close to task. Propelling managers express their vitality to get sort out by direct correspondence with the buyer and buying house or by phone/fax/email, etc. From the earliest starting point pieces of clothing creation line get deals of the deals. After that pieces of clothing conveying plant doing costing on that mentioning and present the worth clarification to the buyers or buying house. At long last garments demand approved by the worth managing the buyers dependent on that respect reference.

3.1.2 Buying House

Buying house is a medium of the purchaser and RMG creating plant. It is difficult to sift through purchaser for RMG taking care of plant considering the way that most by a wide margin of the purchaser start from outside. Besides, RMG creation lines site isn't that much persuading that is the clarification a class of shipper make in this opening among purchaser and the producer. As they all things considered keep up correspondence with the purchaser they have better comprehension of purchaser's fundamental. They go about as some assistance for us. From the beginning purchaser demand test from the garments current office with all the huge data concerning their thing and after that we orchestrate our ability with the purchaser's basic. On the off chance that breaking point made, we presented an insistence costing of that thing to the purchaser.

3.1.2 Costing

For costing of garment we have to think about such a noteworthy number of things, for instance, following:

- Fabric cost
- Accessories cost
- Fabric GSM
- Color
- Washing, printing, weaving cost

- CM (cutting and making) charge
- Commercial and additional expenses
- Buying house or expert commission
- Freight cost

3.1.3 Order

In case costing is unacceptable measurement than the buyer will send the solicitation sheet to the handling plant and will request to send trial of the organized pieces of clothing for underwriting. Here I present some copy of solicitation sheet.

3.1.4 Acquiring raw material

Exactly when the pieces of clothing demand are insisted with the buyer the garments handling plant start to assemble unrefined material quickly. Essential steps for social affair rough material are the going with:

- Preparing diagram of noteworthy item for performing request.
- Supplier's worth, test, transport time are truly poor down and settle a decisive provider by anticipating giving various harsh material.

3.1.5 Production of Garments

Exactly when the unrefined material is open in modern office then the reasonable date is settled for the creation. Henceforth following point are thought of:

- Factory space will save arranged for start pieces of clothing age promising.
- Production is done before the shipment of least 3 days.
- To fix step by step age center based around basic machine and work.

- To make test before the beginning old enough the purchaser favors that.
- Merchandiser will make 5 records with related basic papers and data of the requesting of creation.
- To must have inline assessment on the key made thing.
- Production division is coming the suggestion from first line evaluation.
- 2nd line appraisal are performed by the purchasers administrator in mid time of creation.
- To give earlier notice to the purchasers administrator for particular assessment on which date.

3.1.6 Consignment of Garments

Exactly when the things are conveyed then the advertising division plan to shipment the things with pass on the creation division. Following point are considered for the shipment of garments:

- Choosing strategy for shipment.
- Fixing the transportation administrator.
- To probably known from the L/C whether the thing is sent dependent on FOB or CNF.
- Give booking the conveyance line and to take likely vessel plan knowing the full clarification of things and conceivable date.
- Necessary convey records are set facing this exportable thing.
- To must give the copy of toll document related to transport date and other basic information to the CNF Agent.
- CNF administrator plays out his commitment till the things crane to the vessel.
- Merchandising division enlighten the buyers by fax/email of the business receipt, entire squeezing overview and left the vessel time of the shipment things.

3.1.7 Receiving Payment for Garments

After the charge of things business division set up each and every essential paper and sent one of a kind copy to the bank. A copy of bank report must send the buyers address by dispatch. In

case there is no grievance, the buyer's bank sent the Bangladesh bank gives principal direction to the matter of portion. After that creation line are instructed portion gotten by the related bank.

3.2 Target market strategy of Consumer Knitex Limited

Promoting is a basic limit that accept an essential activity in the running of the business. In case the thing isn't promoted in the right way and fails to accomplish the end customer, the business will crash and burn. This is the explanation, displaying strategies expect vital employments.

While exhibiting a thing, the association needs to pick a goal showcase. Target publicizes is just that specific course of action of purchaser to whom the thing is created. Target publicize is logically like secluding the huge expanse of customers into tinier bits and using the 4Ps of displaying (Product, Price, Place and Promotion) on this part effectively to achieve most outrageous arrangements and advantages. Target exhibiting framework helps tap that subset of the customer masses that is bound to purchase and use the thing.

The thing is obliging the structure taste buds of the young, secondary young. In this manner, the target market would be established on the age going from 14-25 years of age. Then again in case we consider a thing just for men, for instance, shaving cream, the target market will be apportioned reliant on sexual direction. Various factors affecting objective grandstand decision are pay, occupation, land region, etc. In case your association is moving desert coolers, it is all things considered clear that the target market will be for exceptionally hot locale of the world and not the crisp zones. Furthermore, in case you are moving a rich thing in a financially helpless country, its unmistakable the thing won't move. As needs be, considering the thing displayed, the target market can be recognized and worked upon. We should see how you can disconnect the market into little bits for one's goal showcase.

3.3 Segmentation of Consumer Knitex Limited

Consumer Knitex Limited offers distinctive kinds of item.

3.2.1 Demographic Segmentation

This area remembers arrangement of customers subordinate for segments, for instance, age, pay, family measure, sexual direction, guidance, nationality, race, etc.

3.2.2 Geographical Segmentation

As we recently examined above, division reliant on the region is basic while overseeing unequivocal things like desert coolers, hide articles of clothing, covers, snow boots, jacket, etc. the climatic conditions will choose one's target an area

3.2.3 Behavioral Segmentation

This sort of division clubs factors like brand constancy and estimation of significant worth. For example, a couple of IT associations promote their things unequivocally to customers dedicated to their things. Then again, certain association's center around their high scale things to people who regard and are set up to go through extra cash for significant pieces.

3.3 Product Strategy

Consumer Knitex Limited considers the things central focuses and how things will be used to take thing related decisions. Thing decision joins: Consumer Knitex Limited gives various garments thing to its goal customer. It outfits shape styles with weaving, printing, globule, sequin or wrinkle, and so forth. Consumer Knitex Limited make unmistakable garments, for instance, Shirt, T-Shirts, Sweater, Light coat, Cardigans, Night wear, Shorts/Trouser, vest and ladies thing.

3.4 Product Design

Merchandiser deliver structure of a product to the specific buyer. If buyer agrees totally, he sends his advices to the garments merchandiser. Garments merchandiser send it to the model fragment of his own pieces of clothing. Test territory executive by then make the things as buying house merchandiser demands. Likewise, he sends the things to the pieces of clothing merchandiser. Garments merchandiser send the arrangement by methods for email for the underwriting of buying house merchandiser. In case buying house merchandiser agrees, the thing go to creation.

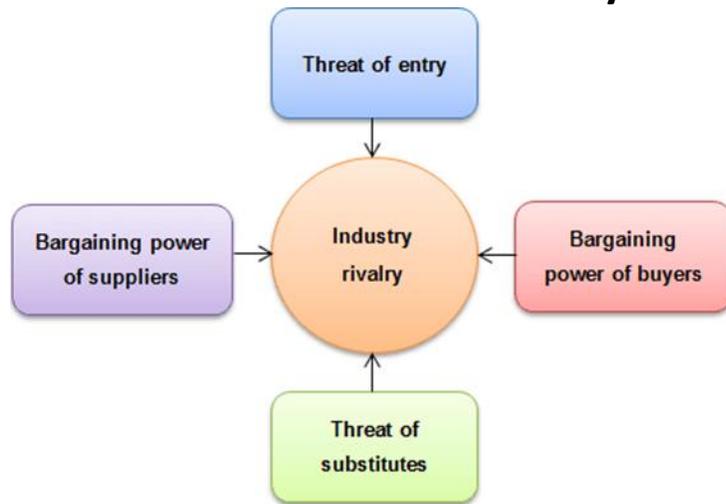
3.5 Product Quality

Gives scrap and patch up free thing to its customer. There are totally twelve age regions. Every region quality controller and specialist knows about make scrap and improve free thing use advantage merchandiser for sewing and warming up the thing. It accumulates surfaces as showed by customer's essential.

3.6 Produce Style

Routinely its thing style includes sweater, long sleeve and round neck. Nevertheless, its thing style depends upon buyer's need

3.7 Porter's Five Forces of analysis



Porter's Five Forces of Competitive Position Analysis were made in 1979 by Michael E Porter of Harvard Business School as a fundamental framework for reviewing and surveying the genuine quality and position of a business affiliation.

This theory relies upon the possibility that there are five powers that choose the genuine power and appeal of a market. Watchman's five forces help to recognize where power lies in a business condition. This is useful both in understanding the nature of an affiliation's present genuine position, and the nature of a spot that an affiliation may would like to move into.

Fundamental agents consistently use Porter's five forces to appreciate whether new things or organizations are perhaps profitable. By understanding where power lies, the theory can in like manner be used to perceive zones of solidarity, to improve inadequacies and to avoid bumbles.

3.7.1 Threat of new entrants

Seriousness of threat depends on:

- hurdle to section
- Reaction of existing firms to section

And barriers exist when:

- Intruder face hindrances

- Economic factors put possible contestants off guard comparative with occupant firms

Here the new passage dangers are low. Here clients are not depended to the various brands since all organizations produce pretty much same item. There are no such solid boundaries to section as far as enactment, government rules and arrangements.

Scope of Competitive Rivalry:

Extent of serious contention is solid as rivalry in this industry is solid. Tea industry is overseen by BGMEA. As building a Garment industry have moderate unpredictability and moderate measure of capital is required, so the possibility of getting danger from another contender is exceptionally high. Be that as it may, the current contenders are exceptionally solid (inside our nation and exterior). Along these lines, they have to concentrate on their quality point.

No of competitors and their relative sizes:

Here are 4000 plants everywhere throughout the Bangladesh. Some of them are enormous in size. So the quantity of contenders and their market size is huge. Processing plants from outside presenting danger to this area are additionally of enormous size and giving an additional power in global market.

Prevalence of backward/forward integration:

There is a moderate local market to gracefully if article of clothing items can be delivered beneficially in Bangladesh. It can without much of a stretch make the forward joining. They can undoubtedly coordinate with the dispersion channel of pieces of clothing and carry their item to the clients. On the off chance that they need to build up in reverse reconciliation they have to set up their offices that furnish them with values and furthermore increment work and efficiency.

Entry/Exit Barriers:

Section and Exit hindrances go about as market quality purpose of the market. For this industry both the passage and leave obstruction is moderate. What's more, this is being examined as follows:

Entry Barriers: -

- i) Ability to access specific innovation.
- ii) Moderate capital necessities as well as practically same asset prerequisites for each organization.

As capital is required moderate sum so section obstructions are not all that high. Fare and import strategy of the nation additionally influences the Industry.

Exit hurdle:-

- i) Making regular misfortune in capital venture
- ii) Large measure of workers are utilized

All organization needs to put away a ton of cash to develop the whole system inside and outside of the nation, so they can only with significant effort quit the business. In this way, it alludes that the leave boundary is high in light of the fact that a speculator can't fluid all its advantage and disappear to another industry.

Nature and pace of technological change:

If there should be an occurrence of Garments industry of Bangladesh, innovative changes are going on ongoing time. Processing plants which can bear the cost of attempting show signs of improvement innovation from outside and furthermore making the current work power empower to make grater efficiency. In Bangladesh RMG part is working in private so if there is any requirement for mechanical headway organizations can without much of a stretch assemble their assets to get them.

3.7.2 Threat of substitutes

Substitutes matter when customers are attracted to the products of firms in other industries.

Competitive threat of substitute is stronger when they are:

- Readily accessible
- Attractively evaluated
- Believed to have equivalent or better execution highlights
- Customer exchanging costs are low

Competitive threat of substitute is weaker when they are:

- When substitutes are not promptly accessible
- Highly estimated
- Not tantamount or lesser execution highlights

Consumer Knitex Limited just sell Ready-made pieces of clothing. The substitutes of the RMG are singular tailors made garments per particulars gave by singular clients who provided the textures. The substitutes are promptly accessible. Be that as it may, the clients are not continually willing to utilizes custom-made garments are exceptionally valued than readymade piece of clothing. Here the exchanging cost high. To change from RMG to custom fitted article of clothing include higher fiscal cost which limits danger of substitutes. RMG is higher than different substitutes as a result

of its minimal effort. So danger from substitutes is likewise constrained.

3.7.3 Supplier Bargaining Power

This is the fourth factors of porter's five factors model.

Supplier bargaining power is stronger when:

- Buyers changing expenses to substitute providers are high
- Some providers are a danger to coordinate forward into the matter of their clients
- Needed inputs are short in flexibly.

Supplier bargaining power is weaker when:

- Buyers changing expenses to substitute providers are low
- Good substitutes input exist or new one rise
- Supplier merchant joint effort or banding together gives alluring win-win openings.

Providers dealing power comes into thought when it is a maker firm. As this industry is a producer industry its arrangement with dealing intensity of provider. Nonetheless, as it principle crude material is textures, which is being gathered from better places and afterward used to preparing as crude material. So here clients exchanging cost is higher here just as providers bartering power is additionally higher.

3.7.4 Buyer's bargaining power

The purchasers might be the clients, individual or associations who at last expend the items or they may likewise be the associations that buy for exchange to the end clients. Purchasers can be seen as a serious danger when they are in a situation to request lower costs as well as better administrations which, thus increment the expenses of working together. Then again, when the purchasers are frail, a firm can raise its costs and acquire more noteworthy benefits, hence making the business progressively appealing.

Buyer bargaining power is stronger when:

- Buyer changing expenses to contending brands are low
- Some purchasers are a danger to incorporate in reverse into the matter of venders
- Buyers are huge and buys in enormous amounts
- Quantity and nature of data accessible to purchasers improves

Buyer bargaining power is weaker when:

- Buyer changing expenses to contending brands are high There is a flood in purchaser request

- Seller-purchaser coordinated effort or collaborating gives appealing win-win openings

The business is high worry about the purchasers since garments are significant ware for every day utilization and there are no modest substitute items accessible in the market. They are huge in number and buy a high level of RMG industry's items. Their expenses in changing to different brands are low. They can buy from a few merchants. Subsequently purchaser's serious powers are solid.

3.7.5 Industry Rivalry

This is the most remarkable variables among the five powers of porter's model. It really decide the quality of contention among the dealers and reveal to us the how forcefully and effectively are rivals utilizing the different weapons of rivalry in maneuvering for a more grounded advertise position and looking for greater deals.

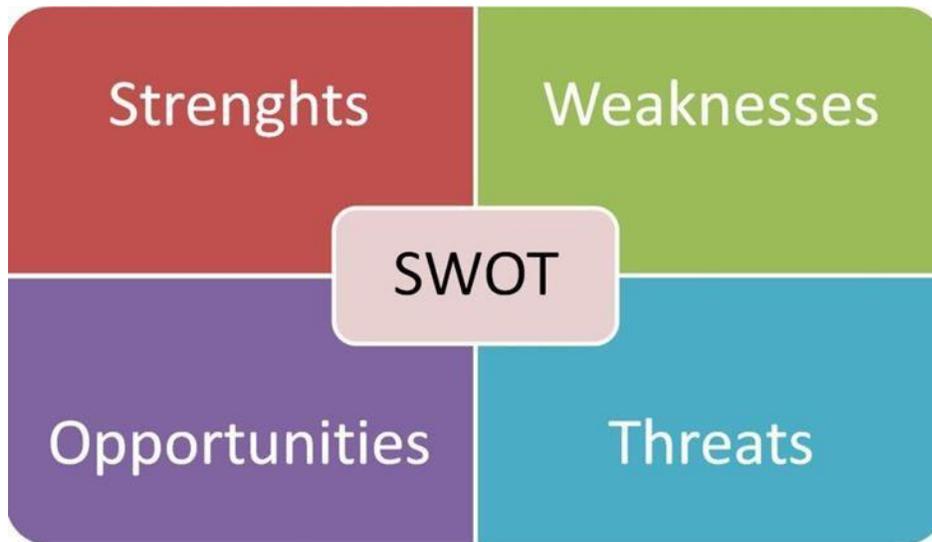
Right off the bat, the exchanging cost is extremely low. In the event that a customer needs to switch another brand of readymade garments the individual in question can without much of a stretch change to another brand as the cost of the fabric is practically same.

Also, the nature of the items is very same among the organizations. Since all textures are gathered from various locale and quality is pretty much same.

Thirdly, Advertising and heaps of limited time exercises consistently have an immense effect among the adversaries. The organizations are increasingly focused to publicizing. Readymade Company like Cats Eye, Plus point and not many others are putting an immense measure of cash in publicizing to make brand mindfulness. Anyway limited time exercises are not all that solid in readymade industry.

3.8 SWOT Analysis

SWOT evaluation helps an organization to improve its situation, quality of the product, overcome shortcomings, risk and open prompting identifying the competitive advantageous capability of the organization. This is an important pre-requisite for strategic marketing planning (Rahman, 2016). Under Asian context, in a time of volatile business situation and varying degrees of economic uncertainties, strategic marketing carries immense value in the context of implementation and control mechanism (Andaleeb & Hasan, 2016; Bobe, 2012).



3.8.1 Strength

- Compagnie Mauricienne DE Textile Ltée (CMT) management systems are perpetually committed to superior service.
- CMT has a team of sincere and responsible employee.
- CMT maintains sensible relationship between high management & staff.
- Could not maintain the foundations & regulation in keeping with acceptable law attributable to government interference.
- CMT use advanced information system.
- CMT maintains a good connection between higher management & employee.
- CMT has a strong security system.
- CMT has a well-decorated office.

3.8.2 Weakness

- Could not maintain the rules & regulation according to appropriate law because of government interference.
- Raw materials are not available here.
- Decision can take only the higher management.
- Lack of proper govt. policy.
- Poor market coverage in Bangladesh
- Employees have to take excess work pressure load.

Overcome: For overcoming the weakness the higher authority need to take the opinions of mid-level employees. By that company can get innovative ideas. For manufacturing products the product manager can think about alternative raw materials. All employees need to make them adaptable so that sudden change of government law can't affect them that much.

3.8.3 Opportunity

- New foreign buyers coming to the market
- Improving service quality than competitor
- Improve higher customer satisfaction by providing quality product
- Take the opportunity to get a huge amount of money.

3.8.4 Threat

- Government policy interrupts the development process.
- Growing up the cost of production.
- BGMEA rules & regulation are so much complex in nature.
- Project areas are hassled by the local village political.
- Foreign buyers are increasing that's why competition with local companies have also increased.

Overcome: Company has to hire higher security officer for guarding the project areas. Need to focus more about quality management of production. For understanding BGMEA's complex rules at first need to know all details about rules then apply them in all departments. The higher authority also pass all BGMEA's rules to employees. This will help them to understand their work.

3.9 The Marketing Mix

The marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market.

Product: Some organizations in Bangladesh turning out to be exceptionally solid as a result of their high item quality. Albeit most the Companies item are of generally excellent quality. That is the reason the interest of Bangladeshi RMG items is expanding in remote nations essentially in North America.

The strategy of product differentiation applied has an effect on the performance of marketing of Consumer Knitex Limited as follows:

- It is known that partially; Differentiation of shape, features, quality, durability, style and product easily to be repaired significantly to improve the performance of marketing in Consumer Knitex Limited.

3.9.1 Price:

Outside purchasers have seen our blasting RMG part as the most significant hotspot for high volume, low value articles of clothing. In any case, however Bangladesh's attire producers value their clients' extreme exchanging conditions, they themselves have endured enormous cost increments—in crude materials, gas, power and water flexibly, least wages for the laborers, and the expenses acquired with overhauling industrial facilities to make them more secure. There are many valuing systems.

While working in Consumer Knitex Limited, I asked many employees about their pricing strategy. Then I came to know that they use “Cost-plus pricing” strategy for their products. The product manager calculate overall cost for per unit products. Then they add a certain percentage of profit which they want to make. After that they set the price and offer that to the customers.

3.9.2 Place:

Consumer Knitex Limited export all of their products to different countries. So for us shipping the order on right time is main target. For that our commercial team always try to get all the update about transports. So that all the goods can be shipped on right time. Before shipping we have to make cross correction with buyers by giving sample to them so that they can give clearance about accurate quality. Generally they export their products to different brands such as Puma, H&M, MARKS & SPENCER etc. All of them have well-furnished showroom, they also provide excellent customer service. These brands also sell their products through their website. From their people all over the world can buy their product.

3.9.3 Packaging:

In the early years, apparel manufacturers were required to import accessories and packaging goods involving a sizeable amount of funds. Now those days are over. These goods are now being sourced from domestic manufacturers, thus saving billions of dollars every year. Consumer Knitex Limited buy many types of Cartoon, both sided tape, scotch tape, plastic bags from domestic seller. Then in all factory there are some specific people for folding and packaging the garments. Appropriate packaging is very important for maintaining folding of product.

3.9.4 Positioning:

Positioning means customers thinking about the brand and how distinguish a specific brands product from the other product. For positioning companies use various types of positioning strategy.

Consumer Knitex Limited follow "Positioning strategy of product use or application". Here people differentiate the product for targeting customer. Our designers innovate unique printing or designs for products. This help us for making position.

3.9.5 People:

People means the employees of an organization. This is an important element of marketing mix. Without the workers our organization could not produce the garments and can't able to give customer service to buyers. That's why they give importance to their employees.

3.10 The 4C's Marketing Mix:

Some components of this model.



3.10.1 Cost:

Cost replaces the old "price", by underlining the move towards a customer focused advertising methodology. The emphasis is on what it costs a client to purchase an item or administration, rather than estimating an item for the sole reason for authoritative benefit. There is a drawn out methodology appended to cost, by likewise considering the upkeep cost of a specific item or administration. Consumer Knitex Limited follow all of the buyer's instruction for reducing their stress. Our company give all of the products to the our CNF agent on time and then he gives the products to the forwarder. After that forwarder gives all products to customer.

3.10.2 Communication:

It is in this component that we have seen the most significant move in showcasing practice. Rather than a single direction interchanges technique, associations need to receive a "tuning in and learning" approach. A relationship-based correspondence, characterized as a two way framework ought to be executed so as to contend adequately. Customarily advancement, where a client would purchase an item or administration in the event that he identified with the brand's message is not, at this point accessible.

Consumer Knitex Limited give all the products update to their foreign buyers through mail and

phone call. By getting the instruction from buyer, they start producing. They also send the sample of the product for final approval.

3.10.3 Customer Value:

This segment is in substitution of "item". Rather than being engaged after creating items, the firm needs to center upon the necessities and prerequisites of clients

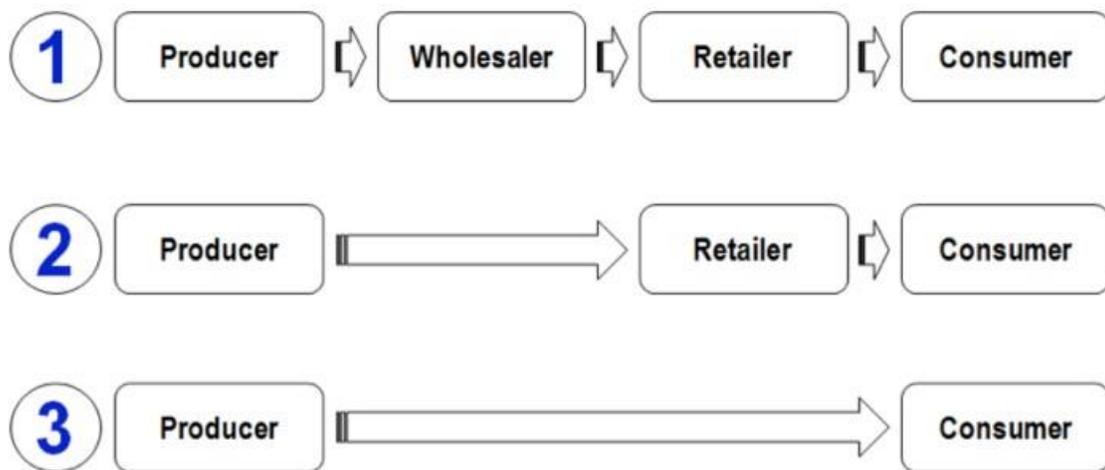
In Consumer Knitex Limited our mid-level employees always keep asking to the buyers about their necessary need of products. And they inform them to higher authority of organization. After that company try to add new production.

3.10.4 Convenience:

Comfort is like the first "place". However, rather than searching for a scope of retailers to sell and advance their items, nowadays firms need to take a gander at the most helpful way of getting their item to the end buyer.

As such, the center has moved from the best appropriation answer for the organization towards the buyer's comfort. This change was totally vital alongside the expanding number of web and telephone orders. Internet business has become increasingly fruitful and in this manner numerous purchasers buy what they need from the solace of their own home. Associations need to adjust to this new pattern by reconsidering their appropriation procedure. There are various kinds of circulation channel.

As the name determines the endeavor of Distribution agency of Consumer Knitex Limited starts from - receipt of convincing product from the supplier handling plant after the last examination and terminations with stacking of the items set out toward supplier. This office also prepares the supporting files for admission, for instance, bill of exchange, bill of filling, business receipt, confirmation of beginning stage, squeezing overview, etc.



Consumer Knitex Limited is mainly a producer. They give all the products to different wholeseller and then they give it to their buyers (retailer) after that customer buy the cloths from physical store or online.

4. Findings

4.1 Major Findings of this study

Here I provide some major finding which I found through working as a team member of accessories purchase department.

- Excellent work environment provide by CMT (Bangladesh), which helps to increase the efficiency in work process.
- All the five departments are very much well organized to provide a better service.
- CMT insures highest level of customer satisfaction to become a successful firm and secure the leading position in the market
- CMT Analyze the buying decision of the customer to provide better solution to them and also analyze the supplier's actions to improve product quality.
- CMT follows a standard reward and payroll system, which highly motivated the employee
- Ratios explain the operational efficiency, profitability and solvency are quite well throughout the selected five years.
- Overall production process is vertically integrated process which is carefully design to produce quality product and ensure timely delivery of order.
- The targeting market of Consumer Knitex Limited is adolescent gathering young men and young ladies, people and furthermore youngsters.
- Areas, sexual orientation and segment age used to choose the objective market.
- Consumer Knitex Limited disperses its item to target client through purchasing house.

5 FinancialAnalysis

Balance Sheet of Consumer Knitex Limited:-

Particulars	2018-19	2017-18
Financial Performance		
Revenue	8,896,244	6,367,125
Gross Profit	951,351	671,530
Net Profit (Before tax)	435,911	3,48,045
Net Profit (After tax)	4,46,462	290,914
Financial Performance (Inflation Adjusted)		
Revenue	6,730,201	5,064,936
Gross Profit	719.718	534,190
Net Profit(Before Tax)	329.776	276,864
Net Profit (After Tax)	262,106	231,417
Financial Position		

Shares Outstanding	197,252,000	187,859,048
Shareholder's Equity	7,224,422	5,386,034
Total Assets	12,954,548	9,425,480
Total Liability	5,730,126	4,039,447
Financial Position (Inflation Adjusted)		
Shares Outstanding	149,225,404	149,439,583
Shareholder's Equity	5,465,431	4,284,496
Total Assets	9,800,396	7,497,804
Total Liability	4,334,964	3,213,309
Current Assets	4,839,346	3,524,618

6. Recommendation & Conclusion

6.1 Recommendation:

- Consumer Knitex Limited ought to be progressively cautious and mindful in observing the creation. The major suggestion of in general examination is talked about underneath.
- To keep up proper quality, Consumer Knitex Limited should make important strides, for example, instructional class for their quality controller or assessor and so forth.
- It can distribute its own neighborhood business magazine to advance their selves.
- It ought to consistently attempt to expand the fulfillment level of clients by concentrating about accommodation, textures, quality, cost and administration.
- Though Consumer Knitex Limited produces various sorts of piece of clothing item, it should expand the quantity of things.
- To increment the business power Consumer Knitex Limited should give more accentuation on their promoting exertion to guarantee the best help for their client.
- Their limited time exercises with respect to their administrations ought to be improved.
- CMT Limited should build extent of vocation improvement for representatives and include
 - Clear administration strategy.
 - CMT Limited ought to dole out the understudies with explicit occupation obligation in an
 - Organized way.
 - Training for new representatives ought to be accusable.
 - Improve the inspirational exercises and motivating forces for a productive representative.
 - To decrease the hole between to the board and subordinates.
 - Should decrease the weight of working hour which will expand the productivity of a worker.
 - CMT Limited ought to have client connection official to deal with the clients face
 - To face or via telephone.

6.2 Conclusion

Consumer Knitex Limited is an eminent pieces of clothing producing organization in Bangladesh. In general it is a decent association to work in yet there are sure divisions that need enhancements. The specialist see that if administration needs to show similar outcomes later on than it ought to need to take a few choices. The brief occupation wound up being incredibly valuable for the researcher got a lot of data and moreover the practical piece of life. It was first understanding for the examiner, which was unmistakably very extraordinary; anyway it will be uncommonly valuable for the expert later on.

Pieces of clothing trade contributes major outside trade to our economy. Anyway the abundance of remote cash through piece of clothing trade is a lot of subject to the viability and proficiency of this industry. So evacuating every one of its wasteful aspects and insufficiency this industry should push forward with a dream to help the piece of clothing "fare of our nation particularly to confront the difficulties of quantity free condition after 2005. However, there haven't any share framework we can procure a ton of remote cash and partaking in the sound economy. Among the significant obstructions causalities, for example, normal disasters, strike or political shakiness are influencing the fare promoting of article of clothing items harshly. Therefore the Consumer Knitex Limited itself is worthwhile to the neighborhood business people. Almost certainly, job of RMG Consumer Knitex Limited, advertising to appropriation, is critical to set up this extension. For the comfort of the two purchasers and providers, the Consumer Knitex Limited today has grown colossally with a dream to perform showcasing and circulation undertaking of piece of clothing industry. Likewise government and Consumer Knitex Limited should expel significant blunder and digitalized this division.

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