



United International University

An Internship Report

on

Overall Activities of Consumer Knitex Limited

An internship report presented in partial fulfillments of the requirement for the degree of Bachelor of Business Administration in United International University

Prepared For

Dr. Seyama Sultana

Assistant Professor

School of Business & Economics

United International University

Prepared by

Md. Shewl Istique

ID No.: 111-142-072

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Letter of Transmittal

To

Dr. Seyama Sultana

Assistant Professor

School of Business & Economics

United International University

Subject: Submission of Internship Report.

Dear Sir,

I am delighted to inform you that I have successfully completed my Internship Report based on my research project “Overall Activities of Consumer Knitex Limited” to fulfill my graduation requirement. During the report compilation period I have attained essential knowledge about the subject matter based on which I have successfully prepared this report.

Hence, as the mandatory aspect of completion of the Project, I am submitting my Internship Report on my experience gained. I am faithful that the prepared report would find itself to be appealing and satisfactory in your mind. I strongly feel that the experience I have gained have enhanced my skill set and persona to work as a professional entity. I am grateful for the immense level of support and suggestions that you have provided me with for the completion of this project.

I will be available for any clarification, justification and modification that may require.

Thank you

.....

Md. Shewl Istique

ID No.: 111-142-072

School of Business & Economics

United International University

Acknowledgements

At first and foremost I would like to thank the almighty Allah who created and gave me the opportunity to be educated and to be the student of the United International University.

I am greatly indebted to my course supervisor, our respected Sir, Dr. Seyama Sultana, for giving me the opportunity to work on this project.

I would also like to acknowledge my respected faculty of United International University who gave me the opportunity to work alongside them and guided me every step of the way through the process to provide me the tools to develop my own skills in the professional field.

My classmates and fellow students are also to be thanked for their support and cooperation throughout the duration of my time in the university.

I would also, lastly but above all, like to acknowledge my faculties from the School of Business & Economics, United International University, who, through their constant support and wealth of experience and information provided me with the necessary skills and knowledge to enhance my own career.

Executive Summary

The Readymade Garments Industry is leading foreign currency earning sectors of Bangladesh. The objective of the study is to develop the concept about the various aspects of the success & marketing process of the garments industry. To attain the knowledge about Textile Marketing activities of Consumer Knitex Limited. The source of data or information we separated into two parts that are primary and secondary source. In the primary source data are collected directly from Consumer Knitex Limited by personal interview and observation. Secondary data are collected through different website journal and textbook, BGMEA, BTMA and other data also collect by going various buying houses.

The annual export income of garments sector is driven from two sources one is Export Oriented Knit Garments and others is knit wear. Consumer Knitex Limited is a 100% Export Oriented Knit Garments Industry. Consumer Knitex Limited exports various Oriented Knit garments in foreign market. The company makes T shirts, Polo shirt, ladies scart, tang tops, baby dresst, and others for U.S.A, U.K, Holland, Germany Europe, England and others countries. They utilize cutting edge hardware to deliver quality pieces of clothing item. They have a vision and the vision is profit maximization. The merchandising philosophy of Consumer Knitex Limited is to keep good relation with their buyers.

Our company maintains a good relationship with every buyer. Dedicated and responsibility support is their fundamental technique. They generally endeavor to fulfill their purchasers. In this point of view the merchandiser dependably endeavor to do their marketing exercises in due time. The merchandiser of our organization is encountering individual. The organization ought to enhance their item quality, pressing framework, inside condition, and other marketing exercises to fulfill their remote purchasers. The report helps the reader to know about the merchandising activities, practiced in Consumer Knitex Limited and the buyer satisfaction level towards the merchandiser. The management of Consumer Knitex Limited can also benefit from this report by knowing the shortfalls of merchandising activities on buyer satisfaction.

Table of Contents

Particulars	Page No.
Letter of Transmittal	
Acknowledgements	
Executive Summary	
CHAPTER 1: INTRODUCTION	
1.1 Background of the Study	2
1.2 Objective of the Study	2
1.3 Scope of the Study	3
1.4 Limitation of the Study	3
CHAPTER 2: INDUSTRY & COMPANY OVERVIEW	
2.1 Industry Overview	5
2.2 Consumer Knitex Limited at a Glance	8
2.3 Our Vision	9
2.4 Mission	9
2.5 Objective	9
2.6 Our Specialty	10
2.7 Organization	10
2.8 Organizational Structure of Consumer Knitex Limited	11
2.9 Quality Assurance	11
2.10 Buyers	12
2.11 Our Achievement	12
2.12 Sustainability	13
2.13 Social Welfare Activities of Consumer Knitex Limited	13
CHAPTER 3: JOB RESPONSIBILITY	
3.1 Job Responsibility	14
Chapter 4: Findings and Analysis	
4.1 Marketing Activities of Consumer Knitex Limited	17
4.2 Steps of Readymade Garments Exporting	19
4.3 Business activities in Consumer Knitex Limited	23
4.4 Target Marketing Strategy of Consumer Knitex Limited	25
4.5 Market Segmentation of Consumer Knitex Limited	26

4.6 Product Strategy of Consumer Knitex Limited	27
4.7 Findings of the Study	28
CHAPTER 5: CONCLUSION & RECOMMENDATIONS	
5.1 Conclusion	30
5.2 Recommendations	31
References	32

CHAPTER 1
INTRODUCTION

1.1 Background of the Study

Textile industries are emerging sector of Bangladesh & Good Marketing strategy will help to sustain us in emerging Market. Businesses all over the world have set good & unique marketing strategy for profit making actions & getting bigger and bigger also mentionable that someone getting looser when their strategy does not work out. The thought is that, the business has social commitments or more and past making a benefit is corporate social obligation. The article of clothing industry of Bangladesh has been the key fare division and a fundamental wellspring of outside trade throughout the previous 25 years. The business gives work to around 3 million specialists of whom 90% are ladies. The entire strategy is firmly related with the pattern of movement of creation. It has been uncovers that the propensity of low work charges is the key explanation behind the exchange of piece of clothing fabricating in Bangladesh. Bangladesh Garment Sector and Global Chain The reason for this exchange can be cleared up by the compensation structure in the piece of clothing industry, everywhere throughout the world. Today the momentum in Bangladesh's export trade has been single-handed dominated by the readymade garment industry at present. The industry has become as sensitive as to draw the whole country's attention as it has a bearing of economic and social importance. Bangladesh has become one of the most destinations of foreign buyers.

1.2 Objective of the Study

The objective of the study is to develop the concept about the various aspects of the success & marketing process of the garments industry. This study will help me to analyze the various concepts of marketing, standardized export policies of the production process which will enrich my experience for my future career.

- To identify the overall activities of Consumer Knitex Limited.
- To attain the knowledge about Textile Marketing activities of Consumer Knitex Limited.
- To find out the major problems relating in marketing activities of Consumer Knitex Limited.
- To acquire in depth knowledge about the marketing activities of Consumer Knitex Limited.
- To find out the problem and recommend the suggestion to solve the problem.

1.3 Scope of the Study

This report will give a clear idea about the Marketing activities of Consumer Knitex Limited. During my internee period I have got the chance to visit Consumer Knitex Limited. I have contacted with many workers, subordinates and executives and gathered practical experience. They have cordially helped and supported me.

1.4 Limitation of the Study

From the intention to make the report appropriate, I gave my best effort. However, many problems appeared during conducting the study. The study considers following limitations:

- Lack of structured and current information as the Organization's policy does not permit to disclose various data related to my study and this is the major problem among all the problems.
- This report only focuses on Marketing Activities of Consumer Knitex Limited But it does not cover other major activities like Investment, Production and Operations etc.
- Data from Consumer Knitex Limited is highly confidential for the outside people and I had no authority to use the core Data.
- Consumer Knitex Limited employees are very busy with their work; sometimes I had to wait more than one week for a piece of information.
- Time is additionally a major imperative for my exploration. I need to present a more extensive arrangement in a shorter type of result.
- It was hard to speak with the clients, the same number of them were not able give me much time for meeting.
- I needed to go under my everyday activity duty that I should do as such. So I could motivate couple of more opportunity to spend in gathering information for setting up my temporary position report.

CHAPTER 2
INDUSTRY & COMPANY OVERVIEW

2.1 Industry Overview

The ready-made garments industry in Bangladesh consists of many little to medium piece of clothing manufacturing plants, both enlisted and unregistered, that deliver articles of clothing taking into account remote purchasing houses. The fare pay from this industry alone is one of the main three wellsprings of financial Ready-Made Garments development in Bangladesh. The moderately modest expense of work in Bangladesh is the explanation behind its near preference universally since products can be created at a lower cost in Bangladesh than in numerous different nations. This modest expense of work is thusly an aftereffect of national strategies, enormous joblessness and the ability of ladies to work for low wages Ready-made article of clothing is an example of overcoming adversity for Bangladesh. The business began in the late 1970s, extended intensely during the 1980s and blasted during the 1990s. The speedy development of the business was conceivable in view of the accompanying novel nature of the business.

- The innovation is less convoluted (simple to exchange),
- Machineries are shoddy and simple to work (sewing machines),
- A substantial female work constrain that is anything but difficult to prepare is promptly accessible.

2.1.1 Weakness & strong position in Companies

The RMG industry of Bangladesh has expanded significantly in the course of the most recent three decades. Since the mid 1980s, the RMG business has risen as an imperative player in the economy of the nation and has step by step supplanted the jute business. This enormous immerge was conceivable because of loads of fruitful organizations of this industry. The vital thing is some fruitful organizations are huge in size and some are little. As we have just referenced, there are bunches of organizations in this industry. Some are in extremely solid position and some are in frail position in the territory of making benefit and furthermore in some different territories. There are more than 4,000 RMG firms in Bangladesh. In excess of 95 percent of those organizations are privately claimed except for a couple of outside firms situated in fare handling zones (Gonzales, 2002). Some of them are likewise extremely effective in this division. At present The RMG firms are found basically in three primary urban areas: the capital city Dhaka, the port city Chittagong and the modern city Narayangonj.

As there are more than 4,000 RMG firms in Bangladesh, consequently it is exceptionally hard to make reference to the name of all organizations which are in solid positions and which are in shortcoming positions. That is the reason we will make reference to just couple of organizations to facilitate our talks. To dissect the RMG business we need to examine the situation of RMG organizations first. Organization size can be a crucial point whether the organization is solid or frail for investigation of the business. Besides, it very well may be cleared that the places of each opponent in respect to another organization. One strategy for uncovering the diverse aggressive places of industry rivals is key gathering mapping. From this guide, one can without much of a stretch know how the organizations rival different organizations and their vital positions in the market.

A vital gathering comprises of those opponents with comparative aggressive methodologies in an industry. The organizations in same vital gathering share at least two aggressive qualities for all intents and purpose. For instance, one vital gathering covers same ladies strengthening creation in Bangladesh. It could have different factors also. In Bangladesh, some solid RMG organizations are Aster Fashion wear, First world form private constrained, Expo dress advertising, Winner universal, Active source, HBM tex house restricted and some more. There are bunches of powerless organizations also.

- Foreign trade procuring: solid organizations of RMG segment in Bangladesh are gaining tremendous measure of remote trade each year. The piece of clothing industry is by a wide margin the nation's most vital producer, acquiring around \$5 billion every year and representing around 66% everything being equal. Readymade article of clothing (RMG) alone earned about 78% of the yearly outside trade gaining of the nation. The development rate of RMG send out was over 20% per in the course of the most recent two decades. A few organizations can't procure their normal measure of remote trade however.
- Employment creation: some RGM organizations are making gigantic business open door for our nearby individuals. Readymade pieces of clothing (RMG) have been the best business in the historical backdrop of Bangladesh utilizing around 5 million individuals and in charge of in excess of 70 percent of GDP. The vast majority of the laborers of an articles of clothing organization are moved from the towns. Among every one of the laborers above 60% are female specialists.

Fundamentally solid organizations in this part are making tremendous work. Frail organizations likewise crating work yet in little case.

- **Poverty lightening:** Both little organizations and enormous organizations help to reduce the neediness of Bangladeshi individuals. Be that as it may, solid organizations entirely add to lessen destitution of the general population as they make chance of heaps of strengthening. Town ladies are essentially getting the advantage from RMG organizations to lighten their destitution. As of late government has settled the lowest pay permitted by law installment of the pieces of clothing specialists. This will reduce neediness than the past time.
- **Product quality:** Some organizations in Bangladesh ending up exceptionally solid in view of their high item quality. Albeit most the organization's item are of good quality. That is the reason the interest of Bangladeshi RMG items is expanding in outside nations for the most part in North America. In any case, some organization truly making great articles of clothing. Since they have cutting edge innovation and high talented worker. Frail companied have without every one of these staffs.

2.1.2 Current Strategies of Competitors

Presently multi day's Ready-Made Garments are continually thinking to give specific standard items to their clients. Their present system is to give clients a top notch garments with reasonable cost. It is difficult to perceive what mark is ideal. At present no readymade pieces of clothing has the upper hand of offering new highlights however there have someone of a kind highlights among every one of these brands. So their primary target is to give the clients that trust that their item is the best quality among the majority of the contenders. They utilize their altruism for taking control of the market. Some instant pieces of clothing make furnish all around maded standard garments with reasonable value which is for the upper, center or lower class individuals.

2.1.3 Future Actions of Competitors

On the off chance that any of the contender increment his income pay, alternate business may face to diminish in his income salary. The future condition is constantly questionable. The readymade articles of clothing industry should recognize what contenders are doing and what will occur on the off chance that they actualize their methodology. In the event that the contenders can attempt another procedure does not

really express that they will. What they do with their qualities and shortcomings will rely upon the identity of the association's key chiefs and the inalienable organization culture. The readymade articles of clothing can be intended to serve the dubious future needs of clients by organizing it around center skills. Instant Garments need to screen the activities of the adversaries so as to prevail in business. Along these lines, through observing they could even make another or alter their old techniques. They have to comprehend the procedures and foresee the following moves of the adversaries. The fruitful strategists need to gather countless and must be attentive so as to increase focused knowledge. This incorporates contender's methodologies, checking their activities, examining their qualities and shortcomings. At that point they will figure out how to foresee and what moves rivals are probably going to make straightaway. Subsequently, there is dependably an aggressive weight for the maker of readymade pieces of clothing to keep in track in this marker. More often than not, how security a readymade pieces of clothing industry holds its present piece of the overall industry is a component of its powerlessness to main thrusts and completive weights, regardless of whether it has a completive favorable position or hindrance, and whether it is the probable focus of hostile assault from other readymade articles of clothing industry members.

2.2 Consumer Knitex Limited at a Glance

Consumer Knitex Limited is a 100% Export oriented garment manufacturing unit. Consumer Knitex Limited owns and operates a knitting factory. The company is based in Dhaka, Bangladesh. Consumer Knitex Limited does not have any Key Executives recorded. Today has a workforce of over 1000. Equipped in doing all kinds of knit products for both EU market & USA for last 6 years, Consumer Knitex Limited is proud of its contribution in being amongst the key player in Bangladesh Apparel industry. Consumer Knitex Limited in not only producing on-time quality apparels, but also producing then under fully socially/legally compliant unites.

Payment mode : By Irrevocable & Transferable Letter of credit.

Terms of payment : L/C at sight.

Freight terms : FCA, FOB, CFR, CIF

Factory Product : Men's, Ladies, Boys & Girls Garments

Production Capacity : 150,000 PCS per Meth

Production Lead Time: 60 Days.

2.3 Our Vision

Consumer Knitex Limited has the vision become leading sustainable Knitting Company in Bangladesh by producing quality products and observing highest social, economic and environmental standards. Our point is to convey the most elevated quality items and incite administrations to our clients. Our goal is to give great incentive through a focused air of characterized frameworks and procedures not bargaining on quality. Our vision is three overlap:

- Lead the Knitting business in Bangladesh.
- Observe most noteworthy social, financial and natural benchmarks.
- Maintain a submitted and fulfilled demographic.

2.4 Mission

Our main goal is the polestar of our vision for expansion of generation of value items and administrations entirely on moral and good benchmarks at least expenses to the general public guaranteeing ideal beets to the customers, the investors and different partners.

2.5 Objective

- To endeavor hard to enhance benefit through conduction of straightforward business activities inside the lawful and Social system with vindictiveness to none and equity for all in particular of sex dissimilarity, station, statement of faith or religion or district.
- To Increase efficiency.
- To make more employments with least ventures.
- To be aggressive in the inner just as outer markets.
- To amplify send out acquiring with least imported in-puts.
- To diminish the salary hole between best and base classifications of workers.
- To advance corporate social responsibilities (CSR) amongst all.

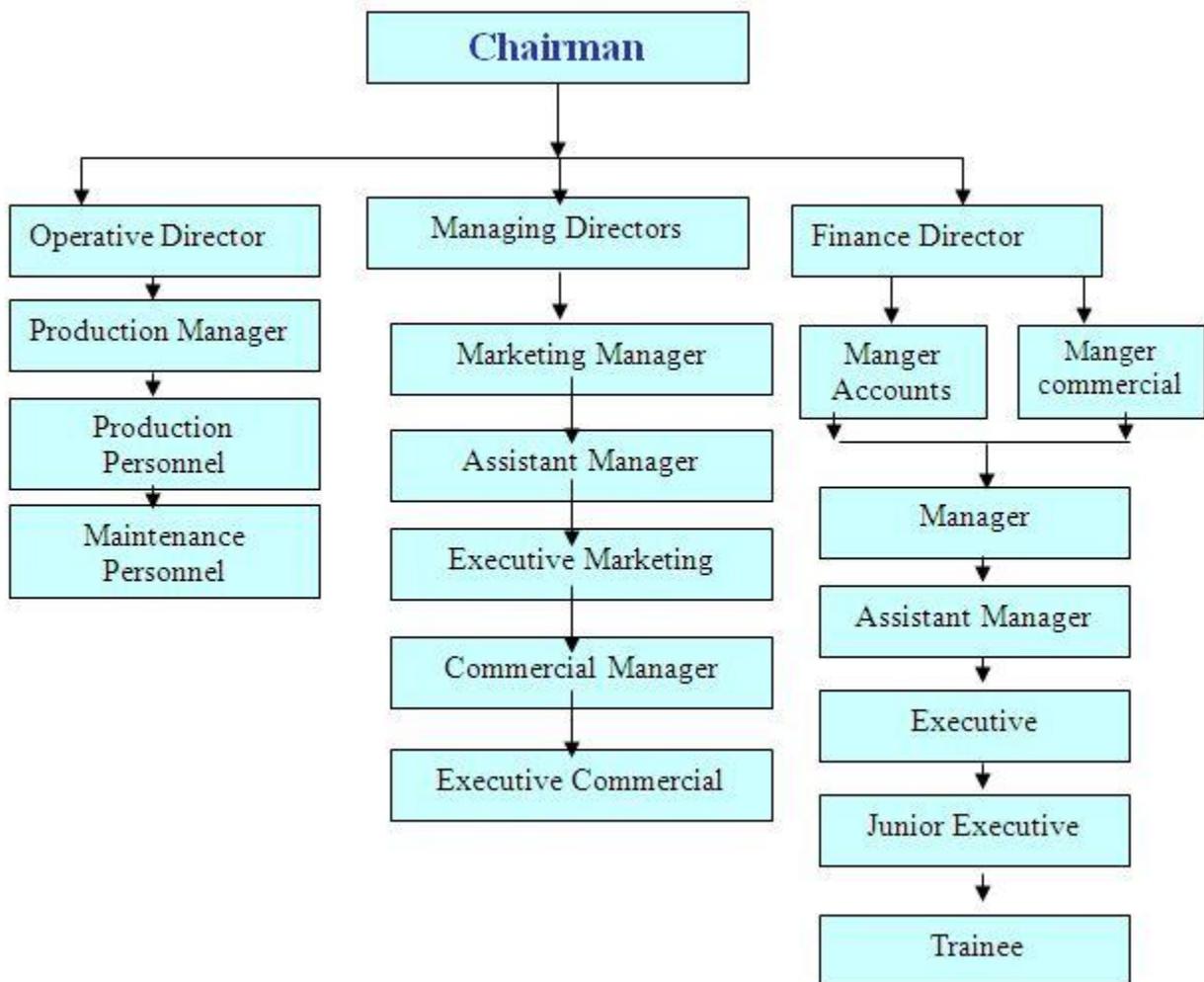
2.6 Our Specialty

Our turning plant is very much furnished with best in class apparatuses fabricated by Germany. Top notch cotton is acquired from the market from agriculturist's general public and the cotton goes into different procedures for transformation into yarn. Our extraordinary element in Spinning is delivering natural cotton yarn in different tallies and our turning is confirmed for GOTS, Fair Trade and EU Flower Standards. Possess staff quarter has been an additional advantage to our laborer which guarantees their activity fulfillment.

2.7 Organization

- Consumer Knitex Limited has an advanced corporate administration structure for powerful working.
- Our essential center is Total Quality Management and this reflects in our association structure also.
- All the board work force is given normal preparing and preparation on the most proficient method to make the entire administrative structure increasingly effective.
- Organizational duty is planted in the foundation of his administration framework.

2.8 Organizational Structure of Consumer Knitex Limited



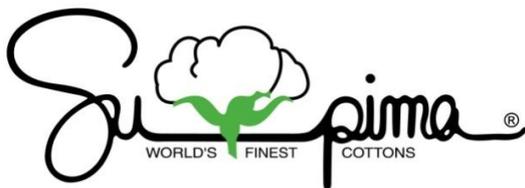
2.9 Quality Assurance

Consumer Knitex Limited is committed to ensure all activities through documented quality management system (QMS) complying the requirement of ISO 9001 in every phase of manufacturing and Quality assurance. Consumer Knitex Limited undertakes appropriate review, evaluations and performance measurement of its operation to ensure compliance with quality policy and continual improvement of the Quality Management System. Consumer Knitex Limited stands for ceaseless efforts. The philosophy of never standing still, never slowing down, never stops thinking and never compromising with quality has made Consumer Knitex Limited the most progressive and dynamic business leader in the country. Consumer Knitex Limited believes in using advanced technology to cope with the changing world. Innovation and diversification are its major strengths.

2.10 Buyers



2.11 Our Achievement



2.12 Sustainability

Consumer Knitex Limited believes in sustainable development and gives highest priority to preservation of nature and ecological balance. The entire industry sites are harmoniously integrated with the surrounding landscape and the native ecosystem of the area has been delicately preserved. Consumer Knitex Limited is an organization with equal prominence on leadership, technology, quality and passion. Consumer Knitex Limited looks at the future with increasing confidence. In due course of time Consumer Knitex Limited intends not only to strengthen its strong local footing but also extend its international presence. Consumer Knitex Limited is all set to repeat its local success in the global market. Our worth's:

- Pursuit for excellence
- Cope up with modern technology
- Customer satisfaction
- Committed to save our environment
- Produce world class human resource

2.13 Social Welfare Activities of Consumer Knitex Limited

Consumer Knitex Limited has contributed a lot in terms of employment generation, involving women in the formal sector, increased substantial export earnings etc. Consumer Knitex Limited has been contributing a lot in the following areas:

- Women empowerment
- Reduce Child Labor
- Gender equality
- Improved health & nutrition
- Reduced child marriage
- Reduced infant mortality

The unique contribution is in the growth and development of backward linkage industry of the country. Country's total backward linkage industry in the RMG sector has flourished based on the knitwear industry. It is providing crucial impetus to the spinning, fabric, and dyeing industry. A good number of printing factories are totally dependent on knit sector as well.

CHAPTER 3
JOB RESPONSIBILITY

3.1 Job Responsibility

I was selected for the procurement sector of Consumer Knitex Limited. My main work was all about documentation; on the other hand I was done some extra works.

First I received purchase copy which comes from the factories. Then I numbering them and distribute them according to our team members. The purchase copy contains 2 colors of papers 01 white copy and pink copy. After distribute those pink copy I have to maintain a excel purchase sheet which I am prepared for the further tracking.

Second, when goods are delivered to the factories the suppliers gives us GRN (Goods receiving note). After receiving GRN copy I prepared an excel sheet for the purpose of further tracking.

Third, I prepared CS (comparative statement) which is the most important part of purchase. CS mainly based on quotation .supplier gives us the price of the products which we needed. Then we select one particular supplier which gives us comparatively less price. Then we place an order to our selected supplier.

Fourth, after select one supplier I prepared a PO (purchase Order) which contain with 4 pages. White, Blue, Green and Yellow. After prepared PO we send it to our selected supplier by via mail. PO contains the product name, quantity and price according to the PI copy.

Fifth, after that I will collect all the yellow copy and prepared The Daily Purchase Report and submit it to the accounts for the purpose of A/P numbering.

In last but not the least I prepared suppliers bill copy to give them their Bill. In bill copy I have to check that all the papers are attached or not. In bill copy there must have to attach PO, GRN, CS, Mail approval, BOQ and 3quotations are available or not.

CHAPTER 4
MARKETING ACTIVITIES
OF CONSUMER KNITEX

4.1 Marketing Activities of Consumer Knitex Limited

There is two kind of marketing in Garment Company:

4.1.1 Commercial

They deal with the fare related archive and guarantee that the purchaser LC is precise. After generation they likewise deal with the report of shipment.

4.1.2 Official

They deal with the creation procedure and see whether the item is created in regards to the prerequisite of the purchaser and conveyance the delivered great inside the shipment date. Generally speaking showcasing/marketing exercises of readymade pieces of clothing:

Export Garments

- To try to get garments order inquiry from buyer through various sources.
- To endeavor to get pieces of clothing request from purchaser through different sources.
- To contemplate the request legitimately and to choose in the event that it is useful for plant.
- To discover the utilization of textures and embellishments.
- To gather the cost of the textures and extras this will be required for the request arranges.
- To evaluate the profitability of the thing for the production line and additionally to Asses the cm charge according to advertise rate.
- To think about alternate focuses if there is any.
- To make costing on the pieces of clothing request.
- To quote cost to the purchaser on the request.
- To finish the cost of the garments& to affirm the request with purchaser through haggling.
- To check the ace L/C, articles of clothing request sheet and the other important archives got from purchaser.
- To make the material gauge sheet for textures and extras for the affirm arrange.

- To get cost of the textures and extras from the providers to affirm the rate through dealing.
- To get tests of the textures and extras from the providers to get endorsement of them from purchaser.
- To affirm the endorsement of the nature of the textures and assistants to the providers.
- To put booking of the textures and embellishments with the providers.
- To get perform receipt from the providers for every one of the thing, to check them for all details& on the off chance that all are alright, to offer it to the business with legitimate note for opening of consecutive L/C.
- To keep correspondence with the providers for opportune generation and shipment of the products against booking.
- To check the stock report for every one of the things against the pieces of clothing request and in the event that there is any disparity, to make vital strides promptly with the goal that creation and shipment of don't hamper.
- To get all the essential examples for the pieces of clothing affirmed from purchaser before going for mass generation.
- To prepare the trim cards and to get it affirmed from purchaser before going generation.
- To prepare the creation record with all the essential reports and to convey same to the concerned individuals previously going for generation.
- To making arranging of articles of clothing generation with the goal that purchaser's pieces of clothing conveyance date can be meeting.
- To watch that all subtleties are in effect legitimately kept up in the pieces of clothing generation according to purchasers guidance.
- To guarantee that pieces of clothing quality is being kept up according to purchasers standard.
- To make the examination plan and hold educated to the purchasers agent with the goal that investigation of products should be possible opportune.
- To illuminate business division for plausible date of assessment and shipments of merchandise with the goal that they can make the shipment archives auspicious.
- To give booking with the transportation/aircrafts for the space for shipment of the pieces of clothing.

- To guarantee that after examination of merchandise by purchasers agent, creation division has pressed the products legitimately has made it prepared for shipment.
- To guarantee that the stuffed products have been given over to the delivery offices for shipment after appropriate conventions of traditions.
- To educate purchaser for the delivered pieces of clothing subtleties with vessel plans.
- To fax/email the shipment reports to purchaser when they are gotten.
- To watch that business has sent the shipment reports legitimately to the purchaser's bank according to L/C subtleties.
- To check with business that installment of the dispatched pieces of clothing has been gotten from purchaser bluntly.
- To keep the fundamental records and tests held for quite a while after shipment of products so that for any case, if there is any, from purchaser, the real status can be comprehended.

4.2 Steps of Readymade Garments Exporting

Readymade articles of clothing sending out are associated with five stages. Showcasing administrators of the pieces of clothing is firmly included with these stages. The periods of pieces of clothing promoting are the accompanying:

4.2.1 Getting orders

The primary undertaking of articles of clothing processing plant is to gather arrange from remote purchaser for keep up the matter of pieces of clothing. Processing plants can gather arrange by the immediate correspondence with the outside purchaser or by the purchasing house or specialist. A few articles of clothing plant proprietors himself play out this assignment. In others advertising administrators play out a similar errand. Advertising administrators express their enthusiasm to get arrange by direct correspondence with the purchaser and purchasing house or by telephone/fax/email and so forth. At first articles of clothing production line get request of the request. After that pieces of clothing manufacturing plant doing costing on that request and present the value statement to the purchasers or purchasing house. Finally pieces of clothing request affirmed by the value dealing with the purchasers based on that value citation.

Buying House

Purchasing house is the mediator between the purchaser and RMG manufacturing plant. It is very hard to organize purchaser for RMG processing plant in light of the fact that the vast majority of the purchaser originate from outside. What's more, RMG production lines site isn't that much compelling that is the reason a class of merchant develop in this hole among purchaser and the producer. As they generally keep up correspondence with the purchaser they have better comprehension of purchaser's prerequisite. They go about as some assistance for us. At first purchaser ask for test from the articles of clothing industrial facility with all the important data in regards to their item and after that we coordinate our ability with the purchaser's prerequisite. In the event that capacity coordinated, we presented an admission costing of that item to the purchaser.

Costing

For costing of piece of clothing we have consider such a significant number of things, for example, following:

- Fabric utilization cost
- Accessories cost
- Fabric GSM
- Colour
- Washing, printing, weaving cost
- CM (cutting and making) charge
- Commercial and extra costs
- Buying house or specialist commission
- Freight cost.

Order

On the off chance that costing is unacceptable dimension than the purchaser will send the request sheet to the processing plant and will demand to send test of the arranged articles of clothing for endorsement. Here I present some duplicate of request sheet.

4.2.2 Acquiring raw material

At the point when the articles of clothing request are affirmed with the purchaser the pieces of clothing processing plant begin to gather crude material rapidly. Vital strides for gathering crude material are the accompanying:

- To make the rundown of important merchandise for performing request.
- To illuminate about the crude materials from more than one qualified providers.
- Supplier's value, test, conveyance time are legitimately analyzed and settle a definitive provider by expecting providing different crude material.
- To give the exact booking rundown to the providers and give the important data for taking perform receipt.
- Suppliers give perform receipt against booking.
- To give provider receipt to the business division and demand to open a L/C against this.
- When the provider sent the crude material to the manufacturing plant goal then the production line look at the crude material whether it is correct amount or any imperfection.

4.2.3 Production of Garments

At the point when the crude material is accessible in industrial facility then the likely date is resolved for the creation. Hence following topic are considered:

- Factory space will keep prepared for begin articles of clothing generation auspicious.
- Production is finished before the shipment of least 3 days.
- To fix day by day generation focus based on essential machine and work.
- To make test before the beginning of generation the purchaser favors that.
- Merchandiser will make 5 documents with related fundamental papers and data of the request of creation.
- To must have inline investigation on the essential created item.
- Production division is going along the proposal from first line examination.
- 2nd line examination are performed by the purchasers agent in mid time of creation.
- To give earlier notice to the purchasers agent for definite investigation on which date.

4.2.4 Consignment of Garments

At the point when the items are delivered then the marketing division plan to shipment the items with convey the creation division. Following topic are considered for the shipment of pieces of clothing:

- To decide the method of shipment-air/ocean.
- To fix the transportation operator whether it is named by purchasers or the decision of manufacturing plant.
- To must have known from the L/C whether the item is sent based on FOB or CNF.
- To must give booking the delivery line and to take likely vessel plan knowing the full explanation of items and plausible date.
- Necessary send out records are set up against this exportable item.
- To must give the duplicate of fare archive identified with conveyance date and other fundamental data to the CNF Agent.
- CNF operator plays out his obligation till the items hoist to the vessel.
- Merchandising division illuminate the purchasers by fax/email of the business receipt, whole pressing rundown and left the vessel time of the shipment items.

4.2.5 Receiving of Payment for Garments

After the fare of items business division set up every single vital paper and sent unique duplicate to the bank. A duplicate of bank report must send the purchasers address by dispatch. On the off chance that there is no complaint, the purchaser's bank sent the Bangladesh bank provides fundamental guidance for the matter of installment. After that production line are educated installment gotten by the related bank.

4.3 Business activities in Consumer Knitex Limited

Every one of the elements of Consumer Knitex Limited is worked under seven noteworthy divisions:

4.3.1 Merchandising Department

This branch of Consumer Knitex Limited is in charge of the accompanying exercises:

- **Searching purchasers:** The undertaking of this division began with the quests of purchasers, who need to import piece of clothing items from our nation, to get the request of the article of clothing item producing.
- **Introduce letter:** After finding reasonable purchasers this dept. issues an acquainting letter with the individual purchasers which portrays Consumer Knitex Limited's encounters, its parameter of complete exercises, productivity and adequacy and association with existing purchasers.
- **CM:** CM is another imperative action that represents Cost of Making. Here the merchandiser of this dept. figures out what are the things are required to make a unit or dozen of a request. At that point he makes figuring' of per unit cost based on frill utilization, texture utilization, work cost and other important expenses.
- **Price arrangement:** When this office has the unmistakable thought regarding the cost associated with the ideal exchange they begin value transaction to decide a last value that the purchaser consents to pay.
- **Select provider:** Merchandising division perceives the adequacy, of their promise to purchasers. The bases of productivity incorporate provider's sufficient managerial setup to set up every single important record for fares, provider's money related status and satisfactory limits and so forth.

4.3.2 Sampling Department

It begins its exercises in the wake of getting the first example or portray test from the purchaser with a, goal to affirm the capacity of Consumer Knitex Limited to meet the ideal standard of the items. Two individuals contribute toward the proficiency of examining dept. They are examining man and example ace of Consumer Knitex Limited.

4.3.3 Commercial Department

The business bureau of Consumer Knitex Limited plans a receipt for the individual purchaser. The receipt incorporates the amount of the purchaser's organization, its unit cost and complete cost. The business office likewise exchange a L/C on the name of chosen provider. This office likewise keeps up every administrative movement, for example, keeping up the records of day by day exchange, looking after finance, keeping the records of day by day uses and so forth.

4.3.4 Accessory Supply Department

For a smooth assembling, the confirmation of on time conveyance of texture and adornments is must. The obligation of providing assistants to the providers arrived on the ground of this division.

4.3.5 Production Department

In spite of the fact that named as creation division, this administration office rather follows up generation partitioning its exercises into following segments of duties:

- Quality screen and control: This dept. manages the assembling procedure to keep up the quality and booked advancement of the assembling for benefit of Consumer Knitex Limited.
- Final Inspection: For its notoriety, purchasers ordinarily delegate the duty of conclusive investigation on the shoulder of value to the investigator of Consumer Knitex Limited. The productive investigation is the duty of the quality examiner of Consumer Knitex Limited.

4.3.6 Distribution Department

As the name specifies the undertaking of Distribution bureau of Consumer Knitex Limited begins from - receipt of conclusive merchandise from the provider processing plant after the last investigation and closures with stacking of the products headed for provider. This office additionally readies the supporting archives for fare, for example, bill of trade, bill of filling, business receipt, authentication of starting point, pressing rundown and so on.

4.3.7 Accounts Department

Records Department does the all bookkeeping related exercises and keep up all the imperative archives as needs be.

4.4 Target Marketing Strategy of Consumer Knitex Limited

Marketing is an essential capacity that assumes a crucial job in the running of the business. On the off chance that the item isn't advertised in the correct way and neglects to achieve the end client, the business will fall flat. This is the reason, showcasing methodologies assume pivotal jobs. While showcasing an item, the organization needs to choose an objective market. Target advertises is only that particular arrangement of buyer to whom the item is fabricated. Target advertise is progressively similar to isolating the tremendous ocean of clients into littler portions and utilizing the 4Ps of showcasing (Product, Price, Place and Promotion) on this fragment successfully to accomplish most extreme deals and benefits. Target showcasing system helps tap that subset of the client populace that is destined to buy and utilize the item.

The item is obliging the form taste buds of the youthful, high school age. Therefore, the objective market would be founded on the age going from 14-25 years old. On the other hand on the off chance that we consider an item only for men, for example, shaving cream, the objective market will be partitioned dependent on sexual orientation. Different variables influencing target showcase choice are pay, occupation, land area, and so forth. On the off chance that your organization is moving desert coolers, it is nevertheless evident that the objective market will be for very hot districts of the world and not the chilly areas. Additionally, on the off chance that you are moving a lavish item in a monetarily poor nation, it's very clear the item won't move. Accordingly, in light of the item showcased, the objective market can be distinguished and worked upon. How about we view how you can isolate the market into little portions for one's objective market.

4.5 Market Segmentation of Consumer Knitex Limited

Consumer Knitex Limited offers distinctive kinds of item. These items demonstrates the potential in each portion characterize by the organization. They obviously took at the nature and degree of decent variety of purchasers needs and needs in a market. This thing offers an extraordinary open door for Consumer Knitex Limited to concentrate its business abilities on the prerequisite of at least one gathering of purchasers.

4.5.1 Demographic Segmentation

This section includes classification of clients dependent on components, for example, age, salary, family measure, sexual orientation, instruction, nationality, race, and so forth.

4.5.2 Geographical Segmentation

As we previously perused above, division dependent on the area is essential while managing explicit items like desert coolers, fur garments, covers, snow boots, overcoats, and so on the climatic conditions will decide one's objective territory.

4.5.3 Behavioral Segmentation

This type of division clubs factors like brand dependability and estimation of value. For instance, a few IT organizations advertise their items explicitly to clients faithful to their items. On the other hand, certain organizations focus on their high scale items to individuals who esteem and are prepared to spend additional money for important pieces.

4.5.4 Psychographic Segmentation

This sort of arrangement includes clubbing of individuals' interests, ways of life and identities.

4.6 Product Strategy of Consumer Knitex Limited

Consumer Knitex Limited considers the items focal points and how items will be utilized to take item related choices. Item choice incorporates: Consumer Knitex Limited gives different pieces of clothing item to its objective client. It furnishes mold styles with weaving, printing, globule, sequin or crease, etc. Customer Knitex Limited create distinctive pieces of clothing, for example, Shirt, T-Shirts, Sweater, Light coat, Cardigans, Night wear, Shorts/Trouser, vest and women thing.

4.6.1 Product Design

Buying house merchandiser sends an item structure to the particular purchaser. In the event that purchaser concurs completely, he sends his necessities to the pieces of clothing merchandiser. Pieces of clothing merchandiser send it to the example segment of his own articles of clothing. Test area director at that point make the items as purchasing house merchandiser requests. Also, he sends the items to the articles of clothing merchandiser. Pieces of clothing merchandiser send the plan by means of email for the endorsement of purchasing house merchandiser. On the off chance that purchasing house merchandiser concurs, the item go to creation.

4.6.2 Product Quality

Consumer Knitex Limited gives scrap and revamp free item to its client. There are absolutely twelve generation areas. Each area quality controller and investigator is aware of create scrap and improve free item. Consumer Knitex Limited use advantage merchandiser for sewing and heating up the item. It gathers textures as indicated by client's prerequisite.

4.6.3 Produce Style

Regularly its item style comprises of sweater, long sleeve and round neck. Be that as it may, its item style relies upon purchaser's necessity.

4.6.4 Packaging

Consumer Knitex Limited gives standard fare pressing. It utilizes poly sack (1pc/poly pack) and container box for pressing its item.

4.7 Findings of the Study

Major portion of the employers prefer Consumer Knitex Limited on the basis of quality, price, service and convenience. The major finding of overall of study is discussed below:

- The target market of Consumer Knitex Limited is teenage group boys & girls, men and women and also children.
- Geographic regions, gender and demographic age used to select the target market.
- Major market of Consumer Knitex Limited is USA, Europe, Canada, and some Asian countries.
- Major products of Consumer Knitex Limited are sweater, cardigan, shirts, T-shirts, light jacket, jumpers, kids and ladies dresses.
- Product specifications, product design, product quality, packaging and product style determine according to customer requirement.
- Consumer Knitex Limited distributes its product to target customer through buying house.
- The company has poor labor & poor machineries too.

CHAPTER 5
CONCLUSION &
RECOMMENDATION

5.1 Conclusion

Consumer Knitex Limited is a renowned garments manufacturing company in Bangladesh. As a whole Consumer Knitex Limited is a good organization to work in but there are certain departments that need improvements. The researcher view that if Consumer Knitex Limited management wants to show the same results in the future than it should have to take some decisions. It likewise has the colossal chance to business around the world. The temporary job ended up being extremely useful for the scientist got a great deal of information and furthermore the down to earth part of life. It was first understanding for the analyst, which was clearly extremely intense; however it will be exceptionally useful for the specialist later on.

Garments export contributes major foreign exchange to our economy. However the exuberance of foreign currency through garment export is very much dependent on the effectiveness and efficiency of this industry. So removing all its inefficiencies and ineffectiveness this industry should move ahead with a vision to support the garment "export of our country especially to face the challenges of quota free environment after 2005. But there haven't any quota system we can earn a lot of foreign currency and participating in the healthy economy. Among the major obstacles causalities such as natural calamities, strike or political instability are affecting the export marketing of garment products severely. As a result the Consumer Knitex Limited itself is very lucrative to the local entrepreneurs. No doubt, role of RMG Consumer Knitex Limited, marketing to distribution, is very important to establish this bridge. For the convenience of both buyers and suppliers, the Consumer Knitex Limited today has developed enormously with a vision to perform marketing and distribution task of garment industry. Also government and Consumer Knitex Limited should remove major error and digitalized this department.

5.2 Recommendations

Consumer Knitex Limited should be more careful and attentive in monitoring the production. The major recommended of overall study is discussed below:

- To maintain appropriate quality, Consumer Knitex Limited should take necessary steps such as training course for their quality controller or inspector etc.
- Consumer Knitex Limited can publish its own local business magazine to promote their selves.
- Consumer Knitex Limited should always try to increase the satisfaction level of customers by focusing on the convenience, fabrics, quality, price and service.
- Though Consumer Knitex Limited produces different types of garment product, it should increase the number of items.
- To increase the sales force Consumer Knitex Limited should give more emphasis on their marketing effort to ensure the best service for their customer.

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