

Internship Report
On
Marketing Practices of Arnob Knit Composite Limited

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Marketing Practices of Arnob Knit Composite Limited

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This report is submitted to the school of Business and Economics (SoBE), United International University (UIU) as a partial requirement for the degree fulfillment of Bachelor of Business Administration (BBA)

Letter of Transmittal

Date: 07.03.2026

Dr. Md. Kaium Hossain
Associate Professor,
School of Business and Economics,
United International University.

Subject: Submission of internship report titled “Marketing Practices of Arnob Knit Composite Limited”

Dear Sir,

It is a great pleasure, with due respect, to submit the intern report titled "Marketing Practices of Arnob Knit Composite Limited" in partial fulfillment of the requirements for the BBA program under your supervision. It was a worthy real-life experience, and I tried my best to meet the academic requirements.

I have worked diligently to prepare this report and tried to make it clear and comprehensive within the limits. I am confident it will accomplish the intended purpose.

I will always be willing to provide clarifications regarding this report, if necessary.

Sincerely,

Md. Riad Ahmed

Student ID: 111 201 017

Program: BBA; Major: Marketing

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Declaration of Student

I do hereby declare that the internship report titled “Marketing Practices of Arnob Knit Composite Limited” has been prepared by me as part of my academic requirement for the completion of the Bachelor of Business Administration (BBA) degree at the School of Business and Economics (SoBE), United International University (UIU).

I also declare that this report has not been submitted for any other degree at UIU or at any other institution, either in part or in whole.

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Acknowledgment

First and foremost, I would like to express my deepest gratitude to Almighty Allah for providing me with the energy required to complete this report. I am deeply grateful to my respected parents, who have always been by my side. I am pleased to state that in doing this project, I have been privileged with much help and advice from Dr. Md. Kaium Hossain, Associate Professor at the School of Business and Economics (SoBE); I would like to show him my deep gratitude for providing me with worthy recommendations that helped me correctly complete the whole report.

Lastly, I would like to thank the management of Arnob Knit Composite Ltd. for the opportunity to complete my internship there.

Executive Summary

A marketing strategy is a comprehensive, long-term plan that outlines how the company will achieve its marketing goals and objectives. This report analyzes the marketing strategies that characterize Arnob Knits Composite Limited, a major RMG firm in Bangladesh. After all, Arnob Knit Composite Limited has already dominated the local competitive scene. The report further elaborates on the company's product strengths and broad client base. This report is descriptive in nature and uses secondary data. Arnob Knit Composite Limited effectively uses segmentation, targeting, and positioning. Its products serve both consumer and business markets. The company sets competitive prices by accounting for currency fluctuations, transport costs, and trade policies. Arnob Knit Composite Limited's extensive product range meets the needs of people with diverse lifestyles. The report recommends using more environmentally friendly materials, such as organic cotton, in larger quantities, and suggests that upgrading ETP will increase its capacity to manage the production increase. The company should also release an annual sustainability report to attract buyers who care about the environment. This report has uncovered the marketing strategies of Arnob Knits Composite Ltd., which have led to their success in product quality, pricing, placement, and promotions, all properly combined and winning over the willing RMG market.

Keywords: Marketing practices, RMG, Arnob Knit Composite Limited, Bangladesh.

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Chapter 1: Introduction

1.1 Background of the Report

Bangladesh's economy hinges on RMG, as it is the largest contributor to GDP, export earnings, and the labor force. The textile and clothing sector has been the main driving force, and the country has been a major supplier to the international market for quite some time. Among the thousands of garment manufacturers in the country, Arnob Knit Composite Ltd. is a fully integrated knitwear production house that serves the international market through strict quality control, efficient production, and timely delivery.

Every student enrolled in the BBA program must complete an internship. An internship is an opportunity to close the gap between theory and practice. I was fortunate to be offered an internship at Arnob Knit Composite Ltd. in the Planning and Marketing, Order from Buying Houses department, where I gained hands-on experience in client communication, order processing, production scheduling, and shipment coordination.

This report is the outcome of my learning, observations, and contributions during the internship period. I will discuss both the theoretical frameworks I learned through academic experiences and the practical skills I gained through direct engagement in the organization's day-to-day operations.

1.2 Objectives of the Report

1.2.1 Broad Objective

- To know the marketing practices of Arnob Knit Composite Limited.

1.2.2 Specific Objectives

- To understand the marketing practices of Arnob Knit Composite Limited.
- To learn about the company's profile, departmental structures, and operational activities.
- To analyze the strengths, weaknesses, opportunities, and threats (SWOT) of Arnob Knit Composite Limited.
- To make some recommendations on Arnob Knit Composite Limited.

1.3 Rationale of the Report

The apparel industry in Bangladesh operates in a highly competitive global environment where buyers' expectations continue to increase. To sustain and increase their market share, Arnob Knit Composite Ltd. will need to continuously improve operational efficiency, product quality, and customer relations. The Planning and Marketing Department ensures the company gets contracts, negotiates terms, and prepares production for the purpose.

From an academic standpoint, preparing this report allows me to connect my coursework in management, marketing, and international business with real-world scenarios. From a professional point of view, the report provides feedback and input based on the intern's experience and raises awareness of areas of the process that may require improvement.

1.4 Scope and Limitations of the Report

Scope

The report focuses primarily on:

- The marketing and order management activities of Arnob Knit Composite Ltd.
- Interactions with buying houses and international clients.
- Planning and scheduling processes for production.
- Organizational structure and departmental interrelationships.
- SWOT analysis of the company.

The data used for the report has been gathered from both primary and secondary sources, covering the period of my internship.

Limitations

Despite the report's efforts to be comprehensive, there are still some factors that influence the analysis:

Time Limitation: The internship lasted for a set period which restricted the data gathering to a certain extent.

Secrecy: Some of the operational and financial figures were not disclosed as per the company's rules.

Scope: Only the Planning and Marketing Department was thoroughly covered so that the other departments did not receive as much attention during the internship.

Market Factors: Global market situation which changes rapidly may make some of the insights less applicable as time goes by.

1.5 Definition of Key Terms

The following key terms are defined as they are used in this report, for clarity:

Buying House: It's an intermediary representing apparel buyers in other countries by finding out products for them, arranging price negotiations, and following up on quality standards.

FOB: Free on Board is a trade term, in which the seller is obliged to deliver goods to the port of shipment. Beyond that point, the transport and insurance are to be arranged and borne by the buyer.

Lead Time: The time required between order confirmation and the delivery of finished products to the buyer.

Merchandising: The process of planning and developing apparel products, including design, cost negotiation, sample development, and production follow-up.

Compliance: Adherence to legal, ethical, and environmental standards required by buyers, such as labor laws, workplace safety, and sustainability protocols.

Production Planning: The process of organizing the sequence and timing of operations to meet customer requirements efficiently.

Chapter 2: Organization Overview

2.1 Company Analysis

2.1.1 Overview and History

Arnob Knit Composite Ltd. is a knitwear manufacturer and exporter established in Bangladesh. Being oriented around the vision of becoming a trusted apparel holding company to international brands, the company chiefly produces high-quality knit garments for men, women, and children. Over the years, the company has acquired great respect for its consistency in delivering products that fulfil international-level quality, compliance, and ship- on-time criteria.

Arnob Knit Composite Ltd. has also continuously increased its capacity since then and has acquired new efficient machinery while grooming a sufficiently large workforce to meet client demands.

The expansion of production capacities and the upgrading of the machines at Arnob Knit Composite Ltd. took place simultaneously as per the client's requests.

The company provides a complete set of services—from knitting to dyeing, finishing, cutting, sewing, and packaging—under one roof. This verticalization gives the company a significant advantage in terms of quality and lead-time control in the global RMG market.

It has been a journey of continuous growth, driven by a dedication to excellent innovation and customer satisfaction. Presently, Arnob Knit Composite Ltd. is in collaboration with a significant number of buying houses and mainly exports to Europe, North America, and Asia.

2.1.2 Trend and Growth

Since this company was first established, it has really grown steadily, with increases in orders and revenues year after year. Several things caused the upward trend:

- **Market Diversification:** The company began to try marketing to more than one country, reducing dependency on a single market.
- **Product Range Expansion:** Arnob Knit Composite Ltd. widened its product range from simple T-shirts to fashion-oriented knitwear.
- **Technological Upgradation:** They kept investing in machines that were more modern and even faster and better-looking to produce.
- **Compliance Standards:** Buyers got more trust and loyalty from meeting buyer compliance requirements in international standards.

It has been reported that the write of knitwear from Bangladesh has risen and thus Arnob Knit Composite Ltd. duly took the opportunity to market strategically and operate efficiently.

2.1.3 Product / Service / Customer Mix

Arnob Knit Composite Ltd. manufactures a wide range of knitwear products, including:

- Basic T-shirts
- Polo shirts
- Sweatshirts
- Leggings
- Children's wear
- Fashion tops

Services Offered

- Made to order patterns,
- prototypes;
- Fabric cutting and assembling;
- Quality check and auditing;
- Packing and transportation operations.

Customer Mix

The company, through buying houses, serves buyers from different parts of the world. These buyers are among very famous names in international fashion retail, boutique clothing brands, and promotional clothing suppliers.

2.1.4 Company Operations

Company operations follow a structured sequence:

- **Order Acquisition:**

Purchasing agents often need to place their orders found through buying houses which decide product detail, offer pricing, and appraise shipment schedules, altogether.

- **Planning:**

The planning department will monitor the confirmed orders and the performance, at the same time keeping an eye on the requested delivery date.

- **Material Procurement:**

Materials and accessories are sourced from suppliers who are considered reliable, often after approval of lab dips and samples.

- **Production:**

knitting, dyeing, cutting, sewing, and finishing, subjected to strict quality control managers.

- **Quality Assurance**

Finished Inspection is carried out in-process or at the final stage, whereby the results shall conform to buyer specifications and international standards for quality.

- **Shipment:**

Finished products are packed and documented, with transportation arranged according to Incoterms, usually FOB or CFR.

2.1.5 Marketing Department (Order from Buying Houses)

The Marketing Department of Arnob Knit Composite Ltd. is the main liaison for buyers and the factory. Most of the factory's orders come from buying houses acting as intermediaries between the factory and overseas customers. Thus, during my internship, I experienced the following:

- **Order Negotiation:** Negotiating with buying house agents about product details, prices, and delivery time.
- **Costing and Quotation:** Preparing detailed cost sheets considering fabric consumption, labor costs, and overheads.
- **Sample Development:** Coordinating with the sampling unit to produce lab dips, strike-offs, and pre-production samples (PPS).
- **Buyer Communication:** Maintaining continuous email and call communication with buyers to update on order status and approvals.
- **Documentation:** Preparing order sheets, style files, and shipment documents.

One strength of this department is its relationship management with buying houses, which leads to repeat orders and stable business growth.

2.1.6 Planning Department

The following are the responsibilities of the Planning Department.

- Capacity Planning—Allocates production line based on confirmed orders
- Lead Time—Determines realistic lead time to ensure shipment of goods
- Communication liaises— between production, purchasing, and Quality Assurance Department.
- Plan Assessment—Monitors output versus plan through daily production reports.

I also noticed that the planning team makes use of Excel-based production tracking in addition to ERP systems to ensure tracking of the progress of all orders.

2.1.7 SWOT Analysis

Strengths

- Vertical production systems.
- Strong relationships with buying houses.
- Skilled workforce with considerable industry experience.
- Consistently good quality with timely delivery.

Weaknesses

- Limited presence in the direct selling markets.
- Almost inexistent for direct buyers but otherwise present in buying houses.
- The requirements of some product lines may depend on imported raw materials.

Opportunities

- Growing interest among consumers for sustainable and environmentally-friendly apparel.
- Expansion into emerging markets such as Latin America.
- Possibility of developing an in-house brand for a local market.

Threats

- There is intense competition from other developing countries manufacturing garments at lower costs.
- Raw material costs become increasingly unpredictable with time.
- It refers to evolving global trade policies and buyer needs.

2.2 Industry Analysis

2.2.1 Specification of the Industry

Now, with respect to knitwear, there are two major divisions for plant-based factories in Bangladesh—basically woven garment factories and knitwear garment factories comprised of T-shirts, polo shirts, shorts of leggings, and sweatshirts. The industry is marked by its labor-based manufacturing system that keeps the cost low, while on the other hand, it has a huge export industrial scale.

With the knitwear division being a major shrine to the overall export of apparel in Bangladesh, Arnob Knit Composite Ltd. is one of the entities operating in this field.

2.2.2 Size, Trend, and Maturity of the Industry

Bangladesh is the second largest apparel exporter in the world after China; the RMG sector contributes more than 80% of the country's export earnings. The knitwear sub-sector has matured over the past 20 years, and with factories producing higher value-added goods, compliance standards have improved.

Trends in the Industry

- Emphasis on the shift toward sustainable and organic fabrics.
- Increasing implementation of automation and ERP systems.
- More emphasis on the welfare and safety of workers.
- Geographical expansion into newer markets other than Europe and North America.

The prices of knitwear fall in an affordable range in Bangladesh, and with this pricing in place along with the capacity to produce reliably, even when global slowdowns occur, export of knitwear from Bangladesh stands strong.

2.2.3 Industry SWOT Analysis

Strengths

- Very competitive labor costs.
- A manufacturing capacity at a very strong level.
- An excellent known world name.

Weaknesses

- Infrastructure bottlenecks such as port congestion.
- Dependence on imported raw materials for certain fabrics.

Opportunities

- Growing global demand for fast fashion.
- Opportunities to capture more market share from competitors.

Threats

- Global trade uncertainties.
- Rising labor costs over time.
- Technological disruptions in apparel production.

Chapter 3: Methodology

3.1 Introduction

Methodology is the systematic and organized way of conducting activities, projects, or research. It describes the method, techniques, and procedures adopted for information collection, data analysis, and realization of objectives for either a study or practical work. In an internship report, methodology refers to the steps and approaches followed during the internship period by the internee: observing the work procedure, participating in daily activities, gathering information, and applying one's classroom knowledge to practical field activities.

3.2 Research Design

The research design is the detailed plan or outline of the entire research work. It spells out the methods and procedures for collecting, analyzing, and interpreting the data which is necessary for answering the research questions or verifying the hypotheses being proposed. There are three different ways to research design, including:

1. Exploratory Research

Exploratory research is a type of research that is used when the problem is not distinct enough; it helps to develop a clearer picture of the situation. This research is mainly for the purpose of discovering new ideas and insights. Usually, it is done by using interviews, focus groups, or secondary data. It does not yield final results, yet it indicates the direction for future research.

2. Descriptive Research

Descriptive research is an inquiry that outlines a scenario or a problem. It delineates the characteristics of a population or an event. Some of the questions addressed by this type of research are who, what, when, where, and how. The methodologies utilized in this domain are surveys, observations, and case studies. The main purpose of data collection was to gather both quantitative and qualitative data for the purpose of describing various departments like knitting, dyeing, finishing, quality control, and export function in line with the company's objectives.

3. Causal Research

Causal research is capable of identifying the relationships between cause and effect. So, it is an indispensable tool for understanding the sequence of events one after another. It is a research method that uses experiments and controls variables to see how changing one variable influences the others. It aims at discovering the reason behind the occurrence. It covers the matter of how a certain reason affects production efficiency, product quality, and delivery performance.

The objective of this report is to analysis the marketing practices of Arnob Knit Composite Ltd. Descriptive research delves into the motives, processes, and outcomes of marketing campaigns rather than using numerical data or statistical analysis. This research is descriptive in nature.

3.3 Data Collection

To prepare this report, it was important to collect reliable and useful information. Since the report is based on marketing practices, the data had to be taken from trusted sources. Secondary data sources were chosen as they were easily available and relevant to the topic. These sources helped to understand Arnob Knit Composite Ltd marketing activities from different angles.

3.3.1 Secondary Data Collection

Secondary data was obtained from both internal company resources and external publications:

- Internal Resources
- Company profile documents and brochures.
- Production reports and schedules.
 - Client order history records.
 - Quality control manuals and compliance reports.

External Resources

- Academic studies about the management of supply chains in the RMG sector.
- If we look at information provided by Bangladesh Garment Manufacturers and Exporters Association (BGMEA)
- Articles, journals, and reports on export trends.
- According to reports from BGMEA (Bangladesh Garment Manufacturers and Exporters Association)

Chapter 4: Analysis and Findings

4.1 Market

A market may be defined as a physical or virtual place where buyers and sellers interact in the exchange of goods and services. In broader terms, the market represents demand for any particular product or service and supply that businesses have to offer in meeting the demand. It includes a number of factors that impact business operations and strategic decisions, such as the presence of customers, competitors, suppliers, and pricing as well as the trends that are prevailing in the market.

The market for textiles and garments is not only extremely dynamic but also interconnected all over the world. Demand is shaped by fashion trends, consumer tastes, and influences such as international trade policy, seasonal changes, and pricing competition. Bangladesh, one of the largest apparel exporting countries, has played a major role in meeting the world's demand for garments, especially in the areas of fast-fashion and bulk-manufacturing.

Overview of Garments and Textile Market

The global textile industry and the apparel market together form the largest industrial sectors across the globe. USA, EU member countries, Canada, and Japan are the main importing countries. In the past years, Bangladesh has emerged as the second-largest exporter of garments due to its low-cost labor, skilled workforce, and manufacturing capabilities. The industry is totally dependent on exports, with knitwear and woven garments being the principal items of foreign income.

Moreover, the textile industry in the country has a considerable local workforce and numerous suppliers and manufacturers of accessories as well as logistics service providers that together create a strong supply network. This has positively impacted the garment sector and at the same time, made it one of the most important sectors of the national economy.

Arnab Knit Composite Ltd. and Market Relation

Arnab Knit Composite Ltd. is a company that deals in textiles and garments. It is a global marketer and manufacturer of its products in the highly competitive and fast-moving market. The main business of the company is the export of high-quality knit garments that are made strictly according to the specifications and requirements of foreign customers.

- **Market Positioning:** Arnab Knit Composite Ltd. has made it a point to be the customer's choice always who in looking for a reliable manufacturer who offers competitively priced products, timely shipment, and consistent quality will be the customer's choice.
- **Target Market:** The company is primarily working with international fashion brands and retailers that will help Bangladesh earn foreign currency.

- **Market Opportunities:** There is an unending requirement for inexpensive and eco-friendly clothing worldwide so that apart from gaining more customers the company might also work on building its brand reputation through quality guarantee and compliance.
- **Market Challenges:** Price wars, compliance with international standards of labor and environmental practices, the volatility of raw material prices, and the never-ending increasing demands of buyers are the common hurdles that all exporters in the industry have to overcome.

4.2 Segmentation, Targeting, and Positioning (STP)

Arnab Knit Composite Ltd. is a participant in the most competitive and rapidly growing sectors of Bangladesh, namely, the manufacturing of garments and textiles for export. Through the employment of strategic marketing and production approaches based on market segmentation, target market selection, and effective positioning, the company remains a competitor both locally and globally.

1. Segmentation

Market segmentation is the way to go in splitting the total market into smaller segments that are usually more similar. Arnold Knit Composite Ltd. employs demographic, geographic, psychographic, and behavioral criteria in dividing their market.

a. Demographic Segmentation:

- **Customer Type:** Apparel brands of international repute, buying houses, and large retailers in large-scale quantities.
- **Industry Type:** Fashion and apparel, sportswear, casual wear, knitwear.
- **Age Group-Consumers:** The main consuming group of fashion retailers mainly consists of young adults and middle-aged consumers between 18 to 45 years.

b. Geographic Segmentation:

- **Export Markets:** USA, Europe - Germany, France, UK, Canada, Australia, and some Asian countries.
- **Local Market:** Selected national buyers and wholesalers in Bangladesh.

c. Psychographic Segmentation:

- Brands and customers that promote sustainable practices, ethical production, and high-quality fabric.
- Amazon.com customers willing to pay for suppliers that have a good communication, a reliable delivery schedule, and whose products are up to international and European quality standards.

d. Behavioural Segmentation:

- Customers that place importance on long-term supplier ties.
- Customers that are engaged regularly in large-scale seasonal purchases of fast-fashion and branded apparel products.
- Companies that need additional services such as knitting, dyeing, printing, and packaging.

2. Targeting

Arnab Knit Composite Ltd. will also, through market segmentation, select only the most profitable and sustainable customer segments for its production flow and in turn continuous revenue to the company.

a. Primary Target Market

- Big international apparel brands and retailers that make bulk orders every season. • Buying houses and agents which are taking the role of a middleman for the global brands between the manufacturers.
- This market guarantees continuous demand which means the company can operate at full capacity.

b. Secondary Target Market

- Local buyers and new brands from Bangladesh who need excellent quality knit products at reasonable prices.

- The segment is beneficial for the company in terms of diversifying the market and lowering the risk of being overly dependent on foreign buyers.

c. Target Market Characteristics

- Expectation of timely delivery, high adherence to specifications and standards, and efficient manufacturing processes.
- Enter into long-term agreements instead of one-off sales to secure business in the long run.

3. Positioning

Arnab Knit Composite Ltd. has made a name for itself in the knitwear market through its unwavering focus on quality, making it a trustworthy and internationally recognized manufacturer. It has built its entire strategy around product quality, which is the cheapest price and the quickest delivery, since these three factors are the biggest ones for success in the Global Textile Supply Chain.

a. Brand Positioning Statement:

Arnab Knit Composite Ltd. has a great reputation due to their high-quality knit garments with great finishing and timely delivery coupled with the ethical way of manufacturing making the company a partner of choice for many global apparel brands.

b. Key Differentiators

- Complete vertical integration owing to in-house knitting, dyeing, finishing, and printing facilities.
- Meeting global standards like OEKO-TEX, WRAP, or BSCI.
- The ability to produce in a flexible manner to meet both seasonal and bulk demands.

A highly skilled workforce and an experienced production team guarantee quality all the time.

c. Value Proposition:

- Arnab Knit Composite Ltd. has been the trusted partner of buyers and brands who require quality consistency, competitive pricing, and ethical sourcing; thus, they are able to minimize supply chain risk and safeguard their brand reputation.

4.3 Marketing Mix (4Ps)

The marketing strategy of Arnab Knit Composite Ltd. is thoroughly analyzed using the four Ps of marketing: Product, Price, Place, and Promotion. This will further provide a clear picture of the company's position among competitors in the garment and textile industry and its methods

of value creation and delivery to customers both in the local and global markets.

4.3.1 Product

Arnab Knit Composite Ltd. manufactures knitted garments as well as other textile products designed for both international and local markets. As a result, the company places major emphasis on the quality, regularity, and conformity to international standards that are not only expected by the buyers all over the world but also are in line with their own requirements.

Key Product Offerings

- Knitwear: T-shirts, polo shirts, tank tops, hoodies, leggings, shorts, and sleepwear.
- Fabrics: Single jersey, rib, interlock, fleece, pique, and Lycra.
- Customization: Products can be developed based on buyer specifications, including design, fabric type, GSM (grams per square meter), colour, size, and finishing.
- Value-added services: Printing, embroidery, dyeing, washing, and packaging according to buyer requirements.

Product Features

- High-quality cotton and blended fabrics.
- Eco-friendly dyeing and finishing processes.
- Strict quality control in every production stage.
- Compliance with international standards (e.g., OEKO-TEX, BSCI, WRAP).
- Focus on durability, comfort, and aesthetic appeal.

Brand Image:

The company has established itself as a reliable and high-quality manufacturer partner for various clothing brands in the global market. The company, besides retail branding, prioritizes OEM and ODM services for its foreign customers.

4.3.2 Price

Arnab Knit Composite Ltd. utilizes an approach of competitive pricing to lure foreign buyers and maintain cost effectiveness in the rapidly changing textile fields.

Pricing Strategy

- Cost-Plus Pricing: The company calculates its production costs (raw materials, labour,

utilities, overhead, logistics) and adds a profit margin to determine the final price.

- **Bulk Pricing Advantage:** Large-volume orders are given more competitive rates to build long-term buyer relationships.
- **Flexible Pricing:** Prices are negotiated based on fabric type, design complexity, order quantity, delivery timeline, and buyer's market segment.
- **Global Competitiveness:** The company keeps its pricing aligned with other low-cost manufacturing countries like Vietnam, India, and China to remain attractive to foreign buyers.

Additional Factors Affecting Pricing:

- Fluctuations in raw material costs (especially cotton and yarn).
- Changes in exchange rates (since the company exports to international markets).
- Cost of compliance and certification.
- Logistics and shipping costs.

Indeed, the total garment cost is determined by the cost of fabric, accessories, labor, overhead, and profit margins. The marketing and merchandising teams collaborate to arrive at the final figure. I gained a deeper understanding that the main factor in getting large orders from foreign buyers is competitive pricing. Moreover, price finalization also takes into account currency fluctuations, transport costs, and trade policies.

4.3.3 Place (Distribution)

Arnab Knit Composite Ltd. is primarily an export-oriented production company that mainly supplies international apparel brands, importers, and buying houses.

Distribution Channels:

- **Direct Export:** The company sends ready-to-wear garments to global buyers in Europe, the USA, Canada, and other areas.
- **Buying Houses:** Some orders are taken and delivered through the buying houses that act as intermediaries between the manufacturer and the retailer.
- **Domestic Market:** A fraction of the finished goods is being sold to local wholesalers and garment brands of Bangladesh.

Logistics and Transportation:

- Product exports are carried out through the export channel of the Chittagong Port, which is

the main port for all exports out of the country.

- Road and freight forwarding services are provided for domestic transportation.
- The products are shipped in large quantities, packed and labelled according to the specifications of the customer.

Factory Location:

Arnab Knit Composite Ltd. is located in an industrial area that is very close to the port and highways and therefore enjoys easy transportation and supply chain efficiency, which is a strategic location.

4.3.4 Promotion

Since Arnab Knit Composite Ltd. predominantly deals with B2B markets, its promotional strategy has been focused primarily on corporate communication, brand reputation, and relationship building rather than on mass consumer advertising.

Promotional Strategies:

- Trade Fairs & Exhibitions: Participates in local and international textile and apparel trade shows and exhibitions to present the available merchandise to buyers.
- Purchase Relationship Management: Strengthening association with existing buyers through quality, punctual delivery, and communication.
- Web and Digital Presence: The company operates an official website that displays its product range, certifications, and a short company profile. It employs digital communication methods to attract new customers.
- Certifications & Compliance: Offers third-party certification of a company's sustainable and responsible production practices, appealing to international buyers.
- Corporate Profile & Catalogues: Utilises product catalogues, digital brochures, and corporate presentations to communicate capabilities to prospective buyers.
- Word of Mouth & Referrals: Most new orders come through recommendations and from repeat clients thanks to the company's reputation.

4.4 Interdepartmental Coordination

The Marketing and Planning departments have constant communication with each other, such as:

- Pre-production: Marketing gives all the confirmed order details, which contain the style and delivery is a must.
- Scheduling the Production: Planning assigns the capacity and timelines.

- Changes in Orders: The teams try to collaborate to reduce the impact when buyers make last-minute changes.
- Preparing Shipment: The Marketing department is responsible for preparing all the documents needed for shipment, while the Planning department is making sure that the production is ready for that.

4.5 Workflow Analysis

The order-to-shipment workflow that was observed can be presented in the following points:

1. Order Enquiry: The buying house receives the Request for Quotation (RFQ) from the buyer.
2. Costing and Negotiation: The marketing team does the pricing and negotiating.
3. Confirmation of Order: The Purchase Order is sent by the buyer after the terms have been settled.
4. Pre-Production Samples: Developed and approved are lab dips, size sets, and PPS.
5. Production scheduling: The planning department creates a line allocation chart and a timeline.
6. Material Procurement: The fabrics and the approved accessories are sourced.
7. Bulk Production: The operations of cutting, sewing, and finishing are done.
8. Quality Control: All inline and final inspections are done to guarantee that the goods meet the requirements.
9. Shipment: Goods are packed, accompanied by the documents, and shipped according to delivery terms.

4.6 Branding and Sustainability

Focus The primary business of the company being B2B marketing, it has nevertheless been establishing brand reputation in the international through quality assurance and compliance.

- Arnab Knit Composite Ltd. gives priority to sustainability, eco-friendly production, and social compliance, which are the real concerns of international buyers. The major certifications and compliance standards like OEKO-TEX, BSCI, and Accord/Alliance make the company more credible in the eyes of the buyers.
- The marketing team uses these as a competitive advantage to attract new buyers.

4.7 Findings

The global textile and garment market is characterized by extreme competition and changes internationally, according to the overall analysis of Arnab Knit Composite Ltd. and quality, reliability, and buyer trust are the factors that ensure the long-term survival of the company. The analysis brings out that the stronghold of Bangladesh in the global apparel market, particularly in knitwear manufacturing, gives the company a firm ground to step into the

international market. Arnab Knit Composite Ltd. makes use of the skilled labor, low cost, and the supply chain already in place to meet the different and changing needs of the foreign buyers.

The market strategy investigation has demonstrated that the firm is exporting oriented in its worldwide operations. By mainly focusing its marketing efforts on the international brands, wholesalers, and buying houses, Arnab Knit Composite Ltd. not only ensured a steady flow of bulk orders along with a constant production schedule. In contrast to others, the company has opted for a gradual approach and worked on building durable relationships with the buyers which in turn has reduced risk in the business process and made it easier for the next orders to come in. This is a win-win situation not only for the buyers in terms of increased trust but also for the company's sustainable growth in the global market.

- The textile and garment industry maintains its status as an international market because companies in this sector continuously develop their operations while maintaining requirements for product quality and reliability which organizations need to sustain their business activities.
- Bangladesh maintains a powerful role in the worldwide clothing market through its knitwear production which enables Arnab Knit Composite Ltd. to enter global markets.
- The company uses Bangladesh's skilled workers and its low-cost production capabilities and its established supply chain network to meet customer demands across different international markets.
- Arnab Knit Composite Ltd. operates its export-oriented market strategy to provide products to international brands and wholesalers and buying houses which make up its primary customer base.
- The export focus of the company generates continuous bulk order deliveries which allow the company to maintain its production schedule.
- The company establishes its business expansion schedule through customer relationship development which decreases operational threats and boosts customer return rate.
- The relationship-based marketing system develops mutual advantages through two methods which build customer trust and enable the business to reach its global expansion goals.
- The company shows its understanding of customer behavior and market needs through its application of segmentation targeting and positioning (STP) method.
- Arnab Knit Composite Ltd. maintains its status as a reliable and ethical manufacturer which delivers high-quality products to its customers.

- The company conducts its operations according to international Buyer standards which require them to deliver products that maintain their expected quality while following their established delivery schedules and producing goods through sustainable and socially responsible manufacturing processes.

Chapter 5: Internship Experience

My internship at Arnob Knit Composite Ltd. in the Planning and Marketing (Order Management) departments was an amazing exposure to the company's experts, the communication with buying houses and the organizational methods. The chapter is my experience over the internship depicted through the lens of my duties, responsibilities, and personal development. Additionally, it critiques the skills learned, the challenges faced, and the impact of the experience on the career perspective.

5.1 Position, Duties and Responsibilities

I got the opportunity to intern at the Planning and Marketing Department with the main focus on Order Management from Buying Houses. This department is the center of all the activities of the company, as it takes care of both client and production aspects with the same attention to buyer requirements. Since the company's major business is through buying houses, I am in this department to learn about:

- Communication with the client, including negotiations.
- Order processing and documentation.
- Production planning and scheduling.
- Shipment coordination.

This has allowed me to observe the outward activities, i.e., selling to clients and buying of houses, as well as planning, production, and quality control. The company involved me in both supportive and observational tasks with active participation during my internship.

5.2 Training & Development

5.2.1 Key Development

The internship with a duration of three months was a very enriching experience for me and I received the following lessons:

- The defect in communication influenced the trust of the buyer and thus the trust was lost.
- The two main factors in the order processing that the entire process depended on are accuracy and precision.
- The inter-departmental collaboration for the shipment of products was the standard for fast delivery.
- Adaptability was the operative ability in grasping buyer changes.
- Compliance working with sustainability earns them repeat business.

5.3 Contribution to Organization

5.3.1: Communication with Buying House

- Drafted and responded to emails under supervisor guidance.
- Forwarded updates of order progress to clients.
- Specifications of style and instructions for buyers were made clearer.

5.3.2 Order Documentation

- Assisted in preparing order sheets, style files, and packing lists.
- Maintained order tracking files in Excel, updating records with information like style number, quantity, and delivery date with accuracy.
- Assisted in preparing shipment documents, including carton markings and invoices.

5.3.3 Production Planning Support

- Updated production schedules and line allocation charts.
- Assisted in calculating daily production capacity using Excel.
- Collected the status updates from sewing and finishing lines; reported to supervisors.

5.3.4 Sample Development Process

Observed lab dips, strike-offs, and pre-production samples during development.

Monitored buyer feedback on samples and tracked timelines.

5.3.5 Meetings and Coordination

- Attended weekly departmental meetings, where I would discuss the status of pending work and upcoming deadlines.
- Took notes in discussions with representatives of the buying house.

5.4 Evaluation

Before the internship started, my anticipation was to solely observe and perform minor tasks. Would the reality then have been too unsatisfactory? On the contrary; I was assigned to do some really significant work: updating files for buyer orders, preparing documents, and typing some buyer's emails. These were the factors of trust and they made me feel part of the circle. Another difference is the speed of the sector. Whereas the theory would have you plan and schedule in a neat and organized way, the reality is quite dynamic. Changes in orders at the last minute

would require flexible thinking and a quick response even under time pressures. It helped me to recognize the ability to change as one of the main hard factors in the workplace. The course provided me very interesting and deep exposure that really enlarged my view about the RMG industry's intricacies. Among the focal points of the evaluations are the following:

- **Real Industry Practices:** This is where the whole concept of supply chain management and buyer negotiations, understood theoretically, gets translated into real action.
- **Professional Development:** The internship developed my professional communication skills, coupled with confidence in accomplishing corporate assignments.
- **Interdepartmental relationships:** I learned how Planning, Marketing, Production, and Quality Assurance should coordinate at work.
- **Industry Development:** I found the industry grappling with lead time pressure, compliance requirements, and buyer demands.
- **Impact on Career:** It confirmed my preference for a career in international marketing, merchandising, or supply chain management within the RMG industry.

5.5 Skills Applied

I employed the following skills:

- **Enhanced communication skills:** professional writing of e-mails, writing general use reports, and confident interaction with higher-ups and buyers.
- **Analytical Competencies:** The ability to judge order data, calculate production needs, and find the bottlenecks was improved.
- **Technology proficiency:** I became excellent in Excel skills such as VLOOKUP, pivot tables, and formatting; ERP system order tracking; and shipping documents.
- **Teamwork and Cooperation:** I figured out how to work in a well-structured team and how to coordinate between departments.
- **Time Management:** Time management got better to; able to handle multiple tasks and work under pressure to get things done by deadlines.

5.6 Challenges Faced

During my internship, I encountered some hardships that were, nevertheless, nothing uncommon in a professional's life:

- **Multitasking Pressure:** There were moments when I had to update several order files at the same time as writing some emails; my organizing skills were really put to the test.

- Urgent buyer requests: Last-minute changes created delays or modifications in product quality, thus prompt adjustments were required.
- Data Accuracy: A task that had to be done without fail was making sure that numeric data such as quantity or delivery schedule was accurate, which included the verification step.
- Limited Decision-Making Power: In my internship capacity, I was not entitled to undertake critical undertakings independently, which at sometimes limited my participation in the bargaining process.
- I worked to fight those challenges under the guidance of a supervisor, applying good time prioritization and verifying that everything was accurate.

Behind every internship opportunity, there is a milestone in the development and molding of a student in academia and vocation that stands crucially. This is where theoretical knowledge becomes practical and where students begin to watch and learn functions played by life organizations. "My internship at Arnob Knit Composite Ltd. was genuinely life-transforming and gave me the leverage to go beyond classroom theories and translate them into work experiences in Planning and Marketing (Order from Buying Houses). This chapter serves as a conclusive synthesizer for the internship experience as a whole, gives some recommendations to the organization, future interns, and academic institutions, and describes a career option with which the internship associates retrospectively.

This chapter will outline and merge all activities that have taken place throughout the whole internship period. Some recommendations will be given in consideration to the whole internship program and its organization, future interns, and the academic institutions they come from, from the standpoint of the intern.

Summary of Internship Experience

I was involved in the entire order management process of the company from buyer communication to the shipment of finished garments during the internship. I had to prepare documentation, make Excel-based order-tracking files, help in production planning, and coordinate shipment, besides drafting communication for buying houses. I could participate in meetings, see negotiations, and have the opportunity to learn about sample development and approval processes. These tasks provided me with a comprehensive understanding of how a composite garment manufacturer supplies to the international market, which is characterized by intense competition. The main results of my internship were as follows:

- Improved communication and reporting skills.

- Gained practical knowledge about production planning and buyer's requirements. Getting acquainted with inter-departmental coordination.
- Development of problem-solving and flexibility in challenging situations.

5.7 Practical Skills and Learning

Through regular participation in marketing, I developed the below-mentioned practical skills and knowledge of the industry:

- Writing professional business e-mails and communicating with buyers.
- Attending buyer meetings and absorbing negotiation tactics.
- Helping in the preparation of cost sheets and documents for order follow-up.
- Learning about the product development process, sample approval, and order confirmation.
- Learning how to keep a systematic database of buyers and track communication.

5.8 Challenges Observed

Working along with the marketing team, I discovered the following company challenges:

- Competition regarding price and lead-time on a global scale is very fierce.
- Buyer trends dependency is the most significant factor that restricts flexibility.
- Time differences cause delays in communication with buyers in Europe and North America.
- Lack of access to sophisticated digital marketing tools or platforms that are essential for new market penetration is the major drawback.

Chapter 6: Conclusion and Key Facts

6.1 Recommendations

6.1.1 Strategic Recommendations

- **Increased Direct Buying Relationship:** A diminished dependence on house buying would lead to direct negotiation with worldwide sellers, thereby enhancing the profits and reinforcing the brand name.
- **Broadening of Product Range:** Comfortable clothing, eco-friendly clothing and performance wear are the new promising categories. All these segments are gradually coming up as market demands.
- **Automation:** Replace the present manual excel-based systems with sturdy ERP modules for faster and accurate planning without errors.

6.1.2 Operating Recommendations

- **Digital Marketing Boost:** The firm will have a formal website and the LinkedIn profile will highlight the company's skills, its qualifications, and the list of clients.
- **Internal communication:** It will be improved through cross-departmental weekly meetings for fast detection of any obstacles.
- **Staff Training:** The workers will be educated in buyer-oriented communication, ERP usage, and compliance management as part of the staff training.

6.1.3 Compliance and Sustainability

- Make use of the materials that are kinder to the environment, like organic cotton, in bigger amounts.
- Upgrade ETP so that it can manage the production increase.
- Release a yearly sustainability report to draw the attention of the buyers who care about the environment.

6.2 Key Understanding

Before the internship, I was only conceptually interested in marketing and supply chain management. The collaboration with Arnob Knit Composite Ltd, however, gave me the chance to meet global customers, manage orders and face the intricacies of planning. As a result, I am looking forward to:

- **Merchandising and Buyer Management**-where I will be able to create connections with the clients for a long period of time.
- I will apply my analytical capabilities to facilitate the change in production and delivery from Supply Chain Planning.
- Through International Marketing, I will be able to position Bangladesh in the emerging global markets.

6.3 Conclusion

My internship at Arnob Knit Composite Limited was a real test of my ingenuity and, at the same time, a big reward, as it was an entry into a world of RMG that was looked upon and also allowed me to get a full grasp of the order management process while getting the communication, planning, and teamwork skills trained to a professional level. The company has strong operational capacity and a strong commitment to compliance, but still has significant strategic development opportunities in automation, marketing, and sustainability if such development is done gradually. This internship was not a one-off experience but a confirmation for my future career in the apparel industry and, at the same time, a confidence builder concerning professional roles after graduation. Overall, the internship has been my opportunity to participate in a learning process that transforms and connects academic theory with real-world practice, thus preparing me for the professional challenges that lie ahead.

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Internship Certificate



Ref: AKC/MGT/220
August 10, 2025

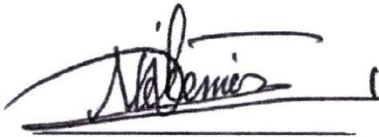
To Whom It May Concern

This is to certify that Md. Riad Ahmed, S/O. Haji Julfiker Ahmed, Student of United International University, bearing ID: 111201017; has completed an internship program at Arnab Knit Composite Ltd. Confectionery (Marketing & Development) Department of Arnab Knit Composite Ltd from April 10, 2025 to July 10, 2025.

I wish Md. Riad Ahmed will success in his future endeavors and hope he has benefited from his experience as an intern at Arnab Knit Composite Ltd

Sincerely,

Titumir Mollick



Signature

Managing Director

Arnab Knit Composite Ltd