

Internship Report On Marketing Practices of Consumer Knitex Limited

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**School of Business and Economics (SoBE)
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Marketing Practices of Consumer Knitex 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

July 31, 2025

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United City, Madani Avenue, Badda, Dhaka 1212, Bangladesh.

Subject: Submission of Internship Report.

Dear Sir,

I have completed my internship under your supervision. I was selected as an intern at Consumer Knitex Limited. I am submitting my internship report titled “Marketing Practices of Consumer Knitex Limited” following the guidelines provided by you. This report reflects my working experience in an office environment, the people I worked with, and the knowledge I gathered while working there as an intern.

I hope this report meets your expectations and shows my skills as an intern. Thank you for guiding me with the internship and being patient throughout the trimester.

Sincerely,

Ar Rafi

ID: 111 201 040

Bachelor of Business Administration

United International University

DECLARATION OF THE STUDENT

I do hereby solemnly declare that the internship report titled, “Marketing Practices of Consumer Knitex Limited ” has been prepared by me as part of my academic requirement for the completion of Bachelor of Business Administration degree at the school of Business and Economics, United International University.

I also declare that this report has not been submitted, either in part or in full, to any other academic institution for any academic purpose. The content of the report reflects my personal work and understanding, and any support or assistance received during the preparation of this report has been acknowledged accordingly.

Ar Rafi

ID: 111 201 040

School of Business and Economics

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ACKNOWLEDGMENT

First of all, I would like to express my gratitude to the Almighty for providing me with the strength, opportunity, and assurance to complete the report requirements with the relevant data.

I also express my sincere gratitude to Dr. Md. Kaium Hossain, an assistant professor in the School of Business and Economics at United International University, for his guidance as my supervisor. His excellent direction, advice, and support were instrumental in helping me complete my report. Working on the report titled "Marketing Practices of Consumer Knitex Limited" was truly a fantastic opportunity for me.

My three-month internship at Consumer Knitex Limited has provided me with valuable experience and knowledge. I would also like to thank everyone who supported me in completing the report.

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EXECUTIVE SUMMARY

The Ready-Made Garments (RMG) sector is essential for Bangladesh, serving as the backbone of the economy and significantly contributing to GDP and export revenues. Consumer Knitex Limited is a vertically integrated textile producer that specializes in fast-fashion jersey apparel. The objective of this report is to know the marketing practices of Consumer Knitex Limited. This report consists of six chapters: Introduction, Company and Industry Preview, Methodology, Analysis and Findings, Internship Experience, and Conclusion and Recommendations. This descriptive research utilized secondary data from various sources like online, websites, journals etc. The study revealed that Consumer Knitex Limited is effectively embraces the marketing mix in the context of Bangladesh and ensures alignment of marketing decisions with the actions of the forces both in the home country and the abroad. The pricing approach is value-based, where the goal is to achieve a cost-effective method of providing and sustaining the perceived customer value. The major suggestions are that Consumer Knitex Limited could invest more in Sustainable Practices to develop and encourage ecological and ethical developments in manufacturing. Moreover, Consumer Knitex may introduce and improve CRM systems that enable selling organizations to more effectively manage their selling relationships, track preferences and engage in targeted communications.

Keywords: Marketing practices, apparel industry; Consumer Knitex Limited, Bangladesh.

CHAPTER – I

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The Ready-Made Garments (RMG) sector is essential for Bangladesh, serving as the backbone of the economy and significantly contributing to GDP and export revenues. It employs millions, primarily women, empowering them and driving socioeconomic progress. The business has propelled Bangladesh to the ranks of the world's leading clothing exporters, increasing its worldwide trade presence. RMG's success promotes industrialization, infrastructure development, and foreign investment while simultaneously encouraging skill development and poverty alleviation. Its function in generating foreign exchange and promoting economic growth makes it critical to the country's progress and global economic integration.

Consumer Knitex Limited, located in Bhaluka, Mymensingh, Bangladesh, is a vertically integrated textile producer that specializes in fast-fashion jersey apparel. The company runs three factories in Trishal, Bhaluka, and Shreepur, providing services like as dyeing, knitting, printing, and spinning. It is a prominent exporter, shipping around 13,452 units to 316 purchasers worldwide, including important clients like as River Island, Next Retail, and Okaidi, particularly in the United Kingdom and France. I have been assigned to work as an intern at Consumer Knitex Limited for three months to complete my internship program. This internship experience offers valuable insights into real-world professional environments, deepening my understanding of the working world.

1.2 OBJECTIVES OF THE STUDY

This report has two types of objectives: broad objectives and specific objectives.

Broad objective

- To know the Marketing Practices of Consumer Knitex Limited.

Specific objectives

- To know the Marketing Practices of Consumer Knitex Limited
- To know the company profile and departmental activities of Consumer Knitex Limited.
- To analyze the strengths, weakness, opportunities and threats (SWOT) of Consumer Knitex Limited.
- To provide some recommendations on marketing practices of Consumer Knitex Limited.

1.3 SCOPE AND LIMITATIONS OF THE STUDY

Scope

This report focuses on the marketing practices of Consumer Knitex Limited. During my internship, I had the opportunity to visit the company and gather valuable insights from a diverse group of professionals, subordinates, and administrators. This experience allowed me to gain practical knowledge about their marketing strategies and operations.

Limitations of the Study

This report is not out of limitations. Indeed, finding information was challenging, especially regarding Consumer Knitex's marketing practices from secondary sources. The limitations are mentioned below:

- The company's website lacks sufficient information.
- The manager was unable to provide the requested details.

1.4 DEFINITION OF KEY TERMS

Marketing Practices: A set of actions and strategies used to promote products, attract customers, and build brand loyalty.

Market: A market, in the context of Consumer Knitex Limited, refers to the export-oriented textile and apparel sector in Bangladesh where the company operates. This market primarily involves producing knitwear and garments for overseas customers, positioning the company as a key player in the global ready-made garment (RMG) industry.

Segmentation, Targeting, Positioning (STP) : Segmentation in marketing involves dividing a broad market into distinct groups to better understand the target audience and create effective strategies. Following this, targeting identifies specific consumer or organizational groups a company aims to reach, while positioning is a strategy to establish a unique selling point and a favorable perception of the product in the customer's mind.

Marketing Mix: The 4 P's of the Marketing Mix—Product, Price, Promotion, and Place—represent the fundamental tools a company uses to implement its marketing strategy. Product refers to the goods or services offered, Price is the value assigned, Promotion encompasses activities to communicate value, and Place defines how products are distributed to customers.

Apparel industry: also known as the clothing or garment industry, encompasses the design, production, and distribution of clothing and textile products.

CHAPTER – II

COMPANY AND INDUSTRY PREVIEW

2.1 COMPANY OVERVIEW



Consumer Knitex Ltd. is a Strategic Business Unit (SBU) of CMT International, a renowned garment company specializing in jersey wear. Known formally as **Compagnie Mauricienne de Textile**, CMT is the leading producer of jersey wear within the garment industry. Headquartered in Mauritius, the company also operates marketing offices in the United Kingdom, New York, and France. It boasts a vertically integrated manufacturing plant in sub-Saharan Africa, demonstrating its strong commitment to international investments.

Founded in 1986, CMT International is a key player in the textile industry, focusing on garments, textile machinery, accessories, and related products. Its primary revenue stream comes from jersey wear production. As an ISO 9001-certified corporation, CMT is widely trusted for its efficiency and high-quality standards, attracting global investors. The company operates production units in Africa and distribution hubs in Madagascar, Mauritius, and East Africa.

CMT International has established itself as a global leader in jersey wear manufacturing, achieving a turnover of \$200 million. Its strategic sourcing operations in Eastern Asia, including Shanghai, Guangzhou, and Hong Kong, have significantly contributed to its strong presence in the region. The company is recognized internationally for supplying premium fashion brands and retailers aligned with current global trends, with the majority of its imports sourced from Asia. Since its inception, CMT International has fostered enduring relationships with customers and stakeholders. It has also collaborated with countries like Korea, China, and Singapore in diverse industries, including the production of chemical materials such as foam. This material has wide-ranging applications across automotive, construction, packaging, sports, furniture, and paint industries. Through these initiatives, CMT International has built a reputation for delivering high-quality products and meeting deadlines consistently.

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

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

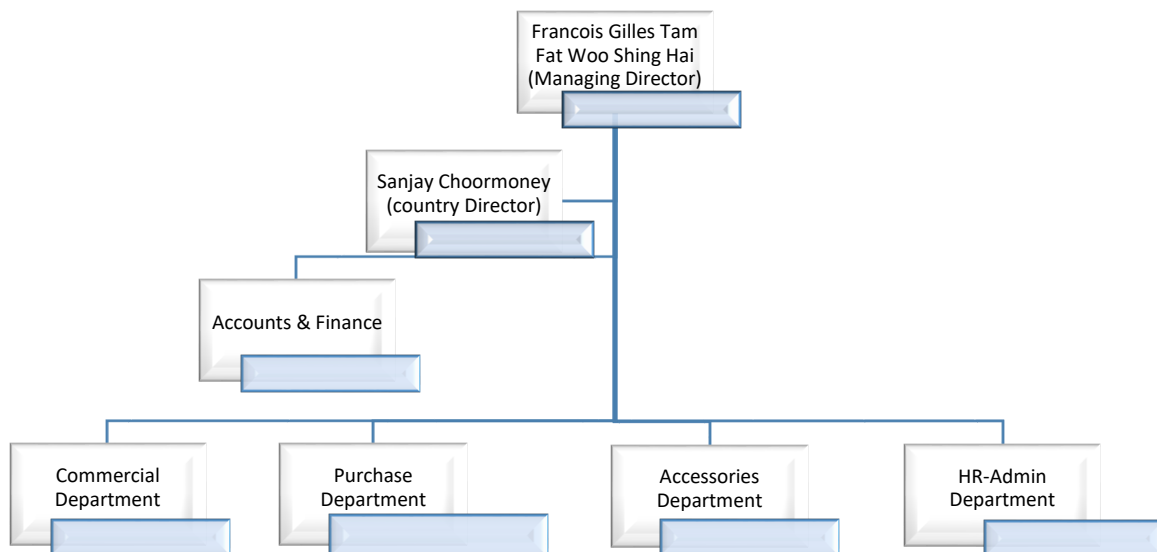
2.2 Vision

The vision of Consumer Knitex Limited is to become Bangladesh's leading sustainable knitting company by manufacturing high-quality goods while keeping to the toughest social, economic, and environmental regulations. Our goal is to provide our customers with products of the greatest quality and engaging services. Our objective is to provide strong motivation by concentrating on characterized structures and processes without sacrificing quality.

MISSION

Our main goal is the core of our plan to increase the production of value goods and services based only on moral and ethical standards at the lowest possible cost to the general public, ensuring the highest possible return for clients, investors, and other partners.

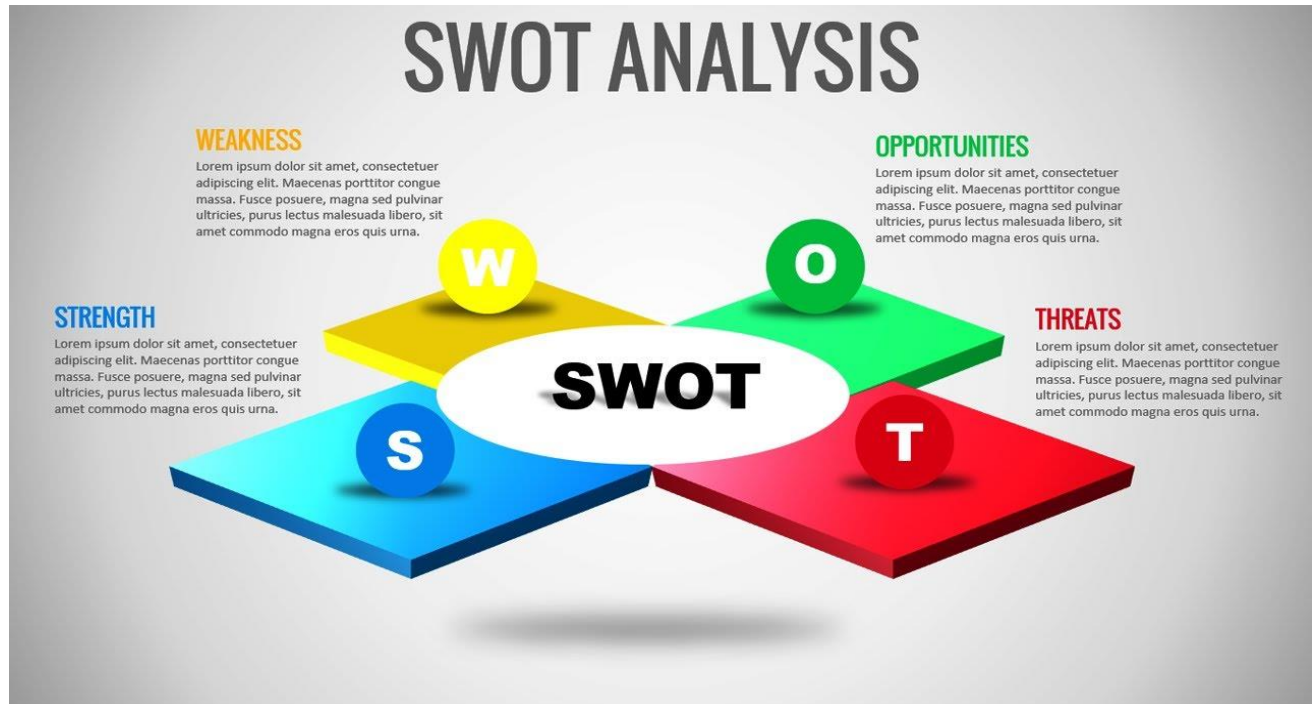
2.3 ORGANIZATIONAL STRUCTURE



2.3.1 DEPARTMENTAL ACTIVITIES

- **Accounts Finance and Auditing Department:** Apart from to managing a variety of payments associated with CMT BD, this division works to maintain accuracy across all departments.
- **Commercial Department:** This section handles all import and export activities for CMT BD.
- **General Purchase Department:** The administrative unit purchases all necessary equipment for operations and development.
- **Accessories Purchase:** This branch purchases the necessary accessories for RMG production lines.
- **HR-Admin Department:** This department provides regulatory guidance for executive frameworks, finance, and human assets.

2.3.2 SWOT ANALYSIS



The four distinct elements of SWOT analysis are Strength, Weakness, Opportunity, and Threat. A systematic method for evaluating a threat's Strength, Weakness, Opportunity, and Dangers is called a SWOT analysis. An organization, association, industry, a portion of industry, an association's or industry's capacity, or a specific industry or association condition may all benefit from a SWOT analysis. It entails identifying the association's or venture's goals and differentiating between internal and external elements that are ideal or dangerous to achieve those goals. There are four categories in a SWOT analysis. The first is Strength, which describes all of an association's internal qualities. The second vulnerability is the internal weakness of an organization, evaluate all of its internal weaknesses here. The third is opportunity, which is an organization's chance to outperform its rival in the future. This is determined by this SWOT analysis. Fourth, threats are external challenges and problems that describe the external challenges that a business faces. One

of the key factors contributing to RMG's success in Bangladesh is the cost of labor. Another key element that introduces the worldwide subcontracting structure is the existence of an outside buyer. Additionally, the external buyers ensure that basic information sources such as imported yarn, textures, and decorations are available for the company.

STRENGTHS

Four distinct elements that are essential to a business are discussed in SWOT analysis. Strength is the first component in the SOWT analysis. An association's quality is a reflection of its internal quality, power, and ability. One of an organization's main strengths is its internal quality. A few clothing items are of excellent quality, but the majority of the processing plants in our country are of poor quality. The following describes Consumer Knitex Limited's quality:

- Internal Control
- Financial Status
- Workplace
- Management of Experience
- Successful Sourcing Group

Weaknesses

Every business relationship has its weaknesses. Among all commercial organizations, the apparel industry has the greatest number of weaknesses. I found some weaknesses about Consumer Knitex's.

- Attrition of Workers
- Reliance on foreign supervision or knowledge
- Additional Raw Material Storage
- Expensive Production
- Absence of Skilled Workers and Training Opportunities
- Insufficient Local Engineer
- Insufficient Employee Motivation
- Poor Workers' Salary Structure

Opportunities

Every organization has limited prospects for success in the future. Similar to the consumer Knitex Limited has some opportunities for the future. Consumer Knitex's possibilities are listed as explored.

- Market Expansion
- Energy Source Available.
- Putting New Techniques into Practice
- Additional Customer Production Orders
- Additional Expense

THREATS

There aren't many threats in any corporation. Consumer Knitex Limited faces several dangers, much like the consumer knitex. The following threats are.

- Unbalanced Politics
- Bangladesh's Garment Demand Is Declining
- Price Increase for Sales Units
- Rising Cost of Imports
- A Growing Number of Rivals

2.4 SPECIFICATION OF THE INDUSTRY

With a particular emphasis on the knitwear market, Consumer Knitex Limited is a company that works in the textile and clothing sector. The production and exportation of knit clothing, which includes t-shirts, polo shirts, sweatshirts, and related goods, are the activities of this industry. The business is probably involved in:

- Manufacturing knit textiles and turning them into completed clothing is known as knitting and garment production.
- As part of Bangladesh's Ready-Made Garments (RMG) industry, export-oriented operations primarily serve foreign markets.
- Vertical integration is the process of streamlining production by managing procedures like cutting, finishing, and dying.
- Fashion Retail Partnerships: Providing goods to international merchants or brands.

2.4.1 SIZE, TREND, AND MATURITY OF THE INDUSTRY

The size, trends, and maturity of the textile and knitwear sector of Bangladesh's ready-made garments (RMG) business, which is the industry in which Consumer Knitex Limited operates, can be examined as follows:

SIZE

About 80% of Bangladesh's total export revenue comes from the RMG industry, which makes a significant economic contribution to the country. With yearly exports worth billions of USD, knitwear is a major subsector that commands a big part. Knitwear goods like those made by

Consumer Knitex Limited are essential to Bangladesh's success as the world's second-largest exporter of clothing. Demand from well-known multinational brands and merchants supports the market's scale, making it an essential component of global supply chains.

TREND

There are a number of significant trends in the knitwear sector. One of the most prominent is the move toward eco-friendly and sustainable production, which is being fueled by growing regulatory and consumer demands for ecologically conscious methods. This covers trash reduction programs, energy-efficient procedures, and the use of organic resources. In order to increase productivity and satisfy the expectations of quick fashion, businesses are also investing in automation, digital design, and production technologies. Additionally, there is an increasing need for product diversity, with a shift from basic clothing to more specialized and expensive knitwear items. In order to match the expectations of buyers around the world, businesses are also concentrating on adhering to compliance regulations and utilizing ethical labor practices.

THE LEVEL OF MATURITY

Bangladesh's knitwear market is currently expanding and moving toward maturity. As the sector is growing because to increased demand worldwide, with competitive benefits like economies of scale and cheap labor, it is increasingly up against new markets like Ethiopia and Vietnam. Although the industry's production capabilities and global market presence have advanced, innovation and adaptation are still necessary to maintain growth. Obstacles including inadequate infrastructure, reliance on imported raw materials, and the requirement for investments in digitization and sustainability underscore the path towards maturity. As a participant in this ecosystem, Consumer Knitex Limited needs to manage these trends in order to stay competitive and take advantage of new opportunities.

2.4.2 BARRIERS TO ENTRY

It is difficult for new players to establish themselves in Bangladesh's Ready-Made Garments (RMG) industry due to high entry barriers. High initial capital investment necessary to establish manufacturing facilities, acquire cutting-edge equipment, and guarantee adherence to international standards is one of the main obstacles. The industry is also extremely competitive, with well-established firms already controlling the majority of the market, enjoying economies of scale, and preserving solid ties with international consumers.

The strict compliance and certification requirements that foreign clients seek, which include guaranteeing environmental sustainability, ethical labor practices, and workplace safety, represent another significant obstacle. It takes significant management and financial resources to meet these criteria, which are sometimes out of reach for startups or small businesses. Additionally, having access to a trustworthy supply chain for fabrics and other basic materials and accessories, is essential, and it could be challenging for newcomers to find high-quality inputs at affordable costs.

Additionally, the industry is highly reliant on export markets, therefore negotiating intricate global trade regulations and obtaining advantageous trade conditions are crucial. Experienced players have a big advantage over beginners because they already have the networks and knowledge necessary to tackle these difficulties. Last but not least, new entrants may find it challenging to attain the volatile nature of the global fashion industry without prior expertise and a strong infrastructure due to its rapidly shifting trends and desire for quick delivery. When taken as a whole, these elements produce significant entry barriers that restrict prospects for new companies operating in the RMG industry.

2.4.3 THREAT OF SUBSTITUTES

When consumers are drawn to the products of businesses in other industries, substitutes are important.

The threat of substitutes from competition is greater when they are:

- Conveniently available
- Considered to have similar or superior execution highlights
- attractively assessed
- The cost of customer exchanges is minimal.

When substitutes are not immediately available

- Substitutes create a decreased competitive threat.
- Highly regarded not equivalent to or inferior to execution highlights

Consumer Knitex Limited only sells ready-made clothes. The replacements are easily accessible. However, buyers may not always be willing to use custom-made clothes, which is significantly more expensive than ready-made apparel. The cost of swapping here is substantial. Switching from RMG to custom-fitted apparel incurs higher costs and reduces the possibility of replacements. RMG is more effective than other alternatives due to its low effort. As a result, the risk of substitution is also reduced.

2.4.4 INDUSTRY RIVALRY

The struggle between established businesses within a specific industry is referred to as industrial rivalry. Cost structures, product differentiation, market growth rate, and the number of rivals all have an impact. The fierce competition in the knitwear business stems from the large number of domestic and foreign players vying for market share in a fiercely competitive setting. This competition has a big effect on the knit industry. As businesses try to offer competitive prices to attract buyers, intense rivalry frequently results in price wars, which can reduce profit margins. In a cost-sensitive sector like knitwear, where even slight price variations can affect consumer choices, this is especially difficult. Furthermore, competition encourages businesses to consistently invest in innovation and quality improvement, such as using cutting-edge technology to set oneself apart, improving product design, and implementing sustainable practices. Global purchasers have many options and may simply switch suppliers, so businesses in the knit sector also have to cope with pressure to meet delivery deadlines and maintain consistency. Strong customer relationships and upholding high service standards are prioritized as a result of intense competition. In the end, competition spurs innovation and advancements but also raises operational risks and pressures, thus effective management and strategic decision-making are essential for the knitwear industry's long-term viability.

CHAPTER – III

METHODOLOGY

3.1 INTRODUCTION

A research method strengthens the legitimacy of research outcomes. It provides for a seamless, efficient and regulated process for researchers to follow. The researcher's style helps the reader to understand the method and the procedures used for findings.

Methodology is a significant part of an intern report because it offers systematic way to collect and analyze data, that is, if results could be trusted. It presents the process by which the data was collected during the internship (through observation, interview, company records, etc.) and the conclusions and recommendations drawn based on this data. A comprehensive methodology enhances the report's legitimacy and reveals that findings are drawn from rigorous and objective analysis.

3.2 RESEARCH DESIGN

Research design is basically 3 types those are

1. Exploratory research
2. Descriptive research
3. Causal research

- ❖ **EXPLORATORY RESEARCH** - while developing marketing or strategic plans. This approach prioritizes discovering fresh ideas and insights over collecting precise statistical data. It is often used to clarify company concerns, identify potential growth areas, and explore alternative options.
- ❖ **DESCRIPTIVE RESEARCH** - which is quantitative in nature, is commonly used in online surveys and is deemed conclusive. Descriptive research differs from exploratory research in that it organizes and structures data to draw statistical conclusions about a population.

- ❖ **CAUSAL RESEARCH** - similar to descriptive research, is quantitative and structured in design. Therefore, it is considered conclusive study. Causal research aims to identify the relationship between variables and explain their causes and effects. This study is descriptive in nature.

3.3 DATA COLLECTION

Data can be of two types:

1. Primary
2. Secondary

This report is primarily based on secondary data, and the following sources were taken into account.

- Websites
- Online sources
- Journals

CHAPTER- IV

ANALYSIS AND FINDINGS

4.1 MARKET

Consumer Knitex Limited collaborates in Bangladesh's export-oriented textile and apparel market, producing knitwear and garments for overseas customers. The company primarily targets global markets through its international marketing offices, making it a prominent player in the country's thriving ready-made garment (RMG) sector.

4.2 SEGMENTATION TARGETING AND POSITIONING

Segmentation

In marketing, segmentation is a tactic that allows organizations to better understand the target audience and build more effective marketing. Types of segmentation mention below

- Demographic
- Geographic
- Psychographic
- Behavioral

4.2.1 CONSUMER KNITEX LIMITED'S MARKET SEGMENTATION IS AS FOLLOWS

Geographic

Among other markets, with particular emphasis on the world markets, including Europe, the United States and emerging markets where textile and garment consumption is high.

Demographic

It caters through large orders to enterprises and brands, aligning indirectly with the middle to upper-class customer through its clients.

Psychologic

The company appeals to environmentally sensitive and quality-conscious clients by considering the use of the eco-friendly and ethical manufacturing process.

Behavioral

Consumer Knitex uses behavioral segmentation to attract repeat customers seeking long-term partnerships with luxury textile brands, focusing on quality and reliability, through B2B marketing tactics.

4.2.2 TARGET MARKET

A target market is a particular group of consumers or organizations the company is interested in reaching in order to sell its products and services. It is identified by characteristics it shares with other groups of people (e.g., demographic, geographic, psychographic, and/or behavioral attributes) and is the main focus of a company's advertising and sales efforts.

Bangladesh Exporter and Manufacturer Export processing units of Consumer Knitex Limited mainly cater to global buyers and labels in textile and apparel industry all over the world. These customers consist of wholesalers, retailers and fashion brands in need of high-quality knitwear and apparel for export. On the home front, the company hires local garment making artisans, skilled workforce, technology-savvy manpower, and professionals for its garment manufacturing units with the vision to sustain its production lines and to satisfy quality and compliance requirements of its international clients.

4.2.3 POSITIONING

Positioning is a Marketing strategy that attempts to provide the best product to its clients between the others. So they are starting developing unique selling point than their competitors. With the best quality product offered, it assists an organization in building up a good perception in the mind of customer.

After all, Consumer Knitex is all deadpan serious in their positioning. They always strive to come up with something better, which other didn't even imagined. Consumer Knitex had a plan for

positioning themselves and along with that, their aim was the minimize the cost and to give the quality product to their customer.

4.3 THE FOUR P OF MARKETING MIX



Marketing Mix: The 4 Ps of Consumer Knitex Limited (Bangladesh)

Product

Consumer Knitex Limited Consumer Knitex Limited provides a complete line of products and services for all things clothing. The firm offers physicals, such as knits and clothing, as well as non-physicals like specialized manufacturing and design consulting services. All are built with a focus on customer needs, market trends and operational uses. The company focuses on the advantages, functions, and USPs (unique selling points) of its value proposals making them applicable as a practical solution for the final consumer. By being in tune to the complete product

life cycle— from inception to delivery, Consumer Knitex ensures product relevance and market penetration.

Price

Pricing is one of the most significant factor in this competitive textile and apparel industry of Bangladesh and CONSUMER KNITEX LIMITED possesses a reputation of value-based pricing. The organisation strives to make sure that its prices guarantee a maximum cost effectiveness as well as the best possible image for the individual product. By doing marketing research for price, taking the feedback from customers and researching the competition, the company determines what is the right price for not only their home customers but also for the international market. Then there's all that pricing pressure from costs of production, where you're getting your materials from, the logistics of it all and what your partners are marking you up. And that's why Consumer Knitex competitively prices its products not just to meet consumers satisfaction but also to have a leading edge in the market.

Promotion

Promotions Consumer Knitex Limited gets involved in different promotional activities to create awareness and promote through out the Bangladesh as well as in the foreign market. The company reaches its potential customers through a combination of digital marketing, trade shows, buyer meetings, PR campaigns and sales. Marketing activities are closely related with the company's products and customer groups, which achieves the efficient communication of product benefits and brand worth. If marketing is the overall strategy, promotion is the subset of it primarily focused on generating consumer awareness and demand for Consumer Knitex's products in hometown and corners of the world.

Place

From its strategic location in Bangladesh—a global hub for the textile and apparel industry— Consumer Knitex Limited has developed a strong distribution network to deliver products efficiently. The company serves clients across Dhaka, Chattogram, Narayanganj, and other key industrial areas, as well as fulfilling international orders. With established logistics partnerships

and a focus on timely delivery, the company ensures that products reach customers with speed and reliability. This robust placement strategy supports its expansion into key markets in Asia, Europe, and beyond, making Consumer Knitex a reliable partner in global supply chains.

4.4 FINDINGS

- Consumer Knitex Limited is an export based textile and apparel company in Bangladesh, the company manufactures top quality knitwear and was destined for the global market.
- It effectively embraces the marketing mix (P-Product, P-Price, P-Promotion, and P-Place) in the context of Bangladesh and ensures alignment of marketing decisions with the actions of the forces both in the home country and the abroad.
- The pricing approach is value-based, where the goal is to achieve a cost-effective method of providing and sustaining the perceived customer value. Competitiveness of Consumer Knitex Consumer Knitex is competitive by pricing products according to market analysis, actual production costs, and competition pricing.
- Sales promotion adopts combination of digital marketing, trade show, buyer meeting and direct sales and remarkably raises the visibility of the brand in the home and international markets alike.
- The Place (distribution) strategy takes advantage of Bangladesh's robust textile capability by disseminating products efficiently to local industrial clusters and global markets in Asia, Europe, and the Americas.

Market segmentation is clearly defined:

- Geographic: Concentrates on the global markets including the US, EU and developing countries.
- Demographic: Aims for the B2B and bulk market, with B2C through businesses and brands appealing to B&B.
- Psychographic: Attracts customers who appreciate eco-friendly and responsible manufacturing.
- Behavioral: Customer retention from returning buyers of known quality and reliability.

- The customers are international wholesalers, fashion brands and retailers who are looking for credible suppliers from Bangladesh. The company also aims at recruiting skilled employees in the local market to sustain its manufacturing operations.
- Brand strategy rests on providing the best quality at the right price and fortifying Consumer Knitex as an innovative, reliable and customer-centric manufacturer.
- The company's sustainability and cost-efficiency brand are long-standing and branded itself within the competitive industry RMG (ready-made garment) market.

CHAPTER V

INTERNSHIP EXPERIENCE

5.1 POSITION, DUTIES, AND RESPONSIBILITIES

During my professional training at Consumer Knitex Limited, I had been posted in the Import Department with the designation of Import Operations Intern. My responsibility was to assist the department in controlling import documentation and data entry, also to get to know import compliance.

My key responsibilities included:

- Doing data entry of raw material imports in system.
- Helping to prepare and organize import documentation, like L/Cs (Letters of Credit), packing lists, commercial invoices, and the bill for entry.
- Verify/ Maintain records of suppliers and shipments.
- Working with the accounts and commercial teams to validate documents internally.
- Witness how sourcing & delivery are properly followed/ explained throughout the importing machine.

This position provided me an excellent base of experience in the administrative and operational aspects of international trade and supply chain management of RMG sector.

5.2 TRAINING AND DEVELOPMENT

I received training and orientation during my internship.

- Import Operations Intro – Learned to import input materials, prepare shipping documents and do customs procedure.
- ERP Software Usage - Hands-on with internal order entry systems and purchase order / document chaser tools.
- Document Set – (knowledge of confidential trade documents; confirmation of official entries for accuracy)
- Departmental Workflow – Learned about how the import, commercial, accounts and warehousing teams interact.

These internships helped me to develop my technical skills and work atmosphere.

5.3 CONTRIBUTION TO ORGANIZATION

During my internship with the Import Division, I contributed to the organization in various capacities, as outlined below.

- Ensured that timely and accurate data entry was carried out on all shipments in progress.
- Assisted in filing and indexing of physical and electronic documentation to increase access to documents.
- Helped the group to verify invoice and shipping discrepancies, minimizing issues that might delay customs clearance.
- Maintained flow of communication between departments on status of shipments, which helped facilitate operations.
- Attended learning sessions and contributed to process feedback through the interns' lens.

The contributions helped streamline the efficiency of other members of the department while reducing manual error in documentation and communication.

5.4 EVALUATION

My department manager scored me based on several things:

- Accuracy and Attention to Detail – Demonstrated an ability to keep a high level of accuracy in the processing of data and documentation.
- Responsibility and Reliability – Worked independently to fulfill duties given and relevant material in a timely manner.
- Learning Aptitude – Demonstrated a keen interest in learning and can easily learn new tasks.
- Communication and Team Work -Worked efficiently as part of the team and communicated professionally with peers.

I got good reviews as a responsible intern with a good understanding of the import operations basics.

5.5 SKILLS APPLIED

During my internship, I had the opportunity to not only apply but also refine a diverse set of skills, which are highlighted below.

- Data Entry & Records maintenance – Used Spreadsheets/ERP tools to enter accurate data.
- Document Handling: Developed the ability to handle the trade related documents with confidentiality and accuracy.
- Knowledge of Trade Compliance – Knowledge of the customs and shipping documentation associated with import business.
- Communication – Ensured clear communication throughout the department and facilitated internal communication.
- Organized – Assisted in keeping documentation libraries organized and well-structured.
- Problem-Solving – Discovered minor discrepancies on documentation and reported them for correction.

CHAPTER – VI

CONCLUSION AND RECOMMENDATIONS

6.1 RECOMMENDATIONS

In light of the findings, the following recommendations are proposed to enhance the market position and competitive edge of Consumer Knitex Limited:

- **Invest in Sustainable Practices**

Develop and encourage ecological and ethical developments in manufacturing. Global clients which place major importance on both sustainability and social responsibility could be attracted by certifications such as OEKO-TEX, GOTS, and Fair Trade etc.

- **Strengthen Brand Identity**

Create a strong global brand presence, create a more visible identity through digital and personal storytelling, product branding.

- **Expand Digital Marketing Efforts**

Boost investment in digital marketing initiatives such SEO, social media, and e-commerce partnerships to attract more international buyers and get better customer engagement.

- **Build a Direct-to-Consumer (D2C) Channel**

Research shows possibilities of the development of branded apparel sales on internet/ecommerce platform, where perform growth opportunity for tap into new revenue stream & consumer.

- **Improve Customer Relationship Management (CRM)**

Introduce and improve CRM systems that enable selling organizations to more effectively manage their selling relationships, track preferences and engage in targeted communications.

- **Strengthening Workforce Development**

Offer on-going training of skilled workers in production, quality control and compliance to uphold international standards and retain workforce.

- **Supply Chain & Logistics for Success**

Invest in state-of-the-art supply chain systems to minimize lead times, optimize cost-efficiency, and reinforce delivery reliability, throughout the world and for local customers.

- **Target New Emerging Markets**

While still serving markets like Europe and the U.S., go after new high-growth markets like in Latin America, the Middle East and Southeast Asia.

- **Increase Strategic Collaborations**

Enter collaborations with fashion brands, designers, sustainability organizations etc. to co-design collections and grow market presence.

6.2 CONCLUSION

My internship at Consumer Knitex Limited was a transformative experience. Collaborating with some of the industry's brightest minds in textiles and apparel not only deepened my understanding of marketing but also ignited my passion for the field. I gained invaluable insights into every facet of marketing, from strategic planning to the dynamic execution of campaigns. This opportunity has refined my skills and equipped me to excel in my future marketing career. I eagerly anticipate applying the knowledge and experience I've gained as I embark on this exciting journey.

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Appendix

Internship Completion Certificate

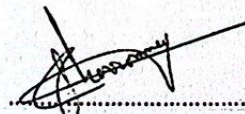


Date: 31st December 2024

To Whom It May Concern

This is to certify that AR Rafi, a student at United International University, has successfully completed his internship in the Commercial Department of Consumer Knitex Limited. He has started his internship from 23rd September to 23rd December 2024

We wish him all the best in his future endeavors.



Sanjay Kumar Chooromoney
Director
Consumer Knitex Limited

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