

Internship Report

On

Beximco Textile and E-commerce Department of

Beximco Textile

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This report is submitted to the School of Business and Economics, United International University as a partial requirement for the degree of fulfillment of Bachelor of Business Administration

Internship Report

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School of Business and Economics

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Letter of Transmittal

Date: 14.11.2020

Dr. Seyama Sultana

Associate Professor,

School of Business and Economics,

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Dhaka

Subject: **Submission of Internship Report on Beximco Textile and E-commerce's
Department of Beximco Textile.**

Dear Madam,

We feel colossal joy in introducing to your great self, the term report as a piece of our course prerequisite. We discovered this report back to be really testing in numerous angles, in fact extremely fascinating concerning the changed interpretational and charming activities. Scripting this report itself was a really an extensive learning experience.

Report is written within the academic context and is a component of our course requirement. This report consists of the answers what Beximco Textile's products and their E-commerce Department and what their target customer, how they provide customer service that will actually need to understand. We've given assessment from our own academic knowledge also as from outside sourced so on make an entire answer.

The best efforts were applied to match the theoretical concepts & some practical experience of my internship period help to end this report. The whole work was challenging and really much enjoyable. I sincerely hope this report can meet your standard.

If there any clarification is needed, I will be always available.

Yours sincerely,

.....

Mithila Saha

ID-111 152 271

Certification of Similarity Index

Deceleration of Student

I am Mithila Saha, Student of BBA (Bachelor of Business Administration), United International University (UIU). Here I am declared that the report title “**Beximco Textile and E-commerce Department of Beximco Textile**”. A study of Beximco Textile and its E-commerce Department and the total report done by me under supervision of Dr. Seyama Sultana faculty of Business Administration, United International University(UIU).

Mithila Saha

ID- 111 152 271

Program- BBA

Major in Marketing and Human Resources Management

Acknowledgement

In creating my internship experience report, I had get heaps of help and rule of some regarded people, who merit my most prominent appreciation. The fulfillment of this undertaking gives us much Pleasure. I will like to show my greatest gratitude to show **Dr. Seyama Sultana**, Associate Professor of Schools of Business and Economics, United International University for giving us a legit rule for task all through various meetings. We may likewise wish to grow our most profound appreciation to all or any those that have straightforwardly and by implication guided us in scripting this report.

I would wish to gratitude my Almighty to give me the strength and patience to complete my internship report. I specially thank to all individuals for assist me directly and indirectly and give lots of appreciation to complete my report. I respectfully mention their name **Abrar Azim, Rafsan Chowdhury** (Manager of E-commerce Department), **Nafis Jawad Rahman** (Marketing Executive).

Executive Summary

Beximco Textile started their journey business in 1970. Beximco is Bangladesh's biggest aggregate, with the most significant market benefiting from the nation's stock trade. Beximco works one among the most significant coordinated textile creation organizations in Asia. Yellow by beximco attract customer through promote brand, brand value. They promote their brand through advertisement, Facebook marketing, high quality product and best service.

I was doing intern in Beximco textile and work in E- commerce department and customer service. I learn many new things through this intern period. I gather to type of experience because I was continuing my office work from office and home also. I was working on different website which helps me understand how to work in websites. I learned how to work in shopify (Beximco by Yellow Websites).And lastly I handle customer service which was very difficult and interesting also. I learn how handle different customers; convince them and how to solve customer issues. Through customer service work, my communication skills improve more.

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CHAPTER ONE:

INTRODUCTION

1.1. Background of the Report:

For complete my graduation, I must be submitted an internship or project reports. From those I prefer internship and done my Internship from Bexmico Textile E-commerce Department. I was doing internship because through internship, I can learn lots of things. Those are:

- Intern position gets an extraordinary occasion to apply the information from the homeroom to certifiable experience. Learning is a certain something, however, bringing those abilities into the labor force and applying them might be a decent method to investigate distinctive professional ways and specializations that suit singular interests.
- This work experience will help me of enriching my technical, Interpersonal and transferable skills while I gain details insight into the dynamics of a particular business sector.
- Internship assists me with learning about working environment culture, worker relations, and administration structure, cooperation which can help me locally available in my first expert work without lifting a finger than if I haven't had the proficient experience.
- I find out how to speak within the office professionally.
- The way to communicate with seniors and colleague.
- I buy an honest office environment to figure.
- I buy opportunity to find out practically experience to my bookish knowledge.
- I learn to my supervisor how to adopt different culture and work with any situation.
- I get an excellent supervisor who helps to teach me about how the textile industries go through and how the operation continues.
- Temporary jobs give an extraordinary climate to meet experts in the profession field where I need to seek after, just as different assistants who have comparative interests.

1.2. Objectives of the Report:

Through the report I explain what I learn in my internship period. To make this report I recall all those skills and experience which I gain through internship. I analyzed lots of things about textile industry, and gain knowledge about it.

1.3. Motivation of the Report:

To prepare this report I get lots of support from my course instructor **Dr. Seyama Sultana**. She provides me the internship guideline and report guideline which helps me lot and motivated also. I also get lots of support from my supervisors to make this report. My biggest motivation of make this report is after completing this report, my graduation will complete.

1.4. Scopes and limitation of the report:

➤ **Scope:** I am lucky enough that get a chance to know about the textile industry. I get a clear idea how they operate the e-commerce department and how they provide customer service to their customer.

➤ **Limitation:**

1. Three months intern period is small time to know about Beximco Textile.
2. I completed my internship two months in an office and one month from home because of covid-19. This was one of limitation to make this report.
3. If I can continue three month in an office, I can gather more knowledge and skills.

4. For the secrecy act, the information on costing and activates of marketing exercises have not been provided,
5. We had a restricted time notwithstanding our ready to concentrate more; however it was impractical to do as such,
6. Some of the focuses in various part are not describe as these are not accessible,
7. The entire cycle is unimaginable to expect to tie in such a little casing as this report, henceforth our exertion spent on summing up them.

1.5. Definition of key terms:

1.5.1. Brand value and Brand Awareness:

1. Spend millions of dollars:

Associations spend countless dollars to market to assemble their image picture and make attention to their great items. This large number of spend can make the brand picture or break out of the organization. Making brand esteem is a troublesome errand.

2. In the first place, we should clear up certain definitions that may be mistaken for one another. Brand worth and brand value both identify with how much a brand is worth. Brand esteem depends on the money related sum the brand is worth as expressed on an asset report. Brand value is the impression of buyers and how they feel about the brand.
3. To start with, we should clear up certain definitions that may be mistaken for one another. Brand equity and brand value both identify with how much the brand has worth. Company depends on money related sum the brand is worth as expressed on the monetary record. Brand value is the view of shoppers and how they think about the brand.



Figures: 1

4. A business needs a brand an incentive to raise brand regard. The more noteworthy deceivability your picture has, the higher the value. For instance, a diaper brand like Huggies or Pampers is more known than a humbler off-brand. The money Huggies and Pampers have put into displaying their picture, building cognizance of their things, and making faithfulness with diaper-buying clients grows pay when clients pick their diapers over various less-known brands.
5. Brand esteem not just makes more income, it additionally influences the market. At the point when shoppers discover an incentive with a brand and are faithful, it can demoralize different organizations for entering the market. This secures piece of the pie for existing organizations.
6. Knowing Haggis and Pampers have inconceivable brand esteem, different organizations may take a gander at other product offerings outside of diapers to abstain from contending with such notable organizations, which would be hindering to their primary concern.

1.5.2. Flagship store:

As the most raising Diamond in a retailer's crown, the flagship store is a key task to carry out in the organization's image technique. Generally the greatest, most amazing store in the retail chain, it is, in any case, not just about being a bigger, better looking store.

A flagship store has the lead store in a retail chain going about as a feature for the brand or retailer. It's responsibility is to bring clients into the brand well beyond making deals. The emphasis is on understanding and making an objective store that individuals need to visit. Probably the most popular lead stores are vacation destinations in their own right.

1.5.3. Key consistent of the flagship store:

However, how can one characterize a leader store? A basic definition doesn't completely pass on the imagination and vision encompassing a lead. Be that as it may, we have recognized key components basic over the world's best leads:

1. Generally the biggest store in a retailer's chain
2. Arranged in a lofty area or high footfall territory
3. Stocks the chain's finished scope of product
4. Test, uplifting or rich – frequently every one of the three
5. Elite plan execution and scrupulousness
6. Visual and experiential exemplification of the brand

CATERER TWO:

COMPANY AND INDUSTRY PREVIEW

2.1. Company Analysis:

Now the discussion starts of company analysis. Points of company analysis starts from overview of the history then trend and growth, customer mix, product service mix, operation, SWOT Analysis.

2.1.1. Over view of the history:

➤ Started their journey:

Bangladesh Export and Import Company, generally familiar by its brand name BEXIMCO, could be a worldwide combination organization headquartered at Dhaka, Bangladesh. It was started their journey in 1970's. Beximco is Bangladesh's biggest aggregate and the most significant market benefiting from the nation's stock trade. BEXIMCO's auxiliaries trade items to 103 nations around the world. It shops in Eastern Europe and South Asia.

➤ Beginning of textile:

Beximco works one among the most significant coordinated textile creation organizations in Asia. Just as it's a genuine worldwide exporter of Jute yarn. Its head fabricating base is that the Beximco Industrial Park lot in Gazipur, Bangladesh. Beximco Pharma, the gathering's pharmaceutical maker, was the essential Bangladeshi firm to list on the London stock exchange.

➤ Founding members:

The company was established by two brothers A. S. F. Rahman and Salman F Rahman in 1972, then soon after the establishment of the Bangladeshi Republic. Their family was before involved with the jute business of Bangladesh, which once the world's greatest jute producer and exporter. The family was encountering a nationalization program in Bangladesh during the essential 1970's. Nevertheless, with free market changes inside the last aspect of the 1970's and 1980's, the family recovered many of their business organization.

➤ **Journey Begging in Bangladesh:**

Since the 1970's, Beximco has been a founder in Bangladeshi industry, including the communication and information technology, communication industry, pharmaceuticals industry, textile industry , exquisite material part, , ceramics creation and data and correspondence development.

➤ **First Bangladeshi company in London Stock Exchange:**

From 2005, Beximco Pharma transformed into the first Bangladeshi association to list on the choice Investment in the Market of the London stock exchange. It was also opening its first abroad retail outlet with the dispatch of the Yellow clothing brand in Pakistan and Karachi. Yellow has since stretched out to various Bangladeshi and Pakistani urban regions.

In 2009, Shinepukur Ceramics created and opened a showroom in Russia and Moscow. In 2010, this company secured stakes in a couple of huge Bangladeshi associations, including GMG Airlines, The Independent paper, IFIC bank, GMG Airlines, Unique Resorts and hotels and The Independent paper.

2.1.2. Trend and growth:

➤ **Company Mission:**

BEXTEX Ltd. is a full service vendor with strong vertically integrated production facilities as well as creative & analytical capabilities which clearly sets us apart from most other South Asian vendors.

➤ **Company Vision:**

- Gain market leadership in high value added apparel in USA & Europe.
- Use “Innovation” & “Speed” as prime drivers, rather than cotton & cheap labor.
- Dominate these markets in high quality :

Men's, Women's, Children

Shirts (Dress & Casual)

Blouses (formal & casual), Skirts, Jackets

Jeans & Casual non - denim bottoms

Knitted tops & bottoms

Yellow by Beximco always go through with the current trend. Their main focus on provide best quality product and customer satisfaction.

➤ **Outlets:**

In Bangladesh they have fifteen store and they planned to open more outlets according to their customer demand. They have 14 outlets in Dhaka city and one outlet in Chittagong city. They set their outlet in different place of Dhaka city, where customer likes to go for shopping. They provide their services through online and outlets. They give best customer service to their customer. They are

more careful to their customer. They provide best comfortable cotton woman collection.

➤ **Brand Establishment:** They have more focus to make their brand image. They spend millions of dollars to make their brand image. How they create their brand image:

1. **Flagship store:** They make their six flag ship store. Because flagship store help to increase the brand image. Customers like to shop in flagship store. They try to attract their customer in the flagship store, they provide discount to their flagship store only. So that they can attract customer to their flagship store.

2. **Benefit of flag ship store:**

- Brand shows their all collection in one store.
- Customer get variety of product in a same place, they become happy.
- Most of the flagship store decoration is very lucrative, so that brand value will increase.
- Brand decorate their flagship store for increase their brand value.
- Create a renowned brand, flagship store is very important.
- Yellow try to attract their customer to their flagship store.
- They attract customer in their flagship store to provide discount only the flagship store.
- Most of the customer becomes happy to shopping in the flagship store.
- Flagship store increase brand value day of the brand.

2.1.3. Customer Mix:

Yellow by Beximco have fix customer. Their customers become loyal customer because of their higher quality product and best service. So they are focus on, make their customer loyal customer. How they create their loyal customer:

- High quality product with best service
- Formal and caring behavior to their customer.
- If customer face any problem of any product or service related, the whole customer service team work for solve this problem.
- Until the customer will satisfied.



Figures - 2

➤ **Store Attract customer:**

Clients endeavor to chase down organizations they go to remain buying from and cause them to go to become supporters of. As such, while you're looking at clients to like your image, clients likewise are attempting to chase out organizations and make to like.

Consider it: with all the choice inside the market clients right now have and with restricted opportunity to shape their buy choices it's a lot simpler for them to

chase out a brand and friends they love and trust to remain with. This removes the dissatisfaction of looking and danger of looking for a sub-par item or taking care of an all-inclusive conveyance time.

So what does it extravagant pull in clients to adore and in the end love your image? Practically like connections, the way's to know your clients' necessities, keep them drew in, and manufactures associations with them. Which are all the vital focal point of Retention Marketing. Dissimilar to the "moment results" approach of obtaining, Retention Marketing takes an additionally sustaining and long haul approach. Here are 6 surefire approaches to attract more client love through Retention Marketing:

1. Understand them

Understanding your clients' necessities and requirements is that the activity towards making surer client encounters that in the long run cause client devotion and love. the enormous inquiry, however, is how would I started understanding your clients' requirements and giving these great encounters?

It's straightforward: Better client encounters start with information. As clients associate related to your image through buys, internet perusing, opening messages, and clicking joins, they abandon a path of conditional and social information. Utilizing prescient examination based innovation to explore your client information gives you a more profound arrangement so you'll answer their necessities. Reacting to their requirements could include giving important item proposals in your interchanges or offering a free transportation motivator once you remember they're probably going to ask inside the ensuing 7 days.

2. Build Relationships

Go past viewing your client's together exchange. In spite of the fact that the vigorously limited "does what you'll to encourage them in" approach may pick procurement endeavors, where does that leave your client once you jettison them and proceed with the plan for the next one? Building believing connections related to your clients by tuning in of their necessities is that due to make positive client encounters. Track clients all through their lifecycle and convey pertinent correspondences at each stage to support them through to promotion. Make Welcome missions to acquaint them with your image and values and convey Win-Back missions if there has been an outsized hole in their buy, or in the event that they need to withdraw to your administration.

3. Stay Relevant

With a plenitude of messages, offers, and online retailers selling practically identical items, clients endeavor to chase down the sole and quickest because of find what they need and make their buy. Sending important item proposals upheld buy history and online conduct is that simply because of giving clients what they need. Shoppers purchase more when retailers recommend items upheld past perusing or purchasing conduct.

An email crusade is a Healthy Goods offering a pertinent item motivator.

4. Get on Time

A solicitation to a genuine companion's away wedding is both applicable and convenient when gotten two or three months before the occasion. At the point when gotten the day preceding the marriage notwithstanding, it diminishes the pertinence and estimation of the greeting. An equal goes with maintenance showcasing efforts: they're just successful when conveyed in both a significant and planned design.

With the goal for organizations to convey their maintenance crusades when the client is generally drawn in and arranged to ask, information science is basic. Information science permits you to sort out what season of which day a private client is generally connected with, and which recurrence they need to get interchanges so on support changes. Joining information science with showcasing robotization additionally permits to you consequently remind your client when it's an ideal opportunity to frame their next buy upheld the absolute best of their item lifecycle – ex. sending an email 20-25 days after their acquisition of a 30-day flexibly of nutrients, just before they're near the very edge of run out.

5. Keep the conversation flowing

Participating in a progressing two-path discussion related to your client gives your image a more close to a home angle instead of appearing to be only an unremarkable organization. Client connection and commitment related to your image is basic on the off chance that you need your clients to like you. But you have a tasteful information science-based Retention Marketing technique in situ and comprehend your client well, they actually like the commitment. Give your clients a stage to discuss your image to other people and flexibly criticize you. Use overviews to ask your clients what they like, send item appraisals and criticism structures after they get their buy, urge them to impart their most recent buy data to their companions, draw in with them via web-based media, and false rivalries that need connection.

6. Reward them:

Recognizing and compensating your clients all through their lifecycle not just shows you like them, it's additionally key to realize more client love. Like

connections, being recognized and feeling acknowledged makes it additionally convincing and fulfilling for them to remain. Execute a blessing arrangement for your high-worth and steady clients through tweaked impetuses, occasions, and web-based media so on empower promotion. Make a pleasant occasion for VIP or faithful clients, regardless of whether it's on the web or vis-à-vis. Offer motivators and make it a solitary encounter. Recognize how long your client has been with you by sending commemoration crusades with motivation remunerates every year or half-yearly.

➤ **Online store attract customer:**

Beximco by Yellow is focusing on its internet group in the center and upper end. Children, Woman and Men are the principle target crowd. Topographically Beximco by Yellow fundamentally focus on Dhaka, sylhet and Chittagong clients. Client assistance agents are attempting to arrive at client by delivery person, Facebook, E-mail. Each season have new items. In the event the clients have any queries they can get in touch with us by calls or informing. Client assistance delegates are cheerfully addressed them and give them appropriate data about what they truly need to know.

2.1.4. Product Service mix:

Beximco by Yellow have different category products. Such as man, woman, junior kids and kids. They newly added some medical product during the period of Covid -19. They provide different variants of mask which is more fashionable. They provide mask for man, woman and kids. Their mask collection becomes more popular because customer can purchase mask with matching with their dress. They provide mask an PPE- gown.

Table: 1

Category	Different Products
Man	Formal shirts, formal pants, Panjabi, man's kabli, waistcoat, men's pajama, casual shirt, casual pant, polos, men's jeans, men's tees, men's shorts, fatua, yellow beauty.
Woman	Woman's lawn, woman formal, Woman semi- formal, woman long dress, woman fashion tops and shirts, woman tees, woman jeans, woman bottom, yellow beauty.
Junior Kids	Junior girls (junior girls bottom, junior girls top). Junior boys (junior boys bottom, junior boys top, junior boys Panjabi).
Kids	Boys (boys Panjabi, boys causal shirt, boys jeans, boys polos, boys shorts, boys t-shirt, boys kabli) Girls (girl's bottom, girl's ethnic tops, girl's tops, princess, girl's lawn.
New Added	Mask, PPE gown.

➤ **Service Mix:** Beximco by Yellow provide best service to their customers

1. **Online service:** They serve their all product all over the Bangladesh free of cost. Solve all the problem of the customers; it can be delivery issue or product issue.
2. **Customer service:** Provide customer service in every working day 10.00am to 5.00 am. Solve the customer problem. The whole e-commerce team work together for solve each and every customer problem.
3. **Service in outlet:** When customer goes to outlet for purchase dress, the employee's behavior in outlet is very polite and helpful.
4. **Membership card service:** Beximco by Yellow provide membership card to their customer. Customer gets various discounts through this membership card. Many times Yelooow gives discount only their loyal customer that means which customer who have membership card.

2.1.5. Operation:

Beximco by Yellow activity starts from their administrative center Beximco lot.

Throughout the long term, BEXIMCO has improved its in-house plan abilities with groups situated in Spain and Bangladesh. Besides, it's work with an alternate of the incredibly famous' plan foundations, including London School of Fashions, NID, the Fashion Institute of Technology, Parsons, NIFT, and for admittance to gifted architects. The Group has manufactured solid working associations with its center customers through perpetual discourse. The Group's innovation accomplices incorporate Clariant, CHT, Invista, Huntsman, and Rudof. Key customers incorporate American bird, Arcadia Group, Klein, H&M, JC Penney, Macy's, Tommy Hilfiger, Warnaco, and Zara. The Group will grow the materials business through limit augmentations. Post extension, the

yearly capacity of weave texture is accepted to improve to 80 million lbs from 11 million lbs as of now, and along these lines the yearly capacity of clothing sews is anticipated to accomplish 145 million pieces from 20 million pieces right now.



Figures - 3

- Fabric Weaving,
- Yarn Spinning,
- Processing & finishing,
- Apparel manufacturing,
- Labels manufacturing,
- Embroidering,
- Washing,
- At last packaging.

2.1.6: SWOT Analysis:

Beximco by yellow have lots of strength, weakness, threat and opportunities. I describe few of them. It is difficult to SWOT analysis to this big company. But I am doing sort analysis for the E-commerce department only where I worked more and get knowledge about it.

Table 2: SWOT of the Organization

Strength	Weakness
1 Good customer relationships and high customer satisfaction. 2 Comfortable and innovative products. 3 High quality product and best customer service. 4 Goodwill in the market.	1 Lots of work pressure but employees are few in the e-commerce department. 2 Lack of employee motivation. 3 HR activates are not properly co-ordinate with other department.
Opportunities	Threats
1. Expand business to global market. 2. High-tech work environment. 3. Strong E- commerce. 4. Free delivery all over Bangladesh.	1. Increasing number of competitors. 2. Others more companions will increase.

2.2. Industry Analysis:

Now the discussion starts of industry analysis. To describe the industrial analysis give information about Specification of the industry, size, trend and maturity of the industry, technological factor, threat of the substitute, industry rivalry.

2.2.1. Specification of the Industry:

Beximco textile works as a textile industry. Beximco group establish their textile industry at the very beginning of the company. They started their journey at 1970. Textile industry is growing nowadays, if the product quality is good. Beximco Textile maintain their product quality. They always follow the trend and attract customer in the different way. They provide best quality product and best service. They are more focus to improve their brand value.



Figure: 4

Description about textile:

The Textile business is a term used for adventures essentially stressed over the arrangement or collecting of clothing similarly as the scattering and usage of materials. In once-over, the material business is essentially stressed over the arrangement, creation and spread of yarn, texture and clothing. The rough material may be trademark, or designed.

A material is an adaptable material comprising of an organization of normal or fake strands (yarn or string). Yarn is delivered by turning crude filaments of fleece, flax, cotton, hemp, or different materials to create long strands. Materials are shaped by weaving, sewing, stitching, tying or tatting, felting, or plaiting. The connected words "texture" and "fabric" and "material" are regularly utilized in material gathering exchanges.

Material might be utilized interchangeably with texture however is regularly a bit of texture that has been handled. Bungalow stage Pre-Industrial Methods

Before the assembling measures were motorized, materials were delivered in the home, and abundance sold for additional cash. Most fabric was produced using fleece, cotton, or flax, contingent upon the period and area. For instance, during the late middle age time frame, cotton got known as an imported fiber in northern Europe, with no information on what it originated from other than that it was a plant; taking note of its likenesses to fleece, individuals in the district could just envision that cotton must be delivered by plant-borne sheep. John Mandeville, writing in 1350, expressed as actuality the now-outrageous conviction: "There developed there [India] a brilliant tree which bore little sheep on the endes of its branches. These branches were flexible to the point that they bowed down to permit the sheep to take care of when they are hungrie." This angle is held in the name for cotton in numerous European dialects, for example, German Baumwolle, which deciphers as "tree fleece". Before the finish of the sixteenth century,

cotton was developed all through the hotter locales in Asia and the Americas. In Roman occasions, fleece, material and calfskin dressed the European populace: the cotton of India was an anomaly that solitary naturalists had known about, and silk, imported along the Silk Road from China, was an extreme extravagance. The utilization of flax fiber in the assembling of material in northern Europe goes back to Neolithic occasions.

Material was created in the home, and the abundance woven fabric was offered to traders called clothiers who visited the town with their trains of pack-ponies. A portion of the fabric was made into garments for individuals living in a similar territory and a lot of material was traded.

Clothiers or Cloth Merchant: In the Middle Ages or sixteenth and seventeenth hundreds of years, a fabric vendor was one who possessed or ran a material (frequently fleece) assembling or discount import or fare business. A material trader may furthermore have possessed some of draper's shops. Material was amazingly costly and fabric dealers were regularly extremely well off. Some of Europe's driving financial administrations, for example, Medici and Berenberg manufactured their unique fortunes as material dealers.

The way toward making fabric relies somewhat upon the fiber being utilized, however there are three fundamental advances: readiness of strands for turning, turning, and weaving or sewing. The planning of the strands contrasts the most relying upon the fiber utilized. Flax requires retting and dressing, while fleece requires checking and washing. The turning and weaving measures are fundamentally the same as between strands however.

Turning developed from bending the strands by hand, to utilization of a drop axle, to a turning wheel. Axles or parts of them have been found in extremely, old archeological

destinations; they may speak to perhaps the most punctual bit of innovation accessible to mankind. I was concocted in India somewhere in the range of 500 and 1000 A.D. It arrived at Europe by means of the Middle East in the European Middle Ages.

Weaving, done on a loom has been around however long turning. There are a few signs that weaving was at that point known in the Paleolithic. An ill-defined material impression has been found at Pavlov, Moravia. Neolithic materials are notable from finds in heap abodes in Switzerland. One surviving section from the Neolithic was found in Fayum at a site which dates to around 5000 BCE. There are various sorts of weavers, a basic inkle loom that goes back to the Vikings, to the standard floor loom.

2.2.2. Size, trend and maturity of the industry:

Beximco textile offer different size and materials product. They offer size for baby which starts from age 1 year to 5 year, junior kids starts from age 6 to 9 year, they also have lots of woman's and man's collections.

Beximco textile always follows the trend. They are very famous for the trendy collection. They easily compete with their competitor through their style and quality.

2.2.3. Technological Factor:

Beximco Textile is very efficient to the technological factor. Many people work to handle technical issues. They have separate e- commerce department to solve customer online transection issues. They provide customer care service. This department doesn't have any holiday. They only get weekly one holiday. They are working so hard. They are very much careful to their customer satisfaction.

2.2.4. Threat of Substitute:

There are many competitors in the local market. But they try to bit to their competitor. They provide best quality product to their customer. So that, every customer becomes loyal customer. They provide membership card to their customer to make them loyal customer.

CHAPTER THREE:

INTERNSHIP EXPERIENCE

4.1. Position, duties and responsibilities:

My position was intern and my target in the internship period is learning. My work start from 10.30 am to 6.00 pm. I am succeed about my mission, I learn different thing through this period. My duties were follow my seniors and work according to their instruction.

- **Interview:** Beximco by Yellow called me one day evening and take my phone interview. In the phone interview, they ask several questions then selected for the face to face interview.

Then I go for the face to face interview, where I saw nine candidates. From nine, they selected three and I was one of them. It was great news for me, and I become very happy. I learn lots of things through this interview. I get to experience how to talk face to face interview as well as a phone call interview.

- **After Confirmation Call:**

I start my internship period experience from the confirmation call because Beximco by Yellow is very much careful from this day. After I receive a confirmation call that I was selected for the internship program, they call me several times. And ask different questions. For example:

- Did you know the office location?
- How you come to the office, it was too far?
- They provide me the bus name and address in message and call also.
- Before joining the day, they call me several times to solve my issues.

So, I can say they are very careful with their intern. They try to help their interns a lot because the interns are fresh graduates. Many times, they don't understand many things. So, they teach each and every little thing to us.

I learn from this, how they motivate their interns. They believe in employee satisfaction. Their human resource department is so strong, they always think about employee satisfaction.

➤ **Training one:**

17 February 2019, I started my internship journey. This day, I went to Beximco Industrial Park for training purposes. My organization provides me transformation facilities for Beximco Industrial Park, Gazipur. Through the training period, I learn:

- Firstly, I introduce with all employees of the E-commerce and marketing department of Beximco Textile.
- Then I start learning about my work responsibilities.
- I learn about how to work with the different web site.
- How do they work in Shopify? (Shopify is an e-commerce website that Beximco Textile uses).
- How to product upload in the Shopify.
- I learn lots of things about Shopify work.
- How to product upload in Shopify, add description and price in Shopify.
- How to log in different websites.

➤ **Trainer:**

After training day, I trained three interns as a trainer. I teach them what I learns. Describe what I teach them. My seniors are very happy about my work.

How to use these websites

- How to upload pictures, add description and prices also.
- I trained them on how to log in their different websites
- I tell them about their work responsibilities.

- How to log in different websites.
- How to communicate an official manner.

➤ **Learning:**

- In my working days, I learn how to talk with people. My communication skills will increase through talk different people.
- I communicate with customer and retailer also.
- I can work under pressure.
- I learn, how to send professional emails.
- How to convince customer and solve their issues.

After training I train one intern all the things. I get good exeperince and get confident when I teach others.

➤ **Training Two:** After certain days, I trained about new things, which was customer service. Through this I learned:

- How to talk with customer.
- How to handle different customer.
- How to solve customer problem.
- How to work under pressure.
- Ho to convince people.

Through these days my communication skill increases. The work procedure are so much interesting/

➤ **Training Three:**

Last one month, I continue my office work from home because of Covid-19 pandemic. I trained third time for this reason. It sounds so easy but actually not, I

think. It was difficult to maintain office work in home. Sometimes I face internet issues, but it is difficult to prove that I face internet issues. My learning of work from home:

- How to maintain work timing from home.
- How to handle work pressure from home.
- The way of maintain stress.
- Meeting through video conference using zoom, Google meet as well as whatsapp group call.
- Learning continues with team viewer. So that my coordinator can see my work, what am I doing



Figure 05

➤ **Advantage and disadvantage of work from home:**

There are lots of advantages of work from home. Which I mention here:

- **Flexible Schedule:** Maintain flexible working schedule. I can take my break time at my wish, feel no race to hang up on your relatives when they call, and have lunch at any time I need.

- **Custom Environment:** I don't have a fix table. I can work from anywhere where I feel comfortable. Furthermore, in case I am aware of my workspace ergonomics, I can make a more grounded musicality for my work processes.
- **No Office Interruptions:** Maintain a strategic distance from associates discussing the benefits of digital money, alarms moaning outside your window, the AC kicking in as you shroud your icicle tears.
- **Cozy Clothes:** I can continue my office work with Comfortable garments. You get the opportunity to wear those running pants from school with the letters stripping off, or the stockings your companions don't have any acquaintance with own.
- **It's simpler to settle on decisions:** I won't need to set to discover a gathering room or manage an especially talkative colleague. On the other hand, I give children and pets at home can make this extreme for some distant workers.
- **Forget Traffics and crowds:** In Dhaka city, we face lots of traffic but in the days of work from home. I get relief of this thing and take peace and can do my work appropriately.
- **Save money:** Lunch is costly in the event that you work in a city or downtown. At home, I can spare big time by setting off to the store and getting ready food. It was very helpful for me.
- **Additional time with friends and family:** I can continue my office from my hometown. I spend long time with my family after a long time.

- **I relief from office discretion:** Many times I face disturbance from my co-workers. In work from home, I get rid of rid issues.

There are lots of disadvantage of work from home. I mention here the disadvantages:

- **Difficult to Maintain a Routine:** Difficult maintain work in home. I think the work speed become less because of work from home.
- **Missing important calls:** I think it will happen with everyone. When you get important calls, you missed it. I face this problem many times and it became difficult to prove that I was actually working office work.
- **Internet Issues:** I think it was the biggest problem in our country. Many times I face this problem. When suddenly face internet problem, I have no other option to do the work. Because all of my work is internet based. So time become waste but I have to complete my work after office hour.
- **Working slowly:** Working speed becomes slow because no one have to monitor my work. For that, I got for work pressure.
- **Schedule problem:** Many times it was happened with me. I was waiting from my work. But in the morning time, I have no work. But I was doing my work after my office time. I missed many of my family programs because of Schedule problem.

So I can experience that work from home have lots of advantage and disadvantage but the beautiful advantage is I can spend time with my family.

CHAPTER FOUR

RECOMMENDATION AND CONCLUSION

5.1. Recommendations for improving departmental operations:

My overall experience was good for my intern period. It was great journey, because I learn many things which I don't know before. My coordinator teaches me each an everything in an easy way.

I recommend for the Beximco Textile:

- I recommend them make clear work to their interns. Because they fast train them about all things, then decide which department the interns will work. Many times it becomes so confusing for the interns.
- I highly recommend them, remuneration will provide in a fix time to the interns.
- Work station must be fixed in the begin days of interns.
- Coordination maintains with human resource department and then provides information to the interns. So that they can provide appropriate and clear information. It became too taught for interns because they are fresh graduate and they don't have any idea about the corporate world.
- They have to improve clear module for their interns.

5.2. Conclusion:

Doing intern become difficult because of the Covid 19 pandemic. In three months, I was continue my work in office and home also. I gather lots of experience. I get experience of work in an office environment and also work from home. I learn lots of new things which I don't have any idea before. My overall experience was good I learned many things which help my future work.

I can show this three months experience as an experience. It was a great achievement for a fresh graduate.

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Appendix



November 03, 2020

To Whom It May Concern

This is to certify that Ms. **Mithila Saha**, a B.B.A. in Marketing & Human Resource Management, student of United International University, has successfully completed 3 (three) months long Internship program starting from February 17, 2020 till March 17, 2020 (1 month) and July 01, 2020 till August 31, 2020 (2 months) at Yellow Brand of Beximco Apparels Limited.

During her Internship Program she worked under the guidance of Mr. Shehryar Hasan Burney, Executive Director, Yellow, Beximco Apparels Limited. Upon completion of her Internship Program she submitted a report.

We hope that the knowledge she had acquired from the Internship program with us would greatly help her to adapt with the need and challenges she will face in her future career. We wish her every success for her future endeavors.

Best regards,

Goutam Biswas
Deputy General Manager
Human Resources Department

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Showroom visit (all interns)



Industrial park visit (Gazipur)