

Azmir Leather Industry





United International University
QUEST FOR EXCELLENCE

Course code: INT 4399

Course Title: Internship

Semester: Fall, 2021

Prepared by

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Submitted to

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Asst. Professor
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Submission Date:

Wednesday, November 24, 2021

Internship Report
On
Azmir Leather Industry of Bangladesh

Owner: Shaid Ullah

Asst. Director: Md. Shiful Islam

Factory:

Plot No. YS-11, Tannery Estate

Hemayetpur, Saver

Dhaka-1340

Bangladesh

Office:

116/E, Hazaribagh,

Dhaka-1209, Bangladesh

LETTER OF TRANSMITTAL

24th November, 2021

Mohammad Tohidul Islam Miya

Asst.Professor

Department of business Studies

United International University

Subject: Submission of internship report.

Dear Sir,

With due respect I want to inform you that I am submitting my internship report on Azmir leather industry .The 12 weeks internship program has been a great experience to me as it provided me with wide exposure the professional environment . I have tried my level best to flow the guidelines that you provided over all the whole experience of this internship program enabled are to get an insight into the real life situation as well as the marketing world.

Nonetheless I will be more then happy to answer any query regarding this report. Please contact at uiuebus@gmail.com for any further query or criticism regarding this report.

Sincerely,

Sharmen Akther

ID: 111-153-186

Batch: 153-Fall 2015

School of Business and Economics (SOBE),

United International University

Acknowledgement

First of all thank to Allah for giving some opportunity and complete my report in due time. The internship report describes and so many information collected help by the organization. I am working Azmir leather industry few months. I teach lot of things this industry. Suppose How to control the employee, how to control the machineries, and last things the important Leather process parts by parts. My supervisor name: Mohammad tohidul Islam miya Assistant Professor School of business economic united international University. Sir gives All of the students suggestion and continue take the class. This class he tells lots of things. Which Things adds the report or which is not adding the report. Sir tells all of this way helps Make the report.

Azmir leather industry is a small industry but other industry is a big but cant afford verity Of machine but azmir leather have a verity of machinery. Others industry comes azmir and Used their machine this is called jobor. Others industry used the azmir and pay money. This Company employee very helpful and corporative mainly this reason I early complete my Report and others side sir continue the class this class helps me and others students.

I enjoy this moment and this industry teaches lots of things.

Executive summary

Md. Mustafa Miah started a tannery business in Hazaribagh Dhaka. He started to collect rawhide from the local dealers' and sells those to the well-established tanners. He began to make a profit and save it for the establishment of his own tannery. Finally, he built a 5 storied building in Hazaribagh and started his own tannery in 1977. He named the tannery Dilbahar tannery. At the time all the work of the tanning process was done manually. The finished leather was sold at the local market and to dealers. Then the tannery shifted to Savar. There are 113 tanneries in Bangladesh. Azmir Leather is one of them and this report is based on my internship in Azmir Leather Industry. Some tanneries produce leather and footwear, but Azmir Leather produces different types of leather only. It is a 100% export-oriented tannery which is well known for its premium quality of leather. The report consists of eight chapters. In Chapter One, the introduction, and all types of methods were described. In Chapter Two, the Background of the company, Vision, Mission, Advantages and Disadvantages, SWOT analysis, Value Chain Analysis, Equipment's and Production Process are briefly described. In Chapter Three, I described the local market, international market, target market. Chapter four consists of the information on various competitors of Azmir Leather. Chapter five describes the branding process of manufacturing industries along with identifying and building long-term relationships with the targeted customers. Besides these, the rest three chapters (six, seven, and eight) describe the varieties of leathers along with their recommended products, Export earnings of Azmir Leather, and Conclusions & Recommendations respectively. Azmir leather industry has many competitors in the industry. Apex is one of the big and significant competitors in the industry. They use high-end technology and produce a wide variety of items while Azir leather is a small producer with minimum variety to offer in the market.

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Chapter One

Introduction

1. 1 Introduction

Bangladesh second largest exporting industry is the leather industry. Pissed previous location of Hazaribag then they perfectly replace saver. Leather industry earned billion of dollars every fiscal year. Leather industry was development in Bangladesh 1968. The government considers leather goods and footwear but this industry owner decided only one goods used this is leather goods. Azmir leather industry makes leather; these leathers are sold in the domestic and foreign markets. The finished leather was sold at local market and to dealers. Many local companies who used to make different leather products were their direct clients 100% finished leather that was processed in the tannery was sold in the international market. Azmir Leather international market and decided to become a 100% export-oriented company. A new ten storied tannery building was constructed in leather in hemayetpur saver. Azmir leather was shifted to their new infrastructure built in a government assigned plot of leather industrial bank in the year 2017. The cost of production went high and the number of buyers started. The market became more competitive and the situation is still unchanged not only Azmir leather but also other tanneries are passing some tough time.

1.2 Origin of the industry Report

This internship reports my supervisor of Mohammad tohidul Islam miya Asst professor. Department of business studies of united international university. The topic if this report was Azmir leather have prepare this report and got scope to work as an internee in the reputed the company Azmir leather group of industries. The internship good sides the student transform

theoretical knowledge and practical. This report good one by doing correct information to the topic.

1.3 Objective of the Report

1. The improved effect and mode of formation of this leather industry in Bangladesh.
2. Azmir use high technological equipment in the leather industry
3. Government supports the foreign investment.

1.4 Methodology

The report based on prepared by data collection form secondary resource and primary resource. The secondary information collected form websites the several tanneries and different book.

Chapter Two

Overview

2.1 Background of the Company:

To change the condition of his family and to bring back solvency, Md. Mustafa Miah, the father of the present owner of Azmir Leather, started tannery business in Hazaribagh, Dhaka. He travelled to the capital city Dhaka from Laxmipur in 1965. With only a few hundred takes with him in the then Pakistan period, he started the struggle to establish a tannery. But at the beginning, he faced many obstacles and discriminations from fellow businessmen. He started to collect raw hide from the local dealers and sell those to the well-established tanneries. He began to make profit and save it for the establishment of his own tannery. Finally, he built a 5 storied building in Hazaribagh and started his own tannery in 1977. He named the tannery as Dilbahar Tannery. At that time all the work of the tanning process was done manually. The finished leather was sold at local markets and to dealers. Many local companies who used to make different leather products were their direct clients. 100% finished leather that was processed in the tannery was sold in the internal market. Md. Mustafa Miah was very pious person and he didn't take any loan from the bank to run his business. Although he had all the opportunities to extend his business and to reach the global market, he didn't. Unfortunately, he was diagnosed with cancer in 2000 and handed over the business to the present owner, his eldest son, Md. Sahib Ullah in 2001. Md. Sahid Ullah renovated everything of the previous tannery and renamed it as Azmir Leather. He gained technical knowledge from his father about the tanning process and worked in the tannery from 1990 alongside his study. He took loans from the bank and purchased modern machineries for the tanning process. He gave priority on the health issues of the workers and replaced all the manual process of tanning with the modern automatic machineries. He gradually moved towards the international market and decided to become a 100% export-oriented company. A new ten storied tannery building was constructed in Leather Industrial Park located in Hemayetpur, Saver. The new tannery building was equipped with all safety facilities along with modern machineries. Finally, Azmir leather was shifted to their new infrastructure built in a government assigned plot of Leather Industrial Park in the year 2017. At present, Md. Shiful Islam, the only son of Md. Sahid Ullah, is helping him in the overall production and management of the company.

After relocating the tannery in Leather Industrial Park of Saver, the company faced a major decline in their revenue. The cost of production went high and the number of buyers started to decrease. The market became more competitive and the situation is still unchanged. Not only Azmir Leather but also other tanneries are passing some tough time.

2.2 Vision of the Company:

To produce best quality finished leather maintaining international standards with state-of-the-art technology and to become an icon in the tannery industry.

2.3 Mission of the Company:

Azmir leather first mission is promoted and save their product. They represent their product outside country. They working are very carefully because their product can not harm the environment.

2.4 Advantages of Azmir Leather:

- Azmir leather use high range of technology that's why they are easily produces the product
- Azmir leather all worker expert all this thing
- Azmir leather provides all facilities for the worker suppose life insurance. Azmir leather industry labor cost is low
- Azmir leather industry have no partnership
- Azmir use this type of raw materials they easily purchase anywhere.

2.5 Disadvantages of Azmir Leather:

- Azmir maintains cost is high.
- Bangladesh leather sector is not improvement for the others country.
- Leather used this type of chemicals they are not eco-friendly. All materials very expensive.
- Soft leather maintenance carefully otherwise this type of leather early damage.

2.6 SWOT Analysis

Strength:

Azmir leather is one of the leading leathers producing and exporting industry in Bangladesh. They are producing different type of leather they have own factory and manufacture. Azmir only sell verity of leather other side some industry sell bag, shoes Act. If they take care more about azmir will be a best company leather industry.

Weakness:

Azmir buy high range of materials and sell but sometimes it falls others industry cannot buy high range of materials. Azmir is leading company but this time azmir cannot profit Table Company in 2019-2020 their profitability not well. All the activity ratio, 2 years the company performance is jumping.

Opportunity:

Azmir they have fulfilled the mission if azmir increase their leather quality more but the customer wants and increase their sells. They have strong image in Bangladesh. They have opportunity to increase their brand image in the Bangladesh. Azmir use updates technology. It's the good sign in the industry.

Threat:

Azmir lots of threat. The competitors of Azmir are strong enough to produce good quality other competitor can be their threat in the way of being market leading position. Bangladesh tannery apex becomes threat for the company.

2.7 Value Chain Analysis of Azmir Leather:

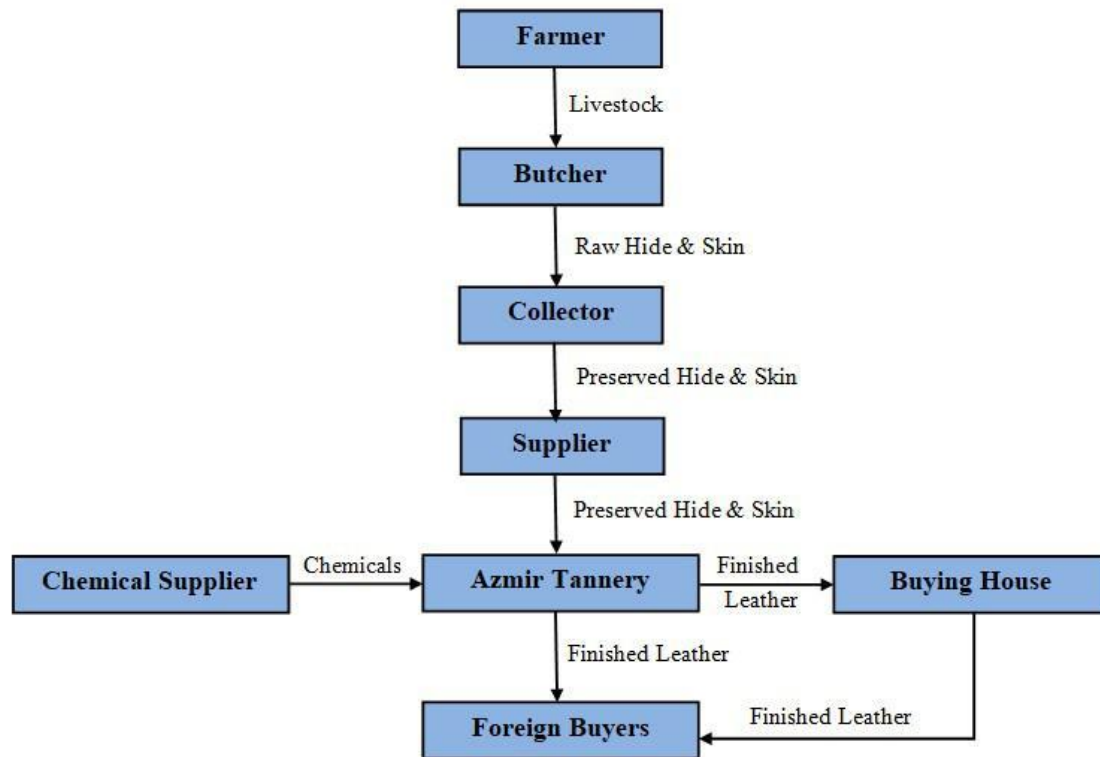


Fig: Value chain of Azmir Leather

Products without appropriate value addition will ultimately fail in a competitive market. In Azmir Leather, value addition to the finished product is done in many steps. At the very beginning of the value chain, there are livestock farmers. The quality of the hide and skin largely depends on them as they raise the livestock. Hide and skin of the living animals may be damaged in many ways if proper care isn't taken by the farmers. The farmers sell their animals to the butcher, another important element of the value chain. Experienced and expert butcher understands the value of undamaged hide and gives special attention to the skinning process. The collector collects the hides from the local butchers and preserves them in their

place with the help of salt. If no preservation is done then the hides start to degrade in quality. So, preservation is a very important step of value addition. Preserved raw hides are then taken by the suppliers and supplied to the owner of the tannery. Tanning process is done with the help of different chemicals collected from chemical suppliers. Finished leather is the end product of the tanning process. This product is then directly sold to the foreign buyers with or without the help of buying houses.

2.8 Equipment's

Azmir Leather uses high technical equipment. 3D print, iron machine, dram press machine and others machine are used in this industry. All machines are expensive. Azmir Leather is one of the elite tanneries who have all types of equipment.

Some picture of the visiting moment is given below







2.9 Production

Azmir Leather produces finished leather of different quality as per client requirement and costing. The whole process begins from the collection of raw hides from the local dealers. These types of local dealers are spread throughout the country. The owner of the Azmir Leather and his son directly communicate with the dealers and collect the raw hides after checking the quality. The best quality finished leather comes from the best quality hide Azmir Leather never compromise with the quality of the raw hides and collection of hides is approved only after passing all quality standards. Then the collected raw hides are preserved with the help of salt in an environment-controlled chamber where it can be preserved for many years. The hides are then processed by using different mechanisms and chemicals to transform it into finished leather. The various steps of leather processing are shown in a flow chart:

Chapter Three

Market Segmentation

3.1 Marketing

The mechanism marketing in leather industry depends on the buyers' and agents. The leather industry so many raw materials collected and sold different types of agents and tannery owners. Bangladesh has difference types of marketing but this marketing is core function of any kind of business. The leather industry agents are the middlemen in this business. The agent link other industry owner or foreign buyers. The agent role plays are in transaction, the leather quality, the leather cutting and cost controlling. The agent promotion of the product and establish the interpersonal product. This relationship maintain continue because they are believe that their product orders again the buyers after the buyers decided which types of hides, skin, use the leather. The export payment under the leather of (LC)

3.2 Local Market

At the beginning of their tannery business, Azmir Leather used to sell 100% of the product in the local market to the local agents and to the owner of other factory owners. But, when the present owner of Azmir Leather took over the business from his father, he decided to become a 100% export-oriented company. He gradually decreased sales to the local market and established a well interpersonal relationship with international buyers. And finally, in 2009.

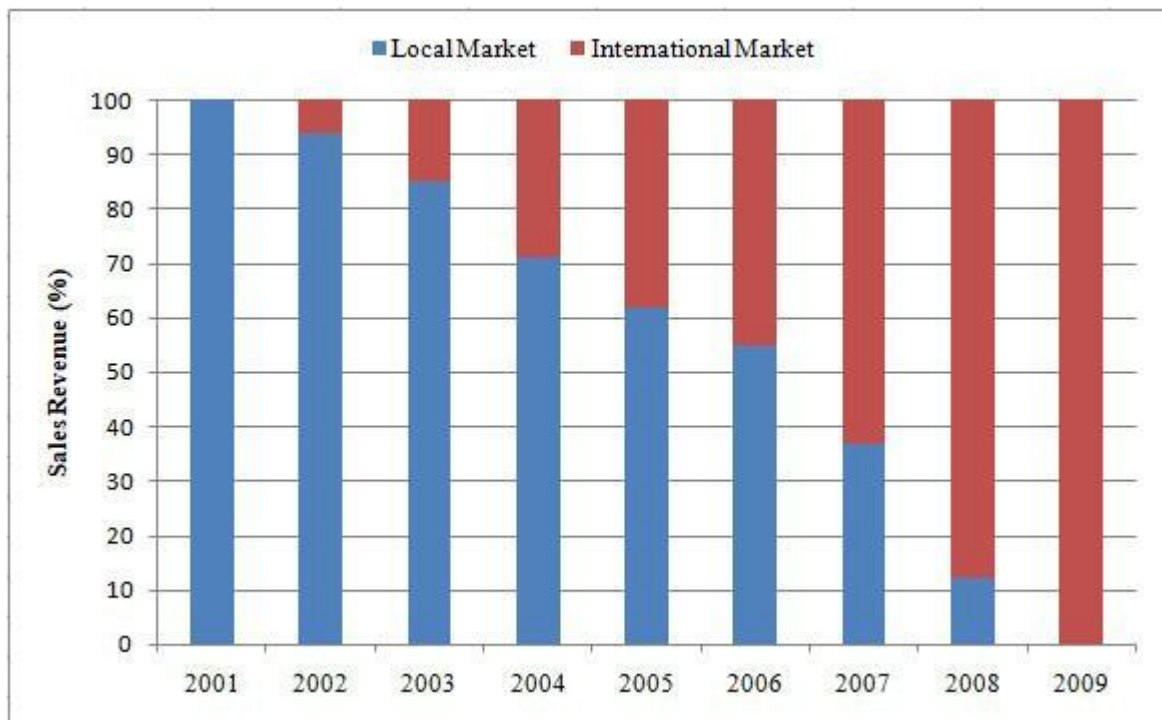


Fig: Sales Revenue (%) shifting of Azmir Leather from Local to International Market

3.3 International Market

The leather sector is second export earning industry in Bangladesh. Leather industry 90% output depends on the export. There is involved 3% share the global leather and product market. Azmir leather industry only finished leather form Italy, Japan, china, this main some countries important form Bangladesh. Azmir almost 75% value addition and local 25% production in foreign market.

At present, Azmir Leather earns 100% of their sales revenue from international exports. They have created an astonishing brand value in the international market with quality finished leather. It exports products to countries like Italy, China, Japan, Germany etc. The percentages of sales revenue international market are shown in the given pie chart.

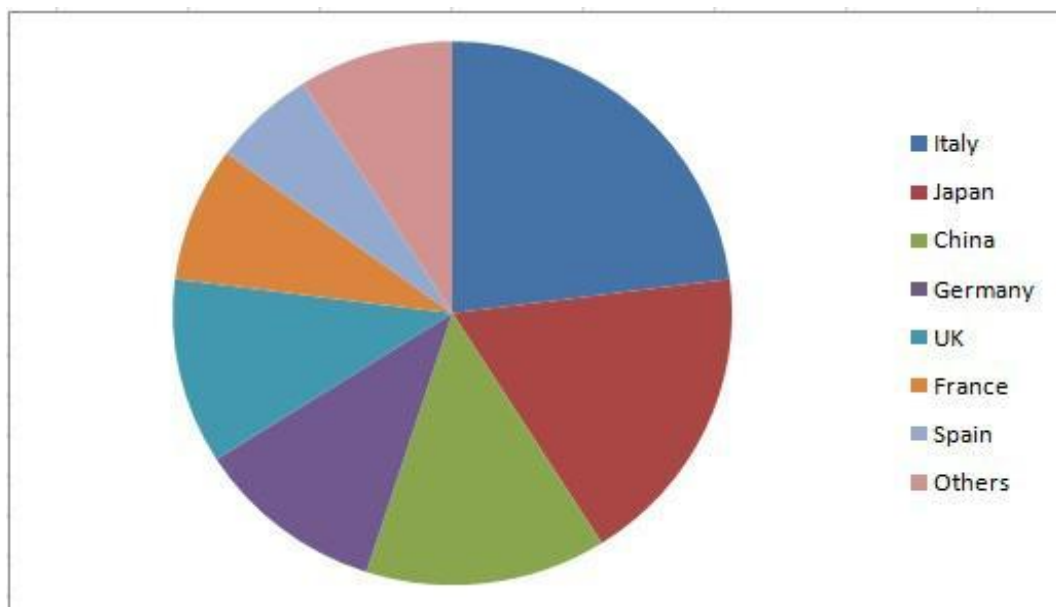


Fig: Azmir Leather's sales revenue (%) from different countries of international market

3.4 Target Market

Azmir Leather wants to extend their business and increase the list of exported countries of their products. Leather market is being competitive day by day and so, the entrance into new international markets has become indispensable. Azmir Leather wants to export their products in some of the target countries like USA, Canada, Turkey, Russia, Norway, Finland, Sweden etc. These will not only help Azmir Leather increase their sales revenue but also Bangladesh will earn important foreign currencies by exporting leather products.

Chapter Four

Competitor Insight

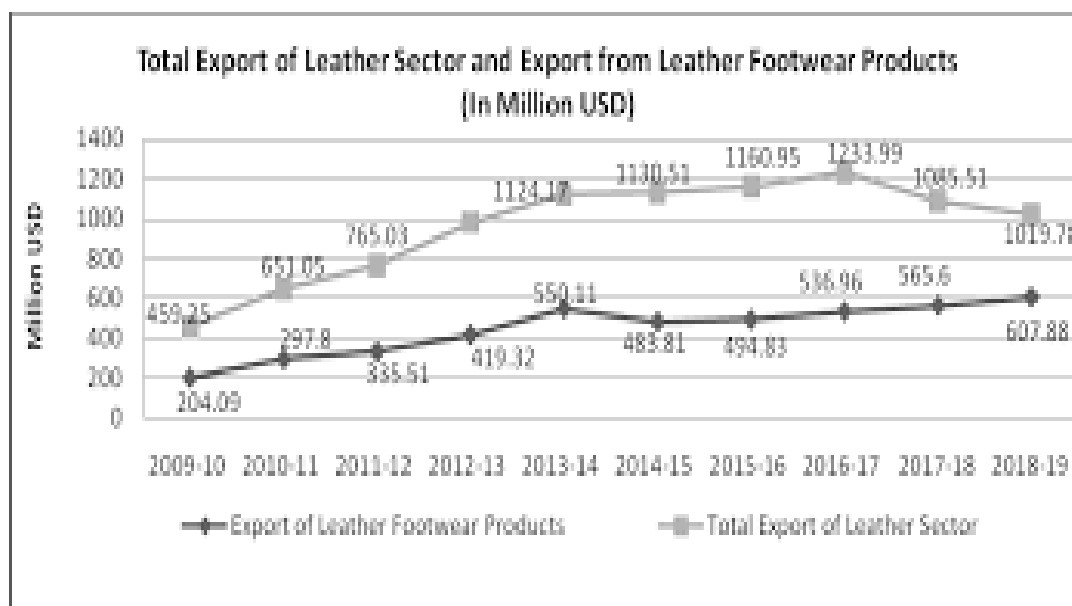
4.1 Competitors

So many industries are Bangladesh. Every industry creates a sometimes new product. Azmir leather industry is a small industry but there have a huge new technology. Other industry is big but there have a few technology and machinery. Azmir have a lots of machinate and create new competitors. Azmir main competitors is apex because apex both product sell but Azmir one types of product sell, there have a no verity.

A brief review about three major competitors of Azmir Leather is given below.

4.2 Apex Tannery Limited

Apex tannery started on January 04, 1990. Apex tannery used modern machinery and maintaining high quality service. Apex tannery mainly footwear business there are different types of shoes, sandals, and slippers. Apex is one of the industry there is own factory. 2021 Apex footwear revenue drops only for covid-19 but this company earn huge profit only for holiday. There are 1000 employee workers in the Apex industry.

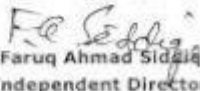


Apex Tannery Limited
Statement of Financial Position (Un-audited)
As at December 31, 2018

		Tk in '000'	
		As at	As at
	Notes	Dec. 31, 2018	June 30, 2018
Assets			
Non Current Assets			
Property, plant and equipment	5	1,201,088	1,218,727
Advance for Land of Savar Factory		57,431	57,431
Investments	6	46,107	55,047
		1,304,626	1,331,205
Current Assets			
Inventories	7	1,101,463	791,006
Trade and other receivables	8	113,129	109,689
Advances, deposits and prepayments	9	150,201	168,350
Cash & cash equivalents	10	88,505	72,520
		1,453,298	1,141,565
Total Assets		2,757,924	2,472,770
Equity and Liabilities			
Shareholders' equity			
Issued, subscribed & paid-up capital		152,400	152,400
1,52,40,000 ordinary shares @ Tk. 10 each		425,333	425,333
Share premium		6,528	28,888
Dividend equalization fund		417,263	446,828
Retained earnings		38,551	47,491
Fair valuation surplus of investment	11	1,040,075	1,100,940
Non current liabilities			
Retirement benefit obligation		126,237	120,964
Deferred tax liabilities	22	21,114	20,529
		147,351	141,493
Current Liabilities			
Short term loan	12	436,376	1,763
Working capital loan	13	838,705	696,884
Time loan	14	150,938	306,105
Trade payables	15	33,445	116,018
Other payables	16	27,947	30,410
Provision for income-tax		83,087	79,157
		1,570,498	1,230,337
Total Equity and Liabilities		2,757,924	2,472,770
Net Asset Value Per Share (NAVPS) Tk.		68.25	72.24


Syed Manzur Elahi
Chairman


Md. Rahmatullah
Managing Director


Faruq Ahmad Siddiqi
Independent Director


Md. Main Uddin

Chief Financial Officer
Dated: 28 January 2019


Sushanta Kumar Paul
Company Secretary

4.3 Bengal Leather Complex Limited

Bangladesh leather complex limited started on 1971. Company one of the largest companies in the world. There are two separate units. Bengal leather complex limited control the quality, and technology. There is 1200 people work in the factory. This tannery cannot buy all types of raw materials they collected Bangladesh high quality leather (Buff, sheep, cow, goat). Bengal leather complex is a big company rather than other company. Now days the company is not exited. This company cannot runway for this reason the company owner died.



4.4 Crescent Tannery Limited

Crescent tannery limited has been started 1977. This company is a legendary company in the tannery sector. Crescent tannery is a large company in the Bangladesh for the others company. They used high technology and machinery. Crescent tannery first started non footwear business. Crescent tannery creates different types of footwear business suppose: bag, belt, shoes and others product.

The product used high quality crescent tannery working both import and export. One time this tannery not exists because the owner sudden death and their son cannot maintain the company and one time bank force return their money.



There is export different type of country. China, Japan, Italy, Canada, India, most others country they are export. This company can customized their product that's why people can easily purchase their product any time. Crescent leather products Ltd sells their product foreign country and they are satisfies their entire product.

Chapter Five

Branding in Manufacturing Industries

5.1 Branding

Branding adds value to a product and is, therefore, an important aspect of product management. Branding depends on the company mission, vision, and position.

Azmir Leather has emerged as a brand and developed a unique name and identity in the leather industries of Bangladesh. It has earned customers loyalty by ensuring their leather quality year after year. Branding of the leather is done in such a way that identifies and differentiates Azmir Leather from other tanneries. Branding of Azmir Leather involves the following set of measures;

5.2 Developing Brand Identity

Developing brand identity is an important part of any type of company. Brand identity creates the right image and collects all types of elements. Brand and branding both terms are different.

Azmir Leather is determined to promote its brand identity by upholding its vision which is “to produce best quality finished leather maintaining international standards with state-of-the-art technology and to become an icon in the tannery industry”.

5.3 Identify Target Customers

One of the challenging steps of product branding is to take the product to the right people who are looking for it. Azmir first of all identifies the target customer. Azmir identifies the customer is a China. China is the first country they export their product. Then one way they identify the customer this is called market research. Market research involves the learning,

surveys and interviews. Customer profile all information collected and used to create target customer.

5.4 Establishing Relationship with Target Customers

The best way to market is to think less about marketing and more about building relationships. Rather than focusing on how to sell the product to target customers, it is important to create a plan that builds their trust in the business and shows that the business owner understands them. Branding is all about establishing relationships with target customers and Azmir Lather does it with the help of certain agents. These agents do the work of branding in foreign countries by directly contacting potential customers and in the process help to establish a relationship with Azmir Leather. Azmir Leather also reaches to the potential customers through promotion in social media. Social media branding allows establishing direct relation with the customers without the help of any medium or agent.

Chapter Six

Leather goods manufacturing of Bangladesh

There are varieties of leather goods produce in Bangladesh they are following:

6.1 Midget leather products

Midget leather product thickness of around 0.6mm to 1.00mm. Sometimes thickness product price is high only for buyer requirement. Thickness leather made by small bag, shocks, wallets, key case international id case, matchbox case along these others lines.

6.2 Mediocre leather goods

Mediocre leather goods create bags, belt, and act. These packs are usually made by cow because azmir cannot buy others animal leather. Medium leather Thickness leather 0.9mm to 1.3.

6.3 Massive leather goods

Massive leather goods made by cow because this leather huge demand in the market. Massive leather goods. This leather size is 1.3 mm to 2.00. This leather use shoes, big bag, cover.

Chapter Seven

AZMIR Leather Export Earnings

7.1 Export Earnings

Azmir leather industry product included shoes, bag, wallet others things. Azmir 75% leather export forms the broken leather. Blue leather, wet leather, finished leather. Export country is Japan, China, Thailand, and South Korea.

China is the largest leather product country in the world. Azmir 60% export china.

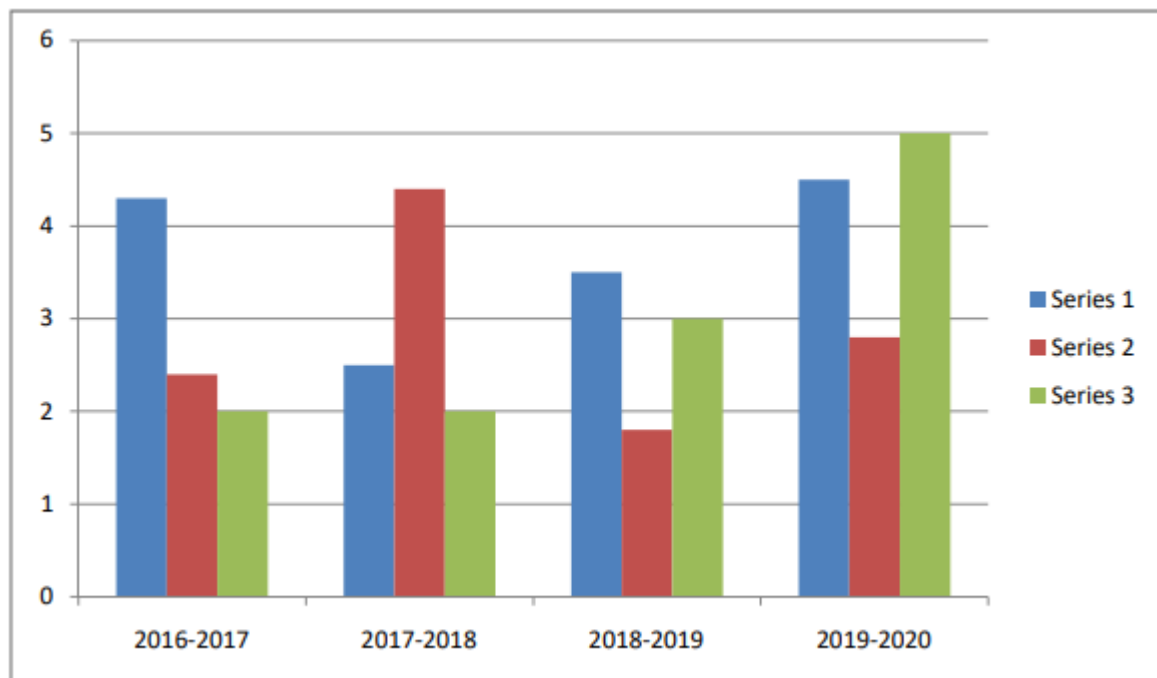


Fig: Azmir leather export earning

The leather industry develops 1970s. Leather industry huge export others country but 2020 less amount export others country because of corona. Some years ago, lather industry huge amount profit this business. This generation leather cannot achieve their goal. The past at present, Azmir Leather earns 100% of their sales revenue from international exports. They have created an astonishing brand value in the international market with quality finished leather. It exports products to countries like Italy, China, Japan, Germany etc.

Azmir Leather used to sell 100% of the product in the local market to the local agents and to the owner of other factory owners. But, when the present owner of Azmir Leather took over the business from his father, he decided to become a 100% export-oriented company. He gradually decreased sales to the local market and established a well interpersonal relationship with international buyers. And finally, in 2009, Azmir Leather started to export 100% of their product to the foreign countries. Azmir export market is USA, EU, South Korea, Japan, Australia and others country azmir export. Europe country 50% export in azmir. After 4 years ago azmir export percentages 85 but this year 30% exports azmir leather.

CRUST LEATHER
 FOOT NO. YS-11, TANNERY INDUSTRIAL ESTATE,
 NEMAYETPUR, SAVAR, DHAKA-1340, BANGLADESH

CONSIGNEE (IF TO ORDER SO INDICATE)

POSHAN ZHIYU LANGFU IMPORT AND EXPORT CO. LTD
 ROOM 206, SHOPS ON THE SECOND FLOOR OF YIFA
 BUILDING, 22 YONGAN NORTH ROAD, DAXU, PINGZHOU,
 CAICHENG STREET, NANHAI DISTRICT, POSHAN CITY, CHINA
 USCI: 91440605MA51TLUY10

TEL: 0757-86711081 FAX: 0757-86711082
 NOTIFY PARTY (NO CLAIM SHALL ATTACH FOR FAILURE TO NOTIFY)

CHAMPION LION GROUP LIMITED
 UNIT 16 4/F, HOPE SEA INDUSTRIAL CENTRE, NO
 26 LAM HING STREET, KOWLOON, HONG KONG

PRE-CARRIAGE BY

SITC SHANGHAI V-2111N

OCEAN VESSEL / VOYAGE

PORT OF DISCHARGE

AN SHAN PORT, NANHAI, CHINA

PLACE OF RECEIPT

CHATTGRAM, BD

PORT OF LOADING

CHATTGRAM, BD

PLACE OF DELIVERY

SAN SHAN PORT, NANHAI, CHINA

MARKS & NUMBERS
 CONTAINER & SEAL NUMBER

NO. OF
 PKGS

DESCRIPTION OF GOODS & PACKAGES

GROSS
 WEIGHT

MEASURE

SAID TO CONTAIN

SAID TO WEIGHT

PL. 224
 BALE NO:
 PL. 224
 ANSHAN PORT
 NANHAI, CHINA

224
 BALES

COMMODITY: FULL CHROME COW LINING CRUST LEATHER.
 SIZE: 12-22 SFT. THICKNESS: 0.8-1.0 MM.
 GRADE: E/F.
 COLOR: COFFEE=52,052.00 SQFT
 GRADE: TR
 COLOR: COFFEE=9,823.60 SQFT
 GRADE: E/H
 COLOR: WHITE=57,190.20 SQFT
 GRADE: TR
 COLOR: WHITE=8,359.50 SQFT
 GRADE: E/H
 COLOR: BLACK=42,785.70 SQFT

GWT
 12,430.00 KGS

BILL OF LADING NO:
 ECI/CGP/NAH/2104616

CHINA GLOBAL LIMITED
 華洋有限公司

OCEAN BILL OF LADING

(For Combined To Port Shipment)

DATE OF ISSUE: 08/04/2021
 PLACE OF ISSUE: CHATTGRAM, BD
 TO: ALL THE TERMS AND CONDITIONS
 HEREIN APPLICABLE TO THE CARRIER
 THE PARTIALS ARE ABOVE
 CONTENTS AND VALUE OF THE
 GOODS SHOWN ON THE BILL
 MUST BE SUPPLEMENTED BY THE
 CARRIER'S ORDER AND RECEIPT, WHICH
 SET FORTH THE PERMITTED
 AND DISPOSE OF THIS BILL OF LADING, INCLUDING
 THE WEIGHT, MEASURE, QUANTITY, CONTENTS
 AND CONDITION OF THE GOODS, AS
 STATED IF NOT OTHERWISE STATED ABOVE. THIS
 BILL OF LADING IS VALID FOR THE ORIGINAL BILL OF LADING
 ISSUED BY THE CARRIER OR ITS ORIGINAL BILL OF LADING
 ISSUED BY THE CARRIER OR ITS ORIGINAL BILL OF LADING
 ISSUED BY THE CARRIER OR ITS ORIGINAL BILL OF LADING

FOR RELEASE OF SHIPMENT PLEASE CONTACT:

CGL FLYING FISH LOGISTICS (SHANGHAI) LIMITED -
 GUANGZHOU BRANCH

ADDRESS: ROOM 2910, METRO PLAZA 183 TIANHE NORTH
 ROAD TIANHE DISTRICT, GUANGZHOU, CHINA
 TEL: (86)020-28316862 FAX: (86)020-87569082
 E-MAIL: OP.GZ@CGLHKG.COM

EXPORT REFERENCE:

INVOICE NO: AZM/366/2021
 CONTRACT NO: TML/2021/004
 EXP NO: 0093/004347/2021

DATE: 08/04/2021
 DATE: 25/03/2021
 DATE: 12/04/2021

2 Consignor/Exporter M/S AZMIR LEATHER YS-11, TANNERY INDUSTRIAL ESTATE, HORINDHARA, HEMAYETPUR, SABER, DHAKA-120, Dhaka, 1209, Bangladesh TIN:365372792777		BIN: 000446648		Registration C 626566 13/04/2021	
3 Page 1 1		4 N/A		Manifest	
5 Items 1		6 Tot pack 224.00		7 Agent Reference 2021 #154	
8 Consignee/Importer FOSHAN ZHIYILANGFU IMPORT AND EXPORT CO. LTD ROOM 206, SHOPS ON THE SECOND FLOOR OF YIFA BUILDING, 22 YONGAN NORTH ROAD, DAXU, PINGZHOU, GUICHENG STREET, NANHAI DISTRICT, FOSHAN CITY, CHINA.		BIN:		9 N/A	
14 Declarant/Agent GREEN ENTERPRISE ROAD-3 HOUSE-726 CDA R/A AGRABAD CHITTAGONG		AIN: 301133805		10 N/A	
15 Country of export Bangladesh		16 Country of origin Bangladesh		17 Country of destination China	
18 Name of Carrier / Nationality BY SEA		19 C.F. SG no		20 Delivery terms CFR	
21 N/A		22 Currency Total Invoiced Value USD 154,967.88		23 Exch. rate 84.9500	
24 Nature of transac.		25 MOT 1		26 N/A	
27 Place of loading/unloading BDCGP Chittagong		28 Financial and banking data Bank Code 002 Branch 00000093 LC No TML/2021/004 Bank Name Janata Bank Limited Sector & Fund 062 Industrial Cash		29 Office of Entry/Exit 301 Custom House,	
30 Location of Goods 301OCCL		31 Packages and description of goods Marks and numbers AS PER INVOICE Final/Penalty Nber of Pkgs 224.00 Pkg Code BL Bale, compressed Containers No(s) Description of Goods Tanned or crust. in the dry state other than full grains..., Excl Split leather F/C COW LINING CRUST LEATHER = 225630.80 SQFT		32 Item 1 No.	
33 HS Code 41044990		34 C.O. Code a BD b		35 Gross weight (kg) 12,430.00	
36 Agr.Cd.		37 CPC 1041 000		38 Net weight (kg) 12,206.00	
39 Visa Ref		40 Line Number/SL Number - Cargo Lading No		41 Quantity/Units 154,967.88	
42 V.M. cod		43 Dec.U.Price 12.70		44 Ass.U.Price 12.70	
45 Adjustment 1.0000		46 A.I. Code		47 48 Item Assessable Value 13,164,521.41	
49 44 Add. Info Documents Produced Certificates and authorization CRF/EXP No 004347 A.D. 203 101 102 INV AZM/366/2021		50 45 DT. 08/04/2021		51 46 UPIUD 2193 12042021	
47 Calculation of taxes		48 Deferred payment 301P0282		49 Identification of warehouse	
Type Tax base Rate Amount MP		B ACCOUNTING DETAILS Mode of payment ACCOUNT PAYMENT Assessment number / Date Receipt number Date 0.00 BDT Date			

COMMERCIAL INVOICE

AZMIR LEATHER

Factory : Plot. No. YS-11, Tannery Industrial Estate, Hemayetpur, Savar, Dhaka-1340, Bangladesh,

EXPORT REG. NO : RA-80493

VAT REG. NO. 000446648

INVOICE NO : AZM/366/2021 DATE: 08/04/2021
 INVOICE OF : 224 BALES = 2,25,630.80 SQFT OF FULL CHROME COW LINING CRUST LEATHER
 CONSIGNEE : FOSHAN ZHIYILANGFU IMPORT AND EXPORT CO.LTD
 ROOM 206, SHOPS ON THE SECOND FLOOR OF YIFA BUILDING,
 22 YONGAN NORTH ROAD, DAXU, PINGZHOU, GUICHENG STREET,
 NANHAI DISTRICT, FOSHAN CITY, CHINA. USCI: 91440605MA51TLUY10. TEL: 0757-86711081.

FROM: CHITTAGONG SEA PORT BANGLADESH TO: SANSHAN PORT NANHAI, CHINA

CONTRACT. NO. TML/2021/004 DATE: 25/03/2021

ISSUED BY: PAYMENT BY : 100% T/T

MARKS & NUMBER	DESCRIPTION OF GOODS	AMOUNT US DOLLAR
AZMIR BALE NO 01-224 SANSHAN PORT NANHAI, CHINA	COMMODITY : FULL CHROME COW LINING CRUST LEATHER.	
	SIZE : 12-22.SFT.	
	THICKNESS : 0.8-1.0 MM.	
	GRADE : E/F	USD 46,845.80
	COLOR : COFFEE=52,052.00SQFT.U/PRICE USD0.90/PER SQFT	USD 5,402.96
	GRADE : TR	
	COLOR : COFFEE=9,823.60 SQFT.U/PRICE USD0.55/PER SQFT	USD 37,173.63
	GRADE : E/H	
	COLOR : WHITE =57,190.20SQFT.U/PRICE USD0.65/PER SQFT	USD 3,761.77
	GRADE : TR	
	COLOR : WHITE =8,359.50SQFT.U/PRICE USD0.45/PER SQFT	USD 32,089.27
	GRADE : E/H	
	COLOR : BLACK =42,785.70SQFT.U/PRICE USD0.75/PER SQFT	USD 16,044.32
	GRADE : TR-II	
	COLOR : BLACK =29,171.50SQFT.U/PRICE USD0.55/PER SQFT	USD 13,649.11
	GRADE : TR-I	
	COLOR : BLACK =26,248.30 SQFT.U/PRICE USD0.52/PER SQFT	USD1,54,967.88
	TOTAL INVOICE VALUE : -----	=====

TOTAL QUANTITY: 2,25,630.80 SQFT

G. WT: 12,430 KGS

N. WT: 12,206 KGS

(U.S.DOLLAR : ONE HUNDRED FIFTY FOUR THOUSAND NINE HUNDRED SIXTY SEVEN AND CENTS EIGHTY EIGHT ONLY)

CFR SANSHAN PORT NANHAI, CHINA

EXP NO:

OUR BANK DETAILS:

(Submitted electronically by exporter)
Statutory declaration to be furnished by exporters under Foreign Exchange Regulation Act, 1947
before shipment of goods. An incorrect declaration constitutes offence under the said Act.

Electronic Declaration No.

Name and address of the Authorized Dealer

00000093 /004347 /2021

Janata Bank Limited, Principal Branch (Local Office) (00000093)

Date: 12-APR-2021

Detail of Export

Sl No	Item	Particulars (to be filled in by exporter)	Code No. (to be filled in by Authorised Dealer)		
1.	Commodity to be exported	41044990 : TANNED OR CRUST HIDES AND SKINS OF BOVINE (INCLUDING BUFFALO) OR EQUINE ANIMALS, WITHOUT HAIR ON, WHETHER Tanned or crust. in the dry state other than full grains..., Excl Split leather			
2.	Country of destination	CN	1301		
3.	Port of destination				
4.	Quantity	Unit (bales/tons/lbs. etc.)	Kilogram(KG)		
		Volume Weight/number etc)	12430		
	Currency	US DOLLAR	001		
	Inco terms Used	CNF (CFR)			
5.	Value	Invoice Value	154967.88	FOB 154967.88	Insurance \$
		CMT value (if applicable)	0		Freight \$
6.	Terms of sale (firm contract/LC or Consignment sale)	Contract-TML/2021/004-25/03/21			
7.	Name & address of importer/consignee	FOSHAN ZHIYILANGFU IMPORT AND EXPORT CO LTD, NANHAI DISTRICT, FOSHAN CITY, CHINA			
8.	Name of carrying vessel				
9.	Bill of Lading/Railway Receipt/Airway				
	Bill/Truck Receipt/Post Parcel Receipt				
10.	Port of shipment/Post Office of dispatch	CHITTAGONG			
11.	Land Custom Post				
12.	Shipment date				
13.	Name of the exporter (in block letter) with address.	80493- AZMIR LEATHER			
14.	CCI & E's Registration Number and date of the exporter	80493			
15.	Sector (Public or Private) under which the Exporter falls	PRIVATE			

Declaration of undertaking by Exporter

I/We, the undersigned hereby declare that I/we am/are the sellers/consignors of the goods described below in respect of which this declaration is made out and that the particulars given in the following items are true and that the invoice value declared in Sl.No.5 in case of firm contract is full value as contracted with the buyers/in case of consignment sale, is a fair value of the goods which are being shipped on consignment sale.

AZMIR LEATHER



Leather, Leathergoods and Footwear Exporters' Association

House # 32/ A, Flat # B-2, Road # 2, Dhanmondi R/A, Dhaka-1205
Phone : 58611397, 58611525, Fax : 58611397-107, 58611525-107, E-mail : bflfea55@yahoo.com

2193

SL.No.....

EXPORT CERTIFICATE

Name and Address of the Exporter

AZMIR LEATHER

AZM/366/2021

Plot # YS-11, TANNERY INDUSTRIAL ESTATE

Invoice No

08/04/2021

HORINCHARA, SAVAR, DHAKA-1340

Date

Name and Address of the Buyers / Destination of Export	No. of Bundles/ Cases	Description of goods	Quantity in Sq.ft/ No. of cases	Total Value
FOSHAN ZHIYILANGFU IMPORT AND EXPORT CO.LTD, ROOM 206,SHOPS ON THE SECOND FLOOR OF YIFA BUILDING, 22 YONGAN NORTH ROAD,DAXU,PINGZHOU, GUICHENG STREET, NANHAI DISTRICT,FOSHAN CITY, CHINA DESTINATION: SANSHAN PORT NANHAI,CHINA	224 BALES	ARTICLE : FULL CHROME COW LINING CRUST LEATHER SIZE : 12 / 22 SFT THICKNESS : 0.8 / 1.0 MM	225,630.80 SQFT	\$154,967.88

AZMIR LEATHER

PACKING LIST

Factory: Plot. No. YS-11, Tannery Industrial Estate, Homayelpur, Savar, Dhaka-1340, Bangladesh,

DATE: 08/04/2021

INVOICE NO : AZM/366/2021
INVOICE OF : 224 BALES = 2,25,630.80 SQFT OF FULL CHROME COW LINING CRUST LEATHER.

FROM: CHITTAGONG SEA PORT BANGLADESH TO: SANSHAN PORT NANHAI, CHINA

CONTRACT NO: TMU2021/004 DATE: 25/03/2021

CONSIGNEE : FOSHAN ZHIYILANGFU IMPORT AND EXPORT CO LTD., ROOM 208, SHOPS ON THE SECOND FLOOR OF YIFA BUILDING, 22 YONGAN NORTH ROAD, DAXU, PINGZHOU, GUICHENG STREET, NANHAI DISTRICT, FOSHAN CITY, CHINA. USC191440805MA51TLUY10.TEL: 0757-88711081

SHIPPING MARK					Bale No.	Grade	PCS	SQFT	COLOR	Bale No.	Grade	PCS	SQFT	COLOR
AZMIR BALE NO. 01-224 SANSHAN PORT NANHAI, CHINA	132	E	54	1018.80	BLACK	191	II	56	997.70	BLACK				
	133	E	53	1020.20		192	II	55	1008.30					
	134	E	52	1016.60		193	II	55	1014.20					
	135	E	53	1005.70		194	II	51	1009.70					
	136	E	54	1019.30		195	II	52	1010.70					
	137	E/F	55	1017.90		196	II	56	1010.10					
	138	F	57	1022.70		197	II	57	1010.10					
	139	F	56	1003.50		198	II	45	807.60					
	140	F	53	1014.70		15	II	843	14,949.10					
	141	F	51	1017.10		199	I	49	1008.70					
	142	F	53	1005.90		200	I	56	1019.60					
	143	F	54	1013.70		201	I	60	1019.30					
	144	F	50	1001.30		202	I	60	1015.00					
	145	F	51	1002.30		203	I	62	1008.00					
	146	F	52	1021.20		204	I	58	1012.30					
	147	F/G	54	1000.50		205	I	60	1019.40					
	148	G	53	1002.80		206	I	63	1008.80					
	149	G	55	1010.70		207	I	60	1003.40					
	150	G	54	1010.30		208	I	62	1008.90					
	151	G	50	1009.00		209	I	62	1010.10					
	152	G	49	1006.60		210	I	56	1009.20					
	153	G	52	1006.20		211	I	55	1013.00					
	154	G	50	1005.90		212	I	52	1008.30					
	155	G	49	1015.30		213	I	49	1006.90					
	156	G	57	1006.80		214	I	53	999.70					
	157	G	57	1021.60		215	I	56	1016.80					
	158	G/H	53	1008.20		216	I	61	1014.20					
	159	H	55	1009.40		217	I	64	1013.60					
	160	H	53	1011.60		218	I	61	1022.00					
	161	H	56	1018.00		219	I	60	1005.50					
162	H	56	1010.20	220	I	59	1000.80							
63	H	51	1013.30	221	I	61	1015.40							
164	H	50	1016.50	222	I	64	1005.50							
165	H	50	1011.20	223	I	61	1004.00							
166	H	55	1024.40	224	I	56	979.90							
167	H	60	1011.30	26	I	1,520	26,248.30							
168	H	60	1018.90	SUMMERY										
169	H	28	504.20	51	E/H	2951	52,052.00	COFFEE						
43	E/H	2,264	42,785.70	10	TR	536	9,823.70	COFFEE						
170	I	59	1015.90	57	E/H	3198	57,190.20	WHITE						
171	I	60	1007.80	08	TR	454	8359.50	WHITE						
172	I	61	1009.60	43	E/H	2264	42,785.70	BLACK						
173	I	67	1012.30	29	TR-II	1700	29,171.50	BLACK						
174	I	63	1014.10	26	TR-I	1520	26,248.30	BLACK						
175	I	61	1009.30	224		12,623	2,25,630.80							
176	I	65	1019.80											
177	I	59	1010.40											
178	I	58	1018.30											
179	I	59	1016.00											
180	I	63	1028.70											
181	I	57	1010.70											
182	I	62	1015.90											

Chapter Eight

Conclusions & Recommendations

8.1 Conclusions & Recommendations:

Gives center around a know product of leather. This investigation, utilizing the PIMS database, builds up a typology of organizations dependent on different product of leather and looks at their advertising systems and execution. Results propose that imaginative kinds have diverse advertising directions and execution levels, some of which affirm discoveries dependent on different typologies. Significant ramifications as far as execution is that incredible consideration must be taken in embracing advancement pose. For instance, very leather product is a dry by the hand. Leather is others 'newness' and 'contrasts' in showcase contributions and/or advertises conveyance and emphatically underpins the nonexclusive upper hand and system of 'separation' as in highlights rich cameras and figuring and media transmission gadgets. Anyway, for leather to prevail as an upper hand there ought to be a fructification of the leather advantage through fitting serious advertising procedures. Some helpful serious marketing strategies incorporate convenient advancements, the arrangement of the serious offer with the competitive advantage, item affirmation through quality accreditations, building remarkable highlights at tolerable costs to accomplish predominant worth, client center to leather improvement, great after deal administration to evade client disappointment, great value advancements to accomplish serious exchange.

The contribution of leather to industry endurance and development is an acknowledged idea in quite a bit of the board. Typologies of key directions of the company dependent on leather have been created and broke down. The majority of these typology forceful paces of item

presentations are related with poor showcasing (outright and relative piece of the pie) and budgetary execution yet high piece of the pie development. Spearheading market brings about unrivaled all-around execution, though late section is related with terrible showing. The discoveries propose a need to look at the kind of leather, the sort of execution result, and the time period for appraisal while assessing the sort of execution result, and the time span for appraisal while assessing the commitments of leather to corporate endurance and growth.

References

[https://www.researchgate.net/publication/235609270 Bangladeshi Leather Industry](https://www.researchgate.net/publication/235609270_Bangladeshi_Leather_Industry)

[An Overview of Recent Sustainable Developments#:~:text=Abstract,in%20the%20export%20earning%20sector.](#)

<https://www.apextannery.com/>

<http://www.blc.com.bd/aboutus.html>

<http://crescent-group.com/crescent-tanneries-ltd/>