



Internship Report

A Review of Strategic Marketing Practices of Khaleque Textile Ltd.

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Prepared for

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Letter of Transmittal

21st April, 2021

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Subject: **Submission of the Internship Report**

Dear Sir,

I would like to submit my internship report which is a part of my ongoing BBA program and it is required to complete my BBA program from United International University.

Khaleque Textile was established in 1994 by putting their first venture namely “Khaleque Textile & Processing Plant”.

While working on the report I tried to follow each and every guideline that you setup and advised. It was very enlightening experience to work in new venture and I also have enjoyed my internship period at Khaleque Textile. The authority of Khaleque textile have extended their cooperation whenever required.

Sincerely,

Md. Abir Hasan

ID: 111 161 359

ACKNOWLEDGEMENT

I would like to thank my internship supervisor Dr. Khandokar Mahmudur Rahman who has helped me in every step of my internship. I am very grateful to Mr. Motahar and Shah Alam Howladar for giving me the opportunity to complete my internship at Khaleque Textile ltd. I am sure that their dynamic managerial activities will give inspiration to anybody to build one's career properly.

I also want to thank Mr. Ashraful Islam Ashraf (General manager) and Mr. Touhidul Alam (Marketing Manager) and all the individual of Khaleque Textile for their support that I have been provided for preparing my report. I practically work with them, tried to share their perceptions and feelings and on the basis of my realization, I prepared from my own point of view. And at last, I shall be grateful who read this report and will get benefit from this report in the present and future.

DECLARATION

I am Md. Abir Hasan, student of School of Business & Economics of United International University, Bangladesh do hereby declare that this internship report is an original work and has not been previously submitted for any degree, diploma title or recognition.

Md. Abir Hasan

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Executive Summary

Khaleque Textile Mills, a well-known name in Large Scale Textile and apparel industry, they are offering excellent performance within the field of Knit Garments exports with composite status comprising of Spinning, Knitting, Dyeing, Printing, Finishing and Garments manufacturing also as woven Fabrics Processing, Dyeing, Printing and Finishing. The group earned the claim of good name for its excellence in quality and complicated presentation of day-to-day good job.

The days of jute are long gone. Now textile industry is the largest industry in Bangladesh and also it is known all over the world. The secret behind successful textile industry in Bangladesh is the high demand of textile all over the world and very low labor cost in Bangladesh. Also, the water of river Meghna provide an interesting fact, when its water used to wash the textile after dyeing, it becomes extra soft.

Khaleque Textile has some strong point that help to survive the market as a same time it has also weaker point that can reduce the productivity as well as good well in market. It has also some threats but also has opportunities, opportunities are stronger than threats. **Khaleque Textile** follows penetration pricing policy and maintains some strategies to fix the price and capture the market. Initially there are no fixed policy, they constantly change their policy according to the market situations.

1. BACKGROUND OF THE PROBLEM

1.1 Introduction

Modern business is highly complex due to everchanging customer preferences and taste. As globalization is now a competition so now every organization needs to be international standard. Every company or firm wants a loyal customer group and wants to make profit through the satisfaction of the customers now every company faces so much competition. To perform all the marketing task, marketers face two sorts of environment; one is macro or external and the other is micro or internal environment.

We know that textile is an existing consumer goods but still its demand is high as the changing culture, taste and preferences. People want new every day. The demand becomes higher in the summer for Bengali new year and also the quality of textile (cotton, viscose). Khaleque Textile is one of the items to meet this demand and features in the consumer's mind.



The study tries to focus on marketing strategy of Khaleque Textile. It is one of the oldest brands in the textile industry of Bangladesh and trying to capture major market share. Khaleque Textile will be distributing initially in Islampur, Chandni Chowk and Madobdhi.

1.2 Topic of the Report

In every report a topic has to be selected. A well-defined topic makes a report hundred times better and reveals what is going to discuss throughout the report. The topic has been assigned “The marketing strategy of Khaleque Textile in Bangladesh”

1.3 Origin of the Report

Today only the academics knowledge is not enough to be a graduate. One need to know the outside world and prepare himself/herself for the upcoming corporate future. This is a report which has given the opportunity about how a particular company set its marketing plan and follow the strategy to develop their product and catch an existing market to satisfy the organizational goal.

1.4 Background of the Report

Internship program is essential for the completing the BBA program and also it enables the corporate world to the students. It increases their analytical skills and thinking capabilities. The student will work closely with the peoples of the company, learn the functions and will watch how they do business in the complex corporate world. For the completion of this internship program, I have been placed in “Khaleque Textile” as a marketing executive. This report is based on about the marketing activities of Khaleque Textile.

1.5 Objective of the Report

Internship program is a practical subject that teaches practically the world of businesses and understand the situation nearly. It helps the students to develop and build a career. The internship program provides me the following things:

1.5.1 General Objective

The general objective of the report was to complete it. Although I have some objective of my own.

- To visit the factory and try to understand the process about how they print and dye.
- To understand the steps of printing and dyeing.

- Understand their marketing operations.
- To know about how to work in the field competing with the leaders.
- To develop my knowledge and build a career in the fields of marketing.

1.5.2 Broad Objective

To find out and analyze the current marketing scenario and portfolio of Khaleque Textile and come up with different promotional strategies.

1.5.3 Specific Objective

The report that I have to do as a marketing student must have a specific objective. The specific objective of the report is to explore the marketing strategy of Khaleque Textile.

- To know Khaleque Textile as a whole.
- To watch the current market and analyze the current market position of Khaleque Textile.
- Find a perfect pricing policy.
- Analyze the competitors.
- Identify the target consumers according to the demographic segmentation.
- Design some promotional strategies for Khaleque Textile.
- Develop some traits and necessary market plan.
- Providing new idea about products.
- Providing idea about new markets.
- Recommend solutions about the problems that company faces.

1.6 Scope of the report

The report has been prepared with extreme discussion with the manager, executives and employees of Khaleque Textile. During this report I have the opportunity to have the depth knowledge of all the marketing activities of Khaleque Textile.

1.7 Methodology of the Report

For smooth and accurate report, I have to collect information from two sources. Those are primary and secondary sources.

1.7.1 Primary Sources

- Factory visiting
- Market visiting
- Direct observations
- Discussions with manager, supervisor and employees.
- Face to face conversations with clients

1.7.2 Secondary Sources

- Report of Khaleque Textile
- Job circulars
- Information from the web

1.8 Limitations

Preparing the report certain limitations were faced.

- It was quite hard to collect the primary information for the Global Pandemic (Corona Virus).
- I was lacking sufficient resources.
- It's a traditional organization with no website, so I had to collect major information from primary resources.
- As an intern organization don't want me to know everything including their financial parts.

2. Organization Part

2.1 Overview of the Organization

Khaleque Textile Mills, a well-known name in Large Scale Textile and apparel industry, they are offering excellent performance within the field of Knit Garments exports with composite status comprising of Spinning, Knitting, Dyeing, Printing, Finishing and Garments manufacturing also as woven Fabrics Processing, Dyeing, Printing and Finishing. The group earned the claim of good name for its excellence in quality and complicated presentation of day-to-day good job.

Since they started their journey within the apparel industry from the year 1994 by putting in their first venture namely “Khaleque. Textile & Processing Plant “. Since then, they crossing barriers after barriers and facing challenges one after another, resulting a large diversification of business under the flagship of ‘Khaleque Textile Mills Ltd.’,

2.2 Mission, Vision & Objectives:

2.2.1 Vision: To conquer the local market and make a perfect position on the export and global market by maintaining a relationship to our customers and clients and offering them the best products that anyone can produce in the environment of Bangladesh

2.2.2 Mission: To provide the highest satisfaction level to the stakeholders, customers and suppliers through consistent and continuous improvement in our products and the whole textile industry through operational efficiency, cost effectiveness, research & development and investment in peoples benefit to implement and uphold our vision.

2.2.3 Objectives: We are committed to export our achievement to the world scenario, that’s why we establish ourselves as an important source for global market.

Our objective is to realize the need out of competitive segment using the technological excellence and human expertise.

To become confident and satisfy our customers according to their need in terms of quality, price, safety and environment.

To maintain, maximum level of competence through continuous development of professional management system and laws and regulations.

To maintain quality, buyer's commitment, corporate social responsibility.

2.3 Organogram:

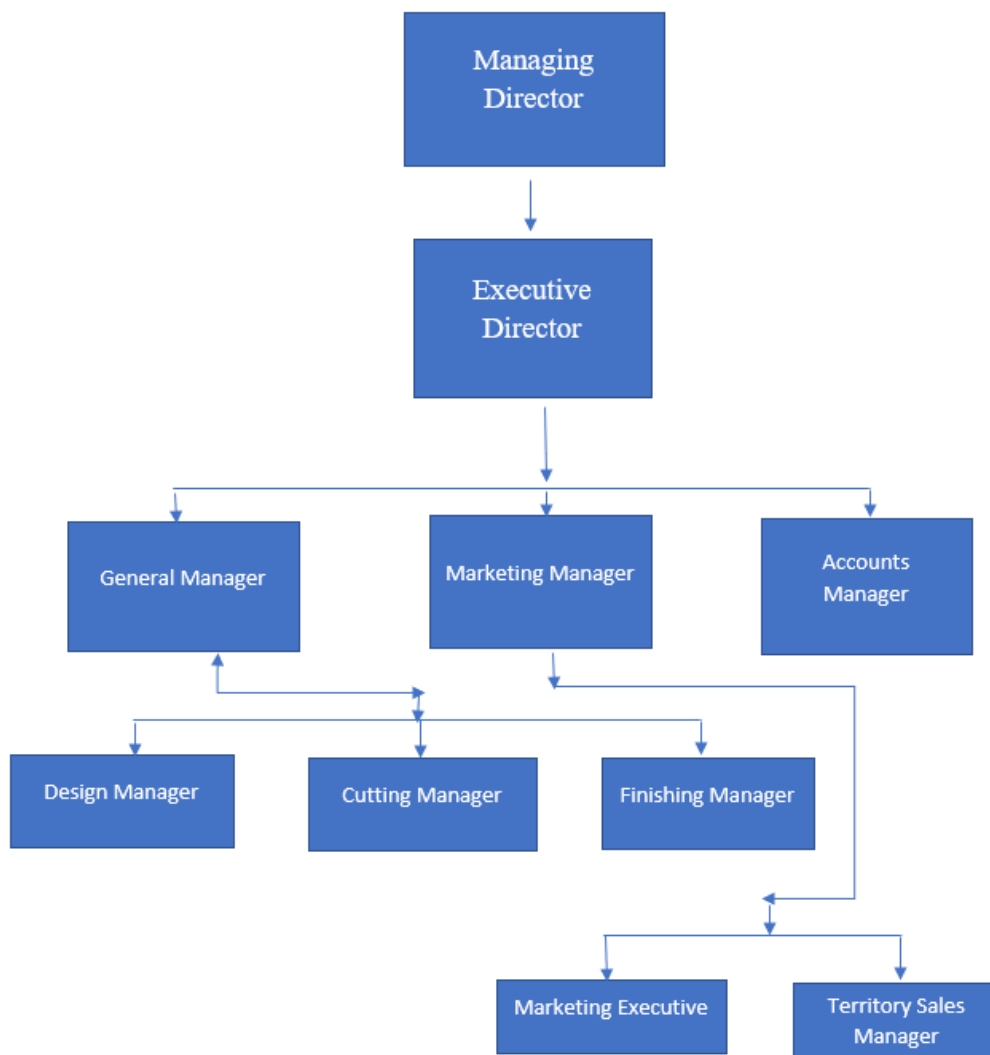


Figure -2.1: Khaleque Textile Organogram

Key Executives:

Managing Director	MD. Motahar
Executive Director	Shah Alam Howladar
General Manager	Ashraful Islam Ashraf
Marketing Manager	Towhidul Alam
Accounts Manager	Borhan Uddin
Design Manager	Aslam Khan
Cutting Manager	Monirul Islam Moni
Finishing Manager	Fardin Huda
Marketing Executive	Md. Abir Hasan
Territory Sales Manager	Sharwoar Rayhan

Table-2.1: Key Executives of Khaleque Textile

2.4 Portfolio:

- i) Knit dyeing and printing
- ii) Viscose print
- iii) Voile print
- iv) Export print and others

2.4.1 Knit Dyeing and Print: It is one of four main activities of Khaleque Textile. Knit dyeing may be a technique of dyeing the knitted fabrics. The dyeing of knitted fabrics occurs within the exhaust method or in batch-wise process. Knit dyeing process is near almost like yarn dyeing process but there's some difference in quality measurement.

The main object of dyeing process is to provide woven or knit its intended color, crucial to its ultimate use. the method is often administered at different stages of fiber processing, i.e., in several forms: staple, yarn, fabric (rope or open-width), and piece. it's wiped out a

special sort of solution containing dyes and other required chemicals. As a result of dyeing, dye molecules make uncut bond with fiber molecules.

The Knit dyeing machine comes with a low-cost design and simple to maintain and not that costly. There are 4 steps, first the fabrics taken to the washer machine to back-possess it then dried with the dryer machine. Then after the fabrics is ready to dye it taken to the large printer to print. after the printing the fabrics taken to the final bath where finishing process would be taken.

After all the process the fabrics are ready to deliver.



100 % knit print



65 % Knit Print

2.4.2 Viscose Print: It is our hot product during the summer as the fabrics of viscose is thin and comfortable to wear. In Bangladesh viscose has a great demand due to its availability. We have the best setup for printing the Viscose.

As it's a sensitive material the printing of Viscose needs to take a lot of care. Its synthetic product and adding some woven make viscose to stretch a bit.

We have 4 different machines for Viscose including dry washer. We will describe elaborately more about it later in this report.



70 percent Viscose print



100 percent Viscose print (wastage 7.5 %)

2.4.3 Voile Print: Voile printing is the most traditional print as it is 100 percent cotton blended with linen and polyester. It's a light wear that people in the Europe used in window to avoid mosquito but due to the climate of Bangladesh Voile is used as a regular wear. Khaleque saw the demand for the Voile in the market so they opened another section to print voile.

The key features of a high-quality voile are:

- It's plain and tight weave
- It is silky soft and finish
- It has light drape
- It does no stretch
- It is slightly transparent
- It is crisp and sometime wiry
- Though it is stiff but its flexible



Block print cotton Voile fabric



Five-yard tunning hand block cotton Voile fabric

2.4.4 Export prints and others: Beside Knit, Viscose and Voile; we also print other fabrics like Sutton, canvas, chiffon, cotton, linen etc. But due to the less demand those are done in a very low quantity or 1 or 2 times a month, not on a regular basis.

2.5 Machineries:

The list of machines:

1	Rotary- 25" repeat color
2	Flatback- 27" repeat color
3	Six Chamber Standard
4	Wash Machine
5	Jigar

6	Bangla Jigar
7	Jumbo Jigar
8	Jet Dyeing
9	Bleaching Machine
10	Gas Singeing
11	Calendar

Table-2.2: List of machineries in Khaleque Textile



Rotary



Flatback



Six Chamber Standard



Wash Machine



Jigar



Bangla Jigar



Jumbo Jigar



Jet Dyeing



Bleaching Machine



Gas Singeing



Calendar

2.6 Distribution System:

Unlike the other industry the distribution system of printing textile is different. Because our client changes in every seasons or months. It all started when we get a call from a client.

When a client wants to print their fabrics, first they want to see our finished product. Then we send them some of our samples of our finished product that we conducted earlier. If they like it, they give us their orders and send their raw fabrics to our factory. Then we gave them a time about 7-10 days.

After 10 days when the product is finished, we send the products to them. Then those client wholesales those products to New-Market, Basundhara or other market areas as they have specified fixed parties.



Islampur (The largest Fabrics Wholesale market in Bangladesh)

We send our finished products to the clients of Islampur. They sell those products in all over country.

Some of our clients and corporate customers are:

Table-2.3: Clients of Khaleque Textile

Khaja fabrics	Gulshan Ara City (Islampur)
Sumon Tex	Bikrampur Garden City (Islampur)
Arbindo Voile	Islampur Plaza (Islampur)
S-TEX	Islampur
Bexi Fabrics	Islampur
Doyamoy Textile	Madhobdi
Shri Guru Tex	Madhobdi
Janani Fabrics	Chandni Chowk (New-Market)



Chadni-Chowk Market

This is both whosale and retail sale market in Bangladesh.

3. Project Part

3.1 Situation Analysis

In the project part of the report, I will analyze the situation. This is based on Porter's Five Forces Model as this is a new project of Khaleque Textile.

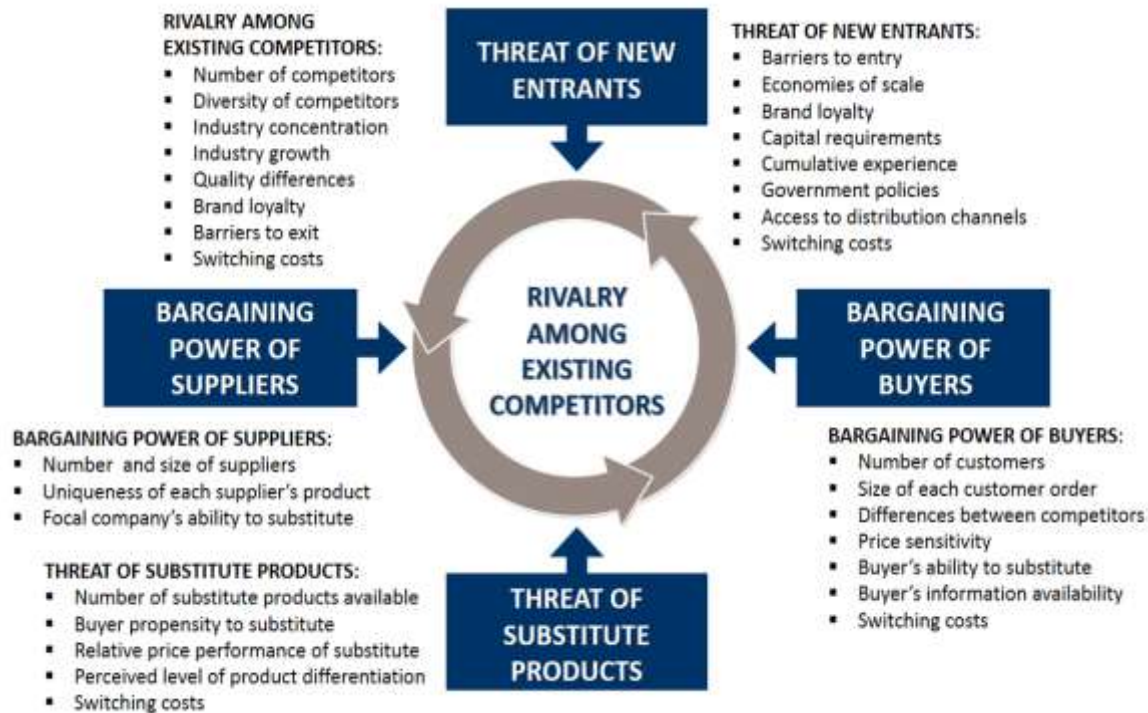


Figure 3.1: Industry analysis of porter's five forces

According to Michael Porter framework industry is influenced by five forces. The business managers who want to top their organizations and defeat or compete the rivals can use this context to better understand the industry context in which the firm operates.

Here I will analyze the situation according to

- Rivalry among existing competitors
- Threat of new entrants
- Bargaining power of buyers
- Threat of substitute products
- Bargaining power of suppliers

3.2 Threat of New Entrants

In every industry there are different sort of threats. This is not the threat of those existing companies but it is the threat of those who are not in the industry yet but can join anytime soon if they want. There more new companies form it becomes more difficult for the existing companies to hold the market and gain profit. Though existing companies regularly want to discourage potential competitors by presenting the threat of profitability. Though in Bangladesh it's not easy at all to start a new business as the bully and harassment starts from the beginning when you enter the bank to take some loan, so it all ends before it began. On the other countries Govt. helps entrepreneurs to establish a business.

Also, the risk of new entry is low, companies can take advantage from it raise their prices and ear a greater return. But there are also some barriers to entry which means that the companies need to face before entry the new market. Some barriers of entry are given below:

3.3 Brand Loyalty

Brand loyalty means how much the buyers attached to the brand and the products of the incumbent companies. In the textile dyeing market most of the brand loyalty goes to **Pakija Dyeing & Printing Mills**, **Hossain Dyeing** and **R.K Dyeing & Printing Mills**. Because they create the availability of their services, completes the service on time and also take the liability of the client's products. So, they have created a strong brand image for themselves. It is hard for Khaleque Textile to create brand loyalty but through continuous advertisement and promotion of the brand and companies name it is possible to build an image. Now some other techniques of the brand loyalty are given below:

- Provide good services
- Take liability of the client's products
- Maintain timetables of the delivery
- Build a strong customer relationship
- Avail the services in the market

Also, Khaleque Textile can give some discounts to their customers to gain a position in the market.

3.4 Government Regulations

Government regulations is a major entry barrier for the new companies in many industries. Especially in our country government regulations are so complex and slow process and may also demand some unethical money or other things that is not possible for new entrants. It takes a lot of time to approve a file from the government as there are a huge gap in chain of command. File goes to one table from another. But for Khaleque textile it was not very complex as our Managing Director Mr. Md. Motahar have a good linkup in the government sector and the peoples of government. So, government approved the trade licensed and we Khaleque Textile were able to start the project.

3.5 Economies of Scale

The economies of scale means if you increase the productivity, it will decrease the cost of the production.

There is a certain way to apply economies of scale:

- Mass production
- Give discounts on certain amount of bulk purchases

Every new entrant faces the dilemma of economies of scale. For example, if we got an order of Viscose printing of 10,000 sq meter, we need to create a mold for the design. Similarly, if the order was for 500 sq meter, again we need to create the same mold. Now the cost of the mold is same for the 500 sq meter and 10,000 square meters. But the earnings and profits are not same. The 10,000 sq meter order will get us more profit an reduce the cost of the mold than the 500 sq meter order.

As it a new project of Khaleque textile it is hard to get a high quantity order, so the cost of the mold would be quite high in the early business but as the project process, the cost will be reduced.

3.6 Rivalry among Established Companies

The second of Porter's five forces is rivalry among established companies within the particular industry. If rivalry is fierce, then competitors try to steal profit and market share from each other. As a result, the profit is reduced for all firms within the industry. Consistent with Porter's 5 forces framework, the intensity of rivalry among firms is one among the most forces that shape the competitive structure of an industry.

Porter's intensity of rivalry in an industry affects the competitive environment and influences the power of existing firms to realize profitability. For instance, high intensity of rivalry means competitors are targeting each other's markets and aggressively pricing products to capture the market and doom the competitors. This represents potential costs to all or any competitors within the industry.

High intensity of competitive rivalry can make an industry more competitive and thus decrease profit potential for the prevailing firms. As compared, low intensity of competitive rivalry makes an industry less competitive. It also increases profit potential for the prevailing firms.

Though the rivalry among established companies in a particular industry are a function of three factors, they are:

- The competitive structure of the industry
- The conditions of the demand
- The exit barrier's height in the industry

3.7 Competitive Structure

Competitive structure refers the industry and the companies and products under the industry. The more seller increases of similar product or services the more competitive the markets become. Textile industries' competitive structure is very high because there are a lot of companies that sell similar products. There also direct competitors and indirect competitors. Those who sell the same type of products or service as me are my direct competitors. And those who sell different products or services but still competes us with a substitute product are our indirect competitors. In textile dyeing industry Pakija is the leader of the market.

They are our direct competitor too as they sell similar products. But now as the industry increasing and more companies starting this business it getting harder for Pakija to hold the first place. Khaleque Textile also working hard to get a piece of the market, the market is always competitive if one gets slow the other captures the opportunity.

3.8 Demand Conditions

Demand conditions ask the character and size of the domestic demand for an industry's products and services. Here, the most characteristics are the strength and class of domestic customer demand. Porter argues that companies are most sensitive to the requirements of their closest customers. Thus, home market demand is of great importance in shaping the attributes of the companies' products. The more sophisticated and demanding their local customers, the more pressure is made for innovation, efficiency and upgrading product quality. Therefore, it's assumed that with increasing consumer sophistication in their home markets and, consequently, with increasing pressure on local sellers, their competitive advantage will grow bigger.

If the demand grows then each company can make their own market share but if not, then companies have to take other companies market share. In the textile industry the demand is growing every day with the increase of market place and population. So, it will be enough to create new demands and market share for Khaleque Textile.

Table- 3.1: Current textile dyeing market

Current Dyeing Market
Noman Dyeing and Printing
R.K. Fashion Ltd.
Queen South Textile Mills Ltd.
Regent fabrics Ltd.
Pakija Dyeing and Printing Mills
Hossain Dyeing
R.K. Dyeing and Printing Mills

3.9 Exit Barriers

Exit barriers are economics and strategic factors that make the companies to stay in the industry even when the returns are too low. But with the textile dyeing industry in Bangladesh the exit barriers are low. As the demand is so high other companies would want you to stop the business so that they can gain more market share. Also, there are other reasons:

- The machineries of the textile dyeing industry is so high that's why it's easier to sell second hand.
- One can actually give rent the whole factory place with machines and earn a huge amount of money per month as in Bangladesh there are not enough space to establish a factory inside Dhaka and also establishing a factory with all those high-priced machineries is so costly. So other companies would buy your factory or take rent when you want to close your business.

But sometimes there are some emotional factors too like customer loyalty that prevents companies to switch industry.

3.10 Buyer's Power

Porter's Five Forces of buyer bargaining power takes to the pressure consumers who can exert on businesses to urge them to provide and supply higher quality products, better customer service, and lower prices. When analyzing the bargaining power of buyers, conduct the industry analysis from the attitude of the vendor. In keeping with Porter's 5 forces industry analysis framework, buyer power is one among the forces that shape the competitive structure of an industry.

The idea is that the bargaining power of buyers in an industry affects the competitive environment for the vendor and influences the seller's ability to realize profitability. Strong buyers can pressure sellers to lower prices, improve product quality, and offer more and better services as they want. A powerful buyer can make an industry more competitive and reduce profit potential for the vendor. On the other side of the theory, a less strong or a weak buyer, one who is at the mercy of the vendor in terms of quality and price, makes an

industry less competitive and increases profit potential for the vendors. The concept of buyer power Porter created has had an enduring effect in market theory.

There are several factors determine Porter's Five Forces buyer bargaining power.

- If buyers are more concentrated than sellers
- If there are few buyers and plenty of sellers – then buyer power is high.
- Whereas, if switching costs – the value of switching from one seller's product to a different seller's product – are low, the bargain power of buyers is high.
- If buyers can easily backward integrate – or begin to supply the seller's product themselves – the bargain power of consumers is high.
- If the buyer is price sensitive and well-educated about the merchandise, then buyer power is high.
- Then if the customer purchases large volumes of standardized products from the vendor, buyer bargaining power is high.
- If substitute products are available on the market, consumer power is high.

And in fact, if the other is true for any of those factors, buyer bargaining power is low. For instance, low buyer concentration, high switching costs, no threat of backward integration, less price sensitivity, uneducated consumers, consumers that purchase specialized products, and therefore the absence of substitute products all indicate that buyer power is low.

Here, in the textile dyeing industry there are lots of factories and mills that give the services to the market. So, the buyers got plenty of options to choose from. If they don't like one companies' price, they will move to others. It's all dependent on buyers. As a new project Khaleque Textile needs to give discounts to the customers or make their services high in order to get buyers.

3.11 Suppliers Power

The Bargaining Power of Suppliers, one among the forces in Porter's Five Forces Industry Analysis Framework, is that the reflection of the bargaining power of buyers and refers to the pressure that suppliers can placed on companies by raising their all over prices, lowering their quality, or reducing the supply of their products. This framework may be a standard part of their business strategy.

The bargaining power of the suppliers in a particular industry affects the competitive environment and profit potential of the buyers. The buyers are the businesses and therefore the suppliers are those that supply the businesses.

The bargaining power of suppliers is one among the forces that shape the competitive landscape of an industry and help determine the attractiveness of an industry. the opposite forces include competitive rivalry, bargaining power of buyers, the threat of substitutes, and therefore the threat of latest entrants.

According to the Porter, the suppliers are more powerful when,

- There are few numbers of suppliers in relative to buyer
- There are no substitutes of the supplier's product
- Switching cost for the buyer is high
- The threat of forward integration is high

And the supplier's powers are low when these factors are opposite.

Here, as Khaleque Textile this project is a new project and started recently the supplier's power of Khaleque textile is low because there are lots of mills those provide same quality products in the same amount of time. And there are lots of substitute of the products. But the advantage of Khaleque Textile is that they can provide the services in low cost and they must have to. Without discounts they can't maintain relationships with customers and potential customers. And also, in the textile industry where the demands are always high it is now that hard for Khaleque Textile to stay in the market.

3.12 Threat of Substitute products

Porter's threat of substitutes definition is that the availability of a product that the buyer can buy rather than the industry's product. A substitute product may be a product from another industry that gives similar benefits to the buyer because the product produced by the firms within the industry. consistent with Porter's 5 forces, threat of substitutes shapes the competitive structure of an industry.

The threat of substitution in an industry affects the competitive environment for the firms therein industry and influences those firms' ability to realize profitability. the supply of a substitution threat effects the profitability of an industry because consumers can prefer to purchase the substitute rather than the industry's product. the supply of close substitute products can make an industry more competitive and reduce profit potential for the firms within the industry. On the opposite hand, the shortage of close substitute products makes an industry less competitive and increases profit potential for the firms within the industry. A threat of substitutes example is that the beverage industry thanks to a market with many competitors.

Several factors determine whether or not there's a threat of substitute products in an industry. First, if the consumer's switching costs are low, meaning there's little if anything stopping the buyer from purchasing the substitute rather than the industry's product, then the threat of substitute products is high. Second, if the substitute product is cheaper than the industry's product – thereby placing a ceiling on the worth of the industry's product – then a threat of substitutes high risk is that the case. Third, if the substitute product is of equal or superior quality compared to the company's product, the threat of substitutes is high. And fourth, if the functions, attributes, or performance of the substitute product are equal or superior to the company's product. Any of those situations may be a high threat of substitutes: porter's 5 forces see less profit potential.

On the opposite hand, if the substitute is costlier, of lower quality, its functionality doesn't compare with the industry's product, and therefore the consumer's switching costs are high, then an occasional threat of substitutes occurs. And in fact, if there's no close substitute for the industry's product, then the threat of substitutes is low.

When analyzing a particular industry, all of the aforementioned factors regarding the threat of substitutes might not apply. But some, if not many, certainly will. And of the factors that do apply, some may indicate high threat of substitutes and a few may indicate low threat of substitute products. The results won't always be straightforward. Therefore, it's necessary to think about the nuances of the analysis and therefore the particular circumstances of the given firm and industry when using these data to gauge the competitive structure and profit potential of a market.

For Textile Dyeing Industry, the threat of substitutes products is low unless the clients import. If clients import products or textile from outside the country then the local textile dyeing industry will face risk. But it would be so expensive for the clients.

3.13 SWOT Analysis

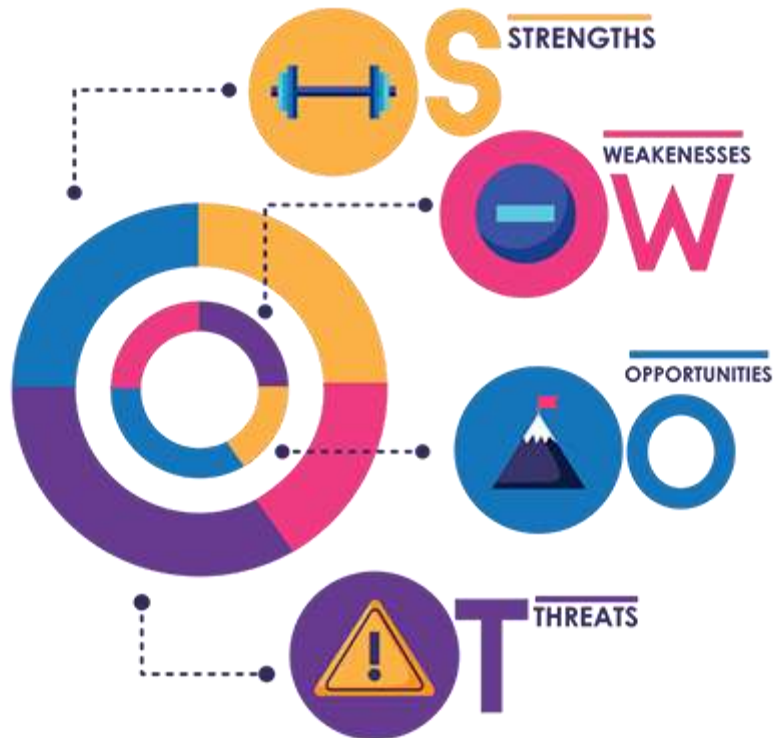


Figure- 3.2: SWOT Analysis of Khaleque Textile

Every company has its own internal strengths, weaknesses, opportunities and threats. The SWOT Analysis is the company's overall evaluation of strengths, weaknesses, opportunities and threats.

A SWOT Analysis of Khaleque Textile is as follows:

3.13.1 Strengths

Dedicated Employees: the employees of Khaleque textile are all well dedicated. They have the will to do something for the company. They work hard and even in some holydays they didn't even cancel their working period.

Good quality service: Khaleque textile a service that is premium quality all around the industry. They use chinses chemical and avoid Indian chemicals. All their main machines are from Germany. After the dyeing and printing they washes the fabrics in two ways, both hand wash and machine wash.

Good production capacity: Khaleque Textile has a large production area in their factory and their premium quality machines give them the advantage of producing a large quantity of products.

Management competence: The managers of Khaleque textile can maintain high levels of employee performance and also uses all the resources organization have. They can meet the organizational objectives; they are professional and they provide excellence service to the customers.

Good marketing skills: The Head of marketing of Khaleque Textile is so experienced and knows many clients. He's been in this market over 10 years. He knows things. He can manage the whole marketing process.

Good factory position: Khaleque Textile has a very good factory position that is located in Barpa, Rupsi, Narayanganj just beside Dhaka 30 mins away from the market place Islampur. This is a very well advantage of the company.

Owned factory: Now a lot of company hire or rent factory position because its hard to get an own factory near Dhaka. But Khaleque textile have their own factory position near Dhaka. So, it saves them from renting a factory.

Good monitoring system: Managers and supervisors check day to day routine and rosters so that everything gets done and nothing left behind.



Figure-3.3: Strengths of Khaleque Textile

3.13.2 Weaknesses

Lack of proper distribution channel: This is one of the main problems of Khaleque Textile is that they lack the distribution channel. Some of their channel partners have inadequate product or market knowledge. Their distribution system is complex and lack of new age advancements.

Lack of experience: Some employees of Khaleque Textile do not have any experiences about dyeing and printing. They are still learning. Maintaining a proper chain of command with them is so hard.

Poor chain of command: This is the biggest problem of Khaleque Textile. The Managing Director of the company visit once a month in the factory. So, the managers work on their own and create a confusion or clash among managers. They rarely follow some orders.

Lack of employee satisfaction: Sometimes the company takes a bit time to give salaries to the employees or sometimes they gave the salaries in the next month. So those employees are not satisfied and they do not give their 100 percent.



Figure-3.4: Weakness of Khaleque Textile

Overcome- To overcome the weakness of Khaleque Textile they must develop a proper distribution channel where some experienced employees will work, they need to maintain their chain of command and care for the employees so that they could bring back the employee's satisfaction.

3.13.3 Opportunities

Demanding Market: The textile market is an always demanding market. Its demand never loose. It's the biggest opportunity that even an established market like this you can actually start a new business because of the new rising demands.

Supply in a low cost: Khaleque Textile has another opportunity of supply in a very low cost. Because they have their own factory space and machines that are not taken from rent. So, they can print and dye in a small cost and supply them in the market to take a huge market area.

3.13.4 Threats

Strong competitors: The competitors of Khaleque Textile are strong. They are the market leaders. They can turn the market according to their wants. They have the power to set the pricing of the products.

Increase in foreign companies' domination: Recently some companies from Korea and china started business in this market. They can bring the chemicals form their country with a very low cost. So, they have the advantage what we do not have.

Government pressure: There are always new regulations from the government that gives the businesses pressure. Even to a new project it's so hard to take the government gas. So, companies have to do the job with cylinders gas that is so costly.

Political instability: A country like Bangladesh it is not possible to do a business without giving money to the political leaders. When the leader changes you have to give money again to the new leaders.

Economic depression: Economic depression is a threat to any kind of business in any country. It can occur when the economic conditions are poor.



Figure-3.5: Threats of Khaleque Textile

Overcome- To overcome the threats Khaleque Textile must improve their service and products. And the consciousness of management team is so important to overcome. Also,

- Need good marketing team
- Proper supply chain
- Good chain of command
- Machineries expert
- Experienced design master
- Low pricing
- Good quality services



Figure-3.6: SWOT of Khaleque Textile

3.14 Marketing Mix

Everyone heard about the four p's of marketing but with it we come up with the idea of 4c in Khaleque textile.

The 4 C of Khaleque textile are create, connect, correct and cancel

3.14.1 4Cs of Marketing Mix

3.14.1.1 Create

The old days of marketing are gone long ago. Now if you want to create a product you need to make it worthy. The consumers are well aware of everything with the help of internet. Khaleque textile uses the Chinese chemical to dye and print the fabrics where lots of factory stuck with local chemicals.

3.14.1.2 Connect

Khaleque Textile connects its customer so carefully that the relation does not break, they give discounts to the regular customers and do their tasks sensitively that the color doesn't fade.

3.14.1.3 Change

Khaleque textile quickly changes what is not currently worthy in the market. In the winter they stop doing viscose just because it's a summertime fabric. As the winter passes by, they are back to the track with their signature productions

3.14.1.4 Cancel

When things not working it's better to stop. Khaleque Textile also do the same. They stop their unproductive part of the factory and started a new project for a better future.

3.14.2 4 P, s of Marketing

The 4P, s of marketing consists of

- Product
- Price
- Place &
- Promotion

To satisfy any customer marketing managers must control these variables. These are also called the marketing mix.



Figure- 3.7: The 4 P, s of Marketing Mix

Product

Product Objective

Our product objective is to target the market and get insight in line with its capabilities. Actually, in Khaleque Textile, services are our products. Khaleque Textile uses premium quality chemicals to dye and print and uses the water of Meghna so that the final product remains so soft that anybody would love to have it.

Packaging

We do the packaging according to the consumer wants. There are two types of packaging of the finished products:

- Loose Polly
- Tight Polly

Also, to provide differentiation in the market we have our own

- Design
- Value
- Quality &

- Warranties

Place

Place Objective

Khaleque Textile has their own warehouse and factory where all the products after the service are done stored. From their own factory the finished products go to the

- Retailers
- Wholesalers
- Direct Sales
- Multi-Channel

Price

Pricing should be in terms of profit and response of the competitors. Our pricing objective is to maximize the revenue that can generate enough cash to pull the brand

Pricing Strategy

As this project of Khaleque Textile is new in the market so it needs a lower price and discounts to get a place in the running market. Also, Khaleque Textile is maintaining competitive based pricing.

Promotion

The promotion of textile industry is different from any other industries. They do not use television or radio to promote. In fact, they choose live promotion live-

- Advertising (Billboard)
- Online Promotion (Facebook page, LinkedIn)
- Special Offers
- Free Samples
- Sponsorship
- Marketing Agents

Table-3.2: Summary of marketing mix based on Khaleque textile

Product	Price	Place	Promotion
Quality	Discounts	Market	Advertising
Service	Offers	Channel Members	Marketing Agents
Brand	Competitor Based	Location	Sponsorships
Warranty	Allowances	Logistics	Offers
Functionality	Financing	Service Level	Free Samples
			Online

Khaleque Textile needs four marketing mix very well to be in the market:

- Appearance of Khaleque Textile needs to be changed for better recognition. As before start a business client visit a factory. So, the factory and office must be well decorated and digital. Current office of Khaleque Textile is bit of a traditional. So, they must upgrade their office and factory.
- Khaleque Textile must be concern to packaging, as they have a huge competitor at their way their packaging needs to be better to attract more clients and customers.
- They must motivate clients and channel members to start business with them, they must ensure them that Khaleque textile is a company they can trust.
- TO build a strong brand Khaleque Textile needs some sufficient advertisement. They can build some billboard in the market area of Islampur and even use television.

3.15 Pricing policy & strategy

Price is the sum of value that customer's offer after they receive a product or a service.

Price is the major determinations of buyer's choice.

3.15.1 Pricing policy

As Khaleque Textile current project is a new startup after the 90s, so they are now giving discounts to the clients to keep them in the market full of competitors.

Also, they follow their competitors to set their prices and be sure not to price over the competitors.

So, we can clearly see, Khaleque Textile uses two types of pricing policy:

- ❖ Penetration pricing policy
- ❖ Competitor based pricing policy

3.15.2 Pricing strategy

The pricing decision is made through a discussion among the managing directors. They follow some strategy to price their services.

Firstly, the price which is fixed by the company that is called fixed pricing.

Secondly, the price which clients wants us to give. They like to bargain and as a new project we also give them some discounts.

Table- 3.3: Printing price at Khaleque Textile

No.	Service Name	Price
1.	Kinit Print	18 tk/ Sq meter
2.	Viscose Print	34 tk/ Sq meter
3.	Voile Print	42 tk/ Sq meter

3.16 Distribution Channel

Distribution channel is the process of how a product goes to the hand of a consumers. In any other company they have two distribution channels- direct distribution and indirect distribution. But as Khaleque is not a FMCG company so it has nothing to do with direct distributions.

3.16.1 Indirect Distribution

They have their own agents that distribute the finished service or products to the clients. Distribution is not complex in Khaleque Textile as it's a service company and the services

are pre ordered before it is finished. Clients send their textile to the factory of Khaleque Textile. After the printing & dyeing finished the fabrics are send to the clients.



Figure-3.8: Indirect distribution channel

3.17 Promotional Strategies of Khaleque Textile

The promotional strategy consists of five major communication, these are: *advertising, personal selling, sales promotion, direct marketing & public relations.*



Figure-3.9: The promotional mix of Khaleque Textile

3.17.1 Advertising

Advertising is one of the most common tools that a company uses to publicity its product. As Khaleque Textile is a service company and it processes its business as a B2B company. It doesn't that that much advertising. But still if they want to publicity their services, they can do advertising in various ways:

3.17.1.1 Television

Television is the biggest media in Bangladesh to reach consumers. But as a B2b company they don't use it. But even Khaleque Textile wants to advertise through television, I will recommend them some channels:

- NTV
- Channel I
- Bangla Vision
- Deepto TV
- ATN Bangla
- Kaler Kontho

3.17.1.2 Radio

Once a time radio was the most popular advertising elements before television. But now the digitalization of gadgets made radio less popular. But still if they want to advertise, they can choose:

- 88.1 Fm
- 88.0 Fm
- 88.4 Fm
- Radio Foorti

3.17.1.3 Newspaper

Newspaper is one of the most important media. If Khaleque Textile want to advertise through newspapers then I will recommend them some:

- Daily Prothom Alo
- Jugantor
- Ittefaq
- Bangladesh Protidin
- The Daily Star
- New Age

3.17.1.4 Social Media

Now social media is the most important media due to the popularity of internet and smart phones. News passes through it at the speed of light. Khaleque Textile has a Facebook page in social media but that is not much active. I would recommend them to use it for advertising as it is the most active free advertisement sit. Also, they can use LinkedIn, Instagram etc.

3.17.1.5 Magazine

As a B2B company it can use magazine. Because magazines are commonly found at the common room of different offices. To create the attention, they can use:

- Weekly magazine
- Monthly Magazine

3.17.2 Personal Selling

Khaleque Textile is most active on personal selling. They have their own agents who collect fabrics from clients and give factory the opportunity to dye and print. Then after finishing the service those agents distribute the finished products back to the clients and collect money or cheques.

3.17.3 Sales Promotion

Sales promotion is an essential ingredient in marketing campaign. It is quite effective in any kind of businesses. Khaleque Textile now rely on sales promotion. They continuously give sales promotion to their clients. Sales promotion is short term but designed to stimulate quicker reactions.

3.17.4 Direct Marketing

Khaleque Textile uses direct marketing often. They show their capabilities to their clients. They just need a phone call and get an order.

3.17.5 Public Relations

In any business it is mandatory to make a good public relation. Khaleque Textile has an excellent relation with their clients. The relation is so deep that sometime don't visit the factory they just call and give orders.

3.17.6 Outdoor Advertising

- Out of the promotional marketing mix Khaleque Textile uses outdoor advertising like:
 - Banner in the roads of Islampur

- Name sticker of Khaleque Textile in local busses
- Bus & rail stop
- Traffic signal point
- Educational institutions
- Playgrounds

3.18 Target Market

The main target market of Khaleque Textile is *Islampur Fabrics Market*, as it is the biggest wholesale market in Bangladesh. Also, we targeted Madobdhi and Chadni Chowk (New-Market). Khaleque Textile supplying printed and dyed fabrics in these three market places.

3.19 Competitor Analysis of Khaleque Textile

The textile market in Bangladesh is so competitive that one silly mistake can make you out of the market. The main competitors of Khaleque Textile are:

- Noman Dyeing and Printing
- R.K. Fashion Ltd.
- Queen South Textile Mills Ltd.
- Regent fabrics Ltd.
- Pakija Dyeing and Printing Mills
- Hossain Dyeing
- R.K. Dyeing and Printing Mills

Name of Brand	Market Share %
Noman Dyeing and Printing	11%
R.K. Fashion Ltd.	6%
Queen South Textile Mills Ltd	4%
Regent fabrics Ltd.	2%
Pakija Dyeing and Printing Mills	33%
Hossain Dyeing	21%

R.K. Dyeing and Printing Mills	20%
Others	3%

Table-3.4: Competitor analysis of Khaleque Textile

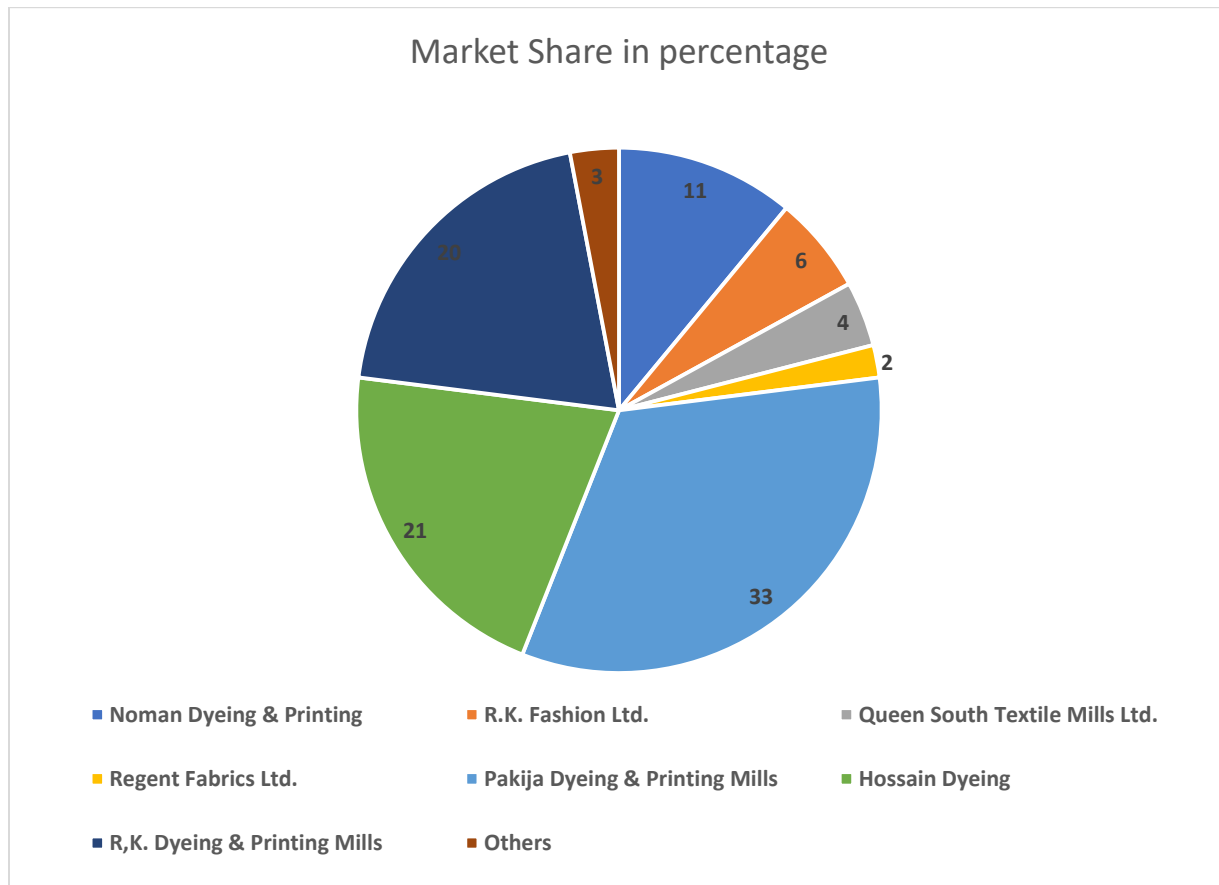


Figure-3.10: Competitor analysis of Khaleque Textile

3.20 Positioning

Khaleque Textile has a competitive advantage that they can give a good service in a very low price. Also, they follow penetration pricing policy along with competitive pricing. They can give more benefit to the customers that differentiate them from the competitors. In order to create a position for them in the market they have:

- Quality service
- Low price
- Discounts

- Good relationship
- Attractive design
- Offers

3.21 Product Management

To manage all the services this organization, need a very good productive team and highly qualified employees and sales executives. A group of well-trained people always ensures the quality of the services and take care of all the machineries that work. To provide good service in the market and keep the needs:

- Good management team
- Hard working clients
- Qualified individuals
- Well trained mechanical team
- Smooth machine operator
- Qualified design masters
- High profile color mixers

3.23 Push & pull strategy

As this project of Khaleque textile is new in the market so they are not thinking about pulling. In fact, they are now using push strategy. When their service will go familiar, they will start pull strategy.

Process

PUSH AND PULL STRATEGY

Push Strategy



Pull Strategy



Figure-3.11: Push & Pull Strategy

4. Findings

4.1 Finding and analysis of variation of the services

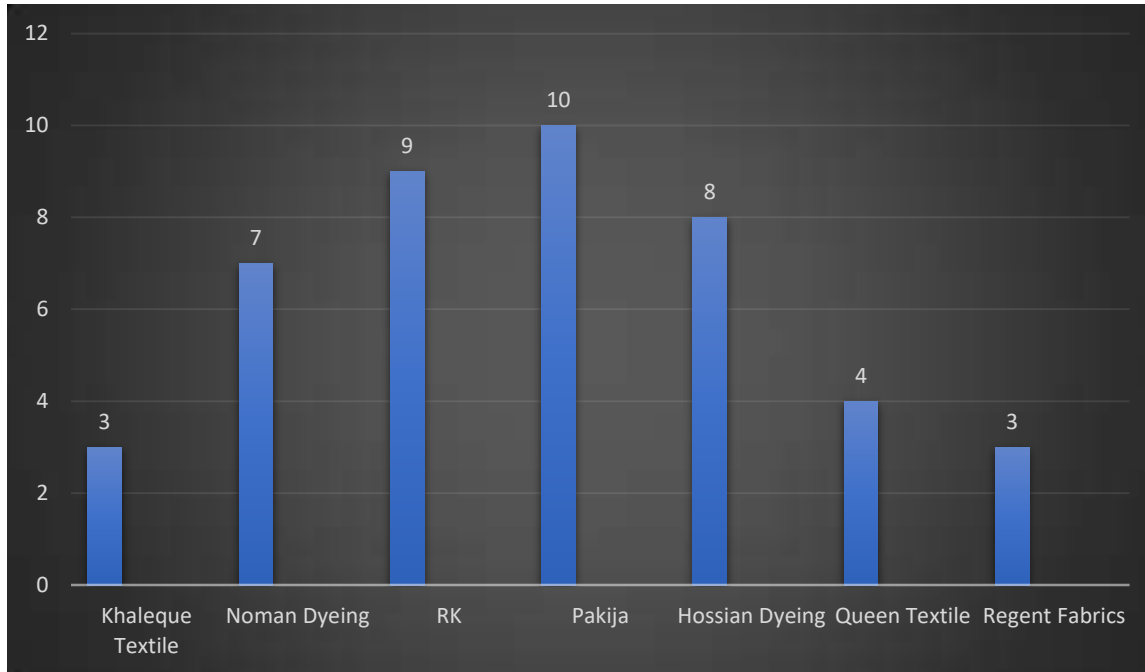


Figure-4.1: Variation of services in different brands

The above table shows that Khaleque Textile has 3 services available and we know that they are: Viscose Printing & dyeing, knit dyeing and voile print. Similarly, Noman group has 7 services available. RK has 9 services; Pakija has 10. And the rest are shown in the chart.

4.2 Finding and analysis of different brand service price

By watching the table, we can see Khaleque Textile has the most lower pricing advantage. Where for viscose print Pakija takes 37 taka per square meter, Khaleque Textile can do it with only 34 takas. Similarly, the other services Khaleque leads with a lower price than others. They give a very high competition to their competitors with their pricing.

Table-4.1: Different brand pricing

Brand Name	Service Price per square meter (Taka)		
	Viscose Print	Knit Print	Voile Print
Khaleque Textile	34	18	42
Noman Dyeing and Printing	36	20	44
R.K. Dyeing and Printing Mills	36	20	44
Queen South Textile Mills Ltd	35	19	41
Regent fabrics Ltd.	35	19	41
Pakija Dyeing and Printing Mills	37	20	44
Hossain Dyeing	37	20	44

4.3 Finding and analysis of users of Khaleque Textile

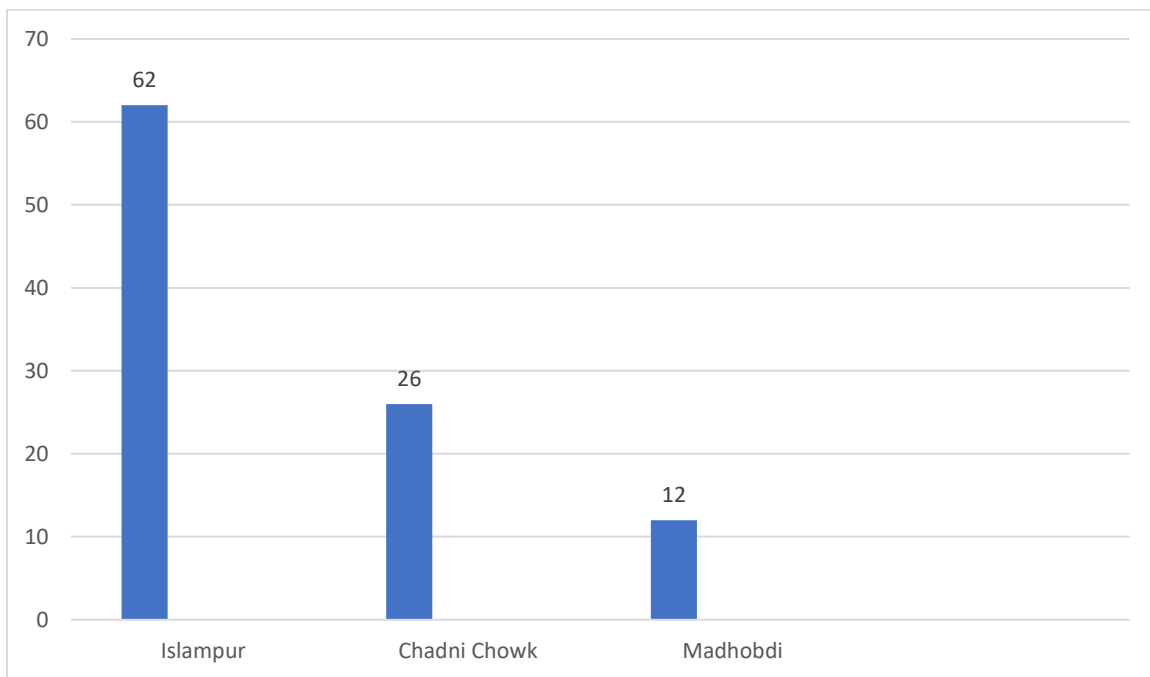


Figure-4.2: Users of Khaleque Textile (In percentage)

Khaleque textile is a company that gives services to the businesses that sales textile products. They contract Khaleque Textile to dye and print their product so that they can sell

them to consumers. Now the main users of Khaleque Textile are from Islampur, almost 62%, then Chadni Chowk and Madhobdi are 26% and 12%.

4.4 Finding and analysis of everyday order in Khaleque Textile

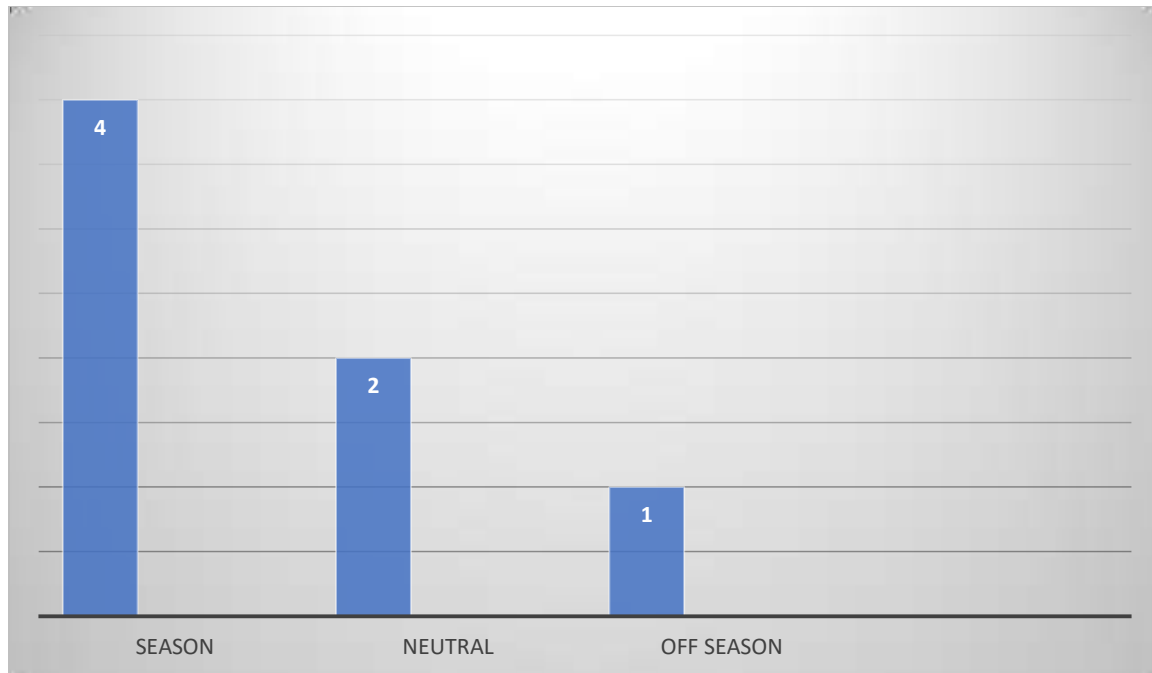


Figure-4.3: Everyday order in Khaleque Textile

During the season (summer, Baishak, Eid) the quantity of orders raises to 4 per day. Makes 104 orders in a month, and that is a huge number. In the neutral season (autumn/fall) the order come less. And during the offseason (winter) they get only one order a day and sometimes no order.

4.5 Finding and analysis of new brand opinion

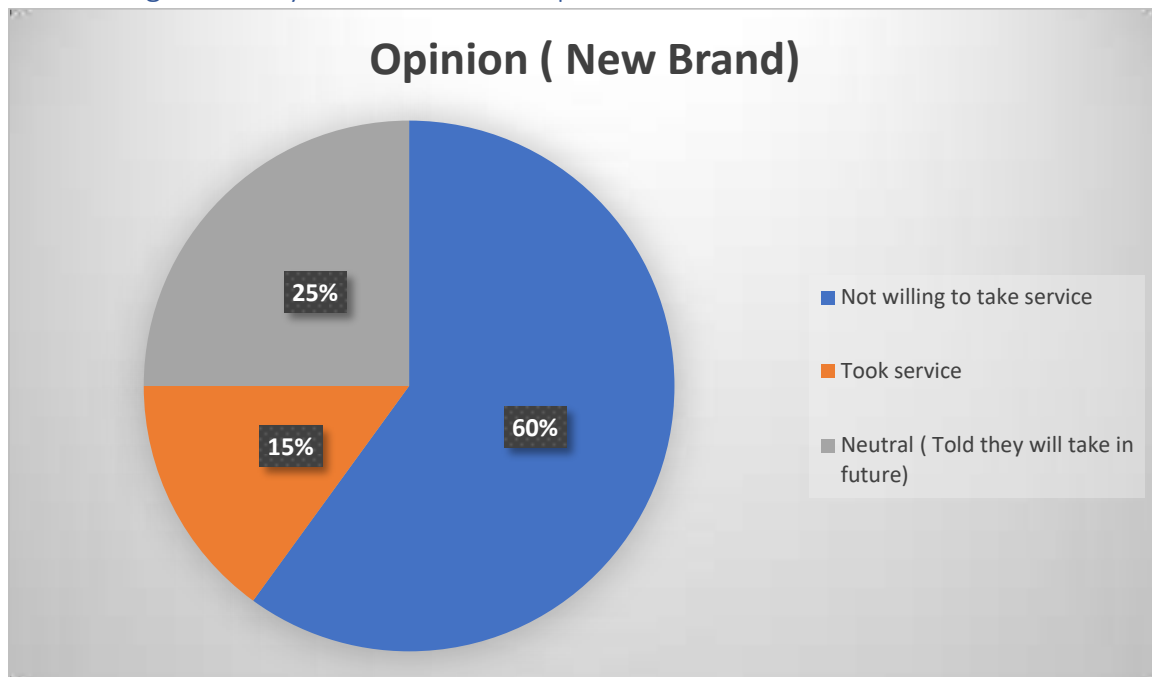


Figure-4.4: Opinion (New Brand)

Khaleque Textile's this project was started long ago but they were closed for some reasons all these years and then started again in 2020. So, it's a new project for current market. Sometimes I visit market and talk to the clients and also tried to find some new clients. From my own experience: I visited 20 clients in a week, among them 12 were not interested to take a service from Khaleque Textile; 5 clients told me that they will work with us in the near future and only 3 were interested in taking a service.

5. Ending Remarks

5.1 Future course of action

The textile industry in Bangladesh is the most competitive industry right now in the country. This industry is renowned by the world. So, a silly mistake here can cause a huge damage in the business. As Khaleque Textile is new to the current market they need to build and follow some strategy to stay in the market. In order to create a brand image, they need to provide good services to the clients in a low cost. Though they have the competitive advantage of keeping the low price of their services but still a lot of works to do.

They need to develop their service quality and quantity. For example, they have now three types of service, if they can make it five or six then if face reduction of sales in one service, they can cover up with another.

Also, some experienced sales agent has their own clients. Khaleque Textile needs to hire them. So, they do not have to find new clients every week. Clients will come with those sales agents.

Another thing is that they need to target for the best. They should follow the industry leaders about how they build their brand image and maintain services. And should set their prices according to them.

- Need good service personnel
- Need experienced sales agents
- They need qualified technician
- Build a strong supply chain
- Maintain a good relationship with the clients
- Need to increase service quantity. (types of services)
- Hire marketing experts to create a brand image
- Build some banner in the market area
- Use different media to promote
- Sponsor's sports event
- Promotion through social media

5.2 Conclusion

Once jute industry was the most known industry in Bangladesh. But that days are gone so long. Now textile is the leading industry of Bangladesh. The huge population is responsible for the continuous demand in textile. They had the need for clothes and a country like Bangladesh where a lot of people living under the under the lower-class can't afford imported clothes. So, Bangladesh started making clothes on their own and a great industry began. In 2012 Bangladesh garment exports mainly to the US & Europe made up nearly 80% of the country's export income.

Where there is textile, fabrics and clothes there is dyeing and printing. It is the only way to make textile colorful. Textile dyeing industry plays an important role in the economy of Bangladesh. Nearly 300 employees in average per company has. So, each organization ensuring the living of 300 families.

It's hard to start a business in Bangladesh due to government pressure, political pressure and many mores. Government must ensure that the organization do not faces any problem. They need to understand that an industry alone can contribute huge in a country's economy. So, every industry must deserve and should get their government's support.

Khaleque Textile this project is new to the textile industry. They are trying so hard to make a movement. My support and wish to the Khaleque Textile that they will do so well in the near future.

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