

An Internship Report On,
**Outlet Branding & Promotion: Activities of
Twelve Clothing Limited**



By,
Sabrina Momotaj

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

Outlet Branding & Promotion: Activities of Twelve Clothing Limited

Submitted to:

Dr. Sarker Rafij Ahmed Ratan

Assistant Professor

School of Business and Economics

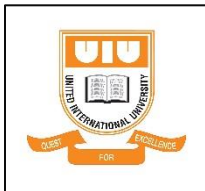
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Major: Marketing

Summer, 2022



School of Business and Economics

United International University

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Letter of transmittal

October 10, 2022

To,

Dr. Sarker Rafij Ahmed Ratan

Assistant processor,

School of Business & Economics

United International University

Subject: Request to accept the internship Report on Twelve Clothing Limited

Dear Sir,

With due respect, this is my great pleasure to submit the internship report on a clothing retail brand company. I am submitting my internship report on “**Outlet Branding & Promotion: Activities of Twelve Clothing Limited**”. During my internship period, I have obtained experience and knowledge which was obliging for me because this will help me in my professional career. Though we are in midst of learning; the report here has helped me to gain an overview of a retail clothing brand. Within this prolongation, I have made this report as compendious as possible. Thank you for your support and motivation to complete this report, without your mentorship it would be difficult to finish the report in time.

I hope you find this report enlightening and elucidative.

Sincerely Yours,

Sabrina Momotaj

ID: 111 181 137

BBA Program

United International University

Certification

This is to certify that the internship report on **“Outlet Branding & Promotion: Activities of Twelve Clothing Limited”** is done by **Sabrina Momotaj**, as her partial fulfillment for the requirement of Bachelor of Business Administration (BBA) degree from the School of Business and Economics, United International University.

The Report has been prepared under my supervision and guidance and carried out successfully.



Signature of the Supervisor

Declaration of the student

I, **Sabrina Momotaj**, hereby declare that the presented internship report entitled “Outlet Branding & Promotion: Activities of Twelve Clothing Limited” is entirely prepared by me after three months of my internship at Twelve Clothing Limited, in Kawran Bazar.

I also confirm that, this report is only prepared for my academic requirement not for any other purpose. It might not be used in the interest of the opposite party of the corporation.

Thanks, and Regards

Student's Full Name & Signature:

Sabrina Momotaj

Id: 111181137

Supervisor's Full Name & Signature:



Dr. Sarker Rafij Ahmed Ratan
Assistant processor,
School of Business & Economics
United International University

Acknowledgment

First of all, I shall thank the almighty God for giving me the strength to perform my duties as an intern and giving me the courage to finish this huge task within its deadline. My internship supervisor, **Dr. Sarker Rafij Ahmed Ratan**, has made a significant contribution to this project. I am grateful to him for his assistance and oversight throughout this course.

However, I would also like to thank the Twelve Clothing Ltd. staff for their guidance and support during my internship time, which allowed me to complete it. Thank you to Sakib Akon, Jr. Executive of Branding & Marketing, Ashikur Rahman, Jr. Executive of Branding & Marketing, Ismail Hossain, Human Resources Manager, Moutiur Rahman, Director & COO of Twelve Clothing Ltd., for their assistance in such a short period of time. During this time, they were my go-to resource for advice and assistance.

Abstract/ Executive summary

Integrated marketing communication is a very popular concept among marketers nowadays because it gives them the opportunity to communicate with clients using all of their marketing tools. Due to their ability to continuously support marketers in presenting their message to customers in the most efficient and cost-effective manner, marketing agencies today have emerged as crucial players in the communication process.

Twelve Clothing is a Team Group retail brand dedicated to providing high-quality, affordable clothing for all. This clothing brand has expanded its business in 33 different locations in Bangladesh. They have a wide range of collections for male, female and kids.

In this report, I have given an overview of the roles of every department including my own department, outlet branding & promotion which I came to learn from my three months internship. This report portrays my internship task which I have carried out during my time period.

Twelve Clothing Ltd. Provided me with ample information that I needed to complete my report for which I am thankful to them.

While completing my internship at TWELVE Clothing Ltd.'s Department of Outlet Branding & Promotion, I learned a lot (a concern of TEAM Group). The duties associated with these roles are primarily related to human resources and include the expansion of the obligations and responsibilities that came with the employment. A brief overview of the key responsibilities and skills is included in the report's content.

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List of Abbreviation

COO	Chief Operating Officer
MRP	Maximum Retail Price
CS	Comparison Sheet
GM	General Manager
DGM	Deputy General Manager
AGM	Assistant General Manager
QC	Quality Control
EMI	Equated monthly Installment
CSR	Corporate Social Responsibility

CHAPTER I: INTRODUCTION

CHAPTER I: INTRODUCTION

I.1 Background of the Report

Bangladesh is a developing country. As Bangladesh is growing so is the clothing industry. One of the industries in Bangladesh that is developing the fastest over the course of a few decades is the clothing industry. In a same sense, Bangladeshi citizens are growing more and more concerned with fashion. Many different clothing brands are introduced to meet the demand of a broad fashion community. Fashion houses provide the Bangladeshi people with amazing service. In Bangladesh, various designers have directly opened their fashion houses. The majority of fashion houses are located in Dhaka. Designers from every fashion firm in Bangladesh constantly strive to provide customers new looks. In Bangladesh, there are countless small and large boutique stores and fashion houses. In Bangladesh, there are many different fashion houses. Choosing the Top Trendy Clothing Brands in Bangladesh is really difficult.

I.2 Objectives of the Report

The most valuable asset of a company are the employees. The objectives are explained below:

I.2.1 Main Objective:

- To describe a clear picture of the activities of a clothing brand company.

I.2.2 Specific Objective:

- To get an organizational overview of Twelve Clothing Ltd.
- To describe the process of branding
- Strategies behind understanding the market for TWELVE Clothing
- The role of Marketing behind TWELVE Clothing's success

- What are the new strategies that the Branding Department of TWELVE Clothing is using to enrich the RMG Industry?

I.3 Motivation of the Report

This report is done as a part of my BBA program. The report is on, “Outlet Branding & Promotion Activities of Twelve Clothing Limited” based on the organization of Twelve Clothing Ltd.

I.4 Scope and limitations of the Report

I.4.1 Scope of the report:

This study covers the facts of my acquired experiences from various tasks that I was assigned by Twelve Clothing from time to time. The work that I was assigned by my boss were mostly on excel sheet or MS word.

The data I collected for this report was on my 3 months experience and by interviewing other department. There was a lot of scope for learning new things and an opportunity to gather experience.

Working on this internship report for a well-known retail fashion company will be a great honor for me. This may give me the opportunity to apply my theoretical knowledge in practice.

I.4.2 Limitations of the report:

In the study, there were many facilities as well as challenges. The limitations are these challenges of this study. The limitations are given below:

- Due to the limited amount of time, adequate information is not here.
- The report was prepared from a single perspective. Therefore, not all findings may be objective.

- I usually received little responsibility as I was a new participant. As a result, I was unable to learn everything related to outlets or clients because those queries are met up by my seniors.
- I was unable to develop a close enough relationship with the employees to get more information. So, this report demonstrates its lack of validity.

CHAPTER II: COMPANY AND INDUSTRY PREVIEW

2.1 Company Analysis

2.1.1 Overview and history



Twelve Clothing Ltd. is the 12th concern of TEAM group. Twelve Clothing Ltd., which was established on December 12th, 2012, has grown its business throughout Bangladesh. Currently, we have 33 outlets in Bangladesh. In addition to physical stores, we make online shopping simple for customers through our store on Facebook and our e-commerce platform.

Twelve works very hard to create clothes that fit and satisfy each and every individual consumer. We only produce goods that they find appealing, high quality, modern, authentic, and affordable. Twelve wants its customers to love and enjoy wearing their clothing. The brand emphasizes an old-school, traditional appearance with a spicy twist that contrasts with the modern generation's flamboyant ideas and amazing detailing, which can be seen in every piece of clothing. To create the diversified appearance that distinguishes their collection, inspiration is drawn from all over the world.

2.1.2 Company Profile

Twelve Clothing is the concern of Team Group. There are five RMG factories owned and operated by the TEAM Group, including the LEED GOLD Certified Brothers Fashion Ltd. Each and every one of RMG Manufacturing's other facilities is socially responsible.

Team Sourcing, the company's sourcing division, is one of Bangladesh's largest sourcing firms. From the United Kingdom to Germany to Italy to Turkey and Australia; it's a global company. One of Team Pharmaceuticals Ltd.'s goals is to make health care more accessible and affordable for everyone by manufacturing and distributing over 89 different products. Bangladesh's top fashion brand.

Twelve Clothing Ltd., is one of the company's primary goals. Twelve Clothing always comes up with a wide range of variations in their clothing collections ensuring quality and affordability. Caring for the convenience of the customer, they have opened 33 outlets across the country and are about to open more.

Eco-friendly architectural concepts, high-quality construction, and staff welfare are all priorities of Team Developers Ltd.

1. TEAM SOURCING LTD.
2. TWELVE CLOTHING LTD.
3. TEAM PHARMACEUTICALS LTD.
4. PHARMA IMEX LTD.
5. INTELLIER LTD.
6. TEAM DEVELOPERS LTD.

2.1.3 Organogram of Twelve Clothing Ltd.

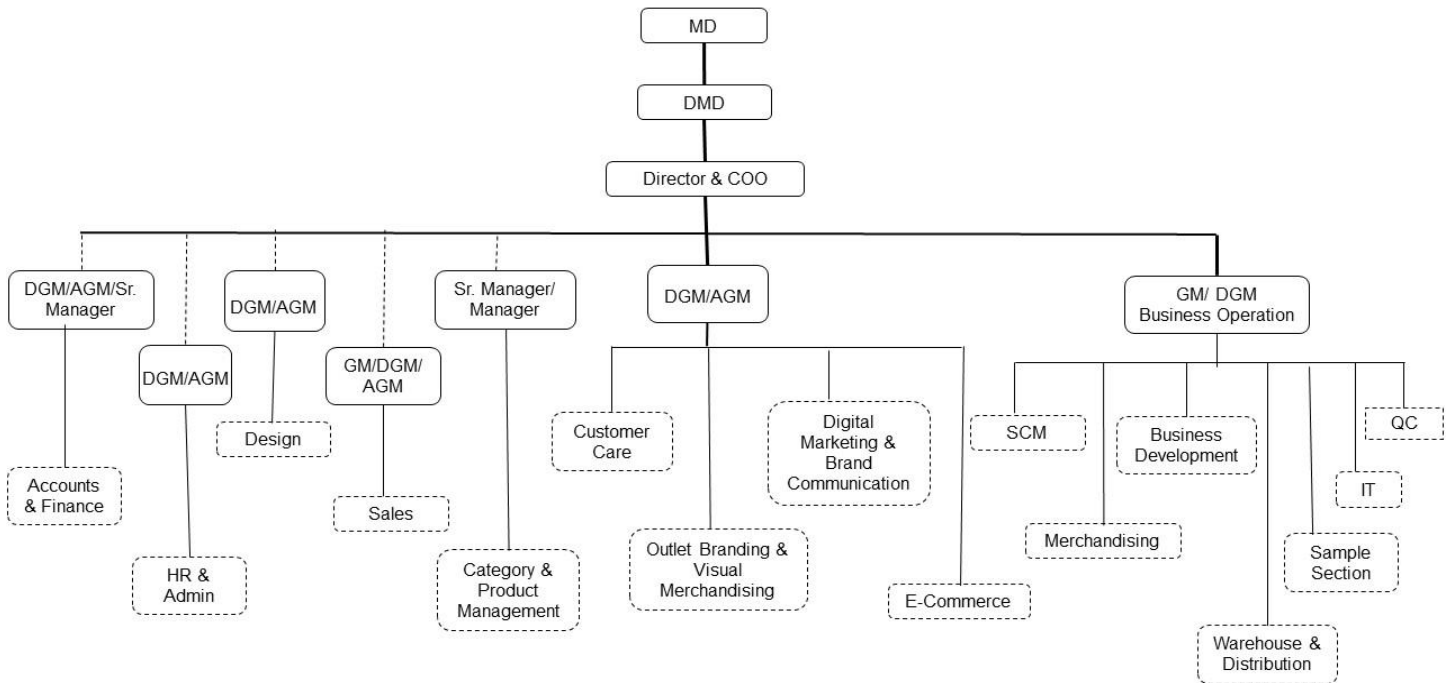


Figure 01: Corporate Organogram

2.1.4 Outlets and E-Commerce stores

We are now in 33 locations all over Bangladesh. Apart from physical stores, we ensure you have an easy shopping experience online through our E-commerce site and Facebook store.

2.1.5 Employees

We have 399 employees working under Twelve Clothing Ltd. Our company prioritizes employee welfare and assures that they are provided with a secure work environment.

We work hard to ensure that we provide the best possible service to our customers all over Bangladesh.

2.1.6 Categories

We have diverse product categories, including –

- **Men's** – We have a huge line of different products for our men's line. It includes Panjabi, Kabli, Koti. In western wear Polo shirts, T- Shirts, Formal and Casual shirts. Our men's winter collection includes Blazer, Hoodies, Sweat Shirt, Full sleeve T-shirt, Pullover, Husky and Jacket styles such as Bomber, Leather, Quilting, Windbreaker. We also have Jeans, Chinos and Pajamas.
- **Women's** – Our vast collection of women's line includes Three-piece, Two-piece, Gown, Kurti, Tops, Tunics, Dress, and in western collections we have T-Shirts, Polos. Our women's winter collection includes Cardigan, Frock, Sweater, Shawl, Shrug, Hoodies, Sweat Shirt, Pullover, and Jacket styles such as Bomber, Leather and women's jacket. We also have Pant, Palazzo, Ladies Denim Pant.
- **Kids (Boys and Girls)** – Our kids line comprises of New born and leads up to twelve-year-olds. Every year we assemble a selective collection for Newborn. It includes boys and girls both.

Our boys line incorporates of Panjabi, Shirt, T-Shirt and Polos. Winter boys' collection contains Hoodies, Sweat Shirt, Full sleeve T-shirt, Pullover, Husky and Jacket styles such as Bomber, Quilting and Windbreaker.

Our girls line incorporates of Three-piece, Two piece, Tops, T-Shirts, Frock and Gown. Winter girls' collection contains Cardigan, Full sleeve T-Shirts, Pullover and Jacket styles such as Bomber and Windbreaker.

- **Accessories** – Our accessories line is made up of Shoes, Belts, Wallets, Ladies purse, Perfumes, PPE, Masks etc.

2.1.7 Details of the Product Lines

Clothing is not only a matter of beauty. It demonstrates the personality of a person and the culture of the nation. Twelve Clothing Ltd.'s products make an effort to provide customers well-fitting, attractive, high quality, contemporary, genuine and affordable cloths. The targeted customer of every gender of all ages. For targeted Women there are: Kameez, Western Tops and Bottoms, Winter Attires etc. For Men: Shirt, T-shirts, Jeans, Panjabi, Wallet, Belt, Blazer, Winter Attires, etc. For Kids: T-shirts, Jeans, Panjabi, Winter Attires, etc. They also have product for new born kids.

2.1.8 Departments of Twelve Clothing

➤ HR Department:

HR is an important department in an organization. The HR department is in charge of supervising the administration of employee benefits and monitoring the life cycle of employees. In Twelve Clothing the work of HR is:

- CV screening, Arrange Written test & Preliminary Interview, then arrange final interview
- Collect Interview Assessment Forms and Select candidate
- Receive resignation letters, Take approval from department head
- Calculate Finger Data, check leave and absenteeism, input attendance data to salary and OT sheet
- Check employee probation date regularly, provide probation evaluation form to supervisor, collect and take approval from COO
- Prepare confirmation/extension letter

➤ Marketing Department:

A clothing company's marketing department is in charge of promoting the company's products, attracting new customers, and increasing sales. A marketing team in a marketing department assists the marketing manager. TWELVE Marketing is also in charge of a variety of marketing activities that help the company grow its customer base. They meet with both potential and existing customers. They walk the customer through the most recent product iterations.

TWELVE



Figure 02: New Interior Design for New Outlet

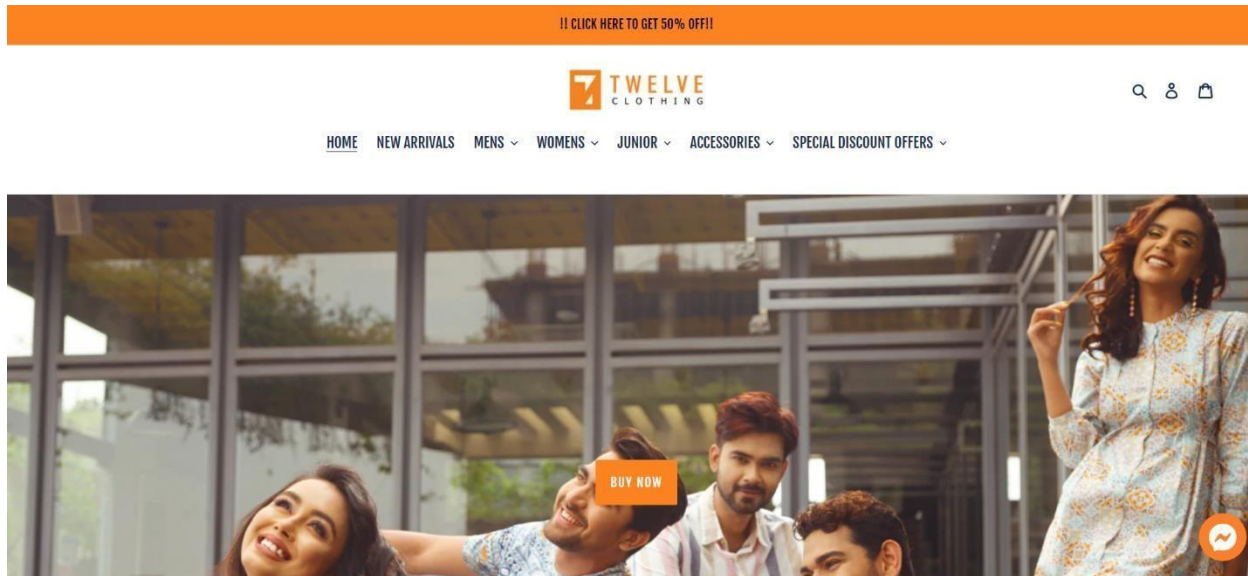


Figure 03: TWELVE Clothing Website

➤ Admin Department:

An admin provides office support to not only an individual but also to the whole office. He is a person who is responsible for ensuring the effectiveness of an organization. It depends on the company what kind of work he has to complete. In twelve Clothing the admin is responsible for:

- Provide material requisition form to all department and outlets, collect requisitions, cross check with previous requisition, finalize and compile the total requisition sheet
- Purchase materials, handover the materials to store, receive the materials after MRR, separate & distribute the materials department wise
- Provide transportation support to warehouse & outlets
- Check all the gate pass and approve accordingly

- Ensure closing and security of the office

➤ Category Department:

Category management is the process of grouping together separate items in order to reduce costs while also ensuring the continuous production of a complete product. This department has some responsibilities to fulfill.

- Observing inventory levels, acquiring additional stock, and disposing of excess or unwanted stock. Also responsible for product placement, storage optimization, and the formation of regular product availability reports.
- Track the performance of individual products as well as the category as a whole. Utilizes data to determine the best and worst-performing products, generates profit and loss statements, and compares performance to competitors.
- Seek vendors in the industry, request information, negotiate, and use their criteria to select the best suppliers to source category products, taking into account performance, quality, and costs. Contracts should be negotiated both when they are signed and when they are renewed.
- Collaborate with cross-functional marketing, supply chain, and warehouse teams to execute category strategies across the organization. Inform team members about the category and marketing, assign roles and responsibilities, and collaborate to improve performance.

<i>Eid al-Adha 2022 Ethnic Production Report</i>							
	Total Target Qty	Product	Order Placed (pcs)	Production Running(pcs)	Warehouse (pcs)	Production Stopped (pcs)	Remarks
Men's	26048	Men's Panjabi	21361	16725	4489	167	
		Men's Kabli	1318	1044	274		

Women's	5200	3 PCS	1905	1425	480		
		Kurti	2488	1688	800		
		Gown	93	93			
		Tunic	398	286	112		
		Top	250	250			
		Bottom	612	612			
Boys/ New Born Boys		Boy's Panjabi	5886	3612	2254		
		Boy's Kabli	553	553			
		2 PCS	240	240			
Girls/ New Born Girls	3320	2 PCS	1924	960	960		
		Frock	720	720			
		Gown	240	240			
		Tunic	480	480			

Table 01: Ethnic production update EID al-Adha

In the category department in TWELVE Clothing, here we maintain production update on every product, keep the information on every product on every outlet, make the monthly sales report, make the monthly stock report, make and maintain product barcodes, research on new categories and also try to introduce new categories for the customers

➤ Designing Department:

Twelve Clothing design department creates the design of the products. According to current fashion trend & customers preference they create new collection of clothing and accessories.

- **Design Concept:**

First, we download the required information from the forecasting website. What could be the color? Any motif or pattern running in the design. After that, we prepare the theme. We source fabric according to that theme. Then the design is prepared.

- **Design Variation:**

We must have up-to-date knowledge of design variations. There are certain fixed designs that we see that are equally popular everywhere. For example: cold shoulder, off shoulder, plazo.

- **Fabric quality:**

The most important aspect is the fabric's quality. Knowledge of fabric quality is required. For example, we believe slick cloth is extremely hot, but butter slick and shamuz slick cloth are soft and do not feel hot. If we know something about the fabric, we can tell the customer that it is not hot.



Figure 04: Twelve Products

➤ Merchandising Department:

Between a manufacturer and a customer, marketing acts as an intermediary. A merchandiser makes sure that a retail store's shelves are filled with commodities and exhibits them elegantly for customers. The merchandising department may occasionally be required to handle price and costing as well.

Their job consists of working with buyers on orders and sending them clothing samples that need to be approved by purchasers. It is the merchandiser's job to produce the bill of materials, prepare the garment costing sheet, and monitor the production process. In

the merchandising department, senior and junior merchants create a team. When a factory has a large number of customers, each vendor is assigned a specific account with a small number of those customers.

TWELVE	TWELVE CLOTHING POST COST SHEET
---------------	--

DATE: 05.08.2022 **STYLE:**NM-CAP-TM21-03SS-0051

COLOR:

DESCRIPTION: TWELVE CAP **SEASON:**2021 **EID UL FITRE (2021)**

Fabric

100%Cotton

TOTAL QUANTITY: 510

COLOR:	SIZE	Total
GRAY & BLACK	Available	500

SIZE RANGE: FREE SIZE **WORK ORDER NO:**

FIT Slim Fit **REQUISITION NO:**

MARKER

ALLOWANCE

YARDAGE:

1. FABRICS		YARDS/ METER	PRICE	CONSUMPTION	AMOUNT
i.	Fabric	0		0.00	0
ii.	Fabric	0		0.00	0
iii.		0		0.00	0
iv.		0		0.00	0
v.		0		0.00	0
vi.		0		0.00	0
vii.		0		0.00	0
vii.		0		0.00	0

TOTAL FABRICS

COST

0

0

0

2. ACCESSORIES

QTY

PRICE

AMOUNT

SEWING THREAD		0	0	0
BUTTONS		0	0	0
PADS		0	0	0
ZIPPER		0	0	0
CARE LABEL		0	0	0
MAIN LABELS		0	0	0
POLY BAGS		0	0	0

HANG TAGS		0	0	0
HANGERS		0	0	0
SIZE TICKETS		0	0	0
EMBROIDERY		0	0	0
SHOPPING BAG		0	0	0

TOTAL ACCESSORIS

COST

0

3. LABOR

QTY

PRICE

AMOUNT

CUTTING				0
SEWING				0
QC		510	5	2550
FINISHING				0
GRADING				0
MARKING				0
SAMPLING				0

TOTAL

LABOR COST

2550

4. CARRIAGE

QTY

PRICE

AMOUNT

CARRIAGE INWARD		510	3	1530
CARRIAGE OUTWARD				

TOTAL

CARRIAGE

COST

1530

5. COST OF MAKING (F O B)

6. CNF COST

QTY	PRICE	AMOUNT
510	150	76500
QTY	PRICE	AMOUNT

7. TOTAL COST (1+2+3+4+5+6)=

80580

Add: SHRINKAGE 1%

0

WASTAGE 5%

0

VAT

5%

0

SALES COMMISSION

1.5%

0

INTEREST EXPENSES 12% P.A (4

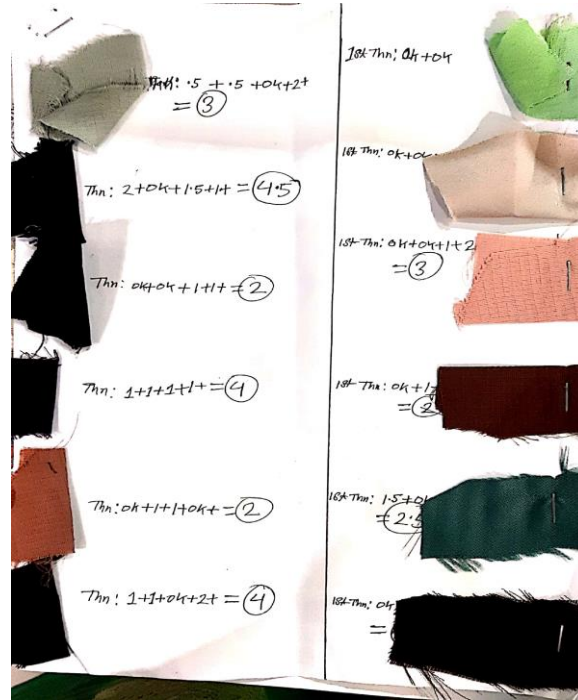
MONTH)

0

GRAND TOTAL

80580

COST PER PCS	BDT 158.00		
PRICE	BDT 390.00	Percentage	247%



MERCHANDISER

Accounts & Finance

MD. Motiur Rahman
Director & COO, TWELVE
Clothing

➤ Supply Chain Department:

Figure 05: Supply Chain Work on Fabric

A supply chain is a network between a business and its suppliers that produces and delivers a certain product to the customer. It consists of a variety of operations, individuals, groups, objects, information, and resources.

The main purpose of this department is to assist in sourcing of materials, purchasing, storage, work-in-process inventory and consumption of finished goods from point of origin to point of consumption. This department has internal working relationship with design and external working relationship with suppliers.

As we know that supply chain department keeps the flow of production by managing the flow of goods and services between raw materials factories and production factories. These factories produce and handle the raw materials for the TWELVE clothing. After that, the merchandising department requests the category department to organize the raw materials to send out to the production factories.

➤ **Accounts Department:**

Recording and reporting a company's cash flow transactions is the responsibility of the accounting department. Accounts Receivable, Accounts Payable, Payroll, Financial Reporting, and Maintaining Financial Controls are some of the major duties and responsibilities of this department.

They have internal working relationship with outlets, warehouse, HR & Admin, supply chain & production and external relationship with banks, vendors, suppliers etc. The activities that this department do-

- **Cash Management:**

All cash & cash equivalents should be kept in a safe custody under a responsible official of finance & accounts division.

Daily Cash transactions shall be recorded in cash book in daily basis.

- **Bank Management:**

Cheque book should be kept in a safe custody under a responsible official of finance & accounts division.

Director & COO shall sign on cheque counterfoil before the signature of authorized official.

Daily bank transactions shall be recorded in bank book weekly basis. Cheque book register should be maintained in excel.

Cancelled cheques shall be kept intact along with the counterfoils by writing the word CANCELLED. Bank reconciliation statement should be prepared in monthly basis or if necessary.

- **Approval Authority:**

Director & COO has been delegated the authority to approval following types of financial activities: All supplier, operating expenditure bill (Head Office) & capital expenditure bill.

Head of HR & Admin, Head of sales, Head of Accounts & Finance have been delegated the authority to approval following types of financial activities: Operating expenditure bill (Outlet).

2.1.9 Our Vision



Figure 06: Company Vision

To be a trustworthy, dependable and sustainable fashion house worldwide by forward-looking innovative approach.

2.1.10 Our Mission



Figure 07: Company Mission

By providing a safe and pleasant work environment that may establish an ethical corporate norm. Implementing sustainable and environmentally friendly equipment's with the experienced personnel to provide the utmost level of consumer's satisfaction and ensure the sustainable business development by talent hunting, operational efficiencies and innovative ideation.

2.1.11 Our Values



Figure 08: Company Values

□ Ownership

We believe in ownership. We are all owners in the business and think of our employees at the company as a two-way street

□ Excellence

We go all-out to excel in every aspect of our business and approach every challenge with a determination to succeed.

□ Social Responsibility

We care for the future generation of our beloved country. Environment care is always ensured by green technology and management

□ Recognition and Reward

Appreciated efforts will increase the self-esteem and satisfaction of our employees. Employees' improved attitude towards their job will lead to excellence.

2.1.12 Trend and growth

Twelve Clothing started their journey on 12th December, 2012. It's the 12th concern of Team Group. Throughout Bangladesh TWELVE CLOTHING has expanded their operations. Now, Twelve Clothing has 33 outlets that are operating all over Bangladesh. Beside physical stores, they also provide online shopping through their well-established website and Facebook page. As a retail brand, Twelve Clothing Ltd. provides high quality and affordable clothing for everyone.

2012-2018	2019	2020	2021	2022 (Till now)
-----------	------	------	------	-----------------

1. Jashimuddin-Uttara	6. Bashundhara City	15. Jashore	23. Khulna	31. Mirpur 12
2. Banasree	7. Wari	16. Chattogram	24. Mirpur 3	32. Banasree 2
3. Dhanmondi	8. Feni	17. Maijdee-Noakhali	25. Sirajganj	33. Jamuna Future Park 2
4. Jamuna Future Park	9. Sylhet	18. Barishal	26. Moulovibazar	
5. Mirpur	10. Mymensingh	19. Habiganj	27. Tangail 2	
	11. Tangail	20. Feni-2	28. Khilgaon	
	12. Bogura	21. Cox's Bazar	29. Cumilla 3	
	13. Cumilla 1	22. Kushtia	30. Satkhira	
	14. Cumilla Express			

Table 02: Twelve's Expansion

Twelve clothing started their strategy with expansion planning. Their journey started with **Jashimuddin Outlet**. With this store they started to expand their business not only inside Dhaka but also outside Dhaka. Now they have 33 outlets operating all over Bangladesh. Twelve Clothing is still growing by expanding their business with new outlets.

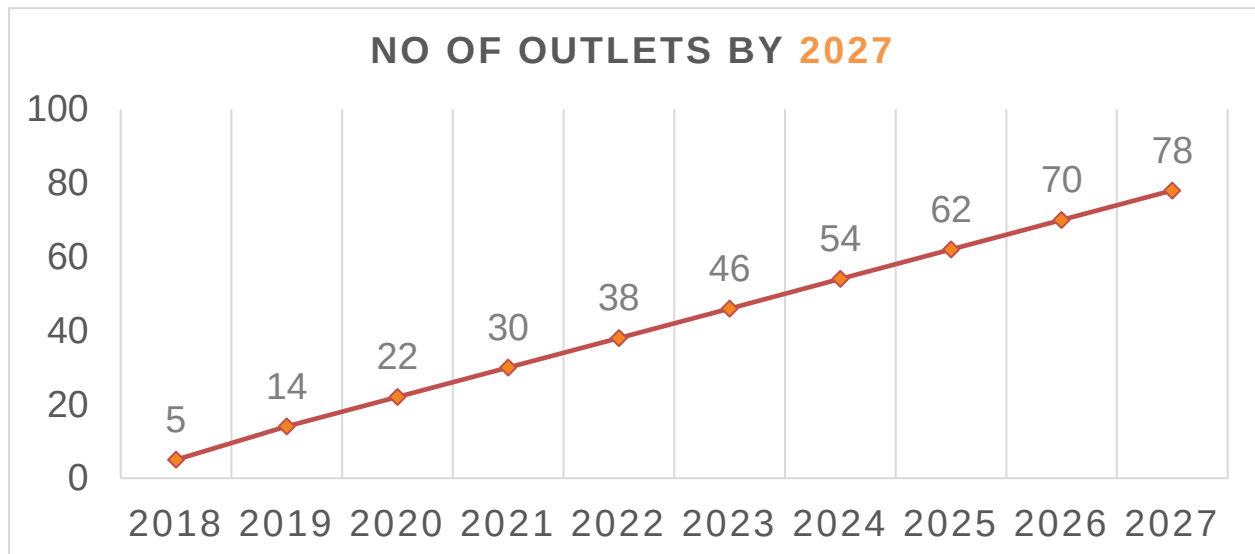


Figure 09: Outlet Growth

Region Wise Outlets					
SL. No.	Central 1 & North	SL. No.	Central 2 & South	SL. No.	Ctg. Division
	Shariful Islam		Eusuf Hossain		Mehedi Hasan
1	Jashimuddin	1	Mirpur (Zoo Road)	1	Cumilla
2	Banasree	2	Mirpur 2 (Sec 12)	2	Cumilla Ex.
3	JFP	3	Mirpur 3 (Sony)	3	Maizdee- Noakhali
4	Mymensingh	4	Wari	4	Feni
5	Tangail	5	Dhanmondi	5	Feni 2
6	Tangail 2	6	Bashundhara City	6	Chattogram
7	Bogura	7	Satkhira	7	Cox's Bazar
8	Sylhet	8	Barishal		
9	Moulovibazar	9	Khulna		
10	Habiganj	10	Jashore		
11	Sirajganj	11	Kushtia		
12	Khilgaon				
13	JFP 2				

Table 03: Region Wise Outlet

2.1.13 Customer mix

The most crucial component of your business is the customer. There is no market, no sales without the customer. They are the most important factor of a company. The marketing mix is the set of activities, or strategies, that a corporation uses to promote its brand or product. On the other hand, customers' motivations, preferences, and loyalty are not appropriately taken into account by the marketing mix. This is discussed in The Customer Mix.

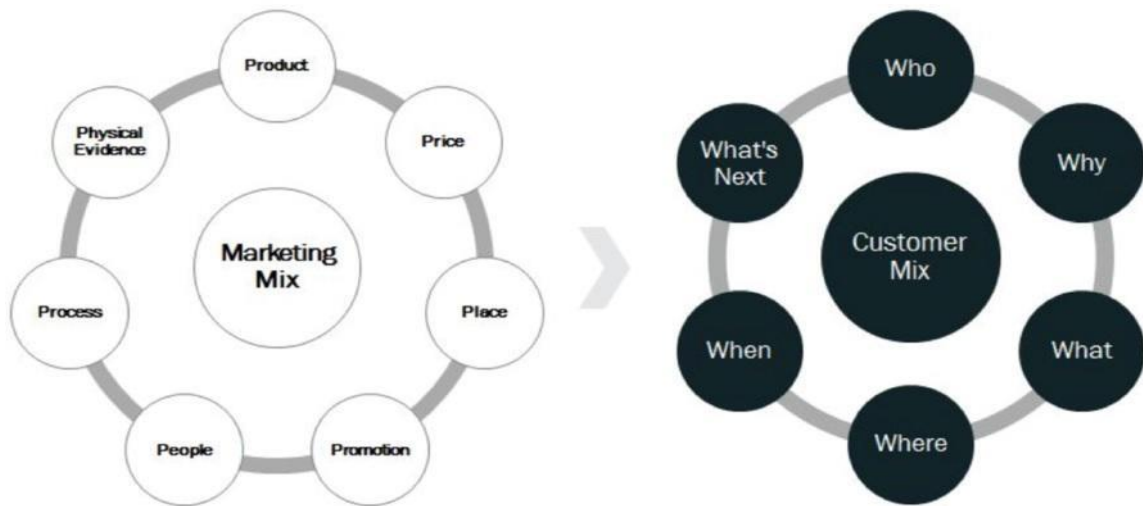


Figure 10: The Customer Mix

To understand the customer mix of Twelve Clothing Ltd. we have to first analyze who are the target customers of Twelve Clothing. They target from new born child to those customers who are comfortable of wearing their clothes. Even 40-45 age group can wear their clothes. They put a great effort into making clothes that fit and please every individual customer. Those who wants to try new fashion will but their clothes.

Among many things there is one thing that make Twelve's different from others. It is their price. Their price range is lower than other brands that are currently operating in the same industry. With the help of their strong RMG factory support, they try to maintain product quality at lower cost price.

Twelve Clothing is all over Bangladesh or they are trying to reach every corner of Bangladesh with their product. They open outlets where the target demographic of customers can be found. They are targeting customers both inside and outside Dhaka.

Right now, there are 33 outlets operating which covers all the major areas of Bangladesh.

2.1.14 Product/service mix

A company's product mix is the total number of product lines it provides. A product mix is made up of consisting all product lines. A product mix has a significant impact on the brand image of that organization. If a brand offers a wider range of products, it is perceived as more diverse. Greater diversification reduces risk since it reduces a company's reliance on a single product or product line.



Table 04: Product Mix

As shown in the chart, Twelve Clothing operates with two major product categories: Ethnic and Western. All of our region's traditional products are considered ethnic items. Except from the products shown in the chart there are other products such as- Vest, Kaftan, Nima, pant, skirt tops, tunic, dupatta, koty, saree, sherwani. In western section there are both western and casual products such as- casual shirt, jacket, jersey,

joggers, sweat shirt, blazer, poncho. They also have products for new born children in ethnic category.

2.1.15 Operations

There are three main elements of Twelve Clothing's operations:

- 1) Backend planning and production
- 2) Inventory management and distribution in general
- 3) Direct sales through a store with front-end service

There are four major events of this organization:

- Falgun & valentine
- Eid-UI-Fitr
- Eid-UI-Adha
- Winter

For all this events the planning starts before approximately 3 or 4 months. The designer designs the product and both the designer and merchandizing team works for production together according to the plan. When these seasons come, the head office becomes busy with their planning and execution. Products are stored in the warehouse after production. According to the size of the outlets, they get the product as not all outlet is big enough to store all products.

Currently there are 33 outlets operating and they are going to launch new outlets soon. There are three sales manager and the managers are divided according to the regions. There is one sales head manager who controls the sales procedure and monitor everything.

2.1.16 SWOT analysis

SWOT analysis helps to understand an organization internally and externally. It makes an industry to understand its strong point and which factors they need to change in order to eradicate their weakness and threats.

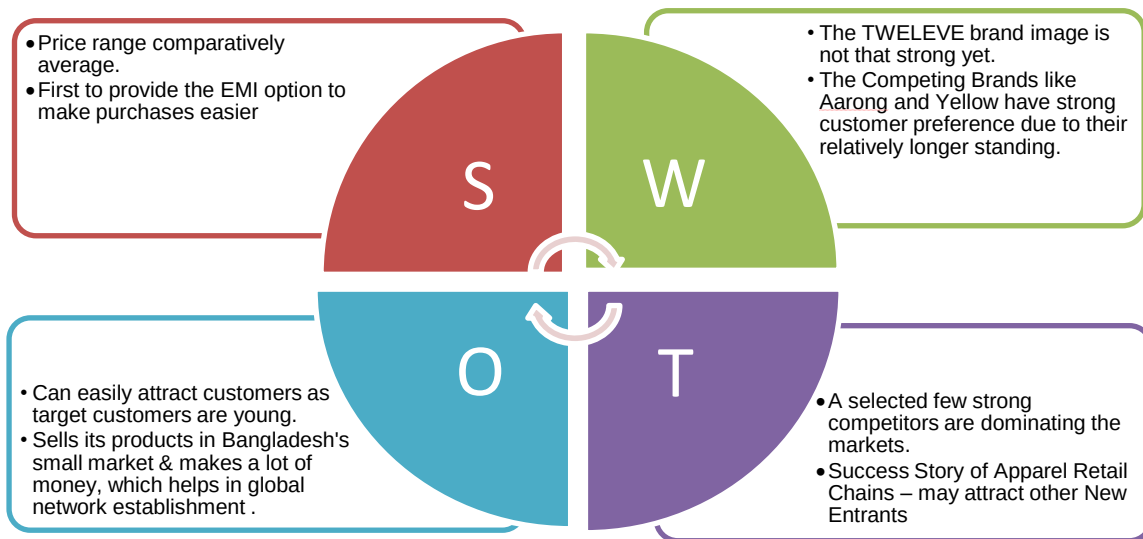


Figure 11: SWOT Analysis

2.1.17 Market Segmentation

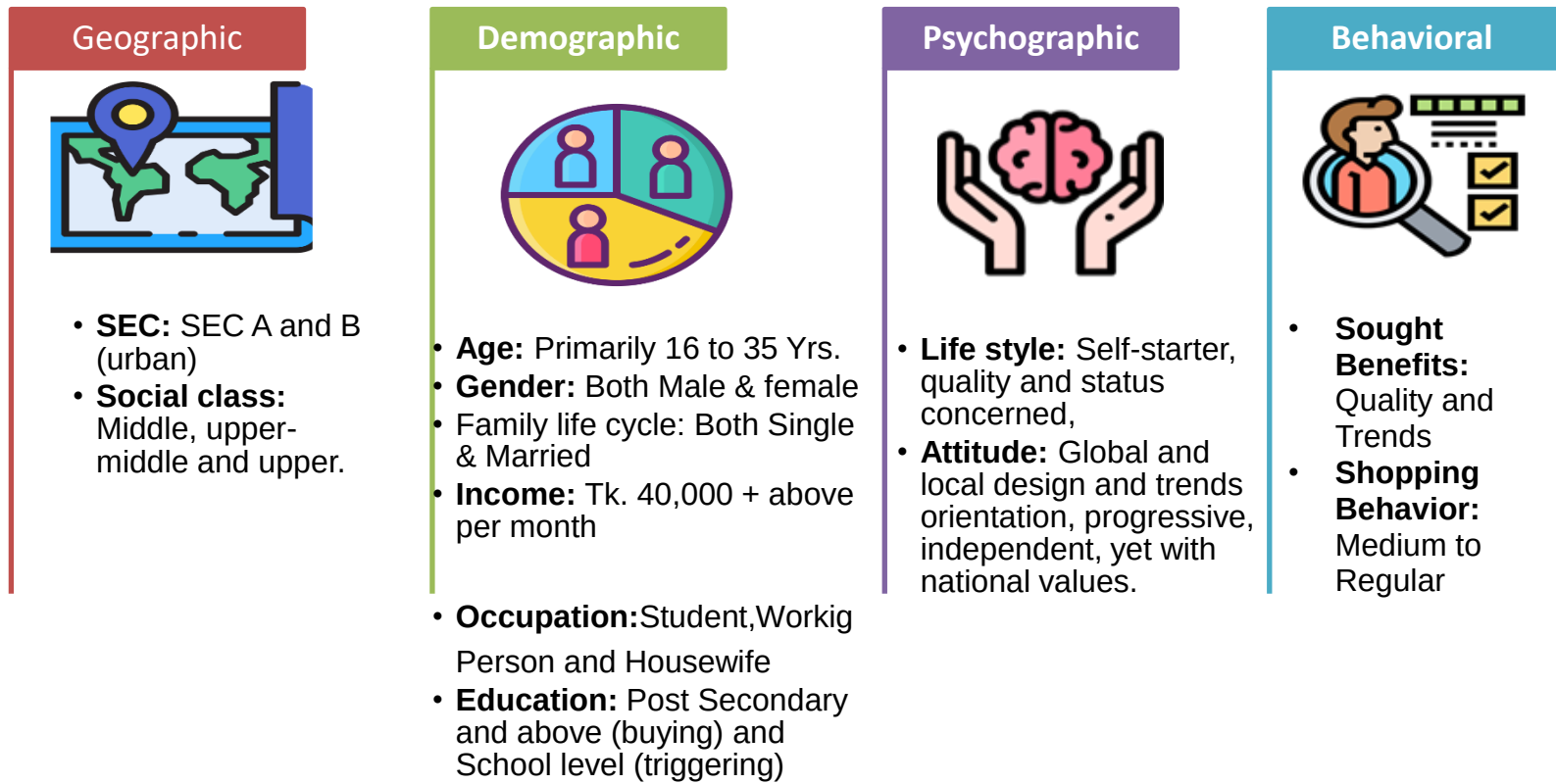


Figure 12: Twelve Segmentation

2.2 Industry analysis

2.2.1 Specification of the industry

Bangladesh will presumably achieve middle-income status by 2022, as both the economy and people's purchasing power are rising constantly. Due to economic expansion of Bangladesh, the nation's well-known brands now have access to the retail business model.

Twelve Clothing Ltd. is a leading concern aiming to be Bangladesh's top fashion brand. It is the 12th concern of TEAM group. Despite being founded on 12th December 2012, the company rebranded itself with advanced, modern and exceptional quality in 2019. The high quality of their clothes at a reasonable price increased their brand name and profit up to 2019. After pandemic Twelve Clothing is progressing slowly.

Twelve Clothing have some competitors. such as Yellow parent brand of Beximco Group, Smartex from Giant Group, Red Origin from Partex Group, Sailor by Epyllion, SaRa Lifestyle clothing sister concern of Snowtex, Richman from Lubnan Trade Consortium Ltd, and many more.

Twelve clothing tries their best to fulfill their customers demand by also keeping the price range within the limit.

2.2.2 Size, trend, and maturity of the industry

At present, TWELVE Clothing has total 33 outlets inside and outside Dhaka. 11 outlets are inside Dhaka and other 22 outlets are in different districts. A total number of 200 salesmen work in the outlets to keep them running. The main head office is in the Kawran bazar and the 98 people work in the head office to keep the company running smoothly. Recently they are planning to go more 5 districts with their outlet so that more people can buy their products.

2.2.3 External economic factors

Economic factors have a significant impact on how a company operates and how profitable it is. Economic growth, exchange rates, inflation rates, interest rates, consumer disposable income, and unemployment rates are all economic factors. Consumer purchasing power and demand/supply models may be affected by these factors that have a direct or indirect long-term impact on a company in the economy. These factors are further divided into two groups into macroeconomic and

microeconomic factors. Macroeconomic factors are concerned with demand management in any given economy. The interest rate control, taxation policy, and government spending are the main processes used by governments. How people spend their money are the concern of microeconomic factors. Not all factors affect the fashion industry. Some of the factors that affect the industry are explained in the next section.

2.2.4 Disposable income and unemployment rate

After taxes are deducted, money is available for spending and saving. Household disposable income has increased in the majority of Economic Cooperation and Development (OECD) countries in recent years. This indicates that consumers have more money to spend on clothing, which may increase fashion companies' sales. In recent years the employment rate has been declining steadily. Due to unemployment maybe few people will be able to buy these fashion clothes, but employed people can spend more money on the products because they have more disposable income. As a result, fashion companies may raise prices by improving product quality to increase profits.

2.2.5 Raw material and labor costs

Cost of clothing manufacturing is rising as raw materials like oil, water, yarn are becoming rare. A threat to the apparel industry's competitiveness has decreased because of the decline of the manufacturing industry and skilled labor which has become more expensive. In order to reduce production and labor costs, the fashion industry frequently outsources clothing production to low-cost manufacturing countries. In some countries, the resource price is rising and will continue to rise.

2.2.6 Technological factors

The effects of new practices and equipment on businesses are referred to as technological factors. Technological changes have influenced how apparel products are produced, supplied, and delivered to customers. From the customer to the retailer, the flow of information about new trends and brands have facilitated and accelerated in communication technologies allowing businesses to respond more quickly to market impulses. Customer demands have increased as a result of these advancements, as media keeps them up to date on the latest fashion trends. Retailers, wholesalers, and manufacturers can benefit more from efficient distribution and communication channels when change in knowledge transfer and interaction is similar. Furthermore, low-cost advertising and marketing options for retailers through online or a corporate website are becoming more popular to attract purchaser of fashion products. Despite technological advancements, the clothing industry remains labor intensive with limited technology due to frequent changes in design, textile, and demand.

2.2.7 Barriers to entry

Barriers to entry are factors that make it difficult for a startup to enter a particular market. This is a powerful force that implies on the first entrant the most. Existing firms puts barriers for new entrant's market entering point so that the existing firms can protect their market position and earn profits.

As Twelve Clothing is a company who is still trying to grow, it was not easy for them to create a place in the market as there are few powerful competitors existing in that industry. When Aarong began their journey in 1978 and Yellow Clothing in 2004, Twelve Clothing started their journey late in 2012. So, it took time for Twelve Clothing to rise the stairs by attracting customers attention.

2.2.8 Supplier Power

This force illuminates the degree of influence and control a supplier may have on the possibility of price increases, which would diminish a company's profitability. The more suppliers there are, the more power they have. Businesses benefit from having a large number of suppliers. Given that the company can always switch suppliers if one raises the price of their product or service.

2.2.9 Buyer Power

Buyers bargaining power is the pressure that customers can put on companies to make them offer better products and customer service at lowest prices. It is the large force of a company. When there aren't many consumers and there are loads of options available to them when purchasing, consumers have a lot of power.

Consumers have the ability to force down prices. They always have the option to move to another brand when their demands are not fulfilled. Some buyers are loyal to their brand and no matter what they do not switch to competitors.

As Twelve Clothing is a retail company, there are many more rival companies like Aarong, Yellow, Sailor, Sara Lifestyle. Customers always have the option to switch to the rival company and have little motivation to stick with a single company.

2.2.10 Threat of Substitutes

Threat of substitutes is related to the product or service. A substitution that's cheap and easy to make eye catching can weaken company's position and will threaten profitability. When there is availability of substitute products, it may limit the ability to increase prices.

Before, there was less competition in the retail sector. However, there are more substitutes available now, and they are competing for customers. Threats of new competitors exist because Twelve Clothing is continually growing. However, there is no certainty that a new brand will grow or perish even if it does emerge.

2.2.11 Industry rivalry

The fashion industry is an appealing one when it comes to rivalry among the same organization. Rivalry within or outside industry is very common. When there are so many brands with same concept or product line, rivalry among organizations is high. As Twelve Clothing is a fashion brand, there are many more brands like them who are their direct competitor. As the market is gradually being saturated with similar products, lack of new innovation can be seen.

CHAPTER III: FINDING AND ANALYSIS

3.1 Other clothing brands that are operating within the same industry

Bangladesh's economy is growing at a rapid rate of nearly 6.5% each year, and the World Bank predicts that it will grow at a rate of 7.3% in 2019. As a result of its rapid economic progress, Bangladesh is now classified as a lower-middle-income country. International companies are eager to grab the chance to open a retail operation in Bangladesh. The fact that international companies recognize Bangladesh as one of the safest countries in which to launch a new venture is a positive indicator for the country's reputation.

Furthermore, numerous Bangladeshi businesses with an export focus are entering the domestic market with the goal of providing customers with high-quality products at competitive prices. In the retail industry, competition from foreign brands may be both a threat and an opportunity for Bangladeshi retailers. Puma, a leading German sports brand, has just opened its first flagship store in Bangladesh on Dhaka's Banani Road 11. DBL Group, one of Bangladesh's most prominent and versatile businesses, owns and operates Puma's local Bangladeshi franchise.

The economy of Bangladesh is expanding rapidly. Bangladesh is now considered a lower-middle-income country as a result of its rapid economic progress. There are many clothing industries inside and outside our country. All of them are their direct competitor.

3.2 Strategies behind understanding the market for TWELVE Clothing

As we know that our country is already filled up with a lot of fashion brands who are dominating the market. So, as for starters Twelve clothing had to come up with some unique strategies by which they can understand the market more efficiently and can grab the market. Some of the strategies are:

3.2.1 Understanding their customers:

From the beginning of Twelve clothing, they have always been focused on the pricing of the products. According to Ganguly B., a large percentage of people in our country like to buy products at a discount, they don't even care about the quality of the product maximum of the time (Ganguly, 2019). That is the reason the decision-makers of Twelve clothing decided to focus on decreasing the price rather than focusing on the quality of fabrics. For reason, they have started to get their accessories from the various factories with lower costs on fabrics. Although we are under the TEAM Group which has their own accessories factories with a lot better quality, the decision-makers of Twelve clothing decided to decrease the cost by using lower quality of fabrics

3.2.2 Understanding the market and customer segments:

At first, to understand the market, TWELVE clothing did a lot of research. As I have mentioned earlier that this company was established in 2012, and since then they are doing market research internally. That means they were trying out their product within the TEAM Group and checking out the review from the employees. For the first 5-6 years, they have provided a lot of clothes with wonderful and unique designs to all employees of the TEAM Group. When the time came to go as a proper brand in the cloth market in Bangladesh, TWELVE clothing decided to target the middle- and lower-class people in Bangladesh. Day by day they are enriching every side of the country to provide cloth at a reasonable price with fantastic designs.

3.3 Branding Department New Strategies

Branding department is an important department of Twelve Clothing. A brand is unique. It is an emotional tie that binds all stakeholders, establishing an expectation of quality and consistency. The brand may just appear to be a collection of logos and colors from the outside, but it is essentially the complete company's identity. The significance of a company's brand has never been more important than it is currently.



Social media is helping customers to find out new brands, new outlets. Customers always look for something new. When customers get more options, they can compare and choose according to their preference. But because of that businesses face much more challenges. They have to work harder to retain their old customers and gain new customers. To make customers notice their brand, they have to go beyond their current level.

Branding can affect how the public perceives its goods and services of a company. The huge number of TWELVE Clothing stores are constantly a point of interest for the

branding and marketing team. With the 33 locations in different districts, TWELVE Clothing always reaches in every corner of the country.

So, the design of the outlet is much more important to attract customers and make them visit the store. The branding team introduced VISUAL MERCHANDISING to the stores this year in order to guarantee that. The branding team introduced VISUAL MERCHANDISING to the outlets this year in order to guarantee that. Visual merchandising is a marketing technique that uses design, color, lighting, displays, technology, and other components to draw customers in. Such visual merchandising pursues customers to purchase.

This Eid they introduced new segment in the outlets by dividing them into four major sectors. Ethnic, Western, Sportswear, and Accessories are the sectors. Four new sides with four different interior design styles will be available in each outlet. Mr. Shutro Dhar, the company's head designer, made this suggestion, and the COO of this company agreed that it was a great concept.

3.4 Activities of Twelve Clothing

Every department has some works that have to be done by that particular department along with the help of some other department. Like merchandising department has to work with supply chain department, designing department. Branding or marketing department has to do planning, promotion, designing, pricing. There is a task list also where the tasks are given and they have to be done as early as possible. For example- outlet Inauguration Program, in store Branding, Preparing JFP-2 branding design, Preparing design indoor signage communication, preparing Budget for indoor signage, preparing Approval for indoor signage, preparing Work order, preparing budget. Along with these works sometimes the employees have to visit the outlet to check if there is any problem, how the sale is going.

3.5 New Outlet Opening

Social media has continuously exposed consumers to new brands. Customers get more benefit when there are variety of options available to them as they have the ability to compare them before making a purchase. But businesses suffer as a result of having to put in more effort to compete. That is why the competition in today's market is fiercer.

To retain customers and to make them known & comfortable with their products, Twelve Clothing is constantly growing themselves. After opening a new outlet in Banasree, Twelve Clothing opened another new outlet in Jamuna Future Park on August 26, 2022. That is their second outlet in Jamuna Future Park. They are currently growing their business little by little. With this new outlet, currently they have 33 outlets operating in different locations. Soon there will be another new outlet in Shyamoli and with this there will be 34 outlets.



In the opening ceremony MD, COO and all other senior positioned people were present with their family member. The branding team was in charge of foods, outlet promotion, billboard, hujur, photographer arrangement and Miscellaneous. For the grand opening there is a budget plan made by branding team.

Jamuna-2 outlet launch Budget					
SL	Items	Time Duration/Quantity	Description	Rate/Per day	Ammount
1	Branding		JFP outlet branding		-
2	Leaflets	4000	outlet opening and offer details	2.1	-
3	LED Light/ Led Per can	(1 Day)	8 Pcs	600	-
4	Surfi Light	1 Day	4	3500	-
5	Food	300 Packet	snacks	300	-
6	Sweet	10 KG			-
7	Confetti	4 Pcs	Opening Ceremony	300	-
8	Cake	1 pcs			-
9	Sound	1 day	1 Pair		-
10	Flower Bukey	6 pcs	For MD Sir & Guest	1000	-
11	Baloon Gate/ Flower Gate/Pata Gate	1	Gate Branding & Full outlet deceration	30000	-
12	Card printe	100	Invitation	80	-
13	Hujur	2 Times		1000	-
14	Pgotographer		1 person		-
15	Videographer	2 days	2 person		-
16	Paper boy				-
17	Carpet, Table & decorator	1 day			-
18	Artist/Celebrity				-
19	Bouncer				-
20	Event supportive people				-
21	Fita.sizer.tray				-
22	Miscellaneous		police ect		-
Total amount					-
* Delivery chagre will be added as per location					
* This Budget is not included in the main budget.					
Prepared By:		Agreed By:		Agree By:	
Sakib Akon		Mohammad Al Refat Reyel		Ferdous Bappy	
Jr. Executive		Senior Manager, Reatial,Sales		Project Head	
Branding & Marketing		Twelve Cothing Ltd.		Team Group	
Twelve Cothing Ltd.				Moutiur Rahman	
				COO & Director	
				Twelve Cothing Ltd.	

Table 05: Budget

3.5.1 Dangler Design

Danglers are promotional materials and signs that hang from store ceilings and shelves. It is basically used for product sales advertisement, discount and offer. For every occasion, Twelve Clothing designs the dangler and sends them to every outlet which helps in promotion.



Figure 13: Dangler

3.5.2 Outlet Opening Discount:

Every time an outlet opens, a discount is given so that customers can shop with their hearts content. This discount period continues for a fixed period of time. The discount amount is given by the branding department via mail to all outlet managers.

New Outlet Opening discount 20%

Outlet Name: JFP-2

Address: Jamuna Future Park-2, Ground Floor, GB- 18,19,20, Zone-B

Discount Amount: 20%

Discount Period: From opening date to valid till 31st August 2022.

Approx. opening Date: 26th August, 2022.

Discount Avail On: All regular products will be under this discount, excepts accessories or on any discounted item.

Others discount: Discount will continue if there any regular discount.

Proposed by:	Agreed BY:	Agreed BY:	Approved BY:
Samia Ahmed Junior Executive, Outlet Branding & promotion	Mohammad Al Refat Reyel Senior Manager. Finance & Accounts	Abdul Wahab Shadi, ACCA Deputy Manager. Finance & Accounts	Motiur Rahman COO & Director Twelve Clothing Limited.
Date:	Date:	Date:	Date:

3.5.3 Invitation card & Placard

To celebrate the new beginning, Twelve Clothing Branding department with the help of designing department made an invitation card to invite the honorable guests. There is also Facebook page where they announced their opening and made leaflets. As a new outlet is attractive to all, they also make different discount placards for customers to shop easily and happily.

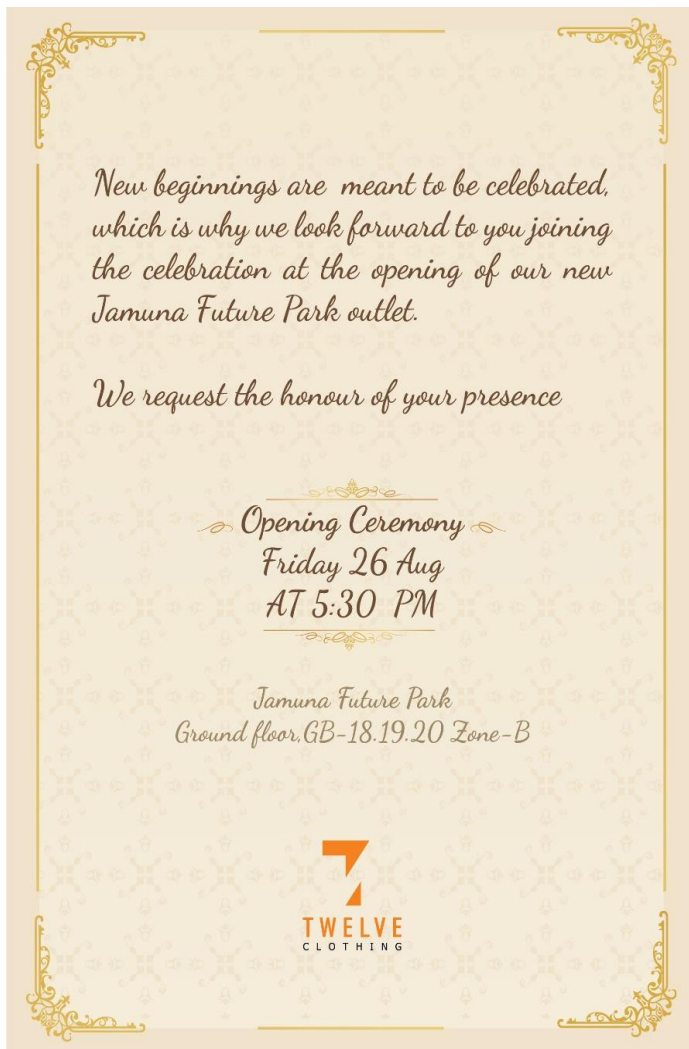


Figure 14: Invitation Card & Placard Design

3.5.4 Discount Placard

Shopping discounting is used to reduce the price of specific products for a limited time. This discount is valid for a set period of time, such as for 10 days or less. The time limit serves as an incentive to make a purchase as soon as possible. People understand that when a promotional pricing strategy expires, it will be more expensive and preferential terms will end. Typically, experts advise offering potential clothes for specific dates. As Twelve opened a new outlet, they offered discount from August 26- 31, 2022. Sometimes discounts are also given to sell the products that an organization could not sell on time and is now in the waiting list. A discount placard is used to help customers understand on which product which discount percentage is running on.



Figure 15: Discount placard design

3.6 Gift Voucher Process

Process:

- URL: <https://erp.twelvebd.com/>
- Requisition
- Disburse
- Redeem
- Send to Office

Policy:

- For security purpose we have placed a barcode which will be zero vat. Also, the vouchers will print with putting permutation. (Each book shall have a number and each page shall has serial numbers).
- On the front of all vouchers there will be sign of COO of Twelve Clothing Limited, and on back side it will be signed by respective outlet manager. Head office gift voucher will be signed by marketing head. For better understanding please see the attached file.
- From head office gift voucher can be taken the by I/O form.
- The voucher is valid for one year from the date written on the front.
- Gift Voucher are not exchangeable for cash.
- The gift voucher is redeemable at every TWELVE outlets.

Gift Voucher Amount:

- 500 BDT worth of Gift Voucher.
- 1000 BDT worth of Gift Voucher.
- 1200 BDT worth of Gift Voucher.

The diagram shows a 'Twelve Clothing Gift Voucher' with the following fields and instructions:

- Top Left:** 'Filled By Outlet Manager' with lines pointing to the 'Date', 'Name', 'Contact', and 'Branch' fields.
- Top Right:** 'Filled By Outlet Manager' with lines pointing to the 'DATE' and '120001' fields.
- Center:** 'Filled By Customer' with a line pointing to the 'Gift To' field.
- Value:** 'Value Of Gift' is 'One Thousand Taka Only' and 'VALUE' is '1000 TK'.
- Bottom Right:** 'Sign By COO' with a line pointing to the 'Signature' field.
- Other details:** 'Twelve Clothing Gift Voucher', 'FOR QUERY 01867121212', and a QR code.

The diagram shows the back of the 'Twelve Clothing Gift Voucher' with the following fields and instructions:

- Top Left:** 'Branch Name' with a line pointing to the 'Barcode' field.
- Top Right:** 'Terms & Conditions' with a line pointing to the 'Barcode' field.
- Center:** 'Outlet Seal & Outlet Manager Sign with Date (For test basis Mirpur and Dhanmondi)' with a line pointing to the 'Barcode' field.
- Bottom:** 'If Head Office, Head Office sill and signed by Marketing Head'.
- Other details:** 'Barcode' and 'Barcode' fields.

Gift Voucher Using Direction

Figure 16: Gift Voucher Process

When you request for Gift voucher:

- At first you need to login into Team inventory software by your ID & Password
- Select gift voucher (there are more option, you just click Gift voucher requisition)
- Select location (Twelve HQ)
- Choose your require amount voucher & how much quantity.
- When all process is successfully done then you click to post option.

When you giving Gift Voucher to customer:

- Select disburse gift voucher.
- Fill up all Customer data (Like, Customer id It can be contact no, GV serial no, Amount, Invoice no etc.)
- After that click on disburse option.

When customer arrives at the outlet:

- Check this voucher by software
- Click Redeem gift voucher
- Fill the all requirements
- Check customer purchase
- After that you click on redeem option

Check report:

- Disburse details report
- Disburse summary report
- Stock summary report



Figure 17: Valentine Special Gift Voucher

3.7 EMI Process- All Outlet

EMI-

- We are with total 4 bank (Dhaka Bank, Eastern Bank, The City Bank & Lanka Bangla)
- Dhaka Bank, Eastern Bank & The City Bank has the EMI form without Lanka Bangla.
- Lanka Bangla has EMI software
- Installment period 3 month
- Customer get 0% interest for installment process
- Minimum buy 5000 BDT or above amount.

How to browse EMI-

- Go to link <https://ezypay.lankabangla.com/login>
- Login with outlet mail address & password
- Select new EMI request option

New EMI Request

EMI CALCULATOR (EVERY FIELD IS MANDATORY)
Input phone number without country code.(+88)

Choose card type:
Select one:

Please insert customer phone no.
Phone No.

Search

Product Name:
Product name

Product Price (Minimum Transaction Limit: 5000 BDT.):
\$ Amount

Remark or Notes:

Activate Windows
Go to Settings to activate Windows.

How to browse EMI-

- Choose card type
- Customer contact number
- Product name
- Product amount (5000 or above)
- Approved code
- Transition date
- Installment (3 months)

3.8 Bill Submission Process

- Bill
- MRP Copy & work complete certificate
- Work order
- CS with supporting quotation
- Approval Note
- Budget

While submitting a bill, this process has to be followed. The CS here indicates comparison sheet. Between two vendors, there will be a comparison of prices. The vendor who will agree to give product at low prices will be chosen by the company.

3.9 Twelve Loyalty Card

Loyalty Card-

- We have 5 category loyalty card
- Family (10%), Silver (15%), Gold (20%), Diamond (25%), VIP(30%).
- Every card has Customer name & Card number on the card.
- Each point will count and customer can level up to next category.
- Entry every phone number into the software.



Figure 18: Family Card



Figure 19: Silver Card

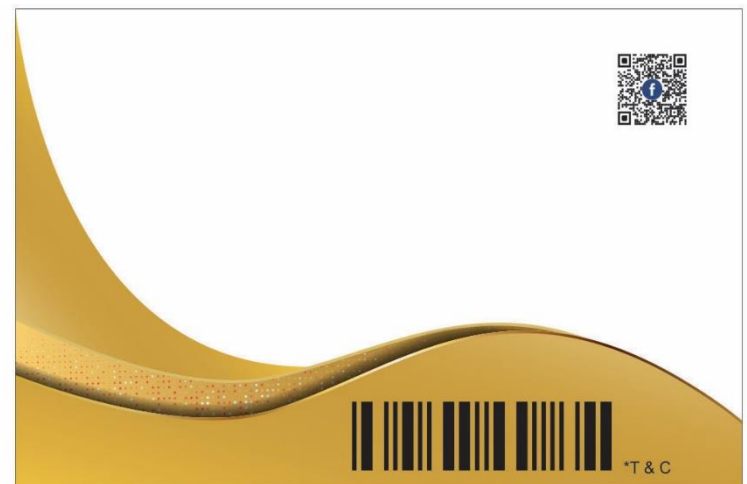


Figure 20: Gold Card



Figure 21: Diamond Card

3.10 Twelve Clothing & GP Star-

Twelve Clothing make products considering- attractiveness, high quality, contemporary, genuine and affordable.

Twelve wishes for people to enjoy wearing their clothes. The brand focuses on old school-classic style with a spicy twist to the new generation's flashy ideas and awesome detailing, which is visible in each garment. Inspiration is drawn from all over the world to achieve the diverse look that is the hallmark of their collection. Enjoy your shopping with GP STAR discounts!

Offer: GP STARS will Enjoy 15% discount on all product of Twelve Clothing Brand which are available in the country-wide outlets to all **GP STAR** customers.

***Discount can be availed as many times as a GP STAR customer can.**

To avail the offer, **write:** TWELVE<Space>Total bill amount before VAT send to 29000 port.

How to check STAR Status:

1. Through USSD: Dial *121*2#
2. Through SMS: Write “STAR” and send to 29000
3. Through MyGP App: Go to App in-please press **STAR Status** then show your Status.

3.11 Partnership Between Banglalink Orange Club & Twelve Clothing

Offer: 15% Discount on regular Products (Except Accessories)

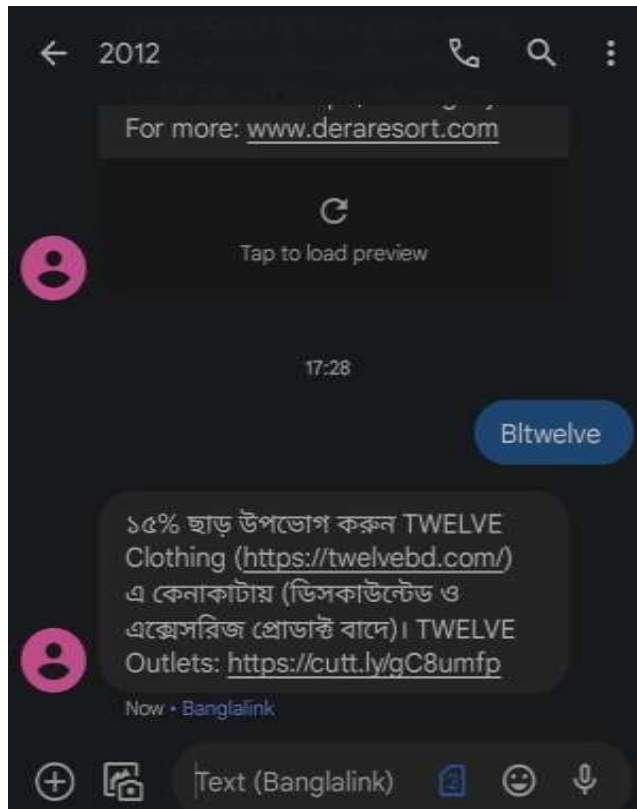
How to Avail-

1. Banglalink customer will Type “BLTWELVE” and send to 2012
2. Customer will receive reply SMS
3. Customer will show Reply SMS at counter after purchasing
4. Sales Person will apply 15% discount to bill
5. Internally raise Issue to PoC (can be that company person) if questions remain and take customer’s number for sharing with Banglalink



Conditions-

1. **Validity:** Till 30th September,2023



Reply SMS only for
Orange Club
customers

3.12 Role of CSR activities behind Twelve Clothing Ltd.

CSR (Corporate Social Responsibility) is an important role that communicators must play in publicizing and disseminating information. Through digital platforms, a wide range of stakeholders can see what a company is up to and how their efforts are having an impact. Most consumers expect prospective businesses to be as upfront as possible. Brands can use the transparency of social media to share information and promote their messaging. Social media can be a great way to promote CSR. It is possible for public relations professionals to communicate more than one message to their target audience. Their ability to unite large groups of people into a strong fan base has grown significantly in recent years.

TWELVE CLOTHING implements some CSR activities to ensure the smooth flow of work in the company. For example, they have a committee that inspects warehouses

and factories once a month to identify labor problems and solutions. This committee goes in depth into the working chain to identify the true issues, which are then analyzed to determine the exact situation. Following that, they propose a solution to the COO sir for review and decision-making. As a result, the greatest number of laborers can work effectively and freely.



CSR ACTIVITIES



CHAPTER IV: INTERNSHIP EXPERIENCE

4.1 Position, duties, and responsibilities

Position: Intern (Paid)

Department: Outlet Branding & Promotion

Duties & Responsibilities:

- Monitoring shop branding.
- Managing operational and administrative functions to ensure specific projects are delivered efficiently.
- Perform daily works as assigned.
- Must have problem-solving and interpersonal abilities to analyze situation and implement solution.
- Maintain and update all the records, files and documents in an organized manner.
-

4.2 Training

Employees benefit from training programs by gaining specific knowledge or skills that will help them perform better in their current roles. Employee growth and future performance are prioritized over an immediate job role in development. Training and development are now an essential part of any organization's human resource development. Because better training and development programs help individuals retain the right people while increasing profits. By hiring interns, Twelve Clothing educates them how an organization works, what are the responsibilities they have to fulfill, how to handle hardships in works. As per their needs, interns are offered trainings.

4.3 Contribution to departmental functions

Before joining, there is only academic knowledge that a student holds. Among them some also has experience if they have done any part time jobs. As a result, most of the students do not know what kind of organization does what kind of works, how the job market works, what are the qualities a market is searching for in a candidate. Through internship, the students are given some knowledge about the job sector or the position they want to work in future.

I was able to discover some of abilities through this whole internship. I know a lot of works that can be done by excel, MS word, powerpoint. In the opening ceremony of new outlet, I was able to fully support my boss from decorating the outlet to welcoming the guest. I also talked with entertainment media people, collected information about their pages for shoot.

Apart from this, I learned some valuable activities. How to make approval sheet, budget, CRM.

4.4 Appointment letter



Ref: TWELVE/HR/AL/22004

June 1, 2022

Sabrina Momotaj,
Road 13, Block L
South Banasree, Dhaka

Appointment Letter as Intern-Outlet Branding & Promotion

Dear Ms. Momotaj,

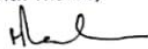
We are pleased to inform you that the management of TWELVE would like to appoint you as "Intern- Outlet Branding & Promotion", where following terms are applicable:

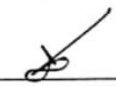
Your joining has been considered from June 1, 2022

1. You will report directly to Jr. Executive, Outlet Branding & Promotion.
2. Your job location will be at **Twelve Office**. However, you may be required to relocate to another location as per business's need.
3. Your job will be governed by the Job Description approved by HR and signed by the Line Manager. Any incorporation or changes will be informed to you through formal channel.
4. You will be paid a monthly remuneration of Tk. 6,000.00 (Six Thousand Taka Only).
5. You are responsible to adhere all mentioned terms and condition and any new terms and conditions, policies, rules and regulations that become effective in future.
6. All communications, documents – if any between you and the company earlier, shall be superseded by this letter.

We look forward to your contribution to the company and taking Twelve to a newer height. Please confirm your acceptance by signing the enclosed copy of this letter & other Code of Conducts and return it to us.

With Thanks,


Md. Motiur Rahman
Director and COO
TWELVE Clothing Ltd.


Md. Kamrul Hassan
Deputy Manager
HR & Admin

Declaration by Employee

I Sabrina Momotaj have read the Appointment Letter and all Terms and Conditions made here. I hereby accept the Appointment Letter without any reservation and agree to abide by the same depicted above in all clauses without any confusion.

Sabrina Momotaj - 01/06/2022

Employee Signature & Date

Corporate Office:
29, Kawran Bazar (4th Floor), Dhaka-1215, Bangladesh. Email: info@twelvebd.com Hotline: +88 01887 121212

CHAPTER V:

Recommendation And Conclusions

5.1 Recommendations for improving departmental operations

Twelve Clothing has started to expand their business. They are a newly retail company. For a new company it is not easy to retain customers and employee. Employees always change jobs when they get better offer. It always depends on the organization to satisfy their employees so that they won't switch.

Although they are doing good, there are some suggestions I would recommend to improve their current situation.

- When a complaint is made, they take too much time to respond. They have to fill up a form and then process it which takes a lot of time to complete.
- When a position is vacant, it takes a long time to hire people. As a result, if there is only one person in the department, that person has to work alone or hire an intern for temporary help.
- Twelve Clothing assists interns in gaining expertise, however their work experience gets undervalued after working in the fields from the requirements of the departments. Even the interns travel from district to district knowing that whether they would be hired permanently or not.
- There are many government holidays where the employees do not get off because of the workload. They have increased their work time also so that there won't be any pending work left. As a result, employees have to take a lot of pressure.
- The authority of Twelve Clothing does not have the option to rate their seniors or subordinates. They should develop rating system where they can rate their subordinates based on their behavior.
- Some of the employees in the office are working for more than 4 years and still have not gotten increment. The increment increases after one year, according to Twelve Clothing regulation, but the policy is not being strictly followed. The compensation must be adjusted based on location so that the employees will not have to pay from their pocket. If the HR policies are followed properly and strictly, it will not only fair to the employees but also motivate them to work.

- There is one facility they do not provide without payment which is provided by other organization for free. It is transportation facility. At the end of the, they have to pay a certain amount for using the transportation. Also, the mill service.
- They should give importance to every employee and for their work they should be motivated by giving reward. Therefore, the turnover rate will decrease because when I joined as an intern, I witnessed five people leaving the organization in a month.

5.2 Conclusion

Twelve Clothing Ltd., a concern of Team Group is a lifestyle fashion brand who started their journey on 12th December, 2012. With its unique design and trendy clothing, Twelve Clothing has sparked a craze among Bangladesh's youth population since 2012. With the goal of establishing a fast-fashion culture in Bangladesh by fusing ethnic and Western influence. Twelve Clothing's unique selling point is its top - notch and uncompromising quality, trendy fabric and designs. Individual clothing lines for men, women, and young kids will be available in a wider range of styles and colors in this outlet.

For a newly incorporated company and a new venture like Twelve Clothing Ltd., the branding teams plays an important role. From designing to planning, this department has an important role to play. Whenever there is a new opening or new ideas, branding teams creates new plans to attract customers attention in every way possible. Using the correct branding, a firm can influence how its products and services are perceived by the public. The branding and marketing team is always focused on TWELVE Clothing's large number of outlets. TWELVE Clothing's 33 outlets in various districts ensure that it reaches every corner of the country. As a result, it is critical to have a proper outlet design that will work to attract more customers to the store.

This shop is without a doubt unique in many ways. You can also purchase dazzling shoes and other accessories in addition to these clothing items.

Reference

- <https://www.thedailystar.net/life-living/fashion-beauty/news/revamp-your-winter-closet-twelve-clothing-2230931>
- <https://www.grameenphone.com/star-program/special-offers/twelve-clothing>
- <https://www.bbc.co.uk/bitesize/guides/zd3pri6/revision/3>
- Top clothing brands in Bangladesh. Clothing Brands. (2021, October 12). Retrieved May 22, 2022, from <https://clothingbrands.co/top-clothing-brands-in-bangladesh/>
- <https://mybangla24.com/online-clothing-stores-bangladesh>
- <https://teambd.com/>

Appendix-A:



OUR SHOWROOMS

UTTARA Plot: 13, Road: 02, Sector: 03 Uttara, Dhaka. Phone: 01847425551	FENI S1, Sheikh Shohidullah Kaiser Sarak, Feni Sader Feni Phone: 01847425559	CUMILLA-2 Holding 419/382, Badurhola, Kandraper, Cumilla Sader, Cumilla. Phone: 01847425564
DHANMONDI 4/8 Square (Ground & 1st Floor), House: 49/A, Road: 09/A, Shat Masjid Road, Dhaka Phone: 01847425552	SYLHET Kumarpara Duplex Building, Kotwali Sader, Kumarpara, Sylhet. Phone: 01847425561	JASHORE H/704, Ground Floor: 78/D Mujib Sarak, Jashore. Phone: 01847425566
JAMUNA FUTURE PARK 1st Floor Shop: 1A-001 & 1A-002, Jamuna Future Park, Dhaka. Phone: 01847425553	COX'S BAZAR Holding # 76, Bongaobondhu Sarak, Lai Digir Por, Cox's Bazar. Phone: 01847425534	CHATTGRAM Shop no- 72 & 73, Biponi Bittan, New Market, Chattogram. Phone: 01847425567
BAHAGREE Plot: C/40, Road: 09, Block: C, Banasree, Kempura, Dhaka. Phone: 01847425554	HABIGANG Holding # 38/34, Sultan Mahmudpur, Commercial Area, Hailong Sader, Hailong. Phone: 01847425570	NOAKHALI Holding No-125, Khateoda Shopping Center, Town Hall Mor, Banasree Court, Noakhali. Phone: 01847425568
MIRPUR-1 Plot: 66, 66/1, (1st & 2nd Floor), Block: D, Chiriyakhana Road, Mirpur-2, Dhaka. Phone: 01847425574	MYHENSINGH No. 28, Mahdi Khan Shahabur Bari, Shehna Road, Chapara, Myhensingh. Phone: 01847425560	FENI-2 Zone Phase Tower: 54, Shohid Shohidullah- Kaiser Sarak, Feni. Phone: 01847425536
MIRPUR-2 Ground Floor: Ranjan Nasa Super Market Mirpur-12, Dhaka. Phone: 01810098411	TANGAIL Plot: 763,794/795, Zila Sader Road, Akur Tekur Pasa, Tangail Sader, Tangail. Phone: 01847425562	KUSTHIA Holding # 4990, Hojampur, RA Khan Road, Thana Para Kusthia Sader, Kusthia. Phone: 01847425532
BAGHUNDHARA Baghundhara City Shopping Complex Level:01, Block: D, Shop: 05, Dhaka. Phone: 01847425557	BOGURA Ground Floor, Kallu Uddin Plaza, Joishwari, Boga. Kallu Mor, Bogura Sader, Bogura. Phone: 01847425563	BARISHAL Holding # 410, "Fyz Sateau Building" Police Line Road, Barishal Sader-0200, Barishal. Phone: 01847425569
WARI Golam Mustafa Garden, 17/A Rankin Street Wari, Dhaka. Phone: 01847425558	CUMILLA M Al Tower, Nazrul Avenue, Ravir Bazar Kandir pas, Cumilla Sader, Cumilla. Phone: 01847425565	KHULNA Tajhah Center, A-55, Mazid Sarani, Sonadanga, Khulna Sader, Khulna. Phone: 01810098410
SIRAJGANJ Ground Floor and 1st Floor, House no: 315, S. S. Road, Sirajganj Sader, Sirajganj. Phone: 01810098415	MOULVIBAZAR Ground Floor, holding no: 112, M Sadiq Rahman Road, Moulvibazar Sader, Moulvibazar. Phone: 01810098418	TANGAIL-2 Kutub Manjil, Zila Sader Road, Ward#156, Tangail Sader-12000, Tangail. Phone: 01810098450
KHILGAON Unity Cottage, Holding #918, Plot #C-566, Block-C, Shahred Ball Sarak, Khilgaon, Dhaka 1219. Phone: 01810098416	MIRPUR-3 Sony Square, Plot-1, Road-2, Block-C, Section-2, Mirpur Phone: 01810098456	SATKHIRA Molla Tower, Abul Kashem Road, Ward No: 01, Satkhira Sader, Satkhira. Phone: 01810098452
CUMILLA-3 House #19/792, 3rd Floor, QR Tower, Bakur Iota, Kandraper, Cumilla, Phone: 01810-098430	BANASREE-2 House no - 11, Avenue - B, Block - H, South Banasree, Phone: 01810-098459	HOTLINE twelvebd.com Phone: 01807121212

COME. VISIT. SHOP. WE'RE OPEN

UTTARA

Plot: 13, Road: 02, Sector: 03
Uttara, Dhaka. Phone: 01847425551

FENI

51, Shahid Shahidullah Kaiser Sarak, Feni Sadar
Feni Phone: 01847425559

CUMILLA-2

Holding 419/382, Badurtola, Kandirpar,
Cumilla Sadar, Cumilla. Phone: 01847425564

DHANMONDI

KB Square (Ground & 1st Floor), House: 49/A,
Road: 09/A, Shat Masjid Road, Dhaka
Phone: 01847425552

SYLHET

Kumarpura Duplex Building, Kotoali Sadar,
Kumarpura, Sylhet. Phone: 01847425561

JASHORE

H#704, Ground Floor, 78/D Mujib Sarak,
Jashore. Phone: 01847425566

JAMUNA FUTURE PARK

1st Floor, Shop: 1A-001 & 1A-002,
Jamuna Future Park, Dhaka Phone: 01847425553

COX'S BAZAR

Holding # 76, Bongobondhu Sarak, Lal Dighir Par,
Cox's Bazar. Phone: 01847425534

CHATTOGRAM

Shop no- 72 & 73, Biponi Bitan, New Market,
Chattogram. Phone: 01847425567

BANASREE

Plot: C/40, Road: 09, Block: C, Banasree,
Rampura, Dhaka Phone: 01847425554

HABIGANJ

Holding # 3834, Sultan Mahmudpur, Commercial-
Area, Habiganj Sadar, Habiganj.
Phone: 01847425570

NOAKHALI

Holding No-125, Khaleda Shopping Center,
Town Hall Mor, Maizdee Court, Noakhali.
Phone: 01847425568

MIRPUR-1

Plot: 66, 66/1, (1st & 2nd Floor), Block: D,
Chiriyakhana Road, Mirpur-2, Dhaka.
Phone: 01847425574

MYMENSINGH

No. 28, Mehdi Khan Shaheer Bari,
Shehra Road, Charpara, Mymensingh.
Phone: 01847425560

FENI-2

Iconic Khaza Tower, 54, Shohid Shohidullah-
Kaiser Sharak, Feni. Phone: 01847425536

MIRPUR-2

Ground Floor, Ramjan Nesa Super Market
Mirpur-12, Dhaka. Phone: 01810098411

TANGAIL

Plot: 783,784,785, Zilla Sadar Road,
Akur Takur Para, Tangail Sadar, Tangail.
Phone: 01847425562

KUSHTIA

Holding # 4898, Mojompur, RA Khan Road, Thana Para
Kushtia Sadar, Kushtia. Phone: 01847425532

BASHUNDHARA

Bashundhara City Shopping Complex
Level:01, Block: D, Shop: 05, Dhaka.
Phone: 01847425557

BOGURA

Ground Floor, Kafil Uddin Plaza, Joleshwaritola,
Kalibari Mor, Bogura Sadar, Bogura.
Phone: 01847425563

BARISHAL

Holding # 410, "Fyz Sataiu Building" Police Line Road,
Barishal Sadar-8200, Barishal. Phone: 01847425569

WARI

Golam Mustafa Garden, 17/A Rankin Street
Wari, Dhaka
Phone: 01847425558

CUMILLA

M Ali Tower, Nazrul Avenue, Ranir Bazar
Kandir par, Cumilla Sadar, Cumilla.
Phone: 01847425565

KHULNA

Taibah Center, A-55,Mazid Sarani,Sonadanga,
Khulna Sadar, Khulna. Phone: 01810098410

SIRAJGANJ

Ground Floor and 1st Floor, House no: 315,
S. S. Road, Sirajganj Sadar, Sirajganj.
Phone: 01810098419

MOULVIBAZAR

Ground Floor, Holding no: 112,
M Saiful Rahman Road,Moulvibazar Sadar,
Moulvibazar. Phone: 01810098418

TANGAIL-2

Kutub Manjil, Zilla Sadar Road,
Ward#16, Tangail Sadar-1900, Tangail.
Phone: 01810098450

KHILGAON

Unity Cottage, Holding #918, Plot #C-566, Block-C,
Shaheed Baki Sarak, Khilgaon, Dhaka 1219.
Phone: 01810098416

MIRPUR-3

Sony Square, Plot-1, Road-2,
Block-D, Section-2, Mirpur
Phone: 01810098456

SATKHIRA

Molla Tower, Abul Kashem Road, Ward No: 08,
Satkhira Sadar, Satkhira.
Phone: 01810098452

CUMILLA-3

House-419/392, 3rd Floor, QR Tower,
Badur tola,Kandirpar, Cumilla,
Phone: 01810-098430

BANASREE-2

House no – 11, Avenue – 8, Block – M,
South Banasree, Phone: 01810-098459

JAMUNA FUTURE PARK-2

GROUND FLOOR, GB-18,19,20, ZONE B
Phone: 01810098446