Thesis Report
on
Implementation of Green Supply Chain Management of the RMG Sector in Bangladesh: A Case Study on Fakir Apparels

Submitted by:

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ID: MSCM2201025006
Program: MBA
Major: MSCM
Semester: Fall-2023
Sonargaon University (SU)

Submitted to:

Department of Business Administration
Sonargaon University (SU)
Submitted for the partial fulfillment of the degree of
Master of Business Administration



Sonargaon University (SU)
147/I, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission: January 04, 2024

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Letter of Transmittal

January 04, 2024

Md. Masud Rana
Associate Professor & Head
Department of Business Administration
Sonargaon University (SU)

Subject: Submission of Thesis paper.

Dear Sir,

I am hereby submitting my thesis paper entitled "Implementation of Green Supply Chain Management of the RMG Sector in Bangladesh: A Case Study on Fakir Apparels" which was assigned to me as a requirement for the completion of the MBA Program. I have discovered this paper very interesting, beneficial, and insightful.

The entire report is based on my practical experience in Fakir Apparels Limited I expect this paper to be informative as well as comprehensive. This thesis paper will help me a lot in my future career life.

Thank You very much for your guidance and cooperation during the course without which this thesis paper cannot be completed.

Moreover, if you have any further inquiries concerning any additional information, I would be very pleased to clarify that.

Yours Sincerely

_____

Rabiul Hasan
ID: MSCM2201025006
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Declaration of Student

This is to notify you that, the thesis paper on "Implementation of Green Supply Chain Management of the RMG Sector in Bangladesh: A Case Study on Fakir Apparels Limited", has been prepared as a part of my dissertation formalities. It is an obligatory part of my MBA program to submit a thesis paper.

Moreover, I was inspired and instructed by my supervisor **Md. Masud Rana**, Associate Professor & Head, Department of Business, Sonargaon University (SU).

I am further declaring that I did not submit this report anywhere for awarding any degree or certificate.

Yours Sincerely

_____

Rabiul Hasan
ID: MSCM2201025006
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Certificate of Supervisor

This is to certify that the thesis report "Implementation of Green Supply Chain Management of the RMG Sector in Bangladesh: A Case Study on Fakir Apparels Limited" has been prepared as a part of completion of the MBA program from Department of Business Administration, Sonargaon University (SU), carried out by Rabiul Hasan, bearing ID: MSCM2201025006 under my supervision. The report or the information will not be used for any other purposes.

_____

Md. Masud Rana
Associate Professor & Head
Department of Business Administration
Sonargaon University (SU)

Acknowledgment

In the beginning, I would like to convey my sincere appreciation to the Almighty God for giving me the strength and ability to finish the task.

I want to thank my academic supervisor Md. Masud Rana, Associate Professor & Head, Department of Business, Sonargaon University, for providing me with all the necessary help for the completion of this report. I want to give the greatest thanks to her for guiding me as an advisor to start and complete this report successfully.

The opportunity I had with Fakir Apparels Limited is a great chance for deep learning and professional development. I consider myself a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this period.

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And last but not the least; thanks to all my office colleagues working at Fakir Apparels Limited The opportunity I had with Fakir Apparels Limited is a great chance for deep learning and professional development. I consider myself a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this period.

Abstract

This study delves into the promotional strategy employed by the Textile Industry in Bangladesh, with a particular focus on the case of Fakir Apparels Limited. The Textile Industry, a cornerstone of the country's manufacturing sector, faces intense competition and evolving market dynamics. This thesis investigates the MSCM and promotional initiatives adopted by Fakir Apparels Limited to enhance its market presence and brand equity. The study employs a case study methodology, combining qualitative and quantitative analysis to explore the various facets of Fakir Apparels Limited's promotional strategy. Data collection involves interviews with key stakeholders, analysis of MSCM collateral, and a review of market trends. The findings reveal a comprehensive promotional approach by Fakir Apparels Limited, encompassing digital MSCM, traditional advertising, and strategic partnerships. The company emphasizes product differentiation and brand positioning to gain a competitive edge. Social media platforms and online channels play a pivotal role in reaching and engaging the target audience. Furthermore, the thesis sheds light on the challenges encountered by Fakir Apparels Limited in implementing its promotional strategy, including market saturation and shifting consumer preferences. The study concludes with recommendations for refining and optimizing the promotional strategy, considering the dynamic nature of the Textile Industry in Bangladesh. This thesis contributes to the existing literature on promotional strategies in the manufacturing sector, offering insights into effective MSCM practices within the context of the Textile Industry. The findings are valuable for industry practitioners, policymakers, and academicians seeking a nuanced understanding of promotional dynamics in the evolving business landscape of Bangladesh.

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List of Acronyms

SCM: Supply chain management
GrSCM: Green Supply chain management
MRR: Material Receiving Report PR: Purchase Requisition
PO: Purchase Order
COO: Chief Operating officer
SCLD: Supply chain logistics design
MILP: Mixed Integer logistics Programming
DHLx: Dalsey, Hillblom and Lynn Express
DPEx: Distributed Processing Executive Program worldwide
ABEx: Air Based Expressed
PRGs: Pearl River Glass Studio
MT: Metric Ton
COGS: Cost of Goods
TMS: Time Management system
L/C: Letter of credit
PI & CI: Proforma invoice & Commercial invoice
BL: Bill of leading
CR: Certificate of Origin
C & F: Clearing and Forwarding
Logistics: DHL, DPEX, ABPX, PRG, Bkrocks, Euroasia, Zhanjing cargo, KE-11, ARAMEX
Sipping way: Air, Sea, Road
Logistic price comparison: Excel sheet, pie chart, column etc.