INTERNSHIP REPORT

ON

MERCHANDISING ACTIVITY IN VALOUR

(GARMENT EXPORTER AND SOURCING HOUSE)

Submitted by:

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Semester: Fall 2022

Submitted to:

Department of Business Administration

Submitted for the partial fulfillment of the degree of

Bachelor of Business Administration

Sonargaon University (SU)

Dhaka- 1215

Date of Submission: 30 November 2022

An

Internship Report

on

MERCHANDISING ACTIVITY IN VALOUR (GARMENT EXPORTER AND SOURCING HOUSE)

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Subject: Internship report on **merchandising activity in Valour Garment Exporter and Sourcing House**

Dear Madam,

With profound respect and honor I would like to inform that, I have completed my Internship Report titled **"Merchandising Activity in Valour Garment Export and sourcing House** . as a case''. This is a partial requirement to fulfill my Bachelor of Business Administration degree.

My paper covers the methods of collecting information to prepare this paper, objectives and scope of the paper, the limitations that I had in my preparations and I have attempted with whatever expertise I have, to analyze activity and prepare possible recommendations and suggestions as to how it could have been improved perhaps. Under this paper I hope that you will find all the necessary information of our procedures into our findings and analyses.

I express my sincere gratitude for your guidance and suggestions in preparing the report. I wouldbe glad to answer any inquiries and offer clarifications if required.

Sincerely yours,

MD.MURSHADUL ISLAM HAMIM
ID. BBA1602008024
Department of Business Administration
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Certificate Supervisor

This is to certify that the thesis paper "**MERCHANDISING ACTIVITY IN VALOUR GARMENT EXPORTER AND SOURCING HOUSE** " has been prepared as a part of completion of the BBA program from Department of Business Administration, Sonargaon University (SU), carried out by Md Murshadul Islam Hamim bearing ID: BBA1602008024 under my supervision. The report or the information will not be used for anyother purposes.

……

Farjana Yeasmin Chowdhury
Lecturer
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Student Declaration

I am Md Murshadul Islam Hamim, a student of Bachelor of Business Administration, ID: BBA 1602008024 from Sonargaon University would like to solemnly declare here that this report on "**MERCHANDISING ACTIVITY IN VALOUR GARMENT EXPORTER AND SOURCING HOUSE** " has been authentically prepared by me. While preparing this report, I didn't breach any copyright act internationally. I am further declaring that, I did not submit this report anywhere for awarding any degree, diploma or certificate.

Sincerely Yours

Md Murshadul Islam Hamim
ID:BBA 1602008024
Program: BBA
Major:Accountig
Semester: Fall 22

Letter of Authorization

Certified that this project report "**MERCHANDISING ACTIVITY IN VALOUR GARMENT EXPORTER AND SOURCING HOUSE** " is the bonafide work of Md Murshadul Islam Hamim, Id-BBA1602008024, who carried out the research under my supervision. Certified further that to the best of myknowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

……

Farjana Yeasmin Chowdhury

Lecturer

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Acknowledgment

At First, I would like to thank almighty Allah for giving me the opportunity to complete my internship. I also want to thank all the people, who have given their support and assistance and extremely grateful to all of them for the completion of the report successfully. First of all I would like to take the opportunity to thank Farjana Yeasmin Chowdhury Lecturer, Sonargaon University & my internship supervisor for providing me guidelines, help in assisting my report She was constantly supporting me with his inspiring personality. I will be always thankful for his extraordinary reinforcement.

I would like to take the opportunity to thank Md Mir Mahmudul Alim Ronju , Deputy General Manager, Valour Garment Export and sourcing House for being my on-site supervisor & providing me timeto time information, suggestion as well as procedures to work with my topic.

I would also like to express my foremost gratitude to other officials of Valour Garment Export and sourcing House . who helped me and gave me their valuable time, providing me with the most relevant information on the basis of which I have prepared this report. I am thankful to all of them for helping and guiding me and for being nice and kind to me.

And finally I would like to thank Valour Garment Export and sourcing House for providing me with the opportunity to do my internship in the reputed organization.

Executive Summary

The Merchandising department is the most important part of the export oriented business. It increases the opportunity for entrepreneurship development in garment sector. On the other handit helps the unemployed people as well as the government to remove unemployment problem and also play an important role in the economic development of the country.

As a midway textile organization, Valour Garment Export and sourcing House has large numbers of employees but the productivity is getting slow day by day. So, it is a matter of concern that why this huge industryis doing stagnant profit. In the whole procedure of exporting garments to the retailer of abroad and to communicate with them, merchandisers have a great influence and responsibilities. When,the order is taken from buyer the duty comes to the floor of merchandisers and before going production they do almost everything to make the business smooth. So, the work starts with the order taking and making business relationship. Then sample making, planning, booking of every single material for samples and getting approval are all the key responsibilities of merchandisers. In case of production, sample goes in bulk so, the responsibilities become huge and it comes to the relation with operation also.

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CHAPTER-1: INTRODUCTION

1.1 Introduction:

Merchandising is an important work in garments sector. So that merchandiser job is essential for every garment. In this job the employer must have need hard working mind, convincing power, instant intelligence, powerful observation, patience etc. Without merchandiser no garments can run smoothly. Without buyer no garments company can exists. For this reason buyer satisfaction is very important. Buyer means that buy the products from any organization. In garments sector buyer means especially foreign buyer who come to our country and buy products from our garments. At this time of giving order if buyer satisfied with the help of merchandiser then the buyer will come again. Buyers another condition is delivery the products in due time. Merchandiser take care this condition seriously. Because if buyers do not get products due time then they will not come again that garments. So merchandisers are handling and caring all kinds of work from taking order to delivery products to buyers and always wants to satisfy them because garments or garments sector's welfare depends on buyer's satisfaction. I have chosen textilesgarments industry to do my internship and the name of the company is Valour Garment Export and sourcing House . It is a private limited company.

Bangladesh got great opportunity to earn foreign currency by garments sector. It is a great opportunity to learn about the Merchandising Activity in garments sector of Bangladesh. As a BBA student learning the merchandising sector will be helpful in feature. After completing the report you can understand about the merchandise process and could get some idea about recent garments situation.

Statement of the Problems

The study will deal with the element which are effected the merchandiser to make the merchandising Process and how they motivated the buyers to buy the Valour Garment Export and sourcing House products. How they are getting the raw materials. How they are getting the order and supply of raw material. Who are their whole sellers? These are the things that we want to find from this study.

1.2 Background of the study

The garments industry of Bangladesh has been the key export division and a main source of foreign exchange for the last 35 years. At present the company generates about $6 billion worth of products each year by exporting garments. The industry provides employment to about 3 million workers of whom 90% are women. Two non-market elements have performed a vital function in confirming the garment industry continual success; these elements are (a) Quotas under Multi-Fiber Arrangement1 (MFA) in the North American market and (B) Special market entry to European markets. The whole procedure is strongly related with the trend of relocation of production. It has been reveals that the tendency of low labor charges is the key reason for the transfer of garments manufacturing in Bangladesh. Bangladesh garments sector and Global Chain The cause of this transfer can be clarified by the salary structure in the garments industry, all over the world, Apparel labor charge per hour (wages and fringe benefits, US$) in USA is 10.12 but it is only 0.30 in Bangladesh. This difference accelerated the world apparel exports from $3 billion in 1965, with developing nations making up just 14 percent of the total, to $119 billion in 2001, with developing nations contributing 59 percent. In 1991 the number of workers in the readymade garment industry of Bangladesh was 582000 and it grew up to 1404000 in 1998. In USA however, 1991-figure showed 11060 thousand workers in the apparel sector an in 2012 it turned down to 765.8 thousand.

1.3 Scope of the Study

For any business student only curriculum activities are not enough for handling the real business situation. Internship is a part of the Bachelor of Business Administration (BBA) Degree that provides a job experience for the students. Internship program is a perfect match of the theoretical and practical knowledge. The Report is originated to fulfill the requirement of the internship program under BBA program.

I tried to collect more information about the importance of marketing and merchandising section for the export oriented home textiles industry. The current strategy of Valour Garment Export and sourcing House

is emphasized specially in marketing and merchandising division. The principle of the companyis to develop and maintain strong relation with buyers and retailers.

- The study will also help me to understand the merchandising activity in garments sector.
- The study will give a clear idea about the merchandising activities of Valour Garment Export and sourcing House.
- The guiding principle of the company is to develop and maintain strong, secure relation with buyers and retailers and to support the customers.

1.4 Objectives of the study

Broad Objective

The broad objective of this study is to analyze the merchandising activity of Valour Garment Export and sourcing House , how the merchandisers do the merchandising process.

Specific Objectives

Specific objectives are given below:

- To identify the merchandising division's work of Valour Garment Export and sourcing House
- To find out the duties and responsibilities of merchandisers.
- To find out how merchandiser keep good relationship with buying house.
- To examine the efficiency and effectiveness of Valour Garment Export and sourcing House.
- To provide some suggestion on the basis of the study.

1.5 Methodology of the Study

The report is based on both primary and secondary data. But maximum data used in this report are collected from secondary sources. Exact sources of the secondary sources will be mentioned. Thus the report is basically qualitative in nature. However, primary data is also used depending on the requirement.

Sources of Data Collection

Primary Data

The primary data were collected on the basis of:

- Observation method was followed, as I have to study the entire merchandising process in depth.
- Interview with merchandisers
- Group discussion with the company personnel and the clients.

Secondary Data

The secondary data were collected on the basis of:

- Organizational profile of NETWORK CLOTHING LTD.
- Internet
- Newspaper
- Merchandising related books.

Time Period

Time period of the study was 1st July 2014 to 31st October 2014.

1.6 Limitations of the study

1. It's very hard to find necessary information because there are no fixed place such as library where data is kept.

2. Foreign buyers English are not that much clear.

3. The answer of certain questions I had go through peoples opinion. While doing the survey lots of people did not want to respond to many questions. Sometimes they even did not fill out the questionnaire properly for the busy schedule.

4. Time was one of the major constraints. As our internship program is only three-month long, it was difficult to cover and collect all the necessary materials for completion of such a large report within this time boundary.

5. The people of Merchandising Incorporation are under tremendous workload. Although, they wanted to cooperate with me in writing my report, their busy schedules sometimes did not allow them to do so. On the other hand, due to secrecy of official information, sometimes they showed unwillingness to provide me information.

6. There are many code names in garments industry that is very important for production process, and I have memorized those codes.

7. In garments factory most of the employee doesn't have any educational background they do their job only with experiences.

8. Political unrest of our country such as strike or hartal was major problem in this regard as it is difficult to go out and work during that time and to maintain the work schedule.

Plan of the study:

Part 1: Introduction

Part 2: Organization Overview

Part 3: Duties, Position & Learning Points

Part 4: Analysis and Interpretation of Data

CHAPTER –02
Organization Overview

2.1 Organization Overview

Profile of the Organization

Valour Garment Export and sourcing House is an export oriented Home Item manufacturer and exporters in Bangladesh. Itwas established in 2012. Valour Garment Export and sourcing House is one of the biggest Home Items garment factories in Bangladesh.

The company is not use to promote any product in domestic market. The object of the company is to produce various types of readymade Home Items.

The factory has been running by highly trained and skilled manpower, which have been in this sector for quite a long time, and are able to keep continuing the production process with utmost accuracy and flawless finishing. The company has guaranteed uninterrupted production and timely supply of Home Items as per the schedule and time frame of buyers. The production unit has its own high powered generator that is being used as back-up sources of electricity, which gives the manufacturing chain a lot more dynamism and continuity. Wide array of indoor and outdoor facilities along with safety measures is one of the prominent features.

2.2 Vision of the Organization

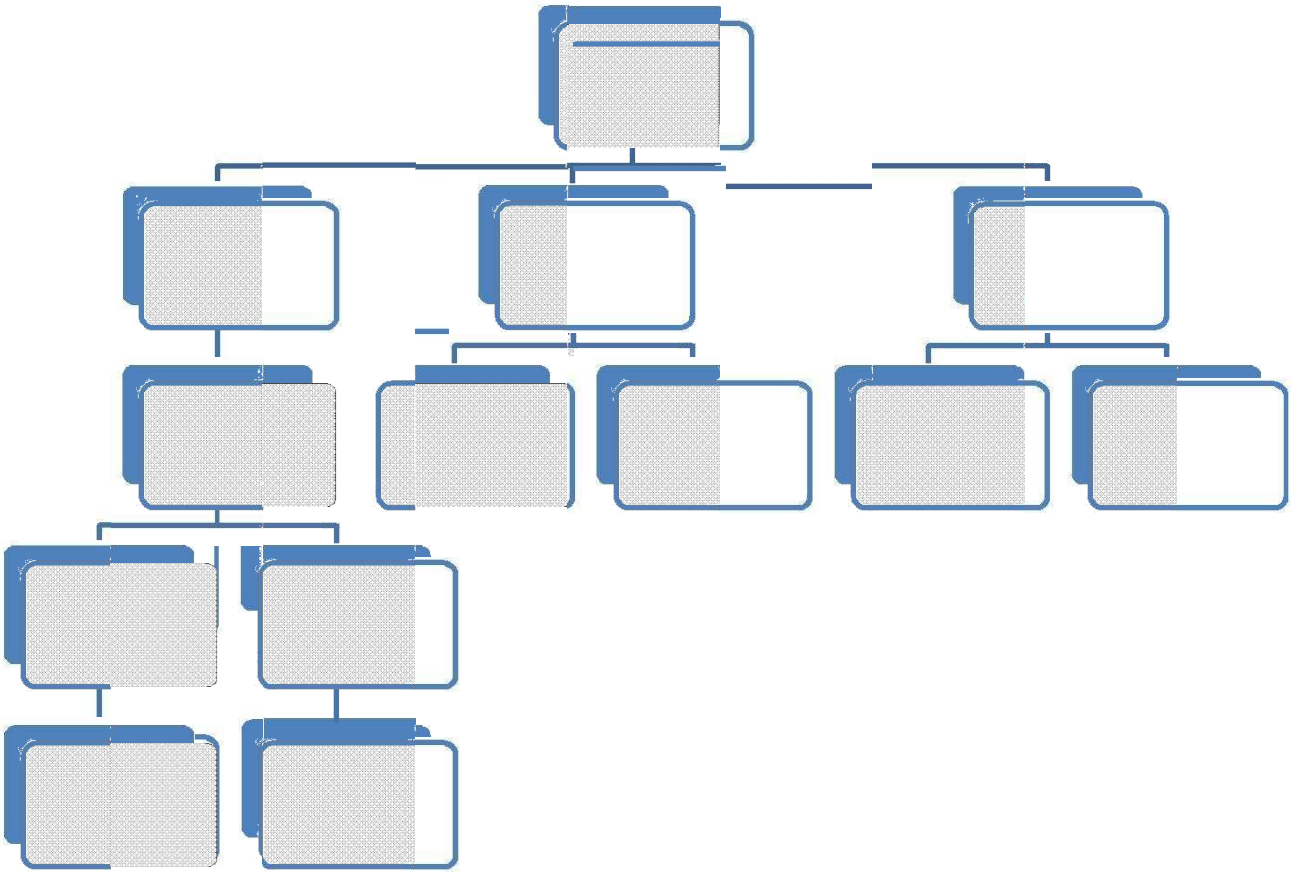
To obtain a leading position in the Buying House sectors of Bangladesh as well as international through maintaining standard quality.

- In time action
- Clear understanding of customer's instructions.
- Clear communication with vendors
- Clear instructions for production
- Strict compliance with quality control system.
- Total devotion maintains first class quality standard.
- Absolute efforts for in time shipments

2.3 Mission of the Organization

Valour Garment Export and sourcing House is committed to maintain discipline, punctuality and quality products atreasonable price and ensure quality service. Their focus is on the customer needs andsatisfaction. They always maintain delivery schedule according to buyer's requirement.

Organogram of Valour Garment Export and sourcing House.



2.4 Products of Valour Garment Export and sourcing House.

Valour Garment Export and sourcing House produces categories of product for Home Items such as:

- Quilt / Duvet Set
- Pillowcase
- Curtain
- Fitted Sheet
- Flat Sheet

Valour Garment Export and sourcing House Provide Services to

Importers / Buyers

- As an exporter
- As a buying agent
- As a sourcing company
- To set-up QA system

Factories / Vendors in Bangladesh

- As an order supplier
- As a liaison agent between factory and buyer
- For technical assistant

- **Valour Garment Export and sourcing House** has factories with the latest machinery, manpower with commitmenttowards delivery & quality standards. These factories can produce any quantities under our guidance and control. Some factories are approved for quality from buyers like GAP, WAL-MART, TARGET, PVH and JC PENNEY etc.

2.5 Products of Valour Garment Export and sourcing House.

Quilt / Duvet Set: There are four types of Quilt cover or Duvet set:

1. Single Bed Quilt cover set.
2. Double Bed Quilt cover set.
3. King size Quilt cover set.
4. Super king Quilt cover set.



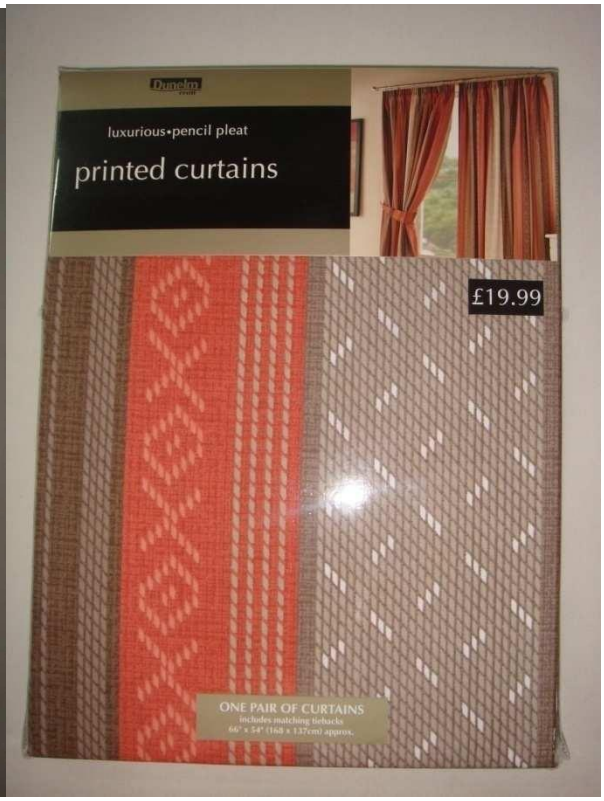


It's a Single Bed Quilt Cover Set PictureSize: 135×200cm Approx.

Curtain: Generally Curtain are Two Types:

1. Ilet Curtain
2. Tap Curtain





[One Pair of Tap Curtain Picture
Size: 66"×54"(168×137cm) approx.]

Pillowcase: There are two types of pillowcase:

1. Housewife Pillowcase
2. Oxford Pillowcase





Housewife Pillowcase
Size: 50×75cm approx.

CHAPTER -03

DUTIES, POSITIONS & LEARNING POINTS

3.1 The Internship Program

I did my internship at Valour Garment Export and sourcing House. I got the opportunity to work as an internee in the merchandising Valour Garment Export and sourcing House

The Job Description

It was clearly mentioned in my joining letter that I was supposed to give regular attendance at the place where I would be depend to work on my project. As an internee I was suppose to perform the following works.

- Typing mail for foreign clients.
- Follow up different types of accessories.
- Check the mail and give the answer Position of the production.

The Daily Routine

I worked in the merchandizing section of Valour Garment Export and sourcing House . I worked there 6 days in a week. My office hour was 9 am to 5 pm. But sometime I had to stay more than 8 hour for work. At the beginning of my internship they tell me about my duties and then they introduce me about the whole system of merchandising department of Valour Garment Export and sourcing House .They give me primary data about the function of the different section of the buying house sector. My job was to communicate with the whole sellers of garments accessories and receive and send e-mail as an employee of the organization. Sometimes I was used to note down the problem of store department as well as my merchandising department with my supervisor of Valour Garment Export and sourcing House.

Use of Office Machinery

In Valour Garment Export and sourcing House as an internee I was authorized to use all the machineries of the office.I used the following machinery.

- Computer for preparing different document
- Photocopy machine for copy documents
- Fax Machine for fax.

3.2 Essential Knowledge

Merchandisers must have some essential knowledge and skill about the buying house accessories. Merchandisers should have to know about the buying house accessories like fabrics and yarn, types of fabric, quality of the fabrics, size of the yarn, dying method fabrics, finishing and also known about some accessories which essential for production such as sewing/stitching threads, zippers, plastic accessories, interlining, elastic, woven label etc. This is significant for merchandiser since they want to make deal with the buyer merchandiser can inquire buyer that what type of buying house accessories they want to apply manufacture of the product. When the buyer provides their opinion the merchandiser can easily identify what they want, because bad quality accessories or wrong accessories used can cause the merchandiser to be rejected returned by the buyer. So the merchandiser must be careful about the buying house accessories.

3.3 Preparing Accessories List

A merchandiser has to know the total accessories of the production of a product and the estimate cost of that garments product. I have learned how to prepare an accessories List. There are different types of accessories and work done in the production level.

- **Wash Care Label :** 52% POLYESTER 48% COTTON (Dunelm mill)
- **PVC.BAG:** PVC. (8+8 MM) WITH SAFETY FIRST -(HALF HOLE)
- **Insert Front Side:** Dunelm mill luxuries Printed bedlinen set
- **InsertBack Side:** Dunelm mill luxuries Printed bedlinen set
- **Size Sticker:** Single Bed Quilt Cover Set, Double Bed Quilt Cover Set
- **Price Sticker:** £ 11.99, £ 16.99 Etc.
- **RedSticker:** Hang the curtains
- **Paper:** With compliments from Dunelm mill
- **Set Barcode:** Single Bed Quilt Cover Set, Double Bed Quilt Cover Set, Etc.
- **Shipping Mark:** PO # 47318 (DUNELM PACKAGING)

- **Carton:** 5 Ply Gum pasted
- **Stiffener:** U Fold One Side With Liner 3Ply
- **Color Round Sticker:**Single – Yellow, Double - Dk – Blue, etc.

3.4 Learning

Seals and merchandising section is very important section in Luminous Textiles Ltd. The factory overall seals depends on the merchandising section. Merchandising section done some specific work. They are given below:

- Communicate with buyer and receive the order.
- Meet the buyer and approve the sample.
- Collection raw materials and all accessories.
- Monitoring the production progress.
- Help the buyer for inspection of product.

CHAPTER 04

ANALYSIS AND INTERPRETATION OF DATA

4.1 Analysis and Interpretation of Data

Process Flow Chart of Merchandising

Merchandiser

↓

Negotiation with Buyer & Collect Order Costing

↓

Sample Making (According to Buyer Requirements) Signing

↓

Contract & Final Approval

↓

Getting Started (In-house Preparation of Accessories)

↓

Line Balancing

↓

Commencing Production

↓

Production Monitoring

↓

Inspection

↓

Buyer's Inspection (After Finishing)

↓

Preparation of Banking & Documentation

↓

Shipment/ Delivery

Fig: 1 Process Flow Chart of Merchandiser

4.2 Merchandiser

Definition of Merchandiser

The main role of a garments merchandiser is to collect garments export order (export L/C), produce the garments, export the garments and earn profit, to perform those functions successfully needs lot of knowledge, experience & tremendous effort for a merchandiser. The term merchandising is defined as follows:

Definition of Merchandising

- The term merchandising related with trade
- Trade means buying & selling
- The person who is involved with trade, he/she is a merchandiser

And the activities of a merchandiser is known as a merchandising

Now let us see what all are the hidden meanings there in the word„ ‟MERCHANDISER¨.

- **M**- Should have good **Managerial** capacity.
- **E- Efficient** in both English written and spoken.
- **R**- Having high sense of **Responsibility**.
- **C**- Always keep **commitment**.
- **H**- Leads **Honest** life.
- **A- Attitude** should always be positive in resolving any problem.
- **N- Never** does any argue with buyers and seniors.
- **D**- Fully **Devoted** to his service.
- **I**- Always well **Informed** about his all orders.
- **S- Sincere** in office and daily works.
- **E- Enthusiastic** in nature.
- **R- Regular** in e-mail correspondence.

Most importance things for a Merchandiser is

Communication.

Planning

Production Follow Up

The responsibilities of a smart Merchandiser are handling order at four stages.

1. Sourcing for future orders/Buyers
2. New Order
3. Confirmed Order
4. Running Order

Functions of the Merchandiser

Activities of a Junior Merchandiser (In a Factory)

- Costing of the job order.
- Main task is “production monitoring”
- Collect “inventory report” from store
- Swatch making & getting approval from buyer
- Arrange preproduction meeting in order to prepare a schedule for smooth production
- Place order to different production unit.
- Collect Daily Production Report & Daily Quality Report
- If any shortage in store, arrange locally
- Arrange Final Inspection

Responsibilities of a Senior Merchandiser

- Sample Development
- Price Negotiation
- Order Confirmation
- L/C Opening
- Opening Summary
- Sourcing
- Material Collection
- Production Planning
- Production Monitoring
- Quality Assurance
- Arrange Final Inspection
- Arrange Shipment

Qualities of a Merchandiser

- Language Skills
- Computer Skills
- Marketing Skills
- Right consumption knowledge of various goods
- Costing knowledge of raw materials
- Order getting ability (That is if the merchandiser is known by actual rate of raw materials, so that he can negotiate perfectly with buyer. In this way, the possibility of getting order is hundred percent.)
- Sincere & Responsible
- Hard Work

4.3 Negotiation with the buyers

Business Collaboration

The most critical work is the procurement of garment export order. Normally garment export order is found from the potential garment importers called garment buyer. Anybody wants to collect garments export order, should be able to convince the buyer. When the buyer is convinced about garment production, garments quality, garments costing and shipment ability of a garments exporter, he or she can think about issuing a garments export order.

Without clear confidence among buyer & exporter from both sides, may be a risky business deal. If a garment exporter can continuously deal with only three or four buyer with buyer's satisfaction, it will be sufficient enough to run garment production & garment export business smoothly round the year.

A successful negotiation outcome does not generally occur through luck, but by following a clear process. The process reflects the different levels of knowledge of the subject of negotiation, various parties and the way they communicate at various stages in the negotiation. The following is an outline of steps essential to effective negotiation:

4.4 Researching the Needs of Both Parties

The greater the knowledge a buyer has of their own and the supplier's requirements, the better able they are to construct an acceptable solution. The buyer must be clear about both the department mark-up to be placed on the product cost and the intended retail selling price so that she or he can judge the viability of the suppliers' products.

Preparation

Effective preparation is also vital to successful communication. It is essential that the buyer also has identified the maximum and minimum positions that she will accept for a range of factors including:

- Product Price
- Order Size
- Lead- time

Offer

The buyer and supplier can make specific proposals to set the boundaries of the negotiation.

Discussion

There will be areas on which one side can move than more than the other and vice versa. It is important for the buyer to make a note of which ones provide the greatest and least opportunities for flexibility.

Counter and Revised Offers

This is the real bargaining where elements of the order, such as number of units, product details, and lead-time and so on are being decided in the context of an overall cost price the buyer should make firm proposals.

Processing of Order

After receiving the garment export order, without wasting any time, it is essential to prepare a schedule for the jobs to be done for safe execution of the export order. The main jobs for the execution of an export order are as follows:

- Details Analysis of Export L/C
- Preparation of a Time Schedule for the Export L/C
- Collection of Fabric & Accessories for the Garment to be Exported [Source, Quantity of the Items, Cost of the Items, Receiving Data of the items, Quality & Quantity, Inspection of the Items, etc]
- Distribution of Responsibilities for the Jobs & Duties
- Production Plan
- Inspection of the Produced Garments for Quality, Quantity, Packing & other Requirements of the Buyer.
- Preparation of Banking & Shipment Formalities
- Continuous Follow-up Progress
- Others

4.5 Merchandising Process of Valour Garment Export and sourcing House.

The merchandising process with correspondence of buyers and merchandiser. In the very fast there is e-mail communication with the buyer. The buyers send a mail with the design specification to the merchandiser to prepare the sample and costing. Then the prepared sample and costing of the sample is sending to the buyer through mail. If the sample is approved by the buyer then it is the turn for negotiate the costing. After settle the price, the buyer sends contract and order sheet to the Valour Garment Export and sourcing House and confirm the delivery time and way. During the time of confirming the order, the buyer opens L/C. The sample development and other important tasks of Valour Garment Export and sourcing House are elaborately describe below-

1. *Sample Development*

   In merchandising process at first a mail is received from the buyer with a sketch, details of design are mentioned in this sketch. With the sketch the buyer send the measurement chart. The buyer mentions the fabric details, washing instructions, trims details etc. in the mail.If the buyer required any special type of fabric which is not available with the garment merchandiser, they swatch for the merchandiser's convenience. After receiving the sketch and measurement chart from the buyer, merchandiser develops the sample according to the buyer's requirement and sends it to the buyer.

2. *Receive L/C document from buyer*

   After pricing negotiation finally gets the order from buyer it receive an LC also. Both the parties must be open a LC where various terms and conditions must be issued like name of buyer, country name, negotiable buyer bank, payment system, production system, delivery period, quantity, name of the port address, details bout shipping etc.

3. *Transfer Master L/C on the name of selected suppler*

   After receiving the LC the merchandiser open a LC on his own company. Once the company is confirmed that the supplier has the ability to do the work properly then they negotiate the price. When the price is set with the suppler the commercial department immediately transfers the master LC in the name of supplier.

4. *Sheet*

Buyers confirm the order sending a signed contract sheet by mail. When the sample, pricing, quality, delivery, time, and schedule etc. can satisfy the buyers then they confirm by sending this type of signed contract sheet.

5. *Place order to suppliers for production*

After receiving the contract sheet the merchandiser takes all the preparation for production. Sometimes few buyers provide production accessories. If the buyer instructs to collect different accessories then the merchandiser negotiate with the supplier. When the enter requirements are ready then the merchandiser of Valour Garment Export and sourcing House start production according to the sample and other mention in the contract sheet.

6. *Quality Control*

Quality control that's mean production control is the most important function of garment production. It is highly related to satisfy the buyer. Valour Garment Export and sourcing House is very popularin this prospective. To control the quality of the merchandiser gives the authority to the production manager. A line chief and few supervisors control each line and provide instructions. Here the quality controller supervises the manufacturing process to maintain the quality. Under the QC there is some quality inspector to check the production within each line. After washing the garments are checked in the finishing department. In this garments every process are checked part by part. If there find any problem then the garments repair again in this way the quality of the garments are maintain in Valour Garment Export and sourcing House. The production team of the Valour Garment Export and sourcing House is very much strong for quality production.

7. *Monitor the SGS test*

Finished products are washed a per buyer's instruction. Sometimes different types of chemical are used in garments washing. There is a high possibility that the washed garments may contain some kinds of harmful germs for the skin especially for the child's skin. For this reason the garments are sends for SGS test to make sure that weather the garments contain any kind of harmful germs or not. Valour Garment Export and sourcing House strictly handlethe SGS test.

8. *Packing the garments*

The garments are packed after washing and final checking in the finishing line. Before packing their need some accessories like price ticket, hand take, poky bag, cotton sticker etc. During packing buyer instructions must be followed. The packing must be prepared according to the ratio and style number.

9. *Final Inspection*

After washing and packing the product are finally inspected by the senior quality controller of buying house or buyer. At this time all responsibility pressured on merchandiser. If they satisfied after inspection then the product is as ok for shipment.

10. *Liaison with the shipping lines*

This is the final step of merchandising. In this step commercial manager helps the merchandiser to maintain liaison with shipping lines. The supplier performs all the functions of shipment. There are different functions are done by the commercial manager like UD collection, CNF for shipping.

Market Position of Valour Garment Export and sourcing House.

Target Market

The company is a hundred percent export oriented company. Sales are done through buying house.

Market Share

Valour Garment Export and sourcing House has already been established as a strong brand of garments manufacturer among the Bangladesh RMG sector. However at present there is tremendous competition in the market and among this tough competition the company is performing well. The company has remarkable market share in the garments sector.

Achievement of this Organization

They have adopted eight quality management principles to gain this:

1. Customers focus leadership
2. Involvement of people.
3. Process approach.
4. System approach to management.
5. Continual improvement.
6. Fact based decision making.
7. Mutual Beneficial supplier relationships.

Buyer's Satisfaction:

1. *Sample of Production*

   Production sample is very much important requirement for RMG business. It is the preliminary requirement for buyer. Through attractive production sample the company may able to focus their activities on foreign buyers. Here Valour Garment Export and sourcing House have strong production sample capacity.

2. *L/C Transfer*

   The merchandiser of the company should transfer LC in just time. On the basis of LC they take next step he or her order. In Valour Garment Export and sourcing House the merchandiser transferLC in due time except some uncertain reasons. So the buyers are satisfied of the company.

3. *Sewing Quality*

   Sewing quality of Valour Garment Export and sourcing House is standard. The following chart shows the satisfactory of buyers. Here 50% buyers sere strongly agree, 47% buyers are agreed and3% buyers are neutral of sewing quality.

4. *Packing*

   Beside sewing quality Valour Garment Export and sourcing House maintain standard packing procedure. Without well packing the product cannot reach at the buyer's hand. So buyers are satisfied on packing. Here 48% buyer's sere strongly agreed, 51% buyers are agreed and 1% buyers are neutral on better packing. I have collected information from differentbuyers of Valour Garment Export and sourcing House.

5. *Negotiation Skill*

There is problem in negotiation or communication with buyers of the merchandiser. Buyer's satisfaction highly depends on negotiation skill. For this reason 50% buyers are strongly agreed, 45% are agreed and 5% neutral.

6. *Product Delivery*

Product delivery in due time is very important function of a merchandiser. A buyer satisfaction is highly depends on it. In my questionnaire it is clear that all buyers are not satisfied on Valour Garment Export and sourcing House for their product delivery. Here 2 Percent buyers are disagree on delivery product in due time, 60% buyers are strongly agree, 30% are agree and 8% neutral.

7. *Working Situation*

Working situation is very much important to continue to work. It depends on the strong machineries, clean and silent environment. In here 50% buyers are strongly agree, 40% agree and 10% neutral.

8. *Total System*

The total system of Valour Garment Export and sourcing House is better. In here 70% buyers are strongly agree and 30 percent buyers are agree.

4.6 Merchandising activities on goods delivery to buyers destination

Booking to forwarder

After making final inspection merchandiser received packing list from packing section which contain the list of carton, how many pieces garments in the carton, weight of the carton, number of pieces of garment to be shipped etc. Refer to this information merchandiser make booking to sea or air forwarder.

Export Documentation

The documents which to be submitted by a C&F agent for export: An exporter should have to submit the following documents to the customs authority of a station:

1. Shipping bill of entry.
2. Export L/C.
3. Packing List.
4. Commercial Invoice.
5. UD/UP.
6. VBF-9A. From to be supplied by the C&F agent.
7. Export Permission form (EXP).

Bill of Landing (B/L)

It is document issued by an eerier (railroad, steamship, or trucking Company) which serves as a receipt for the goods to be delivered to a designed person or to his order.

B/L describes the conditions under which the goods are accepted by the career and details

1. The quantity of goods
2. Name of vessel
3. Identifies marks and numbers
4. Destination

SWOT Analysis of Valour Garment Export and sourcing House

The main objective of any business institution is to earn profit and top survive in the market with a better competitive position. Valour Garment Export and sourcing House is not an exception. The main objective of this company is also earning profit.

It is known that, Profit = Revenue – Expense. With the changing business environment profit, revenue and expense also change. There are many factors which force to change the profit, revenue and expenses.

Strength of Valour Garment Export and sourcing House :

There are many factors that help in increasing or decreasing the profit of the company. When the profit increases, it is treated as the strength of the company.

Skilled workforce:

From its beginning Valour Garment Export and sourcing House looks into the combination of effectiveness and efficiency regarding its objectives. As a result within a few days it got the higher regard from itsbuyers.

Market Reputation:

Valour Garment Export and sourcing House is one of the major Mills in Bangladesh that's why they have little bitreputation in foreign market and having trust from investors.

Collaboration with suppliers:

To provide higher value in their value delivery process Valour Garment Export and sourcing House has built the long-term relationship with some competent suppliers. This collaboration makes this organization honest to its commitment of quality and scheduled delivery to its buyers.

Permanent Buyers:

For its reputation' of committed organization it has built a marketing network with some prominent buyers. These buyers are not easily vulnerable to other factories, as they are satisfied with Valour Garment Export and sourcing House for its efficiency and effectiveness.

Collaboration with backward linkage industry:

To be ever successful in their commitment to their buyers they always assure the on time delivery of the accessories needed in the manufacturing process. Merchandizing dept. has taken the responsibility of supplying these accessories to the manufacturing process for its assured supply. For the convenience of this responsibility they have built long term relationship with the suppliers of accessories that they don't manufacture and done necessary paper work with strong term and conditions with those accessory suppliers.

Long-term relationship with buyers:

Valour Garment Export and sourcing House honors the long-term relationship with their buyers. So the buyersremain loyal to the company. This is the reason long-term relationship with their buyers is strength of the company.

Weaknesses of Valour Garment Export and sourcing House:

There are many factors that help in increasing or decreasing the profit of the company. When the profit decreases, it is treated as the weakness of the company.

Fail to attract big Buyers:

Despite effectiveness and efficiency one of the weakness of Valour Garment Export and sourcing House is its short capacity. For its low level capacity Valour Garment Export and sourcing House it's deprived from potential growth resulting from its present reputation, which could be achieved otherwise.

Not International standard certified:

Valour Garment Export and sourcing House is not ISO certified organization. Not to say that, being as a proof of quality, ISO certificate is very much essential for the spreading of its market.

Web site:

Though Valour Garment Export and sourcing House hasn’t a website. Recently web development is running.The website is not updated in this time. It would be more communicative if it had an updated web site. Much of the business correspondence executed on online. Buyers would feel more convenienceif Valour Garment Export and sourcing House had an updated web.

Lack of warehousing:

There is no proper placing for final products to place them safely and at the time of their dispatch there is possibility of mistake.

Communication Gap:

There are a little bit gaps in communication between the departments. May be these confirm each and every thing from each other but still they make mistakes and blame each others to safe them.

HR Department:

HR Department is almost useless and only performing two activities. These activities are making salaries and attendance of the employees and workers. They are not working to train the employees and making appraisals to evaluate them.

Opportunities of Valour Garment Export and sourcing House :

There are many factors that help in increasing or decreasing the revenue and expense of the company. When the revenue increases and the expense decreases, it is treated as the opportunity of the company.

Cheap labor:

The labor cost in Bangladesh is very cheap. So it is an opportunity for Valour Garment Export and sourcing House

Motivating the employees:

HR department can prove and show them they are here for employees by motivating the employees performing their best. They can find the motivation level of their employees and give them incentives to motivate them.

Advertising:

Valour Garment Export and sourcing House has the opportunity to advertise about their selves to promote their textile products. They can advertise in international magazines about their selves. Valour Garment Export and sourcing House can publish its own local business magazine to promote their selves. Can be advertised over the internet (electronic Marketing)

Valour Garment Export and sourcing House own Shops:

Valour Garment Export and sourcing House can open its own shops in foreign market where they can display their garments products and Apparels as well as curtains. The big advantage would be that advertising would be done automatically and your textile products would also be sold to local market.

Online Shopping Store:

Valour Garment Export and sourcing House can open its online store where they can show their garments variety andapparels. The advantage of this step would be

^ Online Marketing

^ Capturing the market over internet internationally

^ Capturing the market over internet locally

^ The material can be sold out at online shop.

Technology:

The technology has been improved for the textile industry and these technologies are being acquired by the international competitors as well as by local competitors so they are producing good quality garments products and increasing the efficiency as well as decreasing the cost of production. Valour Garment Export and sourcing House has the opportunity to invest for the new technology. By acquiring the latest technology, they can increase the production quality, efficiency and can decrease the cost of production.

Threats of Valour Garment Export and sourcing House :

There are many factors which are harmful for the company and may cause potential minimizing of the revenue and maximizing the expenses of the company. This are known as the threats.

Shortage of electricity:

The government of Bangladesh is still unable to provide the required quantity of electricity, the usage of electricity has been increased. The companies who have their own electricity plants are save but those who don't have are facing a major problem of shortage of electricity.

The threat of new entrants:

As the buying industry in our country is in the stream of growth the industry provides a good feed to new entrants. So in this industry as a Valour Garment Export and sourcing House needs high strategic stakesto survive.

The bargaining power of the firm's suppliers:

In this industry as garment manufacturers are numerous and their forward integration systems are not strong for their illiteracy or inability to convince the foreign buyers. Therefore Valour Garment Export and sourcing House enjoys little bargaining tendency of garment manufacturers.

The bargaining power of the firm's customers:

In our country Valour Garment Export and sourcing House industry faces a little bargain over the negotiation as a boon of quota system. As a result the bargaining power of Valour Garment Export and sourcing House is very little.

The threat of substitute products:

In this industry this aspect is not considered because there is no perfect substitute for their provided service.

Local competitors:

Bangladesh is a lucrative domain for foreign buyers of garment products. As a result the garment industry itself is very lucrative to the local entrepreneurs.

Political unrest:

In our country political instability often hampers the effectiveness and efficiency of business organization. Thereby political unrest is a notable threat to the smooth function of Valour Garment Export and sourcing House.

4.7 Findings

On the basis of analysis and practical experience of internship period the following findings are observed:

- Valour Garment Export and sourcing House has not own pattern designer. For this reason they depend on thebuying house. It is time consuming matter.
- Production performance is not always very good. Sometimes they produce low production.
- Sometimes they delay to transfer the L/C to the buyer. Sometimes it takes more time.
- Sewing quality is not very good.
- Training and development program is needed here.
- Packing quality is not high qualified in all time. Sometimes its may create problem buyers, satisfaction.
- HRM division is weak in this garments company.
- Sometimes merchandisers fail to negotiate.It is create problem sometimes.
- Sometimes environment have not found in Valour Garment Export and sourcing House.

CHAPTER 5
5.1 Recommendations

Valour Garment Export and sourcing House is a new textiles industry in Bangladesh. It has outstanding reputationin the global market. It will be a composite factory, now woven sector is running.

However, this organization is not facing profit due to many of reasons what I have observed from the internship period-

1. Supply chain or procurement department is not very strong in this company which causes that the merchandisers procure all the raw materials of garments that's why they feel more pressure to complete shipment and some time also over the shipment date then company should pay the extra money for air shipment. So when supply chain department procure all the raw materials then merchandiser can easily shipment the goods within lead time.

2. Planning department of operation should be strong and the time management should be followed. Here, productivity is low due to less command of the authority towards the production. It should be increased for the higher productivity.

3. Quality assurance system should be modernized because quality is the top priority of all international buyers.

4. Working environment should be increased

5. Pay scale is very poor which is needed to be increased because company will lose potential employees due to their policy.

6. Distribution of power should be well managed and transparency among the workers and the management should be followed.

5.2 Conclusions

Bangladesh is a developing country. In this country unemployment problem is slightly overcoming by our garments or apparel sector. A huge number of people are working in this sector. Initially, the situation of this sector is not so good but now a day this sector is earning a lot of foreign currency, around 75%-80% of our total economic growth which is making our economic sector very strong. And merchandisers are those people who are working here day to night in order to develop this sector. Merchandisers' goal is to collect order, execute, develop the best & supply the best.

It was a great pleasure for me to work in merchandising sector of Valour Garment Export and sourcing House , which provides me a wide range of scope to observe different function of buying house industry through the cordial assistance of the employees and seniors. All the employees of Valour Garment Export and sourcing House tried to give optimum service.

Now a day the buying house industries are facing a lot of challenges because of changing demand of world. Besides this many competitors are also a main factor that makes this sector challenging. So, Valour Garment Export and sourcing House should take proper step to survive properly in this sector by removing their weaknesses. They should give authority to take independent decision at high level officer. If that, the company can be benefited because of taking decision the work sometime delay. They should justify competitive key factors in the management practices like cost, product quality, image & reputation, distribution & control of resources, capabilities etc.

From the learning point of view I can say that I really enjoyed my internship at Valour Garment Export and sourcing House from the very first day. I am confident that these three months internship programat this buying house will definitely help me to realize my future carrier in the job

5.3 REFERENCES

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