



**Faculty of Business Administration  
UTTARA UNIVERSITY**

**PROJECT REPORT ON**

**Retail Business Management of FOOTWEAR industries in  
Bangladesh**

A Project Report Presented to the Faculty of Business Administration in  
Partial Fulfillment of the Requirements for the Degree of  
Bachelor of Business Administration  
(BBA)

**Supervised By**

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BBA (Accounting)

Date of Submission August 30, 2020

**PROJECT REPORT ON**

***Retail Business Management of FOOTWEAR in  
Bangladesh***

# Letter of Transmittal

Aug 30, 2020

**Dr. Md.Golam Morshed**

Assistant Professor

Department of Business Administration

Uttara University

**Subject: Submission of the Project Report on Retail Business Management of FOOTWEAR in Bangladesh**

Dear Sir:

It is my great pleasure to present you my project report on Apex Footwear Limited Titled as “**Retail Business Management of FOOTWEAR in Bangladesh**”. I would like to say that, this report was prepared by me under the supervision of my internship supervisor Dr. Md Golam Morshed.

In preparing this report I have tried utmost to include all the relevant information and analysis to make the report comprehensive as well as workable one.

I therefore, hope that you will enjoy reviewing this report.

Sincerely,

**Anjana Zaman**

**Major in Accounting**

**BBA Program**

**ID # 2162011022**

### **Student's Declaration**

Aug 30, 2020

I declare that the project report on “**Retail Business Management of FOOTWEAR in Bangladesh**” Embodies the results of my own research works, pursued under the arrangement. I prepared this project under the supervision and guidance of **Dr. Md.Golam Morshed, Assistant Professor, Department of Business Administration, Uttara University.**

I further affirm that the work Projected in this project is original and no part or whole of the project has been submitted to, any other university or institution for any degree or award for any other purpose.

.....  
Anjana Zaman

Major in Accounting

ID # 2162011022

Department of Business Administration

Uttara University

### **Supervisors Declaration**

I am pleased to certify that the project report on “**Retail Business Management of FOOTWEAR in Bangladesh**” has been successfully completed by **Anjana Zaman** his bearing ID: 2162011022, Department of Business Administration has been approved for presentation and viva voce. Under my Supervision **Anjana Zaman**.

I am pleased to hereby certify that data and findings presented are the authentic work of **Anjana Zaman**. I strongly recommend the Project presented for further academic commendation and viva voce.

It has indeed been a great pleasure working with him. I wish him all success in life.

Internship supervisor

.....  
**Dr. Md.Golam Morshed**

Assistant Professor

Department of Business Administration

School of Business

Uttara University

# Acknowledgement

At the very beginning I would like to express my deepest gratitude to Almighty Allah for giving me strength and composure to finish the task within the schedule time.

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Thanks to **Dr. Md Golam Morshed** my supervisor for his valuable advises and helps in preparing the report and supervised me to make the project report and helped me to increase my understanding of the content of the report.

Thanks to **Mr. Maminul Mostafa** (Merchandiser, Apex Footwear Ltd), **Md. Atiqul Islam** (Merchandiser, Apex Footwear Ltd), for their valuable co-operation and help in collecting the data and information related with my report from different area.

Also I would like to thank all other staff of APEX FOOTWEAR LTD. they were very considerate and helpful. They provided me all assistance to complete my report successfully.

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## Section-1: Justification of the study

As a part of completion of the BBA program of Uttara University, I am conducting this project report on a FOOTWEAR Company. This is a partial program which allows me to gain the practical knowledge that I have read and studied in class. And to have a proper understanding and to gain more experience on this selected matter. This report will focus mostly on how to do the retail business management as my area of working revolves around this field. The title – “Retail Business Management of FOOTWEAR in Bangladesh” clearly states that this report will have detailed information about how to do retail business management.

From our footwear industry Apex Footwear Ltd is the largest shoemaker in South Asia, responsible for approximately 15% of leather footwear export from Bangladesh. It is a leading developer, manufacturer and retailer of quality footwear, operating in all major export markets in Europe, North America and Japan as well as in the domestic market in Bangladesh. Globally they have 135 customers and 258 retail shop in Own Sales Point across the Country. Apex Footwear Ltd is the Biggest Chain of Own Stores in Bangladesh. By making the report of Apex Footwear Ltd I can understand the following information-

- About the retail business
- Operating process of the retail business
- Target, goal, mission and vision
- Serve to the customer
- Working process
- Managing the products
- Strategic analysis on budgeting and financing
- Choose the RIGHT PRODUCT at the RIGHT PLACE at the RIGHT TIME.

## Section-2: Objectives of the study

## 2.1 Broad Objective:

The objective of the study is to show how to do the business for retail and gain maximum profit.

## 2.2 Specific Objectives:

- I want to know about the retail business
- I want to know about the Operating process of the retail business
- I want to know about the target, goal, mission and vision
- I want to know how they serve to the customer
- I want to understand the working process
- I want to know how they managing the products
- I want to understand the Strategic analysis on budgeting and financing
- I want to understand how to choose the RIGHT PRODUCT at the RIGHT PLACE at the RIGHT TIME.

## 2.3 Background of the Organization:

Apex Footwear Limited (AFL) is the leading **Retailer, manufacturer and exporter** of leather footwear from Bangladesh to major shoe retailers in Western Europe, North America and Japan. The company earned revenues of USD 145 million in 2015. AFL pioneered the export of value added finished products export in the leather sector of Bangladesh and is also involved in the local footwear retail business with the second largest shoe retail network in the country. Public listed and traded since 1993, AFL is professionally managed, currently employs over 9,000 persons and is in full compliance with Corporate Governance Compliance Report under Section 2CC of the Securities Exchange Commission Notification Order.

Apex is the local manufacturing and retail wing of Apex Footwear Limited. While AFL has predominantly earned both critical and commercial fame through export of high quality leather footwear in the international arena, Apex has sought to adeptly make use of that expertise to provide high quality, fashionable footwear to the

Bangladeshi consumers. With over 191 own retail outlets and 380 authorized resellers, Apex ensures nationwide coverage of its diverse range of footwear for its consumers. Through its nine in-house brands, namely Venturini, Apex, Sprint, Maverick, Moochie, Nino Rossi, Sandra Rosa, Twinkler and SchoolSmart and one international brand i.e. Dr. Mauch - Apex carries a huge selection of shoes, sandals and non-footwear items, ensuring that each of our valued customer finds the product that is just right for them.

“APEX” means the peak or the zenith. Since 1975 we have strived to live up to our name.

## **2.4 COMPANY PROFILE**

Name of the Company: APEX ADELCHI FOOTWEAR LIMITED

Date of Commencement of Business as Apex Footwear Limited: January 04, 1990

Name Change to Apex Adelchi Footwear Limited: December 27, 2006

Type of Company: Public Limited Company

VISION: “HONEST GROWTH”

## **2.5 Board of Directors:**

Mr. Syed Manzur Elahi – Chairman

Mr. Syed Nasim Manzur – Managing Director

Ms. Munize Manzur Khasru – Director

Mr. Niaz Ahmed Choudhury – Director

## **2.6 Management Team:**

Mr. Syed Manzur Elahi – Chairman

Mr. Syed Nasim Manzur – Managing Director

Mr. Abdul Momen Bhuiyan Chief Executive Director (Unit 01)

Mr.'Rajan Pillai' – Chief Executive Director (Unit 02)

Mr. Razya Rahim – GM ( Factory )

Mr. Dilip Kajuri – Financial Controller

Mr.Allauddin Khan – General Manager Finance

Mr. Atiqul Islam – GM (Leather)

## 2.7 History

- 1990** - **January 04** – **Business Operations Started**
- 1993** - **November 07**– **Listed on DHAKA Stock Exchange**
- 2006** - **May 06** – **Strategic Alliance with Italian companies**
- 2006** - **December 27** – **Name Changed to APEX ADELCHI FOOTWEAR**
- 2007** - **Production Capacity Reached 10,000Pairs/Day**
- 2008** - **Production Capacity Reached 15,000Pairs/Day**
- 2010** - **Celebrated 20th Anniversary**

## 2.8 Global Market:

| Europe  | Asia    | UK     | USA    | Canada | UAE    |
|---------|---------|--------|--------|--------|--------|
| 79.50 % | 12.60 % | 0.70 % | 6.80 % | 0.30 % | 0.10 % |

| Country     | Order % |
|-------------|---------|
| Germany     | 30.40 % |
| Japan       | 12.10 % |
| Italy       | 10.30 % |
| France      | 7.40 %  |
| USA         | 6.80 %  |
| Czech Rep   | 6.50 %  |
| Austria     | 5.20 %  |
| Belgium     | 4.40 %  |
| Netherlands | 4.10 %  |
| Others      | 12.80 % |
|             | 100     |

The most vital & important dept. of every factory is R & D. No factory can reach the ultimate goal, unless develop a highly sophisticated R& D dept. In harmony with other factory

## **2.9 R & D:**

By the meaning of the R&D we can get an idea about its activities. In general by this word we understand that the place/section where new product is developed or research with all problem creating during pilot production to batch production or research the longevity to comfort of any types of product. Besides these costing of the product is also calculated in R&D dept.

New product for a company can be obtained by various ways, details in given bellow

## **2.10 Customer research:**

It is done for product development of a company. it is done by asking various types of questions ,eg -what's customer needs ,why they need so, why they like such types of item or products ,etc. so it is very important to research the customers for a new product development.

## **2.11 Market research:**

It is one of the most important factors of NDP process. By market research we can earn many kinds of ongoing fashion, know what kinds of products are needed by the customers. Customers always want service and quality in their ability to buy the products.

## **2.12 Product Management Team:**

Buyer contact with merchandiser or merchandiser contact with buyer for the product then send into PD room. The selection of PD in the middle section where the product will go for production or not in production floor or mass production all are included here.

Buyer and merchandiser share the aesthetical problem with PD section.

### **2.13 Target set up:**

Set up the target according to buyer requirement what types of products they required and what types of materials, tools, machines are needed.

### **2.14 PD Meeting:**

Section of product or design for the next target that is done by high authority of the company.

Here the products are divided according to season, festival etc. eg. Summer, winter and with various religious festival or cultural program.

### **2.15 Purchase and Supply Chain:**

All types of materials are supplied for the production by requirements of PD.

### **2.16 Costing:**

It is very important factor for a product development, here PD guide, specification guide for product are supplied by the PD room.

### **2.17 Grading:**

Size grading is done in PD room for fast production running, time saving and overall save the cost of production. After grading all size then order the equipment.

### **2.18 Equipment Arrange:**

Knives, materials, tools machines, last, mould etc. are arranged for production. At last go for mass production.

These overall procedures are centrally controlled by PD section. So, we can call PD is the heart or brain of production firm.

### **2.19 Design & pattern:**

Provided by the buyer (maximum time), Often new design & pattern is made here.

### **2.20 Pattern grading:**

Provided by the buyer, often grading is done in R&D.

### **2.21 Sample:**

1/2 pair sample is also provided by the buyer.

### **2.22 Prototype making:**

R&D dept. makes a prototype of that sample by using the provided pattern of buyer.

### **2.23 Buyer's Approval:**

Prototype sample is checked by the buyer and give approval of the working procedure.

### **2.24 Product costing:**

By using graph paper R&D dept. make the consumption of the used material of the shoe. Except glue and thread most of the materials can be consumed by the graph paper.

### **2.25 Price negotiation:**

By the measured cost Apex Footwear Ltd. bargains with the buyer for the price. By the negotiation of both sides the selling price has been fixed up.

## **2.26 Order sheet:**

After negotiations buyer give an order sheet to the factory by mentioning quantity of pairs, size color, soling material, insole materials, thread etc. in a word every specifications for development new order. Besides the order LC is also given to the factory.

## **2.27 Production plan:**

R&D dept. makes a production plan for the newly ordered article.

## **2.28 Materials consumptions:**

By considering the quantity of order R&D dept. will make total material consumption for the order.

Pilot production: By the availability of the material as well as productions lines R&D will accomplice a pilot production in production line by direct supervision.

By this way R&D dept. has become the most vital dept. among the other dept. in Apex Footwear ltd.

R&D dept. of Apex Footwear ltd. has been done and still doing some extra ordinary work. For this work the factory is developing sharply. Some of important works in R&D are mentioned in below.....

- R&D has preserved properly all the article sample till Apex Footwear ltd established.
- R&D preserved all types material swatch. It has an extraordinary thread swatch file as well as it has every article's swatch file.
- R&D has preserved all patterns accordingly.
- R&D makes immediate copy of the original pattern comes from the buyer for safety purpose.
- R&D makes the setting pattern and skeleton pattern for productions floor also.
- R&D has a large collection of various types of upper leather of various article.

- R&D has some much skilled persons who are devoted to make sample to productions. If necessary they floors any time.

## **Some important flash for APEX FOOTWEAR LTD.**



**Pic: Inspection of qualityful leather before cutting**



**Pic: Cutting section**



**Pic: Sewing Section**



**Pic: Lasting Section**

## **2.29 Activities Undertaken:**

### **2.29.1 Work Related / Organization wide:**

I have completed the report from **Product Management Dept. and others dept, like Finance, Sales, HR, SCM** of APEX FOOTWEAR LTD. I contact with that dept. to complete my report on **Retail Business Management of FOOTWEAR in Bangladesh** I had to contact with them in last two months to complete the report. During the office time which was started at 9.00am and close at 6.30pm. I have got the opportunity to get the information from the company and learn practical knowledge. I hope that this practical knowledge help me in my future.

### **2.29.2 Key Topic:**

- Develop and Manage marketing plans of the company including pricing and implementation strategy.
- Assists in the development and execution of brand strategies for new product launches, reformulations and product improvements.
- Conceptualize strategic initiatives and implement details of a campaign.
- Execute strategies with cross-functional teams.
- Manage external marketing partners such as advertising agencies, digital marketing firms and production companies.
- Supervise brand content.
- Manage access to brand assets.
- Develop brand standards and usage guidelines.
- Assist integration of campaigns with brand consistency.
- Track consumer and market insights by reviewing metrics such as sales volume, market share, profit projections, pricing and distribution, and by conducting consumer research.
- Analyze sales data to update a brand or category portfolio, determine new products and delete underperforming products.

- Work closely with departments such as manufacturing and R&D to consult on packaging and products as it relates to branding.
- Write reports, specifications and creative briefs.
- Discontinue and Discount Policy
- Product replenishment.
- Ensure the profit margin
- Customer service.

### **2.29.3 Practical Learning's**

As I contact on several dept., I learn some important things from my activities. These are given below:

### **2.29.4 Marketing:**

When a company takes full gondola to its product promotion purpose, then it will be called aisle or gondola marketing. Usually, company does these types of promotions in the shops.

### **2.29.5 Combo offers:**

Sometimes company give some offer to increase the sale or boost up the sale. Such as one sock is free when one shoe is purchased.

### **2.29.6 Business Plan:**

The management make a business plan like channel wise Company's yearly sale target, yearly discount, Month wise promotional activities, new store opening, man power requirement plan, category wise profit margin, production plan as per OTB.

### **2.29.7 Consumer's behavior:**

When I have done the report and took short interviews, then I have an experience of consumer's behavior that how they choose their products, their brand loyalties etc.

### **2.29.8 Product Development:**

When I have worked with the R & D, I have learnt that it takes lots of time & hard work to make a **shoe**. There are several types of process involved in shoe making.

### **2.29.9 Costing:**

The costing dept. make costing as per the samples and calculate the consumption for margin. Sometimes they negotiate the price with the suppliers.

### **2.29.10 Product Management:**

The product management Team make a paper shoe line for making new development for next season with the help of market survey, web site and international trend. They also declare online and fashion articles. They make discontinue and discount articles list for liquidation.

### **2.29.11 Sales Team:**

The sales team give the best support to the customer, dealer and others corporate client. Sometimes they collect some big order from the customer.

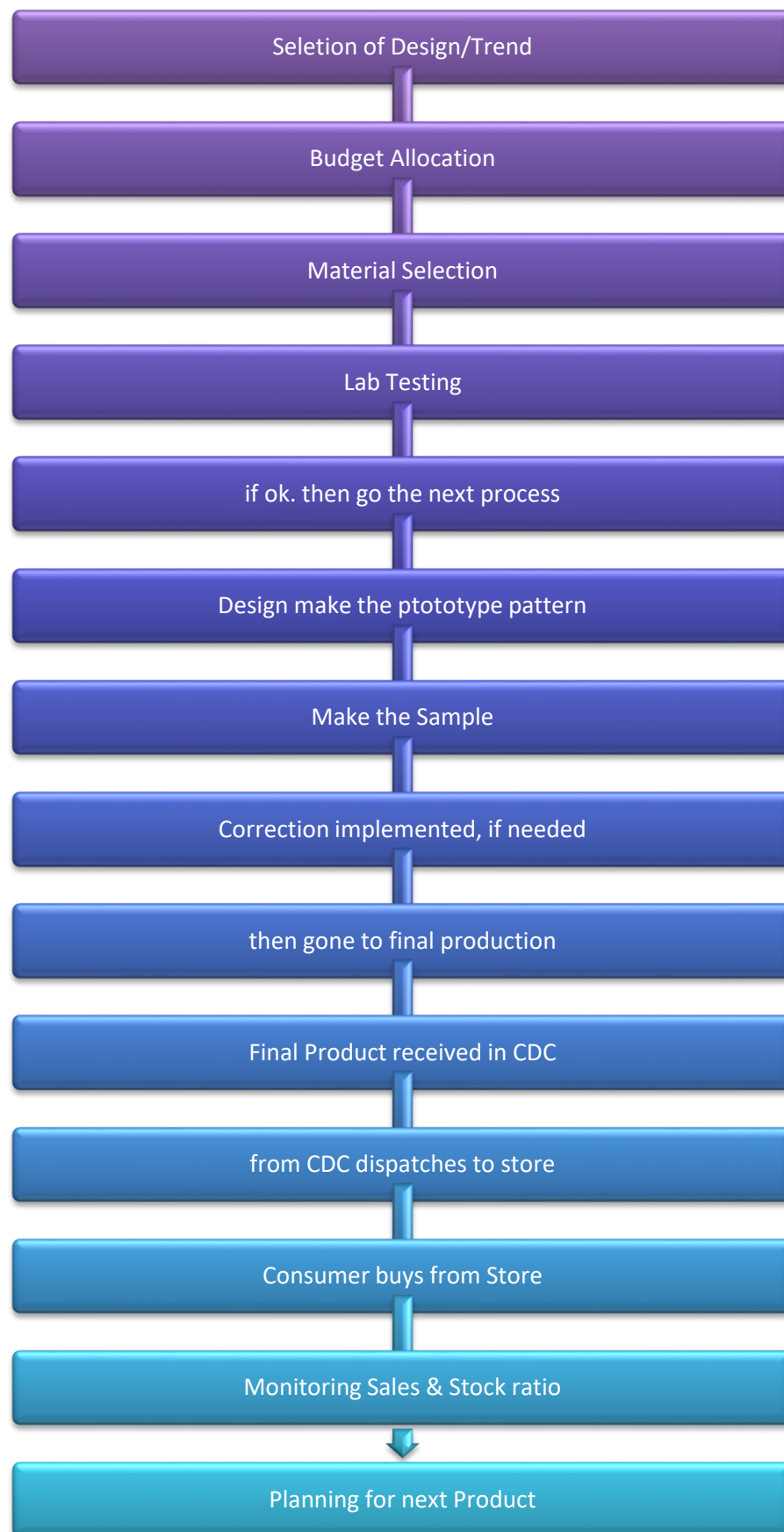
### **2.29.12 Production:**

After getting the production plan they check the materials availability and make the production planning.

After doing the production they send the good in the CDC for deliver the goods in all over the country.

### **2.29.13 Quality Control:**

The QC team check the goods in every steps. After complete the goods the QC make the final inspection.



## Section-3: METHOD

In my report I used interview method. Key informant interviews are used to make the reports

Key informant interviews are the qualitative in-depth interviews with the people who know which is going on in the Company. The purpose of key informant interviews is to collect information from a large range of people who have good knowledge about the company. These Company experts, with their particular knowledge and understanding, can provide insight on the nature of problems and give recommendations for solutions.

The following are two common techniques used to conduct key informant interviews:

- Telephone Interviews
- Face-to-Face Interviews

### **3.1 Sample size:**

Normally, 15-25 interviews are the most I needed. But due to this pandemic situation my interviews are only 12.

I select a technique to obtain information from each of the key informants—either by telephone or face-to-face.

### **3.2 Time Frame:**

One month is taken to understand the process. Next seven days is need for preparing the others process.

### **3.3 Budget:**

Budget is collecting by myself.

### **When to conduct key informant interviews-**

- To get information about a present issue and problems
- To know the motivation and beliefs of company on a particular issue.
- To get information from employee with different backgrounds and opinions and be able to ask in-depth and searching the questions.
- To discuss sensitive topics, get respondents' candid discussion of the topic, or
- To get the depth of information you need. Individual or small group discussions (two to three people maximum) create a Suitable environment where individuals can have a frank and open in-depth discussion.
- The confidential issue should not discuss with other person who create problems in the company.

### **3.4 Choose type of interview**

The next step is to select a technique to obtain information from each of the key informants—either by telephone or face-to-face. By using these technique I have taken interview of follow dept. of responsible person to get better information.

The following is a description of each:

Face-to-Face Interviews:

### **3.5 Product Management Team:**

I have taken face to face interview to Md. Maminul Mostafa who works as a deputy Manager in product management dept. As per the interview the following information are gather. The information are-

- Making Source wise Budget Allocation like Own, local & import.

- Brand wise, Category wise, Article wise, Store wise analysis on Numbers, Trend, Seasonality.
- Find out gap analysis on SKU, Price Point, Design & way forward plan/Competitive Analysis for making Market Survey Report
- They also visit Internet, magazine, web, trade fair, fashion trend, international market for making market survey.
- They also analysis Geographical buying pattern
- Make the SWOT Analysis-by Brand/By Category
- Decision Making on 60% Fashion and 40% Noose articles
- Making Store Mapping/Product Mapping
- Find out the article's contribution on overall turnover -both noose and fashion respectively for make product life cycle
- Prepare the Revenue and Target Budget Forecast for the Brand/Category wise monthly, yearly and Half Yearly.
- Make the buying plan for new article including no. of SKU, Category, Sub-category, Price Point, Quantity, No. of stores, CDC stock-all have to be done as per OTB
- Making the Paper Shoe Line for developing Own, Local & Import new articles.
- Arrange the Shoe-Line Meeting to present their shoe-line in front of management.
- They will prepare season wise collection book and submit to IT for system input
- They will provide Allocation (re allocation) plan as per store and product classification for new articles.
- They will analyze the new store's stock display capacity, customer profile, target turnover. Based on that they will prepare a allocation plan to organize the store before opening.
- After introduction of new article PM will monitor the sales-stock performance and will place order by forecasting demand.
- They will make liquidation plan along with sales operation calendar for extreme slow mover and old aging stock.
- As per marketing calendar, Merchandisers used to give two types of discount where one is new discount and further discount.

### **3.6 Planning Dept.:**

I have also taken a face to face interview to Mr. Motahar Hossain who work under planning dept. as Asst. Manager. The information which I gather from Mr. Motahar are given below-

- After getting the production plan they check the article status. Which one is new and which one is reorder.
- For the new articles they contact with product development team to samples and tech sheet. As per the tech sheet they arrange the materials from the store and start the production.
- For the reorder they collect the materials from the store. After getting the materials they start the production.

### **Telephone Interviews:**

### **3.7 Product Development:**

I contact with Mr. Safiquel Islam, Executive, Product development team and get the following information.

#### **Idea generate:**

For gathering the knowledge about the design they are doing the following things-

- They attend the local and international tread fair
- They collect some magazine
- They browse different fashion web site
- They visit local and international market

#### **Material collection:**

For developing the different design following activities are done by product development team-

- They search in the local market to fulfill the samples requirements
- They also search for the international market for better materials.
- They make the testing for the materials as per requirements.
- They show the materials samples for the top managements

**Sample making:**

- As per the right materials they make proto type samples as per market demand.
- They check the fitting by giving wear test.
- They also make lab test for more confirmation.
- These samples are display to the top management for selection and next process.

**Production Support:**

- They provide swatch board to the production team for their better understanding.
- They provide the technical help when the production team face some problems

**3.8 CDC Operation:**

The CDC operations are given bellow-

- **Product Receiving:**
  - CDC is receive the product from the different sources like own, local& imports
- **Product Dispatch:**

As per the sales demand CDC dispatch the goods all over the country with own transport.

**3.9 Human resource Dept.:**

The operation of HR is given below-

- **Sales Man Training:**

As per company policy HR arrange the sales man training to develop the knowledge of the product, customer service, stock maintain, push sale, large billing, display the products etc.
- **Staff Training:**

HR arrange some online training to develop the skill of permanent staff.

- **Arrange the programs:**

HR arrange some cultural program like pohela bishak, Birthday celebration for the staff, and picnic in the winter.

- **Arrange the facilities :**

They also arrange some facilities for the stuff like pull car, hospitality and lunch facilities

### **3.10 Finance Dept.:**

The activities of Finance Dept. are given below-

- **Budget:**

The Finance dept. make the discount budget, departmental cost,

- **Store Profitability:**

The dept. calculate store profitability with the help of sales channel and system information.

- **Margin Analysis :**

They making costing for every part and ensure the margin which is approved by the top management.

- **Party payment :**

This dept. give the payment for the party whose is give the good in the CDC.

- **Profit Calculation:**

This dept. calculate the yearly profit and submit to the top management.

- **Fund arranging:**

In the crisis moment this dept. arrange the fund for the company from various source.

### **3.11 Marketing Dept.:**

The activities of marketing Dept. are given below-

- **Campaign Run :**

Different types of campaigns are run by marketing team like summer campaign, year ending sale.

- **Communication Provide:**

Different types of communications are provide by this dept. like POP, dangler, Banner etc

- **New Arrival**

New arrival products are display by this dept. with the help of sales channel.

- **Discount Offer**

Sometimes banner, dangles are provided to run the discount offer by this dept.

- **Special offer**

If any special offer is given by the company, the duty of this dept. is to make the communication for this offer.

- **Advertisement**

Some advertisement are given in television, newspaper, radio and other web page by this dept.

- **Store decoration**

Store decoration design is given by this department.

- **Provide Sponsor**

Sometimes they give some sponsor with approval of top management.

### 3.12 Sales Dept.:

There are four channel for where the company make sale to the customer which is given below:

-  Retail Channel
-  Franchise Channel
-  Distribution Channel
-  E-com

**Retail Channel:**

Basically this is totally company's showroom where the companies send the goods and the company staff make the sales. All kinds of products are sale here.

**Franchise Channel:**

A dealer ship is provide to continue the Franchise business. The dealer purchase the goods with 20% commission and makes the sale in his own shop. But shop decoration and design will be like company's showroom. In his showroom the dealer cannot sale other company's products.

**Distribution Channel:**

This is also like Franchise business but difference is no need to make decoration and design like company's showroom. In this channel dealer can sale other company's products. Synthetic is the main products for this channel.

**E-com:**

This is basically online based sale. This sale is increasing day by day. Home delivery is available in this channel but need minimum order value.

## Section-4

### DISCUSSION ON THE STUDY OBJECTIVES

## **4.1.Learn more about Retail Business.**

### **i) What did I learn**

The process of Retail Business Management of FOOTWEAR in Bangladesh. By making this report I learn that How they make business plan, store operation, training for the employee, customer service, budget analysis, marketing activities, sale process, store profitability, margin calculation, CDC operation, material collection process, sample making process, product management.

### **ii) How**

By making face to face and phone interview with the different department of Apex Footwear Ltd. I collect these information which help me to make better understanding and report also.

### **iii) Where From**

Retail Business analysis is used to evaluate a number of issues with an entity, such as its liquidity, efficiency of operations, and profitability. This type of analysis is particularly useful to analysts outside of a business.

### **iv) Who told?**

Comparative information can demonstrate how a company is performing well and can be used to estimate likely future performance. This information can also compare with a company's business strategy in the industry averages while measuring how a company stacks up against others within the same sector.

### **v) How can I summarize my main/major discoveries (new learning)?**

After making this report, I have found some important observation that needs to give the attention. These observation following findings have been placed to perform efficient operation of retail business analysis.

Learn more about Retail Business.

## **4.2.What I want to describe the retail business**

### **4.2.1. What did I learn:**

Business analysis is a KII method of gaining insight into a company's liquidity, operational efficiency, and profitability by studying its business statements such as business plan, store operation, employee training, and customer service, sales and marketing.

4.2.2. What matters can be explained now:

- 1) Business Plan: the company is making the business plan according to the Top management decision.
- 2) Store Operation: It is part of sales channel. They make the sales, display the store and give information about the discount to the customer.
- 3) Training: Arrange the training both for employee and sales staff.
- 4) Customer Service: for the retail business customer service is very much important. They arrange the better customer service.
- 5) Sales and Marketing: they are making a better sales with the help of marketing dept.

4.3. The most interesting learning that I will share now is-

The company is giving the maximum load for a dept. like product management team. They are doing a lots of job. That's why some times bottle neck situation is created. Sometimes some offer is launched but in the store level staff are not aware about the offer. Sometimes customer share their bad experience with the company. The most interesting thing is motivation. The employee give the motivational speech to the other employee to motivate them to increase the work quality. Over all they have a good business policy in the local market.

## Section-5: FUTURE FORWARD

## 5.1 Question

- i. Overall Profitability are based on what
- ii. What is the basis of Discount price which is approved by Top management
- iii. What is the process of stock control
- iv. What is the process of performance evaluation for the employee?
- v. What is the process of margin calculation
- vi. How they calculate the product life cycle
- vii. How they control cash flow
- viii. How they fill up the size gap
- ix. What types of tools are used to fulfill the demand of sales
- x. What is the process to increase the business share
- xi. That is the process to make the store profitability.

## 5.2 Problem:

Some of the most important limitations of Retail Business Management of FOOTWEAR in Bangladesh Top management cannot fix their target in beginning of the year.

- i. They fix the margin without considering the product nature.
- ii. They cannot control the cost in right way
- iii. Some interdepartmental clash is found which is the barrier of growth
- iv. Don't maintain FIFO.
- v. The amount of push sale is very low.
- vi. Design variation is less
- vii. Sometimes materials price is provide without considering the market price.

## 5.3 RECOMMENDATION TO THE COMPANY

Firstly, I want to suggest for the Host Company. I would like to suggest for Human Resource to provide a meeting with employee weekly or monthly to ensure the high productivity of the products required frequently by the customer. It is important for ensuring the health, welfare and fitness of labors as well as employees in the company. In

fact, a lot of new information can be obtained by them. Besides that, I expect the company will provide a suitable place or room for trainees so that they can have a place to do reports and communicate with other trainees for more knowledge. Moreover, I hope supervisors could improve motivation session to trainees so it can be more competitive and motivated. This can improve trainees' skills, general knowledge and expertise on certain matters.

For developing effective product management, buyers should need to visit the different market place on regular basis.

Product development dept. should think more creatively.

Sale team should be more proactive by delivering superior customer service.

Promotional campaign should be monitor by the marketing dept.

Distribution team should utilize his/her stock in optimum level.

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## APPENDICES

### Appendix I Introducing Consulted Articles

| Sl | Article Title                                                                                                                   | Author(s)                                                                                                                                          | Journal Name                                                                                                        | Volume & Issue                | Year            | Publisher                                          |
|----|---------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|-------------------------------|-----------------|----------------------------------------------------|
| 1  | Store Manager–Store Performance Relationship: A Research Note                                                                   | Todd J. Arnold a,*, Dhruv Grewal b, Scott Motyka c, Namwoon Kimd, Arun Sharma e, Rajendra Srivastava f                                             | Journal of Retailing                                                                                                | Volume 95, Issue 2,           | June 2019,      | Elsevier                                           |
| 2  | Visual merchandising displays effect – or not – on consumers: The predicament faced by apparel retailers                        | Michael Collins Cant and Yolande Hefer                                                                                                             | Journal of Business and Retail Management Research (JBRMR)                                                          | Vol. 8 Issue 2                | April 2014      | JBRMR                                              |
| 3  | Retail operations                                                                                                               | Alexander Hübner <sup>1</sup> · Pedro Amorim <sup>2</sup> · Heinrich Kuhn <sup>3</sup> · Stefan Minner <sup>4</sup> · Tom Van Woensel <sup>5</sup> | Springer-Verlag GmbH Germany, part of Springer Nature 2018                                                          | OR Spectrum (2018) 40:831–835 | 30 October 2018 | Springer-Verlag GmbH Germany                       |
| 4  | “Transforming the Point of Sale to Point of Service - Applying SOA in the Indian Retail Scenario”                               | Swapna S Kolhatkar & Shruti V Joshi                                                                                                                | Journal of Business and Retail Management Research                                                                  | Vol. 4                        | 2 April 2010    | JBRMR                                              |
| 5  | Consumer Ethnocentrism in the Jordanian Market: The Impact of Socio-psychological Variables on Consumer Ethnocentric Tendencies | Saeb Farhan Al Ganideh                                                                                                                             | <a href="https://www.researchgate.net/publication/236682028">https://www.researchgate.net/publication/236682028</a> | Vol. 5                        | 1 October 2010  | Journal of Business and Retail Management Research |

|    |                                                                                                                                                                                 |                                                                                |                                                                                                                                                                                     |                                                   |              |                                                            |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|--------------|------------------------------------------------------------|
| 6  | The influence of brand awareness, brand association and product quality on brand loyalty and repurchase intention: a case of male consumers for cosmetic brands in South Africa | Richard Chinomona Eugene Tafadzwa Maziriri                                     | <a href="https://euginemaziriri.com/research/Paper%2020.pdf">https://euginemaziriri.com/research/Paper%2020.pdf</a>                                                                 | Vol. 12 Issue 1                                   | October 2017 | Journal of Business and Retail Management Research         |
| 7  | Inventory management practices among Malaysian micro retailing enterprises                                                                                                      | Kamilah Ahmad Shafie Mohamed Zabri                                             | <a href="https://jbrmr.com/cdn/article_file/i-25_c-247.pdf">https://jbrmr.com/cdn/article_file/i-25_c-247.pdf</a>                                                                   | Vol. 11 Issue 1                                   | October 2016 | Journal of Business and Retail Management Research (JBRMR) |
| 8  | Understanding Retail Managers' Role in the Sales of Products and Services                                                                                                       | Todd J. Arnold a,*, Robert W. Palmatier b,1, Dhruv Grewal c,2, Arun Sharma d,3 | <a href="http://www.dhruvgrewal.com/wp-content/uploads/2014/09/2009-JR-Store-Managers.pdf">http://www.dhruvgrewal.com/wp-content/uploads/2014/09/2009-JR-Store-Managers.pdf</a>     | Journal of Retailing 85 (2, 2009) 129–144         | 2009         | Journal of Business and Retail Management Research (JBRMR) |
| 9  | RETAIL MIX, SERVICE QUALITY AND CUSTOMER SATISFACTION: AN EMPIRICAL STUDY IN THE FOOD RETAIL CHAIN SUB-SECTOR OF DHAKA CITY                                                     | Partha Prasad Chowdhury                                                        | <a href="http://www.asiaticsociety.org.bd/journal/H_June_2015/7_H_857_J2015.pdf">http://www.asiaticsociety.org.bd/journal/H_June_2015/7_H_857_J2015.pdf</a>                         | Vol. 60(1), 2015, pp. 109-133                     | 2015         | Journal of the Asiatic Society of Bangladesh (Hum.)        |
| 10 | Strategies for Retail Marketing                                                                                                                                                 | Dr. P.Suguna, Dr.V.B.Mathipoorani                                              | <a href="http://www.iosrjournals.org/iosr-jbm/papers/Vol18-issue6/Version-2/D1806022129.pdf">http://www.iosrjournals.org/iosr-jbm/papers/Vol18-issue6/Version-2/D1806022129.pdf</a> | Volume 18, Issue 6 .Ver. II (Jun. 2016), PP 21-29 | 2016         | IOSR Journal of Business and Management (IOSR-JBM)         |

## Appendix II

### Complication of Objectives/ Purposes/ Questions/Hypotheses Addressed by the Articles

| <b>Article</b> | <b>Objectives/ Purposes/ Questions/Hypotheses</b>                                                                                                                                                            |
|----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1</b>       | This study mainly focuses on how shop managers' performance, trust of manager's capabilities, and organizational commitment affect a manager's relationships.                                                |
| <b>2</b>       | Consumers in terms of visual merchandising displays are unintentional in creating attention and wish to further examine the goods on offer and artistically to decorate the store.                           |
| <b>3</b>       | Retail operations developed as a substantial area of research where several drivers of this advent                                                                                                           |
| <b>4</b>       | consideration the challenges faced by the retail sector                                                                                                                                                      |
| <b>5</b>       | The study has a purpose of exploring ethnocentrism amongst consumers of Jordan                                                                                                                               |
| <b>6</b>       | Brand awareness has a positive and significant influence on brand loyalty, brand association has a positive and insignificant influence on brand loyalty.                                                    |
| <b>7</b>       | Managers' attitude and knowledge on inventory management have significant and positive influences on inventory management practices.                                                                         |
| <b>8</b>       | To understand how a retail chain might impact store manager behavior, investigate the influence of corporate chain activities on store managers                                                              |
| <b>9</b>       | the importance of different retail mix elements and the effect of retail mix and service quality on customer satisfaction in the food retail chain sub-sector of Dhaka city                                  |
| <b>10</b>      | Retail marketing contains the management of sales personnel, selection and ordering of merchandise and promotion of selected merchandise as well as inventory control, store security and product accounting |

### Appendix III Compilation of Methods

| Article | Methods                                                       |
|---------|---------------------------------------------------------------|
| 1       | Exploratory mediation analysis                                |
| 2       | Qualitative research                                          |
| 3       | Qualitative research                                          |
| 4       | Quantitative research                                         |
| 5       | Questionnaire, collect data by survey                         |
| 6       | Quantitative research design using a structured questionnaire |
| 7       | Questionnaires                                                |
| 8       | Questionnaire, collect data by survey                         |
| 9       | Quantitative research                                         |
| 10      | Quantitative research                                         |

### Appendix III

#### Complication of Conclusions

| Article | Conclusions                                                                                                                                                                                                                    |
|---------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1       | Gathering information from multiple perspectives within the store,                                                                                                                                                             |
| 2       | Visual merchandising predisposed by personal preferences, appropriate aspects such as themes, type of store and branding, gender to some extent, quality of the visual merchandising display and sensual and cognitive aspects |
| 3       | The journalists formalize retail storage assignment problems, investigate computational difficulty, introduce solution procedures and quantify the increase in Flexibility assured by a two-sided access.                      |
| 4       | A good customer experience will ensure customer sustainability which in turn increases the profitability of the business. For the long run, goes on to attract more and more customers.                                        |
| 5       | the current study has examined only the influence of conservatism, dogmatism and world-mindedness on consumer ethnocentrism amongst Jordanians                                                                                 |
| 6       | Factors such as brand awareness, brand association, and product quality are instrumental in Motivating brand loyalty as well as repurchase intention in South Africa.                                                          |
| 7       | This research has increased the knowledge of inventory management on SMEs context                                                                                                                                              |
| 8       | In the research illuminates the importance of examining environmental impacts on store manager behaviors in relation to store performance.                                                                                     |
| 9       | The key implication of this study is that marketers in the Retail industry of Bangladesh may drive inexpensive advantage from others by articulating right retail mix.                                                         |
| 10      | By accommodating the challenges retailers can sustain and flourish in the market.                                                                                                                                              |