

UTTARA UNIVERSITY



Internship Report on “Building A Long-Term Relationship Between Customer and Manufacturer”

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Date of Submission: 30th April 2020.



“Building a Long-Term Relationship Between Customer and Manufacturer”

Letter of Transmittal

30th April 2020

Md. Anisuzzaman

Assistant Professor & Director.

Department of Business Administration

School of Business, Uttara University.

Subject: Submission of Internship Report on “Building a long-term relationship between customer and manufacturer in East west industrial park ltd.”

Dear Sir,

With due respect, I would like to state that it is an immense pleasure for me to submit my dissertation report on “Building a long-term relationship between customer and manufacturer” at East West Industrial Park Ltd.”. I am glad to pursue my dissertation under your active and cooperative supervision. I think it has been a great accomplishment for me that I have pursued my dissertation under your guidance throughout this dissertation semester for which it has been possible to complete the report successfully.

I will be really thankful to you if you would be kind enough to receive my study report and give your valuable feedback so that I can utilize your judgment for my future prospects.

Sincerely Yours,

Sozad Ali

ID: 2183031002

Batch- 47th

Major- Marketing

Program- EMBA (Regular)

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Letter of Authorization.

This is to certify that Sozad Ali, he has Completed internship Under our supervision regarding “Knowledge of A relationship between customers and Manufacturers.” At East west Industrial Park Limited and his report has been replete and significant and having no any opposing information of the company and hope this report will be considered as reference regarding Production, Marketing & Management.

We wish her every success in his life.

Md. Aminul Islam.

GM (HR, Admin & Compliance)

East West Industrial Park Limited,

Chayadana, National University,

Gazipur.

Acknowledgements

At first, I would like to remember the name of Allah Who has created us and given us knowledge and always help us to giving His inexhaustible Md. Anisuzaman & He is the best of providers.

I would like to show my humble gratitude to the entire individuals who have helped me to prepare the report.

I take opportunity to express my sincere gratitude and respect and also thank to Managing Director Mr. Harun-Ar-Rashid of the Company. Again, I like to express my gratitude to all employees specially Mr. Aminul Islam (GM- HR, Admin & compliance) & Mr. Kader (Deputy. Manager- HRD & Training) of the company due to their helping support and co-operation.

Finally, I express my special gratitude to my honorable teacher & Tariqul Islam for their supervision in preparing this report. They spent time to check the draft report and given their suggestions on different parts of the reports. Without their help it would be difficult to prepare a comprehensive report.

I am also extremely thankful to all my team of East West Industrial Park Limited, who made this journey of internship possible for me so smoothly.

Student's Declaration.

I am Sozad Ali student of Executive Masters of Business Administration (EMBA), under the Department of Business Administration at Uttara University.

I hereby declare that the internship report on “Customer and Manufacturer relationship in East west Industrial Park Ltd.” has been furnished by me after completion of my 3 (three) months dissertation with at East west Ltd of Bangladesh.

I also declare that this paper is my bona fide outcome resulting from my three-month hands-on experience and the same has been prepared for academic purpose which is a requirement for completing EMBA program.

.....

Sozad Ali

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Batch: 47th

Major: Marketing.

Program- EMBA (Regular).

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Supervisor's Declaration.

This is to certify that Sozad Ali, ID # 2183031002 (Batch- 47th) student of EMBA, Department of Business Administration under School of Business has successfully completed the internship report on “Building a long-term relationship between customer and manufacture” at East west industrial park ltd & was under my supervision & guidance. During this period, he worked in East west Ltd. from 25 January 2020. This report is submitted as a partial requirement for the fulfillment of EMBA program at Uttara University. Hereby I accept the report as successful completion of internship.

During the period he was sincere proactive & attentive to his work. I wish him every success in his life.

Md. Anisuzzaman

Assistant Professor & Director, CCD, Sob, UU

Department of Business Administration

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Executive summary

Bangladesh is one the most celebrated country for the ready-made garments in the world's apparel manufacturing dome. They handle world-class buyers at present. Labor costs are fast increasing day by day in Bangladesh and other Asian countries. To retain the competitiveness, Asian Apparel industry will have to pay increased attention to productivity improvements. Garments manufacturers usually work with a short vision of the demand to come in the following months. So, they want to borrow as little as possible while still making a good profit at the end of the year. Many researchers have proposed some initiative to improve productivity in the Garments.

Marketing can broadly be referred to as needs, drives or impulse within an organization. In order to enhance productivity, employers of laborer in apparel industry are always anxious about the way of Consumer Behavior, Business strategy and Advertising and Promotion. That is why the fact that the survival of the apparel industry vastly relies on elevated rate of productivity.

In this paper, merchandising & production flow diagram of the three departments like Marketing, cutting, sewing and finishing, Quality department is shown to alleviate processing time and to deliver their components into subsequent department in time of East West Industrial Park Limited. This way of production flow makes their productivity superior. We discuss, furthermore identification of non-smooth flow related problem and it remedies through data collection and analysis. We also have developed the model for smooth flow of production and implemented, which increase 17 % production than previous situation with the same resource's utilization and at the same working hours of East West Industrial Park Limited.

This paper depicts the outcomes of the implementation of the industrializing theory successfully over the workers level (about 5000 workers) in East West Industrial Park Limited is an apparel manufacturer in Bangladesh, the facilities provided to the workforce and resulting benefits return from the motivated workers. We furthermore portrayed the authentic picture of rate of rejection (30%) usually occurs in East West Industrial Park Limited and the improvements of marketing department achieve (rejection rate of 5%) by motivating workers in the factory level. For confirming the order critical path has been prepared for entire chain in order to meet the on-time delivery, which is gained by implementing motivation to the workforce of the organization.

Chapter-1:

Introduction.

1.1 Introduction.

In the global industrial marketing, a long-term relationship builds in between customers and manufacture's is very important to sustain the competitive market.

Customer Supplier Relationship is the business relation between the customers and the suppliers in terms of product quality, services, complaint handling, deliveries etc. Customers and Suppliers are the vital cogs in business. Both have the same goal- to satisfy end consumers.

And industrials are characterized by confrontation and a relentless power struggle, in the present weak economic climate, price negotiations are a sticking point that can

Result in a bitter struggle and a sometimes-dramatic outcome for suppliers.

Customer's supermarkets and hypermarkets.

Be systematically short, less than a year, perhaps just a few months, with no intention to build a long-term relational dynamic with the manufacturer based on commitment and trust in their shared values. While this context indisputably exists, it should not overshadow the fact that a new way of considering the exchange between retailers

And manufacturers are currently emerging that is far more oriented towards the medium or the long term. Of course, price negotiations remain a key aspect of sales transactions, but it no longer excludes the will to collaborate in order

To find ways to develop closer relationships and improve the efficiency of logistics systems, the introduction of products in stores, or the optimization of promotional sales operations. In other words, some retailers, more or less

Timidly, appear to show a desire for greater commitment to selected manufacturers, probably because they gain significant economic advantages in terms of value creation.

Long-term customer relationship means that you work on building a relationship with your customers to create high-level loyalty for your company. ... If your business has a large customer base, and you keep them as customers, then they will become more and more profitable for your company.

B2B relationships with vendors, suppliers, distributors, and other associates can also benefit from relationship management. Business relationship management (BRM) promotes a positive and productive relationship between a company and its business partners. BRM seeks to build trust, solidify rules and expectations, and establish boundaries. It also can help with dispute resolutions, contract negotiations, and cross-sale opportunities.

1.2 Objectives of the Study:

There are plenty of studies in this issue, but a very little works has been done in Garments Industries of Bangladesh. Therefore, it is necessary to make a study in Bangladesh viewpoint especially in the Garments company of Bangladesh. Since East West Industrial Park Ltd is a private Organization, studying its Relationship Between Customer and Manufacturer will provide an overall generalized picture of Garments Company of Bangladesh.

- Analysis of relationship between customers.
- Findings behind garments of East west Ind. Park Ltd.
- Recommendation for Building a Long-Term Relationship between Customer and Manufacturer.
- Relationship Marketing. Its goals and the benefits of long-term relationships for customer and manufacturer.

1.3 Major difficulties faced / Limitation:

The limitation of this study is that, although East West Industrial Park Ltd. and each of them may have a separate set of management issues and limitations to be addressed, this study is only based on the case study of Central Management, Gazipur plant and its present management practices. Scopes for improvements are identified and recommendations are also made accordingly.

The present study was not out of limitations. But as an internee it was a great opportunity for me to know the Relationship between Customer and manufacturer activities at all Industry in Bangladesh – especially of East West Industrial Park Ltd. Some constraints are appended bellow:

- ✓ **Lack of Communication:** As I am doing internship there and I am working here another department. For this I couldn't introduced with the employees and staffs well which create communication gaps among us.
- ✓ **Lack of Information or Data:** Adequate and in-depth well-organized information is not available for access. Though the officials tried to assist, sometimes their working pressure couldn't give me proper assistance what I needed. There is some information which need special permission from top level is not always achievable.

- ✓ **Secrecy of Information:** Some of the information needed to explore the current scenario of the company was not disclosed.
- ✓ **Lack of Co-operation:** As the warehouse officers are so much busy that it difficult for them to cooperate with me, which is also a constraint for this report.
- ✓ **Lack of Experience:** Though I have prepared many reports before, I had no experience of internship. So, inexperience is one of the main constraints of the study.

1.4 Rationale of the Study: As a part of my interne I have prepare this report. This report focuses on the performance evaluation of East West Industrial Park Ltd.

Different Function & Product, production processed and Marketing and Management are mainly focus in this report.

- By the systematic and proper way of material flow Optimize the time during material flow from one department to another. The probability of missing the shipment will be reduced. For the manufacturer, time saving means money save and augment immense ratio of profit for the manufacturer. So, in this context, this proposed production flow system assists to minimize the time producing of products and it also guarantee to optimize the rate of alter making by the operator. Most of the time, the buyer does not receive product because of quality related problem of garments. And it is occurred maximum time if the cutting department sends disqualified material into the sewing section. Then the buyer suggest manufacturer for re-check this lot. It reduces the re-check rate shipment by shipment.

Garments industry is looking for improving their relationship and productivity as much as possible in the competitive arena now a day. Proper flow of production can be one of the imperative ways. Our main focused is that to sustain our Business and Building a relationship between Customers, Organizational People, Policy makers and Others Stakeholders.

Chapter-2: Company Profile.

2.1 History.

East West Industrial Park started its journey back in 1979. Today our garments manufacturing units located in just 40KM away from the city is one unified complex with 4 independent buildings interlinked with each other having nearly 200,000sq ft working space at the moment 6,000 employees and staffs are working in the company. They are assuring smooth QA, QC Manufacturing process, compliance and ethics.

We are specialized in Dress Pants, Suits and Blazers with a monthly capacity of 3,50,000pcs Trousers, 2,00,000pcs of Blazers & 1,00,000 Waist coat. We value quality and set up is made to ensure our customers are catered with best communication, Process and quality garments.

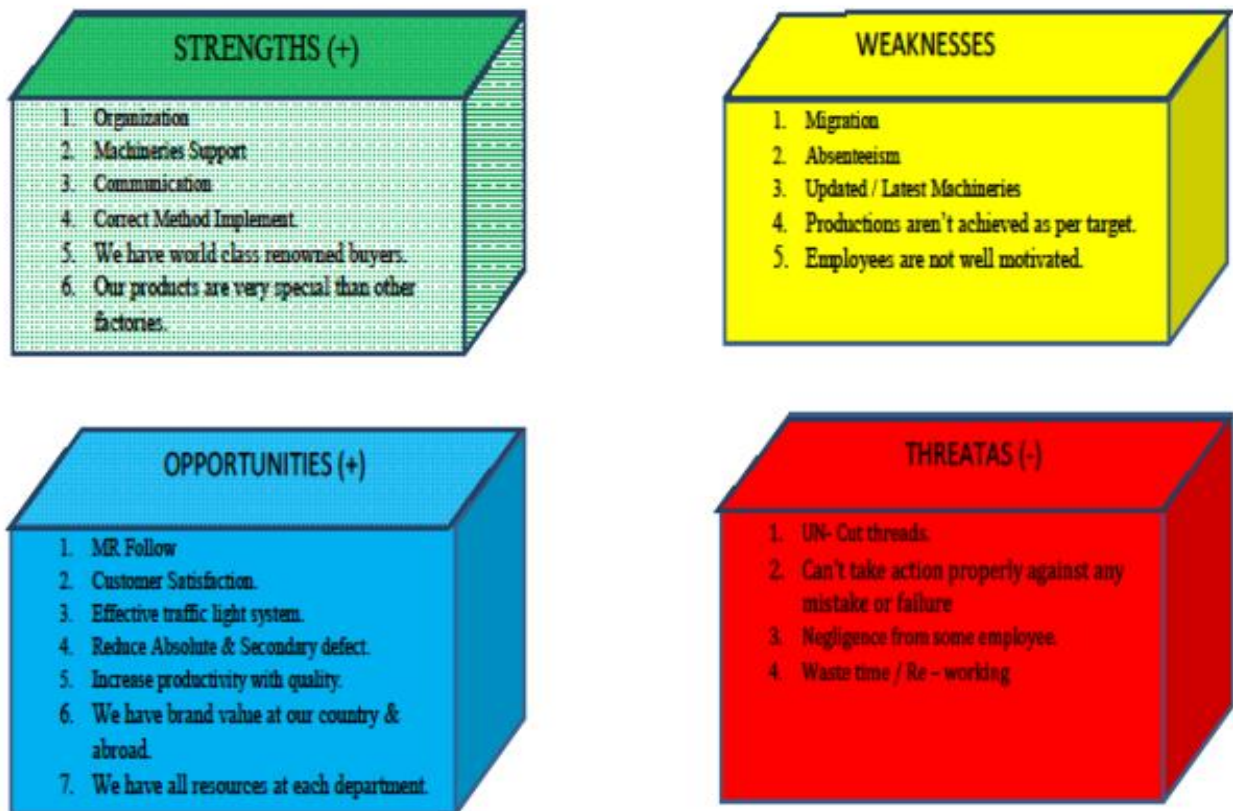
The founder and the Managing Director of the company is Mr. Harun-ar-Rashid who is heading an active director's board concentrating major departments of the company Product Development, Merchandising, Production, Compliance, Finance and Quality Control.

Buyers:





East west industrial park ltd. SWOT Analysis for Quality Improvement



Mission: (উদ্দেশ্য)

1. Ensure 100% Quality Product. (১০০% গুণগত মানের পণ্য উৎপাদন করা)
2. Ensure Continuous training to develop employees' competence. (কর্মীদের দক্ষতা অর্জনের জন্য প্রশিক্ষণ নিশ্চিত করা)

Vision: (দর্শন)

1. Maintaining our own quality standard, to fulfill customer demand and meet the satisfaction. (আমাদের নিজস্ব সর্বোচ্চ কোয়ালিটি সিলে ক্রেতার চাহিদা পূরণ করে সন্তুষ্টি অর্জন করা)

Figure 1: SWOT Analysis for Quality Improvement

2.2 Briefly Description of the East West Industrial Park Ltd.:

East West Industrial Park Ltd. was initiated by our chairman **Mr. Harun-Ar-Rashid** in 1979. He was born in 1947 in Cumilla, Bangladesh. After his completion of Master's degree in chemistry from Rajshahi University in 1973, he went to U.S.A in 1973.

He worked as a chemist in Mallinckrodt Inc; during his residing in U.S.A he also obtained two graduate diplomas in Marketing and Management. In 1978, he started importing jute products from Bangladesh. In late 1979, he initiated the first project of our company- East West jute products. This unit-exported jute made handicrafts to different parts of U.S.A. In 1980 he came to Bangladesh permanently with his family. Mrs. Tahmina Salim, Managing Director, was involved with East West jute products from 1980.

After 5 years, Mr. Rashid along with Mrs. Tahmina Salim and other four partners initiated the first garments unit East West Fashion Garments Ltd., in Mirpur, Dhaka. By 1982 another unit, Fashion Trousers Ltd., was started.

For better manufacturing capability these two units moved to 282, Tejgaon Industrial Area, Dhaka in 1988. After 8 years, to compete in the global RMG sector, of the 90's led the company to move further with their quality and manufacturing capacity.

Our company with our banking partner Sonali Bank, Dhaka, bought 2 Acres of land in 1992 in Chayadana, Gazipur. Our objective was to create and design an international standard manufacturing RMG manufacturing complex with the latest and ethical infrastructure.

By January 1997, our first 5- storied building was completed. Three new units-Fashion Skirt Ltd. Fashion Trouser Ltd and United Fashion Ltd. were set up in this building to put into production.

By early of year 2000, we completed the second identical building of the first one, which is a 7 storied building. The previous two units, East West Fashion Garments and Fashion Trousers Ltd. were transferred from Tejgaon to this new Gazipur site.

In the year 2003, we set up our own textile mill unit named "East West Suiting Mills Ltd." in Savar with an annual capacity of weaving 9 lac yds of woven fabric. We produce 200% Poly and 200% Cotton fabric mainly.

Currently, all our units are running in Gazipur along with a unit of washing plant. Our Tejgaon building is the corporate head office and showroom for our brand Fit Elegance, which is the retailer of men's and ladies' wear.

2.3: Organization Structure.

Planning and Decision-making Process.

East West Industrial Park Ltd. One RMG manufacturing industry in Bangladesh. There is a planning department in our factory. This department has launched at November, 2008 with three members. East West has number of sixteen to twenty buyers. Basically, some of our regular buyer likes H&M, PVH, Chums, Tesco, and Raymond's. Each buyer has at least three lace order quantity per year. It has been observed from last five years inquiry that six laces production per month have to do and five laces and seventy thousand needs to shipped out. In a sense, yearly seventy-two laces garments are being shipped out from the factory. In this regard, planning and Decision-making process is smooth and productive enough to handle this kind of order quantity. For developing the planning department, East West has taken two industrial Engineer. To make smooth and result oriented planning and decision this step has been taken by our factory. They make the monthly schedule and follow up this according to buyer shipment date.

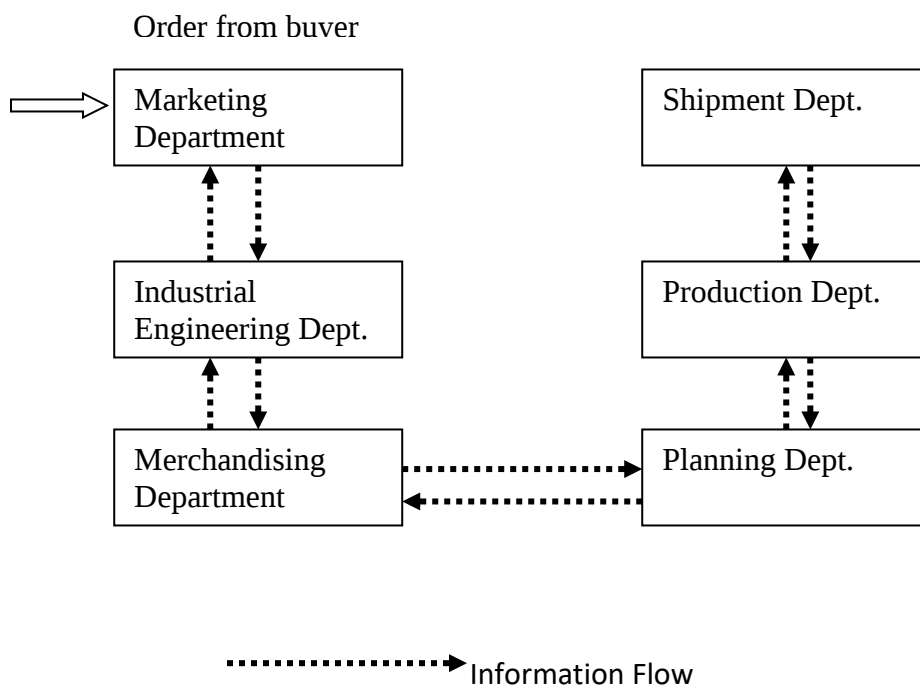


Figure 2: Planning & Decision-Making Process

2.4: Merchandising of East West industrial park Ltd.

Functions:

Garments does Pull marketing. They produce according to buyer requirements or demand.

❖ **Order dealing i.e. marketing:** First of all, the company approaching buyer through

Fulfills their requirements or submit profile of the company. After approaching, buyer Visits the organization and observes all the compliances, work environment, administration System, worker facilities, licenses of the company etc. carefully.

❖ If the Buyer satisfied, then they issue Order Sheet or Style detailed or Bill of Material

(BOM) Sheet, for sample development.

❖ Then the company prepares Development Sample and shows it to the Buyer. Sample

Vary from Buyer to Buyer. Then the Buyer comment on Development Sample.

❖ Development Sample may be of various types, namely....

- Development or Proto Sample
- Fit Sample or Jump Size Set (JSS) sample- different size
- Preproduction Sample or Green Tag Sample
- Shipment Sample or Production Sample or Gold Seal Sample or Top of
- Production (TOP) Sample
- Add Sample: Advertising through Models
- Wash Approval Sample etc.
- Totally all samples are shown to the Buyer for their approval and choice. If they say yes
- Then the company makes sure production.

❖ After Development Sample, the Buyer issues Purchase Order (PO) mentioning size,

Quantity, price, measurement, delivery date etc.

❖ Then the company order/ booking Supplier for Fabrics and Accessories delivery

According to color, quantity and shipment date.

❖ After supply, Cutting is going on.

❖ Therefore, production and inspection will perform.

❖ Finally, Outputs are shipment.

2.5: Human Resource Department.

The general functions of HRM are as follows: -

- ☐ To estimate future human resource needs.
- ☐ Say new employees meet the organization needs exactly and so they must be oriented and trained to perform exactly.
- ☐ Recruitment of additional workers.
- ☐ Development of present employees.
- ☐ Teaches employees new knowledge, skill, and abilities.
- ☐ Meeting the employee's personal desires for advancement.
- ☐ To appraise individual performance.
- ☐ Selection, training and development activities should be revised for poor

2.6: Turnover.

Last 7 Years Company's Turnover Graph Chart.

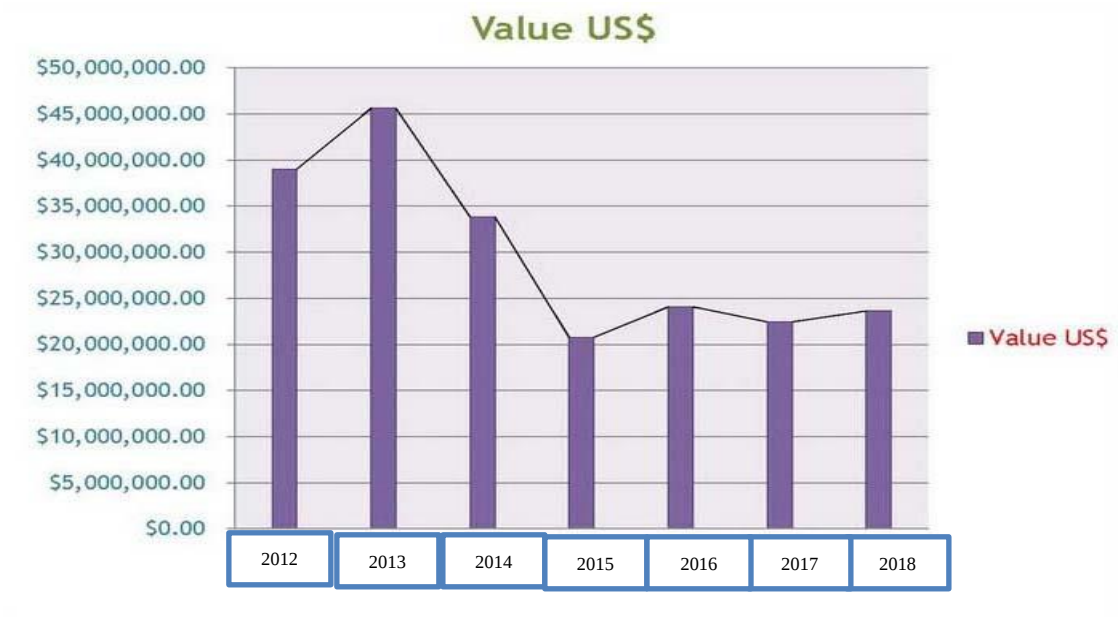


Figure 3: Last 7 Years Company's Turnover Graph Chart.

Year	Value US\$
2018	\$39,000,000.00
2017	\$45,227,728.82
2016	\$33,827,332.30
2015	\$20,722,029.20
2014	\$24,022,927.58
2013	\$22,443,852.42
2012	\$23,220,008.24

Company Address

Corporate Office	Factory Project	Mill Project
Shanta western tower, Suite # 505 (5 th Floor), 186, Tejgaon I/A, Dhaka – 1208, Bangladesh.	Chayadana, P.O. National University, Gazipur, Bangladesh.	Nayarhat, P.O. Mirzanagar, Savar, Dhaka, Bangladesh.

2.7 Types of Product:

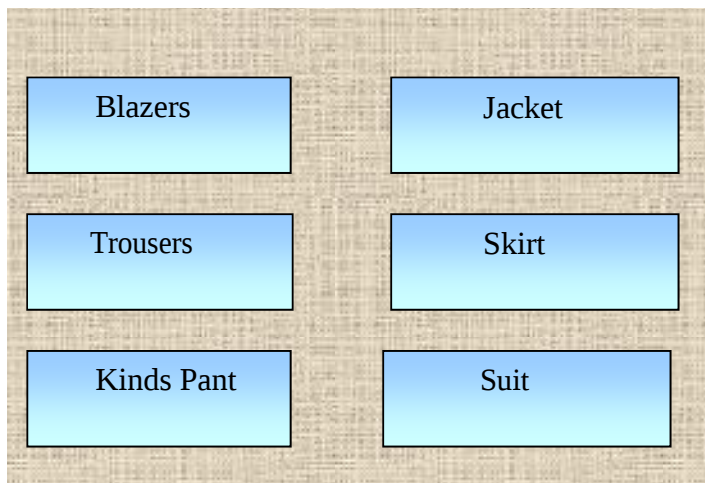
East West Industrial Park Limited produces the products are given below:

Woven - Trouser, Shorts, Suit, Blazer, Skirt, Ladies, Kids, Jackets, etc using S/J, Interlock, Rib, Needle, Back Loop, Accrued of Cotton, P/C, Lycra etc.

Maine Product are Given below:



Men's Wear



2.8: Company's Existing Buyers:

Buyer's Name	Logo
Marks & Spencer (M&S)	
Next	
Calvin Klein (CK)	
Phillips-Van Heusen (PVH)	
Haggar	
H&M	
C&A	
Sainsbury's	
Perry Ellis	
Raymond	

JD Williams	
Chums	
Little Woods	
Louis Raphael	
The Co-operative	
Peter Christian	
Matalan	
Amico	
Wal-Mart	
Tesco	

Chapter-3: Data Collection and Processing.

3.1 Data description

The study requires a systematic procedure from selection of the topic for preparing the final report. To perform the study, the data source was to be identified and collected, classified, analyzed, interpreted and presented in a systematic manner and key points were to be found out.

3.2 Methodology of the data collection:

- It is the first stage of the quality of data collected for the output. The collection process needs to ensure that the data gathered are both primary and secondary data.
- Some types of data collection include annual report of East west Industrial park Ltd, websites, different report, SOP, many log books, discuss with warehouse in charge, talking worker and employees and collected their opinion.

3.3 Processing and presentation:

It is when the data is subjected to various methods of manipulation, the point where a computer program is being executed. The process may be made up of depending on the operating system like, Microsoft office. Here I change the data size, bold the many lines, uses many color, use many table, many shapes medium of Microsoft word file.

3.4: Description of section where I worked:

Marketing, Management and Manufacturing

In spite of having a number of problems, prospects of East West Ind. Park Ltd in Bangladesh with her cheap labor and less capital are fair. In order to hold profitable position for garments in the world market we should keep in mind the following things.

- 1) Production of sufficient raw materials in the country.
- 2) Imparting training to make skilled workers.
- 3) Reduction of VAT and taxes
- 4) Assurance of safety, salary and other facilities of the workers
- 5) Proper advantage of water houses
- 6) Removals of export problems etc.



Meeting with Customer and Manufacturer.

3.5 My Job Responsibilities in this Section: -

- Developing a pricing strategy that maximizes profits and market share but considers customer satisfaction.
- Identifying new customers.
- Supporting sales and lead generation efforts.
- Creating promotions with advertising managers.
- Understanding and developing budgets, including expenditures, research and development appropriations, and return-on-investment and profit-loss projections.
- Developing and managing advertising campaigns.
- Organizing company conferences, trade shows, and major events.
- Building brand awareness and positioning.
- Evaluating and maintaining a marketing strategy.
- Directing, planning and coordinating marketing efforts.
- Communicating the marketing plan.
- Developing each marketing campaign from start to finish.
- Researching demand for the organization's products and services.
- Evaluating competitors.
- Handling social media, public relation efforts, and content marketing.

3.6 Field Work

I observed something that I could not forget in my Career. There is some Points Below there:

1. Make Setup Effortless.

I recently took my family down to the local bowling alley for the first time. With young children, we used the bumpers which I must say enhanced my score tremendously! One typical hurdle in any bowling experience is figuring out how to enter each bowler's name into the system and get started. This bowling alley took that problem away altogether. They asked for our names at the front counter and entered them into the system right then and there.

2. Upsell When It Makes Sense.

My car was way overdue for an oil change. Needing something quick, I opted to take it. They had great ratings on Yelp and did not disappoint in person. One of my beefs about typical repair shops is the way they upsell extra services. I dread the moment when they walk into the waiting area holding a greasy part and say “You need to replace this” without adding much of the *why* behind it.

3. Help Customers Remember.

I typically purchase tires from Costco and enjoy the fact that rotation and balancing is included for the life of the tire. The only problem with rotating tires is that you’re supposed to do it every 6,000 miles, which is on a different cycle than oil changes (Yes, I know these cycles vary depending on who you talk to). The point is that it’s hard to remember yet another thing to maintain.

4. Put Customers at Ease.

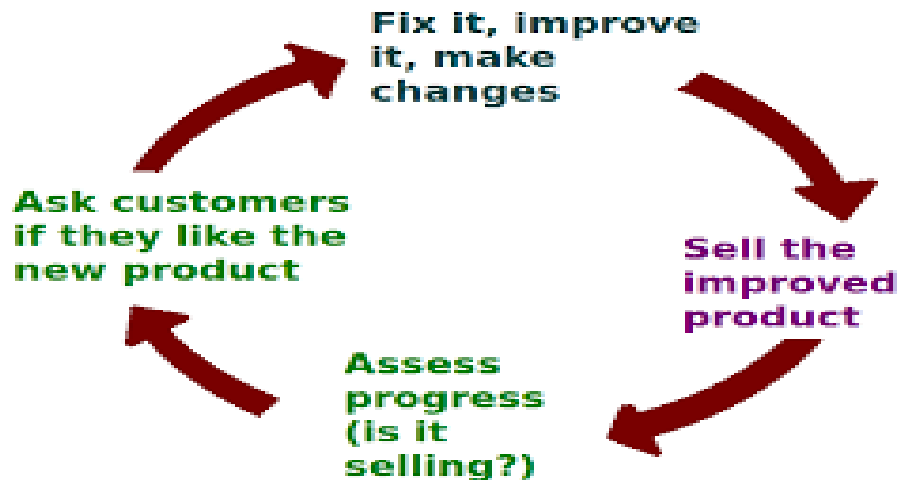
I recently took my kids on their first plane flight. Ask any traveler and one thing they undoubtedly dread is going through security. Who enjoys emptying their bags and disrobing in front of a bunch of people all for an unfriendly TSA agent? It sounds like a bad dream.

5. Adapt to Their Needs.

On the same trip, we stopped at the airport McDonald’s to get Happy Meals. I asked my boys what they wanted. One said “cheeseburger” and the other said “grilled cheese.” Knowing they didn’t have a grilled cheese, I ordered him a hamburger.

Chapter-4: Discussions- Analysis, Findings, Recommendation.

4.1 Analysis of relationship between customers.



1. **Always pay on time.** For the sake of emphasis, I'll repeat this one: Pay your bills on time! we can negotiate for favorable payment terms before we place an order, but once the order is placed, don't renege or attempt to change the rules. If you can't, call up your suppliers and tell them why and when we will pay. Don't play games with suppliers' cash. we'll be absolutely amazed at the goodwill and benefits we will earn by observing this simple rule.
2. **Provide adequate lead times.** Try to give suppliers as much lead time as possible on our orders. Unless there's a compelling, competitive reason not to, share with them an honest projection of your needs and keep them abreast of any significant changes in that estimation. When developing our lead times, it helps to be knowledgeable about our suppliers' production methods and needs.
3. **Personalize the relationship.** Visit suppliers' offices. While we're at it, include them in some of our strategy meetings. Invite them to break bread and invite them to our office parties and picnics.
4. **Share information.** Keep the good suppliers aware of what's going on in our company. Tell them about changes in key personnel, new products, and special promotions and so on. Many times, we'll find that good suppliers can be help we find new customers.
5. **Quality:** Supplier components can positively or negatively affect the quality of our product. Higher quality increases customer satisfaction and decreases returns, which adds cash to our bottom line.

6. **Timeliness:** Their timely deliveries are crucial to how customers view our reliability. A quick turnaround can become the key to minimizing your inventory, which in turn translates to less risk of inventory obsolescence and lower cash needs.
7. **Competitiveness:** They can give us the one-up on our competition based on their pricing, quality, reliability, technological breakthroughs and knowledge of industry trends.
8. **Innovation:** Suppliers can make major contributions to our new product development. Remember, they live their product more than we do; they're working to be on the cutting edge of innovation for their product. The good ones will understand our company, its industry and needs, and can help us to weak thier new idea.
9. **Finance:** If we have proven to be a considerate, loyal and paying customer, we may be able to tap into our suppliers for additional financing once we hit growth mode--or if we run into a cash crunch. That financing may take the form of postponed debt, extended terms on new purchases, a loan, or an investment in our company.
All of these improve our cash position.

4.2 Findings behind garments of East west Ind. Park Ltd.

This promising industry has some problems impeding its development. Bangladesh imports raw materials for garments like cotton, thread color etc. This dependence on raw materials hampers the development of garments industry. Moreover, foreign suppliers often supply low quality materials, which result in low quality products. Most of the illiterate women workers employed in garments are unskilled and so their products often become lower in quality.

1. Sufficiency of loan in time, uncertainly of electricity, delay in getting materials, lack of communication, problem in taxes etc. Often obstruct the industry. In the world market 115 to 120 items of dress are in demand whereas Bangladesh supplies only ten to twelve items of garments. India, South Korea, Hong Kong, Singapore, Thailand, Taiwan etc., have made remarkable progress in garments industries. Bangladesh is going to challenge the garments of those countries in the world market. Garments industries often pay dearly for political unrest, herbal and terrorism etc.
2. The international market has withdrawn quota advantage over garments export form Bangladesh since December 2005.
3. Bangladesh has to advance cautiously for getting better position of her garments in the world market. Finally, destruction of twin tower in 11 September 2001. Invasion of Afghanistan and Iraq and depression in world Economy have seriously affected the export trade of Bangladesh. Now covid-19 is the most affected in world economic of this sector.

4.3 Recommendation for Building a Long-Term Relationship between Customer and Manufacturer

1. As a first, put myself in their position. Think like our customers think. It is important for we as an entrepreneur to know how customers think for many different topics. Only in such a way, this can become the foundation for our customer relationship programs.
2. Design long-term plan and Strategy for building customer's loyalty. We can have great customer relationship if we succeed to build the loyalty of your customers to your small business. So, don't only start building loyalty, this is the strategic question and require the strategic approach. For example, if we plan to organize an award for your customers (a great way to increase loyalty), make sure to use the right award software to implement this plan.
3. Start implementing the plan and the strategy. Why we want to have strategies and plans if we don't implement them. So, when we create the strategy and plan related to customer's loyalty, we need to start with the implementation.
4. Work on continuous improvement of that plans and strategies. We need to understand that nothing can be perfect. There will always be the improvements possibility. This is especially true when it comes to our customers and what they want and think.
7. Be patient when it comes to building the long-term customer relationship. We really need patience. Sometimes building the long-term relationship with customers will require more time than you think. But, believe me; it will be worth for we and our small business.
8. Be honest as much as possible with them. Remember that honesty is one of the most important things you need when it comes to our customer.
9. Become their friend. If we really want the great relationship with your customers, we need to become something more in their eyes. So, why not our company becomes their best friend.
10. Inform them in timely about most important things in our company.

Chapter-5:

Conclusion & Reference

5.1: The Benefit of Long-Term Relationship.

Loyalty.

It goes without saying, but if we invest time and effort into getting to know our clients, listening to their needs and serving them to the best of your abilities, you are well on the way to successful relationship building. Offering a great service will encourage repeat business, establishing a loyal customer base. Once you have the right reputation, it is easier to gain trust and confidence in those with whom you do business.

Reduced marketing effort.

When we focus on the process of building relationships, you are creating life-long connections. Having a regular, established client base means that you do not need to use excessive marketing to try and win new customers, which can reduce overall costs. Nurturing those with whom you have already built relationships can grow your business through repeat use and recommendations to others.

Brand advocates.

When we look after your clients correctly, they are more likely to be satisfied with your service, which increases the chances of them promoting your business to others, through recommendations. By acting as brand advocates for your business, long-term clients are effectively doing the marketing of your brand for you, building your reputation and increasing awareness.

Successful outcome.

If we take the time to get to know our clients you will be better equipped to fully understand what they want. In our case, this would maximize the chances of placing the correct candidate with the most appropriate employer, creating a successful outcome for all parties. This, in turn, will encourage repeat business and enhance your company's profile.

Competitive advantage.

The recruitment industry is buoyant but crowded, particularly since the internet has revolutionized how this sector conducts its operations. With an increasing number of businesses jostling for the attention of candidates and clients, any recruitment firm looking for success needs to make sure that it has a competitive advantage over its peers. One of the most effective ways for any business to do this is by forging long-term business relationships.

Network opportunities.

Solid relationships with clients can prove advantageous if we need advice, information or have a specific requirement. As a recruitment company, we find that a long-term client may be able to put you in touch with another business that could be looking to recruit, for example. Clients you know well may even prove to be an asset the next time your own company is looking to recruit, where you already have a strong base of network opportunities at your disposal.

Testimonials.

These days, many people consult end user reviews and experiences before they buy or use a product or service. Glowing testimonials from satisfied clients can go a long way to accelerating the growth of your business. And when we build long-term relationships, we increase our chances of engendering positive feedback from others.

5.2: Conclusion of this study

- ❖ Customer satisfaction is customer's perception of the degree to which the customer's requirements have been fulfilled.
- ❖ Customers complain are a common indicator of low customer satisfaction but their absence does not necessarily imply high customer satisfaction.
- ❖ Our organizational performance may be outstanding but of our customers feel that it is poor – or even no better than the competition they may report that their satisfaction is low.

5.3: References.

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