

UTTARA UNIVERSITY



Internship Report On “Merchandising Activities of Multi Mind Knit Garments Ltd”

Prepared to:

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Date of Submission: 31th August 2020.

“Merchandising Activities of Multi
Mind Knit Garments Ltd.



“Merchandising Activities of Multi Mind Knit Garments Ltd”

Letter of Transmittal

31th August 2020

Md. Azmol Hossain

Senior lecturer.

Department of Business Administration

School of Business, Uttar University.

Subject: Internship report on merchandising department in multi mind knit garments ltd.

Dear Sir,

With great pleasure, here I submit my internship report on Merchandising in Garments Industry (MMKG LTD) that you have approved & assigned as a compulsory requirement. I have tried my level best to bring out the original scenario of MMKG LTD with full of effectiveness & efficiency. I have really learned a lot and have gained valuable experience and knowledge while collecting information for the report. It was certainly a great opportunity for me to work on this real life project to actualize my theoretical knowledge of this course in the practical arena and some more which is out of this course.

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,

Shapon Mirzaa

ID: 2183021012

Batch- 47th

Major- Finance

Program- MBA (Regular)

Uttara University.

Letter of Authorization.

This is to certify that Shapon mirzaa, he has Completed internship under our supervision regarding “Knowledge of Merchandiser Activities of Garments Industry in Bangladesh.” At Multi Mind Knit Garments 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, Merchandiser & Management.

We wish her every success in his life.

Md. Azmol hossai

Senior lecturer.

Department of Business Administration

School of Business, Uttar University.

Acknowledgements

I would like to express my gratitude to all the personnel who were involved directly or indirectly in the preparation of this report. I apologize to the people whose name that I have not mentioned but their contribution is highly appreciated by me.

At first, I would like to pay my gratitude to my supervising teacher Md. Azmol hossain , senior lecturer, department of business administration, utara University, for his guidelines and cordial cooperation in preparing this Report.

I would like to take the opportunity to thank Md. Rashedul Huq Shubho, Senior Manager, Merchandising, Multi mind knit Garments Limited for being my on job supervisor & providing me time to time information, suggestion as well as procedures to work with my topic.

I also want to thank Md. Akhtaruz zaman, Senior General Manager, Merchandising of multi mind knit Garments Ltd. for being so cooperative in my work. I also Thank Md. Ayub Ali Assistant Vice President, HR, MM Garments Ltd creating a friendly environment & assist me with the information of my project.

Finally I will show my gratitude to all the Management & Non-Management Staffs who have helped me during the Project period and the entire persons of the organizations who somehow have impact On me in completing my whole report.

Student's Declaration.

I am Shapon Mirzaa student of Masters of Business Administration (MBA), under the Department of Business Administration at Uttara University.

I hereby declare that the internship report on “Merchandiser Activities of Garments Industry in Bangladesh” Multi Mind Knit Garments Limited.” has been furnished by me after completion of my 3 (three) months dissertation with at multi mind knit garments 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 MBA program.

.....

Shapon Mirzaa

ID: 2183021012

Batch: 47th

Major: Finance.

Program- MBA (Regular).

Department of Business Administration

Uttara University.

Supervisor's Declaration.

This is to certify that Shapon Mirzaa, ID # 2183021012 (Batch- 47th) student of MBA, Department of Business Administration under School of Business has successfully completed the internship report on Merchandiser Activities of Garments Industry in Bangladesh” “at Multi mind knit garments Ltd & was under my supervision & guidance. During this period, he worked in Multi mind knit garments ltd from 15 July 2020. This report is submitted as a partial requirement for the fulfillment MBA 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. Azmol Hossain
Senior Lecturer
Department of Business Administration
School of Business
Uttara University.

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Executive summary

The internship program is the pre-requisite for the graduation in MBA. Classroom discussion alone cannot make a student perfect in handling the real business situation; therefore, it is an opportunity for the students to gather information about the professional work situation through this program. A report has to be built for the university and organization requirement.

The topic of the report is “Merchandising Activities in Multi Mind Knit Garments. The case is about Multi Mind Knit Garments Ltd”. The main purpose of the report becomes very clear from the topic of the report. Multi Mind Knit Garments Ltd is one of the leading company in Bangladesh Garments Industry. It is a great chance for me to do my internship and permanent job in this organization. This is a large factory with all the facilities. Here the production process runs from developing different brand sample garment to finished garments for export. In this age, Bangladesh is flourished with MMG sector where this division has its immense contribution. The annual export income of garments sector is driven from two sources one is Woven garments and another is knit garments. Ready Made Garments is 100% export oriented. MMG exports various garments product to foreign country. The company makes Gents shirts, pants, shorts, trouser and others for U.S.A, U.K, and European Countries. The use high tech machineries to produce a quality garment product

.

They also add new machineries to increase their production line. They have mission and vision is to profit maximization. The garment industry maintain good relationship with buyer. Hardworking and commitment maintenance is their main strategy. Merchandiser team is enough efficient and well skilled regarding their job. Multi Mind Knit Garments Ltd have other project like MMG Washing and it has a sister concern name Cutting Edge Industries Ltd and Cutting Edge Industries LLC. The Report is prepared on “The Merchandising Activities in MMG” Where my concentration is in Buyer Satisfaction Level, Quality of products, and Practiced in MMG

Chapter-1:

1.1 Introduction

MM (Ready Made Garment) is very important and helpful for Bangladesh. Bangladesh has emerged as key player in Ready Made Garment since 1978. Textile and clothing for about 85% export income for Bangladesh out of which 75% comes from apparel sector which covers the major product knit and woven shirt, blouses, trouser, skirt, shorts, jacket, sweater sportswear and many more casual and fashionable outfit. This sector at present employs approximately 1.5 million plus worker mostly female who are comes from under privileged social class.

I have completed this report from all the department of multi mind knit garments sector such as Merchandising Department, Commercial Department, Production Department, Supply Chain Department, Human Resource Department, Compliance Department and other organization like BGMEA, BKMEA, and Export Promotion Bureau, Yarn suppliers, Fabric suppliers, Chittagong Port, Insurance Company, Shipping Company. So by completing this report I got overall Idea about overall MMG Sector which increase more valuable knowledge than any book. In context, I have discussed about this things deliberately to let you know about

1.2 Background & description of the study topic:

This report, based on three months study, is the part of MBA program, which helps me to gather practical information, which is necessary for my future life. I would like to express my deep respect to my honorable academic supervisor Md. Azmol Hossain, Senior Lecturer, Department of Business Administration, Uttara University for giving me his valuable time And all the necessary guidance, which inspired me to prepare this report. Merchandising activities important role in any organization that's why I have chosen the appropriate topic to prepare my internship report

1.3 Objectives of the Study

Objective of a study play an important role to guide and focus the internee on the purposes of the study and prepare the report. Objectives can be classified into two parts.

Broad Objective

To know about the merchandising activities of multi mind knit garments Limited (MML)”

1.4 Specific objectives

- To know about the merchandising department of multi mind knit garments ltd (MM).
- To know merchandising activities of multi mind knit garments Limited (MM)”
- To know investment policies of MM Limited
- To know the commercial activities of MM Limited

1.6 Limitation of the study

Though, I got whole-hearted co-operation and support from employees of multi mind knit Garments Ltd. the internship program I have faced a lot of problems to complete the report. In fact, it is tough to get into all the department for gather information for me since every department have their own confidential strategy and process of working.

Problems that I have faced for preparing this report are:

- ☐ I did not get up to date information about the sector.
- ☐ Time constraint is one of the major obstacles of finishing the project in a limited time.
- ☐ Some of the data and information are highly confidential for any company. For this reason, it could not disclose for obvious reasons, which could be very much useful.

Chapter-2: Company Profile:

2.1 History.

Multi Mind Knit Garments Ltd started its journey back in 2008. Today our garments manufacturing units located in just 30KM away from the city is one unified complex with 4 independent buildings interlinked with each other having nearly 200,000sq fit working space at the moment 3000 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 Boxer. 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. Gao who is heading an active director's board concentrating major departments of the company Product Development, Merchandising, Production, Compliance, Finance and Quality Control.

2.2: Briefly Description of the MM (Multi Mind Knit Garments Ltd):

In 1983 chairman Gao began the journey with 150 machines in Saver area of Dhaka. In 1988 shifted to own purpose built facility in Zirani. One of the first pioneer garments factory in Bangladesh at that time and at the same time one of the first factory who introduce free lunch to all the employees and workers in 1988. In 1990 was also the first unit who have its own washing plant in Bangladesh. In 2008 company was taken over by 2nd generation Mr. Wasim Rahman as a Managing Director to begin the 2nd wave of growth and his first expansion project after taking over was acquiring another 8 lines manufacturing unit in Gazipur present name of the company

is Cutting Edge Industries Ltd. In 2009 began new sourcing unit in order to expand new range of products offered to customers.in early 2012 moved to purpose built state of the art facility built on lean principles with 14 production lines.

Today MM(Multi mind knit garments) operates from both its production unit, optimally using it's 25 production lines and workforce of around 5000 well trained and highly motivated employees. MM have annual turnover of around US\$53 million and a capacity to produce 75000 dozen Woven Garments. The company does not compliant only the requirement of COC but also follow and maintain high standard of green production and social responsibility

2.3: Description of internship work-related section:

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

- ❖ Order dealing i.e. merchandiser: 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
 - (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.

2.4. Objectives of the MM.

- ❖ To achieve and continue growth in Constructions Business.
- ❖ To continuously develop human resources.
- ❖ To be development in our country constructions area.
- ❖ Develop our Employees to achieve their real potential.
- ❖ Provide our Shareholders with steady Asset Growth and Return on investment above our Company Norm.

2.5 :Mission & Vision of the Organization:

Mission

A strategic plan starts with a preplanned pathway clearly defined as business mission. In another way “A mission describes the organization’s basic function in society in terms of the products and services it produces for its customers.

A clear business mission should have each of the following elements:

A Purpose (Why The Business Exist)
A Strategy and strategic Scope (What Business and how)
Policies and Standard of Behaviors
Values and Culture

Figure: Factors Affecting Mission of the Organization

Mission Statement of MM Garments Ltd-

To keep setting an example by excelling in responsible and efficient operation focused on the creation of value. To keep below responsibility is the mission of the organization in long run along with to be the best qualified Garments in this industry.

- ☐ Responsibility to customer
- ☐ Responsibility to fellow associates
- ☐ Responsibility to Community and Environment

Vision:

Vision provides the justification of behavior and, therefore, exerts significant influence on marketing decisions

.

2.6: Types of Product:

Multi mind knit garments Limited produces the products are given below:

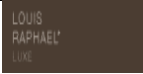
Woven - Trouser, Shorts, Suit, Blazer, Skirt, Ladies, Kids, Jackets, etc. using S/J, Interlock, Rib, Needle, Back Loop, Accrued of Cotton, P/C, Lycra etc.

Maine Product are Given below:



2.7: Company's Existing Buyers:

Buyer's Name	Logo
Marks & Spencer (M&S)	
Next	

Calvin Klein (CK)	
Phillips-Van Heusen (PVH)	
Haggar	
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: Data source & variables

Every Study requires data. We all know that two types of data are available namely primary data and secondary data. Primary data are data collected directly from the fields by a researcher or investigator or an institution whereas secondary data are data already collected by a researcher or investigator or an institution. Two types of data sources are discussed below:

3.2 Primary Data Collection Methods

Primary data were collected using a questionnaire by direct interviews and conversations with the employees of multi mind knit garments Limited.

Primary Data Sources

- Practical work exposure with multi mind knit garments Ltd
- Face to face conversation / Interview with the buying house officials.
- Numerous previous files of buying house from completed orders.
- Records of previous correspondence

Secondary Sources:

- Various books, journals, articles etc.
- Web Sites

3.3 Data Processing and Presentation

Collected data were organized and analyzed with the help of Microsoft Excel.

Chapter-4: Discussion on the Study Objectives

Objective-01:

To know about the merchandising department of multi mind knit garments Limited (MM)"

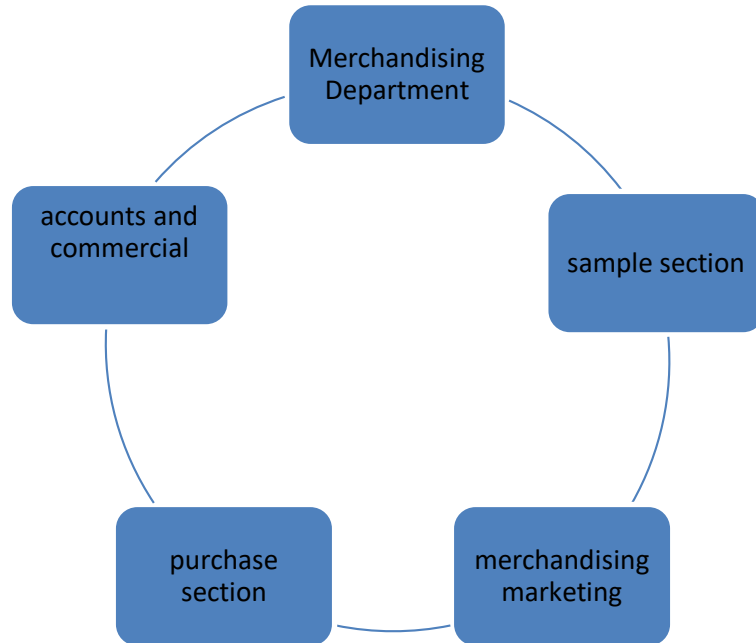
Merchandising is the department which mediates marketing and production departments. Sometimes, merchandising department will have to do costing and pricing also. In any case, the merchandiser is the person whose responsibility is to execute the orders perfectly as per the costing and pricing.

Sample section

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 Lyric Garments have strong production sample capacity.

Merchandising Marketing:

A business cannot operate smoothly unless it has a means of actually connecting its products with consumers. Merchandising marketing, sales and distribution professionals each handle different tasks in this process. Marketers perform research and develop advertising campaigns to ensure a particular product appeals to a target consumer group.



Accounts& Commercial:

In the commercial & logistics department they are responsible for control all import transactions and opening of L/C operation. They are responsible for makes sure that, the operation running smoothly. Their general activities are describing below:

1. Requisition for order
2. Purchase of equipment
3. L/C Opening
4. Select L/C opening Bank

Objective-02: To know merchandising activities of multi mind knit garments Limited

Merchandising activities:

Merchandising is the department which mediates marketing and production departments.

Sometimes merchandising department will have to do costing and pricing also. In any case, the merchandiser is the person whose responsibility is to execute the orders perfectly as per the costing and pricing. So it is a very valuable department. Following are the main responsibilities of merchandisers.

3.1 Marketing merchandising:

Main function of marketing merchandising is

- Product Development
- Costing
- Bring orders from foreign buyers

3.2 Product merchandising:

Product merchandising is done in the unit. This includes all the responsibilities from sourcing to finishing, first sample onwards, the products merchandising work start and ends till shipment.

3.3 Merchandiser's other Responsibilities Apart from acting as a mediator between buyer and the production unit, merchandiser also has the responsibility to advise and assist other departments right from sampling to final shipping

A Merchandisers key responsibility is as follows –

- Product Development
- Market and product Analysis
- Selling the concept
- Booking orders
- Confirming Deliveries
- Designing and Sampling
- Costing • Raw Material

- Flow Monitoring
- Production Follow

Objective-03: To know investment policies multi mind knit garments Limited (MM)”

4.3 Investment

Investment policies are too complex to fully discuss here, but controls for managing investments should include the following:

- The finance and accounts department is to implement the investment decision to the company.
- The present policy in this regard is to place fund in fixed deposit reserve with banks and in saving certificated issued by the government.
- The investment will be made when the board of directors takes decision.
- The interest earning in this regard will be accounted for on maturity of the investment.

Objective-04: To know the commercial activities of MM Limited.

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

- The quantity of the goods.
- Name of vessel
- Identified marks and numbers

- Destination

Invoice:

Below point are including in the invoice:

- Name and address of the buyers and the seller.
- The Date and term of the sale.
- A description of the goods,
- The price of the goods and the mode of transportation.
- Payment release After prepared invoice,
- bill of landing and other required documentation we send it to buyers nominated bank for payment release

Chapter -5 Findings & Recommendation:

MM Garments Ltd. is one of the best company in Bangladesh. It has outstanding reputation in the global market for excellence. It is a composite factory where they have all the sectors of woven dyeing, printing, embroidery, accessories, and garments production. So, this is huge in case of production and maintenance both. Generally I have given the concentration on Financial and Merchandising activities of MM Garments Limited.

Findings

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

- MM Garments has not own pattern designer. For this reason they depend on the buying 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 it's 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 MM garments Ltd.

Recommendations

1. The merchandising policy and practice should be increase in better way at MM Garments Ltd. The merchandiser should more intellectual and hard working.
2. Product delivery should be maintained in time to time.

3. Proper communication is very much important with buyer in garments industry. It must be maintain both before place and order and after place of order.
4. They have some unskilled people in the factory level. So here MM Garments ltd must be recruit high skilled people with giving respective salary.
5. MM Garments ltd has no website. So must be open a company website where people get information this garments company.
6. T&D of this garment is much strong. The company should provide appropriate training to the workers so the workers can work more efficiently.
7. The management power of this company should be decentralized as a result the lower lever manager could be able take decision quickly.
8. The HRM division of this company is weak. So the company should take initiate Stapes to strong the HRM division for the welfare of the company.
9. Production anger should be educated and hard working. Manager must be leading the production channel through pre-production planning.
10. Quality controller may able to control standard production. So the quality controller of this company should be experienced person.

Chapter-6: Internship Experience

6.1: WORK, WORK FLOW AND PEOPLE MET

During the working time in MBIL I also gather some experiences. I have to work in different departments in different time. First 30 days I have to work in accounting department and I was able to gather general knowledge about accounting department. And another 30 days I was work in the finance department. And finally again I had to work with both the department.

I also meet various types of people through working time

.

6.2: SIGNIFICANT PLEASANT AND UNPLEASANT INCIDENCE

At the time during working in company, all of the employees are really friendly and helpful to me. They taught me company related various types of works.

There also some unpleasant incidence occurs during the working time:

- Have to tolerate and do some work like photocopy.
- Employees are always busy with their schedule work and some time they did not taught me the software work
- Some time they show rudely behave If I ask too many question
- Sometime staffs are showing too much attitude with new enters, so it was so irritating.

Chapter-7: References & Appendices

Appendix

Garment Accessories: labels, barcodes, alarms etc.

Thread code- different threads are used for different areas. Like 20/2, 20/3, 40/2. In midst 20/2 is thicker than all.

PI-Proforma Invoice

PO- Purchase of order

References:

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Special thanks to my Reporting Manager-

Mr. Rashedul Huq Shubho

Senior Manager,

Merchandising, MM Garments Limited

Thank you