

**A STUDY ON APPAREL MERCHANDISING OF
AJ FASHION LTD.**

MD. RASUL AMIN



**SHER-E-BANGLA AGRICULTURAL UNIVERSITY
DHAKA-1207**

DECEMBER, 2015

**A STUDY ON APPAREL MERCHANDISING OF AJ
FASHION LTD.**

By

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REGISTRATION NO.: 08-03050**

An Internship Report
Submitted to the Faculty of Agribusiness Management,
Sher-e-Bangla Agricultural University, Dhaka,
In Partial fulfillment of the requirements
for the degree
of

**MASTER OF BUSINESS ADMINISTRATION
IN
AGRIBUSINESS
SEMESTER: JULY-DECEMBER, 2015**

Approved by

(Prof. Gazi M. A. Jalil)
Supervisor

.....
Professor Dr. Rokeya Begum
Chairman
Examination Committee

LETTER OF TRANSMITAL

29 November, 2016

Prof. Gazi M.A. Jalil

Dept. of Agricultural Economics,
Faculty of Agribusiness Management,
Sher-e-Bangla Agricultural University,
Sher-e-Bangla Nagor, Dhaka-1207.

Subject: Submission of internship report.

Dear Sir,

I am very pleased to submit you this internship report on the topic “**A Study on Apparel Merchandising of AJ Fashion ltd**”. I think that this internship report has helped me a lot in enhancing the knowledge about the respective subject matter, as well as empowering my skills. I have really enjoyed working on this paper and hope that this effort will meet the level of institutional expectation.

I am very glad that you have given me this opportunity to prepare this internship report and I hope you will accept my internship report for evaluation and thus oblige.

Sincerely Your

.....
Md. Rasul Amin

Reg. No.: 08-3050

MBA (Agribusiness)

Internship Semester

Faculty of Agribusiness Management

DECLARATION

I hereby declare that the work presented in the internship project has carried out by me and has not been previously submitted to any other University / College / Organization for an academic qualification / certificate / diploma or degree.

This work I have presented does not breach any copyright.

I further undertake to indemnify the University against any loss or damage arising from breach of the foregoing obligation.

.....
Md. Rasul Amin

Reg. No.: 08-3050

MBA (Agribusiness)

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Department of Agricultural Economics Sher-Bangla Agricultural University

Sher-e-Bangla Nagar, Dhaka-1207, Bangladesh.

Memo No.: SAU/AE

Date:

CERTIFICATE

This is to certify that this internship report entitled, “**A Study on Apparel Merchandising of AJ Fashion Ltd**” submitted to faculty of Agribusiness Management, Sher-e-Bangla Agricultural University, Dhaka, in partial fulfillment of the requirements for the degree of **Masters of Business Administration (Agribusiness)** embodies the result of bona fide work carried out by **MD. RASUL AMIN**, bearing registration no. **08-3050** under my supervision and guidance. No part of the report has been submitted for any other degree or diploma.

I further certify that such help or source of information, as has been availed of during the course of this investigation has been duly acknowledged.

Dated: 29/11/2016
Dhaka, Bangladesh

.....
(**Prof. Gazi M. A. Jalil**)
Dept. of Agricultural Economics
Sher-e-Bangla Agricultural University
Sher-e-Bangla Nagar, Dhaka-1207.
Supervisor



DEDICATED
TO
MY PARENTS

ACKNOWLEDGEMENTS

At first, I would like to express my deepest gratitude to Almighty Allah for giving me the strength to finish the task within the schedule time.

I would like to express my heartiest gratitude to those people who have helped me to not to get lost during the preparation of this internship report. I acknowledge all those who helped me to bring this internship report to reality.

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By

Md. Rasul Amin

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ABBREVIATION AND ACRONYMS

BGMEA	: Bangladesh Garment Manufacturers & Exporters Association
BKMEA	: Bangladesh Knitwear Manufacturers and exporters Association
BTMC	: Bangladesh Textile Mills Corporation
BUFT	: BGMEA University of Fashion & Technology
CAD	: Computer Aided Design
CIF	: Cost, Insurance & Freight
C&F	: Cost & Freight
CM	: Cost of Making
CT-PAT	: Customs-Tread Partnership against Terrorism
DCCI	: Dhaka Metropolitan Chamber of Commerce and industries
EPB	: Export promotion Bureau
FOB	: Free on Boat
IE	: Industrial Engineering
ILO	: International Labor Organization
MFA	: Multi-Fiber Arrangement
RMG	: Ready Made Garments
SFTS	: Square Feet Total Space
UK	: United Kingdom
USA	: United State of America
WRAP	: Worldwide Responsible Accredited Production

A Study on Apparel Merchandising of AJ Fashion Ltd

EXECUTIVE SUMMARY

Merchandising is the most important section in the garments industry which is comparable with the heart of the body. The aim of the study is to know the sequence of merchandising as more as practically. The job satisfaction of employee of AJ Fashion Ltd. was studied in here. The study found that the highest proportion of the employees had strongly disagree (57.1%) on salary & allowances satisfaction, satisfaction on facility of travel and transport (38.4%). While the highest portion showed disagree on satisfaction on yearly increment (48.9%). The highest portion of employees also showed agree on satisfaction on facility of getting illness leave (40.6%), satisfaction on awareness about safety measures (41.7%), satisfaction on opportunity to increase technological knowledge (23.5%), satisfaction on facilities of training (33.2%), satisfaction on scope of promotion (42.7%). Dissatisfaction on working environment (40.85%) and satisfaction overall management system (37.8%) were also found from the highest portion of employee. By studying this project one can easily understand or take an idea about merchandising and related all other things.

CHAPTER 1

Introduction

1.1 General Background

Merchandising is a business on marketing activities responsible for ensuring a products description both quality and quantity. We should understand the term “Apparel Merchandising” at first. “Apparel” means clothing which we need to wear every day, everybody, every time not only in our country, all over the world also. “Merchandising’ means buying, producing and selling of any goods or products or services for the local or international market. If we combine these two terms “Apparel Merchandising” then the meaning of “Apparel merchandising” becomes like following definition.

All activities involved in procuring export order of any garments of any particular design for a specific quantity, analysis of the garment requires producing the garments, production of those quantity of garments with specific attention to required quality level, production scheduling and exporting the garments within fixed time frame, may be called apparel merchandising.

From the said definition of apparel merchandising, it can be assumed clearly that procuring a garment export order that is export L/C, production of those garments as per buyer satisfaction within limited time is not so easy. The activities involved in apparel merchandising is normally done by a dynamic and expert person called apparel merchandiser. The person “Apparel Merchandiser” is one of the important key people of a garments production and garments export sector (GM, 2016).

In Bangladesh, the future of garments industries is brighter in the era of globalization. Ultra-modern technology is being used in the woven and knit garment industries of Bangladesh. To survive in the free market of the world, we have to use world standard latest technology in our readymade garment sector. The study will

cover the practice, procedures and technique followed by the merchandiser in the preparation of order to shipment. Bangladesh is a developing country. The development and progress of the country largely depend on export performance. In case of Bangladesh, among the export sector, the ready-made garments are the main earning source of foreign currency. In the garment and textile industry, merchandisers have been playing a vital role for the execution of export orders.

1.2 Origin of the study

As a students of Masters of Business Administration (MBA) every students is required to conduct a practical orientation in any organization for fulfilling the requirements of the 16 weeks Internship program.

The main purpose of the program is to introduce the students with the real world situation. This Internship report is generated under the supervision of Gazi M.A. Jalil, Professor, Department of Agricultural Economics, Sher-e-Bangla Agricultural University, Dhaka .This report is prepared as the partial requirements of MBA degree. The topic is “A Study on Apparel Merchandising of AJ Fashion Ltd.”

1.3 Objectives of the study

- To know the demographic characteristics of the employee;
- To find out the satisfaction of employee;

1.4 Scope of the study:

In today's world, academic education is not adequate to enable a student to compete with confidence and reach his/her goal without having experience with the outside world. As a student of Masters of Business Administration (MBA) every student has to conduct a practical orientation by preparing different kinds of reports. Practical knowledge is fundamental for the application of theoretical intelligence, bearing this in mind an internship report was being included in the MBA curriculum.

CHAPTER 2

Overview of Garments Industry in Bangladesh

The readymade garments industry acts as the backbone of our economy and as a catalyst for the development of our country. We can take proud in this sector that has been fetching billions of dollars as export earnings and creating jobs for millions of people in the country.

The “Made in Bangladesh” tag has also brought glory for Bangladesh, making it a prestigious brand across the globe. Bangladesh, which was once termed by cynics a “bottomless basket” has now become a “basket full of wonders.” The country with its limited resources has been maintaining 6% annual average GDP growth rate and has brought about remarkable social and human development.

It is really a matter of great interest to many – how the economy of Bangladesh continues to grow at a steady pace, sometimes even when rowing against the tide. Now our envision Bangladesh achieving the middle-income country status by 2021. We firmly believe that our dream will come true within the stipulated time and the RMG industry will certainly play a crucial role in materializing the dream.

After the independence in 1971, Bangladesh was one of poorest countries in the world. No major industries were developed in Bangladesh, when it was known as East Pakistan, due to discriminatory attitude and policies of the government of the then West Pakistan. So, rebuilding the war-ravaged country with limited resources appeared to be the biggest challenge for us. The industry that has been making crucial contribution to rebuilding the country and its economy is none other than the readymade garment (RMG) industry which is now the single biggest export earner for Bangladesh. The sector accounts for 81% of total export earnings of the country (BER, 2015). When our lone export earner – the jute industry – started losing its golden days, it is the RMG sector that replaced it, and then, to overtake it.

The apparel industry of Bangladesh started its journey in the 1980s and has come to the position it is in today. The late Nurul Quader Khan was the pioneer of the readymade garment industry in Bangladesh. He had a vision of how to transform the country. In 1978, he sent 130 trainees to South Korea where they learned how to produce readymade garments.

With those trainees, he set up the first factory – Desh Garments – to produce garments for export. At the same time, the late Akhter Mohammad Musa of Bond Garments, the late Mohammad Reazuddin of Reaz Garments, Md Humayun of Paris Garments, Engineer Mohammad Fazlul Azim of Azim Group, Major (Retd) Abdul Mannan of Sunman Group, M Shamsur Rahman of Stylecraft Limited, the first President of BGMEA, AM Subid Ali of Aristocrat Limited also came forward and established some of the first garment factories in Bangladesh.

Following their footsteps, other prudent and hard-working entrepreneurs started RMG factories in the country. Since then, Bangladeshi garment industry did not need to look behind. Despite many difficulties faced by the sector over the past few years, it has carved a niche in world market and kept continuing to show robust performance.

Since the early days, different sources of impetus have contributed to the development and maturity of the industry at various stages. We learned about child-labor in 1994, and successfully made the industry free from child labor in 1995 (MoTJ, 2016). The MFA (Multi-Fiber Arrangement)-quota was a blessing to our industry to take root, gradually develop and mature. While the quota was approaching to an end in 2004, it was predicted by many that the phase-out would incur a massive upset in our export.

However, the post-MFA era is another story of success. Proving all the predictions wrong, we conquered the post-MFA challenges. Now the apparel industry is Bangladesh's biggest export earner with value of over \$24.49bn of exports in the last financial year 2013 – 2014 (BEPB, 2015).

Despite the epic growth of our RMG industry, and its bright prospects, challenges are still there. One of the biggest challenges currently faced by our RMG industry is to ensure workplace safety and better working conditions for the millions of garment workers.

Two major accidents, the Tazreen fire and the Rana Plaza collapse, have brought the issue of workplace safety to the fore and led all stakeholders to act accordingly. Following the unfortunate incidents, various platforms such as the Bangladesh Accord on Fire and Building Safety, the Alliance for Bangladesh Worker Safety and National Plan of Action have been formed to improve building and fire safety of Bangladesh's garment industry.

All members of the BGMEA and BKMEA are working all-out to carry out the corrective action plans suggested by the Accord, Alliance and National Plan of Action after inspections, even investing huge amount of money.

Moreover, the factories which were set up in an unplanned way and housed in risky buildings have started relocating to safer buildings. Besides, a project has been taken to set up a well-planned garment industrial park beside the Dhaka-Chittagong highway where the structurally weak garment factories will be able to relocate. However, ensuring workplace safety at all; garment factories is a gigantic task and will take time to accomplish. But we believe the government of Bangladesh, BGMEA and BKMEA, with the support of global brands and international development partners, will be able to ensure the safety of the RMG industry and maintain the momentum of socio-economic development in the country.

With challenges on one side, a more glittering future is waiting for the ready-made garment industry of Bangladesh on the other side; at least facts and figures have made us believe so. A recent study jointly conducted by the United States Fashion Industry Association (USFIA) and the University of Rhode Island (URI) has made us more optimistic about the potentials of our RMG industry (USFIA, 2016).

According to the study, the US-based fashion companies are expected to boost their sourcing from Bangladesh in the next two years. McKinsey, a global management consulting firm, described Bangladesh as the next hot spot in apparel sourcing. The renowned firm forecasts export-value growth of 7-9% annually and our apparel export will nearly triple by 2020 (McKinsey, 2016) provided that we can successfully overcome a few challenges including developing infrastructure and skill workforce.

It is the responsibility of all of us to protect the interest of this industry which has given our economy a strong footing, created jobs for millions of people, especially for women, lifted them from the abyss of chronic poverty and given them a dignified life. Now what we need to do is deal with all the challenges facing our garment industry, paving the way for its further development.

The main highways namely Dhaka-Chittagong, Dhaka-Mymensingh, Dhaka-Tangail through which our apparel products and the raw materials for apparel and textile are transported from factories to port, are being widened (from two lanes to four lanes) and drive-worthy for tapping our export potential.

Connection of gas to the factories and uninterrupted power supply are prerequisite for the steady growth of the industry. So, the government should consider giving gas and electricity connections to RMG and textile units as the top priority. Producing the required number of skilled workers is another challenge and

overcoming it will determine whether the country will be able to sustain the boom that is waiting to happen.

Although BGMEA along with the government and other international organizations has taken the initiatives of developing skills of workers, yet more initiatives as such are required to meet the demand of the industry and enhance the productivity of the industry. The budget allocation of the government for the skill development also needs to be increased.

BGMEA University of Fashion and Technology (BUFT) is offering graduate and post-graduate degrees to students on fashion design, knitwear technology and apparel merchandising related subjects. Nonetheless, to meet the current shortfall of competent professionals in the mid-level of our garment factories, fashion, textile and industrial merchandising related departments need to be established at all of our major public and private universities.

Bangladesh mainly produces five products – T-shirts, sweaters, trousers, men's and women's shirts. Moreover, we are dependent mainly on two markets namely the EU and North America (the US and Canada). Though we reduced our dependency on these two markets from 93% to 85% in last five years (From fiscal 2009-10 to 2013-14), we need to diversify the destinations of our apparel export and concentrate on high-end products like suits, lingerie, etc. more for the sustained growth of our apparel industry.

Inadequate infrastructure, bureaucratic inefficiency and corruption are still the major problematic factors in industrialization and for growth of an industry. These are also increasing entrepreneurs' cost of doing business. We are also losing price and delivery competitiveness to our business competitor. The last but not the least, political stability of the country is the key to steady growth of the industry.

Starting from scratch, Bangladesh has come a long way and is now one of 10 new emerging countries in the world. The macroeconomic stability, 6% annual average GDP growth, robust performance of remittance and export, strong foreign currency reserve, and remarkable social and human development over the past decade – all reflect our underlying strengths.

Given the dominance of the RMG industry in the overall economy of Bangladesh, we have to protect this sector. Rather than basking in the glory we should work hand in hand to retain sustainable growth and competitive edge of this industry.

Several studies have shown that Bangladesh has immense potentials for garment business in the coming years. The international buyers are shifting to Bangladesh with increased orders, as the cost of production in other competing countries including China has soared abnormally.

However, there is no dispute that the most vital role behind our RMG sector's success is played by cheap labor, which has given the Bangladesh garments sector an extra advantage to compete with its rivals. But the myth of cheap labor is nothing but a ploy to deprive the workers of their basic rights. By depriving the employees, the owners of this sector are becoming richer day by day and the country is also earning billions in foreign currencies. This deprivation sparks severe labour unrest frequently in different factories of the country. All these problems should be resolved amicably without harming the sector's growth. The government should keep an eye on the business dynamics of RMG world-wide, and should take actions accordingly.

CHAPTER 3

MATERIALS AND METHODS

Methodology plays an important role in a scientific research. To fulfill the objectives of the study, a researcher should be very careful while formulating methods and procedures in conducting the research. The methods and operational procedures followed in conducting the study e.g. selection of study area, sampling procedures, instrumentation, categorization of variables, collection of data, measurement of the variables and statistical measurements. A chronological description of the methodology followed in conducting this research work has been presented in this chapter.

3.1. Study design

Type of data collected	: Primary and secondary data
Study area	: AJ Fashion ltd.
Sampling method	: Stratified Random sampling
Sample size	: 87

3.2. Study Group (SG) Sampling

There are several methods for determining the sample size; here, I used Yamane's (1967) formula for study group:

$$n = \frac{z^2 P (1-P) N}{z^2 P (1-P) + N (e)^2}$$

Where,

n = Sample size; N (Population size) = 950;

e, The level of precision = 10%;

z = the value of the standard normal variable given the chosen confidence level (e.g., z = 1.96 with a confidence level of 95 %) and

P, The proportion or degree of variability = 50%;

So, the sample size is 87.

3.2.2. Distribution of the population of Sample Size

According to Yamane's formula, the respondent comprising 87 employees.

A reserve list of 20 employees was also prepared. Employee in the reserve list were used only when a respondent in the original list was not available. The distribution of the sample employee and those in the reserved list from AJ Fashions Ltd. is shown in Table 3.1.

Table 3.1. Distribution of the employee according to population and sample size

Description	Population	Sample Size	Number of the employee in the reserve list
Higher level employee	25	5	2
Mid-level employee	105	15	4
Lower level employee	820	67	10
Total	950	87	20

3.3. Variables of the study

In a research, selection and measurement of the variable is an important task. A variable is any characteristics which can assume varying or different values are successive individuals' cases (Ezekiel and Fox, 1959). A dependent variable is a factor, which appears, disappears or varies as the experimenter introduces, removes or varies the independent variables (Townsend, 1953). Variables of the present study are gender, age, education, sufficient salary and allowances, payments of overtime, yearly increment, facility of getting illness leave, awareness about safety measures, working environment, overall management system, opportunity to increase technological knowledge, facility of travel and transport, scope of promotion, opportunity for learning to cope with problematic situations and facilities of training.

3.4. Measurement of demographic characteristics of the employee

The demographic characteristics of the employee of this study were gender, age and education. The procedure followed in measuring the age and education have been discussed in the subsequent sections.

3.4.1. Age

Age of the respondent measured in terms of actual years from their birth to the time of their interview, which was found on the basis of the verbal response of the employees. A score of one (1) was assigned for each year of one's age. This variable appears in the item number two (2) in the interview schedule as appendix A. Based on the available information cited by the respondent. They are classified into three categories (DoY, 2012).

Category	Years
Young	18 to 35
Middle	36 to 50
Old	Above 50

3.4.2. Education

Education was measured by assigning score against successful years of schooling by a respondent. One score was given for passing each level for an educational institution.

For example, if a respondent passed the final examination of class five or equivalent examination, his or her score has given five (5). This variable appears in item number three (3) in the interview schedule as presented in appendix-A. Based on the available information cited by the respondent. They are classified into three categories.

Category	Education (years of schooling)
Primary Education	1 to 5
Secondary Education	6 to 10
HSC and Above	>10

3.4. Instrument for collection of data

In order to collect reliable and valid information from the respondents, an interview schedule was prepared for collection of data from respondents keeping the objectives of the study in mind. The question and statements contained in the schedule were simple, direct and easily understandable by the respondents. Simple and direct question, different scales, closed and open form statements and questions were included in the interview schedule to obtain necessary information.

An English version of the interview schedule has been shown in Appendix-A.

3.5 Data collection

For my report, I have collected information from both primary and secondary data. Data were collected during 12 April, 2016 to 12 August, 2016.

Primary Data: I got the data or information through directly from the employees and the head of the departments by observing the environmental behavior, facts, record and present condition of the industry through conversation with the Line Managers and regular employees.

Secondary data: I have collected the secondary data from AJ Fashion's profile, export volume report, audit reports, documents, related books and articles on garments industry, BGMEA, BKMEA etc. Besides, I also collected data through browsing internet also.

3.6. Compilation of data

After completion of survey, data recorded in the interview schedules were coded, compiled, tabulated and analyzed in accordance with the objectives of the study. All the collected data were checked and cross-checked before transplanting to the master sheets. To facilitate tabulation, the collected data were properly coded and transferred from interview schedule to a master sheet. Tabulation and cross tabulation was done on the basis of categorization developed by the researcher.

3.7. Data Analysis

Data collected from the respondents were analyzed and interpreted in accordance with the objectives of the study. MS excel is used to analyze data. Tabular and graphic method is used to discuss the findings.

CHAPTER 4

Company Profile

4.1 History and Background of the Industry

“AJ Group” has begun its journey as “AJ International” in the year 1997 as a vendor/sourcing agent in Bangladesh. Since its inception, the organization being run by highly qualified, experienced, professional management and Staff accelerated by latest machineries/technology, skilled workmanship with substantial marketing. The proficient management of the company was able to gain the confidence and won the respect of the customers in terms of quality assurance and on time delivery. Thus, one customer introduces us many other customers.

“AJ Fashions” and “Lucky Star Apparels” are our two production facilities being run under the Banner of “AJ International” and are “WRAP” certified factory, producing best quality products. Maintaining on time delivery schedule and commitment to the buyers which helped us to flourish and grow our business only within a span of fourteen years. Eventually it has been grown-up as a group of company. Today we have our own embroidery unit and most of the accessories (Elastic, draw string, sewing thread, twill tape, binge cord, poly bag, etc.) produced by us.

.

4.2 AJ Fashions Ltd. Company Profile

Type of Business	Manufacture of RMG (Woven Factory)
Head Office Address	2, Monipuripara (4th Floor), Tejgaon, Dhaka-1215.
Tel No	+88 02 8142391-3
Fax No	+88 02 8123427
Factory Address	141/142 Lala Sarai, 234/4, Kachukhet, Cantonment, Dhaka, Bangladesh.
Factory Tel No	+88 02 9871906
Factory Fax No	+88 02 9871903
Email Address	ajintl@ajintl.com
Managing Director	Anwar Hossain Chowdhury, +88 01711 520079
Contact Person	1. Mahbubul Arefin Chowdhury Abir, DMD, +8801757692955 2. Kamal Hossain (COO), +88 01971 520074 3. Abu Khaled Md. Ferdush, (GM) +88 01841 935486
Banker (1)	Islami Bank Bangladesh Limited, Foreign Exchange Corporate Branch, 41, Dilkusha Commercial Area, Dhaka-1000, Bangladesh. Swift Code- IBBLBDDHA109
Banker (2)	United Commercial Bank Ltd., Principal Branch. 58, Motijheel Commercial Area, Dhaka-1000, Bangladesh. Swift Code- UCBLBDDHPRB.
Established	1998
Items	Denim Pant, Twill/Canvas Pant, Twill/Canvas Cargo Pant, Short, Skirt, Micro Fiber Pant, Nylon/Polyester Wind Breaker, Ski Pant, Padded Jacket, Swim Short, Board Short, Shortall, Overall, Polar Fleece Tops/Jacket, Woven Shirt, T-Shirt, Polo Shirt, Hoodies and Sweater for Men/Boys/Ladies/Girls/Kids.

(Source: AJI, 2016)

4.3 Factory profile

Factory Space :	58000 SFTS
Production Capacity :	150,000 pcs on an Average/per month
Minimum Qnty :	500 DZ per Style
Number of Machines :	608 nos
Staff :	130 no
Worker :	Male – 150. Female – 670
Total Work Force :	950

4.4 Vision, Mission and Values

AJ International has following vision, mission and values

Vision

AJ International ltd. aims to be one of the top world class manufacturer of RMG (woven) through producing diverse range of products for the global apparel market.

Mission

- Provide highest quality in every regard.
- Use quality products at the best price possible.
- Provide cutting edge technology for enhancement of online business and increase connectivity between buyer and seller

Values

We believe in integrity, transparency and accountability, and also values professionalism that will provide a high standard of services to all customers and suppliers.

4.5 Products of AJ Fashion ltd.

- Men's Jacket
- Ladies Jackets
- Men's Bottom (Long Pant)
- Ladies Bottom (Long Pant)
- Men's Bottom (Shorts)
- Ladies bottom(shorts)

4.6 Different Buyer and Buying Agents of AJ International Ltd.

Name of the country	Name of the buyers
USA	Wal-Mart TJ MAX Goody's Shopko Frizzy Inc. Meijure Catton Apparel group Resourcing America Inc. Merveryns J.Y.Rays Inc MHadary JC PENNEY
Canada	Wal-Mart Zellers Bay store Amerella Urban Rags Getracan Inc. Getel International
EU	Carrefour Orchestra Ahold Extam GL Kids Oracon

CHAPTER 5

MERCHANDISING DEPARTMENT

Merchandising

Merchandising is a business on marketing activities responsible for ensuring a products description both quality and quantity. Merchandising means total responsibility of a Merchandiser

Merchandiser Duty of merchandiser describes himself like this-

- A man who collects order from customer sourcing raw materials production on time with quality and maintains lead time
- Garments merchandising means buying raw materials & accessories, producing garments, maintaining required quality level and exporting the garments within scheduled time

If anybody has to be designated as Merchandiser then the word itself demands some qualities from that individual, now let us see what all are the hidden meanings there in the word “MERCHANDISER”

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

Most importance things for a Merchandiser is

- Communication.
- Planning
- Production Follow Up

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

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

5.1. Business Development Procedure:

Apparel industry must be developed with the trend of market otherwise they cannot extend their business. To collect new buyer and business with them a company must follow the procedure of business development. Buyers have been chosen by two ways. Firstly, Buyer chooses the supplier and the second one sometimes, “AJ Fashions Ltd” want to work with a particular buyer and then contact with them according to that. “AJ Fashions Ltd” follow the procedure of business development, this are given below:

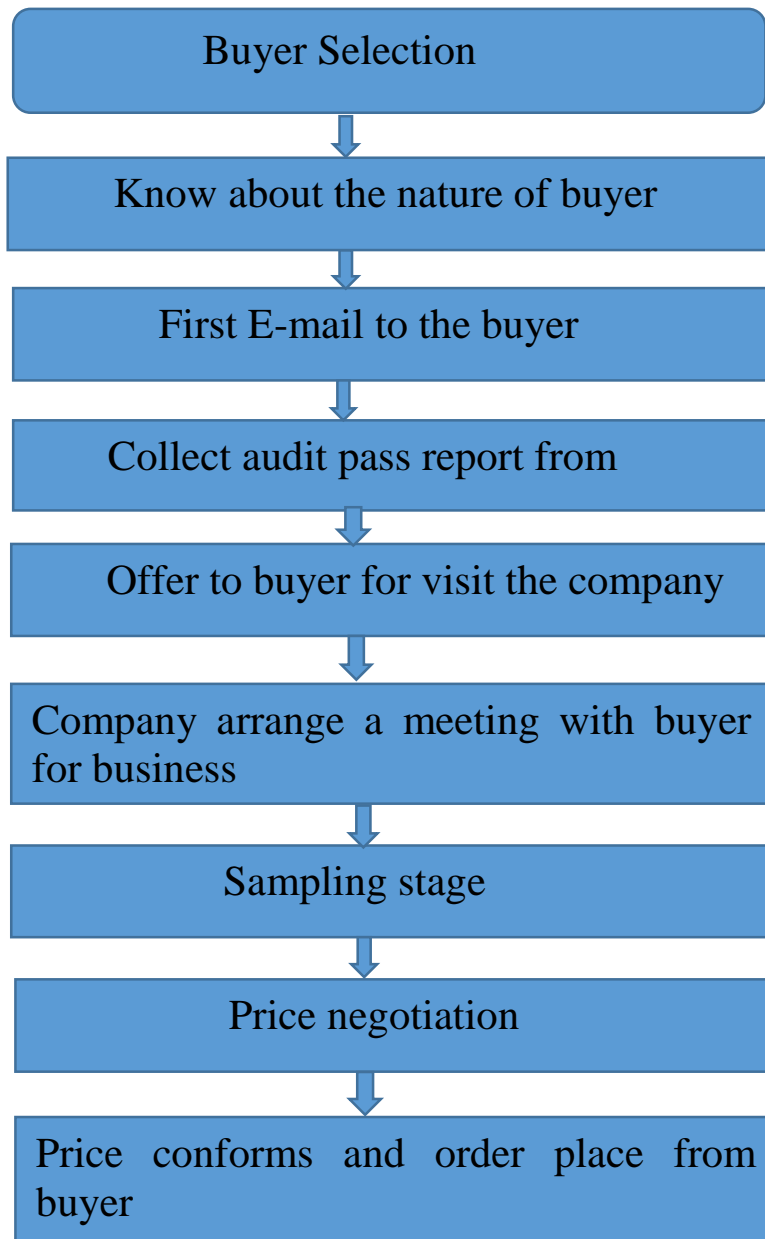


Fig: Business Development Procedure

5.1.1 First email to buyer for business development

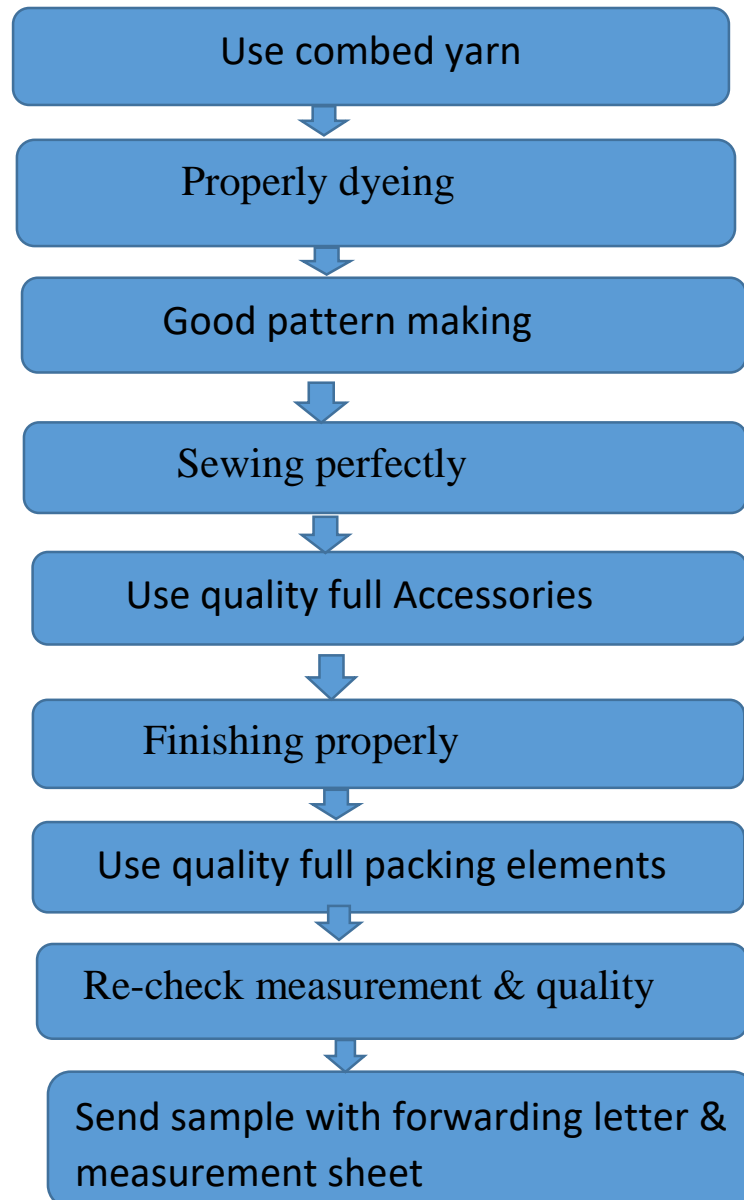
For new business development sellers have to communicate with buyer. Email is the easiest and swift way of communication so when seller will contract first time with buyer by email at that time have to mention some important information about company. Which kind of things should be include here this are-

- Information about you and your company.
- Products information about your company
- Capacity and productivity.
- Which buyer work with you.
- Attachment a beautiful sample photograph.
- Wearing for feedback

This kind of information should be included in this email. On the other hand this email will be minimum word and maximum communication

5.1.2. Sending quality samples to new buyer for better understanding of workmanship of factory

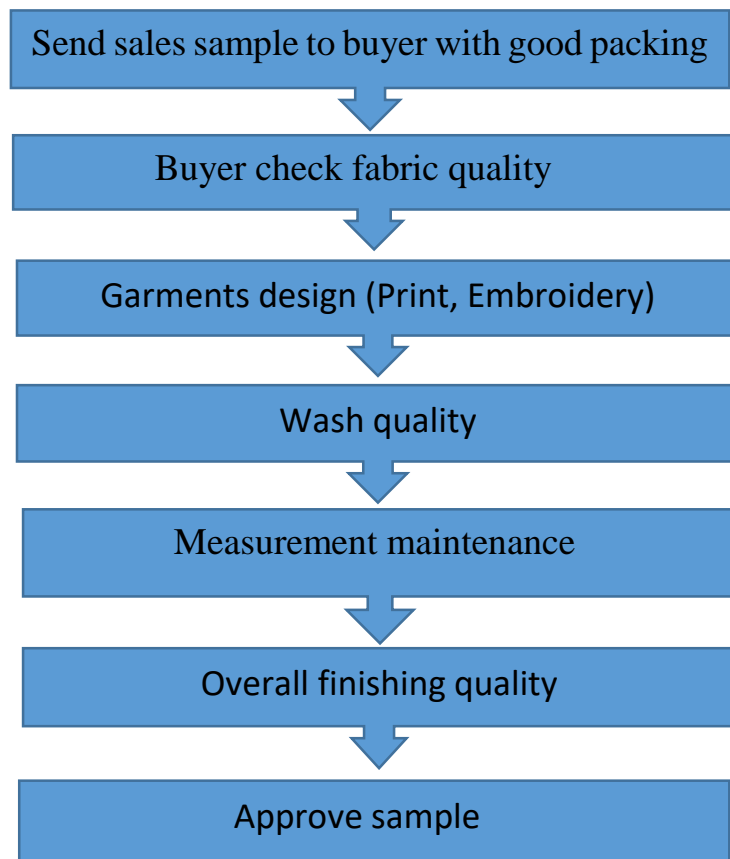
Samples play a vital role to get new order. Without quality sample suppliers cannot develop a new business, so sample should be better quality before bulk production. For that reason when we send quality sample to the buyer we have to follow something, those are:



If merchandisers follow this process to make quality sample and send as like this way, then buyer will be satisfied and get clear idea about workmanship of factory.

5.1.3. Approval procedure of sales samples

Sample is made when price is confirmed and orders are placed, usually M size in all color combinations of expected order. Buyer held a meeting with its customer and records their response on order quantity per color, size etc. and finally place order to their vendor. Sales sample basically use catalogue buyer.



5.1.4. Cost sheet & consumption sheet preparation

Garment Costing:

In order to achieve perfect garment costing, one must know about all the activities including purchase of fabrics, sewing, packing, transport, overheads, etc.

Table: The freight charges for the Men's Basic T-shirt. Price of garment estimation is given			
Particulars	Light colors	Medium colors	Dark colors
34's combed yarn	Tk.135.00	Tk.135.00	Tk.135.00
Fabric cost per garment	Tk.38.06	Tk.40.13	Tk.44.27
Cost of Trims	Tk.0.85	Tk.0.85	Tk.0.85
CMT Charges	Tk.11.00	Tk.11.00	Tk.11.00
Cost of accessories	Tk.1.35	Tk.1.35	Tk.1.35
Rejection of garments (commonly 3%)	Tk.1.50	Tk.1.50	Tk.1.50
Cost of Garment	Tk.52.76	Tk.54.83	Tk.58.97
Local Transport	Tk.1.00	Tk.1.00	Tk.1.00
Profit@15% approx.	Tk.7.90	Tk.8.20	Tk.8.90
Commission/ pc	Tk.2.00	Tk.2.00	Tk.2.00
Price of Garment	Tk.63.66	Tk.66.03	Tk.70.87

Shipping Charges: For men's basic T-shirt, the delivery terms in the buyer enquiry as 'FOB'. So, sea freight charges are not added. But the local transport with the cost of garment has to be added. Finally, we have to convert the Bangladeshi taka to USD or Euro.

Cost sheet & consumption sheet preparation

During the fixation of FOB price of a garment following notes are to be followed carefully:

1. Cost of fabrics/Dzn. garments.
2. Cost of Accessories/Dzn. garments.
3. C.M (Cost of Manufacturing) /Dzn. Garments.
4. Cost of embellishment (if any) likes print, embroidery, etc.
5. Commercial cost.6.Commission (if any)

Fabrics Price

Knit fabric price is the sum of the below factors-

1. Yarn price per kg (approx. \$6.40)
2. Fabric price per yard (approx. \$0.15)
3. Dyeing price per kg (approx. \$1.5)
4. Finishing price per kg (approx. \$0.50)

Thus, the fabric price per kg comes $(\$6.40 + \$0.15 + \$1.5 + \$0.50) = \$8.55$

Fabrics consumption for a European T-Shirt is 3.00 kgs per dozen. So fabrics price per dozen is, $(3.00 * 8.55) = \$25.65$

Trimming Price

Trims cover all the trims used in the garments except the basic fabric. There are hundreds of items used to manufacture the garments, proper selection of trims and its quality are very important for styling, otherwise the garment maybe rejected or returned by the customers. As our cost sheet and consumption sheet preparation are based on basic T-Shirt, normally care label, main label, size label, sewing thread, poly bag, price ticket, carton, tag pin, gum tape, etc. trim is used in a basic T-Shirt. Like, normally the trim cost per dozen comes approx. \$2.00 for basic T-Shirt.

CM calculation

CM means cost of cutting to making. It includes the cost of cutting, cost of sewing and the cost of packing. It also includes the overhead cost of the plant and the profit margin. Like, Generally CM per dozen of a basic T-Shirt is \$5.00

Other embellishment calculation

Other embellishment means print, embroidery, patch etc. that makes any garment more attractive for customer as here I described about the cost of Harriet shirt where other prints, appliqués and embroideries are not available so, any embellishment cost is not calculated her.

Commercial cost

Commercial cost includes LC commission, UD commission, EXP commission, Documentation cost, Goods send to forwarder cost etc.

Final garments cost & order confirmation

Now the final garments cost per dozen is the sum of fabrics cost, trimming cost, CM cost, other embellishment cost & commercial cost. So as example if a basic style is taken- the garments price per dozen comes $(\$25.65 + \$2.00 + \$5.00 + \$1.00) = \$33.65$ T-Shirt per piece is $(\$33.65/12) = \2.81 . Thus we fix manufacturing price & negotiate this price with Buyer. After negotiate price with buyer we receive order confirmation & L/C from buyer to execute the order.

Consumption Preparation:

Fabric consumption

The garments manufactured in many sizes to fit for everybody. Generally they are in sizes Small (S), Medium (M), Large (L), Extra-large (XL) and Double Extra Large (XXL). The quantity ratio or assortment can be any one of the following approximate ratio.

S: M: L: XL: XXL - 1:2:2:2:1

S: M: L: XL: XXL - 1:2:1:2:1

S: M: L: XL: XXL - 1:2:3:2:2

As the price is the same for all these sizes of garments, the merchandiser have taken the Centre size large (L) for average calculation. Generally, the quantity of L size is higher or equal to the quantity of each of other sizes.

Men's Basic T-shirt Description:

Men's Basic T-shirt-short sleeves- 100% Cotton 140 GSM Single jersey - 1 x 1 ribs at neck - solid dyed - light, medium and dark colors in equal ratio. Sizes: S, M, L, XL, XXL Ratio: 1: 2: 2: 2: 1

Export carton: 7 ply -120 GSM virgins corrugated - sea worthy. Cartons are to be strapped with 2 nylon straps.

Body & Sleeves: 187 grams

Neck rib: 10 grams (approximately)

Gross weight: 197 grams Therefore, the fabric consumption per garment is 197 grams.

Gross weight & net Weight:

Gross weight means the weight of the fabric bits cut in tubular form without taking shapes. This is the consumed fabric for the particular garment. Hence costing is to

be made as per this gross weight. The weight of the cut pieces after taking the shape according to the pattern is called net weight of fabric.

Fabric cost per kg (in tk.) (All charges approximately):

Particulars	Light colors	Medium colors	Dark colors
34's combed yarn	Tk.135.00	Tk.135.00	Tk.135.00
Knitting charge	Tk.8.00	Tk.8.00	Tk.8.00
Dyeing charge	Tk.35.00	Tk.45.00	Tk.55.00
Compacting charge	Tk.6.00	Tk.6.00	Tk.6.00
Fabric wastage @ 5%	Tk.9.20	Tk.9.70	Tk.10.70
Fabric cost per kg	Tk.193.20	Tk.203.70	Tk.224.70
Fabric consumption per garment	197 gm.	197 gm.	197 gm.
Fabric cost per garment	Tk.38.06	Tk.40.13	Tk.44.27

Cost of Trims: The accessories which are attached to the garments are called Trims. Now the merchandiser have taken Men's Basic T-shirts, as example. Let us see what are the trims required for this style.

Labels: Woven main label (2.5 cm width x 7 cm length): Tk. 0.35 Polyester printed wash care label: Single color print: Tk. 0.10

Hang tag: Tk. 0.40. So the total cost of trims is Tk. 0.85 per garment.

Cost of accessories: Polybags: Normal – Tk. 0.30 per garment

Master Polybag: Tk.2per master polybags to contain 8 garments- tk.0.25 per garment

Export carton: Normal: Tk. 40 per carton to contain 48 garments – Tk. 0.80 per garment. So the total cost of accessories is Tk. 1.35 per garment

Consumption calculation of fabrics, Accessories & cartoons

Fabric consumption calculation:

Body length = 73cm.

Chest = 60cm.

Sleeve length = 22cm

GSM = 220

$$\begin{aligned} & 2(\text{B.L}+\text{S.L}) * \text{Chest} * \text{GSM} \\ & = 2(73+22)/100 * 60 /100* 220/ 1000 \\ & = 190/100 * 60/100 * 220/1000 \\ & = 1.9 * .60 * .22 \\ & = 0.250 \text{ kg/pieces} *12 \\ & = 3.0096 \text{ kg/DZ} + 10\% (10\% \text{ Wastage}) \\ & = 3.0096 \text{ kg/DZ} +0.30 = 3.3096 \text{ kg/DZ} \end{aligned}$$

Carton consumption

Length = 60cm

Width = 40cm

Height = 40c

$$\begin{aligned} & 2(\text{L}+\text{W}+\text{Allounce } 5\text{cm}) * (\text{W}+\text{H}+\text{Allounce } 2.5\text{cm}) /10000 \\ & = 2(60+40+5) *(40+402.5)/10000 =17325/1000 \\ & =1.7325 \text{ sqm} \end{aligned}$$

Poly

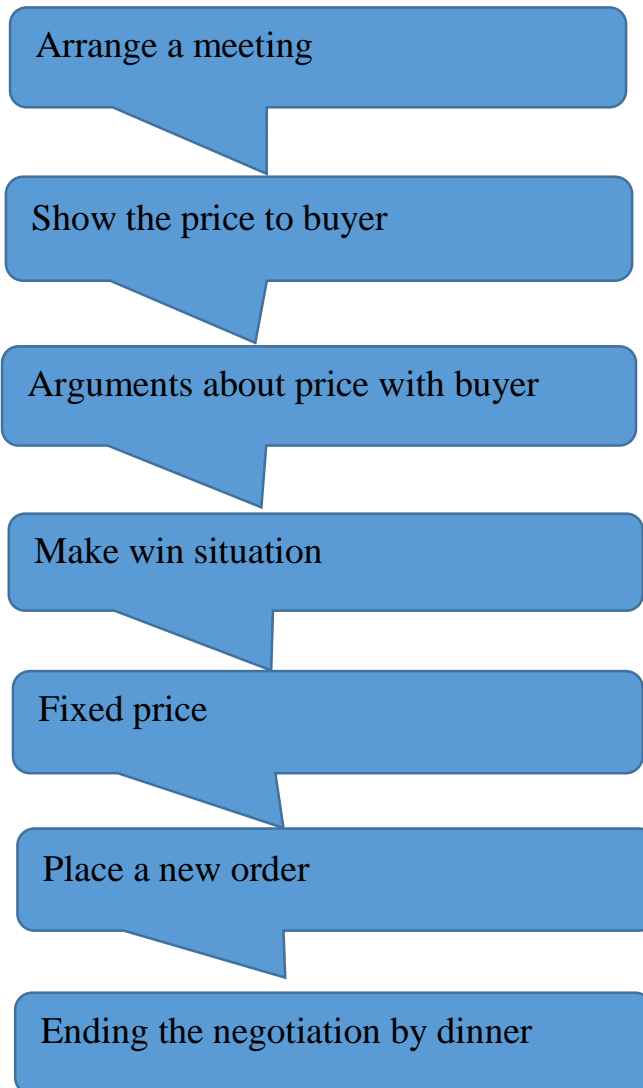
L=12”

W = 10”

Thickness = .08mm

$$\begin{aligned} & 75000/ \text{L}*\text{W}* \text{THICKNESS} \\ & = 75000/ 12*10*.08 \\ & =78.125 \text{ Pcs on 1 lb.} \end{aligned}$$

5.1.5. Negotiation (price) process & ending of negotiation:



5.2. Finishing product

Fabric booking

After receiving order confirmation from buyer merchandisers chase buyer to provide PO (purchase order) sheet which includes color & size wise break down of the total quantity.

Then they will go for denim/knit or the necessary fabrics booking. In case of knit, yarn is the first element of knit fabric. So to make fabric they have to book suitable yarn from home or abroad. To import yarn from abroad it need approx. 44/45 days

and to buy yarn from Bangladesh it need approx. 20/30 days. After receive yarn we go for fabrics knitting and then coloring of the fabrics. After dyed fabrics is ready to make garments. In case of denim the process is same but some cases it fluctuates in terms of price and place.

Trim booking

After getting trim information from Buyer they have to develop the same to get approval. Then they book trims from respective supplier to get cheaper price to minimize the cost. And, for shipment process they need to store every trim in-house so that production cannot get hampered. The all processes go parallel when an order is confirmed. When the size set sample is confirmed, the processing of production starts.

5.2.1. PI sheet & its items

In foreign trade transaction, a proforma invoice is a document that states a commitment from the seller to reserve some goods to be sold to a certain person, the buyer. the buyer places an order and if the seller agrees, it extend a proforma invoice and agrees to all the terms specified in it, the goods are send and the proforma is replaced by a commercial invoice. The POI sheet depends on the demand of buyer.

The items which are included in the PI sheet are as follows:

Top part:

- Name and address of seller
- Invoice number and date.
- Buyer name and address.

Body/middle part:

- Product description.
- Unit price.
- Total price.

Bottom part:

- Shipment date.
- Shipment terms FOB or C&F.
- Country of origin.
- Terms of payment, at sight or 120 days.
- Others special terms.

5.2.2 Master L/C checking procedure & important items should be included in Master L/C

A documentary Master L/C is an orderly payment security instrument offering high quality payment security to a business transaction for both parties the seller and buyer. The seller will receive payment for his goods if he meets all conditions prescribed by the letter of credit. Without M L/C opening the order won't be confirmed. So its carry more value than other documents in export and import business.

M L/C Check list items and those items must be included in this L/C:

- Types of L/C.
- Expiry date.
- Issue date.
- Issuing bank details.
- Advising bank details
- Seller name and address
- Total amount.
- Currency of payment
- Tolerance (2-5% plus or minus)
- Port of loading.
- Description of goods.
- Shipping terms (FOB/ C&F)

5.2.3. Buyer approval procedure of fabrics, color & accessories

Fabric and accessories approval from the buyer is very important. According to the buyer's requirements, outsourcing of the fabric is done. After collection of the fabric lap dip is done and show the fabric on the swatch submission card for better understanding of the buyer.

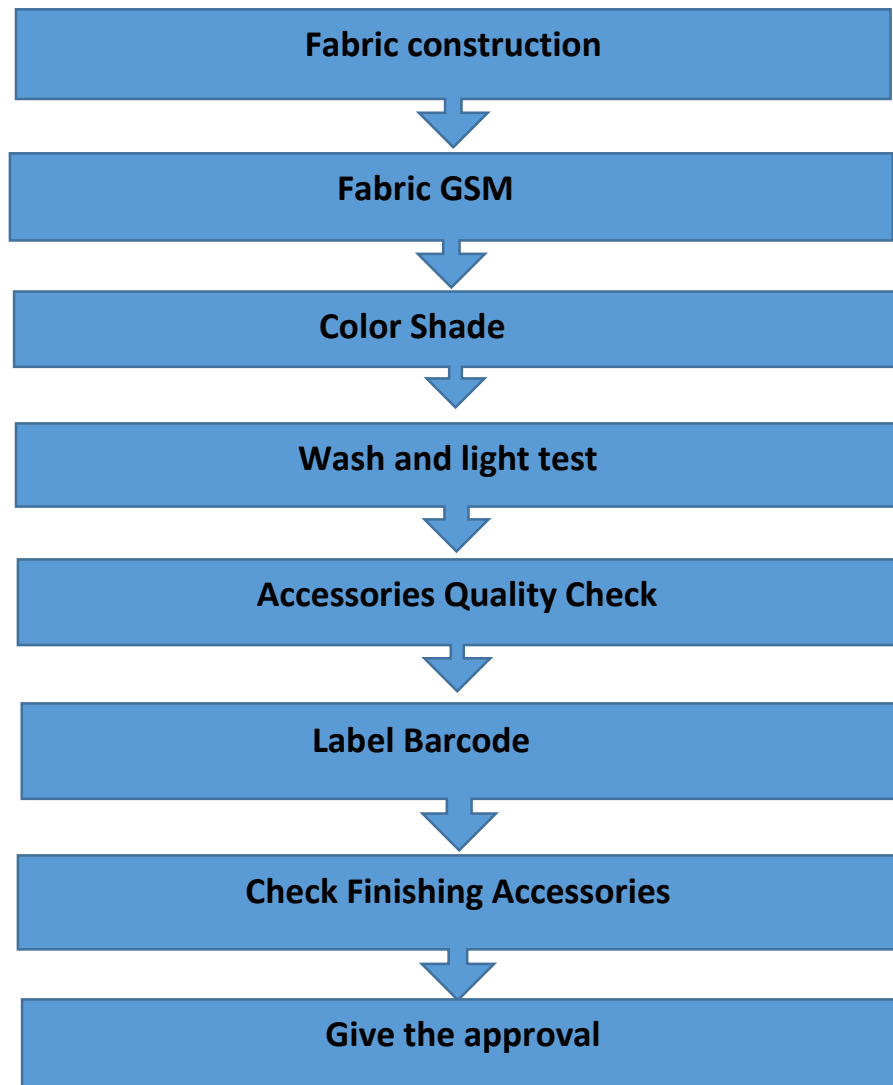


Fig: Buyer approval procedure

Procedure of receiving of price quotations for fabrics & accessories

Pricing is very important factors for any kind of business. After discussion with the supplier price is fixed. For fixing the price some points are followed such as-

- Low price.
- Quality of the goods.
- Sampling

5.2.4. Price negotiation procedure with different suppliers



5.2.5. Organizing meeting with different suppliers for price negotiation

When making contract award decisions the buyer considers each supplier's qualifications as well as the contract terms they offer (e.g., price). A supplier's qualifications are generally considered exogenous, for example, a supplier's reputation is based on historical performance and is not alterable in the short term. Contract terms, on the other hand, can be "negotiable" between the buyer and supplier. In a negotiation, the buyer attempts induce favorable terms from suppliers, and likewise the suppliers attempt to induce favorable terms from the buyer. There are many different possible negotiation processes. For convenience, the company adopt the viewpoint of a buyer when discussing negotiations.

- The merchandise is illustrated and described adequately in catalog to be given to store manager.
- The central buyer is responsible for prearranging the minimum amount of goods to be purchased by the entire chain, keeping the store catalog up to date, adding new items, canceling old items.
- The store manager has complete authority for the composition of the stock and orders can be placed directly with the vendors concerned.

5.2.6.1. Writing agenda for price negotiation meeting:

- Quality for Product
- Quantity of Product.
- In Time Delivery.
- Machine capacity
- Factory capacity.
- Man power

5.2.6.2. Writing minutes after price negotiation meeting with suppliers required price confirmation from suppliers

Price negotiation is the most important part of merchandising and marketing. Order confirmation depends on how cleverly and logically one can negotiate price with buyer. Competitive price is the key element of price negotiation. To make competitive price first of we have to know about the product. Then need to calculate the raw material price, manufacturing cost and shipping terms of the product. E.g.- Knit fabric price is the sum of the below factors:

- i) Yarn price per kg (approx. \$6.40)
- ii) Knitting price per kg (approx. \$0.15)
- iii) Dyeing price per kg (approx. \$1.5)
- iv) Finishing price per kg (approx. \$0.50)

Thus, the fabric price per kg comes $(\$6.40 + \$0.15 + \$1.5 + \$0.50) = \$8.55$. Fabrics consumption for a European T-Shirt is 3.00 kgs per dozen. So fabrics price per dozen is $(3.00 * 8.55) = \$25.65$.

5.3. Presentation of comparative statement (CS) related with different suppliers for fabrics & accessories

- Confirming order placing for fabric and accessories and check for Back-to-Back L. /C. Opening and delivery date.
- Arranging for printing embroidery or any Art-work or motif and washing
- Following up order for advising, understanding, and confirming.
- Confirming Counter sample / Shipment sample receiving from supplier.

5.3.1. Preparation of data bank, of suppliers for different items Preparation of data

For different items:

- Revocable L/C
- Irrevocable L/C
- Confirmed L/C
- Confirmed & irrevocable L/C
- Transferable L/C
- Back to Back L/C
- Red Clause L/C
- Sight L/C
- Usance L/C
- Revolving L/C

Order for materials is placed to supplier through a negotiated instrument or through a back to back L/C. This instrument must comprise comprehensive specifications of fabrics & other materials. In a similar way, detailed specifications should be provided to the supplier of any materials in the contract or L/C. This ensures right quality of good in appropriate quantity to be sourced on time.

5.3.2. Preparation of supplier for different items:

- i. Sample approved by buyer,
- ii. Fabric construction
- iii. Fiber content & yarn count
- iv. Type of looms (shuttle loom, open end, combed, carded, etc.)
- v. Fabric Width
- vi. Types of looms (shuttle loom, shuttle less looms) in which fabric should be produced
- vii. Type of dye to be used
- viii. Standard of color fastness

- ix. Piece length size: Piece length with no seam (such as, 80% of rolls should be more than 50 meters long with no seam)
- x. Fabric finish: Type & level of fabric finish as specified by buyer
- xi. Packing: Typing of fabric packing should be specified such as, rolled on tube and each roll in an untearable poly and poly bags to be packed in 3 ply cartons.
- xii. Labeling & Marking

5.3.3. Booking or requisition to supply chain department for different items along with approval from buyers

All businesses including fashion industries and retail buyers do have a supply chain. This supply chain feeds necessary inputs to the buyers or fashion industry. Supply chain from the perspective of garments industry is different. They require specific items, such as piece goods, trims and accessories for each export order.

5.4. Insurance of purchase order to suppliers for fabrics & accessories

In this case bearing of freight, cost of insurance is also borne by the exporter. The exporter, while quoting CIF price, quotes much higher than C&F value i.e.; C & F + Insurance=CIF. Normally we can add 1-2% insurance charge with CIF price.

After receiving order confirmation from buyer merchandisers chase buyer to provide PO (purchase order) sheet which includes color & size wise break down of the total quantity. Then we will go for knit fabric booking. Yarn is the first element of knit fabric. So to make fabric we have to book suitable yarn from home or abroad. To import yarn from abroad it need approx. 44/45 days and buyer yarn from Bangladesh it need approx. 20/30 days. After receive yarn we go for fabrics knitting and then coloring of the fabrics. After dyed fabrics is ready to make garments.

Items should be included in purchase order

Those items are included in P.O. This are:

- Order quantity.
- Product description.
- Size breakdown.
- Supplier bank address.
- Buyer details.
- Country of origin.
- Payment terms.
- Carton marks.
- Fabric construction.
- Care label instruction.
- Port of loading

5.5. P.I collection procedure from suppliers & checking of P.I

After getting P.O from garment industry than supplier issue a P.I to merchandiser. This P.I is sent by e-mail or DSL to the merchandiser. As like this way collect P.I from supplier.

- i. Sourcing fabric, accessories and trims (buttons, labels, thread etc.)
- ii. Storage of fabric, accessories and trims needed for production.
- iii. Other than this the store looks after issuing material for outsourcing. Raising purchase orders for materials needed in production/sampling.
- iv. Arrange timely delivery from suppliers, to avoid production delay.
- v. Fabric/Accessories checking is done with supervision from the store, as rejected goods are returned to the supplier.
- vi. If any garments or production process has been outsourced, goods after entered factory premises, are checked for shortages, damage etc. before issuing to production/finishing.

Good fabric is the key to successful production, minimizing rejections and ensuring smooth production runs. Fabrics are tested for color fastness standards and fabric strength. Bangladesh has a versatile and wide range of fabrics and finishes. A separate booklet of fabric swatches can be made available, offering insight into the range of fabrics available. We have good fabric sourcing in the country. All testing methods confirm to ISO, Bsen & AATCC if Buyer require.

5.6. Daily production report from suppliers to match with factory production planning

As soon as order plan is ready, it is communicated to the Factory manager/ Production Manager/ Manager Production Planning. Factory management in consultation with right people and appropriate departments allocates the orders to the relevant floor and production lines. This is necessary in production planning for each floor and for each production line.

Some plans show daily production plan. A sample of a Factory Production Plan overview is shown below for reference. Daily production report from suppliers to match with factory production planning.

5.7. QC management system for monitoring of suppliers production

Quality management is the aspect of the overall management function that determines and implements the quality policy. Quality assurance covers all the process within a company that contributes to the production of quality products. The inspection is carried out by representatives of the current production and the result record on control chart. The aim of garment inspection is to visually inspect articles at random from a delivery in order to verify their general conformity and appearance with instruction/description and/or sample received.

Quality Control System is followed by all concerned in the company from piece goods inspection to the final statistical audit.

Piece goods quality control: On receipt of fabrics in the ware house, at least 10% are inspection as per “4 Points” system/10 Points system/2.5 Point system/6.0 Point system. The most commonly used systems are-

5.7.1. 4 Points system as per below –

Size of defect penalty

- 3 Inches or less 1 Point
- Over 3, under 6 Inches 2 Point
- Over 6, under 9 Inches 3 Point
- Over 9 Inches 4 Point

A maximum of 4 points are changed in one linea

Equipment All inspection, measuring and test equipment requires effective maintenance and calibration. Purchased Materials and Services the quality system must be capable of controlling the standards of materials and services supplied by third party suppliers. Purchasing documents must be clearly defined in any desired standards or specification requirements. All incoming goods from third party suppliers must be inspected and tested as appropriate and records maintained. Manufacturing Control In-work inspection should be conducted during manufacture on all characteristics, which cannot be left until final inspection to prevent subsequent sub-standard products. This type of inspection to be effective must act as a process control.

Work Instructions/Workmanship is the supplier must establish satisfactory written standards and representative samples or workmanship which must equate to standards and specifications laid down in Data Sheets, Make-up Specifications and Sealed Samples. These standards must provide an objective base on which decisions are made by skilled personnel.

These are the procedures done step by step by a merchandiser. However, in case of practical sample sending and production sending the steps start from below-

5.8. Preparation of production files for production starting

- Approval Sample
- Order sheet
- Measurement sheet
- Assortment
- Fabric quantity
- Packing list
- Carton measurement

5.8.1. Sending procedure of pre-production samples approved by buyers, production file & pattern to in charge of factory

- Collect approved sample, production file and approved pattern from buyer.
- Merchandiser arrange meeting with production manager.
- Give clear idea about approved sample, production file and approved pattern.
- Than handover these items to PM.

5.8.2. Preparation & conducting of pre-production meeting in factory required for production planning in factory Pre-production meeting in factory

Pre-production meeting – once pre-production (PP) sample is approved (also called sealer sample) and most of the trims are sourced, merchants or production planning department conduct pre-production meeting with production team, quality team and sourcing team. All important comments, procedures to be followed, dos and don'ts are discussed. Scheduling of PCD (planned cut date) and shipment date is announced to all teams.

Production plans, Material planning and line planning – to start production on time and ship the order on time planning is must. Planning is needed for material

sourcing, production capacity, line planning. Scheduling of jobs and responsibility is defined at this stage.

This meeting should be conducted directly after the merchandise manager approves the concept for development. The purpose of the meeting is to review the preliminary product and package specifications and to ensure that the supplier is aware of the companies' quality and product development procedures. The meeting should be of a technical nature. Therefore, the supplier should bring to the meeting the appropriate representation from their staff. Expect to discuss the manufacturing process in detail and address any potential manufacturing concerns or limitations in regard to manufacturing the particular item being discussed. In this meeting, the supplier should be provided an initial specification file with details of the garment that is to be manufactured. The supplier should be requested within a short period of time to formally acknowledge their understanding of the requirements. It is a good idea to obtain this in writing.

5.8.3. Trims card preparation

Submission of Trims Before apparel production begins, it is critical that the buyer approves all components that will comprise the finished product. Some buyers will require review of all trims and others will require the approval of major trim components only. For example, some buyers will want to see examples of the actual sewing thread. However, others may not require viewing the thread. It is important to understand what the buying company wishes to review prior to production. Experienced fashion merchants will require that they submit trim submissions on an appropriate form. This allows both the supplier and the purchaser to maintain well organized records.

Trims are those items that are fixed with a garment and form part and parcel of that garment. Thus buttons, zipper, laces, etc. are this category of items. Some authors define trims as materials that can decorate and ornament a garment. Examples

include lace, embroidery, appliqué, screen printing, heat transfers, sequins, etc. On the other hand, accessories are items that are not part and parcel of the garment but are required for finishing or marketing of garments. Back board, neck board, hang tag, price ticket, poly bags, cartons are examples of accessories. Accessories are thrown away by the end user after a garment is bought and taken home.

Here are a few examples of items that may need to be submitted for review.

- Lab dips, strike offs (screen printed swatches), reeling of yarn in all colors.
- Production fabric, knitwear etc. Most often required in a large enough size to containing full pattern repeat.
- Care labels & main labels
- Clothing Components: Buttons, lace, zippers, interlinings, shoulder pads, elastics, hangers, hangtags, price tickets, etc.
- Packaging: ASN labels, chip board, jet clips, tissue paper, polybags, etc.

5.9. Improvement of productivity through work study procedure

- BPT (Basic Pitch Time): $\text{Total standard time} \div \text{No of operator}$
- UCL (Upper Control Limit): $\text{Basic pitch time} \div .85$
- LCL (Lower Control Limit): $2 \times \text{BPT} - \text{UCL}$
- Organization Efficiency: $\text{BPT} \div \text{Highest bottleneck time} \times 100$
- Productivity: $\text{Per hour production} \div \text{Total operator}$
- Production Target: $(\text{No of operator} \times 3600) \times 85\% \div \text{Total standard time}$
- Actual production: $3600 \div \text{Height bottleneck time}$

5.9.1 Quality check to ensure quality product

In the garment industry quality control is practiced right from the initial stage of sourcing raw materials to the stage of final finished garment. For textile and apparel industry product quality is calculated in terms of quality and standard of fibers, yarns, fabric construction, color fastness, surface designs and the final finished

garment products. However quality expectations for export are related to the type of customer segments and the retail outlets.

Here it follows:

- i) Understanding the customers' quality requirements
- ii) Organizing & training quality control department
- iii) Ensuring proper flow of quality requirements to the QC department
- iv) Ensuring proper flow of quality requirements to the Production Department.
- v) Establishing quality plans, parameters, inspection systems, frequency, sampling techniques, etc.
- vi) Inspection, testing, measurements as per plan
- vii) Record deviations
- viii) Feedback to Production Department.

5.9.2. Pre-production:

- Auditing inward fabric and trims and ensuring only quality goods are accepted.
- Involvement in product development and sampling stage and take care of quality aspects of samples.
- Ensure that no faulty fabric is sent for cutting. If minor fault are present in the fabric, defects should be marked on the fabric and same thing must be communicated to cutting department.
- Preparing audit report of the fabric and trims quality.
- Conducting pre-production meeting before production start.

5.9.3. Production:

- Perform in - line inspection and end-of-line inspection in sewing floor.
- Perform inline inspection, pre-final audit and final inspection in finishing department.
- Audit of the packed goods prior to offering shipment to buyer QA.

- Responsible for analysis quality reports and prepare improvement plan.
- Ensuring the right quality of the outward garment by conducting quality audits in manufacturing process.

5.10. Preparation of shipping samples & sending to buyer through proper packing & documentation

Shipping: The procedure of transporting an item, usually through the email. Shipment is a very basic, common way of getting an item from one place to another, or from one person to another. This process can be done physically or by transporting commodities or cargo by land, air, and sea.

Shipping sample is prepared before shipment but it is send to buyer when final inspection is completed. This is an important sample to buyer that's why sample department take extra care to make it. It is send to buyer by air for going early.

Sending Procedure of Shipping Sample:

- ✓ Making according to the measurement sheet.
- ✓ Quality check.
- ✓ Ironing.
- ✓ Labeling.
- ✓ Poly bagging.
- ✓ Forwarding letter.
- ✓ Measurement sheet.
- ✓ Finally re-check.
- ✓ Send to buyer by courier

5.10.1. Preparation of packing list after final inspection

There are many kind of packing system is used in Apparel Industry. Here are many kind of packing system is used in Apparel Industry. Some packing name given below:

- Flat packing

- ii. Standard packing
- iii. Hanger packing

The back side of the packing some specifications are included for attracting the buyer. In the store room is used `VIM` card in these vim card some information is included such as buyer no, order no, style no, fabric quantity.

In the packaging section while packing the apparel industry follow these assortments

- i. Assort color assort size
- ii. Assort color solid size
- iii. Solid color solid size
- iv. Solid color Assort size

5.11. Selection of shipping, forwarding & Consolidation Company for smooth shipment

Forwarding: The procedure for carrying out forwarding activities: procedure for rendering services related to shipment of cargos by any types of transport and execution of shipping documents, documents for customs purposes and other documents required for shipment of cargos.

Consolidation: Aggregation of LCL cargoes and consolidation activities being the core business of the company it is very focused about its execution. This is done through with a highly-motivated team of professionals with a proven track record, a network of owned offices and franchisees in India that covers the length and breadth of the country, an established network of agents who are all majors in their respective regions giving our customers best of both worlds irrespective of which sector the business is headed!! Our valuable customers comprise of some of the biggest names in Freight Forwarding in the domestic market, Multi-National Companies having global presence and conglomerates.

5.11.1. Time & Action plan preparations

Product or lines for each season must reach the store and sell through in a designated time frame. Delays can totally disrupt the business, because, products meant for one season cannot be sold in other seasons. So lead time must be strictly followed. Lead-time is generally divided into sequence of actions over a time frame. An example is shown below:

SI	Date	Action to be taken
1	01.07.2016	Received Master L/C for an export order
2	02.07.2016	To receive Proforma Invoice for piece goods & accessories
3	03.07.2016	To open Back to Back L/C for fabric
4	04.07.2016	To open Back to Back L/C for trims & accessories
5	05.07.2016	To submit Fit Sample to buyer
6	06.07.2016	To receive fabric sample from fabric supplier
7	07.07.2016	To receive sample of trims & accessories
8	08.07.2016	To receive comments on Fit sample from buyer
9	09.07.2016	To submit size set sample to buyer
10	10.07.2016	To receive comments/approval of size set sample
11	11.07.2016	Ex-factory of fabric
12	12.07.2016	To submit PP sample to buyer
13	13.07.2016	Fabric shipped from supplier port
14	14.07.2016	To get approval of PP sample from buyer
15	15.07.2016	To receive trims & accessories to store
16	16.07.2016	To receive fabric at store
17	17.07.2016	Inventory control to ensure all goods in place
18	18.07.2016	Fabric cutting starts
19	19.07.2016	First production run commences

20	20.07.2016	To submit production samples to buyer
21	21.07.2016	To start finishing of garments
22	22.07.2016	Receipt of cartons a store
23	23.07.2016	Cartooning commences
24	24.07.2016	Sewing complete
25	25.07.2016	Finishing complete
26	26.07.2016	Pre-shipment inspection complete
27	27.07.2016	Ex-factory of the merchandise
28	28.07.2016	Handing over to shipping line
29	29.07.2016	Shipment of goods
30	30.07.2016	To send shipment confirmation documents to buyer

5.11.2. To help commercial department for making proper documentation for submission in bank as per terms & condition mentioned in M L/C

- Buyer's Name
- PO/Order/ Style No.
- Item Description
- AJ's Datatex Order No.
- Lot #, if Any and qty. per Lot #
- Order Quantity
- Carton Quantity
- Export L/C No.
- Fabric Source
- Fabric Construction
- Fabric Description
- Unite Price
- Freight Terms

- Mode of Shipment
- Port of Shipment
- Port of Discharge
- Latest Shipment Date in the L/C
- LC Lien Bank & Factory A/C (BBL/C Dept.)
- DCD / Any Specific Del-date to maintain
- ETA Destination as per PO/Contract
- G. Wt
- Nt. Weight Net.
- Weight Wt.
- Total CBM
- Tentative date of inspection
- Factory from the Where the Good Will be delivered: BFSL.
- Final Destination of the Goods
- SA No. :
- If any other Special Terms & Condition To Take Care

5.12. Monthly Merchandising report

- Update the ERP system
- Time & Action update
- Order progress meeting date
- Subcontracting (In or out) plans
- Shipment plan (Monthly/ Weekly)

5.13. Written future business plan

A business plan is a document that is prepared in order to organize the business's operations, forecast financial performance, set financial and operational goals, attracts investors and applies for business loans. A business plan is a written description of a business's future. It reports on the environment in which the

company operates, explains what the company plans to do in the near future and predicts how it will perform financially. The following loose outline can be used as the basis for preparing a simple business plan.

A. Executive Summary

Business Concept Describes business, product and market, pointing out exactly what will be sold, to whom and why and why this will be successful

B. Financial Features Defines the summary of important financial points of business plan.

C. Financial Requirements Summary of capital needed to start or expand the business, how this will be used and what equity (if any) will be provided or collateral is to be put up.

D. Summary of Strategy proposed

Overview of the market where the business functions, its strategy to beat the competition, and future predictions as to profitability and likely return on investment is described.

Business Description

- Short description of industry you operate in, present outlook and future possibilities.
- Information on various markets within the industry, including any new products or developments that will benefit or hurt your business.
- New business or already established?
- Structure of your business – e.g. wholesale, retail, manufacturer or service.
- Who will your customers be?
- How will your product be distributed?
- Description of the products or services you intend to market.

- Information about the team – the individuals who have launched the company, etc.

5.14. Merchandising activities on Product development

Product development is another important responsibility for RMG merchandisers. Before go to bulk production various stage of sampling has to pass in order to develop a product for end user.

- Sequence of Sampling
- Counter sample/Style sample/Salesmen sample
- Fitting sample/ Size set sample
- Pre-Production.
- Pre-Shipment Sample.
- Shipping Sample.
- Photo/ Advertisement/ Catalog Sample

Sequence of Sampling

- ✓ Counter sample/Style sample/Salesmen sample
- ✓ Fitting sample/ Size set sample
- ✓ Pre-Production
- ✓ Pre-Shipment Sample
- ✓ Shipping Sample
- ✓ Photo/ Advertisement/ Catalog Sample

5.15. Steps of Garment Sample Approval

Step-1 Style sample (Closest available fabrics and trims)

Step-2 Size Set sample (actual fabric and closest available trims)

Step-3 Pre- production sample (In Actual)

Step-4 Pre-Shipment sample (In Actual)

Fabrics Selection

Approval Fabrics (for hand feel & Approval) Test done from official Testing House
1st Bulk Fabrics in each Color Test report in each color

Lap dip

Each Color ¾ Options for Dry Recipe Confirmation with "Spectro Readings" Re-Sub Needed Until Approval.

Swatch

Swatch is a presentation of all the materials is (Fabrics & Accessories) used for any specific style/order. Usually small piece of fabrics and each piece of accessories are attached in board paper in a systematical manner. Swatch is very important for production line to make the correct construction of a garment and QC departments ensure it. Concerned merchandiser should confirm/approve the swatch.

Style sample development

The main object to develop style sample is to approve the styling of a product that a designer imagines first. This sample is usually made by available color but actual design, construction and weight. But some time buyer ask sample to make by actual color.

Size set sample development

The main object to develop size sample is to confirm the measurement, body fitting etc. This sample is also made by available color but actual construction and weight.

Pre-production sample development

The main object to develop Pre-production sample is to confirm the final product from buyer. After receive pre-production sample we can start final/bulk production.

Pre-Shipment sample development

The main object to develop Production sample is to confirm ultimate buyer that what we produced and ship to sell for end user.

5.16. Merchandising activities

5.16.1. Production plan

After receive a purchase order from buyer merchandiser have to sit with production planner to make a production plan. Production plan contain below things:

- Planned date to start knitting/ weaving to make the required fabrics.
- Planned date to start dyeing to color the fabrics.
- Planned date to start cutting fabrics.
- Planned date to start sewing the required garments.
- Planned date to start packing the required garments.
- Planned date to hand over finished goods to buyer nominated sea or air forwarder.

Trail/ Test cutting

Before start bulk cutting to adjust pattern we cut each size and each color 10/15 pcs. This is called trail or test cutting. After approved trail or test cutting we can go for bulk cutting.

Sewing

Sewing section is the section where cutting part are joined to make a garments. In sewing section sewing machines are set up according to the kind of final product.

Packing

After sewing, garments are packed into packing section. Here we put iron on garments, add various kinds of hangtags, poly bags and make garments ready to ship to the buyer.

5.16.2. Merchandising activities on Quality control

The main objective of quality control is to ensure that goods are produced to the first customer (Direct Order) and hopefully to the second customer (Recorder/Alter order/ new order) as well. If both customers can be satisfied then the manufacturer products are more likely to continue to be in demand. Satisfactory quality can only be ensured through (from the manufacturer point of view)

- Knowing the customers' needs.
- Designing to meet them
- Faultless construction- manufacture.
- Certified performance and safety.
- Clear instruction manuals.
- Suitable packing.
- Prompt delivery.
- Feedback of field experience.

5.16.2.1. Satisfaction quality can be ensured from the customer from the customer's point of view by providing:

- Right Product.
- Right Quality.
- Right Time.
- Undamaged Condition

5.16.2.2. Principles of Quality Management

The main objectives are to prevent errors by early detection and action

- The need to make the requirement complete and clear at all levels, from this specification of a large system to the individual work construction and terms of reference.
- The detection error by monitoring both product and the method by which is produced.

- The prevention of errors at all earliest
- The total involvement all concerned of the contribution to the final products quality.
- Establish a total forward and backward control system, allowing flexibility for change.

5.16.6.3. Purpose of Quality Control

It is a long-standing trading of any organization to offer the customers first quality merchandise. The purpose of this quality control program is to assist manufacturers in meeting the high standards. In addition, company's quality control program can also help the supplier with their operation. Quality control program not only help spot and reject defective items, but more importantly they pinpoint production operations that need special attention, thereby reducing the number of defects in future production. This type quality control provides basis for management decision in the manufacturer's plant. For the purpose of this manual, the defect refers to a condition that renders merchandise of second quality and or unacceptable because the defect is one or more of the following:

- It is conspicuous.
- It will affect the salability of the product.
- . It will affect the service ability of the product.

It is understood that all performance and legal requirements be following to the letter (that is L/C or any other contact between the buyer & seller) with no division allowed.

5.17. Merchandising activities on finished product delivery to buyer's destination

Booking to forwarder

After making final inspection merchandiser received packing list from packing section which contain the list of carton, how many pieces garments in the carton,

weight of the carton, number of pieces of garment to be shipped etc. Refer to this information merchandiser make booking to sea or air forwarder.

Export Documentation

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

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

Bill of Landing (B/L)

It is document issued by an carrier (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 carrier and details

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

Invoice:

The following items are included 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 buyer's nominated bank for payment release. This is all about the job of Merchandisers where I have worked out for four months.

CHAPTER 6

RESULTS AND DISCUSSION

The findings of the study and their interpretation have been presented in this chapter. These are presented according to the objective of the study.

6.1 Demographic profile of the respondents

Behavior of an individual is determined to a large extent by his personal characteristics. There were various characteristics of the employees' that might have consequence to satisfaction level.

6.1.1 Gender

The survey was conducted among 87 employees. Among the employees, most (75%) of them were female while only 25% employee participated in the study were male.

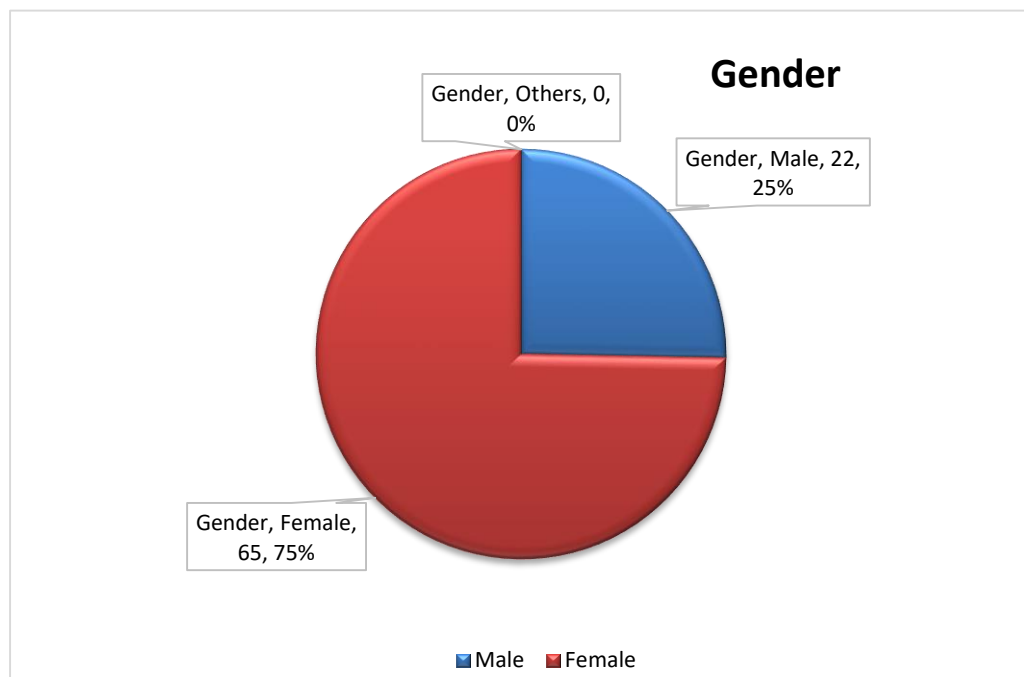


Figure 6.1 Gender of the employee participated in the survey.

6.1.2 Age

Age of the employees ranged from 18 to 57 years. However, based on their age the employees were classified into three categories as young, middle-aged and old. It was also found that 81.9 percent of the employees were young, 13.3 percent were middle-aged and the rest 4.8 percent were old (Figure-6.2). During the study, the researcher came to know that young age employees were more involved in working.

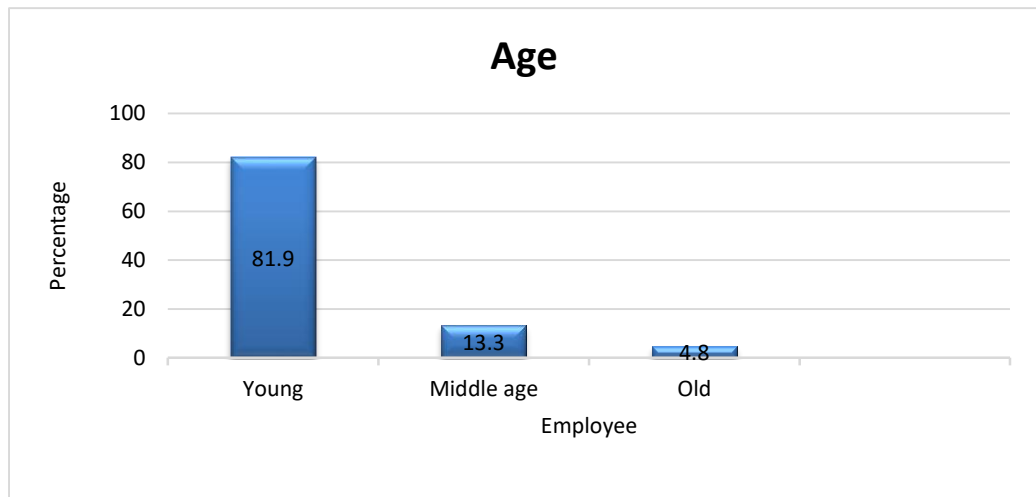


Figure 6.2 Distribution of employees according to age.

6.1.3 Education

The level of education of the employees ranged from 0 to 16. According to the classification, among the employees, 58.3 percent had education at primary level, 27.4 percent had education at secondary level and 14.3 percent had education at above secondary level (Figure-6.3).). During the study, the researcher came to know that primary level of educated employees were more involved in working

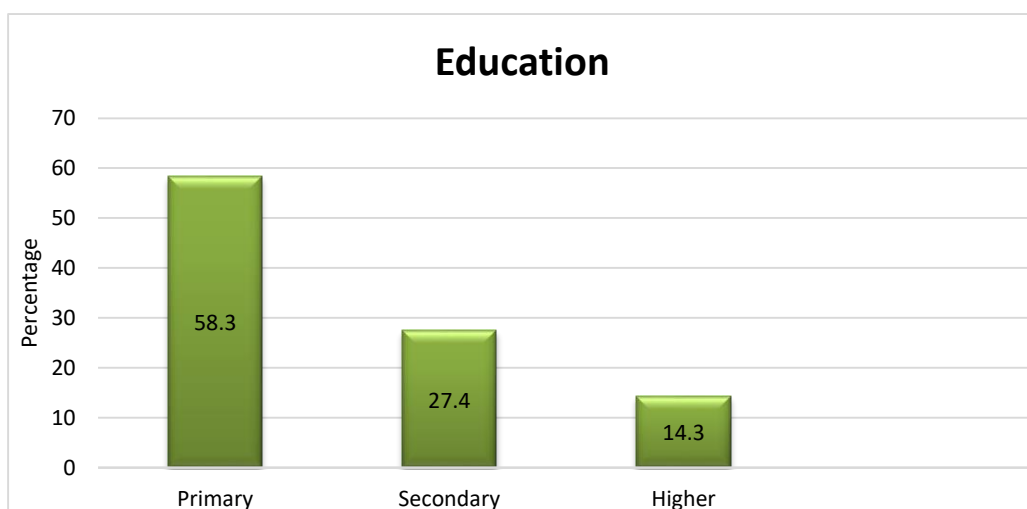


Figure 6.3 Distribution of employees according to education.

6.2 Job satisfaction evaluation

6.2.1 Salary and allowances satisfaction

Data contained in the figure 6.4 reveal that the highest proportion (57.1%) of the employees had strongly disagree on salary and allowances satisfaction while 15.3 % had disagree, 5.5% had neutral agree, 13.5% had agree and 8.6% had strongly agree on salary and allowances satisfaction. It found that maximum employees are strongly dissatisfied on salary and allowance.

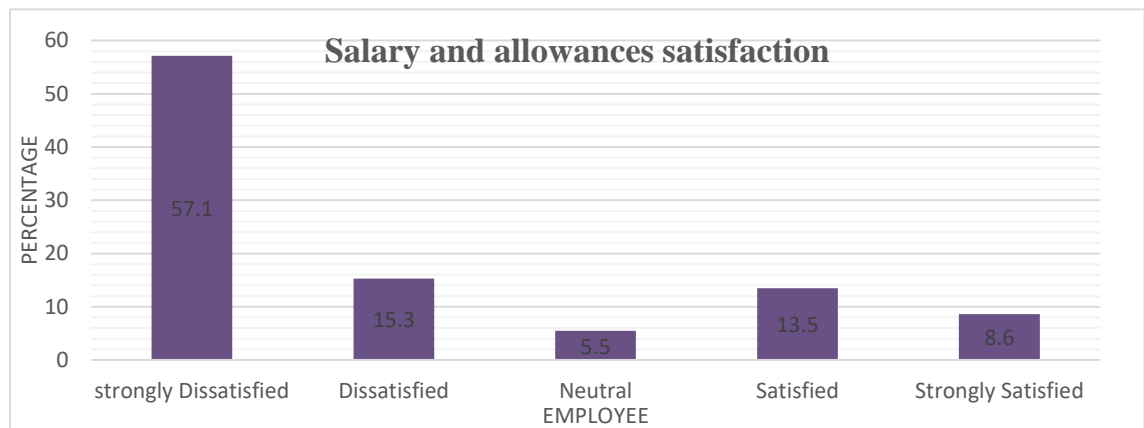


Figure 6.4 Distribution of employees' salary and allowances satisfaction.

6.2.2 Satisfaction on yearly increment

Data contained in the figure 6.5 reveal that the highest proportion (48.9%) of the employees disagree on satisfaction in yearly increment while 24.1% had strongly disagree, 6.3% had neutral 13.5% had agree and 7.2% had strongly agree on satisfaction in yearly increment. It revealed that the highest number of employee are disagree on the yearly increment.

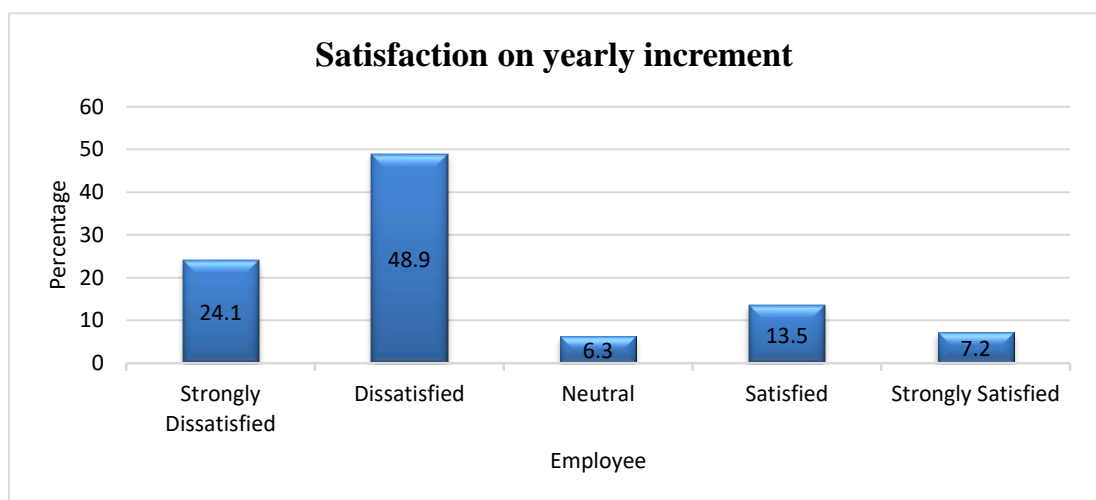


Figure 6.5 Distribution of employees' satisfaction on yearly increment.

6.2.3 Satisfaction in facility on getting illness leave

Data contained in the figure 6.6 reveal that the highest proportion (40.6%) of the employees had agree on satisfaction in facility of getting illness leave while 5.5% had strongly disagree, 7.3% had disagree, 25.1% had neutral and 21.5 had strongly agree on satisfaction in facility of getting illness leave. It found that maximum employee were agree on getting illness leave.

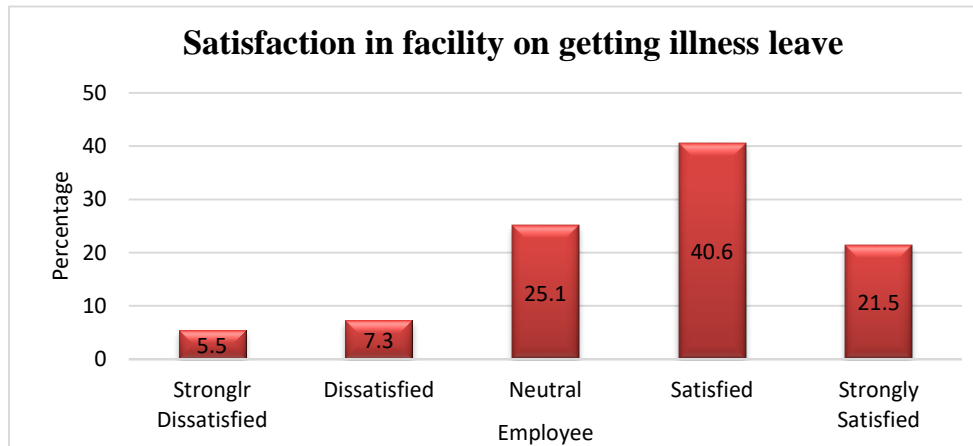


Figure 6.6 Distribution of employees' satisfaction on facility of getting illness leave.

6.2.4 Satisfaction on awareness about safety measures

Data contained in the figure 6.7 reveal that the highest proportion (41.7%) of the employees had agree on satisfaction in awareness about safety measures while 6.5% had strongly disagree, 18.3% had disagree, 6.4% had neutral and 27.1% had strongly agree on satisfaction in awareness about safety measures. It revealed that highest percentage of employee were satisfied on safety measures.

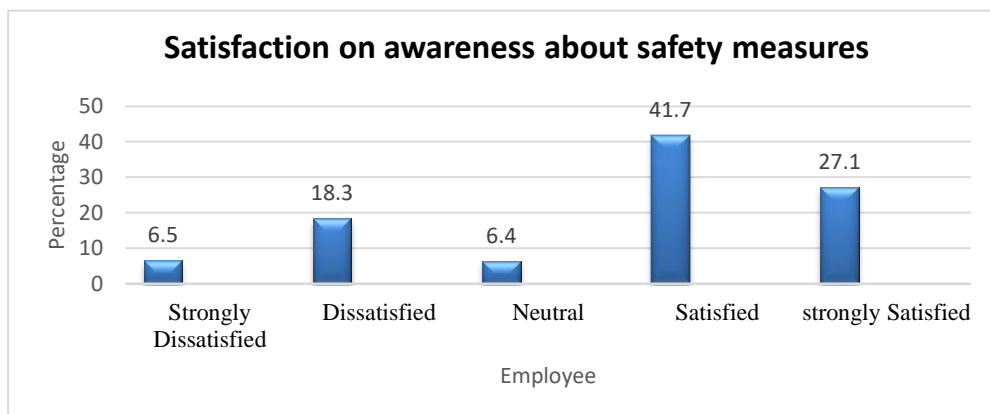


Figure 6.7 Distribution of employees' satisfaction on awareness about safety measures.

6.2.5 Satisfaction on working environment

Data contained in the figure 6.8 reveal that the highest proportion (40.8%) of the employees had neutral on satisfaction in working environment while 23.4% had strongly disagree 9.7% had disagree 8.1% had agree and 18.3% had strongly agree on satisfaction in working environment. It revealed that highest percentage of employee were neutral or silent mood on working environment.

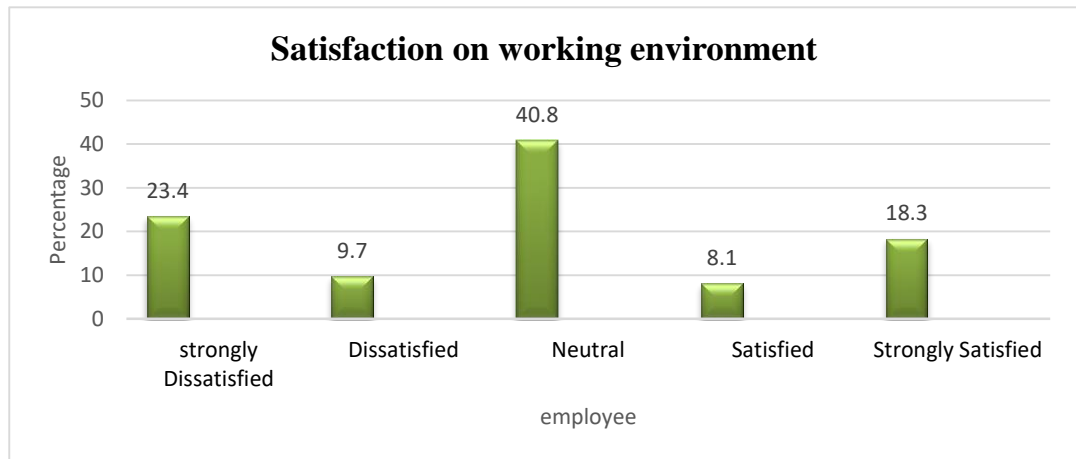


Figure 6.8 Distribution of employees' satisfaction on working environment.

6.2.6 Satisfaction on overall management system

Data contained in the figure 6.9 reveal that the highest proportion (37.8%) of the employees had dissatisfied on satisfaction overall management system while 7.1% had neutral 14% had disagree, 25.6% had agree and 15.5% had strongly agree on satisfaction in overall management system. It found that maximum number of employee are dissatisfied on overall management.

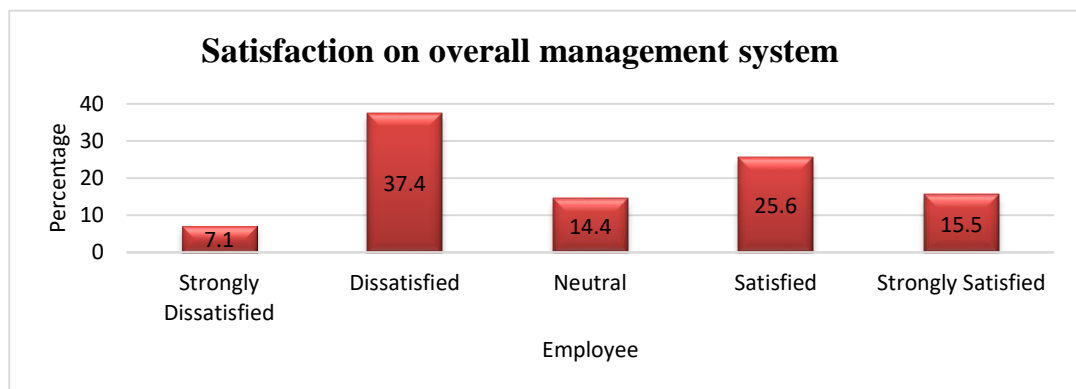


Figure 6.9 Distribution of employees' satisfaction on overall management system.

6.2.7 Satisfaction on opportunity to increase technological knowledge

Data contained in the figure 6.10 reveal that the highest proportion (23.5%) of the employees had agree on satisfaction in opportunity to increase technological knowledge while 11.3% had strongly disagree, 20.9% had disagree, 22.8% had neutral and 21.5% had strongly agree on satisfaction in opportunity to increase technological knowledge. . It found that the highest percentage of employee were agree on opportunity to increase technological knowledge

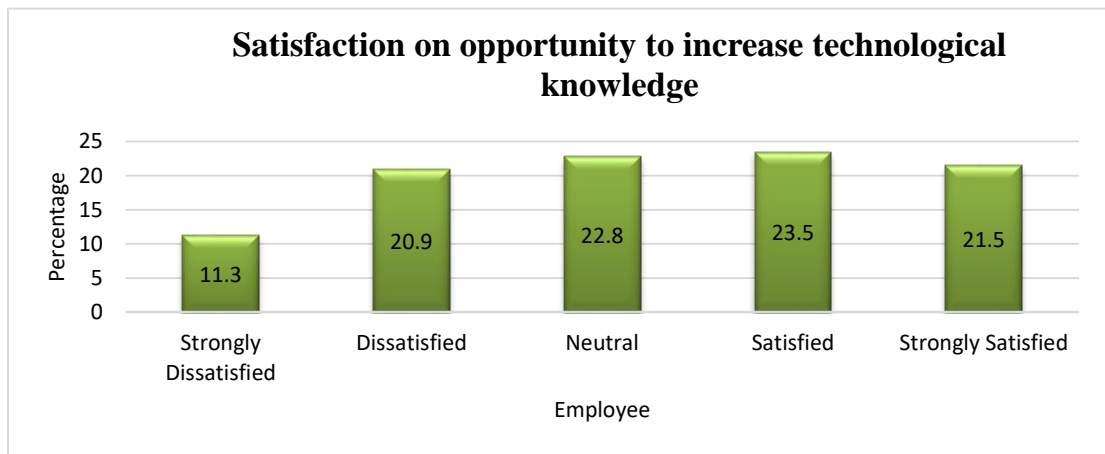


Figure 6.10. Satisfaction on opportunity to increase technological knowledge.

6.2.8 Satisfaction on facility of travel and transport

Data contained in the figure 6.11 reveal that the highest proportion (38.4%) of the employees had strongly disagree on satisfaction in facility of travel and transport while 28.7% had disagree, 22.5% had neutral, 8.3% had agree and 2.2% had strongly agree on satisfaction in facility of travel and transport. . It found that the highest percentage of employee were strongly dissatisfied on facility of travel and transport.

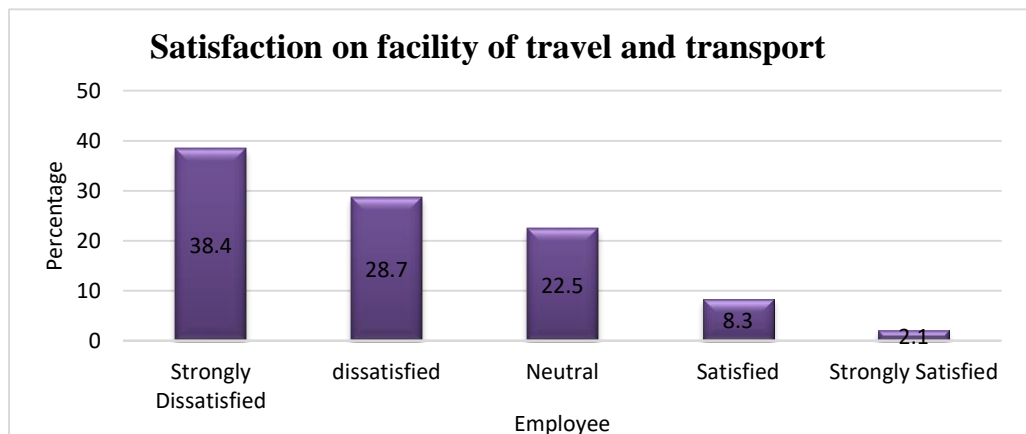


Figure 6.11 Distribution of employees' satisfaction on facility of travel and transport.

6.2.9 Satisfaction on scope of promotion

Data contained in the figure 6.12 reveal that the highest proportion (42.7%) of the employees had agree satisfaction in scope of promotion while 10.3% had strongly disagree, 4.1% had disagree, 20.4% had neutral and 22.5% had strongly agree on satisfaction in scope of promotion. . It revealed that the highest percentage of employee were satisfied on scope of promotion.

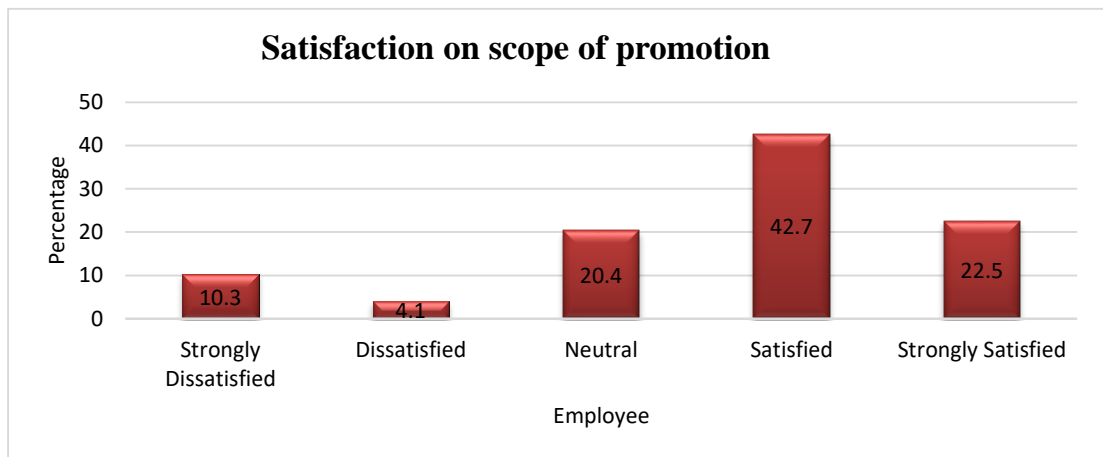


Figure 6.11 Distribution of employees' satisfaction on scope of promotion.

6.2.10 Satisfaction on facilities of training

Data contained in the figure 6.12 reveal that the highest proportion (33.2%) of the employees had agree on satisfaction in facilities of training while 17.5% had strongly disagree, 9.22% had disagree, 21.8% had neutral agree, 18.3% had strongly satisfaction in facilities of training. . It found that the maximum percentage of employee were satisfied on training facilities.

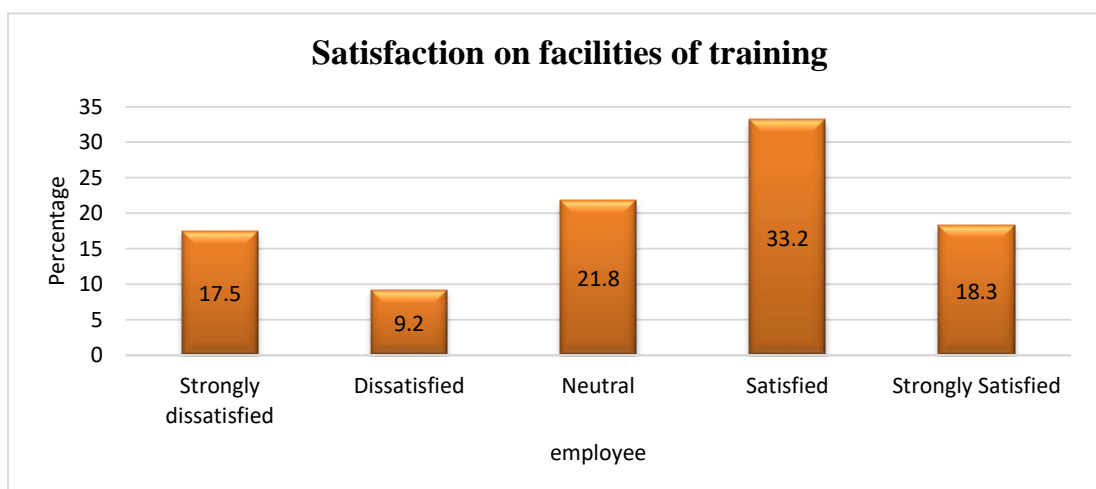


Figure 6.12 Distribution of employees' satisfaction on facilities of training.

CHAPTER 7

SUMMARY, CONCLUSION AND RECOMMENDATIONS

Summary of findings

7.1. Demographic characteristics of the employee

7.1.1 Gender

The survey was conducted among 87 employees. Among the employee, most (75%) of them were female while only 25% employee participated in the study were male.

7.1.2 Age

It was found that 81.9 percent of the employees were young, 13.3 percent were middle-aged and the rest 4.8 percent were old (Figure-6.2). During the study, the researcher came to know that young age employees were more involved in working.

7.1.3 Education

The study found that 58.3 percent had education at primary level, 27.4 percent had education at secondary level and 14.3 percent had education at above secondary level. During the study, the researcher came to know that primary level of educated employees were more involved in working.

7.2 Job satisfaction evaluation

7.2.1 Salary and allowances satisfaction

The study found that the highest proportion (57.1%) of the employees had strongly disagree on salary and allowances satisfaction while 15.3 % had disagree, 5.5% had neutral, 13.5% had agree and 8.6% had strongly agree on salary and allowances satisfaction. It found that maximum employees are strongly dissatisfied on salary and allowance.

7.2.2 Satisfaction in yearly increment

The study found that the highest proportion (48.9%) of the employees disagree on satisfaction in yearly increment while 24.1% had strongly disagree, 6.3% had neutral

13.5% had agree and 7.2% had strongly agree on satisfaction in yearly increment. It revealed that the highest number of employee are disagree on the yearly increment.

7.2.3 Satisfaction in facility of getting illness leave

The study found that the highest proportion (40.6%) of the employees had agree on satisfaction in facility of getting illness leave while 5.5% had strongly disagree, 7.3% had disagree, 25.1% had neutral and 21.5 had strongly agree on satisfaction in facility of getting illness leave. It found that maximum employee were agree on getting illness leave.

7.2.4 Satisfaction in awareness about safety measures

The study found that the highest proportion (41.7%) of the employees had agree on satisfaction in awareness about safety measures while 6.5% had strongly disagree, 18.3% had disagree, 6.4% had neutral and 27.1% had strongly agree on satisfaction in awareness about safety measures. It revealed that highest percentage of employee were satisfied on safety measures.

7.2.5 Satisfaction in working environment

The study found that the highest proportion (46.3%) of the employees had neutral on satisfaction in working environment while 23.4% had strongly disagree 9.7% had disagree 8.1% had agree and 18.3% had strongly agree on satisfaction in working environment. It revealed that highest percentage of employee were neutral or silent mood on working environment.

7.2.6 Satisfaction in overall management system

The study found that the highest proportion (37.8%) of the employees had disagree agree on satisfaction overall management system while 7.1% had strongly neutral 14% had disagree, 25.6% had agree and 15.5% had strongly agree on satisfaction in overall management system. It found that maximum number of employee are dissatisfied on overall management.

7.2.7 Satisfaction in opportunity to increase technological knowledge

The study found that the highest proportion (23.5%) of the employees had agree on satisfaction in opportunity to increase technological knowledge while 11.3% had strongly disagree, 20.9% had disagree, 22.8% had neutral and 21.5% had strongly agree on satisfaction in opportunity to increase technological knowledge. It found that the highest percentage of employee were agree on opportunity to increase technological knowledge

7.2.8 Satisfaction in facility of travel and transport

The study found that the highest proportion (38.4%) of the employees had strongly disagree on satisfaction in facility of travel and transport while 28.7% had disagree, 22.5% had neutral, 8.3% had agree and 2.2% had strongly agree on satisfaction in facility of travel and transport. It found that the highest percentage of employee were strongly dissatisfied on facility of travel and transport.

7.2.9 Satisfaction in scope of promotion

The study found that the highest proportion (42.7%) of the employees had agree satisfaction in scope of promotion while 10.3% had strongly disagree, 4.1% had disagree, 20.4% had neutral and 22.5% had strongly agree on satisfaction in scope of promotion. It revealed that the highest percentage of employee were satisfied on scope of promotion.

7.2.10 Satisfaction in facilities of training

The study found that that the highest proportion (33.2%) of the employees had agree on satisfaction in facilities of training while 17.5% had strongly disagree, 9.22% had disagree, 21.8% had neutral, 18.3% had strongly satisfaction in facilities of training. It found that the maximum percentage of employee were satisfied on training facilities.

7.3 Conclusion

Merchandising is the most important section in the garments industry which is comparable with the heart of the body. The aim of the study is to know the sequence of merchandising as more as practically. The job satisfaction of employee of AJ Fashion Ltd. was studied in here. The study found that the highest proportion of the employees had strongly disagree on salary & allowances satisfaction, satisfaction on facility of travel and transport while the highest portion showed disagree on satisfaction on yearly increment .The highest portion of employees also showed agree on satisfaction on facility of getting illness leave, satisfaction on awareness about safety measures satisfaction on opportunity to increase technological knowledge, satisfaction on facilities of training and satisfaction overall management system were also found from the highest portion of employee. So the company should take necessary steps to resolve dissatisfaction which will encourage the employee to work more effectively as well as efficiently.

7.4 Recommendations

AJ Fashion Ltd is quite able to ensure brilliancy in their performance but still I think they can improve their performance in the following area

- i. Most of the buyers are only from USA and European country based. So they should need to focus other developed countries like Japan Canada, Australia etc. to expand their market.
- ii. The highest percentage of employee were strongly dissatisfied on salary and allowance. So company should take necessary step to solve the dissatisfaction.
- iii. Yearly increment for the employee should increase because maximum number of employee were dissatisfied on this.
- iv. Most of the employee didn't give their opinion about the satisfaction on working environment and overall management which indicate that they are not aware about this issue. Necessary action should take to resolve this.
- v. Travel and transport facilities should expanded because the highest percentage of employee were strongly dissatisfied on this field.

7.5 Limitations of the study

I tried my level best to enrich and complete this report although there are some limitations which are as follows:

- i) Unfortunately, due to the company's limitations (business secrecy and confidentiality), I was unable to acquire sufficient information.
- ii) Personal barriers like inability to understand some official terms; office decorum etc. created a few problems for me.
- iii) Time was also a limitation. Gathering a huge amount of information during working for only four months was really a difficult job

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APPENDIX-A

ENGLISH VERSION OF THE INTERVIEW SCHEDULE

Department of Agricultural Economics
Sher-e-Bangla Agricultural University, Dhaka-1207.

Interview schedule for data collection for the intern report on
“A Study on Apparel Merchandising of AJ Fashion Ltd”
(The interview schedule is entitled for a research study)

Serial No. :
Name of the respondent :
Address : 234/4, Kachukhet (Nimni Complex), Dhaka Cantt. Dhaka
(Please answer the following questions. Secrecy will be strictly maintained.)

A. Demographic characteristics of the employee

A.1. Gender

Please mention (√) to appropriate place/ fill in the blanks.

- (a) Male
- (b) Female
- (b) Others

A.2. Age

How old are you? Age.....years

A.3. Education

Please mention your educational status-

- (a) Can't read and write.....
- (b) Can sign only.....
- (c) Read up to class
- (d) Others (specify)

B. JOB SATISFACTION EVALUATION

Would you please indicate your extent of job satisfaction of your job environment by putting tick mark (√) in the appropriate column?

Sl. No.	Aspects of Job Satisfaction	Extent of Job Satisfaction				
		Strongly disagree	Disagree	Somewhat agree	Agree	Strongly agree
1	Salary and allowances					
2	Yearly increment					
3	Facility of getting illness leave					
4	Awareness about safety measures					
5	Working environment					
6	Overall management system					
7	Opportunity to increase technological knowledge					
8	Facility of travel and transport					
9	Scope of promotion					
10	Facilities of training					

Thanking you for your kind cooperation.

Date:

.....
Signature of the interviewer