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A Study of the Maintenance and Controlling of Merchandiser in Garments Industries

Rahman, Md. Anisur

Independent University, Bangladesh

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A Study of the Maintenance and Controlling of Merchandiser in Garments Industries



Prepared by
Md. Anisur Rahman
#ID: 0530016

Approved by
Md. Zeeshan Abedin
School of Business
Independent University of Bangladesh

A Study of the Maintenance and Controlling of Merchandiser in Garments Industries

**Md. Anisur Rahman
ID: 0530016**

**An Internship Report Presented in Partial Fulfillment
Of the Requirements for the Degree Bachelor of Business Administration
(BBA)**

**INDEPENDENT UNIVERSITY, BANGLADESH
May 2nd 2010**

May 2, 2010

Md. Zeshan Abedin
Internship Supervisor
School of Business
Independent University, Bangladesh

Subject: Submission of the Internship Report.

Sir,

It gives me immense pleasure to submit my report on “” which was a Study of the Maintenance and Controlling of Merchandiser in Garments Industries assigned to me as a fulfillment of the course “Bachelor of Business Administration (BBA)”.

While making this report I come across many hurdles and pleasant experience. But the valuable experiences I have gained during the period will undoubtedly benefit me in the years ahead. This report attempts to describe my observations, learning's and experienced gained in the Patriot Group Ltd. Despite the several constraints, I gave my all efforts to make this report a meaning one.

I have tried sincerely to comprehend and translate my knowledge in writing this report. My effort will be rewarded only if it adds value to the research literature. I enjoyed this project work and gladly attend any of you calls to clarify on my point, if necessary.

Sincerely yours,

Md. Anisur Rahman
ID: 0530016
Department of Accounting
School of Business
Independent University, Bangladesh

Acknowledgement

For the internship program I was placed in **Patriot Group limited**, 430/1/A, Tejgaon I/A, Dhaka-1208, under the supervision of Managing Director **Mr. Iqbal Hossain**. The 90 days long internship contract was given to me by Managing Director.

I express deep gratitude to **Md. Zeeshan Abedin** Department of Accounting, Independent University, Bangladesh for his kind co-operation, advice and guidance all through my internship period. Their excellent attitude has greatly encouraged me to work

I would like to convey my thanks and gratitude to all employees of Patriot Group Ltd head branch and the factories, who have helped me during my stay in the office and enriched my area of knowledge by providing a very good environment to accomplish my internship program.

The management of this readymade garments industry had been extremely helpful in providing necessary documents, brochure, and so on, which have helped me for preparing this Internship Report.

.....

Md. Anisur Rahman

Executive Summary

This report entitled “A Study of the Maintenance and Controlling of Merchandiser in Garments Industries”.

Bangladesh is one of the important & competitive garments exporting country in the world market. Cheapest labor cost is the biggest advantage for Bangladeshi garments producers & exporters. . Nearly 75%-80% of foreign currency is earned by exporting garments & textile. Patriot Group started with 120 machines in 1994 & now because of our enlightened vigilance over quality, prompt delivery, competitive price and advance technology- it is a leading apparel manufacturer located at the heart of Dhaka. They will have sophisticated knitting tools, most of which will be imported from foreign countries like USA, Canada, Japan, Taiwan, Korea and China. They pay main attention on the customer needs and satisfaction. For this they are committed to maintain discipline, punctuality and quality products at reasonable price and ensure quality service. They always maintain delivery schedule according to buyer's requirement. Patriot Group Limited has factories with the best machinery, manpower with commitment towards delivery & quality standard

They provide services to:

IMPORTERS / BUYERS & FACTORIES / VENDORS in Bangladesh

Different merchandisers activity is different. Seals and merchandising section is very important section in Patriot Group Limited. The factory overall seals depends on the merchandising section. Normally garment export order is found from the potential garment importers called garment buyer. But it is the most critical work.

Effective negotiation is very important for business. A successful negotiation outcome does not generally occur through luck, it needs a clear process. For instance: Researching the needs of both parties, Offer, Discussion. Counter & revised offers. Effective preparation is also vital to successful communication. For Effective preparation - product price, order size, lead time etc are very important.

As an intern I have performed basic things such as

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

Bad quality accessories or wrong accessories used can cause the merchandiser to be rejected returned by the buyer so the merchandiser must be careful about the buying house accessories. For this Merchandisers must have some essential knowledge and skill about the buying house accessories. Merchandising section done some specific work. They Communicates with buyer and receive the order Meet the buyer and approve the sample. Collection of raw materials and all accessories. Monitoring the production progress. They used to work as a team. I had to cooperate with sample department time to time and fulfill their requirement about a single product. I used to work as a team. I learn many things during the period. The company has many lacking if they pay attention they will be able to achieve their goal .Patriot Group Limited should take their necessary decisions regarding processing of orders and monitoring the same promptly. Should appoint efficient designer to innovate new ideas of fashion design for sample section. Introduce new marketing department for establish the marketing plan. Introduce computer facility for every department. , provide transport facilities and entertainment. The report divided into six parts. First part is company overview, second part is merchandising process, third part is internship experience of own, fourth part is learning, fifth part is opportunities for Cooperation, six parts is supervision of duties and last part is conclusion.

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