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Merchandising activities of klim apparels Ltd.: An assessment

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Daffodil International University

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INTERNSHIP REPORT ON
“Merchandising Activities of Klim Apparels Ltd.:
An Assessment”

Submitted To:

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DAFFODIL INTERNATIONAL UNIVERSITY

Submitted date: 17th May, 2018

Letter of Transmittal

Date: 20th MAY, 2018

To
Dewan Golam Yazdani Showrav
Senior Lecturer
Department of Business Administration
Faculty of Business & Economics
Daffodil International University
102, Sukrabad, Mirpur Road
Dhaka-1207

Subject: Submission of Internship Report on “Merchandising Activities of Klim Apparels Ltd.: An Assessment”

Dear Sir,

I would like to thank you for supervising and helping me throughout my internship program in completing my BBA. This internship program has given me opportunity to experience one of the latest and unexplored areas of business in Bangladesh and has expanded my present Knowledge manifold.

This report is a study on “Merchandising Division of Klim Apparels Ltd.” with special focusing on organizational as well as managerial skill with which I was assigned during my internship.

Please feel free in contacting me if you have any queries. I would be glad to provide any clarification regarding the project.

Thank you.

Sincerely Yours



Md. Ashikul Islam

ID No: 143-11-4243

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Date: 20th December, 2018

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Certificate Of Approval

This to certify that, the internship report on “Merchandising Activities of Klim Apparels Ltd.: An Assessment” is done by Md. Ashikul Islam, ID: 143-11-4243 as a partial fulfillment of the requirement of Bachelor of Business Administration (BBA) from the department of Business Administration, Daffodil International University.

This paper has been prepared under my guidance and is a record of the benefice work carried out successfully.

Dewan Golam Yazdani Showrav
Senior Lecturer
Faculty of Business & Economics
Department of Business Administration
Daffodil International University

Acknowledgement

All praise to God, the almighty, and the merciful. Without his blessing and endorsement this report would not have been accomplished.

The successful completion of this report might never be possible in time without the help some person whose inspiration and suggestion made it happen. First of all I want to thank my supervisor Dewan Golam Yazdani Showrav for guiding me in “Klim Apparels Ltd.” during my Internship.

Without his help this report would not have been accomplished.

Then I would like to thanks to my advisor, Dewan Golam Yazdani Showrav for helping me completing my internship report on “Merchandising Activities of Klim Apparels Ltd: An Evaluation”.

I also, thank my colleague who helped me by providing informative instructions. I was closely attached with them during my internship tenure. Without them this project would have been very difficult.

I also, thanks to my parents, and some friends who keep on this long process with me, always offer support.

And finally I also express my sincere gratitude to all those who participated to prepare the report.

With warm thanks



Md. Ashikul Islam

ID No: 143-11-4243

Program: BBA, 39th Batch

Faculty of Business & Economics

Executive summary

As part of my BBA program, I have completed my three months internship program from a well-known Buying House named “Merchandising Activities of Klim Apparels Ltd: An Evaluation”. During my internship period in “Klim Apparels”, I have gained valuable knowledge and experience in the field of Merchandising”.

So based on my learning and experience from the organization I have completed my internship report on the “Merchandising Division of Klim Apparels Ltd”. In this paper I have tried to focus and analyze the core “Merchandising of Klim Apparels Ltd” and what kind of value added services they are providing to their employees.

In recommendations how the buying can improve and also give some suggestions. In this report the problems, scope, limitations and various analyses are also done. In this report I have also tried to analyze the benefits of these services as well as my learning from the organization. From my personal view the learning aspect was fruitful and the experience there will help me in the future.

I have learnt many aspects of Merchandising, working with different sections of the company. Mainly working with Merchandising Division of the buying was a great learning opportunity.

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PART ONE

(Introduction)

Introduction

1.1 Klim Apparels Ltd. A Summary of the Organization

Klim Apparels established at 2006. Klim Apparels Ltd” is a well-known reputed garments buying house in Dhaka, Bangladesh. It have an experienced and hardworking sales, procurement & quality control team, which can provide buyer a complete service supplying quality garments at competitive prices. Klim have been working in this trade for more than ten years for USA, Canada and EEC with good reputation. Every customer’s account is aided and touched by an individual executive that is why Klim service is rapid for all the orders and enquiries concurrently. Klim care for the new customer as like do for major customers. This is also one of the main integrities of marketing and merchandising department. Altogether of managers are skilled and knowledgeable and can serve on each of requirements.

KliM Apparels starting Bangladesh efforts its international buyers, the solution for tracing excellent quality Textiles, Apparel, Accessories and 100% Cotton Terry Towels from Bangladesh. Klim valued expertise and experience in sourcing and technical fields for over three decades have helped organization gain an in-depth understanding of textiles, Apparels, Fashion Accessories.

Klim apparels postulates in extents of product expansion, production & timely deliveries, online& post production assessments, coordination & communication.

1.2 Source of the Report:

The report is organized as limited contentment of the Bachelor of Business Administration (BBA) Program of final term to collect actual information about the nature marketing especially in the area of financial institutions. The determination of the study is to provide the real Life outlook and understanding of business in relation to the theory that we have studied in the BBA Program.

1.3 Objectives of the Study:

The objectives of the study are as follows:

1. To study the merchandising activities of Klim Apparels Ltd.
2. To catch on any variability in salary affects the merchandising performance.
3. To study SWOT of the company
4. To recommend suggestions to dazed the problems of the operations of the company.

1.4 Methodology of the report:

This report has been equipped on the base of involvement collected through the period of internship. To preparing this report, I have also collect the information from annual report, and catalogue from Klim Apparels Ltd.

I collect information from the primary and secondary sources. Primary source is which are collect from the books, diaries etc. The secondary data which are collect from the web site.

In official data, the primary sources may be actual data from a survey, and secondary sources may be published reports, and gatherings of data from primary sources.

1.5 Scope of the report:

Through my internship program I strained to gather as much as information as possible to demonstrate a straightforward image about the importance of the merchandising and marketing section for the export oriented garments and the value of the merchandiser for the buying industry. The guiding principle of the company is to develop and maintain strong, secure relation with buyers and suppliers.

To read the report I capable to know clear image about the importance of the merchandising and marketing section for the export oriented garments and the responsibilities of a production coordinator.

The study will also help us to understand the roll of readymade garments in socio economic development of the country. The overall production process of a buying and about the machineries, accessories and the work forced that is required for a particular buying house.

1.6 Limitation of the report:

During my internship I have faced some limitations to accomplish my report. I could not get much information from Dragon Sweater Bangladesh Ltd. due to their limitations as well.

- Most of the data are primary data that are difficult to collect.
- Data sources are so limited.
- Language scale of research was not possible due to time constraint.
- The Buyers are very busy.

- The Exporters are also busy with their duties and responsibilities.
- Most of the organizations key personnel were too busy. So they did not give me enough time regarding this matter.

PART TWO

(Company Introduction)

Organization

2.1 History of Klim Apparels Ltd.

Klim Apparels Ltd. which was started in 2006 with small team, is now a US\$ 8 million group engaged in the men's wear, women's wear, kid's wear and school wear manufacturing-the last decade has seen as destructive phase of expansion which has led Klim apparels being one of the foremost exporters in the country. Klim total staffs are around 90 including 15 merchandiser,29 quality controller,3research development,2 HR&Compilance,3 commercial,2 admin,6 technician ,4 fashion desiner,18 sample man and4 fit technician.

2.1.1 Following are some main objectives of Klim Apparels Ltd.

- To arrange timely production and maintain quality goods for entire satisfaction of the customers.
- To make Klim Apparels Ltd. first choice for the foreign customers by improving its quality and services.
- To extend exports all over the world through better services.

- To establish and develop excellent working environment in the departments.
- Computerization
- Incline a sense of civic responsibility in the staff members
- To achieve company’s objectives
- To provide the employees a friendly atmosphere to increase their commitment.

2.2 Mission & Vision of the Organization:

Mission

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

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

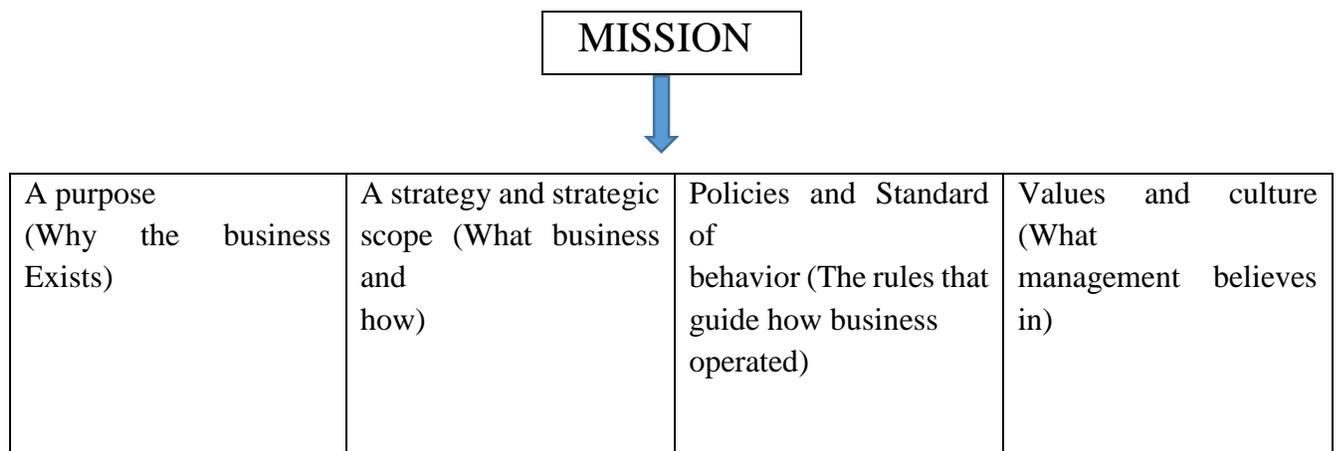


Figure: Factors Affecting Mission of the Organization

Vision:

Vision runs the reasoning of performance and applies momentous stimulus on marketing assessments.

Activities are reinforced by a set of visions that all business people are asked to respect:

- They set customers first
- They are talented
- They respect each other
- They work as one group
- They are devoted to nonstop enhancement.

These are maintained by apparition of a infrastructures rich world .A world in which everybody can take advantage from the influence of communication services and technology.

A civilization in which individuals, organizations and societies have limitless access to one additional and to a world of knowledge, via a variety of communications technologies including voice, data, and mobile, internet irrespective of population, philosophy and education.

The job is to ease effective statement, regardless of geography, reserve and complexity.

The following sixes requirements for success:

- Offers future track
- States a buyer profit
- Is genuine
- Is encouraging
- Must be connected

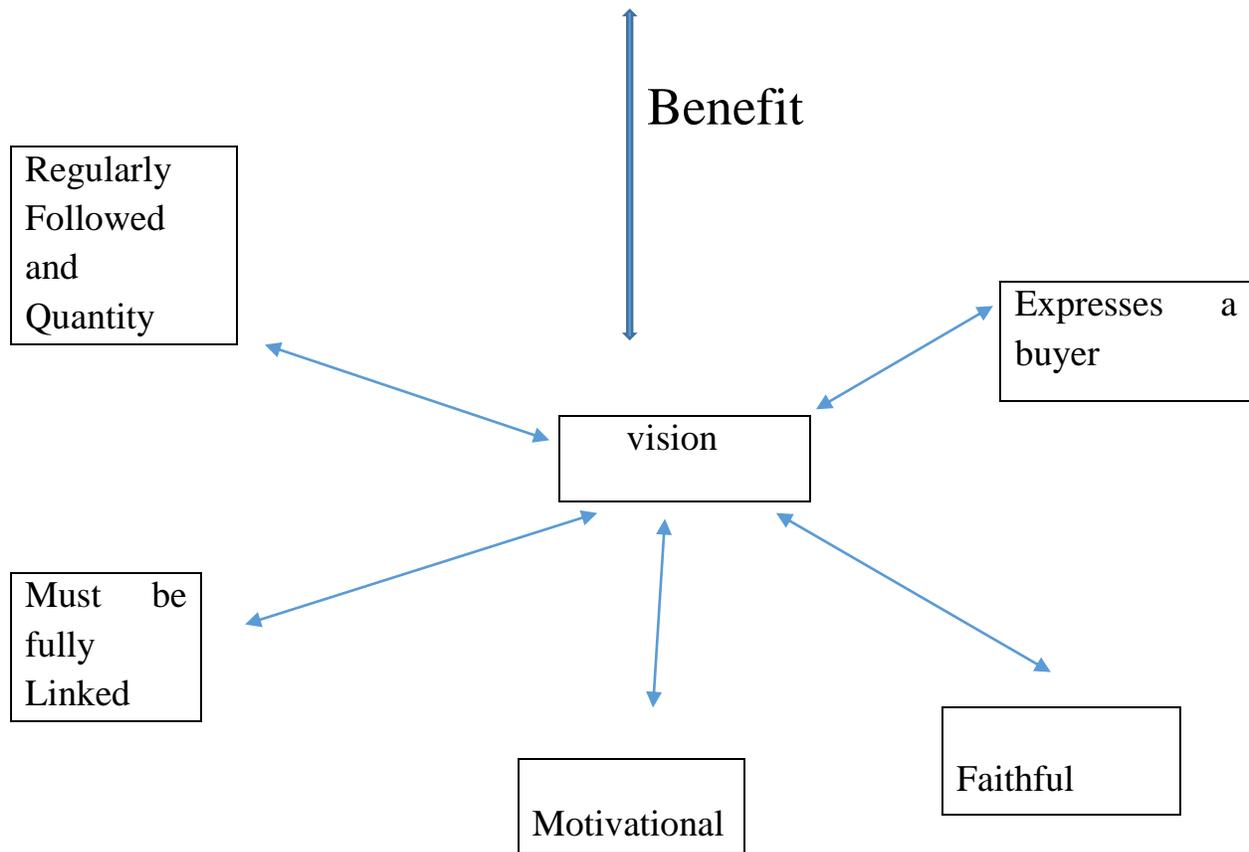


Figure: Factors Affecting Vision Of the organization

Example-

A company's vision should be realistic. Suppose if any newly established Beverage Company claims that they will be the market leader by defeating Coca-Cola and Pepsi, the vision cannot be realistic. And this unbelievable vision cannot be accepted by both the customers and the employees of the organization. A company's vision must have a future direction also.

Suppose an ISP declares that they will be the leading ISP of Bangladesh by 2015. This implies a future direction of that ISP.

2.3 Products, services, Quality & Order collections:

Klim Apparels Ltd main forte is in Woven Garments. They own the most current and complete manufacture technology to cut, sew, dye, wash, and finish woven products. Keen quality guarantee in every step of production confirms high excellence garments every time. Their garments have resisted all international standards with the most complex customer necessities.

Quality Assurance Factors

Their manufacturing confirms quality past expectation. Initial from metal finding toward fabric shadow scrutiny, they use the best gears and staff to complete the jobs. They have one of the best complete quality guarantee methods as well as a highly fortified team. Their quality pledge method is capable of passing all the standards set by international agency.

Product category:

Bottoms:

Klim apparels has one of the biggest woven production amenities in Bangladesh. They are capable to produce bottoms ranging from simple basic bottoms to highly fashionable bottoms. The state of the painting washing facilities, they are capable to make almost any kinds of bottom. Kinds of woven bottom wears

- Male's Pants
- Females Pants
- Kid's Pants
- Shorts
- Plain pants
- Long pants

Tops:

Klim apparels is one of the inventers in employing the latest technologies for top wear, with shirts for men, women, and children. The Kinds of Woven Top Wears we manufacture include:

- Casual Shirt
- Top Wear
- Dress Shirt
- Flannel Shirt

Outerwear:

“Klim apparels begins in 2006 making outer wear. As a output, the company has fixed in its ability to manufacture numerous types of outer wear. Their production teams have become outer wear specialist.

The Types of Outer Wears

- Basic Jacket
- Basic Wrinkled Jacket
- Bomber Jacket
- Down Jacket
- Function Jacket
- Function Jacket
- Padded Jacket
- Denim outer wear

Lively, Sports, and Exertion Wear:

Sports and active woven wear clothing need extraordinary durability as well as comfort. Klim apparels ltd has some of the latest multifaceted machineries and vastly trained manpower to produce the most robust and contented sports and active wear .

Types of Work, Active, and Sports Wear

- Sports Jersey
- Promotional Jersey
- Nylon and Wool Award Jackets
- Corduroy Jackets
- Twill Poplin Jackets
- Satin Jackets
- Action Fleece Jackets
- Sports Sweats
- Band Parkas
- Warm-Up Suits

Inside wear:

Klim apparels ltd uses the current production systems and sources the supreme relaxed materials to ensure the products satisfy all needs. Klim apparels ltd has been manufacturing various types of inner wear for many years now.

Types of Woven Inside Wears.

- Woven Boxer Shorts
- Woven Flannel Shorts
- Woven Loungewear

Overall wear:

Klim apparels ltd practices a diversity of technologies to ensure that the production of overalls maintains top quality.

Kinds of Overall Wears

- ¾ Body
- Full Body
- Work wear

Sourcing:

Appropriate sourcing is the main to value and cost. This contains finding manufacturing elements based on the buyers expectancy with respects to value, amount, and reasonable price.

Source is measured in relations of economic status, plant structures, manufacture size, and quality switch system and export presentation. It supports to source the best producer who can bid best quality, best worth with suitable carriage of the preferred garments. Company facilities are additional protracted in tracing fabric sources, dyeing and production of merchandise.

2.4Product Design, Development & Distribution:

Klim Apparels Ltd normally determines numerous products with fineness designs. Klim design team help the buyers in progress of new models and sourcing new fabrics.

Samples can be advanced with particular color, fabric and elegance necessities depends upon period with different types of production works, Embroideries, Beadworks, and collaged also available. The company can improve samples founded on the customer's necessities. Samples can be advanced and acquiesced within required time as per the obligation.

Quality Control:

Klim Apparels Ltd have a very good team for this department. Their team of capable experts jumps their work from the phase of weaving, dyeing, production process and the pre-manufacture samples, online scrutiny and final scrutiny. The department providing lab test documents to the buyers and such cases they give SGS/IT'S on the buyer's requirement.

The first Scrutiny is confirming the result of completed garments with the maximum quality in all their product stripe. The review the company payments the worth of yarn, fabric and simple stipulations like gram mage, production strength, Color fastness and shrinkage also verify the Lab.

Klim Apparels Ltd is severely following AQL Standards and chance review actions.

They are firmly subsequent the stuffs to match the buyer's necessities is as follows.

- Physical touch feel and arrival
- Color shadow and Plan
- Grace workmanship
- Trappings
- Heaviness as essential
- Dimension against description

- Greasepaint, Category and Floppy
- Demonstration
- Packing Marking

The Bangladeshi buying agent are loyal to deliver the best value, opportune delivery and most modest prices. They are the most favorite among all buying agents in Bangladesh, for company best quality products, perfect packing and timely delivery at most competitive prices all over the world.

Orders collections:

Klim Apparels Ltd collect order from buyer. Buyer means International buyer, they are generally several countries in the world. The communication is too much dangerous, so buyer and buying house are via the internet for well statement. When the communication are well with buyer to buying house, then order collection are calmer for buying house.

2.5 Objectives of Klim Apparels Bangladesh Ltd:

- Bring market information and develop new resources to meet the requirements of the customer.
- Provide firm suppliers and negotiating the best price from their reputed suppliers.
- Nurture of the order from fabric procurement stage to final shipment and reporting the status of the order to the buyers with systematic follow up on each stage and execution of orders on time delivery.
- Providing regular production updates and sample status to the buyer.
- Giving suggestion to the buyer about the fabrics, dyeing and printing process and their positive and negative points and caution the buyers about pitfalls involved.
- Organize buyers visit to Bangladesh and fixing appointments with suppliers.
- Provide varied band communication services to give immediate Response to their customers & suppliers.
- Buyer's response reports on each shipment.
- To confirm accelerated growth of foreign currency through export in garments.
- To rise productivity of the ready mate garments (R.M.G) in our country.
- To maintain optimum utilization of financial resources through proper financial analyses and investment feasibility study for proper utilization of loan and equity portion of investment.
- To generate and deliver foreign market information of R.M.G's products and services for our local garments factory.

- To update new product process and technology through designing, developing and supplying of new order of the product.
- They deliver the highest tax in the buying house sector of Bangladesh which is according to the tax authority of Bangladesh.
- They decrease our unemployment problem of Bangladesh and train them properly.
- Deliver Market Information and develop new resources & products and locating the sources to meet the requirements of the customer with regard to fashion and design.
- Help buyers visit to garments and fixing appointments with suppliers.
- Buyer's response reports on each shipment.
- To confirm faster growth of foreign currency through export in garments.
- To rise productivity of the ready mate garments (R.M.G) in our country.
- To Confirm optimum utilization of financial resources through proper financial analyses and investment feasibility study for proper utilization of loan and equity portion of investment.
- To generate and bring foreign market information of R.M.G's products and services for our local garments factory.
- To update new product process and technology through designing, developing and supplying of new order of the product.
- They deliver the highest tax in the buying house sector of Bangladesh which is according to the tax authority of Bangladesh.
- They diminish our unemployment problem of Bangladesh and train them properly.
- Provide good suppliers with the best price from their reputed supplier chain.
- Observing fabric procurement stage to final shipment and reporting to the buyers and follow up every stage and execute the order on time delivery.
- Sending regular manufacturing updates and sample grade to the buyer.
- Giving suggestion to the buyer about the fabrics, dyeing and printing process and their positive and negative points and caution the buyers about pitfalls involved.
- Provide excellent communication services to give speedy response to customers & suppliers
- To ensure accelerated growth of foreign currency through export in garments.
- To increase productivity of the ready mate garments (R.M.G) in our country.
- To ensure optimum utilization of financial resources through proper financial analyses and investment feasibility study for proper utilization of loan and equity portion of investment..
- They provide the highest tax in the buying house sector of Bangladesh which is according to the tax authority of Bangladesh.
- They reduce our unemployment problem of Bangladesh and train them properly.

2.6 Roles of Klim Apparels Bangladesh Ltd.

Klim treated their customers and suppliers in their organization and as a team that make sure that their customers are fully satisfied with their performance. They always ensure that customers are happy with them by giving them best result of sampling, production, quality, shipment schedules and the best communication at all times. They give first priority of their customer in their organization and they believe their customer must be satisfied with their product Quality, Shipment schedule & for best assistance.

Roles:

1. Find out potential manufacturer for their buyer.
2. Negotiate low price complete garments for their buyer.
3. Sample develops:

Samples are settled to suit the season's demand, fabric and style created of their buyer's requirements. Samples are made as per the buyer's requirements and courier them directly to the buyers. By presenting these decisive services, they assist their buyers marketing efforts in their own country through giving them an advantage over theirs.

4. Diminish operating cost & risk for buyer.
5. Demand completing & Quality control.
6. Good custom & commercial support:

An identification of the goods during the loading is made to ensure that only the inspected goods are being stuffed without getting mixed up with the un-inspected goods. Shipping documents are checked as per the buyer's instruction and the copy documents are sent to the buyers well in advance of the shipment to avoid any discrepancy.

Checking Systems

- **Pre-Production check:**
 - Risks are reduced by checking material components, accessories / user manuals etc. at this stage itself.
- **Initial Production Check:**
 - First finished products are checked against buyer's specification and prototype sample.
 - Deviations are identified and brought out for correction.
- **During Production Check:**
 - Inspection during production is carried out to check and verify that the initial discrepancies have been rectified and to ensure the average quality standard of production runs.
- **In line pre- final & final inspection:**
 - Final random inspection is carried out when the total consignment is packed and ready for shipment. FRI is performed according to the International Inspection
- Standards.

- The detailed physical inspection of the samples selected at random is based on specifications of the buyers and it cover the criteria such as design / style, shrinkage, accessories, appearance, markings, color, labeling, material, assortments, workmanship,

Fabric Laboratory tests

A laboratory is an extremely valuable component of their services and also facilitates the manufacturer - exporters to transact their business with least quality risk. Laboratory services include:

1. **Fabric:** Structure particulars (counts, constructions and weight), Strength, Measurement and Seam performance.
2. **Analysis:** Flammability, Dimensional Stability (Shrinkage) to washing / dry cleaning, Appearance after washing /dry cleaning, Fibber analysis, etc.
3. **Color Fastness:** Color fastness to washing, Perspiration, Light, Rubbing, Bleaching, Dry cleaning, Organic Solvents, Hot pressing, etc. Dyes & Pigment tests are also carried out.
4. **Garment: Dimensional Stability to washing / dry cleaning, Appearance after Washing / dry cleaning** are tested.

BUYER VISIT

They are here as an extended arming for buyer. They orient their valuable buyers for visit Bangladesh with high security and safety. They accompany their buyers on their buying visits, factory visits and inspection visits. They help them with and arrange their itinerary and accommodation on their visits. They also orient the buyers on the dos and don'ts of the business practice in the country, its culture, customs and tradition to make their visit fruitful and enjoyable.

What benefits can you gain?

1. Progresses company focus & reduces the operating costs.
2. Opening of world class capabilities.
3. Opening of resources not available internally.
4. Entree to the most literate workforce in South Asia, which adheres to internationally, accepted norms of employment.
5. Aptitude to diversify product range through multi country sourcing.
6. Skilled to react quickly to changes in consumer demand.

Departments are working these days in the organization:

- Human Resource Management
- Admin
- Finishing
- Management Information System

- Processing
- Merchandising
- Sample man
- Commercial
- Export Department
- Finance
- Fashion designer
- Fit Technician
- Research and Development

Marketing Strategies:

- Continue high standards
- Advance and strength good business relationship with the valued customers
- To sustain timely deliveries
- Pursuit for and introduce latest technical and design developments
- Pursuit for new markets
- Struggle for expansion in the local and international markets.

Our marketing team comprises of top of the line individuals who are fully capable of achieving sharp deadlines. These individuals are highly trained to develop and maintain excellent business relations with the existing customers and are always in pursuit to look for new markets.

PART THREE

(Data analysis)

Data Analysis

3.1 Job Report:

As I had the opportunity to have three months long internship at Klim Apparels Ltd I have come across with different tasks that are conduct by the overall buying department. I was introduced to the Jobs of a Merchandising personnel, there were different types of jobs I was made acquainted with some were regular others were periodical. I was assigned to the following Jobs regularly, those were:

- Collecting data.
- Screening data.
- Personal factory visit.
- Merchandising Duties.
- File Indexing.

3.2 Organizational Study

Company Name:	Klim Apparels Ltd.
Bussiness Type:	100% Manufacturer & Export
Product/service:	Knit Fabrics & Knit garments, woven Garments, denim garments Manufacturer
No of Total Saffs:	90 Persons.
Company Website:	http://www.klimsourcing.com
Year established:	2006
Business owner:	MD.Mushinul Hoque.
Main Market:	USA, France, Poland, Brazil, Turkey and United Kingdom,Denmark
Export Percentage:	100%
Buying location:	House-682,Road-09,DOHS,Mirpur,Dhaka-1216,Bangladesh

3.3 Duties of a merchandiser:

Merchandiser have to work in a organized way to certify appropriate carriage of products at owed date. Merchandiser have to do their task into daily, weekly, monthly and yearly base. The activities are-

Daily activities of a merchandiser

- Inspection letters and faxes and need to give the reply very early.
- Inspection seaport position and carry to concern division.
- Scrutiny the shipments brochures and update concern division.
- Review daily production prestige to understand shipment position
- Inspection schedule of shipment and raw materials production status
- Extension with sample unit for dissimilar buyer's sample
- Addition with supply for fabric and decorations conventional.
- Follow up the production administrator for the production strategy
- Bill citation and delivery approval to the buyer
- Reporting to promotion and merchandising chief on the daily activities.
- Reporting the department head on the significant issue like several meeting, buyer visits and agreements

Weekly activities of merchandiser

- Conference with the materials and fixtures supplier
- Seminar with the consumer and buying houses
- Prepare fabric and accessories list and checking with concern and passing it to supplier with proper measurement.
- Make purchase order with confirmation and sign of authority.

Annual activities of a merchandiser

Annual self-valuation on the recital based on number of buyers touched, shipment numbers, CM charge exchanged, debit note stable with the provider.

PART FOUR

(Merchandising Division)

Merchandising Division:

4.1 Merchandiser Actions:

Merchandiser & Merchandising

Merchandiser is a person who is actually creation a bridge between buyer and seller.

Merchandiser is a person who is complicated in garments trade. And the effort of a merchandiser is recognized as merchandising. The main role of a buying merchandiser is to collect buying export order (export L/C), produce the garments, export the buying and earn profit, to perform those functions successfully needs lot of knowledge, experience & tremendous effort for a merchandiser.

The term merchandising is defined as follows:

- The period merchandising related with trade.
- Trade means buying & selling.
- The person who is involved with trade, he/she is a merchandiser.
- And the activities of a merchandiser are known as a merchandising.

Basic qualification of a merchandiser

If anyone want to be a merchandiser he or she must be have some qualifications. If we arrange this it will be like –

- Good English speaking, writing and understanding
- Sound and perfectly communication techniques.
- Decent computer skills
- Correct knowledge about the yarn, fabric, accessories. That means the raw materials.
- Knowledge about dyeing, finishing, washing, printing, embroidery etc.
- Familiarity about the testing procedure of fabric
- Identify the material and garments inspection system.
- Must know quality control system
- Good known the exporting and importing countries
- Recognize the duty rates
- Identify about shipping, banking documents
- Identify about the order procedure of international buyer
- Essential know the factory profile

- Decent knowledge about calculation
- Good personality
- Influence of motivation
- Knowledge about the supervision system

Doings of a merchandiser:

We can classify merchandiser into two classes. One junior and other senior. Junior merchandisers generally work in the factory, meanwhile senior merchandiser work on the head office and also communicate with the buyer.

Activities of Junior Merchandiser:

- Key task is “production monitoring”
- Gather “inventory report” from store
- Sample making & getting approval from buyer
- Display preproduction meeting in order to prepare a schedule for smooth production
- Home order to different production unit
- Gather “Daily Production Report & Daily Quality Report”
- If any absence in store, arrange locally.
- Place final inspection.

Responsibilities of Senior Merchandiser:

- Sample development
- Price negotiation
- Order confirmation
- L/C opening
- Opening summery
- Sourcing
- Material collection
- Production planning
- Production monitoring
- Arrange final inspection

4.2 Merchandising Department Work Actions:

Internal and external communication of merchandiser

Merchandising is a procedure through which products are planned. Performed and presented to the buyer includes guiding and overseeing the development of product line from start to Finish.

Marketing and merchandising department: A team of merchandisers and markets work together under a profit controls head. Merchandisers handle the foreign buyers. The teams are make according to the buyers being handled.

Internal communications in merchandising Department are given below:-

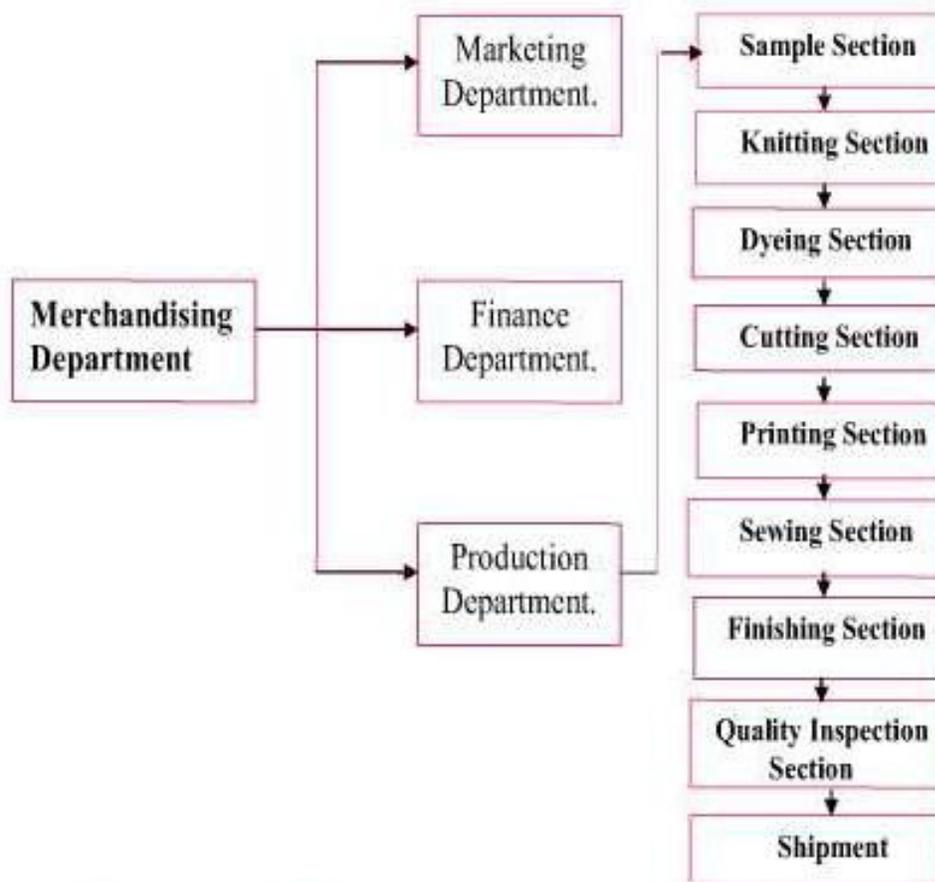


Figure: Internal Communication in Merchandising Department

External communication in merchandising department are given below:

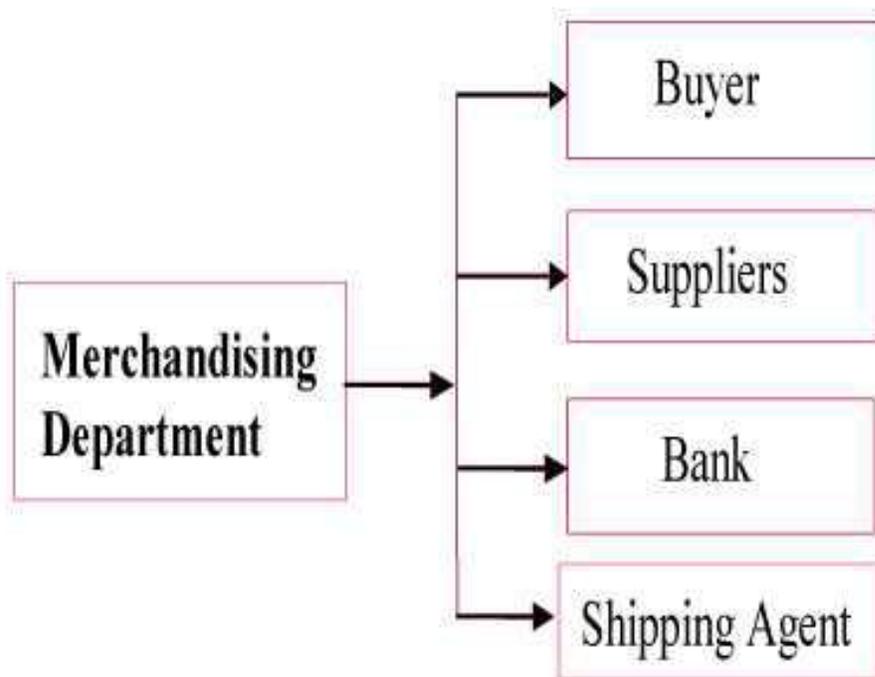


Figure: External Communication in Merchandising Department

There are two types of merchandising done in buying exports

- Marketing merchandising.
- Product merchandising.

Marketing Merchandising

Main function of market merchandising is

- Product Development
- Costing
- Ordering

Marketing merchandising is to carry orders costly products development and it has direct contact with the buyer.

Product Merchandising

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

Merchandiser's key responsibilities are as follows.

- Product Development
- Market and product Analysis
- Selling the concepts

- Hooking order
- Confirming Deliveries
- Costing
- Raw Material

First email to buyer for business development

J. C. Penney Company, Inc.

Plano, Texas, U.S.

Sub: Requesting For Business development.

Sir,

We are pleased to present that buying merchandising is the well supposed & exact name in Apparel industry in Bangladesh since last one decade. Our company transactions with many world famous buyers in the world like Wal-Mart, H&M, and Kmart etc. We are happy attach brief company profile and list of product along with photograph for your sympathetic and information about our company.

It will be extremely appreciated. If let me know your feedback, so that we sent some sample to your decision of quality and If we get the business then you also get the business for a long time.

So we are eagerly waiting for your feedback.

Thanking you,

Md. Abu Sayed

Senior Merchandiser.

Merchandising Department.

abusayed@klimsourcing.com

Dhaka, Bangladesh.

Fabric Consumption Calculation:

The amount of fabric which is mandatory to produce a garment is called consumption. How much fabric is essential to produce a garment, we can control it through marker planning and mathematical system. We can calculate and determine the consumption of fabric by the following two systems:

Indicator Planning System

In the organization mentioned here studying the range of size, following six pcs of six sizes can be arranged out from size range. As in S, M, L, XL, XXL Besides these we can select three pcs of three size or twelve pcs of twelve sizes for our suitability. It depends on our aptitude and the size range; there after paper design can be made by sorting to the above garments as per dimension sheet. Having complete the paper design it should have to lay each parts of the paper design on a marker paper of alike fabric width. After design the paper pattern if we amount marker paper to length wise, we will find a total consumption of six pcs of garment. If the total is divided by six, we will find a feeding of one pc garment. As such we will find a consumption of one dozen garments from the above system calculations.

Scientific System

Whatever is the fabric ingesting of a garment or whatever amount of fabric is required to produce a garment is measured by scientific system. Scientific system is a system of rough estimation. Consumption of a sample garment or consumption as per measurement sheet is calculated mathematically by measuring the area of length and width of each parts of each pcs of garment.

Consumption Sheet homework:

For procurement business fabric consumption is important and also essential. When procurement get order review from Buyer then fabric consumption is very much needed to make cost sheet and when order is approve then fabric consumption need for give a booking to supplier for fabric. In time of costing if Merchandiser make a less consumption of fabric then real need as a result factory has to pay the money for fabric so the proportions of profit is less and sometime factory has to pay from their own pocket. The less consumption of fabric is very much responsible dos a loss of factory. As like this if consumption of fabric is more than need then also factory has to face a great loss. Also buyer loses their magnetism or wish of giving the order.

On the other hand, after checking the order with Buyer when garment give an order in fabric manufacturing factory in that they must have to be very much watchful cause if they ordered less fabric then industry will short shipped the garment so as a result factory has to face a heavy loss and as well as Buyer can be displeased and then they van also ask money against the short shipped and their loss. If factory order more fabric then need then extra fabric is stay in factory so factory has to face a loss here also. Factory has to face financial loss as well as it has to share the in-house place also. Occasionally for importing more fabric then need factory can have police case also.

For making a perfect and correct consumption merchandisers have to take care some important things. That are-

For a precise consumption of garments, merchandisers should have knowledge about the making of Garments. They have to know how to sewing each and every part of garments and how much extra fabric has to attach with the main measurement for seam allowance.

Merchandiser has to keep a control for Garments sleeve hem, bottom hem, inner facing etc. for extra fabric when they make consumption.

Conferring to order if there is any corresponding required or any washing, dying, printing is required then extra fabric should include in consumption.

Conferring to fabric width (like 44/45, 51/58) then it's essential when we make a consumption. We should take care of it when we give an order in fabric manufacturing company. The booking of fabric must be base on the fabric width.

Cost Calculation System

Throughout the obsession of price following notes are to be followed carefully:

Cost of fabric Cost of accessories

C. M (Cost of manufacturing)

Cost of transportation from factory to sea port or airport.

Clearing & forwarding cost

Overhead Cost. Commission/Profit.

Preparing a Cost Sheet

Calculation of Materials consumed:

The goal of making a cost sheet is to show the various types of costs incurred by the factory in the course of its operations. The cost sheet contains of specifics and amount columns. In the specific columns, you show the different kinds of expenditures of the company. Scheming the materials consumed is the first step in making the cost sheet. The materials consumed is calculated by totaling the purchased raw material cost and carriage inward to the opening stock of raw materials and then deducting the closing stock of raw materials from this total.

Calculation of Prime Cost

Prime cost is intended by adding direct wages and direct expenses to the materials consumed total. Direct wages are the wages given to workers in the factory and direct expenses are the expenses sustained while making the finished goods.

Calculation of Factory cost:

The following step in the cost sheet preparation is the scheming of factory cost. The factory cost is planned by adding the factory overheads to the prime cost. The factory expenses are the expenses related to the factory and are in no way related to administration and marketing expenses. These factory expenses can include lighting costs, salaries for workers, machinery cost, rent for factory,

insurance for factory, power costs, fuel cost etc. Overhead is actually the sum total of indirect material, indirect wages and indirect expenses.

Calculation of Cost of Production:

The charge of production can be designed by adding the office and management overheads to the factory cost. Now, the office and management overheads are the salaries of managers, director's fees, office light expenses, stationery expenses, building maintenance expenses etc.

Once this cost of making is calculated, you need to add the initial stock of finished goods and then deduct the closing stock of finished goods before we calculate the cost of sales.

Calculation of Cost of Sales or Total Cost:

The total cost can be calculated by adding the selling and distribution overheads to the cost of production. These selling and distribution overheads are mainly the expenses on promotion and marketing related activities. These can include postage expenses, transportation expenses, advertising expenses, marketing expenses and carriage outward.

Calculation of Total Sales:

The total sales can be calculated by adding the total cost and the net profit of the firm. This is the last part of the cost sheet.

This explanation on how to prepare a cost sheet gave us knowledge of all items of cost sheets and how they are used to calculate the total cost. Only monetary aspects are considered in the preparation of cost sheets. So try preparing the same yourself and test your accounting knowledge and skills. Good luck

There are three methods for fixation of export prices which are as follows:

FOB

C & F

C I F

FOB

FOB means 'free on board' i.e. exporter does not bear the cost of freight of ship or air. In this case, the exporter quotes the price by adding the fabric cost, accessories cost, cost of manufacture, overhead cost, his commission, C&F commission & cost of transportation from factory to port. It is buyer (importer) who himself bears the freight of ship or air.

C & F

C& F means Cost of Freight.

In the case ship or air freight is carried by the exporter while quoting price, the exporter quotes price a bit higher than FOB. The whole responsibility including the sending of goods to the selected port of the importer is shouldered by the exporter ship or air. Freight may vary from place to place and shippers to shippers.

C I F

C I F means Cost, insurance & Freight. In this case in addition to the bearing of freight the cost of insurance is also borne by the exporter. The exporter, while quoting CIF price, quotes much higher than C & F value.

The following example will clarify how to fix price of a particular commodity: Let us quote a price of one dozen long sleeve shirts:

Sampling:

Samples adopt the ability of an exporter. The buyer enter the exporter organization by the samples. If the samples quality is good and with reasonable price then the buyers come to make the order. Samples are very essential and it should be innovative. The tenacity of sampling is not only to get bulk orders and also give some other benefits to the exporters .The exporter can appraisal the yarn consumption for mounting the fabric, a flawless idea on costing and help to removing the manufacturing difficulties. All of these works are carried out by the sampling unit, which us run by a sampling in charge.

The Details Attached to the Buying Sample

After the approval of order, each sample sent to the buyer has the next facts attached to it, with the help of a label. It comprises the minutiae affecting to both, what the buyer has demanded and what supplement fabric/trim etc.

- Reference no.
- Paint
- Cloth
- Structure
- Explanation
- Measure
- Chic Size
- Supply

There have separate sampling unit in the company. But as the merchandiser interacting with the buyers about samples and other necessities, this sampling unit work under the direction of merchandising department. The samples are made according to the buyers price ranges and quality levels, merchandiser has to advise sampling department suitably.

Persons intricate in Sampling

We have to send many samples to buyers. They are:

- promotional samples
- Fit samples
- Approval samples
- Wash test samples
- Photo samples

- Fashion show samples
- Pre-production samples of Production samples
- Shipment samples

Sampling Process

The procedure of sample unit contrasts from framework to framework, and the development process shelters a varied series of dissimilar products from new yarns, yarn blends, yarns, fabric structures, finishes and surface effects and all kinds of made up products like as woolens, hosiery, cut and sewn garments, household products, technical and medical products. There are different kinds of sampling. First phase shelters the development of the inaugural concept or design idea through its approval by the customer and full review analysis by the development and production teams. Second phase shields the process next acceptance of the first sample and contains the purposes of sourcing and ordering constituent, testing the product and carry out trails once the confirmed sample conditions has been drawn up, the third and final phase originates.

Development samples or enquiry samples

They work with few buyers unceasingly and they have to keep on carriage samples to them very often. When they have enquiries, buyer may need samples. Buyers like to see the garments in a new fabric. In one query, they may need samples in dissimilar fabrics to choose from. If buyers want to create new style in new fabric, then also have to send these samples to the buyer.

These samples are unavoidably important to develop business. Even the buyer is not so poised of some queries, if samples are attractive at reasonable prices, they will bring orders to company.

The newly communicated buyers to show our workers, product range, standards and price level. S It is better for a company to have a separate sampling unit so that they can create new styles in new fabrics to excite the buyers.

Salesmen samples or promotional samples

Few buyer wants these samples for getting the orders from their customers. If the buyer is having 6 salesmen in office, then the buyer will ask unit to make 6 samples in each style.

The salesmen book the orders from their customers, by showing these samples. Buyer will place the order to us accumulating the quantities.

Predictable sales may not be possible, owing to poor quality, unfitting colors, indecorous measurements, UN matched designs. It may be due to local business slump unsuitable prices.

Company might have spent more money, time, etc. for making these samples. But when Company don't get orders, company cannot blame the buyer. To avoid this awkward situation, it is better to converse about the expense of these samples with the buyer before proceeding for sampling.

Generally the sampling will cost us approximately 2 to 4 times of the garment price. Company cannot expect to get the full cost from the buyer. Of course these samples will help us for our business. Later we can ask the buyer to accept 2 or 4 times of garment price as the sampling cost, for the styles which we don't get orders. Some genuine buyers will agree for this.

These samples are made after receiving the order sheets. These samples are desired to check the capacities, style and fit. Some buyers need these samples if they want to design the photos of garments on photo in lays, packing box, hang tag, etc. These samples needed for local buyer's promotional occasions.

In any situation, the samples worn by the highly paid models. The buyers will arrange the photo shoot session, by spending lots of money to the marketing agencies. So the buyers will need these samples firmly on time. If they buyers get samples on time, the buyers have to pay more reward to the marketing agencies and models.

Buyers ask company to make the photo samples conferring to the planned model's body fit. It is important to sternly obey to these dimensions.

Wash test samples

Samples are sent before opening production and if company get some explanations on these samples, company can correct them in production. But certain buyers will need to send these samples from production before shipment. In this situation, these samples may be measured as shipment samples. If these samples are disallowed for some complaints, then company will not have any excuse.

Pre-manufacture samples

Samples are almost like approval samples. They have to make in real production fabric with actual bulk edges.

Manufacture sample

Samples are made to sent previously shipment to get the buyer's approval for shipment.

Later these samples are needed to be flawless in all manners. Buyer check these samples for everything. Occasionally, they do wash test also. Company should not get any negative remark. Company have to get only 'yes' from the buyer. Then Company can ship the goods and company can be sure of getting compensation.

Shipment samples

Samples are to be sent after shipment. Company should be sent in actual packing with all labels, tags, etc.

L/C Opening Procedures in Bank

The importer after getting the preform invoice from the exporter, by smearing for the issue of a documented credit, the importer appeal his bank to make a promise of payment to the supplier. Clearly, the bank will agree to this request if it can rely on repayment by the applicant. As a rule known as the sole security for the credit principally if they are not the small of product that can be operated on an organized market, such a procedure would involve the bank in extreme risk outside its professional field. The candidate must therefore have passable funds in the bank account or a credit line enough to cover the required amount. Banks deal in papers and not in goods. Once the bank has delivered the credits its responsibility to pay is provisional on the performance of the

required documents within the arranged time limit. The candidate cannot avert a bank from withdrawing the pamphlets on the grounds that the recipient has not delivered goods on redemptive reissues as slender.

The importer acquiesces the following documents before opening of the L/C:

Tax Identification Number

Valid Trade License.

Import Registration Certificate

The Bank will supply the following documents before opening of the L/C:

LCA form.

IMP form

Essential charge documents for documentation.

The above leaflets must be finished duly signed and filled in by the gathering rendering to the teaching of the banker.

Costing

Costing comprises all the doings like purchase of raw materials and fittings. Knitting fabrics, dispensation and finishing of fabrics, sewing and packing of garments transport and transport, shipping, over heads, banking charges and commissions, etc. The technique of making costing will vary from style to style. As there are many different styles in garments. It is not thinkable here to discuss about all the styles. Later let us take some following styles as examples which are in regular use.

- Male Basic T-Shirts.
- Male Printed Polo Shirts,
- Female Hood.
- Male Trouser.

To make the buying estimate, we have to find out following things.

- Fabric ingesting.
- Gross weight of other respects of garment.
- Fabric ingesting.
- Fabric estimate per garment.
- Other charges
- Cost of decorations

4.3 Marketing:

Marketing is a procedure of preparation & performing the beginning, pricing, promotion & delivery of goods, services and ideas to create connections with target group that content customer & organization's objectives.

Marketing Concept:

Marketing idea holds that the key to attaining organizational goals contains in decisive the needs & wants of board market & bringing the wanted approvals more competently than competitors.

It can also be expressed in many other ways like

- Meeting needs profitably
- Find wants & fill them
- Love the buyer, not product
- To do all in control to pack the customer's buck full of value, quality and satisfaction

Objectives of Marketing/Export Dept.

Following are the main objectives of export dept.

- Devoted to create export business all over the world with good quality products.
- To run better service to customers
- To succeed company objectives actively
- Found & develop specialized working environment in the Dept.
- Rise a sense of responsibility and timely initiative in staff members of Dept.
- Proper execution of ISO 9002 standards

Purchase order

Purchase depress folder are received from customer relating to different agreement booked sectional in duty check and see any discrepancy of the contract if any is found, then it is come to the knowledge of the customers for amendment.

Grey demand

Grey demand placed to the following department

- To export sales section for new order or revision
- To production planning and coordination (PPC) they are coordination between export and processing department.
- The stock management for updating stock position
- Inspection Grey cloth for issuance of Grey to processing

Strike off preparation & approval

Customer sends their designs either as on art paper; as paper sketch or fabric cutting. From these cuttings the strike off is made.

Assortment

Once customer is satisfied with strike off, the order quantity is assorted with design.

Letter of credit

L/C is recognized and after receipt of L/C these are checked with regard of ordered goods by the sectional in charge and discrepancies in L/C are noted and the customer is informed for amendment.

Dispatch of goods

Dispatch able goods detail along with samples received from folding department. Each section verifies quantity of goods to be dispatched, they intimate to S &D section to dispatch goods.

Shipment

Shipment & dispatch is responsible for all documentation and shipment of goods by air and sea. ISO department prepared management information system report.

Customer complaints

After receiving the goods if customer found any defect, his complaints the same to the concerned department in charge. Sometimes sent the defective sample for review.

4.4 Work Instruction for Final Quality Audit:

1.0 Purpose & Scope

To ensure Quality & the Measurement of the final inspection garments meets required AQL Standard.

2.0 Responsibility

2.1 QA Manager is responsible for the implementation of Final Quality Audit & verifies The Final Quality Audit Report.

2.2 Final Auditor is responsible to carry out the Final Audit & Maintain the Final Quality Audit Report.

3.0 Procedure

3.1 On daily basis the final audit of every style of packed garments is carried out by final audit.

3.2 The Audit is conducted following 2.5 AQL Standard. During the Audit the final auditors inspect for measurement, assortment, color, packing and the no of garments to be packed in the cartons etc. For measurement record will be kept in form Measurement Chart (QA/03/11)

Procedure for Calibration:

1.0 Purpose & Scope

This procedure outlines Voyager Garments. Wide requirements of calibration. All inspection, measuring and the test equipment can affect the quality of the product.

2.0 Responsibilities

Quality Control Manager / Production Manager is responsible for implementation of this procedure. Maintenance in charge is responsible for calibration of equipment and maintaining calibration records.

3.2 Master List of All Inspection Measuring & Testing Equipment:

3.2.1 Maintenance department will maintain a master list (MNT/3/006) of inspection, measuring & test equipment. This list will show the following information: -

- Identification Number of Equipment
- Name of Equipment
- Range Size of Equipment
- Least Count
- Accuracy Required
- Location of Equipment
- Calibration Frequency
- Calibration Done By
- Remarks

3.2.2 If any equipment becomes “Out of Order” then concerned department personnel will send the out of order equipment along with a description to maintenance department.

3.2.3 Maintenance department personnel will after verification declared the equipment as “Out of Order” and maintain the record in master list and properly dispose the Equipment.

3.3 Calibration:

3.3.1 External Calibration

3.3.2 In-house Calibration

3.3.3 External Calibration

3.3.4 Out-side calibration services agencies will be approved by production Manager / Quality control Manager. Before approval, it will ensure that calibration agency has appropriate traceable standard.

3.3.5 Maintenance department personnel will send the equipment to calibration agency in proper packages.

3.3.6 Upon receiving the equipment from calibration agency, maintenance department Personnel will make sure that “Calibration Status Sticker” is pasted on equipment. This sticker shows the date of calibration and next due date.

3.3.7 Maintenance department personnel will also ensure that the calibration agency has sent a calibration certificate along with each equipment.

3.3.8 Maintenance department personnel will maintain records of these certificates.

3.4 In house Calibration:

3.4.1 Maintenance department personnel will perform the in-house calibration in a controlled environment.

3.4.2 All the in-house calibration will be performed according to appropriate calibration procedures.

3.4.3 After performing calibration, Maintenance department personnel will affix the calibration status sticker, indicating the date of calibration, next due date and the signature of the person who performs the calibration. He will also maintain the record in calibration data card (MNT/3/007).

3.5 Calibration Scheduling:

3.5.1 At the start of each month, maintenance department personnel will make a list of all those equipment’s, which require calibration during that month.

3.5.2 The schedule of calibration is sent to all concerned departments/ functions.

3.5.3 On prescribed date, Maintenance department personnel will pick the equipment and make arrangement for their calibration.

MARKING DEFECT

1. Shaded Parts:-All component parts not included in same section.
2. Pieces not Symmetrical:-Will not sew together without puckering or pleating.
3. Not Marked by Directional Lines:-Bias will not lit together, causing twisting, puckering. Pleating and a general mismatching of component parts.
4. Skimpy marking:-Marker did not use outside perimeter of pattern. Pattern moved after partially marked to fit into space.
5. Notches and Punch Marks:-Left out. Not clearly marked or misplaced.
6. Marker Too Wide:-Parts will not catch in lay, causing skimpy garments or Requiring results.
- 7 Marker Too Narrow:-Results In wasted material.
8. Mismatched Plaids-Marker did not block component parts to match.
9. Misdirected Napping:-Patterns not marked in same direction and napped fabrics.

MARKING INSPECTION FACTORS WHICH MUST BE CHECKED

- It is necessary to check all the parts of buying pattern are in marker.
- In marker labeling or coding of pattern should be checked

- Pattern direction should be checked.
- The entire pattern are sated correctly.
- Pattern grain line is very important thing which must be considered during marker making.
- During marker making every pattern pieces dimension should be accurate.
- During marker making fabric length and width should be considered.
- Marker width
- Notches & drill marks
- Knife clearance
- Checks and stripes (mitering)

CUTTING DEFECTS

1. Misplaced Piece Rate Tickets or Bundle Members:-Attached to, or marked on, wrong bundles, causing mixed sizes or land shades.
2. Drill Marks:-Drill marks misplaced, not perpendicular, omitted or wrong side drill used.
3. Opening Slits:-Cut under above to the side or at incorrect angle. Not cut through entire bundle or omitted.
4. Improper Cutting:-Not following marker lines, resulting in distorted parts. Letting knife lean causing top and bottom ply to be of different sizes.
5. Notches:-Misplaced, too deep, too shallow or omitted.
6. Oil Spots:-Equipment improperly oiled or cleaned.
7. Improper Knife Sharpening:-Causing ragged, frayed or fused edges on bundles.
8. Knife or Scissor Cut:-Piece damaged by over run in cutting previous piece.

Failure to follow the marker lines resulting in distorted garment parts. Top and bottom plies can be a different size if the straight knife is allowed to lean, or if a round knife is used on too high spread. Notches, which are misplaced, too deep, too shallow, angled, omitted, or wrong type to suit fabric .Drill marks, which are misplaced, wrong drill to suit fabric, omitted, not perpendicular through the spread. Frayed edges, scorched or fused edges, caused by a faulty knife, not sharp enough, or rotating at too high a speed. Knife cut. Garment part damaged by careless use of knife, perhaps overrunning cutting previous piece. Marker incorrectly positioned on top of spread. Buying parts have bits missing at edge of lay. If too tight or too loose then buying parts are distorted. Slits opened inaccurately or omitted.

DEFECTS IN BUYING

For every industry or business, to get increased sales and better name amongst consumers and fellow companies it is important to maintain a level of quality. In the buying house quality control is practiced right from the initial stage of sourcing raw materials to the stage of final finished buying. For apparel industry product quality is calculated in terms of quality and standard offers, yarns, fabric construction, color fastness, surface designs and the final finished buying products.

However quality expectations for export are related to the type of customer segments and the retail outlets. There are a number of factors on which quality fitness of buying house is based such as performance, reliability, durability, visual and perceived quality of the buying. Quality needs to be defined in terms of a particular framework of cost. The national regulatory quality certification and international quality

Programmers like ISO 9000 series lay down the broad quality parameters based on which companies maintain the export quality in the garment and apparel industry. Here some of main fabric properties that are taken into consideration for buying manufacturing for export basis:

- Right formation of the Overall look of the buying. Color Physical properties. Feel and fall of the buying. Presentation of the Finishing properties fastness of the garment. Final produced buying.
- Most large sewing inspection & necessary to check all the machine operators' important section.
- Some common faults and problems must be work. –Sewing considered –Pressing or Finishing –Assembly defects –Seaming defects
- Needle damage stitching defects sewing inspection
- Wrong stitch density
- Seam pucker
- Thread breaks
- Skipped stitch
- Improperly formed stitch
- Staggered stitch
- Uneven stitch

There are certain quality related problems in garment manufacturing that should not be overlooked:

Sewing defects - Like open seams, wrong stitching techniques used, same color garment, but usage of different color threads on the garment, miss out of stitches in between, creasing of the garment, erroneous thread tension and raw edges are some sewing defects that could occur so should be taken care of.

COLOUR EFFECTS

Color effects - Color defects that could occur are difference of the color of final produced garment to the sample shown, accessories used are of wrong color combination and mismatching of dye amongst the pieces.

SIZING DEFECTS

Sizing defects - Wrong gradation of sizes, difference in measurement of a garment part from other, for example- sleeves of XL size but body of L size. Such defects do not occur has to be seen too

PART FIVE
(SWOT ANALYSIS, FINDINGS,
RECOMMENDATION
& CONCLUSION)

5.1 SWOT Analysis:

Strength

- Strong Marketing Image
- High Financial Capitals
- Alertness of Product
- Dedicated Staff
- Good Status

Weakness

- Weak operation for Production Planning
- Interruption in Outside Aged sourcing
- Choice making power is centralized
- Slow process for development of new items/inquiries
- Product range display room need improvement
- Minimal meetings between export & production departments

Opportunities

- Potential in Market
- Covering almost all areas of the world
- Untapped market of Russia & Middle East

Threats

- New Entrants

- Tough Competition
- Strong Promotional activities to convince buyers by competitor.

5.2 Assessment and Findings:

Following are some findings of my report:

- Performance evaluations are not evaluated yearly
- The operators is unable to use its full plan, which shows that technical staff are not up to the standards
- The operators not much aware of the latest available computer programs.
- The administration is not doing anything for the purpose of satisfying and motivating their employees and the workers, which may lead them towards more productivity.
- 15% expert workers leave their job as they think they do not get their payment in time.
- The shipment of 25% of the products is not properly done in time. It is an obstacle for the company to retain the company's clients.
- 15% to 25% machines are not always active. For this reason the products are not supplied in proper time.

Recommendations:

Recommendations for Improvements are:

- Now the facility of bonus is given only to production staff but such incentives should also be given to Head office Staff.
- Different incentives should be given to the workers on the basis of performance.
- Medical amenities should be given for the workers working in agency but such facilities are only given to management.
- Diverse teaching programs should be arranged for improving the quality of work of employees.
- Wages for the workers should be revised..
- Aimed at shipment purpose, the additional transport can be arranged to avoid late shipment.

Conclusion:

The goal of this report was build up a guideline, by which, one can make conclusion easily that how to do Klim Apparels Ltd merchandising. An individual can easily understand what kind of documents need for merchandising. In this paper I attach different type of documents live picture so that anyone can see the papers visually.

At the time of thesis work we learn apparel quality, costing, banking, and buyer cooperation. We learn how much fabric required 1 doze Buying. How much thread required for 1 doze buying sewing and costing calculation etc.

Now Bangladesh is a developed country. In this country joblessness problem is slightly overcoming by our apparel sector. A large number of people are working in this sector. Primarily, the situation of this sector is not so good but now a day this sector is earning a lot of foreign currency, around 80%-82% of our total economic growth which is making our economic sector very strong. And merchandisers are those people who are working here day tonight in order to develop this sector. Merchandisers' goal is to collect order, execute, develop the best & supply the best.

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