




MARCH 7, 2021

INTERNSHIP REPORT ON  
MERCHANTISING ACTIVITIES OF  
GARMENTS INDUSTRIES OF BANGLADESH:  
A STUDY ON ELEVEN FASHION HOUSE

TASNIM MUBASSHIRA

This internship report is submitted to School of Businesses & Economics,  
United International University as a partial requirement for the fulfillment of  
Bachelor of Business Administration Degree requirement





## **UNITED INTERNATIONAL UNIVERSITY**

### **Internship Report on Merchandising Activities of Garments Industries of Bangladesh: A Study on Eleven Fashion House**

#### **Submitted By**

Tasnim Mubasshira

111 153 035

Major: Marketing

School of Business and Economics

United International University

#### **Submitted to**

Dr. Md Shariful Alam

Associate Professor, BBA Program

School of Business and Economics

United International University

# Letter of Transmittal

Dr. Md Shariful Alam  
Associate Professor, BBA Program  
School of Business  
United International University

Subject: Submission of report on “Eleven Fashion House”.

Dear Sir,

I am composing this report on Eleven Fashion House under your indication. During making this report I have used all of my gathered knowledge and all available sources. My three months of internship and extensive research on merchandising activities of garments industries is very effective for gathering information about to a great extent. I have made sincere efforts to study related materials along with the annual report. I tried my best to make this report as comprehensive and informative as possible.

I hope this report meets all required things for this internship report. Any flaws in the report is subject to your full consideration.

Thank You

Yours Sincerely

.....

Tasnim Mubasshira

ID: 111 153 035

## **Acknowledgement**

In the beginning I would like to express my heartiest gratitude to the Almighty Allah the most gracious and for giving strengths to make this report and successfully finish this internship report.

I would like to give my cordial thanks and gratefulness to Dr. Md Shariful Alam Associate Professor, BBA Program, BBA Program, School of business and economics, United International University, for this timely guides, suggestions, and advices. He owes me Everlast thanks and gratefulness which cannot be forgotten.

My love and respect go to Anamul Hoque, Managing Director of Eleven Fashion House, who gave me all required support and information about Eleven Fashion House.

I am also thankful to Md Ariful Hoque, Senior Executive, HR at Eleven Fashion House, who gave me all sort of support in collecting data properly from Eleven Fashion House. His patience and guidance helped to finalize this report.

# Table of Contents

Letter of Transmittal .....	2
Acknowledgement .....	3
Executive summary .....	6
Keywords:.....	6
Chapter 1.....	7
Introduction .....	7
Background .....	8
Scope of study.....	8
Objectives .....	8
Methodologies .....	8
Study limitations .....	8
Chapter 2.....	9
Background of the company .....	9
Company Introduction .....	10
Core values of Eleven Fashion House .....	10
Trust & Respect:.....	10
Integrity:.....	10
Teamwork .....	10
Customer Focus.....	10
Innovation .....	10
EFH' vision .....	10
EFH' mission .....	10
Goal .....	11
EFH's branches .....	11
Board of Directors:.....	11
The main products of EFH.....	12
Bangladesh Garment Industry .....	13
Chapter 3.....	14
Literature Review .....	14
Merchandising .....	15
Merchandising concept in the garments .....	15
Merchandisers in the garments industry.....	15

Merchandising activities in the garments.....	15
Merchandise’s way.....	15
The change in Merchandising .....	16
All Merchandising strategies.....	16
Merchandising significance.....	17
Differentially .....	17
Commodity Placement:.....	17
Promotion: .....	17
Merits of merchandising.....	17
Compare and contrast between sales and merchandising.....	17
Merchandising characteristics .....	17
Eleven Fashion House’s merchandising .....	18
Merchandising types.....	18
Merchandising in retail: .....	18
Online merchandising .....	18
Merchandising scope in the garments.....	18
Chapter 4.....	19
Analysis & Findings .....	19
Analysis of the data.....	20
Director’s interview.....	20
Surveys on employee .....	22
Findings .....	28
Chapter 5.....	29
Recommendations and Conclusion .....	29
Recommendations: .....	30
Some recommendation for managers .....	30
Conclusion.....	31
References .....	32

## **Executive summary**

Perception is the process by which people organize the pattern of any stimulus (here Eleven Fashion House) and develop a meaningful picture of that stimulus. The aim of this study is to find out the inner aspects of reviewers' comments with regard to Eleven Fashion House. The findings disclose that in a rapidly garments industry, Eleven Fashion House has come-up with a reliable name for merchandising. Strong network, turning towards quality and devoted employees are the main causes of its prevalence. Eleven Fashion House is dedicated to gratifying the need by proposing commodities. Eleven Fashion House aims to increase the overall market share in the upcoming years. It has proudly positioned itself favorable and eco-friendly for their consumers. Eleven Fashion House is providing excellent after sales service that has contributed in such a manner to build this image in customers' heart. Since its motive to serve middle-income people, their product price is relatively lower than their competitors'. This competitive pricing strategy helps Eleven Fashion House especially in a price sensitive environment. Recently Eleven Fashion House has turned their promotional operation by organizing many national sports events. Another finding stated that for achieving the position of market leader, Eleven Fashion House would face challenge from exotic brands. Moreover, also the rapidly growing customers demand for clothing products may put pressure on Eleven Fashion House. The company has adopted the strategy of market penetration, product development and market development strategy for further enhancement. Important findings from this study highlight that for a merchandising activity, buyers give more emphasis on Product quality, Product availability, Product distribution, Customer review, Customer service, and Product price, and Product attributes/benefit, Product design, Word-of-mouth. Based on the findings several recommendations are suggested whose application may increase the efficiency of Eleven Fashion House operations.

**Keywords:** Bangladesh garments industry, merchandising, buying house activities, eleven fashion house (EFH)

# **Chapter 1**

## **Introduction**



## **Background**

The internship report was prepared as compulsory part of the BBA program of United International University. To finish BBA program successfully all students, must complete an internship and submit internship report. Throughout this journey I have learned wide range of academic and practical knowledge. I had been assigned to join in the Eleven Fashion House, Baridhara DOHS for 3 months from 15th October 2020 to 20th January 2021 for the internship. The topic of my internship report is “Merchandising Activities of Garments Industries of Bangladesh: A Study on Eleven Fashion House”. I was given to make this internship report on this topic by my supervisor Dr. Md Shariful Alam, Associate Professor, BBA Program of United International University.

## **Scope of study**

The process of training and development will be discussed on this report of Eleven Fashion House. Everyone will thoroughly understand of "Eleven Fashion House" merchandising activities and how they conduct their merchandising activities.

## **Objectives**

- ✓ To identify the merchandising activities Eleven Fashion House.
- ✓ To anatomize merchandising activities practices of Eleven Fashion House.
- ✓ To identify the problems of merchandising activities practices of Eleven Fashion House.
- ✓ To know the impact merchandising activities practices of Eleven Fashion House.
- ✓ To come out with some recommendations to avoid problems of merchandising activities of Eleven Fashion House.

## **Methodologies**

All information was collected from different sources.

### Primary data

- ✓ Employers were interviewed of Eleven Fashion House.
- ✓ Secondary source of data.
- ✓ BGMEA website.
- ✓ reports, books, and class lectures were studied.
- ✓ The company’s annual report.
- ✓ The records of the office.

## **Study limitations**

- ✓ Since there risks of leaking company’s information, therefore some information was not given and also due to competition among the companies.
- ✓ I had to maintain COVID-19 protocol to reach respondents.
- ✓ There are always some employees who does not wish to give interview.
- ✓ My experience as a new student was another type of limitation.

## **Chapter 2**

### **Background of the company**

## **Company Introduction**

The Eleven Fashion House company is one of the renowned and biggest buying houses in Bangladesh. They are operating there for almost fourteen years in the garments sector with their buying-selling activities and accessories. They are working very honestly with their buyers in the industry. They are working with almost 39 companies. They have very experienced people who are making deal with other garments producers and maintain their relationship. They have wide range of products; they take all sorts of garments related products. The main products mainly they produce are shirts, T-Shirts, Polo-Shirts, Jeans, Sweater, Hoodies for men and women, Long sleeve for men and women, Children wear. ELH also collect orders for the stitched shirts. They also maintain quality and proper attitude to other garments so that that quality cannot be compromised. In a word, Eleven Fashion House takes almost all types of garments related orders among those most of orders comes from the USA, Europe, Canada.

## **Core values of Eleven Fashion House**

**Trust & Respect:** When trust prevails in the company, the employee starts to believe the company and this way their confidence grows up. Respects comes after holding trust. Because respect is the action of holding trust.

**Integrity:** Eleven Fashion House maintain the quality of being honest. They know it very well that, “Honesty is the best policy.”

**Teamwork:** Eleven Fashion House believes that, two hands are more and stronger than one hand. When one hand cannot solve a problem, two hands might that make easier.

**Customer Focus:** Customer focus has big relation with the customer retention. A good customer center mindset can lead to maintain long relationship.

**Innovation:** Innovation is the most key term in the 21<sup>st</sup> century. It is believed that, without innovation the survival is not possible in this competitive world. That is why, Eleven Fashion House believes in innovation to make them different from other companies.

## **EFH' vision**

“To be the marketing leader and no compromise with the quality”.

## **EFH' mission**

EFH has a mission to strive in the industry through:

- ✓ Quality consistency

- ✓ Make the employee inspired and empowered.
- ✓ Adapting the latest technology.
- ✓ Maintain CSR.

## Goal

The main goal of EFH is making profit by making quality products.

## EFH's branches

They have following types of departments-

Serial	EFH's branches
1.	HRM
2.	Administration
3.	Development and Training
4.	Product branding
5.	Sales
6.	Accounting and Tax
7.	Export management
8.	Social media advertising
9.	Product design
10.	Product delivery
11.	Event management

## Board of Directors:

Sl.	Board of Directors	Designation
1.	Anamul Hoque	Managing Director & Chairman
2.	S M Shamsul Alam	Vice-Chairman
3.	Md Ashraful Alam	Director

4.	Mahbubul Alam	Director
5.	Raisa Sigma Hima	Director

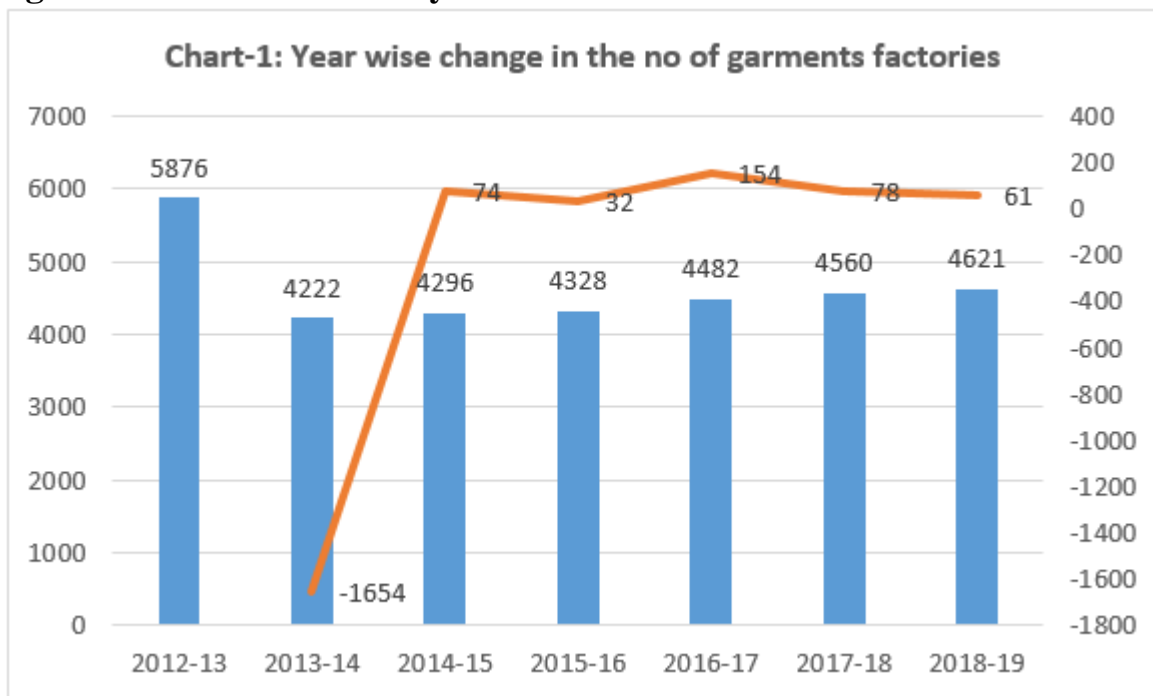
### The main products of EFH

Some of their basic products are given below:

Types of Product	Design
Plain T-Shirt	
Polo Shirts	
Blazers	
T-Shirt with wash	
Shirt	

<b>Sweater</b>	
<b>Jeans</b>	

## Bangladesh Garment Industry



Source\* Textile Focus

Bangladesh is a country with a huge population. Although some countries see it as a burden for their country, Bangladesh has made it an asset for them. Because most people in Bangladesh are dependent on agriculture. And most of the women are working in the garment sector. One of the biggest remittance earning sources for the Bangladeshi government is the Ready-made garments (RMG). Bangladesh earns almost 5 billion dollars per year by exporting their RMG only. It is the 2<sup>nd</sup> largest remittance earning source for their economy. The employees, from young, old, and mostly women, are related to the garment industry. It has become now one of the biggest foreign currency earning sources for Bangladesh in the last 25 years. At this moment, almost 5000 active garment factories, 15 lac workers are working for this sector. The 85% workers are women. Bangladesh is the 2<sup>nd</sup> largest garment producer in the world at this moment after China.

## **Chapter 3**

### **Literature Review**

## **Merchandising**

Merchandising is everything to promote and sell your products once the potential customer is in the store. Merchandising is process of encouraging potential customers to buy and make them purchase to a particular product. The term merchandising is all about products at the right time, at the right place, in the right quantity and at the right price to increase sales. More elaborately, merchandising indicates as a concept of itself: that comes as a raw material and end up with a final product to satisfy consumer needs.

## **Merchandising concept in the garments**

The merchandising concept in the garments industry may be used to refer as a merchandising in the garments industry, where two parties are ready, merchandiser and manufacturer, retailer, and wholesale store. Another term I used for garments merchandising is called apparel merchandising. It is very popular way to increase apparel volume and without merchandisers in the apparel industry it impossible to go on. Merchandising process make the path easier for both buyer and seller by providing service as a intermediary.

## **Merchandisers in the garments industry**

The responsible person who is working in between buyer and seller to facilitate their buying and selling activities is called garments merchandiser. The main task of merchandiser is to do merchandising. Without having some specific qualification, it is not possible to become merchandiser in the garments industry. They normally make communication with the buyers, negotiate with them, take orders, manage samples, and send it to the buyers, take the order and finally, they deliver the right product on right time.

## **Merchandising activities in the garments**

Merchandising is very sophisticated profession in the garments industry that require certain experience in the knowledge field. They play the most important role to get order from the buyer and contact with the factories according to buyer requirements. This is very unfortunate that there is no formal education of training program for the merchandiser. The garments merchandising job is the very critical and difficult job, even sometimes the future of the company depends on them. Therefore, without knowing fabric, yarn, accessories, label, tag, samples, color standard etc. Hence, only trained up merchandiser do better in this regard, and they can sustain in the industry if they have outstanding performance.

## **Merchandiser's way**

Merchandising definition is very specific and defined. For instance, marketing merchandising refers to product design, product image, product size, product ratio, image and so on. Since manufacturer does not sell goods directly rather, they use different intermediaries to sell their products. Among all the intermediary's merchandiser is one of them. We can say merchandiser act in the market as a third party for both buyer and seller. Merchandiser gives the benefits to the customer and buyer from two ends. It helps to retain and maintain customer relationship. Retailers does not seem to sell their inventory ever rather they take help of the merchandisers. Though it is often storing the retailer's goods in the merchandisers warehouse. In general, merchandiser tacks all activities of buyers and seller and acts accordingly.



## **The change in Merchandising**

Merchandising ways or activities are being updated as the technological advancement going on and innovation taking place. Merchandisers feel that their work and job responsibilities are evolving. The workload of the merchandiser is getting changed. So many new things are being included. Most importantly, marketing activities and role must be performed by merchandisers nowadays. Technological advancement has conspicuously changed our daily lives. We can see and know what is happening all over the world within a second. The role of disruptive innovation and technological advancement has made this possible and pushed toward in change the marketing plan.

## **All Merchandising strategies**

The term marketing strategy cannot be possible to express in some words, it is more than that. Merchandisers tasks are so vast than we think. They start with making proper plan and then make buyer and seller negotiation and at the end they make the buying selling event happened. They also keep in mind all types of marketing activities so that they can response immediately. The following strategies are followed for the retailing:

- ✓ The kind of display that can sense and uncoded the message.
- ✓ The unique shaped in store display.
- ✓ The self-signage system.
- ✓ Respecting special occasions and creating special message. Especially, in the anniversary, birthday etc.
- ✓ Free testing and in-store display.
- ✓ Free samples.
- ✓ Well-organized and eye reaching distance.
- ✓ Attractive and well-organized shelves.
- ✓ Setting live chat option to act immediately.
- ✓ The search var should be placed in exact place.
- ✓ Free shipping offers another strategy.
- ✓ The product processing status or track.
- ✓ Specific and holiday related cards.
- ✓ The details or description of the product should be very clear.
- ✓ Recommendations of the product.
- ✓ Banner's advertising.
- ✓ Reviews.
- ✓ Rating.
- ✓ Up selling and cross selling.
- ✓ The proper product category.
- ✓ Extra ribbons for premium product that shows premiums.

## **Merchandising significance**

**Differentially:** Merchandising can show your product in different categories. It helps to increase brand image of a certain brand.

**Commodity Placement:** Only a great merchandising strategy can make a product different from other brands in the market.

**Promotion:** It is very important to use proper platforms of the social media. Advertising, IMC, TV ad, paper posting etc. can be good choice.

## **Merits of merchandising**

The goal of the merchandising is to make profit. It takes place only when merchandising activities take place properly. The merchandisers create brand awareness and talks about the solution that can solve a specific problem.

- ✓ More profits.
- ✓ Shoppers are more satisfied.
- ✓ Buyers are more engaged.
- ✓ The turnover of the inventory faster.
- ✓ Brand loyalty is increased.
- ✓ The brand recognition also increased.

## **Compare and contrast between sales and merchandising**

The sound sales and merchandising might seem similar, but they have big difference in between. Merchandising is a process to make sell to buyer, while on the other hand, sales refer to buying and selling activities in exchange with money. For instance, an individual goes to sell or convince to buy a certain thing. The buying process might not take place. This is called merchandising. There are however, without exchange of money sales cannot be possible.

## **Merchandising characteristics**

Followings are merchandising characteristics:

- ✓ Merchandisers are responsible for merchandising.
- ✓ It helps to sell the product to the target customers or audiences.
- ✓ Works as a communication media for manufacture or wholesalers and retailer or final consumers.

## **Eleven Fashion House's merchandising**

Let say, Eleven Fashion House wants to buy different types of garments from Bextex and here merchandisers are responsible for contacting, order placement, bargain, order reception, sample, etc. are being done by a merchandiser and these all activities are called merchandising. Therefore, the process a merchandiser sells his product and keep him updated about the product is named merchandising. The term or concept merchandising is buzzing word in the apparel industry. Every garment factory recruit and hire merchandisers to sell their products and contact the buyers. Since merchandisers bring profit for the organization, therefore, all factories want to hire the best and most experienced merchandiser for their company. Above discussed all activities are done by some merchandiser in the Eleven Fashion House.

## **Merchandising types**

There are Basically Two Forms of Merchandising:

**Merchandising in retail:** The retail merchandising takes place only in the retail store. Since there are many products in the retail store. Therefore, the term for retail merchandising also a huge term which includes so many things.

**Online merchandising:** The online or visual merchandising refers to using social media platforms where customer is present in the visual form. They can visually see the products and make decision whether to buy or not.

## **Merchandising scope in the garments**

The apparel merchandising jobs, or sectors has been popular over the years. It is one the attractive sector for job seekers. It is mandatory to have creativity in merchandisers to make unique and innovative message for the buyers so that they can get attracted and make purchase of their product. The renowned term fashion designing job is very premium and lucrative compared to any sector. Because they always meet with the rich and big star. The reason why it is discussing here because fashion designing, and merchandising has a close relationship. Merchandisers must know about the fabric size, design, density, colors and so on. These activities take place with the help of different kinds of advertisements, sample, portion and so on. Fashion merchandising has a close relationship with merchandising. They both running behind buyers. They must have subject related knowledge. Fashion designers' cuts, design, arts and communicate with the potential consumers and make deal with them for the product. The increase in the apparel demand across the world the demand for merchandisers also increased immensely. Hence, without merchandisers no garments or apparel factories cannot move on.

# **Chapter 4**

## **Analysis & Findings**

## **Analysis of the data**

I used self-administered sampling method to collect data properly. I used this method because, this method helped me to reach respondents easily. My population size was 20 people. Out of the 20 people I took 12 people are sample size. I interviewed Eleven Fashion House's staffs and directors. All questionnaires had been qualified for the analysis. I asked them about the merchandising process, training, and the development.

### **Director's interview**

#### **1. What type of merchandising method do you use for your company?**

Ans: We always follow and make instructions based on demand and supply.

#### **2. How do you recognize that what type of merchandising require for your company?**

Ans: Eleven Fashion House conducts inside survey that what things need to add or minus. We do not compromise any sorts of mistakes. If we see any discriminancy we take immediate actions. By this way, we maintain and recognize what sorts of merchandising require for our company.

#### **3. Explain the KPI system in the Eleven Fashion House?**

Ans: We are very careful about employee performance. We have different types of intensive and remuneration programs to boost up our employee. In the normal situation all employee has to maintain their KPI to see their performance and to see what to improve.

#### **4. How do you think merchandising training has impact on the employee, is there really any relationship?**

Ans: Eleven Fashion House provides all types of required trainings that needed by an individual working in the company. Eleven Fashion House never compromise with the bad performance. The training programs are them to increase their productivity and work for the best. In my opinion, our training programs makes them different from other companies in the market as compared to the competitors.

#### **5. Who is the main target for the training program?**

Ans: It is always defined by the management. Normally, all new employers are our main target for this training program. However, in every department when any individuals get promoted, we encouraged him to go through a training program to get used to with new job responsibilities. Additionally, we also encourage to take this training program for those who are facing problem in their job tasks. But it is dependent on his/ her decision.

**6. Do you conduct merchandising training program frequently?**

Ans: It is totally depending on Eleven Fashion House's decision. In the last three months we did not conduct any training programs.

**7. Does this training program increase quality or quantity? What is your statement in this regard?**

- Strongly agree.
- **Agree**
- Neutral
- Disagree
- Strongly disagree.

**8. Do you get any returns after conducting this type of program? Comment your statement?**

- **Yes**
- No

**9. What is your procedure collecting feedback?**

- Internet
- Face to face
- Offline
- Through phone conversation
- **All the above**

Eleven Fashion House normally uses all the methods above. However, due to corona pandemic we Internet to collect data online only.

**10. What are the main hinders that faces by Eleven Fashion House when they are dealing with day-to-day business?**

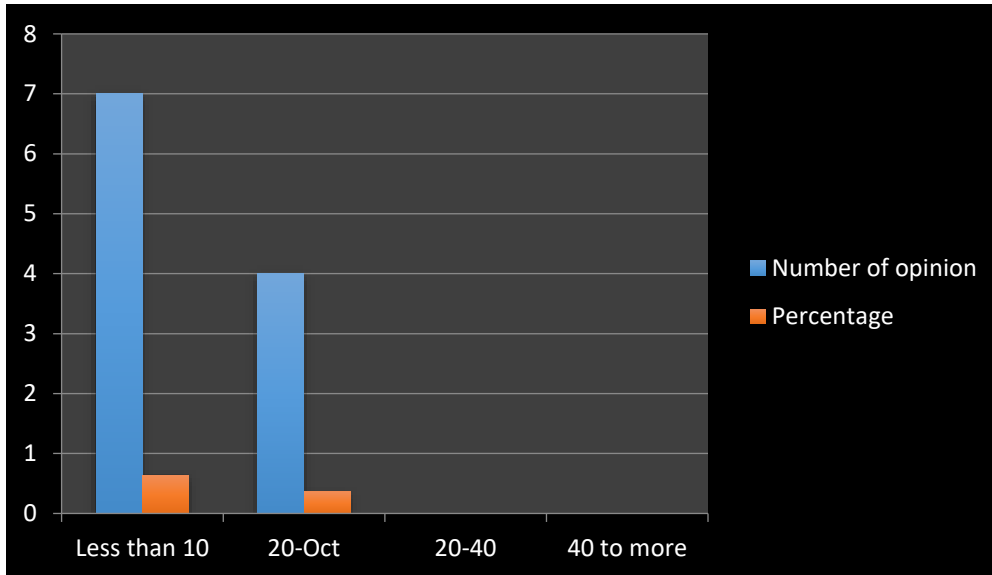
Ans: Eleven Fashion House always assist their employee by providing sufficient training program where it is required-

- ✓ Some employee's negative mind
- ✓ Availability to handle external affairs.
- ✓ Time

## Surveys on employee

**Question 1: What are number of training program that you take in a year?**

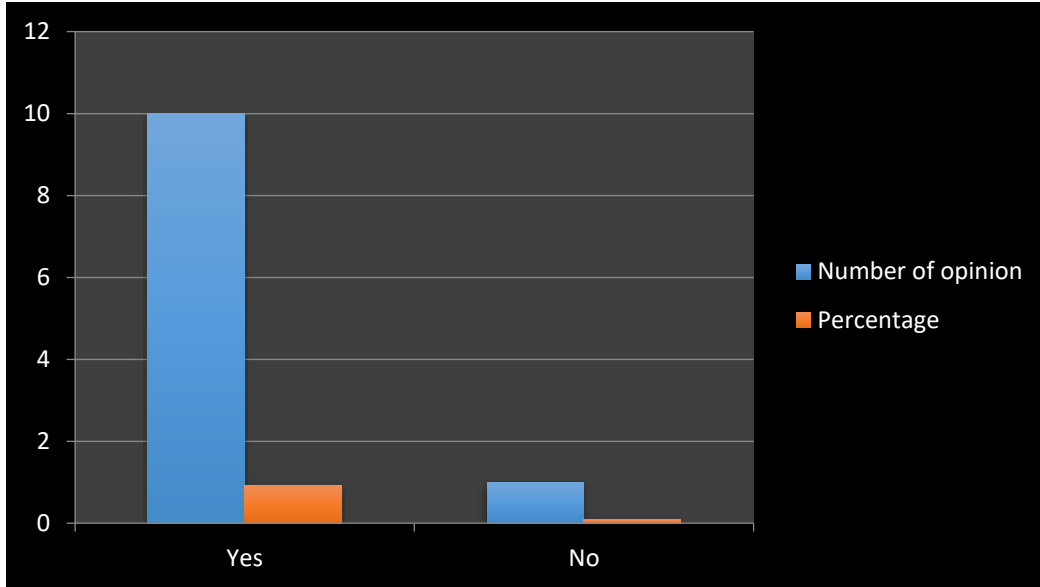
Ratio	(-) 10	10 to 20	20 to 40	40 and more
Opinion	5	6	9	8
Percentage	53.40%	12.45%	11.00%	0



**Explain:** Based on the survey 53.40% employee takes take the training program in a year that was less than 10. From 20 to 40 was the highest in number.

**Question 2: Is it very often that your organization conduct training program frequently?**

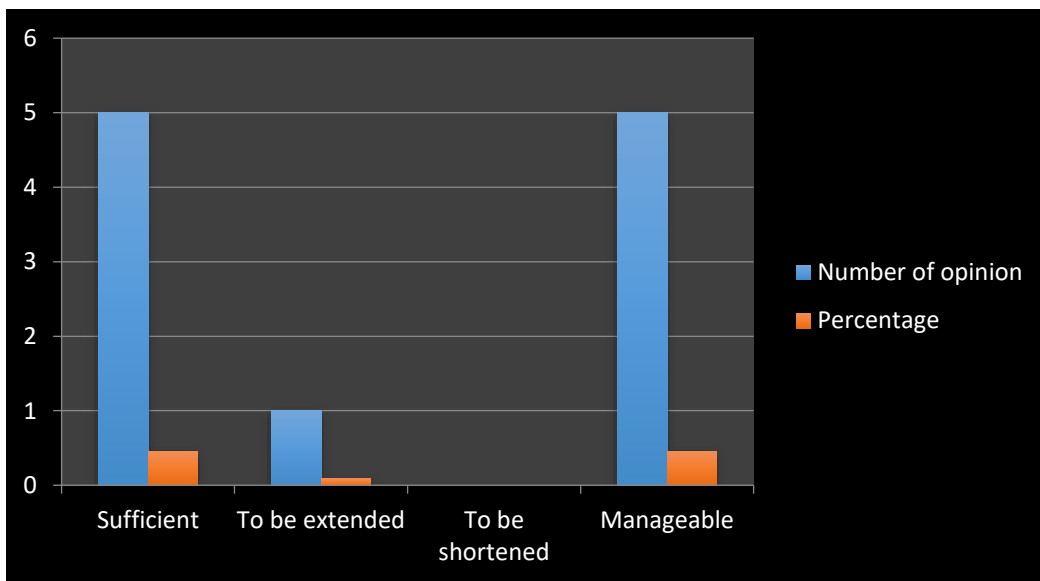
Ratio	Yes	No
Opinion	9	2
Percentage	88%	12%



**Explain:** The above survey says, 88% of the employee take the frequent survey from the company and they said with “Yes”. The rest of the numbers, 12% says “No” as they do not take frequent training program from Eleven Fashion House.

**Question 3: What is the time frame of the training program?**

Ration	Satisfied	To be increased	To be decreased	Negotiable
Opinion	4	4	8	0
Percentage	46%	17%	0	9%

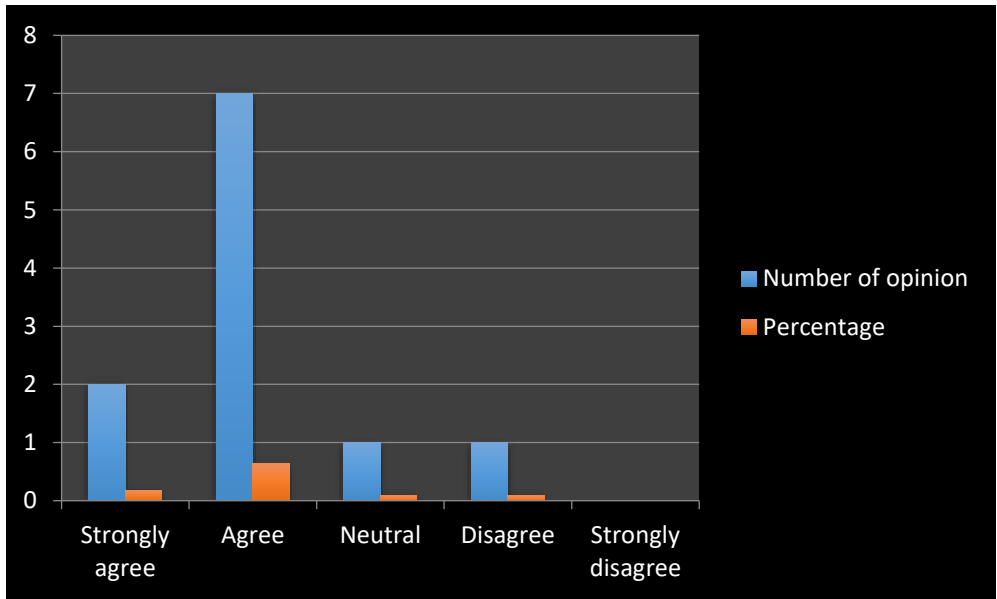




**Explain:** Based on the above survey, 46% of the Eleven Fashion House’s employees are satisfied with the time frame given by the company. 9% agrees with negotiation that they are comfortable with the time and duration. 17% says the time frame should be increased.

**Question 4: Does this training program increase your job performance? What is your opinion in this regard?**

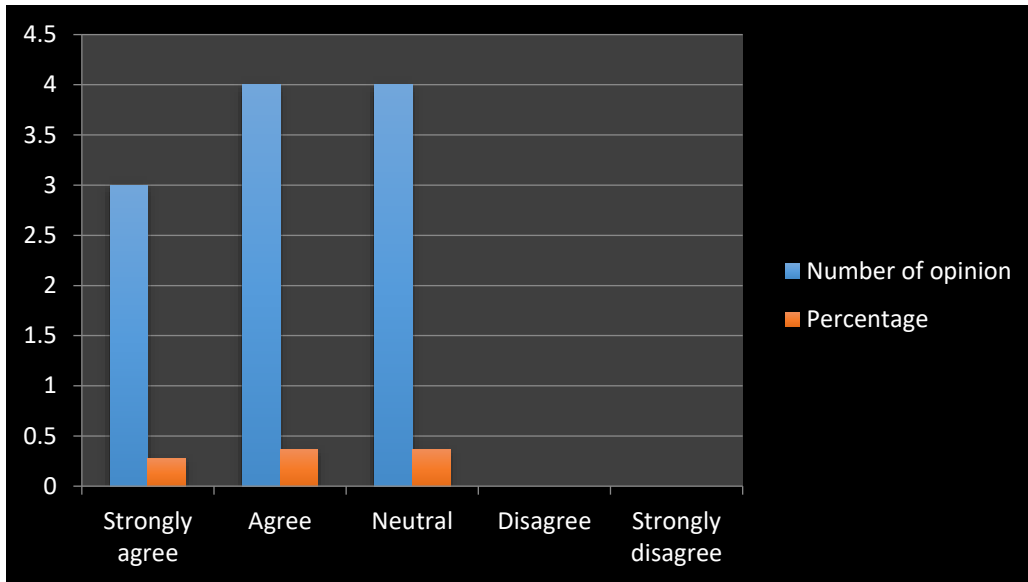
Ratio	Strongly agree	Agree	No opinion	Disagree	Strongly Disagree
Opinion	0	5	5	1	2
Percentage	20%	30%	30%	0	20%



**Explain:** The above survey says, the training program increases their job performance 30% maximum, 20% said they are strongly disagreed that the training program does not increase their job performance. The opinion ratios are 0, 5,5,2 respectively.

**Question 5: The competence area is remarkable. To what extent do you agree or disagree? Show you opinion?**

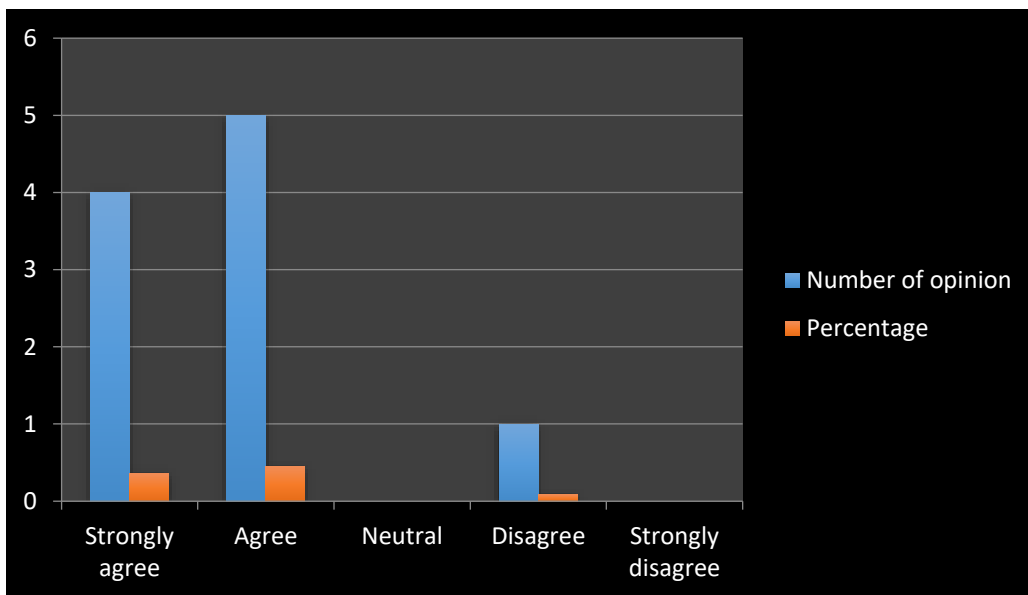
Ratio	Strongly agree	Agree	No opinion	Disagree	Strongly Disagree
Opinion	5	2	2	1	1
Percentage	58%	20%	20%	5%	5%



**Interpretation:** The survey says in this case that, 58% of the employee said that their competency was great which is a big number. 5 of them are strongly agreed. 20% of them have agreed option and 20% also neutral in this case.

**Question 6: Do you think that the training program provides the highest number of qualities? What is your opinion in this case?**

Ratio	Strongly agree	Agree	No opinion	Disagree	Strongly Disagree
Opinion	5	4	1	0	1
Percentage	45%	35%	9%	0	5%

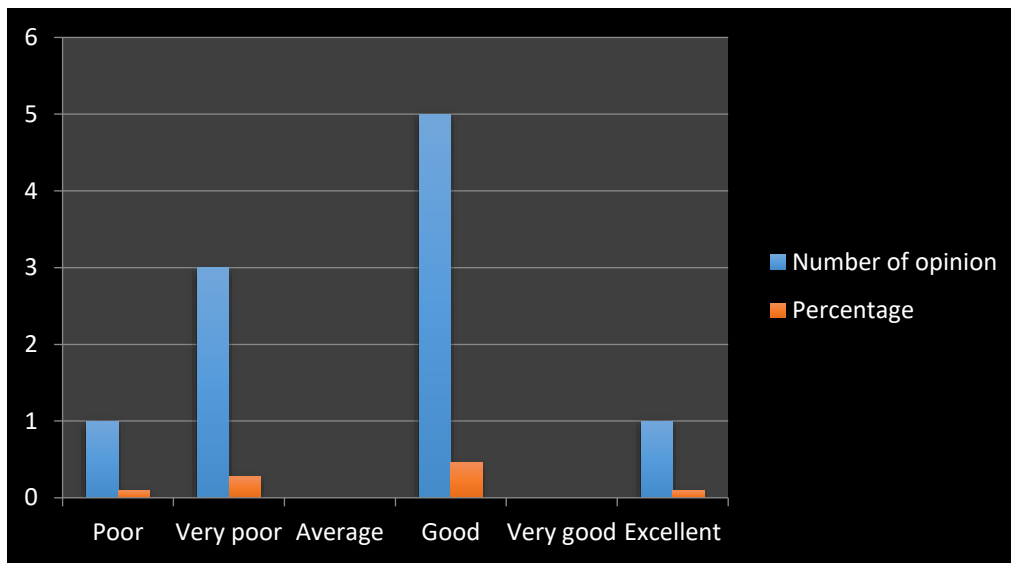


**Explain:** Since Elven Fashion House does not compromise with their standard and quality, the above survey also said the similar thing. 5 persons said they are strongly agreed, and percentage was 45% and 4 persons says they are agreed with the service which covers 35%. 1 person has no opinion, and another person has strongly disagreed.

**Question 7: How will you rate the quality of the program that you have participated so far?**

**Express your statement?**

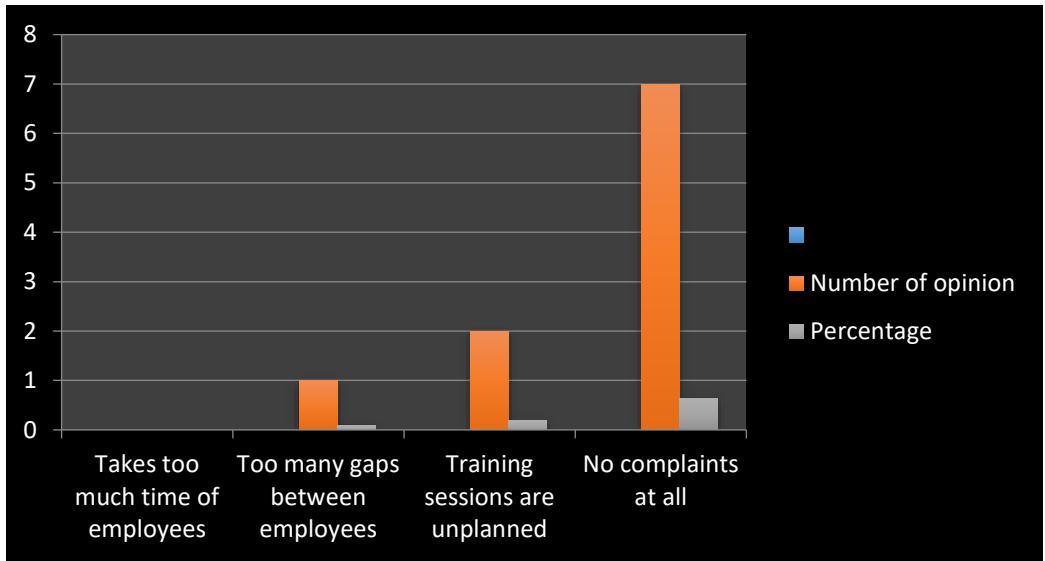
Ratio	Poor	Very poor	Average	Good	Very good	Excellent
Opinion	5	2	1	0	1	0
Percentage	45%	27%	9%	0	9%	0



**Interpretation:** According to Eleven Fashion House survey, 5 person which covers 45% of the respondents said they are no happy with quality of the training program. They rated this program as very poor. And 4 of the employees rated this training program poor. The percentage carried for this category 27.

**Question 8: Is there any in general complaints on merchandising training?**

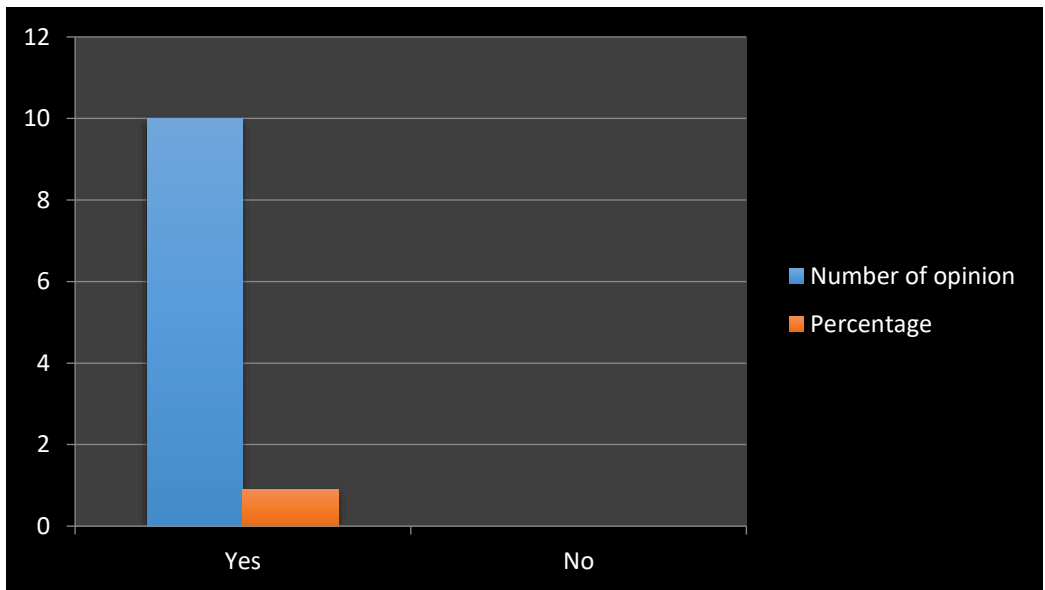
Ratio	Too much time	Too many loops	Unplanned training session	No complains.
Opinion	7	2	1	0
Percentage	63%	18%	9%	0



**Explain:** The survey says, 7 persons working in Eleven Fashion House said the general program takes too much time which carries 63% of the respondents. The 18% said the training program has too many loops. The number is 18%. The rest of the percentage remain in 9%.

**Question 9: Does employee really gets benefitted from this training program?**

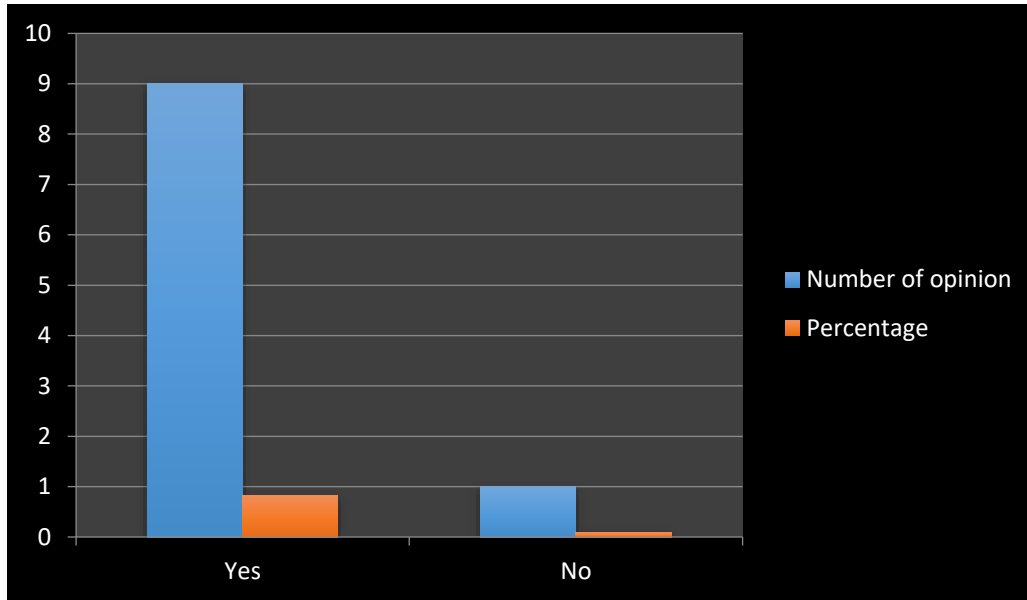
Ration	Yes	No
Opinion	8	2
Percentage	80%	20%



**Explain:** According to EFH survey, almost all employees are satisfied with service of this training program. The numbers are 80% and 20% respectively.

**Question 10: Was this training program beneficial to increase employees performance?**

Ratio	Yes	No
Opinion	8	2
Percentage	80%	20%



**Explain:** Most of the employees working in the Eleven Fashion House believe that they are very satisfied with the training program. And they get benefitted a lot from this program. The number for this case is 80%.

**Findings**

- ✓ Based on my survey, I have come to realize that most of the employee are not sure that are getting benefited from the training program provided by the Eleven Fashion House. The number of participations is very low. It has happened because, the company cannot motivate their employee well for the training program.
- ✓ There are few employees do not satisfy with the quality of the training program.
- ✓ Few times there are program take place without any plans. At that time employees do not get time to prepare. This is happened because of the big gap between management and employee.
- ✓ While I was conducting the interview session, I realized that the employee does not satisfied with to behaviors of the management. That is why, they become unwilling to provide their opinion regrading their service.

# **Chapter 5**

## **Recommendations and Conclusion**

## **Recommendations:**

- ✓ Eleven Fashion House must increase intensive number to motivate their employee to participate in training program.
- ✓ Some area in our country is still not served. EFH must take some actions to cover those areas for making more profit.
- ✓ Eleven Fashion House must focus on quality more than quantity. Only experienced trainers can do this for them.
- ✓ Accurate diversity management and more sleek research and development department and will play an effective role in its development.
- ✓ Eleven Fashion House must maintain their cooperation with the Human Resource Management department so that they can come up with a concrete plan.
- ✓ There are some cases that employee does not want to participate in the training program if they have any deadlines in their hand. The management should be able to reschedule the training deadline based on employee demand.
- ✓ All trainers must take an exam to understand that the training program has really become helpful for them.
- ✓ For any brand, a good image is very important, and EFH's brand image is clean. It has to build sophisticated technology pillar by greater product quality to capture more market share.
- ✓ Their information database should be up to date and chronologically synchronized.
- ✓ EFH should take actions to find out important information about other competitors.

## **Some recommendation for managers**

- ✓ For building positive identities managers should help the employees.
- ✓ They should cut off the negative portion and take positive ideas to build greater commitment.
- ✓ If they find any odds, they should decode the situation or the problem.

## **Conclusion**

The term merchandising is a very big thing. It starts from the process of retail, production, buying house, and sells, online merchandiser. The term merchandising varies by organization to organization. It depends on certain perspective. In most of the organization merchandisers play the most vital role to make their buying and selling process. That is why the job responsibilities are varies by different organizations. Some organization's task is different than other organization. The need for merchandising task is rapidly changing as globalization taking place in every second all over the world. At present the garments world is mostly rely on the merchandisers. It is a good merchandiser require for a company who can solely increase and boos up their sales. Merchandising is great job and the most essential one in the garments industry. That is why a proper training is required for them to be the market leader.



## References

<https://www.bgmea.com.bd/>

<https://www.slideshare.net/88azmir/garment-merchandising>

<https://www.textiletoday.com.bd/garment-costing-merchandisers/>

<https://garmentsmerchandising.com/top-50-garments-buying-houses-in-bangladesh/>

<http://www.apparel-merchandising.com/>

<https://bdjobstraining.com/trainingdetails.asp?TrainingId=384&upcoming=1>

<https://textilemerchandising.com/tag/career-and-future-of-apparel-merchandiser-in-bangladesh/>

<http://www.bifdt.com/pages/details/1688/apparel-merchandising>

[http://www.euni.de/tools/jobpopup.php?lang=en&option=showJobs&jobid=699347&jobtyp=5&jtyp=0&university=Bangladesh+Garment+Management+Institute+\(BGMI\)&country=BD&sid=78878&name=Merchandising+\(Course\)](http://www.euni.de/tools/jobpopup.php?lang=en&option=showJobs&jobid=699347&jobtyp=5&jtyp=0&university=Bangladesh+Garment+Management+Institute+(BGMI)&country=BD&sid=78878&name=Merchandising+(Course))

<https://www.goldnfiber.com/2016/07/list-of-renowned-garment-buyers-in-bangladesh.html>

<http://www.pisft.edu.bd/course/mba-in-apparel-merchandising/>

<http://dspace.daffodilvarsity.edu.bd:8080/bitstream/handle/123456789/2441/P13130%20%2828%25%29.pdf?sequence=1&isAllowed=y>

<https://tbsnews.net/feature/pursuit/pursuing-apparel-merchandising-career-121864>