

Internship Report on Supply Chain and Order Fulfillment Practices at Top Fashion

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This report is submitted to the school of Business and Economics, United International University as a partial requirement for the degree fulfillment of
Bachelor of Business Administration

Internship Report on Supply Chain and Order Fulfillment Practices at Top Fashion

Course Title: Project/ Internship

Course code: INT 4399

Trimester: Spring 2026

Submitted To:

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Major: Supply Chain Management

Date of submission: March 11, 2026

Letter of Transmittal

March 11, 2026

Dr. Saad Hasan

Associate Professor

School of Business & Economics

United International University

Subject: Submission of Internship Report

Dear Sir,

With due respect, I would like to submit my internship report titled “**Supply Chain and Order Fulfillment Practices at Top Fashion.**” I am submitting this report as a partial fulfillment of the requirements for the Bachelor of Business Administration (BBA) degree at United International University.

This report has been prepared based on my internship experience at Top Fashion, where I worked in the Customer Service & Operations Department. During the internship period, I gained practical knowledge and real-life experience in various operational activities such as order management, inventory coordination, warehouse communication, logistics coordination, and customer service support within the fashion retail industry.

While preparing this report, I have tried my best to follow your instructions and academic guidelines. I have made sincere efforts to present the operational practices of the organization and relate them with the theoretical knowledge gained during my academic studies.

I would like to express my sincere gratitude to you for your valuable guidance and support throughout the preparation of this report. I hope that this report will meet the academic requirements and provide a meaningful overview of my internship experience.

I would be grateful for your kind evaluation of my report. If you have any queries or require further clarification regarding any part of the report, I would be pleased to respond based on my knowledge and internship experience.

Yours sincerely,

Md Mobasser Hossain Chowdhury

ID: 111193031

BBA Program

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Certification of Similarity Index

Internship Report on Supply Chain and Order Fulfillment Practices at Top Fashion

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Declaration of Student

I hereby declare that this internship report titled “Supply Chain and Order Fulfillment Practices at Top Fashion” is my own work and has not been submitted previously, either in full or in part, to any other institution for the purpose of obtaining any degree or academic qualification.

The contents of this report are the result of my own efforts and observations during my internship period. Wherever the work and ideas of others have been used, proper acknowledgment and references have been provided in the report.

I also declare that the report has been prepared in accordance with the academic guidelines of United International University (UIU).

Md Mobasser Hossain Chowdhury

ID: 111 193 031

BBA Program

School of Business & Economics

United International University

Corporate Evidence



Top Fashion

INTERNSHIP COMPLETION CERTIFICATE

To Whom It May Concern

This is to certify that **Md Mobasser Hossain Chowdhury**, a student in the Bachelor of Business Administration (BBA) program with a major in Supply Chain Management at United International University, **ID No: 111193031**, has successfully completed his internship in the Customer Service & Operations Department at Top Fashion. During his internship, he received practical exposure and training in supply chain coordination, vendor management, and customer operations.

Internship details are given below:

Name: Md Mobasser Hossain Chowdhury

Designation: Intern (Customer Service & Operations)

Period: From Feb 05, 2025, to May 10, 2025.

Throughout his internship, Mobasser worked sincerely at Top Fashion and performed well. He demonstrated strong skills in logistics coordination, customer service, and teamwork. We wish him success and a bright future ahead.

Mohammad Sagor Ali

CEO *Sagor*
Top Fashion

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Acknowledgement

First and foremost, I would like to express my sincere gratitude to Almighty Allah for giving me the strength and ability to successfully complete my internship and prepare this report.

I would like to express my deepest appreciation to my respected academic supervisor Dr. Saad Hasan, Associate Professor, School of Business & Economics, United International University, for his valuable guidance, encouragement, and continuous support throughout the preparation of this internship report. His instructions and feedback helped me to complete this report properly according to the academic requirements.

I would also like to express my sincere thanks to the management and employees of Top Fashion for providing me the opportunity to complete my internship at their organization. I am especially grateful to my organizational supervisor and colleagues in the Customer Service & Operations Department who supported me during my internship period. Their guidance and cooperation helped me gain practical knowledge about operational activities such as order management, inventory coordination, warehouse operations, and logistics communication.

Finally, I would like to thank my teachers, classmates, and family members for their encouragement and support throughout my academic journey. Their motivation helped me successfully complete both my internship and this report.

Executive Summary

This internship report has been prepared as a partial requirement for completing the Bachelor of Business Administration (BBA) program at United International University. The report is based on the practical experience gained during my internship at Top Fashion, a fashion manufacturing and retail organization located in Mirpur-1, Dhaka.

The purpose of this report is to analyze the supply chain and operational practices of Top Fashion, particularly focusing on procurement, production processes, inventory management, order fulfillment, warehouse coordination, and delivery logistics. During my internship period, I worked in the Customer Service & Operations Department, where I was involved in various operational activities such as order confirmation, SKU verification, delivery memo preparation, inventory coordination, and communication with logistics partners.

This report also provides an overview of the Ready-Made Garments (RMG) industry in Bangladesh, highlighting its importance to the national economy and the role of supply chain management in ensuring efficient production and distribution of apparel products. The report analyzes the operational processes of Top Fashion and evaluates how different departments coordinate to ensure efficient order processing and product delivery.

In addition, the report discusses the supply chain structure of the organization, including procurement of raw materials, production processes, inventory control systems, warehouse management, and last-mile delivery operations. A SWOT analysis has also been conducted to identify the strengths, weaknesses, opportunities, and threats related to the organization's operational practices.

Finally, the report provides several recommendations for improving operational efficiency, including the implementation of automated inventory systems, ERP integration, improved demand forecasting methods, and better digital integration of operational activities.

Overall, the internship experience at Top Fashion provided valuable practical exposure to real-life supply chain operations and helped me understand how

theoretical concepts of Supply Chain Management (SCM) are applied in the apparel industry.

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Chapter 1: Introduction

1.1 Introduction

Bangladesh is internationally recognized as the second-largest garment and clothing exporter worldwide next to China, with the Ready-Made Garments (RMG) industry being a driving force behind the country's economic progress. Over the last few decades, this industry is growing fast and a good number of apparel manufacturing countries have been well known for Bangladesh around the globe. Over the years, with increased consumer demand for fashionable and inexpensive clothing items, if one business has thrived (as discussed above) alongside this export-oriented garment production is that of the domestic fashion retail sector. The competitive landscape of the industry has made effective supply chain management a key component to guarantee product availability, timely delivery and fulfilment of customer demand.

As fashion retail businesses and online clothing platforms in Bangladesh grow in recent years, proper supply chain and operational management have gained greater significance. There are a number of activities that need to be addressed by fashion retailers, from procuring raw materials to production planning to inventory management and warehouse coordination, and distribution of final products. For many of these activities, departments must work in close coordination with one another to facilitate seamless operational flow. Had hands-on experience within the Fashion retail industry with Top Fashion, a nascent garment manufacturing and retail organization.

Top Fashion: Garments mfg. & retail, Mirpur-1 Dhaka under Domestic fashion industry. Punjabi Shirts Pants Chinos Winter Wear T-shirts Jeans The company produces Read More End The organization runs its own garments factory with over 300 workers and sells these products through retail outlets, wholesale channels, retailer networks, and digital avenues including its website and Facebook page. It handles everything from finding raw materials and producing clothes to storing inventory and shipping products to consumers.

This report aims to evaluate Top Fashion's supply chain and operational activities such as raw material sourcing, the process of production, inventory management, order processing, and delivery. It also aims to analyze how efficient and effective these operational activities are

aligned with the philosophy of supply chain management while focusing on the sector of apparel & fashion industry in Bangladesh.

1.2 Objectives of the Report

This internship report aims to provide a perspective on the operational functions of Top Fashion and examine the practical experiences gained throughout my internship tenure. This report has been prepared to fulfil the partial requirement of Bachelor of Business Administration (BBA) program for United International University in combining the theoretical concepts with practical practices carried out by organizations. Through the internship program, students are able to see what it is like to observe and engage in working with a corporate environment while understanding how their theoretical business knowledge is operational in a practical sense.

According to the academic requirement of United International University, students have to do an internship in a reputed organization relevant for their major. It runs for a specified time period when students work on different professional assignments and acquire hands-on experience about how the business works, organizational structure, managerial practices and so on. Post completion of the internship, students are expected to write an extensive report on their insights gained during the internship and activity analysis of organization where they performed internship.

The report has been prepared on the basis of my internship experience in “Top Fashion” which is a fashion manufacturing and retail organization working for Ready Made Garments (RMG) sector of Bangladesh. During my internship, I was part of the Customer Service & Operations Department and worked on various operational activities such as handling orders, coordinating with the warehouse and logistics centers, communicating with customers. In this way, I learned hands-on about order orders filling and fulfilling processes as well as supply chains, specifically within the apparel retail.

This report is focused on finding out how Top Fashion operates, and what supply chain concepts are instilled into their organization. Moreover, the report focuses on analyzing the learning experience gained at the time of internship and also emphasizes on the hands-on exposure obtained by plays a part in day to day working culture of company.

Main Objective

The main objective of the report is to analyze the supply chain and service operations of Top Fashion and relate them with the theoretical knowledge acquired in the academic program.

Specific Objectives

The specific aims of the study are:

- To comprehend the organizational structure and business model of Top Fashion.
- To study the order management and order fulfillment process.
- To facilitate inventory coordination and warehouse communication.
- To learn about delivery management and collaboration with third-party logistic service providers.
- To examine customer service in operational efficiency.
- A field of study that develops practical expertise related to supply chain management in RMG retail
- To help recognize operational challenges and provide potential recommendations for enhancement.

1.3 Objectives of the Study

- To examine Top Fashion overall supply chain approaches and operational framework such as raw materials procurement, production processes, inventory control and finished apparel products distribution.
- To explore the operational issues encountered in managing inventory, warehouse operations, logistics coordination and order fulfillment processes within the organization.
- To understand how the Customer Service & Operations Department enables seamless interaction among customers, warehouse teams, and third-party logistics providers.
- To evaluate the company approach to order processing, SKU management, and inventory control as well as ensure product availability and timely delivery to customers

- Suggest potential recommendations by adopting various modern supply chain technologies, such as inventory automation, ERP systems and digital integration to improve the operational efficiency and supply chain coordination.

1.4 Scope of the Study

The report is based on Top Fashion's supply chain and operational practices, specifically the department for Customer Service & Operations where an internship was held. Operational activities related to order management, inventory verification, warehouse coordination and delivery were carried out during the internship period. Through these activities, I was able to see how the company handles their supply chain from receiving customer orders to shipping out finished products.

The hands-on experience I have obtained throughout the internship mainly revolved around managing orders and coordinating inventory which consisted of SKU verification, stock monitoring on materials to ensure they were in sufficient quantity and collaborated with the warehouse staff to ensure product availability. Besides, the report also includes functional sailing steps like order confirmation, construction of delivery memo with suitable corrections, cooperation and communication with logistics partners to ensure time-bound product deliveries to customers.

There will be no comparative analysis with other fashion retail organizations in this report. Rather, it provides a comprehensive overview of Top Fashion's supply chain and order fulfilment practices, informed by practical observations made during the internship period. The report also intends to show how the organization manages its operational activities and coordinates between relevant departments of supply chain process.

1.5 Methodology

I prepared this report based on the primary data and secondary data collected during my internship at Top Fashion. It is used to describe how the information and data were collected and employed whilst analyzing the operational activities of the organization. I gathered data on these activities in order to learn about how the company operates its supply chain: procurement, production, inventory management, order processing and distribution of products I could observe.

1.5.1 Primary Data

- Data were gathered from the direct observation of operational activities including, but not limited to, order management, inventory verification, warehouse coordination and delivery processing within the Customer Service & Operations Department.
- I spoke to my colleagues, the supervisors and warehouse employees who manage operational and supply chain activity in order to truly understand how processes are handled throughout the organization.

Being involved in day-to-day operational things like order confirmation, SKU checking, preparing delivery memos, communicating with logistic partners helped me get hands-on knowledge and also to fetch data needed for this report.

1.5.2 Secondary Data

- For data about the company's products, business operations, and digital sales platforms etc., I went to the official website of Top Fashion.
- I reviewed Top Fashion official Facebook page to know how this company uses a digital channel to engage with their customers by visualizing and promoting their products.
- I used industry reports, articles and online sites of garment and fashion retail industries to understand RMG Industry in Bangladesh.
- I observed the operations of order management, inventory verification, warehouse coordination and delivery processing in Customer Service & Operations Department.
- To learn how different processes are carried out in the organization, I talked to colleagues, supervisors and warehouse staff who handle operational & supply chain activities.
- I got to learn a lot about day-to-day operational tasks such as order confirmation, SKU verification, delivery memo preparation, and logistics partner communication. This was a major source of practical knowledge for me and also understanding for this report.

1.6 Limitations of the Study

The work included in the report is prepared from my casual experience at top fashion as well as observation and might not cover all aspects due to time constraint faced during internship period.

- My internship was only for a couple of months, so there were some operational activities that I could not observe and analyze in-depth.
- Parts of operational processes in the company were still managed in semi-automatic systems instead of fully automatic digital systems which created significant challenges to restructure operational data for advanced analysis.
- I did not have access to some internal documents like procurement contracts, supplier agreements and detailed financial documents related to production and inventory management due to organizational confidentiality.
- My internship was mainly focused on the Customer Service & Operations Department; hence I did not get to see all of other departments like procurement or production management activities in details.

I have tried my best to present a useful report using above facts, observations and practical experience collected during the internship period at Top Fashion.

Chapter 2: Internship Objectives

2.1 Purpose of the Internship

Internship is a vital part of Bachelor of Business Administration (BBA) course as it allows students get exposure in organizational workings. Although academic courses offer theoretical understanding of business functions, supply chain management, and organizational behavior, whilst internships help students exercise these theories in real life businesses. It is equally the case for students that they get to learn on ground how businesses function on a larger canvas as their surrounding is volatile and competitive.

Firstly, the internship serves as a means of professional training to solve problems related to organizational design. Internship programs give students the opportunity to learn about the interdependencies between departments in an organization working together toward business goals. It serves as a guide to the responsibilities, challenges and expectations associated with professional roles.

For instance, in my case Top Fashion, a growing apparel manufacturing & retail organization in the country had been regarded as my internship master. As an intern in the Department of Customer Service & Operations participated in order, stock, warehouse and logistics management and provided customer service support.

Through this internship, not only did I observe these activities but also participated in it to explore the operational workflow of the organization. These activities engaged me with the field of Ready-Made Garment (RMG) retail supply chain processes in a practical manner. It also taught me how critical it is for various operational functions (sales, warehouse and logistics teams) to work together closely while delivering services seamlessly to customers.

2.2 Learning Goals

The internship program is aimed primarily at allowing students to be adequately prepared for professional career, rightly so as real-world learning will expand the skills in diverse directions. Several learning goals were set for this internship at Top Fashion to develop both technical knowledge and professional skills.

The initial learning objective was to familiarize with the order management and processing flow in the organization. The company also receives customer orders via multiple channels — the website, Facebook, WhatsApp and retail outlets — so it was key to determine how

these orders are processed at each stage of confirmation and delivery to the end customer. I learned how companies efficiently manage customer orders through my involvement in order confirmation and delivery coordination.

A secondary learning objective was to acquire an understanding of inventory coordination and SKU (stock-keeping unit) management. This makes inventory management an integral part of the supply chain operation as it balances product availability with stock issues. In the internship, I also discovered how product codes or SKUs help with item identification and stock availability as well as coordination with warehouse teams for order processing.

Another goal was gaining insight into the impact of logistics and delivery coordination on customer experience. The company partners with third-party logistics companies like City Sheba, Steadfast and Paper fly to deliver products to customers. By talking to these logistics partners, I learned about how companies keep track of deliveries, resolve delivery concerns, and make sure products are delivered on time.

Besides gaining technical knowledge, the internship also helped me to develop some soft skills like communication skills, teamwork, problem-solving ability and time management. For instance, interacting with customers, aligning warehouse staff and communicating with logistics partners enhanced my professional confidence on the job as well as my ability to manage operational challenges.

2.3 Relevance to Supply Chain Management Major

The internship experience aligned well with my field of study, Supply Chain Management (SCM). Supply chain management encompasses the coordination of these activities – production, inventory, transportation and distribution – to ensure that products are delivered to customers efficiently. My operational tasks during the internship related to these three pillars of a supply chain.

Order management helps link customer demand with operational activities within the supply chain, for example against the supply chain. Through customer order management and coordination with warehouse teams, I learned how companies convert consumer demand into operational execution.

Inventory coordination is a similar key component of supply chain management. Keeping track of stock availability and communicating with the warehouse that was responsible for filling orders was instrumental in mastering this concept: That management of inventory

through accurate record-keeping is a vital component to ensuring that products do not run out or are delayed in arrival.

This year-long intern experience with logistics company also taught me a great deal with regards to supply chain management. Through collaborating with third-party logistics providers, I was able to gain insight on how transportation and delivery systems operate throughout the supply chain network. I found out how companies track their deliveries, rectify delivery problems and organize reverse logistics when products are sent back.

In conclusion, this internship transformed my academic knowledge into practical business decisions. I was able to translate concepts from two years of coursework, including subjects like Supply Chain Management, Operations Management and Logistics Management, into the actual work that I was doing in the internship. Theoretical knowledge gained from classrooms combined with practical exposure helped me consolidate the supply chain processes and steered me towards various roles offered in Supply Chain Management.

Chapter 3: Organization Profile – Top Fashion

3.1 Overview

Top Fashion is a huge clothing production and sale company specifically in the Ready-Made Garments (RMG) industry of Bangladesh. It is a Dhaka based ready-made garment company with its head office in Mirpur-1; performing both manufacturing and retailing under the Purifiers brand. Top Fashion caters to stylish and affordable clothing products for the local market.

The organization utilizes a vertically integrated business model, in which production and distribution activities are united within the same organizational system. This vertical integration enables the company to have more control over product quality, production scheduling, and inventory management. With control on manufacturing and sales channels, the business will be able to respond quickly towards customer demand and market trends.

As a highly integrated firm, providing large-scale manufacturing and retail outlets as well as wholesale distribution and digital sales, Top Fashion is well on its way to winning the local fashion market. In partnership with its own factories and partner ones to increase the production capacity, and further diversify the product line. By doing so, this flexible production system enables the organization to remain competitive in the volatile nature of the fashion industry.

Top Fashion has a structured operational framework that infuses quality in the apparel products while preserving the supply chain management, prompt order completion, and customer contentment.

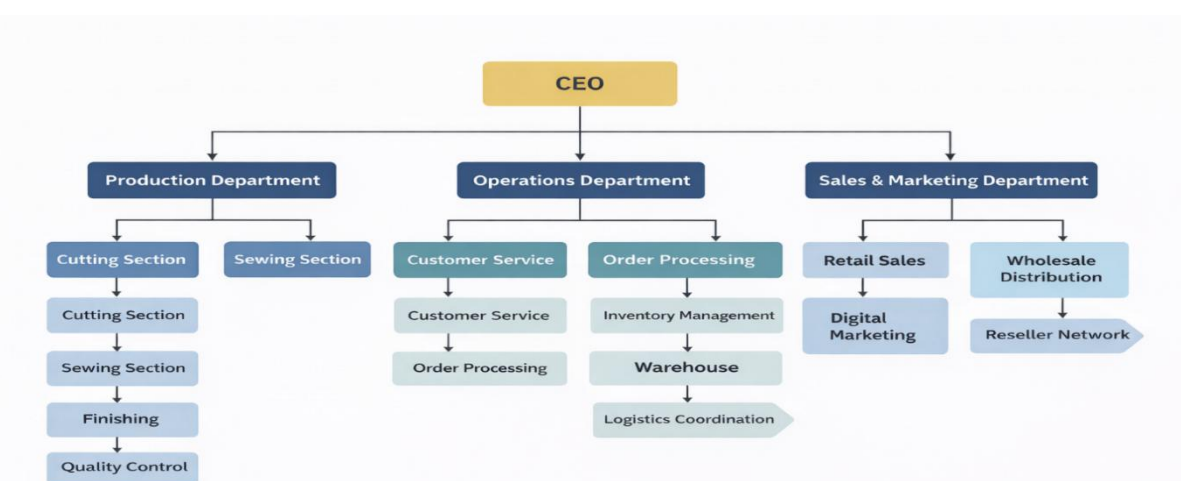


Figure: Organizational hierarchy structure of Top Fashion showing the coordination between production, operations, and sales departments.

3.2 Mission, Vision, and Objectives

3.2.1 Mission

Top Fashion strives to deliver high-quality, trendy clothing products at a fraction of the price so that customers can bring both comfort and contemporary style into their everyday lives. The firm focuses on delivering high standards of production, an optimized supply chain and customer satisfaction. Top Fashion bridges the gap between current fashion trends and tried-and-trusted manufacturing and distribution, allowing us to deliver products that meet customer expectations in quality, consistency, and delivery time.

3.2.2 Vision

Top fashion is seeking to be a reliable and top brand of domestic clothing in Bangladesh. Moving ahead, the Company will focus on penetrating its retail, wholesale and digital sales channels while ensuring high product quality levels and customer satisfaction. Top Fashion aims to achieve this goal by continually refining production, supply chain, and digital business operations — building a strong tradition of being a reliable fashion brand offering stylish dresses and superb service. To become a most trusted & leading fashion brand in domestic apparel market of Bangladesh. The company focused on growing its market presence through robust retail, wholesale and digital sales channels with an emphasis always on the highest product quality and excellent customer service. In addition, it through the production of continuous improvement, supply chain management and digital business operations to build used as a reliable fashion brand that provides stylish chattiest clothing and perfect service for customers.

3.2.3 Objectives

- Design and supply stylish and quality garments to meet customer needs.
- In order to ensure smooth supply chain, run from raw material purchase to final product delivery
- For immediately expand retail, wholesale & reseller network across more regions of Bangladesh.
- Aiming to enable customer satisfaction by way of meeting standards for reliability, product variety, and competitive lead times.

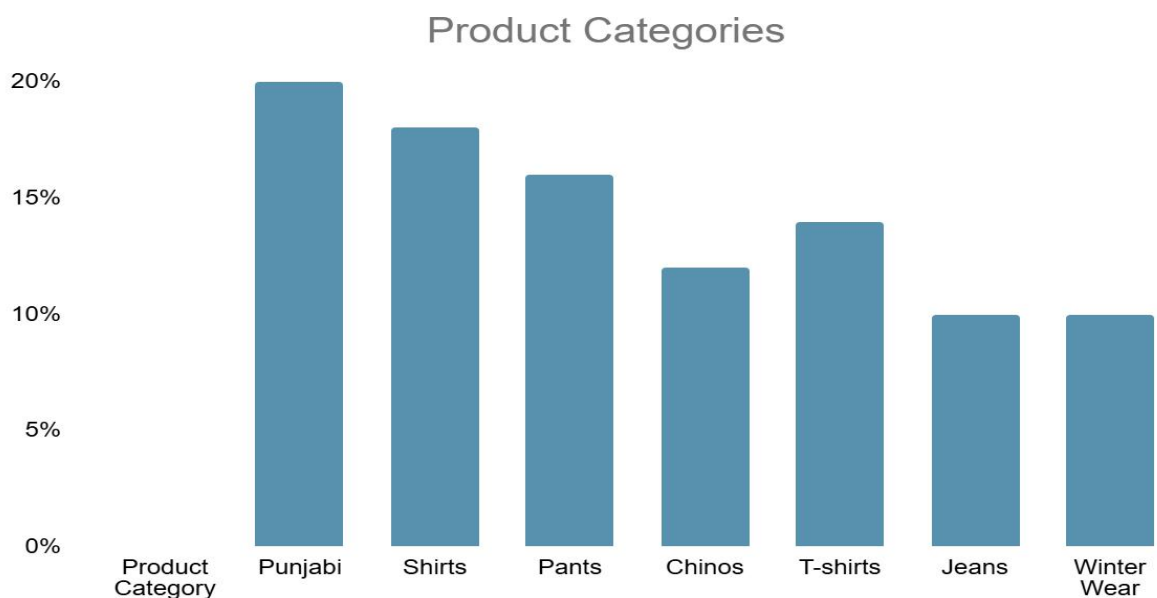
- To enhance company’s digital identity through various online platforms e.g., website & social media.
- For maintaining strong relationships with suppliers and manufacturing partners to ensure high-quality products and production efficiency.
- Needing to assess market trends and consumer behaviors so they could repeatedly create different types of fashion designs and products.

3.3 Product Categories

Therefore, this article will play out Top Fashion information special fashion apparel products for local consumers. The company is specialized in menswear goods and seasonal clothing products. Includes both factory manufactured and partner produced equipment.

The major product categories of Top Fashion include:

- Punjabi
- Shirts
- Pants
- Chinos
- Winter wear



In addition to these products, the company also produces and distributes other clothing items such as:

- T-shirts
- Jeans
- Baggy jeans

The company can cater to various customer preferences and market segments due to the variety of product categories. The company has other seasonal products like winter wear, but it also focuses on regular clothes like shirts and pants that sell all year round.

A diversified product mix also enables the company to stay competitive in the fashion space and react quickly to shifts in fashion trends.

3.4 Factory Operations

Top Fashion operates its own garments factory where apparel products are manufactured through a structured production process. The factory employs more than 300 skilled workers, including machine operators, quality inspectors, and production supervisors.

The manufacturing process generally follows the standard garment production workflow, which includes the following stages:

1. Fabric Sourcing – Raw materials such as fabric and accessories are procured from suppliers.
2. Cutting – Fabric is cut according to the required design and measurement specifications.
3. Sewing – Sewing operators assemble the garment pieces using industrial sewing machines.
4. Finishing – Finished garments are cleaned, ironed, and prepared for packaging.
5. Quality Control – Products are inspected to ensure they meet quality standards before being sent to the warehouse.

Factory Operation: Quality Control to Ensure Product Standards The production teams collaborate with operations and sales in the management of product supply to match market demand.

Top Fashion utilizes this coordinated manufacturing system to ensure uniformity in quality products while delivering continents of delivery time.

3.5 Retail & Wholesale Network

Top Fashion uses retail and wholesale distribution channels. The different market segments are all served through this multi-channel distribution strategy.

Currently, there are 4 outlets in Dhaka served as an outlet for distribution system.

The two outlets are primarily dedicated to retail sales and online order processing — when the final customer comes to purchase a product from you. These outlets also manage activities that go into customer service and order management related to online sales.

The two other locations are mainly wholesale distribution centers which supply bulk orders to resellers and retailers in various parts of the country. Sylhet is one of the notable wholesale markets for the company, where Top Fashion products are distributed to local customers via reseller networks.

Having retail and wholesale channels allows the company to diversify its market coverage while still maintaining a healthy sales volume.

3.6 Organizational Structure

Role of Organizational Structure Having multiple operational departments, Top Fashion has an organizational structure that provides efficient coordination between departments. It consists of various functional units that collectively help keep the business running.

These functional departments are some of the major ones:

- Production Department
- Procurement Department
- Warehouse and Inventory Management
- Customer Service & Operations
- Sales and Marketing
- Logistics Coordination

Supply chain consists of many departments, and each has particular responsibilities towards the overall supply chain process. As an example, the production department is responsible for manufacturing apparel products while warehouse department handles inventory storage and movement of stock.

My internship was held with the Customer Service & Operations Department which is a bridge between many departments. This department is responsible for confirming orders, working with the warehouse to determine if products are available, speaking with logistics providers and ensuring customer orders are delivered on time.

This kind of collaboration and improper across organizations is what drives operational excellence and good customer experience.

3.7 Digital Business Model

Top Fashion also sells their products in digital sales channels on top of physical retail outlets. The company utilizes online platforms, including its website and Facebook page, to market its products and receive customer orders.

Digital domains are at the heart of modern retail business because they enable brands to extend their reach beyond just bricks-and-mortar stores. Customers can browse products online, order them through social media or messaging platforms, and receive home delivery via logistics partners.

It uses online marketing on social media platforms like Facebook that allow the company to showcase new products, promote discounts, and engage with customers directly. Having this online presence enables the business to rapidly respond to customer questions and feedback as well.

When brick-and-mortar stores are linked with online sales portal, it creates an omnichannel retail system that improves customers' ease and increases the market reach to a greater extent.

With online shopping becoming more common in Bangladesh, Top Fashion needs to adopt digital business models so it can continue competing.

Chapter 4: RMG Industry Analysis (Bangladesh Context)

4.1 Overview of Bangladesh RMG Sector

Ready-Made Garments (RMG) is the largest industry in Bangladesh and a key contributor to the economic growth of the country. Bangladesh has become one of the top clothing manufacturers in the world and, over the last few decades, it has emerged as one of the global leaders. The industry there began in the late 1970s and has steadily grown larger, buoyed by a skilled labor pool, low production costs, and government support.

Bangladesh today is among the largest exporter of readymade garments in the world market, supplying goods to major international markets like US, European Union countries, Canada and Asian nations. The expansion of RMG sector provided job opportunities to millions of workers, especially women that contributed to the economic and social development in the nation.

This industry consists of several thousands of garment factories that manufacture woven and knit apparel products from basics to high-fashion garments. The growth of the export-oriented production has been accompanied by a strong domestic market for fashion retailing, providing opportunities for entry to local brands and apparel retailers like Top Fashion.

The RMG sector is known as the backbone of the Bangladeshi economy because of its significant contribution to export earnings and employment generation.

4.2 Market Size & Export Contribution

RMG is the largest single contributor to Bangladesh's export earnings and plays a significant role in building up the country's foreign exchange reserves. The largest share of the country's total exports comes from the garments sector, according to industry reports and trade statistics.

Garments are Bangladesh's main export product and are sent to over 150 countries, with the European Union and the United States being its biggest markets. Each of the steps has been standardized and is backed by a proven support process to meet the growing global demand for affordable apparel products. Bangladesh's playbook has helped it stay strong in the international garment market.

In addition to overseas export markets, the domestic clothing market has also witnessed growth in recent years. Urbanization, a rise in income for the middle-class and increasing fashion consciousness among consumers are some of the key drivers contributing to the growth of local clothing brands and fashion retailers. This has presented opportunities for companies such as Top Fashion to function as both manufacturers and retailers on the domestic market.

As both the export and local markets are growing, it is predictable that RMG sector will remain the major contributing factor in Bangladesh's economic growth.

4.3 Industry Trends

Recently, several significant trends have emerged in Bangladesh's RMG sector that are defining the industry's future.

The growth of fast fashion and changing consumer preferences are indeed one of the major trends. With shorter lead-times and trendier, cheaper clothing products. Consequently, clothing producers need to enhance production efficiency and react quickly to market demand.

And then, of course, you are aware that the digital retail and e-commerce sector is going great. The majority of fashion brands today are using social media platforms and e-commerce websites to market and sell their products. The trend of growing retail space for online shopping has opened up a world of opportunities for clothing retailers to reach consumers well beyond their brick-and-mortar locations.

Technological advancement is growing as well in the garment sector. To improve production efficiency and reduce manufacturing costs, many factories are using modern production technologies, automation systems and digital inventory.

Existing global buyers have become progressively less forgiving on product quality, speed of delivery and transparency over the supply chain. Consequently, the companies working in RMG sector are making their operational systems more sophisticated for competing globally.

4.4 Competition & Challenges

The RMG sector in Bangladesh has seen extraordinary growth, but also faces several challenges and competitive pressure.

And some of the biggest challenges we face are fierce global competition. Bangladesh faces competition from other garment-manufacturing countries like China, Vietnam, India and Cambodia. Global production: These countries also provide competitive costs and advanced manufacturing facilities.

Another hurdle is that production costs are rising, and so are raw material prices, wages and transportation. All of this has implications for profit margins at both the garment manufacturers and retailers.

The industry is also susceptible to challenges because of supply chain disruptions with delayed deliveries, especially now that there are shortages in raw materials or logistical problems in international transport.

The product market in the country is increasingly crowded with fashion brands as well. Local cloth lines have been starting out at various points, and they tend to provide similar items at lower rates. Consequently, organizations need to prioritize product quality, brand reputation, customer service and supply chain optimization to stay competitive.

4.5 Compliance & Sustainability

Compliance and sustainability are hot topics in the global garment industry. International clients and consumers now pay more attention to factors such as labor rights, occupational safety, protection of nature and ethical production.

Bangladesh has taken major, albeit unfinished steps to improve factory safety standards and working conditions following industrial accidents in the past. And many garment factories have embraced international compliance standards and improved workplace safety systems.

Care for the environment has also emerged as a key consideration in producing garments. Factories now regularly implement energy-efficient technologies, waste management systems, and eco-friendly production practices to minimize their carbon footprint.

Furthermore, global purchasers are motivating suppliers to adopt sustainable sourcing methods and transparent supply chain management. Companies that meet these standards have better chances of maintaining long-term business relationships with global buyers.

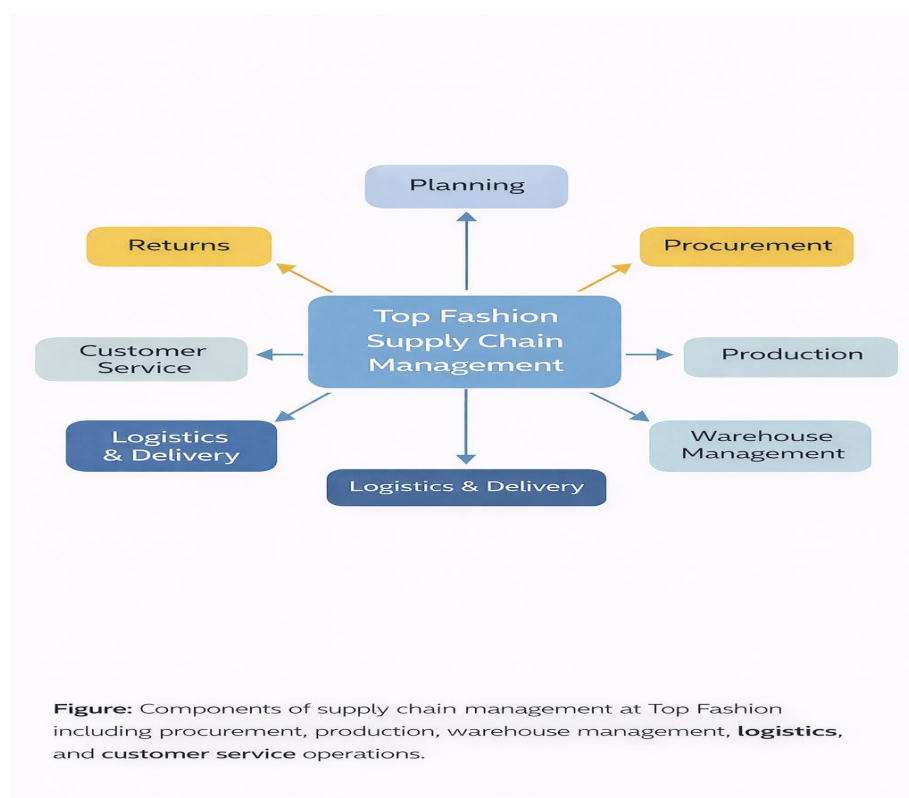
It is a must-have practice of the standard for organizations in RMG sector to remain compliant and sustainable as well.

Chapter 5: Supply Chain & Order Fulfillment Process at Top Fashion

5.1 Procurement of Raw Materials

The first stage of the supply chain process in garment manufacturing is procurement of raw materials. It includes sourcing the fabrics, trims, accessories and other material needed to produce a given piece. Since effective procurement management leads to smooth production without expensive interruptions caused by shortages of material.

Top Fashion’s raw materials (fabric, buttons, zippers, labels and packaging materials) are sourced from local suppliers and wholesale textile markets. The supplier selection process, price negotiation, quality assurance of materials is all the responsibility of a procurement team.



Most procurement starts when the production/ operations team has information about a demand. Orders are placed by the procurement department with suppliers based on demand for products expected. It is essential to have good relationships with trusted suppliers to ensure you always have access to the materials needed and that you get an on-time delivery.

This is why these procurement processes will reduce production setbacks, manage costs as well as product standards that thus impact the operational performance within the company much better.

5.2 Production Process (Cutting–Sewing–Finishing)

The garment manufacturing production process in Top Fashion is a typical workflow made up of multiple stages. Cumulatively, they are pivotal in converting raw materials into final apparel goods.

First stage: Cutting — in this process, the fabric is cut as per the specific patterns and measurements of design. Cutting accurately is critical as it defines the size and shape of your garment sections.

Second stage of clothing production is sewing, in which various pieces of fabric are sewn together with industrial sewing machines. Professional stitching operators handle this process to make sure the clothing is assembled correctly and has decent sewing quality.

The next step after sewing is finishing the garments. During this stage, the products are trimmed, cleaned and ironed in readiness for packing. It also includes quality inspections to check for any defects or inconsistencies.

This initial filtering is why quality control during the production process is a crucial part of any business — to ensure that only acceptable components make it into the warehouse for distribution. Ensuring quality of product is significant for safeguarding brand image and customer satisfaction.

5.3 SKU Management

SKU (Stock Keeping Unit) management is an integral aspect of inventory and supply chain operations. A SKU (Stock Keeping Unit) is a unique identifying code assigned to each product variant that exists; it usually varies based on the attributes of the product — product type, size, color or design.

Top Fashion uses SKUs to uniquely identify different clothing items and monitor their inventory status. For instance, a particular type of shirt with different size or color variation will have a unique SKU.

So, when the operations team receives a customer order containing SKU code(s), it uses this information to quickly retrieve the products from their respective places in the warehouse and verify if these items are available for orders. It also prevents confusion with similar products.

Good SKU management increases inventory visibility, and enable the company to keep better control over stock levels. This minimizes stock shortages and optimizes order fulfillment.

5.4 Inventory Control System

Inventory control is a critical aspect of supply chain management because it identifies if the correct items are present at the appropriate moment in time. These prevent stock shortages in organizations and excess inventory.

Inventory management at Top Fashion is a coordinated effort between Warehouse team and operations department. After receiving items from factory or partner suppliers, the warehouse simply stores finished products.

Inventory checks are scheduled and performed regularly to verify that the actual stock on hand matches what is recorded. Before confirming each customer order the operations team checks product availability.

The company currently carries out stock management through manual intervention and coordination, but the implementation of tiered digital inventory systems would increase its stocks visibility and operational efficiency.

5.5 Order Processing Flow

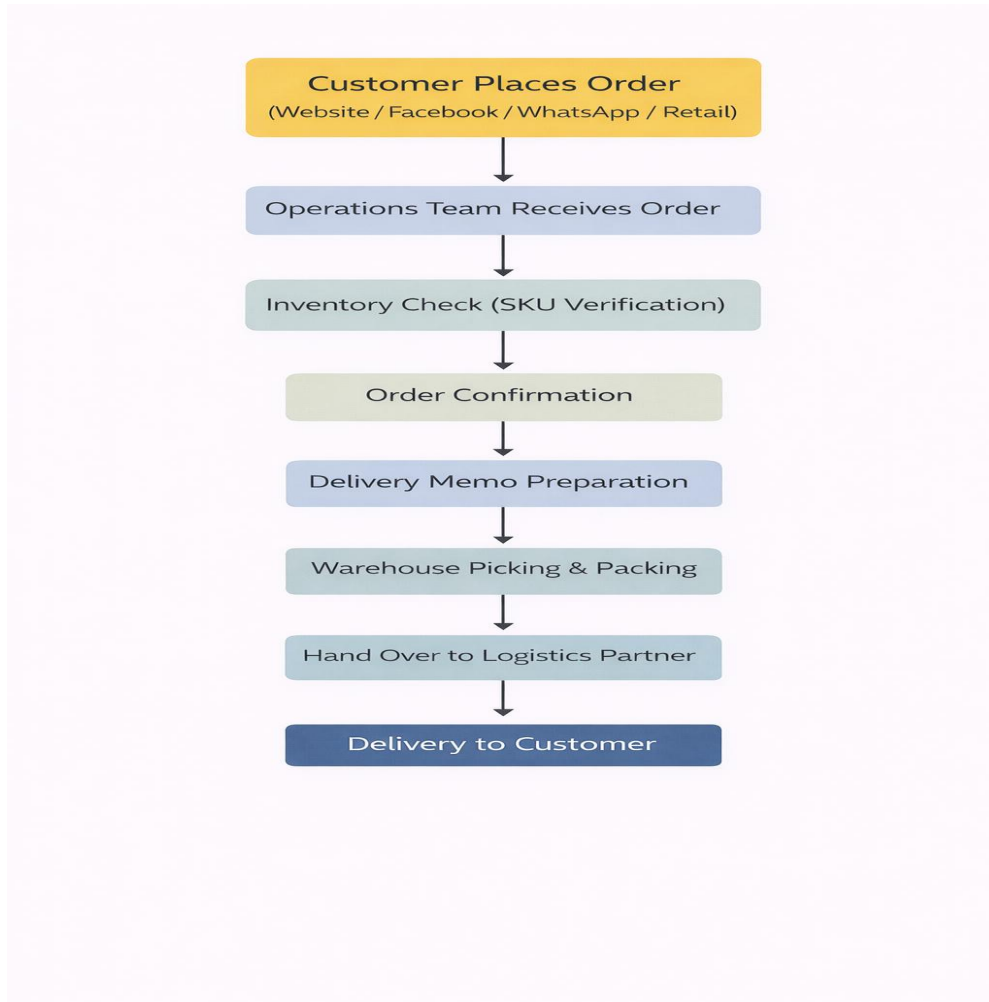
Order processing links customer demand to the supply chain system of a company and is therefore one of the core operational activities employed in business. The ordering process at Top Fashion starts when customers order through one of its sales channels, for example the company website, Facebook page, WhatsApp and the retail outlets.

Once an order is received, the operations team checks product availability in their inventory system. After availability confirmation, the order details are entered and delivery memo is prepared.

The delivery memo is then received by the warehouse team and they start picking the required products from the stock. Once the products are chosen, they are packaged and made

ready for shipping. Customer orders are confirmed through phone calls to ensure accuracy in order details and delivery addresses. This step helps reduce delivery failures and return rates.

Efficient order processing is essential for ensuring timely delivery and maintaining customer satisfaction.



5.6 Warehouse Operations

The warehouse operations are a key component in the supply chain life cycle dealing with the movement, handling and storage of product. The warehouse at Top Fashion is the central hub for receiving, storing and dispatching finished garments.

Products that arrive at the warehouse from factory/partner suppliers, are first received by warehouse team either through handheld devices or directly on their system and are checked for quality & quantity. The products are packed and stacked according to their SKU classes.

In this stage, the warehouse workers find the necessary items, retrieve them from storehouse storage, and ship them out to be packed. Following packing, products are readied for delivery by logistics partners.

For companies in this field, it is highly important to optimally organize warehouses in order to boost operational efficiency and minimize the time taken to find and deliver products.

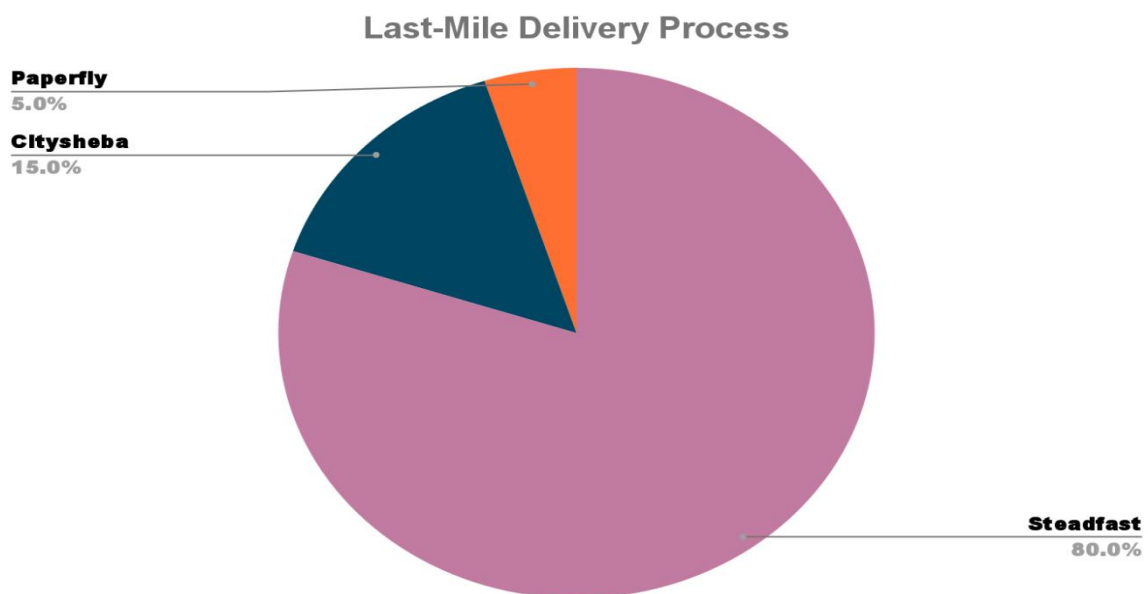
5.7 Last-Mile Delivery Process

Last-mile delivery is the last point of a supply chain where goods are delivered from warehouse to the customer. Efficient last-mile delivery is crucial for customer satisfaction and a reliable service.

Since Top Fashion works with third-party logistics (3PL) providers, they can work on such transfers as delivery management services. Among the 3, it has partnered with different logistics companies like CitySheba, Steadfast, and Paperfly.

After packing the order, the logistics provider picks it up from the warehouse and delivers it to the customer’s address. UPS, FedEx and numerous other delivery truck companies have systems for tracking the shipment status of a product to ensure its arrival within a specific timeframe.

By ensuring an efficient coordination among operations team and logistics partners, the delivery delays are reduced and the overall customer experience can be enhanced.



5.8 Reverse Logistics System

Reverse logistics is a process for dealing with returning products from the customers. Returns can happen for various reasons such as wrong size, defective product or delivery problems.

When a product gets returned, it is shipped back to the warehouse where it goes through an inspection process. In this way, the warehouse team verifies if the product is in a suitable condition for being put back on shelves.

Returns are then sold again, if they pass quality control and returned to the system of inventory for future sales. Damaged or defective product may be repaired, discounted, or removed from the shelf.

Proper handling of return requests will minimize future losses and ensure customer satisfaction with the product, making effective reverse logistics management necessary.

5.9 Demand Forecasting & Monitoring

Demand Planning is one of the important supply chain processes to plan product demands. Demand prediction helps the company to plan production, procurement and inventory level.

To monitor demand at Top Fashion, sales patterns, customer preferences, and seasonal demand trends are analyzed. The operations team closely monitors products that exhibit higher demand so as to avoid stock shortages.

Some products like Punjabi or winter wear may have higher chances of being sold seasonally based on certain cultural events. The company can then tailor production and/or inventory planning based on these demand patterns.

Demand forecasting enables you to boost supply chain efficiency, minimize stock shortages, and guarantee customers have access to the products they want.

Chapter 6: Internship Experience

6.1 Position

During the internship period, I worked as an Intern in the Customer Service & Operations Department at Top Fashion. The internship was conducted from February 05, 2025 to May 10, 2025 at the company's operational office located in Mirpur-1, Dhaka.

The Customer Service & Operations Department is responsible for overall coordination of operations activities within the company. Connects with customers, warehouse operations, logistics partners, and sales channels. It handles customer order processing, product availability checks, delivery coordination to the destination, and makes sure the orders are processed in a smooth manner.

In this department, I was engaged in multiple operational activities that are directly associated with supply chain management and order fulfillment. Throughout this period, I had the opportunity to reflect on what I learned and identified some valuable takeaways that demonstrate how the supply chain practice works on-the-ground at an operational level.

6.2 Duties and Responsibilities

The internship involved different tasks around operational coordination along with customer service support. These roles provided me insight into the entire order fulfillment process from placement to fulfillment.

My core responsibilities included handling order confirmation and managing orders. Customers across multiple channels ordered the product through the company's website, Facebook page, WhatsApp, and retail outlets. My job was to check the information for these orders and to verify with customers via phone. So that was critical to maintain accuracy in order details and reduce failed deliveries.

One of the primary tasks was verifying inventory and coordinating the SKUs. I confirmed product availability with the warehouse team before processing customer orders. This was to make sure that the items were in stock before confirming their order.

I also wrote up delivery memos that were given to the warehouse team for picking and packing orders. After the order was prepared by warehouse team, I coordinate with logistics partners to get it shipped delivered to customer.

I also had to communicate with third-party logistics providers (3PL) like CitySheba, Steadfast, and Paperfly. I tracked shipment updates, delivery status and helped resolve any issues with the delivery.

Furthermore, I supported operations related to return management and reverse logistics. Customers had returned items because of size issues or other complaints, which were inspected and re-processed following company policy.

These assignments also helped me grasp the impact of operational coordination and customer service activities on efficient supply chain management.

6.3 Tools and Platforms Used

Several digital tools and communication platforms were used in the internship which facilitated operational activities and customer interactions. The operations team used these tools to manage customer orders, coordinate with the warehouse and communicate with logistics partners effectively.

WooCommerce, which is embedded to official site of the company, was one of the major platforms used for order management. In this case, WooCommerce was used to track online customer orders, input details about those orders for tracking order status as well as a proper database of customer purchases. The operations team chose this platform as they were able to see incoming orders, check product availability and process those orders for next delivery processes. The importance of WooCommerce in staying on top of an orderly order management system and e-commerce sales activities cannot be understated.

Outside of WooCommerce, a primary source through which the company received and managed orders was its Facebook page and social media messaging system. Most customers message or comment on product posts when ordering. As orders were made, the operations team would log and process them, and then liaise with the warehouse to confirm that products were available and ready for shipment.

“Mobile communication tools like calls and messaging apps were heavily utilized as well, to confirm customer orders and update logistics partners on deliveries. These communication platforms ensured that responses were swift and coordination seamless between the operations team, warehouse staff and delivery partners.

The operations team relied on shared spreadsheets and internal records to compose order details, check product availability and delivery information. Such spreadsheets allowed for organized records in orders, shipments, and stock availability.

Logistics partners, in turn, offered tracking systems or online portals to enable the Operations team to monitor shipment status and verify customers had received delivery. They added a tracking system to track each product from the warehouse to delivery which helped minimize delivery issues as well, and responded instantaneously in case of any delivery delays or consumer settlements.

These data and communication platforms allowed for better collaboration between departments where orders, inventories, and deliveries were managed efficiently.

6.4 Skills Developed

My internship at Top Fashion allowed me to gain and sharpen professionals as well as technical skills that are crucial when working in a supply chain management role.

That is one of the most crucial skills I developed — communication. As I regularly interacted with customers, warehouse staff, and logistics partners, I learned about effective communication in professional settings.

Operational coordination — another important skill I picked up. Coordinating with various departments — warehouse operations, logistics partners, and customer service teams were needed to manage customer orders. It is this experience that taught me about the need for teamwork and coordination within business operations.

It also helped me to hone my problem-solving skills. At times, there was stock out and delivery issues that I had to handle.

Furthermore, I improved my time management and organization skills since operational activities needed timely response and accurate documentations.

In summary, the internship experience focused primarily toward enhancing my technical understanding of supply chain processes and mondo workplace skillsets.

6.5 Challenges Faced

Some Challenges faced during the Internship Periodic got great opportunities to learn from this internship.

Some operational processes were largely manual, which posed one of the critical challenges. Many of the inventory and order tracking tasks were performed manually, which sometimes slowed down the ability to quickly verify product availability or find specific goods in the warehouse.

Another issue was dealing with delivery problems like delayed shipments or incorrect placed addresses from customers. Reviewing and following up with the logistics partners to get these issues resolved was a delicate task.

The operations team also faced a higher volume of customer orders during busy sales or marketing periods. And coordinating so many orders in such a short nook of time was our biggest challenge and attention to detail.

Despite the challenges, there were important lessons to be learned during the internship experience. Working with real operational issues, I got a deeper understanding of how organizations conduct supply chain activities and meet customer needs.

Chapter 7: Findings and SWOT Analysis

Several operations observations were made during the internship period about Top fashion, specifically about supply chain activities, service operations and so on. Its vertically integrated model encompasses manufacturing, retail distribution, and digital sales channels. By engaging in operational efforts daily it was possible to identify the strengths and weaknesses of an organization's existing operational system.

To analyze Top Fashion's overall performance and strategic position, a SWOT is presented below: A SWOT analysis identifies the internal strengths/weaknesses and external opportunities/threats to help your organization grow.

7.1 Strengths

Top Fashion's biggest strength is its integrated business model, where manufacturing and distribution are in-house. The enterprise also runs its garments factory with over three hundred workers which aid the company to have better supervision of producing quality, planning production and controlling costs.

A key strength is the diversified distribution channels of the company. Top Fashion is a wholesaler with a retail store, partners in the distribution network such as resellers and digital sales channels. Being a multi-channel sales system, it allows the company to reach more customers and to have stable sales performance.

In particular with reseller networks, such as those in Sylhet, the company enjoys a strong local market presence. These reseller partners also expand the company's product distribution without necessitating a large investment in new retail capability.

As part of the process, Top Fashion has utilized digital marketing's and online sales ports including Facebook and website. The company uses these platforms to promote products, engage with customers and get orders from a broader audience.

A final good thing is the perfect coordination between operational departments, such as customer service, warehouse management and logistics partners. This coordination ensures that customer orders are processed and delivered in a timely manner.

7.2 Weaknesses

Although there were a few strengths observed during the operational period of this internship, there were some limitations as well. One of the biggest weaknesses within this company is having an in-place automated inventory management system. A lot of the inventory-related activities are controlled by hand and coordination, raising the risk of stock inaccuracies and operational delays.

Another shortcoming is the reliance on manual operational processes in order management and stock verification. An increasing volume of customer orders can burden manual systems that slow the operational pace.

The company may also lack adequate data-driven demand forecasting capabilities. It is predictive, mostly based on sales and seasonal observations instead of advanced statistical models. This can sometimes lead to stock shortages at the inventory end or excessive stock.

Moreover, despite the company having their own digital sales channels, e-commerce and logistics management systems are still not fully integrated.

7.3 Opportunities

Bangladesh is experiencing rapid growth in the fashion retail market every day owing to urbanization, high income levels growing up along with more awareness of fashion among end-users. These are strong opportunities for Top Fashion to grow in the market.

Another opportunity for the company is growing online sales channels. Investment in improved e-commerce platforms and digital marketing strategies could allow the company to reach a larger customer base as customers increasingly shift toward online shopping.

Another opportunity is in deploying modern inventory management and digital supply chain systems. The utilization of modern tech solutions including inventory management software and data analytic tools can lead to greater operation efficiencies within the company.

The company can also expand its retail and reseller network geographically. Sales volume may improve, and brand recognition could become stronger by expanding into new markets.

Moreover, the growing trend towards more sustainable and locally sourced fashion products opens up an opportunity for Top Fashion to establish itself as a leading local fashion brand.

7.4 Threats

While the company is on a growth path, it does have its fair share of external threats. One of the biggest threats is a highly competitive fashion retail market. The local clothing brands and online fashion retailers are competing in similar markets and providing similar products at potentially competitive pricing.

A different obstacle is the volatility of raw materials, especially fabrics and accessories that go into producing each garment. Increasing production costs may have impacts on profit margins and pricing tactics.

The firms are also exposed to a risk of supply chain (for example, delays in receiving raw materials or logistics issues.) These disruptions can cause production timelines and shipment deadlines to shift.

Moreover, consumer preference changes and fashion trends may affect the product's demand. However, if the company is too slow to adapt to new trends, it could become uncompetitive in the marketplace.

Third, the company business performance may be affected by external economic factors such as inflation, transportation fee, and market fluctuations.

Chapter 8: Recommendations

By taking consideration of the observations and experiences during last three months at Top Fashion several recommendations could be made on supply chain and operational activities that would probably enhance efficiency in future. These recommendations concentrate around identifying improvements in inventory management, operational coordination, logistics efficiency and digital integration.

8.1 Inventory Automation Suggestions

A key observation made during the internship was that a lot of inventory monitoring and stock verification work is done manually. And while the existing system lets the company maintain reasonable stock levels, there is a growing risk of miscounting stock, inaccurate inventories, and operational holdups due to manual processes.

Such as automated inventory management systems to enhance accuracy through Operational Efficiency for Top Fashion. This type of system can monitor stock levels as they occur, meaning customers have accurate information on whether certain products are available.

Automation would also, for example, enable the warehouse team to immediately update stock records upon receipt, relocation or dispatch of products. This would minimize the chances of running out of stocks and increase coordination with warehouse and operations departments.

Moreover, automated inventory systems can generate reports which assist management in tracking sales trends, identifying slow-moving items as well as monitoring optimal inventory levels.

8.2 ERP Implementation Suggestion

Enterprise Resource Planning (ERP) — an acronym that refers to a unified system of connected tools designed to integrate all the different departments and processes across a company into one digital framework — can leverage operational efficiency to new heights. Currently, Top Fashion handles the operations through a manual coordination tool and different tools independently.

For example, An ERP system implementation might integrate departments like procurement, production, warehouse management, sales and logistics. Thus, information can flow seamlessly between departments, eliminating communication gaps.

E.g. – if a sales order is made by a customer, the ERP solution can automatically update stock records, alert the warehouse for dispatch, and create available delivery data for logistics players.

The implementation of ERP would also enable management to access operational data in real time, allowing them to make decisions based on up-to-date information and maximize overall supply chain visibility.

8.3 Logistics Optimization

Logistics management is crucial for delivering products on time and keeping customers happy. Currently, Top Fashion partners with third-party logistics providers including CitySheba, Steadfast and Paperfly for delivery of products.

These partnerships allow the company to manage delivery operations, but e-commerce companies can further optimize logistics coordination. I wanted to break down a few of these ideas into things you can do right now to help.

By tracking delivery performance indicators like the average delivery time, return rates, and customer feedback, the company can assess its logistics partners' effectiveness. Leveraging this data, the company can pick the best delivery partners and optimize for delivery.

Improved channels of communication with logistics partners may also more quickly resolve delivery issues and lower failed delivery rates.

8.4 Demand Forecasting Improvement

Training on demand forecasting data helps organizations plan production and inventory levels accordingly based on expected customer demand.

Currently Top Fashion seems to be using a very basic method of forecasting sales as we saw. This method gives just the basic insights but if the company is looking to improve forecasting accuracy, it will need to follow more structured methods of forecasting.

One of the ways that could have helped the company to be able to know more about product demand patterns and consumer preferences is by using data analysis tools as well as sales reports. For instance, you can use historical sales data to discover which products have a greater need at various times a year and during events.

Better forecasting would allow the company to procure and produce more effectively, decrease stock outages and improve availability of SKUs to customers.

8.5 Digital Integration

Adaptive in more ways than one, digital integration is the way of retail and supply chain today. Top Fashion has been using already some digital platforms, like Facebook and website-based channels to market products and get orders.

However, expanding use of digital tools could assist in making operations more efficient. The combination between order management systems with inventory databases and logistics tracking platforms would enable a company for more efficient manageable customer orders.

Consumers would also be able to enjoy digital product features like order tracking, delivery notifications, and more customer support. These features will enhance user experience and increase the company's online machinery.

In addition, it could benefit the company to invest in digital marketing strategies and e-commerce platforms as this may enable the organization to reach new customers as well as grow its market share further within the growing online fashion retail sector.

The following recommendations are based on the practical observations of this internship period and look to improve the long-term operational efficiency and competitiveness of Top Fashion within today dynamic apparel market.

Chapter 9: Conclusion

Internship program is one of the most important aspects of Bachelor of Business Administration (BBA) curriculum as it provides students with practical exposure in real organizational environment. The internship at Top Fashion offered a unique and invaluable opportunity to observe and take part in the operational activities of a growing apparel manufacturing and retail organization inside Bangladesh.

I worked in the Customer Service & Operations Department and handled many deals such as managing orders, checking inventories, coordinating with warehouse operators, communicating with transporters, and preparing all support service for customers. Through these responsibilities, I learnt how customer orders get processed and how various departments within an organization collaborate to enable seamless order fulfilment.

The internship further gave an insight regarding enlightenment and practical knowledge of the supply chain processes for the Ready-Made Garments (RMG) sector. From raw material procurement to production, inventory management, and final product delivery, each link in the supply chain contributes to operational efficiency and customer satisfaction. These processes shed light on how theoretical aspects of supply chains are translated into practical applications.

One of the key takeaways from the internship was how well different departments such as procurement, production, warehouse management and logistics need to work together. This requires seamless interaction and teamwork between these departments to keep the flow of operations smooth and deliver products in a timely manner.

The only downside of the internship was that it clearly showed some gaps in operations that could be improved, especially in inventory automation and digitization place and demand forecasting system. The company can invest in modern supply chain technologies and data-driven decision-making tools to adopt new technology solutions for operational efficiency and competitive advantage over time as per the changing needs of the fashion retail industry.

The overall learning experience in Top Fashion is creating more of professional and technical skills related to supply chain management. It enabled me to see how the theoretical studies translate into real business processes, as well as gain insight on executing supply chain systems in an apparel setting.

Working in this opportunity has enhanced my skills in professional growth, and there is a boost to my urge to pursue a career in the supply chain management and operations management field.

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