

Internship Report on the Analysis of PN Composite Ltd.

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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 the Analysis of PN Composite Ltd.

Submitted to:

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Letter of Transmittal

To

Dr. Seyama Sultana
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Subject: Submission of Internship Report.

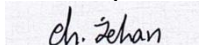
Dear Madam,

I am delighted to inform you that I have completed my Internship Report based on my research "**Internship report on the analysis of PN Composite Limited**" to fulfill my graduation requirement. During this report complete of time I have achieved essential knowledge about share my marketing and merchandising department work experience.

My analysis included and researching that I am submitting my Internship Report on my experience achieve. I feel that the experience I have achieved professional job skill and entry level job experience. That time I am learning in Marketing and Merchandising working way. But also I learn many lot of things example: fabric dept. work, dyeing dept. work, Commercial dept. work and management dept. work etc.

Lastly, I would be available for any clarification, justification and modification that may require.

Sincerely Yours


Enamul Hasan Jehan

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School of Business & Economics
United International University

Certification of similarity index

Declaration of the Student

I do hereby declare that the “**Internship Report on the Analysis of PN Composite Limited**” prepared under the supervision of Dr. Seyama Sultana, Associate Professor, School of business and economics, United International University, Dhaka-1209, Bangladesh.

I further affirm that work and information reported in this internship report is original and no part or whole has been submitted to, in any form, any other University or Institution for any degree or any other purpose.

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BBA

(Major in Marketing)

Acknowledgement

First of all my thanks to the almighty Allah for giving me knowledge, strength and complete the report work.

With due to respect, I wish to thanks my internship supervisor, Dr. Seyama Sultana, Associate Professor of United International University for her giving advice and guidance. Her support and guidance highly motivated me to prepare this report. That time I have achieved more job skill and new experience in RMG sector.

I would like to thank than they have supported and helped me the making of this report. I am very thankful for their support and advice during the report work.

Finally, my special thanks to Delowar Hossain sir, Assistant Manager of PN Composite Ltd. Delowar Hossain has given me many important information of the organization. Than I am thankful to him for helping me despite his busy schedule. Because PCL can't share their vital information in another person but I have collect to success with PCL factory many important information and my team member.

Executive summary

This report has been made about the “**Internship Report on the Analysis of PN Composite Limited**” This report contains five chapters. This report discuss about of Bangladesh RMG sector situation and the foreign market situation etc.

The first chapter, firstly discuss about is Introduction of the report and also includes the background of the report, objectives of the report, scope of the report, motivation of the report, data collection procedure, data analysis and reporting etc. This chapter I main discuss about is Bangladeshi RMG sector condition and this sector future condition.

The second chapter discuss about is Company and Industry preview and also includes are company analysis, overview and history, trend and growth, customer mix, product / service mix, operations, SWOT analysis, Industry analysis, specification of the industry, size, trend and maturity of the industry, external economic factor, technological factors, barriers to entry, supplier power, buyer power, threat of substitute, industry rivalry. This chapter discuss about is PCL analysis and information given. But I also discuss about PCL annual turnover, PCL foreign buyer information and relation, which made with product, operations department working and PCL SWOT analysis etc.

The Fourth chapter discuss about my Internship Experience in PN Composite Limited. This chapter includes of my internship responsibilities, duties and position and internship training period, academic knowledge in the company Marketing and Merchandising Department. I also discuss about is my working system and my contribution our team work.

Chapter Five discuss about is a Conclusions and key facts. This chapter helps to the management department work and PCL investors. The recommendations are also help in management team.

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CHAPTER I: INTRODUCTION

1.1 Background of the report

RMG industries are emerging sector of Bangladesh & its Marketing strategy will help to keep up us in rising Market. Bangladesh RMG sector established in 1983 but that time BD. govt. faced many issues. Example: gas issue, electricity issue, raw materials not enough in here, road transportation issue, skill labor problem, technological problem, political issue, high level taxation issue, deep sea-port not present here etc. But many foreign investor come to Bangladesh in investment in here and they made training center with Bangladesh labor and support all issues. At that time USA and EU declaration the Bangladesh RMG sector product imported with free taxation. As a result many Bangladesh RMG company established their company and thoroughly grow up their business. But also foreign investor come in Bangladesh because here labor cost is very low and natural gas is enough. So H&M, Zara, Puma, Walmart, Adidas come in BD. and they give many garments order. As a result many Bangladesh people established RMG factory and sell their product in buyer. At that time Bangladesh government take a step that RMG company take low interest loan and no tax for export processing company. But also that time Bangladesh Bank declared LOC (Letter of credit) system. As a result Bangladeshi RMG company and foreign buyer transaction or payment system is very easy. Bangladesh government create an organization and its name is BGMEA and their work is all RMG factory monitoring and industries rule making and follow up. But also BGMEA team every month visit and audit RMG factory. Many RMG company could not follow Bangladesh industries law. As a result many times RMG company are fallen down in accident. Example: Rana-plaza tragedy, Taznin fashion tragedy etc. I am discussed about that Bangladesh RMG sector business and policy, but also RMG sector achieve for foreign investment. At that time Bangladesh RMG sector is grow up but not sustainable. Because Bangladesh government could not take proper plan and industry create law follow or monitoring. For the Example: you want to RMG factory than you can fall several issues. Firstly, factory making approval issue is very long time spend your time, raw materials import delay, foreign currency problem, corruption problem and political violence. As a result many new investor switch their business in another country. So Bangladesh people can't get new job and new

graduation student can't get proper job than unemployment rate day by day increased. But also higher educated people has gone to abroad and Bangladesh lost their future asset.

Bangladesh RMG sector are made with two type garments, example: Woven and Knit. Woven garments includes are shirt ps., pant ps., denim, complete fabric etc. Bangladesh has established in 1430 textile mills and factory. But that time Bangladesh RMG sector established in includes are 796 woven fabric manufactures. Example: DBL group, Beximco apparels limited, Ananta group, Opex group etc. Knit garments includes are T-shirt, Polo shirt, Tank, Tops, Towjer etc. Bangladesh has established many knit garments factory and world top big knit fabric factory in here. Example: Alim knit, Mondol group, DBL group, Palmol group etc.

1.2 Objectives of the report

The main goal of this report is to describe and give an idea with Analysis of PN Composite limited factory. I discuss about is some different part of the Marketing and Merchandising, Knitting industry. This research and analysis helps me to report prepare and gained experience with RMG sector. The marketing and merchandising department work experience help me future work period. As a merchandiser always process all buyer order. As a buyer firstly they have given Garments sample or order take-file and merchandiser follow this. Merchandiser made garments with buyer requirement. As a result, my report main objectives in RMG sector work process analysis. My report main objective is internship experience share, Bangladesh RMG sector position and work environment, advantage with RMG sector, how Bangladesh govt. gain their GDP target etc. But also I want to focus that are includes in RMG sector competitor, threats, government support, BD. govt. future plan in RMG sector, PCL growing their business and they want to sustainable their business.

1.3 Scope of the report

I want to give in better idea PN Composite Ltd. marketing and merchandising department work in this report. P.N. Composite Ltd. Create a team and their work is search new investment area and new investor. P.N. Composite Ltd. all department director or Managing director always visit EU and USA and they collect new buyer. But also P.N. Composite Ltd. arranged many trade program and they present or show their Garments product. P.N. Composite Ltd. has also designer team and their

work is new product design than they present foreign buyer. PCL all department working way describe this report and my working responsibility, duties and experience explained.

1.4 Motivation of the report

The motivation of the report is explain for my work problem and solution is an important and valuable. I believe that in my training program would not only increased my career developed but would give me full confidence. That time I full motivated this is my job because PCL work environment very positive as an entry level employer. At that time my merchandiser team always motivated for my job because this department are very much important in all RMG company. As a merchandiser take order with buyer than they produce and monitoring this order and all department follow work with merchandiser requirement. As a result, I say that this report is motivated me.

1.4.1 Data Collection Procedure

This beginning of format or information stay into two article which are essential and Optional source.

Essential Source: But also Mr. Nahid(merchandiser) help with internship employer. PCL all essential data collect with technical team but also ERP app record all merchandising work.

Optional information: Optional information collect with another merchandiser, PCL Facebook group, search in website etc.

1.4.2 Data Analysis and Reporting

PCL all information data entry with MS Excel, MS Word. PCL merchandising department all their work completed with ERP app, because this app more advance and included many features. As a result PCL all departments use this app and all data recorded automatically. ERP app are included many feature, Example: fabric booking, swelling yarn booking, accessories booking, main level & size level booking , shipment booking etc. But also ERP app is recorded by previous garments order all item booking time to time. For the example: suppose a merchandiser any order garment sewing or make production department that he see this information.

CHAPTER 02: COMPANY AND INDUSTRY PREVIEW

2.1 Company Analysis

PN Composite Limited is an export based knit factory. PN Composite Limited factory work includes fabric making, dyeing, finishing, washing and sewing etc. PCL factory is situated in Ambag, Gazipur, in Bangladesh. P.N. Composite Ltd. managing director name is Tapan Kumar Saha, AGM- Sajjak Shihab, Head of textile- Gautam Sarker, GM- Ranjan Bhattacharjee, Head of marketing-Arifur Rahman, Head of commercial dept.-Uttam saha etc. But provable has a five hundred executive level employer. Today has a labor force of more than 3000 people. PCL maximum products are exported in EU market, USA, Mexico and Russia. P.N. Composite Ltd. annual turnover is 100 USD and day by day growth in this position.

Employer salary distributed: Dutch Bangla Bank Ltd., Eastern Bank Ltd. etc.

PCL payment installment: L/C at sight.

PCL cargo terms: FCA, FOB, CFR, CIF

Processing plant Products: Men's T-shirts, Ladies T-shirts, Boys and Girls Garments.

Number of employee: 3000 plus.

Production Capacity: 40,000 PCS for per day. 1000000 PCS for (yearly in dozen).

Creation Lead Time: 60 Days.

BGMEA REG NO: 4236

2.1.1 Overview and history:

PN Composite Ltd. is a large textile factory with private ownership in Bangladesh. PN Composite Ltd. was founded in 2004 year. PN Composite Ltd. managing director is Tapan Kumar Saha. PCL is a composite factory because dyeing, fabric making, washing, sewing all department has present there. All departments present in one factory. PCL is a good looking factory, environmental factory, labour safety ensured, safety with fire security, workers launch facility, performance based incentive facility etc.

PCL annual turnover 100 Million USD and number of employees 3000 plus. PCL have organized nutrition program, fire drill awareness training, provide group insurance, fitness club facilities host iftar party etc. PCL their product supply in 15 plus country and their

product is garments, textile, retail, accessories, etc.

2.1.2 Trend and Growth

P.N. Composite is a large textile industry with private ownership in BANGLADESH. P.N. Composite Ltd. started their business in 2004 year. They firstly started with their business in sewing department. But next in the period they established in dyeing department, fabric making department, dry wash department etc. PCL has a modern and environmental mill structure with four individuals divisions and 3000 plus skill workers. P.N. Composite Ltd. wants to make another factory because their foreign investor and buyer day by day increased. P.N. Composite Ltd. Is a 100% export oriented garments and textile industry and P.N. Composite Ltd. Annually turnover is 100 million USD.

PCL trend and growth stage has policy skilled labour force, environmental sustainability, global economic opportunity, product quality with international standards, diversification and value increased, work divert in digital transformation , export with decentralized in world etc.

2.1.3 Customer mix

The rundown of clients that P.N. Composite Limited arrangements with are:

Table 01: Clients purchase items from P.N. Composite Limited

Name	Country	Products
LPP	Spain	T-Shirts (men's & Ladies)
LPP(Kch)	Russia	T-shirts, Polo T-shirts
LPP	Poland	Women and Men's T-shirts

Lefties	Spain	T-shirt, Polo T-shirts
Medicine	EU	Polo T-Shirts
Tam Fashion	EU	T-shirts, Polo T-shirts
O'STIN	EU, USA	T-Shirts, Polo T-shirts, Children items

2.1.4 Product and service mix

PCL gives administration by giving the best quality from Knit item product. PCL has made with yarn, fabric produce, fabric dyeing, sewing, coloring, ironing and packaging. Each and every stage PCL are used in many modern machinery. PCL all products are supply in USA, UK, EU & Russia. But also P.N. Composite Ltd. has a yarn making factory and its name is PRS Textile. This factory is making different type of yarn. Example: Boucle yarn, Cotton yarn, Wool yarn and Filament yarn.

PCL product produce is given below:

- Making with yarn.
- Knit fabric making & dying.
- Fabric washing & finishing.
- T-shirt chest print & all over print with buyer requirement.
- Garment rib making and accessories processing.
- Cutting and sewing with garments.
- PCL produce different type of T-shirts and polo t-shirts, tank tops etc.
- Eighteen shades of embroidery fabrics.
- Transfer prints, metallic.
- PCL fabric cutting master are highly trained and ensured by garments measurement.
- Best quality product is ensured.
- All garments are checking.
- Garments are packaging.

2.1.5 Operations

PCL made their factory and office is based on their buyer requirement and follow international factory making rule. PCL supply all their product in USA, UK, EU and Russia etc. Some important techniques are included:

- Product Design and improvement.
- Yarn turning, making and coloring.
- Fabric Making, fabric sewing, coloring and wrapping up.
- Product cutting and sewing.
- Chest print & all over print.
- Embroidery.
- Product washing and coloring.
- Landed conveyance into circulation focuses.
- Product ironing and packaging.
- Product shipment.

PCL director board always divided their work and department. They stay here many departments and every department head have a director. For the example: P.N. Composite Ltd. Have merchandising department head and his name is Maherul Islam. He lead team work all merchandising team.

The PCL has ten departments present, which are the Audit office, Finance and Accounts office, Marketing and Merchandising, Dyeing office, Commercial office, General Purchase office, HR and Accessories office, Cad office, Quality control office and technical & it department.

The division of Finance and Accounts department main work is finance problem solved. But also they always audit and monitoring merchandising department. For the example: as a merchandiser garments accessories booking or buy another company than finance team monitor real price and approved this. Finance and Accounts team collect their product selling price with buyer.

The division of General Purchase and Accessories office needs to buying garments accessories, care level, main level size level etc. But also they needs to buying employees that are needed for everyday activities. For the example: writing supplies, PCs, or filtering machines and so on to processing plant gear like

color machine, weaving machine etc. But also HR team always take care about their employer problem or issues. HR team recruit their new employee and they take care employee performance and give incentive with their performance. HR team always want to their employee happiness and motivation. As a result employee work speed increased and production capacity day by day increased.

Fabric department always solved fabric issue and they make products fabric. Firstly they take booking in Merchandiser and they take making process and follow with merchandiser requirement.

Dyeing department mainly work with fabric dyeing. They fabric collect in fabric department than they dyeing this merchandiser requirement. At last they sent this sample in merchandiser than merchandiser approved this sample than they make it.

CAD means Computer aided design and is a software that gives apparel designers a virtual representation of the garments and design. As a cad officer used CAD software 2D or 3D designs to better visualize garments. CAD department main work is garments measurement layout check and follow this and make design with this requirement.

Quality department main work is garment quality control because product quality do not match with buyer requirement than buyer back his order. As a result quality officer check garments size, main level, size level, swelling, color, hangtag fulfill with buyer measurement shit.

Figure 1: Hierarchy of P.N. Composite Limited, Gazipur.

2.1.6 SWOT Analysis of the Company

SWOT analysis always help a company improve their situation. Here's the SWOT analysis of BGMEA (Bangladesh) is prepare to perceive the embedding of the company better.



Figure 2: SWOT Analysis

Strength

- PCL all departments have in one factory.
- PCL all department relation build up with administration and staff.
- Low cost skilled employer and labor.
- PCL data framework progress is very strong.
- PCL strong backward integration.
- PCL has a make security program.
- PCL has a beautiful and safety office.
- PCL always follow govt. rule.

Weakness

- Very difficult to maintain or follow up with government rule.
- Raw materials are not accessible here.
- All complex & easy problem decision with Director Board.
- Lack of legitimate govt. strategy.
- Very complicated market in Bangladesh.
- Product transportation safety issue.
- World political distance issue.
- Environment issue.

Opportunity

- Create new buyer going to the market.
- Huge demand for value added goods in all major countries.
- Here product quality is very good than another country.
- By giving quality item.
- Taken low interest rate Bank loan.
- New product invention and promotion and attractive foreign buyer.
- BD. Govt. want to their RMG sector increased and increased foreign investor.

Threats

- Increased the new unfamiliar buyers.
- Government strategy future extra tax added.
- Increase electricity bill & labor cost.
- BGMEA rules and guideline are very complex.
- Political unrest of the country.
- Create new competitor in world market (Vietnam, China, India, Thailand, Cambodia).
- Raw materials not enough here.
- Not enough USD and raw materials import problem.
- Buyer country distance area huge in here.

2.2 Industry Analysis

RMG sector is the most important part of Bangladesh economy because Bangladesh maximum exports products are garments and their percentage of BD. total exports in 78%. Bangladesh has 4621 articles of clothing factory make rules and Bangladesh government are monitoring RMG factory with this rule and policy. Bangladesh RMG sector export their product in European Union, USA, UK, Russia and Australia and other country. Still now Bangladesh garments produce represent has second position in this world. Bangladesh RMG sector export 78% in 2022 total export. According to the world bank GDP of Bangladesh was US\$6.28 billion in 1972. Still now Bangladesh is developed to their GDP in US\$460.2.78 Billion of every 2022

and US\$55.55 billion was created their trades. But that time 83% was provided from RMG sector. But Bangladesh has not produced in cotton and not enough raw materials. China has lead position in RMG sector and they exported 303 billion dollar in 2022. Bangladesh export RMG sector knitwear was \$24.71 billion and earn from the woven was \$ 20.99 billion total \$ 45.70 billion export. Bangladesh RMG sector big company is given below: Hameem Group, Palmal Group, DBL Group, Mondol Group, Beximco Apparels Ltd., Fakir group, Opex group, Epic group, AKH group, Ananta group etc.

But another issue is that time Bangladesh RMG sector are threatened because political violence. So Bangladesh government should take a necessary steps are new market create. Example: Latin America countries market, Mexico Market, Middle east countries market, African market etc. As a result Bangladesh RMG sector achieve sustainability.

World develop country was effected in Covid-19 pandemic situation than their production capacity rate decreased. But that time Bangladeshi government continue their business strategy and all RMG factory is opened. As a result Bangladesh RMG sector production capacity rate is sustainable. At that time Bangladesh RMG sector earn more benefit and they give more vital garment order with buyer.

Lastly, Bangladesh all RMG company could not make their industries with ECO friendly. As a result our environment nature day by day has gone danger position. Because some industries their dyeing water is fall in direct river or canal so our river, canal, environment are effect by pollution. Example: Dhaka Borrigunga river, Dhaka Turag river, Konabari Kodda river etc.

Bangladesh garment industry also generates 200000 plus employment opportunities within the waste recycling industry to process materials from textile creation. Bangladesh maximum RMG factory are situated in Gazipur because there water facility is very good and available gas, electricity and labor etc. PN Composite Ltd.always recycle in their waste fabric and yarn.

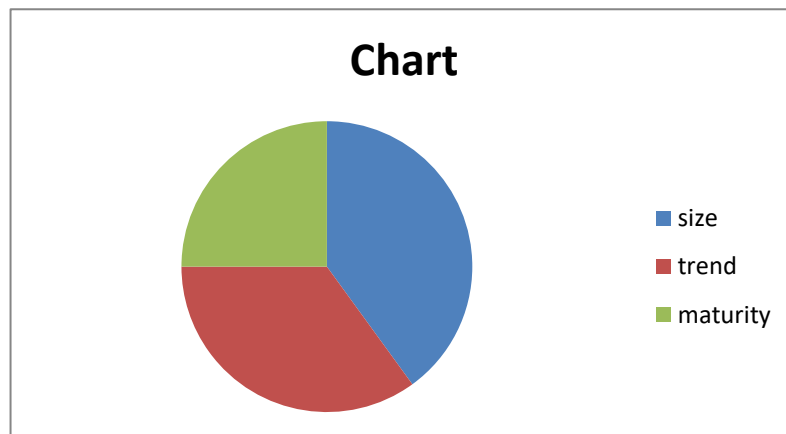
2.2.1 SPECIFICATION OF INDUSTRY

Raw materials are the most important issue of our country. Raw materials are produced using in our export product. RMG sector main raw materials in cotton, silk and fleece. But Bangladesh could not produce enough cotton. So PCL all fabric raw material import in other country. As a result product produce rate increased and Bangladesh government could not achieve proper benefit. PCL factory situated in Gazipur, Ambag and their labor cost is low. So PCL achieve some benefit but they take more benefit if all raw materials are produced in Bangladesh. Because raw materials import to other country than you can provide shipment cost, transportation cost, tax, extra labor cost etc. So PCL all product cost increased and profit decreased. PCL maximum raw materials import in china and India, Brazil. The most important work of raw material is turning and weaving. We realize that dyeing, washing, sewing, finishing is an important part of composite RMG factory and all department has present in PCL. In Bangladesh, there are many knit factory and woven factory. Each and every factory produced by different items examples: sweaters, pants wears, T-shirts, coloring, sewing, produces textures, produces embellishments. Bangladesh at that time world RMG sector exported is second position carry. But Vietnam very run and grow up their RMG industries. But also Vietnam has no political violence and their economy is sustainable. As a result they are catching by our foreign buyer. So BD. Govt. take steps that BD. RMG sector more facility. Example: given proper electricity, tax cut, Gas distribution, security etc. PCL is situated in Gazipur and that location water facility is very good, road transportation. But also PCL need more advance dyeing machine, sewing machine, fabric making machine, washing machine, dry machine and finishing machine. But all machine they import in China, Germany and Japan and this machine price very high but any Bangladeshi company produced this than price is decreased. But also always all machine purse available in Bangladeshi market. Example: Covid-19 pandemic situation time many RMG company need heavy dyeing machine or purse but they can't collect this. At that time some company collect their requirement machine in jinzira market. Because this area labor are very skilled and they see one machine or purse than they produce same machine but quality level do not same. So I think Bangladeshi government should take steps are all RMG machine produce in

Bangladesh.

PCL spent 2000 USD build their design studio and they are trying to develop a garments sample within 2 weeks and deliver to buyer within 4-6 weeks. PCL foreign buyers have accepted 40% of their own created design and they earned 20% extra profit.

Size, trend and maturity of the industry:



PCL market size is the total RMG sector market, target market and market share etc.

PCL are mainly trend in their product design, quality, new innovation, product flexibility, consumer demand, economic factor etc.

PCL is well established in its factory, their machineries are very modern and good quality. PCL is an older and larger company and their revenue day by day increased.

2.2.2 EXTERNAL ECONOMIC FACTORS

At that time Bangladesh external economy is very sustainable and many foreign investors come here. In Bangladesh, around 70% of export income comes from the RMG sector, their \$40.53 billion from trades and Bangladesh is the seventh quickly developing economy with 7.3% GDP in this world. Bangladesh government more depend on this sector because BD. govt. maximum foreign income in RMG sector. So BD. govt. always helped this sector and they give very low interest rate loan with RMG factory. But also many foreign investor investment in this sector because this sector are more benefit and sustainable.

Major problem RMG sector: We know that Bangladesh RMG sector globally as the second largest exporter but facing several challenges in its textile sector. Example: rising gas price, inflation rate day by day rising, shortage enough natural gas, declining export, damaged reputation, political violence, globally new competitor create etc.

Swelling: Bangladesh RMG sectors sewing departments are maximum worker in women. Bangladesh unemployment rate is very high so Bangladeshi women join this work and their expected salary range is very low. Before 2020 years Bangladeshi women worker earn 12000 BDT. In monthly. But at that time Bangladeshi government declaration in RMG worker minimum salary in 14800 BDT. Bangladeshi women worker involve this job rate (80%) and BD. women employment opportunity growing. But also women always sewing work better for men. So all BD. RMG factory take women employee and their expected salary range is not high. But at that time Bangladesh government take a decision with RMG labor salary range in minimum 14000 BDT.

Monetary approach: At that time Bangladesh government gives a financial plan in RMG sector. But also BGMEA team always audit in every factory for every month and they take and see that factory follow up Bangladesh government rule. Unless they fine money this factory or closed it because USA or EU can't buy our product or extra tax added.

2.2.3 Technological Factors

Bangladesh could not produce in high technological machinery or software. So Bangladesh RMG industries always need to import their mechanical equipment. Bangladesh RMG industries use new innovation but not only equipment and programming also. They also use in quality control equipment, creation cycle, hardware, data, transport and conveyance. But also RMG product shipment is cargo ship. But super cargo can't come BD. Sea port because here can't present deep sea port. As a result firstly RMG product container carry to light cargo and send to Singapore seaport than distribute another country. RMG industry machinery assembling and creation of material and fiber in this time is taking the mechanical advancement in the tech world. Technology always helped by RMG sector because every RMG related work complete and make more quiker and it saves our many time. It saves time, and that is the most significant and helpful to us. PCL always used japan, china & Germany machineries. Example: dyeing machine Germany, swelling machine Japan, fabric printing machine China & japan, different type of electric motor used in China. But also many little machinery produced Bangladesh zinzira worker.

Lastly, PCL all factory essential data record in MS word, MS excel and ERP app. But also they used CAD 2D and 3D machine and this machine made with Germany. CAD operative face some problem this machine and this machine repaired cost is very high. PCL all heavy machine import in other country so any time their one machine work in stop than their production is stop. So PCL used a new way, they buy extra machine.

Lastly, PCL established in technical department and their work is machinery monitoring, buying and servicing. PCL has many mechanical engineer and they always monitoring all RMG machinery.

2.2.4 Barriers to entry:

Boundaries to passage are those deterrents that stop or attempt to stop any new contender to enter another mechanical territory. The boundary is high for Bangladesh in the outside nations.

Table 2: Barriers to entry

Detail	Foreign Market	Local Market
Hindrances to entry	High	Low

Hindrances are an important for the present situation as they can see their livelihoods and benefit. Specially, boundaries to barrier contains unexpected tax cut to a modern factory, copyrights, licenses and, solid brand etc.

Our neighborhood country always want to catching our buyers so Bangladesh administration should be taken an essential steps unless Bangladesh couldn't reach their export target. Bangladesh govt. very low tax sanction in RMG sector. As a result PCL take this opportunity and they day by day grow their business. PCL main business strategy is produce more product and relation build up with buyer. Because their all buyer in USA, UK & EU. But also BD. Govt. RMG rule is exported company do not sell their product into BD. Market because BD. govt. do not tax collect. PCL their product exported EU than they take tax cut facility. Because EU give tax free (GSP) opportunity in BD. RMG product.

2.2.5 Supplier power

Bangladesh all garments company import their raw materials in China, Brazil, Vietnam, South Korea, India etc. Because here not produce in cotton and heavy machineries. Bangladesh RMG sector want to their product supply in real time. As a result buyer take in believe our capacity and they always want to business continue with us. But RMG sector is more competitors in this world market. So, Bangladesh RMG sector is catching foreign buyers are their product quality show up and product produce by less price in another country because here labour cost is very low price. But also here supply chain management is very strong because our government follow their foreign policy is help to help. But also Bangladesh RMG company that time supply their product in proper time because they used Matarbari deep sea-port and BD. govt. take a step that every export product shipment for first priority and every government department follow this step. So day by day BD. RMG sector supply chain is very strong.

2.2.6 Buyer power

Bangladesh raw materials import in many country so export country always create good relation for us. Bangladesh RMG sector engages many clients on the world. Still now Bangladesh RMG sector represent with second clothing exporting position in world RMG market. But also our product quality and sewing quality is very good. Many large brands from the global market and they come in Bangladesh and they investment in here because our garment quality is the best in this world. Foreign buyer always want to their product buy low price but good quality. As a result many foreign investor investment in Bangladesh because our clothing item always better than another company. Many buyer company buy their product in Bangladesh. For their example: H&m, Walmart, Zara, Ostin, Inditex, lefties, LPP, ZXY, Addidas, GAP, Levi's, Nike, VF Asia, Banana, Puma, Hugo boss, Old navy, Tema, Terco, NKD, Blacberry, Esprit, K-mart, Umbrella, Asmara etc.

Foreign buyer could not face difficult issue. As a result any company could not follow international labour law than they can cancel their order. Unfortunately, another buyer can't come future and business stop this factory. So every company want to

follow up BD. Rule. All USA and EU buyer always they follow their country labour law and industry law, Unless they fall in international sanction.

2.2.7 Threat of Substitutes

In this world Bangladesh RMG sector has many competitor in China, India, Vietnam, Cambodia and they quickly develop this sector because they take proper plan. China and India effort their RMG sector and produce by best quality item and catching new unfamiliar market. So many buyers change orders to others items over Bangladesh. Though, some foreign buyers doesn't chose Bangladesh because political violence, corruption, unsustainable economy. The danger of substitute, Bangladesh article of clothing may follow the system to adjust Chinese items and Indian items but BD. govt. industry rules are more complex. As a result Bangladesh RMG sector can't effort their product and didn't ensure quality whenever India and China are catching business sector quicker than Bangladesh. Bangladesh RMG sector produce some items example: cotton, fleece, knit, woven etc. But China produce different types of items and they more produced by non-cotton fabric. As a result non-cotton fabric world-wide markets are catching in China, India, Vietnam etc. At that time China and India political position is very positive and economy sustainable. As a result there RMG sector day by day growing up. So Bangladesh RMG sector should be produce modern design garments item with cotton and non-cotton fabric. Bangladesh should be taken by India and China market because BD. govt. always maintain good relationship this countries. So Bangladesh want to take RMG product export this country and tax free. As a result Bangladeshi garments price less than this country and India buyer and china buyer given more order with our RMG sector. Bangladesh have been not enough electricity and gas, but price is high. Bangladesh government must be taken with available to gas distribute and electricity etc. But also RMG sector many top level employer are Indian. Example: Palmol Maximum director in indian, Dbl, & Hameem, group etc. As a result future Bangladesh RMG sector buyers are switch in another company. Because foreign director or employer create and build up with relation they switch this job than they transfer the buyer in another country.

But Also Bangladesh political violence is difficult issue and USA or EU this issue mention they sanction or extra tax add given BD. RMG sector. So Bangladesh

government should take a necessary steps are new market create. For the example: Middle Asia country, Arab country, African country etc. Unless future time we lost our business and unsustainable our economy.

2.2.8 Industry Rivalry

RMG sector product day by day increased demand in this world. So Bangladesh RMG sector is create a good opportunity and increased this sector. Bangladesh RMG sector should be catch new unfamiliar buyer and big quantity order unless India and China catching this market. At that time China and India our main competitor in RMG sector. In case that, Bangladesh importers want to less price their raw materials and they import raw materials in different country Example: china, India, brazil, America, Vietnam etc. As a result Bangladesh importers are taken by more advantage with his competitor. But at that time Bangladesh economy is fall in very dangerous positions like Srilanka and Pakistan. This reason is that BDT. value decrease, political violence, inflation rate increase and corruption etc. But Bangladesh government has many time which there economy create strong. As a result, we should create new unfamiliar market and increase production. Bangladesh at that time is very risky because we take many foreign international loans and interest rate is high but our foreign reserve is low level. Bangladesh government has taken for foreign loan 79 billion US dollar and Bangladesh private sector foreign loan is 21 US billion Dollar. So Bangladesh government should be taken step in foreign reserve increase and export increase, government cost decrease etc. But we see that time BD. govt. can't take steps and they can't collect foreign reserve because maximum govt. top level employers are corrupted. At future time Bangladesh industries do not grow up and foreign investor do not investment here. But RMG sector is a good opportunity in BD. industry rivalry. But also still Bangladesh RMG sector high opportunity to beat our competitor because our RMG sector product more popular than another country. USA, EU, UK, Russia people want to buy our product. Because our product good quality, more flexibility, less price and good design etc. I think at that future time our RMG sector growing up in this world but Bangladesh government should be given opportunity. Example: less price natural gas distribute, electricity bill decrease, raw materials import tax cut, safety and

security ensured, easy bank loan, create many economic zone and create good relationship with buyer country.

CHAPTER 4: INTERNSHIP EXPERIENCES

4.1 Position, Duties, and Responsibilities

I have completed my training in as an understudy in P.N. Composite Limited (PCL). I was the Trainee merchandiser of the Marketing and merchandising department. My entry level position time was for a three month. During this time I have created and developed my skill, career and build up confidence. I was joined to the merchandiser team and my responsibilities are production file making, fabric lab-dip test and Check pi bunch. I work many buyer file. Example: LPP fabric lab-dip, this file making and learning fabric booking and accessories booking.

I was checking the Booking all items and PI bunch make of the providers which comes from Mr delowar Hossain in the checking than I go for additional checking. At that point I needed to Handover my complete task them to Mr. Nahid.

PCL merchandising team work are included by direct contract with their buyer, taken their garments order, making garment sample, buyer approved this sample than production process open in buyer requirement, fabric lab-dip test, fabric making, garments accessories booking, fabric dyeing, fabric cutting, garments sewing and finishing etc.

Everyday my work time is 9 AM to 6 PM and Friday is my holiday. Maximum I work with Lefties and LPP buyer. Lefties buyer given to order with huge quantity but LPP buyer given to order with low quantity.

But also I made with PI bunch and checking than this file handover with commercial department because garments every item costing price includes are Pi bunch. Secondly check buyer order teak file and production file making & always follow up to my task. I always visit in factory for all departments because I create a good relationship with people. As a result all department employee talk about their work process with me and I learn different types of work.

Lastly, I visit this factory than I notice 7th floor worker working different types of machine. At last time I understood that this machine is chest print and all-over print with garments and this department incharge Mr. Alamgir share and advice many think with me.



Chest print



All-over print

4.2 Training

I was joining PCL merchandising team and I learn to specific work related with merchandising department. At that time I learn many difficult and complex work and help me with our team member. I give all credit goes to Mr. Nahid and Mr. Delowar. I specially thanks to give Mr. nahid because he give me with merchandising department each and every work. They always appreciate my work and motivate me. MR. Delowar sir our team leader and everyday he monitor my work and sometime they asked different question with my work. But also Mr. Delowar gives me advice merchandising department work and shared his entry level work experience.

I seated behind Mr. Nahid and he always training me and I want to learn basic textile working. We know that merchandising work is very difficult and hard. But I think about that you want to work process than you gain this job. I almost learn ERP app working and all type of fabric making process. That time factory incharge Mr. X always help me and they share his RMG sector working and all department work process and that is my great opportunity. But also internship time I know that working area manner and create relation build up with my colleague.

That time I many work in this position and is given below:

Garment Production file making process:

- Tech Pack: garments order all measurement by includes.
- Purchase order: product purchase price.
- BOM: garments produce with all bills of materials.
- Sample development: pre-production sample.

- Delivery date: garments delivery date sheet and shipment date.
- Trim card (fabric, accessories and swatch).
- Shade bands.
- GPT report: this report is the production approval for the vendor.
- Fabric details.
- Pre-production sample. Etc.

Proforma invoice bunch process:

- Product description, weight, price.
- Terms of the agreement.
- Payment method.
- Date of shipment.
- Raw materials importer's Bank details.
- Exporter's Bank details.

4.3 Contribution to Departmental Functions

My responsibilities and commitment to the marketing and merchandising department work. I have been created by the production file making and PI bunch checking, buyer requirement follow up etc. Merchandising department work is fulfill my job satisfaction level. I work with teamwork and my team leader is Mr. Delowar hossain. Sometime my team one person absence any day than I want to complete his task. Firstly, I know all garments related raw materials, fabric, garments accessories item and shipment process. PCL work with different fabric, Example: single jersey, double jersey, fleece etc. Single jersey GSM is light and double jersey GSM is very heavy and two raw. But also many times dyeing department take fabric color approval than we check it and our team leader approved this. Sometimes Mr. Nahid gives me many tasks. Example: email send to buying house, email check and unimportant email deleted, helped production file making, our garments making monitoring etc. Everyday have a team meeting and I attend this time and we talk about that our work

system. Our team leader Mr. Delowar divided our work and solve any issue but sometimes I mistake with work. At that time our team leader don't mind with my mistake but they also motivation for me. Our team leader give me a big responsibilities for Trim card making. As a trim card attached in garments all items and approved a merchandiser. Because production department supervisor follow trim card requirement and make this garm. Trim card sample is given below:



Trim card.

Trim card includes are: fabric swatch, sewing thread swatch, care level, size level, main level hangtag, rider tag etc.

4.4 Evaluation

At that time I was work in the Marketing and merchandising department. My job were to check the PI bunch, plan top-sheets of the bills, order sample follow up, production file making. In any case, it was my task in everyday as my trainer monitoring and evaluate my work. That time I think about that I success my job. Because that time I know every type of fabric, production file making process, proforma invoice bunch printing and checking. But also most important work is ERP app working than Mr. Nahid trained up and I quickly learn about all of things. I think about that this job change my life because this job main think is discipline and responsibility.

Lastly my final clarification is marketing and merchandising department job is taken by more responsibilities. Because you do any wrong work than company is taken loss this order so as a merchandiser always carefully do their job.

5.5 Skills Applied

This is my entry level job and training program. During this period the three month is a temporary job. I am a quick learner & I want to always my trainer work follow up. At that time I am an assistant as a merchandiser and I follow his work and I want to learn work in quickly.

During the 3 months of my entry level position of PCL. My strong zone is I am a quick learner. So I always quick learn my merchandising department work. As a result, I refer to during 3 month I learn many difficult work and I applied my education skill. MS word, MS excel work I know very good than everyday I do data entry quick time and any information written with MS word. But work period of time I face actual life because study period and job period time are very different and complex.

I was an understudy in the Department of marketing and merchandising. At first time I familiar ERP app working and I know that merchandising department all work depend on this app. As a merchandiser everyday work on ERP app. Example: fabric booking, sewing thread booking, garments accessories booking etc.

4.6 New Skills Developed

At that time I have learned with new work and experience. Many times I complete my task is individual. That time I gained more new job experience is given below:

- During my entry level job position.
- Always office time maintain.
- Communicate and deal with workers.
- Scanning and record checking.
- Production File making process.
- Email communication with buyers.
- Taken work responsibilities.
- Respect for senior employer.
- Dedicated and hardworking.
- Merchandising work experience.

- Product shipment process.
- ERP app working.
- Performa invoice checking. Etc.

4.7 Application of Academic Knowledge

After the information acquired in the four-year-long degree off BBA, the scholastic information I could apply in my entry level position program are:

- Time the board.
- Maintaining rules and guideline.
- Teamwork.
- Hardworking capacity increased.
- Self-motivated.
- Responsibility.
- Everyday work report submitted.

After joining the organization as an understudy, When I realized that job is not easy because this work is responsibility, believe, build up relation etc. Everyday my work is complete in time to time and my trainer Mr. Nahid give me important work than I finished this work with responsibilities. At that time I realized is that merchandising department work is not easy and you want to build up your career this department than obviously you maintain in time the board.

As an internship employee, I follow up my trainer Mr. Nahid & I learning him with marketing and merchandising department work. He gives me proper guidance and I learn all merchandising department work with him. I learn to take work responsibility, problem solving with him. I always maintain PCL rules and regulation.

Our team leader Mr. Delowar always solve any problem with teamwork. Because any complex is solved very critical than he arranged team meeting than he discuss about all team members and listen team members opinions than he decided best options.

Whenever the office needed to deal with any important work, I needed to help the

group and I try to solve this issue. Sometimes any team member absence any day than I complete his task. As a result I learn quickly and my work experience increased. Our team leader Mr. Delowar sir give me any task than I quickly and safely complete this task.

I always believe that hardworking is given by benefit because merchandising department job is very complex. As a result you want to success and build up your career than obviously you are hardworking employee.

My opinion is you want to success any job than obviously you must have self-motivated. Because my merchandising departments work give me many experiences and self-motivated. But also this departments work based on employees responsibilities because PCL all department depends on merchandising department work.

CHAPTER 5 : CONCLUSIONS AND KEY FACTS

5.1 Recommendations for improving department operations:

- PCL should be increased hierarchy.
- PCL top level employees should good behave with lower level employee.
- PCL should be given with new employees and visiting more similar factory. Example: Montex, Aleem, DBL.
- PCL should recruit new employee to merchandising department.
- PCL should be equally divided work their all merchandiser.
- PCL merchandising department work do not stop there when any person is absent because another person continue his job.
- PCL should be increased there capable employee.
- PCL salary range should be attractive than another company.
- PCL should be opened employer CTC facility.
- PCL should be trained up their employees.
- PCL should be ensured their factory safety and security.

5.2 Conclusion

Bangladesh RMG sector has increased our economic growth. At last ten years Bangladesh RMG sector has been minimum 70% contributor of foreign export in Bangladesh and Bangladesh government earn more foreign currency and reserve. PCL started their business and journey in 2004. When I work PCL than they give me with RMG sector practical knowledge and work experience. In this report I want to share my job experience in RMG sector. PCL company capital in this time is BDT. 950 Million. PCL has an apparel and fashion company. PCL made with Basic T-shirt, Tank, Tops, Polo shirt, Sweat jacket, Sweat shirt, Denim Jogger etc. PCL production capacity per day 40000 ps. Per day but 20000 ps. Casual garments make per day

and 10000 ps. Jacket Polo shirts, 1000000 PCS (dozen yearly) production capacity etc.

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Appendix-A

- How do you see view the PCL?
- What do you see as the role of full-scale PCL?
- What do you see as the future of PCL?
- What are the main opportunities in business structure?

