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A WORKING REPORT ON ON MARKETING DEPARTMENT AND ITS ACTIVITIES OF UNILLIANCE TEXTILE LIMITED

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A WORKING REPORT ON *ON MARKETING DEPARTMENT AND ITS ACTIVITIES OF UNILLIANCE TEXTILE LIMITED*

By

Akeeb Mohammad Islam
ID#0530040

An Internship Report Presented in Partial Fulfillment
of the Requirements for the Degree
Bachelor of Business Administration

INDEPENDENT UNIVERSITY, BANGLADESH
May 02, 2010

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has been approved

April 25, 2010

Mr. Abdullah Al Aabed
Lecturer
School of Business
Independent University, Bangladesh
May 02, 2010

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Letter of Transmittal

May 02, 2010

Mr. Abdullah Al Aabed
Lecturer
School of Business
Independent University, Bangladesh

Dear Sir:

Subject: Submission of Internship Working Report

I hereby with due respect would like to state that I have completed my Internship Program in Unilliance Textile Ltd. I was appointed in the as a Management Trainee under Marketing Department. The topic of my Internship report is **"A Working Report on *Marketing Department and its activities of Unilliance Textile Ltd*".** Apart from the academic knowledge gained, this internship program and preparation of report has given me the opportunity to acquaint myself with a reputed bank. I believe that the experience I acquired from this study will be an invaluable asset in my life.

It has also to be mentioned that without your expert advice and cooperation it would not have been possible to complete this report. If you have any further enquiry concerning any additional information I would be very pleased to clarify that.

Sincerely yours,

_____

Akeeb Mohammad Islam
ID#0530040

Acknowledgement

It gives me immense pleasure to thank a large number of individuals for their cordial cooperation and encouragement who have contributed directly or indirectly in preparing this report.

Firstly, I would like to express my respected appreciation to my faculty advisor Abdullah Al Aabed, Lecturer, Independent University Bangladesh. His constant guidance and advice played the pivotal role in making the execution of the report. He always gave me his suggestions that were crucial in making this report as flawless as possible. Secondly, I would like to express my sincere gratitude to Mr. Bashar Khan, GM of Marketing and Nurul Ambia Chowdhury, International Account Manager, who gave me valuable information to complete this reports.

I also heartily thank all my friends who directly or indirectly lend me their assistance in this regard.

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1.0 Introduction:

Unilliance Textile Ltd was incorporated on January 2006 by some highly experienced people who have been working in this particular field for a long time. From the beginning of its journey it was a buying house because of it was in its construction process. Its land acquisition was completed on January 2006 which was 16 acres in area. Then it started to buy all the related machinery and it was completed in February 2007. At the same time they started to work on their stitching department and stitching floor. All the designing, decorating, setting up machineries etc were completed in August 2008 and it started it won buyer production activates. From the August 2008 it started to commercially produce and export it. At the beginning most of its product was exported in UK but the market range is all over the world. At this point of time Unilliance had to outsource all the yarn, fabrics, and had to process everything from other factory. This company started its production process after the launching of its processing unit.

2.0 Unilliance Textile Limited:

2.1 Brief History of Unilliance:

~ Unilliance Incorporated on	:	January	2006
~ Total Land Area	:	16 ACRES	
~ Land Acquisition completed on	:	January	2006
~ Machinery bought in	:	February	2007
~ Machine Erection Started on	:	March	2007
~ Stitching Unit Started on	:	August	2008
~ Commercial Production & Export	:	August	2008
~ Gas Connection Received on	:	October	2008
~ Processing Unit Started on	:	February	2009

2.2 Manufacturing Facility

- 16 Acres of Land
- 124,000 SFT Processing Facility
- 62,000 SFT Stitching Facility
- 50,000 SFT Warehouses
- 4,710 SFT Laboratory
- 22,000 SFT ETP
- 7 Acres of Free Land Area.

2.3 Objective, mission and vision

"Our mission is to be one of the best in the industry"

We will achieve this by providing superior home fashion products to the global market, while conducting ethical business practices under the highest of principles, which will result in a profitable company that will provide value to our customers, shareholders & employees.

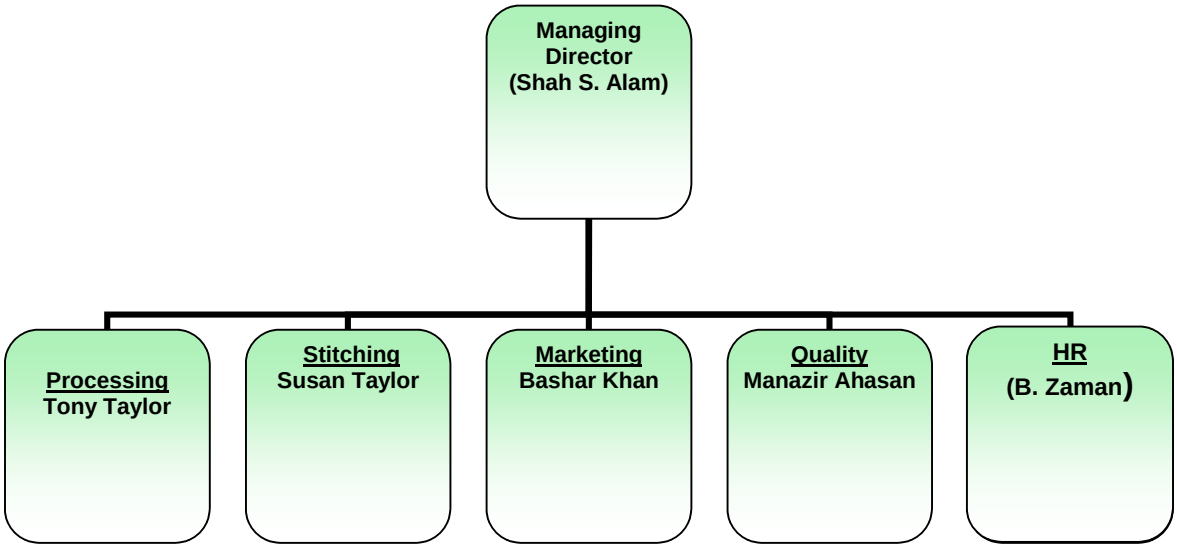
2.4 Strategies:

- ✓ Sustainable Quality
- ✓ Responsible to the Society & Environment
- ✓ Health & Safety of the workers
- ✓ Ethically doing business
- ✓ Long term relationship
- ✓ Upgrading technology
- ✓ Developing Human Resources
- ✓ New Product/Capability Development
- ✓ Cost effective production
- ✓ Stronger supply chain
- ✓ Business Expansion/Capacity Development
- ✓ Global Capabilities
- ✓ Less Customer Range – Rather Customization

2.5 Strength:

- ✓ Vertical Set up (Process to Finish).
- ✓ Highly Motivated & Experienced Management.
- ✓ Value Added Production process
- ✓ On going innovative product Development.
- ✓ Design Studio based in UK.
- ✓ Warehouse & Distribution in UK.
- ✓ Biological Water Effluent Plant (ETP).
- ✓ BRC (The British Retail Consortium) Certified & Sedex Audited.
- ✓ Skilled Workforce.

2.5 Management hierarchy of UTL:



2.6 Capital Structure of Unilliance Textile Ltd:

Unillicance Textile Ltd is a joint venture company between UK & Bangladesh. Total project investment was 11.52 million dollar and 50% of its was invested by Shah S Alam which was 5.76 million dollar. Within 5.76 million dollar 2.48 million dollar was financed by Islami Bank Lld. The rest of 50% was invested by Chirs Hopper.

Financial Facts & Figures (for the year ended Sep, 2009) Amount in Million (US $).	
Project Investment	11.52
Bank Finance	2.48
Shareholders Investment	9.04

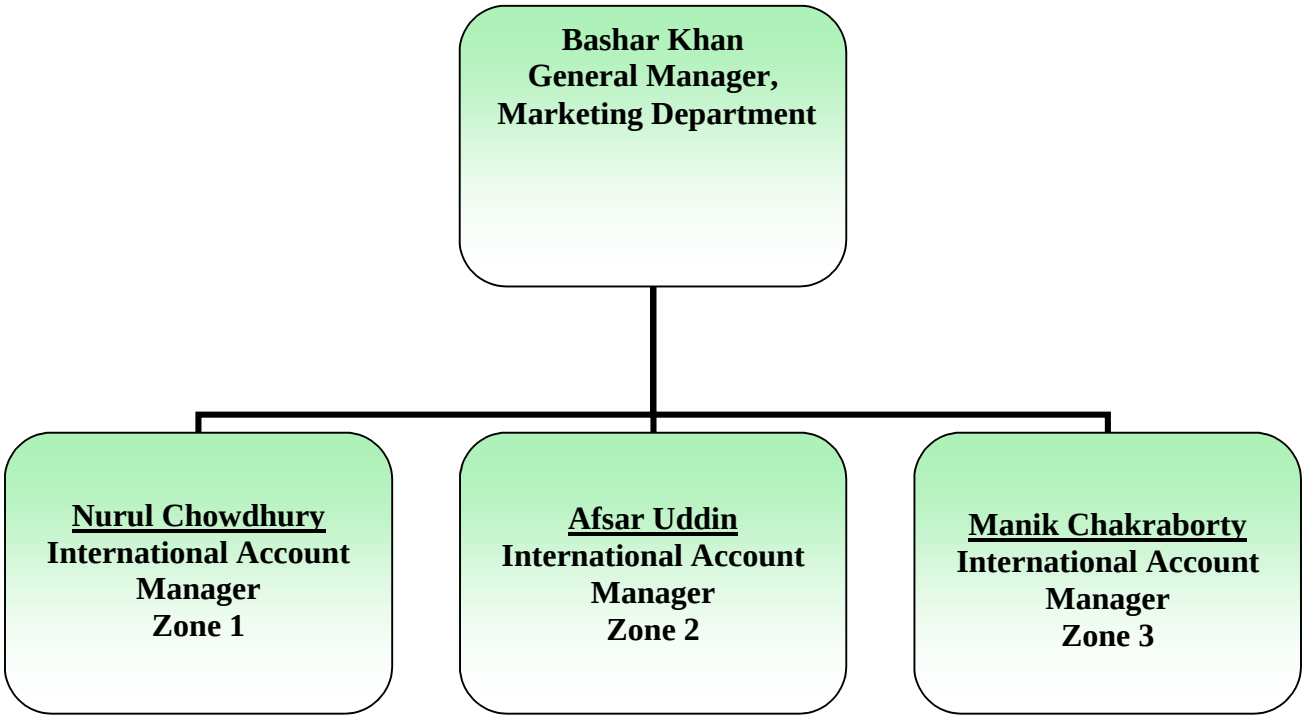
2.7 Financial Ratios

Financial Ratios
(for the year ended Sep, 2009)

Profitability Ratios	
Gross Profit / Sales	9.06%
Operating Profit / Sales	(3.76%)
Net Profit / Sales	(23.40%)
Financial Ratios	
Current Ratio	0.77
Quick Ratio	0.38
Debt Management Ratios	
Debt Asset Ratio	.16
Turnover Ratios	
Inventory Turnover	1.67
Fixed Asset Turnover	0.30
Total Asset Turnover	0.22
Break Even Point	
1.07 million / 58% of the installed capacity utilization.	

3.0 Marketing Department of Unilliance Textile Limited

3.1 Structure of Marketing Department:



3.2 Activities done by Marketing Department:

Unilliance Textile Ltd. Is a 100% export oriented textile company. The Marketing department is handling the international market in very appropriate and proper way. From the beginning of the journey the Marketing Department of Unilliance Textile Ltd has been proudly maintaining its leadership in 100% pure cotton along with different blend of poly and cotton products. Marketing Department of Unilliance Textile Ltd. has the ability to be immediately tuning its infrastructure to meet any specialized requirements of the ever-demanding export markets of both east and west.

Basically this marketing department department has to maintain all the activates including developing the product to ship the product to its buyer. Main activities includes:

3.2.1 Order handling:

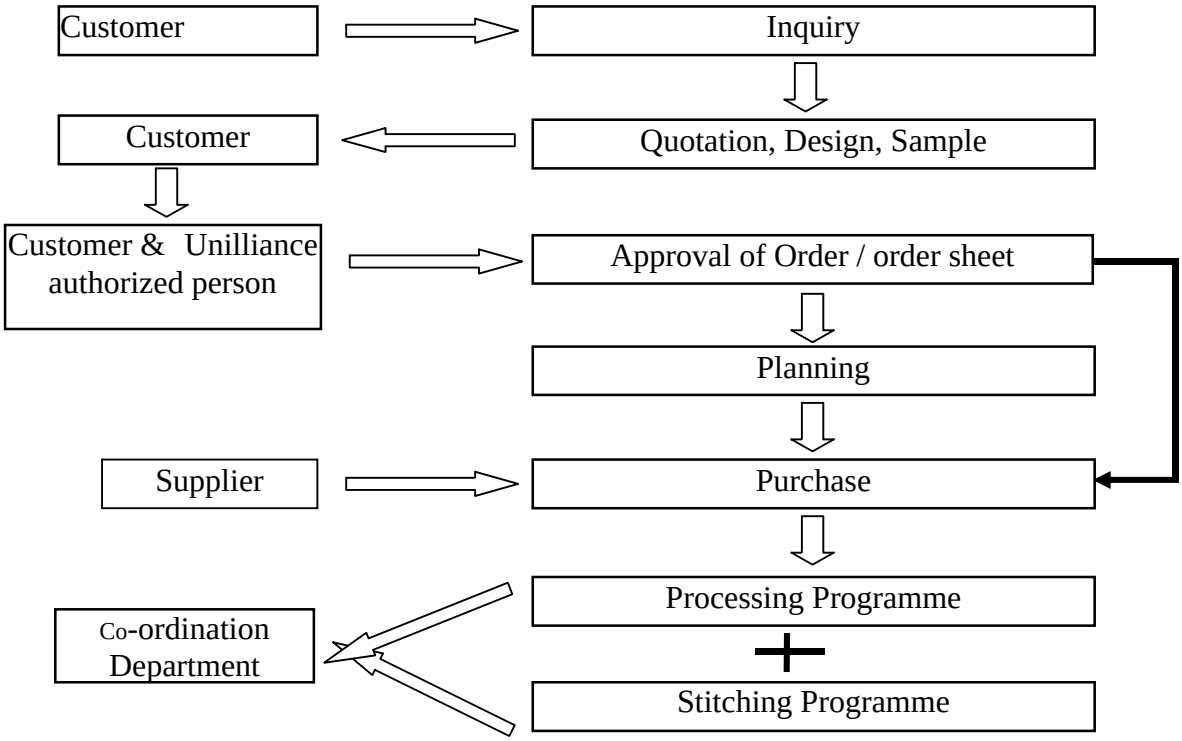
- Purpose

The purpose is to ensure that all products are manufactured and shipped as per customers' specification and within the allowable time period. It also ensures that if there are any changes that are made by our customers prior to the production process we are able to enforce the same in most cases. This is applicable from the sample development stage to the shipment of the goods.

- Procedure:

In order to handle the order Marketing Department has to follow a specific procedure. This procedure includes :

Flow of Order Handling (Marketing Department)



3.2.1.1 Inquiry:

The work of the export department starts from Buyers inquiry. First the buyer inquires the regarding specified products, which he wants. Inquires received from customers by any one of the following sources:

- Textile exhibitions
- Personal visit to customers
- Customer's visits in UTL
- Faxes, Telephone, Mail, E-mail etc.

Most of the time buyer's inquiry includes following things:

- Product specifications (quality, designs, sizes, technical specs. etc)
- Packing details (assortment, folding, carton marking, labels, price tags, etc.)
- Quantity
- Delivery date
- Shipping details
- Any other details related to the product.

All requirements are filled in the order files maintained by the concerned Marketing Manager or Management Trainee.

3.2.1.2 Quotation, design and sample:

Once all the requirements are clearly understood and defined by the customer before accepting the order, the concerned marketing person reviews based on the production plan and the technical capability of the company whether Unilliance Textile Ltd has the capacity and capability to meet all customer requirements. The record of such reviews is maintained in Contract Review Forms for each customer order.

If required the samples are prepared by the sample sections as per customer specifications and are approved by the customers. The purpose is to ensure the company's capability of manufacturing a particular product.

Only if the company has the capability and capacity to meet customer requirements the order is accepted.

Once the order is accepted, a sales contract is issued against that particular order.

3.2.1.2 Pre-Production & Lab Test Samples

The Marketing Department receives the requisition from the customer for preparation of pre-production (PP) & Lab Test approval samples. The Merchandiser opens an Order File, prepares Order Checklist and keeps copy of all the documents received from the relevant customer.

Usually customers provides following details along with sample requisition:

- Make Details
- Spec Sheet for sizes and packaging
- Lab test requirements or Technical Requirements

The Marketing Department prepares Strike Off Program & forwards the above to the Design Section for preparation of samples. This program shows the detail of the design, repeat, settings and includes the artwork provided by the customer.

The Sample Section is responsible to ensure that samples are prepared within 2 to 3 working days as per customer requirements and that meets customer's instruction mentioned on the specs.

The Quality Department inspects the samples for followings and submit to the relevant Marketing Personnel:

- Stitching

- Placement of Labels
- Measurements
- Packaging

Once the Quality Department passes the samples, the Marketing Department submits the sample along with inspection results to the Customer for approval.

3.2.1.3Distribution of Product Details :

On approval of Pre Production Sample, Lab Test Sample; customer issues an Order Sheet along with updated order details like, Sketch, Make Details, Purchase Order / Master Contract, Spec Sheet, Packing Instruction,

The Marketing Department files the original set in Order File and distributes the copy of related documents to concerned departments as explained below:

- **Accessories Purchase Department:** Packaging details, Quantity

- **Stitching Department:** Product specification, Packaging Instructions, quality and any other instruction related to sewing & packing.

- **Quality Department:** Order Sheet, Spec Sheet, Sketch, Folding and Packing Instructions, Lab requirements and any other instruction related to product information.

- **Processing Department:** Technical Specs, approved colour matching swatches.

The Marketing Department will distribute the above documents in a file containing two sections, Original and Amendments. The files are distributed with a covering letter, which will be signed by the recipients and will be filed in the Order File by the Marketing

Department. Obsolete documents are withdrawn by the Merchandiser and destroyed. Only one copy of revised document is kept in the order file identified as “revised” for reference purpose.

3.2.1.5 Gray Demand:

After receiving the approved order sheet from the customer marketing department give requisition for producing grey to Planning Department. The export manager analysis the order confirmation sheet received from the customer and prepares Grey Procurement accordingly. The General Marketing Manager and International account manager sing the Gary demand sheet

According the requisition and order sheet planning manager raise yarn requisition and loom planning.

3.2.1.6 Processing & Stitching Programme

Marketing Department makes two separate programmes for processing and stitching after getting the order sheet.

In this programme marketing department makes such an effective programme which confirms the smooth production and timely delivery to the customer with all relevant information for production process. Marketing department make a processing programme in a way that all the information regarding processing is included so that processing department get a clear view about their job. A Processing programme includes following item:

- Total fabric quantity
- Design
- Color
- Fabrics finished width

- Blend of the febrics (cotton/ ploy-cotton etc)
- Remarks
- Special notes (if there is any)
- Type of process
- Issue date etc.

When making a stitching programme marketing department is always careful about the product details because from the stitching department a final product is created. They include following data in a stitching programme :

- Design
- Product size
- Product color
- Fabrics width
- Packaging information
- Total product quantity
- Blend of the fabrics
- How may meter fabrics is need for a single pieces of product
- Issue date etc.

One copy of Processing & Stitching programme goes to Co-ordination Department for making the sequence and planning the production according to the demand of marketing department.

3.2.1.6 Follow up the order

The Marketing Department receives Daily Production Status Report from the processing & stitching department. Based on the Daily Production Report, customers are updated about the Production Status on their formats.

If on time delivery is not possible, the Marketing Department informs the customer regarding its inability to meet the same and requests them to try and obtain a delivery extension from the customer.
Based on the Daily Production, the Marketing Department also arranges the customer inspection (In-Line, during production, Pre-Shipment) as per the contract requirements.

Based on the Daily Production Report, a Shipment Booking Form is prepared and forwarded to the Commercial Department five days before of the Final Inspection for the preparation of Shipping Documents and delivery of finished goods.

3.2.1.7 Packaging development:

Marketing department try to get all the information about packing form customer about how and what type of packing will be used in particular. They try to get information like what type of poly bag will be used, what time of print will be used in front side of the packet, different type of label of the product etc. After getting all the information the try to estimate al overall cost and contact will local packing developer to develop certain type of product. At first they tell the local customer to make a sample pack for evaluating how much correct it is. Then marketing department send the sample pack to the customer for their approval. After getting the approval marketing department order the number of packet according to number for product.

3.2.1.7 Shipment related activities:

Marketing department take care of all the related activities with the help of commercial department of Unilliance Textile Ltd. At first marketing department take initiative what will be the shipping agent, vehicle agent, shipping line etc and let the commercial department know all those activates so that they can take further step regarding this matter.

After getting the order sheet marketing department tell they buyer to open LC and make clear all the related terms regarding with LC.

When all the product are packed and ready to ship, Marketing department department crate a spreadsheet including information like packaging and total amount of product, total value of the product and send it to commercial department. Commercial department make a invoice and a packing list against the order.

Then marketing department inform the shipping line for shipment schedule. According the vessel schedule the products are shipped to customer. A vessel schedule looks like following format :

Sept. 17' 2009

TO : UNILLIANCE TEXTILES LIMITED. / DHAKA
ATTN : MR. SHAH S ALAM- Managing Director.
CC : BLUE WATER FREIGHT UK. LTD./UK.-Mr Trevor Soloman - Director.
CC : MAURICE PHILLIPS AND CO.LTD./ Mr. Ian Grant./Mr. Francis
CC : SINOBEN CARGO./CTG.- Mr. Aktar Kamal Chy.- Managing Director.
CC : SINOBEN CARGO./DHAKA- Mr. Sohel / Mr. Sorwar K. Chy.
FM : SINOBEN CARGO SYSTEM LTD./CHITTAGONG.

SUB : VESSEL DETAILS OF INVOICE NO.: UTL/EXP/09/139

DEAR SIR,

PLEASE FIND HEREWITH OUR SHIPMENT ADVICE FOR YOUR SHIPMENT FROM **CHITTAGONG** TO **FELIXSTOWE, UK.** DETAILS AS FOLLOWS:

SHIPPER : UNILLIANCE TEXTILES LIMITED.
CONSIGNEE : MAURICE PHILLIPS AND CO. LIMITED
POL. : CHITTAGONG, BANGLADESH.
POD. : FELIXSTOWE, UK.
FREIGHT TERM : FREIGHT PREPAID.
SHIPMENT STATUS : FCL/FCL
STUFFING DATE : 16/09/2009
H. B/L NO. : **SCSL-88009224**
TOTAL QNTY. : 881 CARTONS = 29.00 CBM
CONTAINER NO. **: MSKU-506793-3/ 20'**
SEAL NO. : MLBD - 0203317

FEEDER VESSEL **: MV. MALTE RAMBOW, VOY -0950**
ETD-CGP. : 22/09/2009
ETA-CMB. : 26/09/2009

MOTHER VESSEL **: MAERSK SENTOSA, VOY - 0906**
ETD-CMB. : 29/09/2009
ETA-FELIXSTOWE : 15/10/2009

LOADING SEQUENCE : CARTONS NO. **881** FRONT SIDE OF THE CONTAINER UP TO CARTONS NO. **01** DOOR SIDE OF THE CONTAINER.

ABOVE IS THE PROJECTED M.VESSEL OF THE S/LINE & IF THERE WILL BE ANY CHANGE WE WILL INFORM YOU DULY.

Thanks & Best regards,
Shikha

SINOBEN CARGO SYSTEM LTD. (LICENSE NO.: 0072)
60, AGRABAD C/A., (2ND FLOOR)
CHITTAGONG, BANGLADESH
TEL : 880-31-711011,720116,725397,2512617-8.
FAX : 880-31-712785.
E-mail: lipi@sinobengroup.com
Web: www.sinobengroup.com

4.0 Problem identified

There are some problem mentioned in bellow:

- *Centralized decision marketing*
- *Salary and wages are not given on time*
- *Less motivation for the worker*
- *Inefficient worker*
- *Less technical knowledge*
- *Outsourcing problem*
- *Some quality issue*

4.1 Centralized decision making:

All most every decision are made by marketing department, because of this centralized decision making habit sometimes they have to face some problem. Most of the time they face pressure of overloaded work.

4.2 Salary and wages are not given on time:

Most of the time salary and wages are not given on time. Because of this latency it was observed that almost every month some worker are leaving this job.

4.3 Inefficient worker

One of the main problems in this company is inefficiency. Most of the workers in this factory are inefficient. Because of their inefficiency the company has to face several

problem like handling machine in a wrong way, finished good are not properly packed, quality issue etc.

4.4 Outsourcing problem:

Recently this company is not producing yarn and gray fabrics. That's why they have to outsource fabrics and yarn from other spinning and weaving mills. Sometimes those suppliers do not provide fabrics as per required quality. Most of the time they make delay in supplying particular fabrics.

4.5 Lack of technical knowledge

Some of the workers do have enough technical knowledge to operate some sophisticated machine.

4.6 Quality Issue:

Some of the quality checker are not properly trained and don't know what is the actual quality standard.

5.0 Conclusion and Recommendations:

I've been working at Unilliance Textile Ltd for almost 5 months and to eliminate discussed problem there are some recommendations based on my observations.

- Proper technical training.
- Proper following up sub-supplier
- The communication with sub-supplier should be proper and direct. Sometimes because of lacks of communication problems like quality problem, unspecified material, delaying etc occurs.
- There should be much more training on Quality
- Should be more concerned about salary and wages

Unilliance Textile Ltd is relatively new in this field but it was run by some highly professionals who have been working in this field for long time. As a beginner, their performance is very good in this area. Now their market is getting bigger and bigger including most of the country in Eurupe, South Africa.

Unilliance Textile Company is not only earning money by providing quality goods to its customer they are also concerned about the environment and humanity. In order to save the environment they have built Effluent Plant to recycle all the chemical waste and all those recycled wasted are used to fertilize the crops. It was proved that this recycled water are better than any fertilized available in the market and this water makes are crops more healthier. In this process water is treated via a biological plant. From a central drain in processing shed the process water goes to a balance an where the biological

treatment takes place. The waste water then mover to through a time specific process of aeration, clarification, flocculation and setting which takes place in various tanks on the treatment plant.

From the very beginning Unilliance Textile Ltd has created a habit of not using any child labor. They are very much serious about this matter and they do not do their business with any sub-supplier who is practicing child labor.

Unilliance is working on building its own "Weaving" section, apart from weaving section, Unilliance Textile company has everything to run a textile factory. They have own stitching floor, own processing factory, quality team, design development team, lab etc. It's just a matter of time to build its own weaving factory.

The experience was full of pleasure, new ideas and new discovers. The type of learning was totally practical and beyond the theoretical things. Before this internship chance I only heard about the business environment but the internship gave me the opportunity to convert the academic knowledge into practical knowledge. My performed job helped me to learn many things. I got the experience to make the customer and retailer convince. Over phone training helped me to get the glimpse of a trainer. From my supervisor I got to learn about the decision making and leadership. Solving the critical problems was a good lesson for me. In a total the internship program gave me the chance to think in a broad way, amount of dedication need in a work, how to become a team player and also taught me to think deeper. I think this experience will help me a lot in my future life. I also say that I learned how different team work together to achieve a defiant target and

finally come a full and final product in market. Finally I should say it's a imaging experience I acquired though my internship which will help me in my near future.

Reference:

1. Annual reports of UTL.

2. Brochure.

3. Operational Manual of UTL.