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The changing marketing policy of the Seacotex Limited to cope up with the world economic recession

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The changing marketing policy of the Seacotex Limited to cope up with the world economic recession

By

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Id#0820336

An Internship Report In partial fulfillment

of requirement for the Degree

Bachelor of Business Administration

Independent University, Bangladesh

May, 2012

The changing marketing policy of the Seacotex Limited to cope up with the world economic recession

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Has been approved

_____

Dr. Nadim Jahangir

Associate Professor

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10th May, 2012

Farzana Chowdhury
Supervisor,
School Of business
Independent University, Bangladesh

Subject: Submission of Internship Report.

Dear Sir

This is my pleasure to submit my internship report on **"The changing marketing policy of the Seacotex Limited to cope up with the world economic recession ".** It was a great opportunity for me to acquire knowledge from Seacotex Limited.

I have concentrated my best efforts to achieve the objectives of the study and hope that my endeavor will serve the purpose. I will be highly grateful & oblige if you kindly accept my work & evaluate it with your sagacious judgment.

Thank you,

Sincerely Yours

……

Khaled Mahmud Imam
ID # 0820336

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EXICUTIVE SUMMARY

Seacotex Ltd. is one of the leading first generation garments in Bangladesh. It is a private commercial garments which is fully owned Mr. Nasir uddin . At present Seacotex Ltd. has been carrying on business through its 3 branches and maintaining business relationship through agroni banks in 15 countries of the world. Becoming highest profitable garments through utmost level of customer satisfaction is the goal of Seacotex Ltd. Seacotex Ltd runs its business through management system. Seacotex basically a 100 % export oriented knit composite unit. Major products of Seacotex is knit shirts, blouses, trousers, skirts, shorts, jackets, sweaters, sports wears and many more casual and fashion items. In addition to meet various needs of individual partner it offers wide range of facilities. The process start with the L/C opening of the buyer. After collecting detail information worker prepare product as proposal and send to port to reach buyer's destination.

Amount of total product disbursement of Seacotex Ltd. is increasing year by year. It has continuously increased with moderate growth rate. The profit in this industry varies between 5 to 20%. The RMG units with highly skilled embroidery fetch more profit. Most of the manufacturers and exporters get only the duty draw back which is 6% of the selling price of the products. The big export houses, buying houses get good profits varying from 20 to 30%. However, due to stringent competition in the international/national market, the sales of the final products has become difficult.

The Object of the research is to analysis the seation and know about the marketing policy of the seacotex limited. The primary data was collected from different employee of the seacotex. The secondary information was collected from various sources like related articles, book reports, statistics from various departments, associations, Internet sources etc. Informal interviews were also conducted with enlightened and experienced employee.

Introduction

Since the late 1970s, the RMG industry started developing in Bangladesh primarily as an export-oriented industry although; the domestic market for RMG has been increasing fast due to increase in personal disposable income and change in life style. The sector rapidly attained high importance in terms of employment, foreign exchange earnings and its contribution to GDP. Most importantly, the growth of RMG sector produced a group of entrepreneurs who have created a strong private sector. Till the end of 1982, there were only 47 garment manufacturing units. The breakthrough occurred in 1984-85, when the number of garment factories increased to 587. The number of RMG factories shot up to around 2,900 in 1999. Bangladesh is now one of the 12 largest apparel exporters of the world, the sixth largest supplier in the US market and the fifth largest supplier of T-shirts in the EU market. The industry has grown during the 1990s roughly at the rate of 22%. At present there are about 5000 garment industries in the country and 75 percent of them are in Dhaka. The rest are in Chittagong and Khulna. These Industries have employed fifty lacks of people and 85 percent of them are illiterate rural women. About 76 percent of our export earning comes from this sector.The country's RMG sector, to a creditable level has relieved Bangladesh from over populous unemployment burden through providing the largest employment next to agriculture, transport, and trade and industry sector.

Seacotex ltd.

Seacotex basically a 100 % export oriented knit composite unit. Major products of Seacotex is knit shirts for women, polo shirts, blouses, trousers, skirts, shorts, jackets, sweaters, sports wears and many more casual and fashion items. The industry currently employs approximately 2500 workers, mostly females from underprivileged social classes . At present the company exports nearly 1 million US$ per month to around 15 countries in the world which include USA, Canada, Germany, UK.

Literature Review:

A marketing policy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage. A marketing policy should be centered around the key concept that customer satisfaction is the main goal.

A marketing policy is most effective when it is an integral component of corporate policy , defining how the organization will successfully engage customers, prospects, and competitors in the market arena. Corporate strategies, corporate missions, and corporate goals. As the customer constitutes the source of a company's revenue, marketing policy is closely linked with sales. A key component of marketing policy is often to keep marketing in line with a company's overarching mission statement.

A marketing policy can serve as the foundation of a marketing plan. A marketing plan contains a set of specific actions required to successfully implement a marketing policy . For example: "Use a low cost product to attract consumers. Once our organization, via our low cost product, has established a relationship with consumers, our organization will sell additional, higher-margin products and services that enhance the consumer's interaction with the low-cost product or service."

A policy consists of a well thought out series of tactics to make a marketing plan more effective. Marketing strategies serve as the fundamental underpinning of marketing plans designed to fill market needs and reach marketing objectives. Plans and objectives are generally tested for measurable results.

It is a job of crucial significance to formulate the business. Failure or survival of a business depends upon the effectiveness of strategic planning. For e.g. to increase the prices of a product to a significant extent the management will have to explore and evaluate the competitors towards the change in price. If the change leads to market dominance, competitors by changing the prices of their products will rush to grab the market share. The management of a company should look at defensive tools to be used to safeguard its market position. This requires a continuous review of controllable factors within the atmosphere of uncontrollable ones.

A marketing strategy serves as the base of a marketing plan. A marketing plan contains a list of specific actions required to successfully implement a specific marketing strategy. An example of marketing strategy is as follows: "Use a low cost product to attract consumers. Once our organization, via our low cost product, has established a relationship with consumers, our organization will sell additional, higher-margin products and services that enhance the consumer's interaction with the low-cost product or service." Without a sound marketing strategy, a marketing plan has no foundation. Marketing strategies serve as the fundamental foundation of marketing plans designed to reach marketing objectives. It is important that these objectives have measurable results.

Statement of the problem :

After the recession in 2009 readymade garments (RMG) export decreased in January by 4.98 per cent and in February by 17.58 per cent as our cloth mostly goes to the USA and Europe. So it has

greatly affected our company too. Lots of foreign buyer are started to give complex condition like child hood labor free certificate and so on. So, what will be the changing marketing policy to adopted the situation.

Object of the research:

The Object of the research is to analysis the seation and know about the marketing policy of the seacotex limited.

Research mythology:

Basically it will be a combination of primary and secondary research . I will collect data from both internet and from different department of seacotex limited. The report would be based on an exploratory research paper. Here I would be discussing the consumer marketing policy of Seacotex Ltd. and critically analyze the appraisal procedure with the standard one.

Throughout the report, I use different type of research method to find out proper and correct information and also provide a good report.

For preparing this internee report I basically use my experience from different department of the Shahjalal Islami Bank Limited. And I also use some official documents provided by the

officers. For adding more value to this report I use some books or lecture specialized on the banking sectors.

Main product of seacotex

1. Knit shirts for women: Seacotex make knit shirt by turning thread into cloth. The courses are joined to each other by interlocking loops in which a short loop of one course of yarn is wrapped over the bight of another course. Basically the knit shirt seacotx produce is a shirt with short sleeves, a round neck, put on over the head, without pockets. The length varies, but it typically reaches the waist. One fashion is an "oversized" knit shirt, a more recent trend are tight and short knit shirts for women that frequently show part of the lower abdomen with the belly button. Often a text and/or picture is printed on it: a slogan, something funny, about an event.

2. knit shirts for men : Seacotx made knit shirt for men too. They came in 4 different size. M, X, xl, xxl. U.S.A is the main for this segment.

3. Polo shirts for men and women: A polo shirt, also known as a golf shirt and tennis shirt, is a T-shaped shirt with a collar, typically a two- or three-button placket, and an optional pocket. Polo shirts are usually made of knitted cloth (rather than woven cloth), usually pique cotton or, less commonly, silk, merino wool, or synthetic fibers. Seacotex limited produce therr kinds of polo shirt for men and women. First one, the short, cuffed sleeves solved the tendency of long-sleeves to roll down. The Second one, the soft collar could be loosened easily by un-buttoning the placket and the third one, the "tennis tail" prevented the shirt from pulling out of the wearer's trousers or shorts.

4. Trousers : Trousers are an item of clothing worn from the waist to the ankles, covering both legs separately (rather than with cloth stretching across both as in skirts and dresses. Trousers seacotex produce with legs that come down only to around the area of the knee, higher or lower than the knee depending on the style. But recently they develop few design to cope up. At present, most trousers are held up through the assistance of a belt which is passed through the belt loops on the waistband of the trousers. However, this was traditionally a style acceptable only for casual trousers and work trousers; suit trousers and formal trousers were suspended by the use of braces attached to buttons located on the interior or exterior of the waistband. Today, this remains the preferred method of trouser support amongst adherents of classical British tailoring. Many men claim this method is more effective and more comfortable because it requires no cinching of the waist or periodic adjustment.

5. Blouses : A blouse is a loose-fitting upper garment that was formerly worn by workmen, peasants, artists, women and children. It is typically gathered at the waist (by a waistband or belt) so that it hangs loosely over the wearer's body. Today, the word most commonly refers to a woman's shirt but can also refer to a man's shirt if it is a loose-fitting style. Traditionally, the term has been used to refer to a shirt which blouses out or has an unmistakably feminine appearance.

6. Skirts : A skirt is a tube- or cone-shaped garment that hangs from the waist and covers all or part of the legs. Seacotex ltd. Produce five different kind of skirts. First, Straight skirt or Pencil skirt, a tailored skirt hanging straight from the hips and fitted from the waist to the hips by means of darts or a yoke; may have a kick-pleat for ease of walking. Second, Full skirt, a skirt with fullness gathered into the waistband. Third, Short skirt, a skirt with hemline above the knee. Forth, Bell-shaped skirt, flared noticeably from the waist but then, unlike a church bell, cylindrical for much of its length. Fifth, A-line skirt, a skirt with a slight flare, roughly in the shape of a capital letter A.

7. Shorts : Shorts are a bifurcated garment worn by both men and women over their pelvic area, circling the waist, and covering the upper part of the legs, sometimes extending down to or even below the knee, but not covering the entire length of the leg. They are called "shorts" because they are a shortened version of trousers, which cover the entire leg. Shorts are typically worn in warm weather or in an environment where

comfort and airflow are more important than the protection of the legs. Seacotex produce different kinds of shorts. First, baggies, a Loose-fitting shorts which reach the knees. These were the standard shorts worn by many football player. Second, board short, a combination of shorts and a bathing suit that reach the knee or below, typically worn by men, which have recently gained in popularity. Board shorts are manufactured by such companies as Billabong, Quiksilver, and Old Navy, originally intended as beachwear. The "board" refers to surfers' surfboards although many others also wear them. In the 1980s, board shorts were called "jams". Third, cycling shorts, Skin-tight long shorts originally worn by cyclists to reduce chafing while cycling, but which have also been adapted and adopted as street wear, active wear and is often worn under skirts and dresses for modesty reasons. Also commonly known as "bike shorts".

8. Jackets: A jacket is a hip- or waist-length garment for the upper body. A jacket typically has sleeves, and fastens in the front. A jacket is generally lighter, tighter-fitting, and less insulating than a coat, which is outerwear. Some jackets are fashionable, while others serve as protective clothing.

9. Sweaters : A sweater, jumper is a knit garment intended to cover the torso and arms, popular with both men and women, and children of all ages. It can be made of cotton, synthetic fibers, or some combination thereof. Sweaters are maintained by washing, and the use of a lint roller. Seacotx produce many kinds of sweaters. Among them the V-neck

are the most popular. Another one is the waistline is typically at hip height, but can vary significantly. Another typical sweater for woman produce by seacotex is waist length, worn without any undershirt and slightly overlapping the waist of the pants or skirt. In contrast to the more skin revealing tops for women are getting popular by the western buyer now a days, the sweater remains a conservative garment. A normal waist-length sweater, worn alone, will only show the arms if short sleeved. Although some sweaters are cropped by design and expose the midriff and then the hip height sweater is modest, typically only revealing a slight amount of skin in the back, near the waist, if the wearer is sitting or bending. The sleeve length is likewise variable, ranging from small cap sleeves to short sleeves to three-quarter sleeves to full-length sleeves. The front seam of a cardigan allows for further possibilities, such as a surplice or a bolero jacket.

10. Sports wears: Sportswear or active wear is clothing, including footwear, worn for sport or physical exercise. Sport-specific clothing is worn for most sports and physical exercise, for practical, comfort or safety reasons. Typical sport-specific garments include shorts, tracksuits, T-shirts, tennis shirts and polo shirts. Specialized garments include wet suits and silhouettes and leotards . Sports footwear includes trainers. It also includes some underwear, such as the jockstrap and sports bra. Sportswear is also at times worn as casual fashion clothing. Sportswear of seacotex is carefully designed to be light weight so as not to encumber the wearer. The best athletic wear for some forms of exercise, for example cycling, should not create drag or be too bulky. On the other hand, this sportswear is loose enough so as not to restrict movement. Some sports have specific style requirements, for example the keikogi used in karate. Various physically dangerous sports require protective gear, e.g. for

fencing, American football, or ice hockey. Standardized sportswear may also function as a uniform. In team sports the opposing sides are usually identified by the colors of their clothing, while individual team members can be recognized by a back number on a shirt. Spandex is the preferred material for form-fitting sportswear, such as used in wrestling, track & field, dance, gymnastics, speed skating, and swimming. Sportswear design must consider the thermal insulation needs of the wearer. In hot situations, sportswear should allow the wearer to stay cool; while in cold situations, sportswear should help the wearer to stay warm. Sportswear should also be able to transfer sweat away from the skin, using, for example, moisture transferring fabric. Spandex is a popular material used as base layers to soak up sweat.

Different department of Seacotex Ltd.

Merchandising

Merchandising is the department which mediates marketing and production departments. It is Space optimization through effective Brand/Package allocation, focusing on gaining first position, providing greatest exposure of brands to all consumers, creating a consistent, orderly and clean appearance for the products, maximizing the use of POS to increase consumer awareness of brand and promotions.

Merchandise of seacotx is doing all the process through which products are planned, developed, executed and presented to the buyer. It includes directing and overseeing the developmcent of

product line from start to finish. Marketing and merchandising department: A team of merchandisers and marketers work together under a profit controls head. Merchandisers handle the foreign buyers. The teams are made according to the buyers being handled. This department constitute of different consequent activities, they are:

- Cutting: in which the knowledge and experience are gathered to perfectly produce design.
- Sewing: in which the processing circle is completed to come out with the perfect product.
- Printing: we here employ state of the art technology .This sector is willing to produce up to five - color paint prints in one round with high capacity, in addition to paper prints and the other various kinds.
- Embroidery: we have designated 12 heads of our embroidery machine to consort any filament color with the desired computer design.
- Finishing and Packaging: where the products are well prepared to be delivered to our customers.

A Merchandisers key responsibility is as follows:

- Product Development
- Market and product Analysis
- Selling the concept
- Booking orders

- Confirming Deliveries
- Designing and Sampling
- Costing
- Raw Material
- Flow Monitoring
- Production Follow Ups
- Payments Follows
- Internal & external communication,
- Sampling
- Lab dips
- Accessories & trims
- Preparing internal order sheets
- Preparing purchase orders
- Advising and assisting production,
- Advising quality department about quality level
- Mediating production and quality departments
- Giving shipping instructions and following shipping,
- Helping documentation department
- Taking responsibility for inspections and
- Following up the shipment.

Wholesale Department

Factory managers, also called an industrial production manager, oversee plant operations and supervise workers. Their responsibilities typically include areas such as quality control and safety.

Planning

The factory manager plans production meetings, production activities, worker schedules, machine maintenance schedules and maintains budges and product quality.

Monitoring

The factory manager always oversee an entire industrial production plant or a department within the plant. An essential duty is to see that the safety standards are being maintained and that workers are abiding workplace safety rules.

Quality Control

The factory manager makes sure the product is meeting the level of quality demanded by the customer, and must investigate the root cause if quality is not met and procure a solution. A factory manager makes sure new policies and programs are being followed and must provide training to meet better requirements demanded by customers.

Team Work

A factory manager must meet and collaborate with other factory managers for successful production goals She meets with the financial department and vendors and sales agents from other companies to ensure shipping and receiving schedules are running adequately.

Outlook

According to the Occupational Outlook Handbook, factory manager jobs will decrease moderately by 6 percent as manufacturing employment declines. Having experience and a college degree in industrial technology management and engineering will help prospective applicants in this field

Commercial department

Commercial managers oversee company needs, handle daily business issues, manage company associations, and recognize business opportunities. These managers are constantly communicating and negotiating with clients or business associates. They are also continuously working to strategically expand, preserve or improve the company's procedures, standards or policies while sticking to business edicts and regulatory guidelines.

People who work in commercial management are typically corporate managers or in charge of marketing. These departments handle the client accounts and corporate relationships that fall under a commercial manager's portfolio. Commercial managers are required to utilize their knowledge of business law to verify, oversee or approve commercial agreements and documentation.

The responsibilities of a Commercial Manager may include:

• Resolving contractual and commercial problems

• Working with merchandising department

• Discovering areas that are not in keeping with regulation practices

• Offering direction and instruction

• Reviewing, scrutinizing, and developing operational process flows

• Ensuring that the financial aspects and impact of a contract are clear to all parties

• Risk assessment

• Ensuring that all stakeholders, such as administration, operations, and finance understand and adhere to contractual obligations; reflecting them accurately

• Managing daily operations

Human resource department

Human resource managers of seacotex are always aware of local, state and federal employment guidelines, manage payroll issues, maintain employee records, complete and record insurance and other programs offered to employees and be able to assist employees in understanding and evaluating the participation in these programs. Human resource managers may also be actively

involved in retraining or training new employees or existing employees or answering questions that employees may have on policies or procedures within the company or agency.

Common work activities include:

Posting advertisements for new employees in newspapers, on the internet or in trade specific magazines. Contacting employment services or even executive recruiters for very specialized postings.

Ensuring all record keeping with regards to workman's compensation, health and medical insurance, and other state and government regulations is completed as required.

Overseeing the human resources department staff and handling all issues involving employee complaints or questions that cannot be answered by other staff.

Managing office or agency health, safety and mental health and well-being issues.

Working with employers and employees in training and in-service presentations as required.

Hiring, supervising, training, monitoring and firing of staff.

Mission and Vision of Seacotex Ltd.

Seacotex's vision Statement

To become a globally prominent woolen garment manufacturer and be ranked amongst the top garment manufacturers in the world in terms of quality, service standards and ultimately customer satisfaction. Seacotex is committed to supply quality, durable, comfortable garments product and engages in a fair and honorable work ethic.

Seacotex will continue to provide customers with a fulfilling shopping experience - exceeding expectations through extraordinary client service while striving to create environmental awareness.

Seacotex's mission Statement

We are committed to enhancing the financial performance of the company by creating rewarding, long-term customer relations. This is achieved through a three-pronged approach by ensuring open communication, quality goods and innovative solutions, as well as effective customer managed relationships.

Open communication means being honest and transparent with customers, providing them with consultative advice and information needed for them to make prudent decisions. At the same

time, we strive towards making quality goods synonymous with our brand name. This translates to every part of our manufacturing process, from the choice of raw materials, design conceptualization and actual production and packaging.

Effective customer managed relationships mean empowering the customer with the ability to access information at any time regarding their relationship with Blue Fox through the use of a myriad of communication mediums, with an emphasis on online mediums to enable timely and convenient access to business information for our customers.

The changing marketing policy of the Seacotex Limited to cope up with the world economic recession

Economic recession

If GDP growth is negative for a period of two or more consecutive quarters that is what is known is recession. An economic recession is primarily attributed to the actions taken to control the money supply in an economy. The Federal Reserve is the agency responsible for maintaining the delicate balance between money supply, interest rates, and inflation. When this delicate balance is tipped, the economy is forced to correct itself.

Effect of recession for Bangladesh’s RMG sector : -

1. two of its major export markets, the European Union and us : -

A new thing created fear for Bangladesh's export-oriented ready-made garment (RMG) industry, that is global economic crisis. There is a good reason for this fear. Two of its major export markets, the European Union and the US, affected for the economic crisis . The European Union, where 60 per cent of Bangladesh's textile products are being exported, is facing a difficult economic recession. The fifteen-nation Euro Zone is now officially in recession, showing a painful reduction of economy by 0.2 per cent in last two consecutive quarters. More disturbing news is that the Euro Zone performance is even weaker than that of the United States, where output fell 0.1 per cent in the quarter and grew by 0.8 per cent in annual terms. The credit market in the US held up as confidence in the financial systems ebbed and unemployment is rising at an alarming rate, never seen in last 16 years.

2. falling prices of textiles product : -

While the world's largest economies are in recession, rising unemployment rate and weaker consumer confidence would certainly impact on Bangladesh's exports to these countries. While the consumer's confidence in Europe are falling and so in the US, analysts say they are concerned about falling prices of consumer products including textiles. Commodity markets have seen an exceptional recession that has not been seen in the recent history. Oil prices have fallen significantly from $ 145 a barrel this summer to bellow $50 for the first time since 2005. Similar drop in prices is also seen in agro-commodity markets including cotton.

3. Demand for low price product increase :-

Analysts say that clothes prices may go down and the demand for low-priced clothes will be on the rise. It is anticipated that the countries like China and India, where labor and energy costs are much higher, will have difficult time to cope with these challenges. Several accounts suggest that a number of European orders have already been diverted from China to Bangladesh in recent months. Textile exports from Bangladesh to the United States did increase by 10% in 2009. Currently, the textile mills provide 70% of national exports. Bangladesh, being a successful producer of low-priced good quality textile products, may see this as an opportunity, but, of course, not without challenges. Bangladesh must position itself to confront these challenges by becoming more

productive and competitive. Of course, Bangladesh successfully weathered two great challenges in the past, September 11 and the quota-free regime since January 2005. However, the current global economic crisis cannot be taken lightly.

The changing marketing policy according the economic recession: -

The seacotex ltd. has enough growth potential provided strategic intervention is made is certain and key areas The bunching phenomenon was a natural process and it showed resilience in terms of encountering various problems in the past –

The key areas in which the strategic interventions needed are given below –

1. diversify products
2. develop new export destinations
3. increase productivity
4. develop skilled labor
5. Price Commission
6. Reduction in Purchases

7. Lower Cleaning Expenses

8. Elimination of Losses

9. Networking among bunch actor

10. Technology Upgradation

11. Developing and activating the BDS

12. Export led growth

12. Liberalisation of Govt.Policy Rules and Regulations in labour.

14. Infrastructure improvement

These are discussed in detail in the action plan. Moreover for making the group Development initiative sustainable in long run, it is imperative to ensure “capacity building” of the bunch actors. An outside organization intervention cannot produce desired result in the long, unless efforts are made for capacity building of the bunch actors. The bunch actors should realize “the need to change and initiate actions in order to solve their problems and making themselves competitive. The thing important to be noted here, is that the process of change should be internalized
rather than imposed.

1. diversify products : At in presence seacotex can produce only knit shirts for women, polo shirts, blouses, trousers, skirts, shorts, jackets, sweaters and sports

wears. And they are still expanding their product line, like jerrcy, Shari etc. This will help them to earn more profit.

2. develop new export destinations :

At presence seacotex export around 15 countries in the world which include USA, Canada, Germany, UK. But with their present poduct line they are planning to reach middle – east and few other country to expand their market.

3 increase productivity

At in presence seacotex can produce one million cost oriented product with 2500 employee and around 800 machines per month. They have more buyer at hand then that. Moreover they have a very good demand of their product in USA and Europe. So, they are keep increasing there number of labor and machine in order to increase their productivity through record keeping and garment processing are automated, saving time and resources. Utilization of uniform department staff is optimized.

4. develop skilled labor

In order to increase productivity and maintain good relation with the foreign buyer seacotx ltd. needed to have a good quality of product. For that they need to develop well skill labor. So they arrange different type of labor to work in different department according to their own specialist. This will help them to gather more knowledge and skill on their own department. They also did arrange different training season for the better skill of labor.

5. Price Commission

Seacotex made different kinds of error in their work. Sometimes they made few defective piece, sometimes they violets the deadline or sometimes they slightly violets some other condition of the L/C. This kinds of mistake may cause bad relation with the buyer or may even cancel the deal. Price commission is the solution here. So they do not take charge for the defective piece. That help them to keep good relation with buyer.

6. Reduction in Purchases

knowing what to buy, when to buy, and how many to buy of each size eliminates wasteful spending and excess inventory.

7. Lower Cleaning Expenses

cleaning activity is monitored by seacotex and excessive cleaning by employees is eliminated. Billing errors from outside vendors both quantities and costs become a thing of the past.

8. Elimination of Losses

Seacotex provides full accountability at every level, from all employees. Seacotex ensures that all garments are returned from employees and the cleaners. The value of missing or unreturned items can be charged to the responsible party.

9. Networking among bunch actors

The networking among bunch actors is very negligible. The role of the associations ends only in organizing meeting only when the entrepreneurs face problems otherwise there is no meeting or interaction. This may be due to the fear that technology may be replicated and marketing related information may be passed on. Totally they work in isolated form. A strong network has to be created among bunch actors so that they can jointly solve their problems,

10. Technology Up gradation

The manufacturing process of the Seacotex has remained mostly traditional. Manufacturers get samples of products and specifications from buyers, then they prepare counter samples in their units and the costing is done. If the buyers approve both the sample and price, order is placed with the manufacturers. Manufacturers then arrange raw material, get it processed i.e bleaching or dyeing or printing as per the need. Then the fabric is cut according to the pattern in various sizes. It is then fabricated called stitching either in-house or from vendors. All sort of machines available with the imported machine, then these fabricated pieces are given for value added work like embroidery and other attachments purpose. Then these pieces are washed, finished and packed. Some time there are heavy rejections due to delay in shipment or quality. Lot of time and labour are used in correcting defects and the time schedule of delivery expires and the buyer rejects the whole lot. Technology transfer may be arranged to fill the gaps of technology to the industry. This will help in –

- Minimizing rejection rate
- Improving productivity and quality
- Saving of labour and time
- Assurance in time delivery
- Making the bunch competitive

11. Infrastructural Improvement

The infrastructural facility of Seacotex such as road, sewage, effluent treatment plant, power encroachment by unauthorized persons, house tax variation etc are needed to be taken up with the local authority for overall improvement of the bunch. Then meeting/workshop with the concerned department and association can be organized to solve out these problems. Based on the above analysis the following activities can be organized in Seacotex

♦ Net working among bunch actors

♦ Trust and capacity building among bunch actors

♦ Organising of bunch visits

♦ Workshop on Globalization and WTO

♦ Training programme on marketing challenges in Readymade Garments

♦ Training in International Marketing

♦ Joint participation in national and international fairs

♦ Workshop/Training on Export procedure and Documentation

♦ Delegation to international markets/bunchs

♦ Value chain analysis by an expert

♦ Study in understanding and present manufacturing processes and identifying the scope for improvement

♦ Training/Workshop on technology up gradation

♦Implant technology training to the entrepreneurs

♦ Personal counseling in solving technological problems

♦ Quality standardization

♦ Demonstrations for adoption of technology

♦ Development of man power skilled labor and their skill

♦ Awareness workshop on institutional finance by RBI to the bunch.

♦ Financing problem analysis by the units.

♦ Emerging trend in finance management

♦ Fashion forecasting and design development.

SWAT analysis:

Strengths

Markets:

Strong presence in the export market

Domestic market is also rising

Developing trust and relationship in the long run

Technology:

Availability of customised machines

Availability of imported high speed machines of international standard

Demonstration effect

Inputs availability:

Raw material and allied items available in sufficient quantity since source is located close.

Skills:

Workers are skilled and working very hard. Skilled laborers are trained from reputed institutes.

Weakness:

Markets:

Losing ground in the international market because of infrustrure problem.

Price competition in the international market as well in domestic market

Middlemen/traders enjoying most of the profits in the value chain

Technology:

Traditional method of production

Low level of technological development

Manufacturing defects and rejection

Problems with quality and productivity

Inputs availability:

Most of the raw materials are procured outside Bangalore like from Salem, Erode,

Coimbatore

High duties

Hardly any changes in design, technology process and marketing

Skills

Lack of coordination between technical training institutes

No skill up gradation training for the workers in large-scale unit.

Scarcity of skilled laborers

Business Environment –

Business environment is changing

Buyer's requirement is on higher side and SSI sector has to invest more.

Competition is going to increase between entrepreneurs

Opportunity:

Markets

Globalization can provide tremendous market potential for the competitive firms

Tariff and non-tariff barriers are depleting

Quality and productivity is the rule of the game

Enterprises can join hands together for international marketing, brand building and participation in trade fairs

Technology:

Advent of latest technology with the intervention of various departments/firms

Creation of technological awareness among entrepreneurs

Huge investment capacity on the part of the bunch actors

Prospects of establishing common display centre at bunch is becoming brighter

Inputs availability:

Competition is going to make availability of inputs cheaper and sufficient

Innovation capabilities:

Exposure visits, participating in exhibitions may make the entrepreneurs and technicians more innovative and problem solving

Demonstration effect

Skills:

Increased awareness is likely to improve the skill base of the worker

Business Environment:

Changing business environment can provide opportunity for enterprising firms

Threat

Markets:

Competition is going to increase

Overseas importers are smart enough to change their sourcing country since the quota system removed

Imports is going to increase in the coming years since local supplier is not able to supply in time and time constraints from outside Survival of fittest

Technology:

Low level of technological development

Technology can impose a major threat unless it is changes/modernized

Technology is an ever changing process

Inputs availability:

Difficulty in encountering competition unless raw material are made cheaper, abolish or reduce duty

Quality of raw material

Innovation capabilities:

Innovation is required in every facet of business operations

Skills:

Skill base of the workers need up gradation to adopt latest technology

Business Environment:

The changing business environment is always a problem for the less enterprising firms

Recommendation:

Things might go wrong, but customers are happy as long as seacotex can communicate with them effectively. They need to have a very need to have a very good communication skill.

Conclusion:

This study is concerned with Marketing Strategies of Seacotex Ltd. The marketing practices of garments units, problems faced by them in implementing the marketing strategies and measures needed to solve these problems, come under the purview of this study. The main focus is on the marketing strategies used by the various sectors in the area of production, promotion, distribution and pricing. In a layman language the term strategy is a term related to 'warfare or a plan to win a war'. But in the business world it refers to plans relating to marketing, financing and manufacturing operations. Executives of different business organizations concentrate their efforts to win the biggest possible share of the targeted market. The field of strategy planning is much wider. It deals with the adjustment of controllable factors, production, physical distribution, promotion and pricing within the environment of uncontrollable factors, competition, legal barriers, interference of different behaviors and scientific and technological differentiation.

The readymade garments industry has been chosen for various reasons. Firstly it plays an important role for it's directly concerned to one of the basic needs of every citizen. The

garments industry operates in a highly complex environment. Indian garments industries has been creating in a rapidly changing environment particularly since mid seventies. It is therefore important to examine what the modern trend are being introduced by the companies in their marketing strategies and cope with the changing environment because this is a fashion age and everyone is concerned about the new fashion and wants the new test specially the young generation.

Second reason to choose the readymade garments industry is that the contribution of the garments sector in the sphere of production, earning of foreign exchange and investment in the Bangladesh economy has been quite significant.

Third, the functional performance of majority of the garments sector that is in the private sector deserves a significant consideration. The profitability trends, working of garment units' dependence of garments industries on imports are some of the areas which have also been touched upon and lastly the leadership role of garments sector in India as this is the second employment providing sector after agriculture. The garments industry alone provides the major employment to the Indian citizen as this sector is concerned to small scale industries sector.

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