

**AN INTERNSHIP REPORT ON
CUSTOMER RELATIONSHIP & RETENTION STRATEGY OF ANANTA
GARMENTS**

PREPARED FOR

Dewan Golam Yazdani

Assistant Professor

Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

PREPARED BY

Faria Rahman

ID: 193-11-887

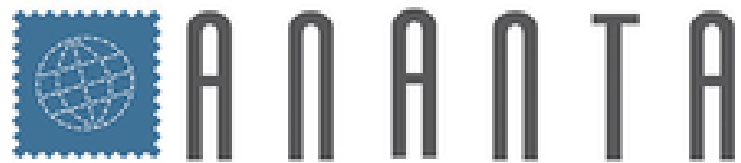
Program: BBA (Major: Marketing)
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University



DAFFODIL INTERNATIONAL UNIVERSITY

DHAKA, BANGLADESH

DATE OF SUBMISSION:



**“Customer Relationship & Retention Strategy of
Ananta Garments”**

LETTER OF TRANSMITTAL

Dewan Golam Yazdani

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Subject: Submission of Internship Report on “Customer Relationship & Retention Strategy of Ananta Garments”.

Honorable Sir,

Regarding this, Sincerely, Faria Rahman As a Commitment to the BBA Program For your perusal, I am enclosing my internship report titled "Customer Relationship & Retention Strategy of Ananta Garments." I have made a sincere effort to furnish the requisite information in this report.

I trust that you will find the report to be satisfactory.



Your Sincerely,

Faria Rahman

ID:193-11-887

Program: BBA (Major in Marketing)

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

LETTER OF APPROVAL

This is to certify that Faria Rahman, ID: 193-11-887, is a legitimate student in the Faculty of Business & Entrepreneurship at Daffodil International University, majoring in Marketing, and enrolled in the BBA programme. She has completed her internship at Ananta Garments with distinction, and under my direct supervision, she has compiled an internship report.

The topic of her apprenticeship report was "Ananta Garments' Customer Relationship and Retention Strategy." There is consensus that this report should be submitted. I wish her continued prosperity in all that she does.



Dewan Golam Yazdani

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

E-mail: dewan.bba@diu.edu.bd

DECLARATION

I am Faria Rahman, a marketing major enrolled in the Department of Business Administration at Daffodil International University (DIU). My identification number is 193-11-887. I hereby affirm in good faith that I have duly prepared the internship report titled "Customer Relationship & Retention Strategy of Ananta Garments." During the preparation of this apprenticeship report, I ensured compliance with all international copyright acts.

I hereby affirm that I did not submit this report to any academic institution that confers degrees, certificates, or diplomas.



Faria Rahman

ID: 193-11-887

Program: BBA (Major in Marketing)

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

ACKNOWLEDGEMENT

To begin, I express my gratitude to my family for their unwavering support and favours, as well as to the omnipotent Allah, who endowed me with the capability to meticulously compose this report.

Subsequently, I would like to extend my sincere gratitude to my superior, Dewan Golam Yazdani, whose counsel and oversight were instrumental in the successful culmination of this report. It was difficult for me to complete this report without his assistance. His exceptional instructions facilitate my comprehension of the entire procedure. Kamrul Hasan Tushar, Senior Executive, and Subrata Kumar Bepary, Manager, both of the Commercial Department at Ananta Garments, deserve special recognition. They provided support and guidance throughout my internship experience.



Faria Rahman

ID: 193-11-887

Program: BBA (Major in Marketing)

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

EXECUTIVE SUMMARY

The title of this internship report is Customer Relationship & Retention strategy in the Ananta Garments-based Garments businesses. My examination of the actual situation of how clothing firms create CRM procedures for their business was aided by this internship report. In the apparel industry, Ananta Garments is the top firm. Students can learn about the practical field most effectively through the Industrial Attachment. It gives me the chance to practise with professionals in the real-world clothing industry and broaden my academic knowledge.

CRM is a business technique that helps identify and maintain the most important customer connections. CRM is a system comprised of web-based tools, software, and techniques that enable an organisation manage customer interactions and retention while maximising profit.

As a trainee, I'm writing my report from my internship. The client connections and retention strategy of Ananta Garments will be covered in this report.

In conclusion, I have addressed a few issues with Ananta Garments and attempted to offer a suggestion. At Below the Line Marketing, I may remark that it has some restrictions. Additionally, Ananta Garments is less visible online. I hope this document satisfies the report's criteria.

TABLE OF CONTENTS

Serial No	Title	Page No.
	Letter of Transmittal	i
	Letter of Approval	ii
	Declaration	iii
	Acknowledgement	iv
	Executive Summary	v
Chapter 1	Introduction	1-3
1.1	Introduction of the study	2
1.2	Background of the study	2
Chapter 2	Overview of the Ananta Garments	4-7
2.1	Company profile and background	5
2.2	Mission and vision	6
2.3	Environmental Sustainability	6
2.4	Social Issues	7
2.5	Safety Issues	7
Chapter 3	Theoretical background of customer relationship management and retention	8-13
3.1	Concept of Customer Relationship Management	9
3.2	CRM strategies to improve customer relationships and retention are built on a measurement framework	9
3.3	Benefits of Customer Relationship Management	10
3.4	Process of developing customer relationships	11
3.5	The Procedure for Creating Customer Retention Strategies	12
Chapter 4	Analysis of Customer Relationship and Retention Strategies Ananta Garments	14-16
4.1	Ananta Garment's Customer Relationship and Retention Strategies	15
4.2	The benefit of using Customer Relationship and Retention Strategies of Ananta Garments	16
Chapter 5	Findings and Recommendations	17-19
5.1	Findings	18
5.2	Recommendations	19
Chapter 6	Conclusion	20-22
6.1	Conclusion	21
6.2	References	22

Chapter 1

Introduction

1.1 Introduction of the study:

Companies often use customer relationship management (CRM) strategies to pick their clients wisely and develop deep relationships with them. Also, it enables exceptional customer value delivery and supports customer-centric company processes. CRM is a set of web-based tools, software, and tactics that helps companies grow in order to effectively manage their customer connections and increase revenue. The majority of businesses prioritize customer-centric strategies in the twenty-first century, even in sectors like garments where CRM procedures are applied. The use of garments technology significantly improves the general look, style and comfort of clothing products. Depending on the fabric of the clothing and how it will be used, several techniques are used.

1.2 Background of the study:

This research aims to understand the state of the apparel industry today and the ways that CRM impacts various internal and external activities. The Daffodil International University BBA curriculum requires this study for the internship program as well.

The goal of the study is as follows:

1. Interactions between clients and customers.
2. Learn about the company's interactions with both present and future customers.
3. Recognize the significance of the garments industry's CRM process.
4. Recognize how businesses maintain clients daily.

Objective of study

Examining Ananta Group's approach to customer relationship management and retention is the primary goal of this research.

The list below includes some detailed objectives :

- To analyze at how Ananta Garments builds connections with thier customers.
- To analyze how Ananta Garments can keep their customers by using a good process for keeping customer relationships.
- To identify the issues with Ananta Garments' plans to keep people and keep their relationships with them.
- To provide some solution & recommendation on the basis of customers relationship retention problems of Ananta Garments.

Scope of the study:

The study's objectives are to gain knowledge of the CRM process and determine how it makes use of it and the high response rate in online platforms to expand its operations. The study analyzes Ananta Garments use of CRM processes as well as CRM process analysis. Only the business strategies of Ananta Garments are discussed in the paper.

Methodology of the study

The approach for the study involves the assessment of their work strategy, an analysis of their yield records and data input forms, face-to-face client meetings, and meetings with Ananta Group authorities. According to the study objectives, the information used in this study was obtained from the following sources:

• Primary Sources:

1. Different officials document of Ananta Garments.
2. Asked various questions (who are the authorities of the industry).

• Secondary Sources:

1. Various research, journals and publications of that sector.
2. Website, and official data through the internet.

Limitation of the study:

The study methodology includes an assessment of their work strategy, an examination of their yield records and data input shapes, face-to-face client interactions, and discussions with relevant Ananta Garments authorities.

- Time limitations made it quite tough to research.
- Everyone was incredibly busy with their work. At times, it appears difficult to get their attention.
- A lack of appropriate publications from the company.
- Some information was private and not available to the public.

Chapter 2

Overview of the Ananta Garments

2.1 Company profile and background:

Company Name: Ananta Garments Ltd.

Status: Private Ltd. Company

Type & Business of the company: 100% Export Oriented Garments Industry

Year of Establishment: 1992

Clients: Gap, H&M, Lc Waikiki, George, Next, Joe Fresh, Mango, Loblaws, New Look, Castro, Kmart, ASDA

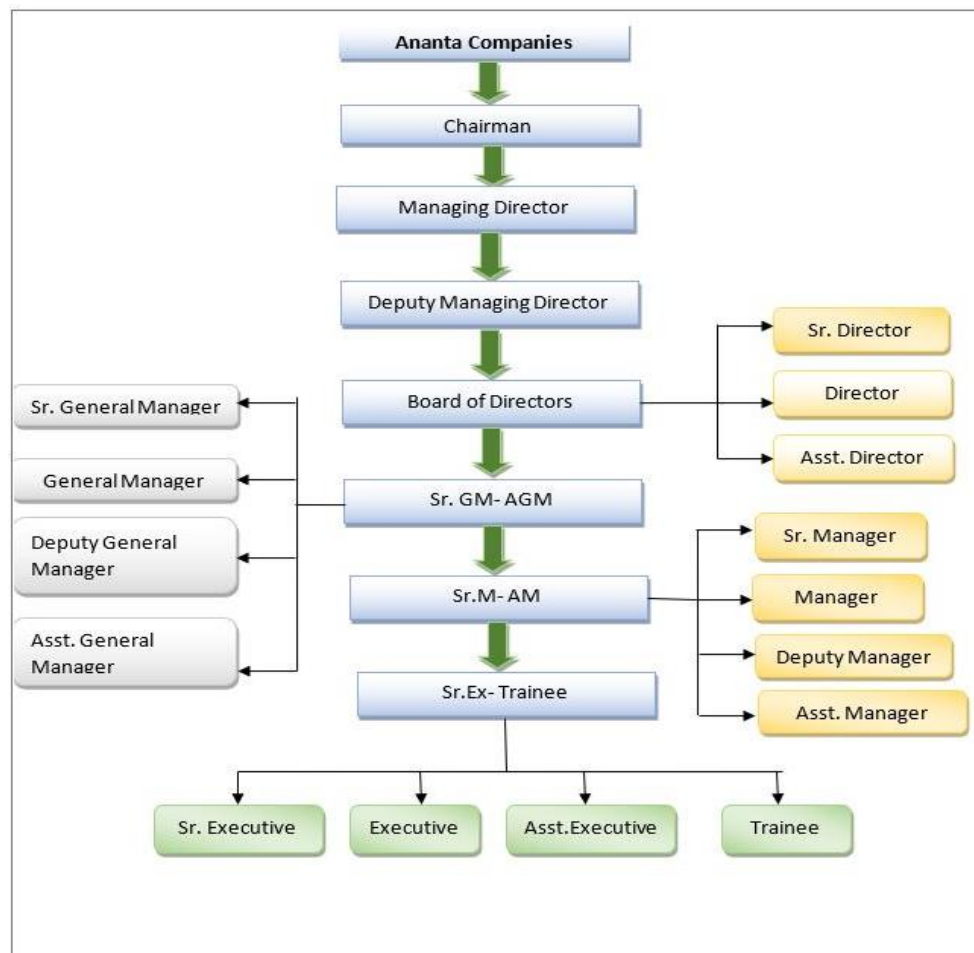


Figure 2.1: Company Structure

Headquarters and sites:

House Num: 20, R S Kunjo

Road: Garweb E Newaz Avenue,

Sector: 13 Uttara Dhaka

2.2 Mission and vision:

Making a world of Fashion and to become a globally prominent apparel manufacturer and be ranked amongst the top apparel manufacturers in the world in terms of quality, social standard and ultimate customer satisfaction.

Objective –

1. To ensure customers satisfaction.
2. Ensuring a Safe environment.
3. Ensuring competitive price.
4. Order delivery within lead Time.
5. Excellence in Quality.
6. Woman empowerment.
7. Social commitment.
8. Ensuring lucrative career path, attractive facilities and excellent working environment.
9. Ensuring zero tolerance of negligence in compliance and regulatory issues.
10. To achieve global standards.

2.3 Environmental Sustainability:

Ananta recognizes its responsibilities to society, human resources, and the environment in order to ensure environmental sustainability in all of its factories. As a result, we guarantee resource conservation in accordance with the established national, regional, and global rules and regulations. Our goal is to.

- To adhere to relevant environmental laws and regulations.
- To preserve natural resources by using water and energy resources responsibly.
- To implement affordable steps to stop pollution coming from our processes.
- Encouraging and equipping every worker to accept personal responsibility for environmental protection.
- Organization, execution, and evaluation of environmental goals and targets.

2.4 Social Issues

Goal: -

To establish ourselves as a reputable supplier/producer in the apparel industry, offering our clients the highest caliber completely manufactured clothing at competitive prices, all while maintaining an ethical, ecological, and socioeconomic balance.

Objectives: -

- To adhere to every labor law and regulation that may be relevant.
- Ananta is aware of its obligations to the environment, human resources, and society. As a result, we guarantee resource conservation in accordance with the established national, regional, and global rules and regulations. In order to promote sustainability in each of our factories, we maintain and monitor this.
- To make a sincere effort to maximize profit through open and honest business practices that adhere to the law and societal norms (with no animosity against anybody and justice for everyone).
- To close the pay disparity between the highest and lowest paying employee groups.

2.5 Safety Issues

Ananta Companies strives to maintain high standards for safety in all aspects of corporate operations and is constantly improving its management systems to increase efficiency. Our mission is to provide premium ready-made clothing that meets worldwide standards while adhering to strict deadlines, budgets, and safety regulations. This motivates us to continuously improve in order to achieve operational excellence and do our tasks more quickly, safely, and effectively every time.

Our first concern is health, safety, and the environment (HSE). We are always inventing and upgrading to remove hazards to our people, property, and environment in order to establish a zero-incident workplace. To enhance performance in the areas of health, safety, and the environment, we will continuously evaluate and enhance our procedures.

Chapter 3

Theoretical Background of Customer Relationship Management and Retention Strategies

3.1 Concept of Customer Relationship Management Strategies:

Garments sectors apply customer relationship management (CRM) methods, techniques, and technologies which will help to manage and to grow their connections with clients. CRM places a huge emphasis on understanding consumer needs, raising customer satisfaction, and encouraging constant loyalty. The idea of CRM is given below:

1. Customer understanding
2. Successful Communication
3. Order Processing
4. Consumer opinion and satisfaction
5. Constant Development

3.2 CRM strategies to improve customer relationships and retention are built on a measurement framework:

Frameworks for Measuring CRM:

Basically, there are 4 common measurements frameworks by which each specific objective is used to develop the CRM activities. It gives a systematic approach to develop differences or varies towards the aspects of customer relationship management works within a company.

- **Brand-building:** It is a process through which an individual company can earn their identity by doing hard work and gaining popularity. It depends on the audience and how to influence them by providing quality.
- **Customer's equity building:** Customer is the key for developing a business. For developing business, it is very important to create a bond or long-term relationship with the customer. It is to measure the overall value business gets from its customer base over time.
- **Leading indicator measurement:** It is very important to think about the future developments of the business. For that, measurements should be taken such as wise decisions, and taking proper measurements to achieve a satisfied result.
- **Customers facing operation:** To give service, product and feedback to customer which acts as operation is known as customers facing operation. It is crucial to give the best to the customers.
- **Marketing operation:** Marketing is a strategy for promotional efforts where it will enrich customers' knowledge about the product, and it will bring new customers while competing with other companies.

- **Sales force operation:** Sales force is the operation which includes achieving sales goals, planning, execution, and monitoring sales activities.
- **Website operations:** It is the operation where everything is running and maintained while giving updates to the customer to let them know what exciting offer a company is providing to them.

Building Blocks of CRM

Basically, there are 8 blocks which are basic to construct CRM process. This is very important to build relationships with customers.

- **CRM Vision:** It helps to develop and create an idea about how CRM can be represented visually.
- **CRM Strategy:** To execute and implement how CRM can work for the customer to develop and improve the business goal and achieve it.
- **Organizational Collaboration:** CRM is more than simply a customer-focused technology and procedure; it is also a cross-functional attempt that necessitates collaboration from individuals, teams, and general management. As a result of the CRM process, businesses must pay more attention to their consumers' requirements and desires.
- **Process:** It may increase the company's cost savings, efficiency which are management's analysis and planning to understand the consumers and their life cycle. It will increase values and meet the requirements of customers.
- **Information:** To acquire knowledge of data on business for the better effectiveness of the company. Proper data and information are quite important to develop customer relationships.
- **Technology:** It is absolutely crucial to have a wide range of information which is technology based. In order to meet the demand, the IT department will collect data.
- **Metrics:** Businesses need to examine all tiers of performance metrics and define CRM goals. For that, measuring is done with management performance for the effective CRM performance. It is used for financial gains.

3.3 Benefits of Customer Relationship Management Strategies:

There are lots of benefits of having customer relationship management. There are primary benefits that will be efficient for the CRM. They are:

- **Increased Sales income:** By efficiently using CRM, businesses may significantly enhance their sales income.
- **Cost Reduction:** It will easily identify in which cases the cost is going to fall. After analyzing, we will be able to save money.

- **Increased Productivity and Profitability:** By doing CRM, we will be able to earn lots of profit and will be able to use productivity.
- **Quicker Decision-Making:** For quicker responses to client demands, CRM will be able to make decisions for quicker solutions.
- **Expanded Market Share:** By employing CRM strategies, companies may get a deeper comprehension of client preferences and increase their market share by offering goods and services that cater to consumers' demands.
- **Enhanced Customer Happiness:** It will be able to identify the main root of customer dissatisfaction. And then it will terminate it and will be able to make the customer happy by giving good service.
- **Product and Service Improvement:** Business will be able to improve products and service with the help of CRM.
- **Provision of Quality products:** Proper quality products can be ensured by the help of CRM.
- **Improved Cost-Effective Production:** By integrating CRM analytics, businesses may improve their manufacturing processes, resulting in higher-quality goods at lower prices.
- **Effective Product Promotion:** It will improve the marketing campaign and boost the customers' engagement by developing promotional tactics for the consumer level's desire.
- **Client Retention and satisfaction:** By understanding the consumers' demands, providing customized experiences, and responding to complaints quickly, it can be solved and done smoothly with the help of CRM.

3.4 Process of Developing Customer Relationships Strategies:

Development is done throughout hard work and dedicated way. To develop the customer's relationship, it will take time to deal with. After developing customers relationships, it will increase customer loyalty, trust, and overall business development.

- **Research on your customers:** First of all, it is very convenient to target customers and to research what they want. If the desire is diverse, then the customer will be unhappy. For that reason, their basic needs are very important to understand deeply.
- **Create customer profiles and needs:** It is required to keep the previous record of the customer such as name, phone number address etc. for further communication.
- **Introduce yourself to consumers:** First impression is the best impression. Same goes for the consumer introduction. If the introduction session with the consumer is good, then it will be attractive and satisfying for the consumer to do further deals. For that reason, it is important to introduce someone in an organized way.

- **Communicate with Customers:** It is important for the customer to get notification or updates about the product of a company. For that reason, communication should be constant with the customer to notify them which sort of product is available in the market for the company and to represent in a proper manner.
- **Getting to know your customers:** For the better serve of the customer, it is very important to know about the customer's taste and obstacles which they might face.
- **Create customer value:** Creating customer value by offering them the best service according to time, money and effort.
- **Understanding consumer psychology:** Customer needs to be fulfilled directly relevant for the client psychology. Customers have become accustomed to products and services that are well known and good for use. Solving problems and responding to customers. It may be served to consumers by studying to understand their needs and emotional support.

3.5 The Procedure for Creating Customer Retention Strategies:

Customer retention is the process of keeping current customers by connecting with them and convincing them to keep using your product or service. It is an important part of your business because better retention directly leads to more profits. The strategies are spelt out below:

- **Discover and evaluate client feedback:** When a customer buys something, then it is very important for the company to take their feedback and to improve the product details.
- **Analyze customer satisfaction:** A good company will always care about customers' satisfaction. If a customer is satisfied with the product or goods from the company, then it will increase the chance of profit for a company. As a result, the company should focus more for customers satisfaction.
- **Implement CRM software tools:** CRM means Customer Relationship Management. It is a sort of platform of software which a business could use as bridge for sales, marketing and customer support acts. Now, modern technology helps to manage the data of a customer with the help of CRM.
- **Developing real relationships:** By sharing and caring it can be helped to develop relationships with the customer for better engagement and repeat order can be achieved by good relationship.
- **Always be truthful while interacting with customers:** For all of us, being honest is the best policy. It can be applied to the customers too. If we are not honest with our customers, then it will go against our morality. And also, it will break trust if the product is not up to the mark. For that, honesty will provide customer satisfaction and loyalty.
- **Always acknowledge mistakes, problems and delays:** There will be mistakes, problems and delays in a company as we are not 100 percent perfect. For that, if there is any problem happen, in that case we should not go in any feud with us. Rather we will try to compensate and try to resolve the problem more than creating a problem.

- **Appreciate loyal customers:** Customer satisfaction is very important. No matter whatever the behavior of the customer is, there will be always a loyal customer. This loyal customer will always be there to buy our product. For that reason, this sort of customer should be treated well and with proper care, and, if possible, give them a special discount to encourage them to buy the product.
- **Rewarding your customers:** For better customer satisfaction, it is mandatory to give vouchers, discounts, and rewards to attract more customers by giving them tasks and to advise them to refer others about the product.
- **Say thank you to your customers:** Expressing gratitude to the customer is a part of positive marketing and creates a good impression.

Chapter 4

Analysis of Customer Relationship and Retention Strategies Ananta Garments

4.1 Ananta Garment's customer relationship and retention strategies.

From this topic we will try to understand the strategies of which strategies of Ananta Garments. These strategies are used for the better customer relationship process between the garments and the customer. As it is a factory based where there is washing, sportswear & garments wear.

- **Focuses on smooth operations:** Ananta Garments encourages themselves to do marketing efficiently as it will consume less time and boost client demand. The main objective is to give the order within the lead time providing good quality and fulfill the demand of the customer.
- **Analysis of Customer satisfaction:** Ananta Company will always care about customers' satisfaction. If a customer is satisfied with the product or goods from the company, then it will increase the chance of profit for a company. As a result, the company will always focus more on customers' satisfaction.
- **Solving the quality issue immediately:** There will be mistakes, problems and delays in a company as we are not 100 percent perfect. For that, if there is any problem happen, in that case Ananta Garments do not go in any feud with the customer. Rather it will try to compensate and try to resolve the problem more than creating a problem.
- **Provided emergency delivery:** In case of emergency delivery, Ananta group will always try to provide their best for the customer. Suppose if there is any emergency, in that case the company will take proper measures to deliver the product even on special holidays too such as Eid-ul Fitr, Christmas etc.
- **Personalize customer relationships:** A good company will always care about customers' satisfaction. If a customer is satisfied with the product or goods from the company, then it will increase the chance of profit for a company. As a result, the company should focus more for customers satisfaction. By sharing and caring it can be helped to develop relationships with the customer for better engagement and repeat order can be achieved by good relationship.
- **Quick service recovery process:** As Ananta Garments has their own transport, it is important to take instant steps by giving quick service or by recovering the product by any means.
- **Provide after-sales services:** For better customer satisfaction, it is mandatory to give vouchers, discounts, and rewards to attract more customers. Ananta Garments is always ahead to take care of their customers by contacting them and also if the product is defective, in that case they will provide new products by replacing them with the defected one as quickly as possible. Also, as a reward they will provide extra products with no fees.

4.2 The benefit of using Customer Relationship and Retention Strategies of Ananta Garments.

- Implementing CRM procedures from Ananta Garments will increase satisfaction for the customers, and it will create a bridge between the operation and looking for the marketing process. On the other hand, it will be efficient for better communication and for accurate decision making too. It will increase the productivity of the work and will be organized way.
- By using CRM, it will attract new customers and will be able to create new orders. It will create lead management, customer analysis, excellent customer service.
- By using CRM, Ananta Company can identify and look for the problems. It will improve to good quality service for the customer.
- For a long- term business, it is mandatory to satisfy clients, which will contribute to profitability.
- By employing CRM strategies, companies may get a deeper comprehension of client preferences and increase their market share by offering goods and services that cater to consumers' demands.
- By integrating CRM analytics, businesses may improve their manufacturing processes, resulting in higher-quality goods at lower prices.
- For quicker responses to client demands, CRM will be able to make decisions for quicker solutions.
- It is required to keep the previous record of the customer such as name, phone number address etc. for further communications will remain recorded by CRM.
- It is important for the customer to get notification or updates about the product of a company. For that reason, communication should be constant with the customer to notify them which sort of product is available in the market for the company and to represent in a proper manner. CRM does help a lot with better communication.

Chapter 5

Findings and Recommendations

5.1 Findings

Ananta Garments is one of the best companies of textile industry in Bangladesh. It has an outstanding reputation for quality in the nearby market. It is a composite factory with all sectors of sportswear, Jeanswear, garments and washing factories. This is significant in terms of both production and maintenance. In general, I have focused on Ananta Garments Commercial department. There I found some outcomes that are needed to fulfill the betterment desires. They are:

1. Production performance isn't always up to par as the buyer is the customer's first point of contact. They occasionally underproduce, which leaves their customers unsatisfied. due to their improper maintenance of customer communication.
2. Because of weak communications, there will be always a delay transferring the L/C to the buyer. As a result, confusion will sometime arise between both the parties.
3. Employees might delay sometimes with their operation. As a result, the response to customers gets very delayed while communicating with them.
4. Can't cope with the new technology as a result, traditional tactics are used most of the time rather than using new Technologies which can save time for them.
5. Some of them are not well trained enough to handle customer relationship management. As a result, lack of customers control is not possible for them.
6. Employees may fail to follow the correct line of command when it comes to achieving higher levels of customer satisfaction. Customer relationship management's equilibrium is so compromised.
7. Some employee has lack of knowledge of how to handle import and export shipments. Training session is absent towards them.

5.2 Recommendations:

Since there are problems which are not major cause for Ananta Garments. However, there will be also some recommendations to develop the company. There are some recommendations which might be useful for the betterment of the company.

1. Employees should listen and try to understand the demand of a customer properly. So that there will be no shortage of production.
2. Communication should be strong with the customer as it will create problems dealing with big activities. Employees should focus more on that.
3. No work should be delayed. The team leader should be more concerned about the punctuality of employees as it will be productive towards time management.
4. Since everything is updating, it is mandatory to update the technology more to get advance benefits which will increase efficiency at work and will reduce problems.
5. Handling customers requires lots of patience. For that employees must have practice session where they can develop their behavior and how to interact with the customer properly.
6. There should be strict rules that should be obliged for following up the chain of command for the better flow of the process.
7. Proper knowledge should be provided towards new employees while giving big tasks for dealing with exports and imports. Experts' advice should be given to them for the proper guidelines.

Chapter 6

Conclusion

6.1 Conclusion:

I have learned a great lot about dealing with consumers and how to satisfy them by working effectively from this project, all while watching my senior's work. Furthermore, I have learned import clearing documentation preparing. Also, Filing and keeping records of all import's documents. maintaining records through ERP software, contacting clearing agents on cargo clearance with customs. The working environment was very good. Specially, my team leader was very supportive. On the other hand, we were able to create bonds by communicating with them properly. If any sort of problem arose, in that case my supervisor helped me a lot with how to deal with complicated problems which we will be able solve very quickly. Also, a glimpse of the company profile is discovered by me. Rather than commercial department, I saw quality control departments where they make assure that the quality which they are making is good or not. On the other hand, a visual Swatch card was shown to me where the factory details of which accessories and what sort of materials are made can be understandable. Moreover, I saw the merchandising department, which is well organized and well maintained and they are always in a rush for development and how to do better for the customer's satisfaction.

Finally, it has been an honor for me to do this project. There are lots of things which I was able to study theoretically. Now, throughout this report I can now understand how to apply the theoretical terms. It is indeed very challenging as working and visualizing are totally different. But it was fun and memorable for me as I was part of it which was three months duration for me. It will be very helpful for my career field as I can focus and work under pressure throughout this internship training, I got from Ananta Garments.

6.2 References:

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

<https://shorturl.at/koP05>

<https://www.textileindustry.net/commercial-department-in-garment-industry/>