

A comparative analysis of babylon garments limited with its competitors essay



Internship Report A Comparative Analysis of Babylon Garments Limited with its competitors “ A Comparative Analysis of Babylon Garments Limited with

its competitors” Submitted to First Supervisor Sharmin Shabnam Rahman

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Date of Submission: 11th May, 2010 Letter of Transmittal 1th May, 2010

Sharmin Shabnam Rahman Academic Supervisor BRAC Business School

BRAC University Subject: Submission of the Internship report on “ A

competitive analysis of Babylon Garments Limited with its competitors” Dear

Madam, With due respect, as student of BRAC Business School, I have

prepared my internship report on “ A competitive analysis of Babylon

Garments Limited with its competitors” I have tried my level best to follow

your guidelines in every aspect of planning of this report. I have also

collected what I believe to be the most important information to make this

report specific and coherent as possible.

I enjoyed the challenge of preparing the report as it provided me with an opportunity to enlarge knowledge. I am honestly thankful for your guidance

during the preparation of this report. I hope you will appreciate my effort. I

have done the study in a complete form and I have tried my level best to

conduct this in a professional manner. It is true that, it could have been done

in a better way if there were not limitations. I hope you will asses my report

considering the limitations of the study. Yours sincerely, Maisia Hussain ID:

05204018 i Acknowledgement

First, I want to thank my supervisor Sharmin Shabnam Rahman for providing

the format and make me able to understand about the format. I also thank

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her for providing suggestions for making this report. I also like to thank my second supervisor “ Anup Chowdhury” for his instructions and my organization supervisor “ Mr. Saiful Hoque” for helping me a lot to understand the official work and preparing the report. My colleagues also help me a lot. I also cannot ignore the participation of other departments who helped me with some extra information. So warm thanks to them for supporting me and give me adequate amount of data. ii

Executive Summary Babylon garments started its journey in 1986 by its five boards of directors. It is one of the major garments manufacturing organization in Bangladesh. This organization increasingly reducing its rejection and rework rate in-process and final garments in order to ensure product quality and delivery time as per buyer requirement and increase profitability. Babylon will ensure sufficient training and suitable work to increase productivity and skills of the employee. Now Babylon Garments has a 90000 square feet area. Its production capacity is around 240000, number of machines 1500 and number of employees at least 4000.

In my report I tried to cover a short profile of Babylon group and major customers of Babylon garments. It also includes responsibilities of a merchandiser, my activity and the problems I faced and some recommendation. In addition, I included a short profile of 3 major competitors. Apart from this I also covered marketing mix (4p's) of Babylon Garments. In the competitive analysis part I tried to compare Babylon Garments with its competitors. iii List of Abbreviation WRAP= Worldwide responsible apparel production CVC= Chief value cotton T/C= Tetron cotton

L/C= Letter of credit BTB= Back to back CM = Cutting and making iv
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Chapter 1 Introduction 1. 1Origin of the report As a student of Business

Administration, I had to complete a 90 days attachment with any

organization. My attachment was with Babylon Group and I worked as an
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intern from January 04, 2010 to April 03, 2010. And that period, I collected information regarding preparing a report on comparative analysis of three major competitors of Babylon Garments. 1. 2 Objectives The objective of this report is specific, I have decided three objectives. These are: My first objective is to work on the Marketing Mix (Product, price, place and promotion) of Babylon Group.

And another objective is to do the comparison or competitive analysis among its major competitors. I will also try to rank Babylon with three major competitors. 1. 3 Scope To know about the marketing mix of Babylon garments To know what kind of activities are done in garments sector. To know about the competitors of the Babylon garments. 1. 4 Methodology For my report I have collected information from both primary data and secondary data. Primary Data: I got the data or information directly from the officials. For getting the major competitors information I used some personal source.

Secondary Data: I also used secondary data by getting the help of Babylon website ([www. babylongroup. com](http://www.babylongroup.com)). 1. 5 Limitations I tried my level best to enrich and complete this report although there are some limitations: Unfortunately due to the company's limitations (business secrecy and confidentiality), I was unable to acquire sufficient information. As this is my first report about garments sector so I had to face some difficulties to preparing the report. Time was also a limitation. Gathering information during working was a tough job. Chapter 2 Organizational overview 2. ABOUT BABYLON GARMENTS Babylon Garments started its journey in Bangladesh in the year 1986 through creation of small sewing units called Babylon <https://assignbuster.com/a-comparative-analysis-of-babylon-garments-limited-with-its-competitors-essay/>

garments. At early years Babylon garments had to pass very difficult time. It still exists only for its honesty, integrity, moral scruples and for its business ethics. And for that reason now this organization is in a successful and stable situation in the subsequent years. Babylon garments never miss to meet future challenges. This organization always tries to give its best to achieve professional competence and reliability. It always tries to give something better than its customer's expectation.

For this reason its not only treated as a trusted supplier of readymade garments but also as a caring partner toward all its buyers and customers. Now meeting the extraordinary requirement of the customer become a custom for this organization and also a matter of pride for this organization. This organization is also adapting some important policies like getting official approval of ISO Quality Standard practices, ensuring total compliance of various Code of Conduct requirements of prestigious buyers across the world, prioritizing the need for creation of ideal work conditions for the workers and ensuring proper health care & safety for them.

This thing has awarded Babylon garments a respectable position in the top of the RMG manufacturers in Bangladesh. 2. 2 SHORT PROFILE Babylon group is one of the biggest exports oriented apparel producing corporation in Bangladesh. They have 14 wings in Bangladesh. Babylon launched its first manufacturing units with a modest capacity of about 2000 pieces of shirt/blouses per day. Today the group owns several factories as well as wings as listed below: NAME YEAR OF ESTABLISHMENT LOCATION AREA :

Babylon Garments limited : July 1986 : 2-B/1, Darusslam road. Mirpur, Dhaka-1216 : Total floor area 90000 square feet

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CAPACITY formal shirt per month (woven). : 200000-240000 pieces of Men's/ children's NUMBER OF PRODUCTION LINES: 10 NAME YEAR OF ESTABLISHMENT LOCATION AREA CAPACITY casual shirt per month (woven). : Babylon Dresses limited : 1995 : 2-B/1, Darusslam road. Mirpur, Dhaka-1216 : Total floor area 45000 square feet : 900000-100000 pieces of Men's/ children's NUMBER OF PRODUCTION LINES: 10 NAME YEAR OF ESTABLISHMENT LOCATION AREA CAPACITY dresses and blouses per month (woven) NUMBER OF PRODUCTION LINES: 05 : Suravee Garments limited : 1987 : 2/C, Darusslam road.

Mirpur, Dhaka-1216 : Total floor area 22500 square feet : 80000-100000 pieces of Men's/ Ladies formal, casual NAME YEAR OF ESTABLISHMENT LOCATION Dhaka AREA CAPACITY shirt per month (woven) : Aboni Fashions limited : 2000 : Plot 242-243, Union-Tetulzora, Hemayetpur, Savar, : Total floor area 25000 square feet : 80000-100000 pieces of Men's/ Ladies formal, casual NUMBER OF PRODUCTION LINES: 05 Board of directors: 1. 2. 3. 4. 5. Mr. Neesar Ahmed-In charge of Import and Administration Mr. Emdadul Islam- In charge of Marketing and Quality control Mr. Moinul Ahsan- In charge of Finance Mr.

Abidur Rahman- In charge of Export and Embroidery division Mr Abdus Salam - In charge of Production Planning and Control 2. 3 Mission " To maximize profit while creating an environment in which we can provide the best value and the best services to our customers, while developing ourselves to our maximum potential in a pleasant, clean and professional atmosphere"

Picture 2. 1: Sample Section Picture 2. 2: Cutting Section 2. 4 Quality policy

of Babylon group Babylon group dedicated to meet and fulfill customer requirement in garments making and also try to satisfy their employees.

This group increasingly reducing its rejection and rework rate in-process and final garments in order to ensure product quality and delivery time as per buyer requirement and increase profitability. Babylon will ensure sufficient training and suitable work to increase productivity and skills of the employee. This group always measures its performance in all areas from time to time and takes measure to continually improve quality, work environment and employee satisfaction. Picture 2. 3: Knit Unit Picture 2. 4: Embroidery Unit Corporate office controls all the units of the group which is located in the Dhaka city.

To perform well each unit has its factory management setup from sampling to finishing of the product. Both environment and occupational health and safety were considered during designing the buildings. Medical facilities are available in the production facilities. The two units of Babylon group are credited on ISO 9001-2000. These are Babylon garments and Aboni textiles. Babylon garments are also WRAP certified. Aboni textiles limited of Babylon group is attributed on environmental management system ISO 14001-1996 Babylon group apply ethical principles to all facilities that produce readymade garments for exporting to foreign countries.

Its factory operates in a legal and cultural environment. These ethical principals express the basic requirement of Babylon factories in order to do business with its foreign customers. Babylon makes constant efforts to promote best practices and continuous improvement of ethical issues in all

its manufacturing units. For easy understanding of the issues the Babylon management has posted its contents on both Bangla and English to their notice board. Woven units have become compliant of code of conducts of Capital Mercury Apparel Ltd. Mothers Work, Wal Mart, Kohl's of USA, Arcadia Group Plc, Dimension of UK, H & M of Sweden & the Knit unit by Reebok of Spain & BHS of UK. In addition to all normal machines and equipment, woven division uses the following machines and equipment to provide various special requirements of customers: • • • • • Arm Hole & Side Seam Fusing Machine Eyelet Sewing Machine Pintack Machine Blind Stitch Machine Saddle Stitching Machine CAD (Investronica) Cintex Needle Search Machine The woven division has the capacity of producing about 350, 000 pcs of shirts / dresses (Men's and Ladies) per month.

The knit division in its composite structure has Knitting, Dyeing, Finishing and Sewing facility located near Dhaka City. The division is still in its first phase, running with a capacity of: • • • 4 tons per day for Knitting, 7 tons per day for Dyeing & 10 tons per day for Finishing About 300, 000 pcs of ' T ' shirts / Tank tops per month About 200, 000 pcs of Polo shirts per month Knitting, Dyeing, Finishing units are equipped with European best brand machines like Sclavos for Dyeing, Mayer & CIE for Knitting and Santex for Finishing. Knit division knits dyes and finishes 100% Cotton, CVC, T/C, 100% Polyester, lycra fabrics.

Knitting unit knits all the basic structures including the following: • • • • • Feeder Stripes Lycra Single Jersey Lycra Rib Waffel Herring Bone etc. The group has their own embroidery units. The group becomes more competitive by including printing and packaging unit in the year 2003. This establishment <https://assignbuster.com/a-comparative-analysis-of-babylon-garments-limited-with-its-competitors-essay/>

causes cost reduction and smooth execution of the orders. Babylon washing was established in September 2003 and has started showing its positive impact on Group's overall business. RMG units of the Group are no more dependent on out sourcing of washing of Garments.

Babylon Washing Plant can do the following washings – • • • • • • • • • •

- • Stone Wash Stone Enzyme Wash Enzyme Wash Bleach Wash Garment Wash Silicon Softener Wash Pigment Wash Enzyme Silicon Wash Enzyme Bleach Wash Sand Silicon Wash Over Dye Dip Dye Tie Dye Pigment Dye Wash

2. 5 Major Customers (Country wise) WOVEN CUSTOMERS Country Company UK – TESCO, DIMENSIONS, SAVILE ROW, BHS, ROCHES, GRAHAM HUNTER, PRIMARK, NEXT FRANCE – CELIO, VETIR, FABRISTYL, CAMAIEU (JULES), RIPCURL, GO SPORTS SWEDEN – KAPPAHL DENMARK – BEST SELLER HOLLAND – DOMO SPAIN – CORTEFIL (SPRINGFIELD) GERMANY – BROADWAY USA – MOTHERS WORK, MAY DEPT. SAKS, NYNE, MEIJER, BOSCOV, JC PENNEY, LEE, WALMART, SEARS, CARHARTT, CATO, K-MART, AMERICAN EAGLE etc. Country USA UK SWEDEN GERMANY SPAIN DENMARK HOLLAND FRANCE FINLAND ITALY BELGIUM – KNIT CUSTOMERS Company WALMART, TARGET, SARA LEE TESCO, BHS, GREENWOODS, NEW LOOK, ARCADIA, Jerzees H&M TOM TAILOR, KARSTADT, QUELLE, NECKERMAAN, WESTERN STORE REEBOK, NIKE EKSPERTO, MARCUS GRUPPEN, FOTEX, BILKA Vroom & Dreesmann (V&D), O'NIEL RIPCURL, JULES, MONOPRIX INTRADE UPIM, TRR, METRO

E5-Mode 2. 6 Organizational Organogram

Chapter 3 Job Part 3. 1 Responsibilities of a merchandiser Merchandiser need to work in a systematic way to ensure proper delivery of products at due date. They had to do their work into daily, weekly, monthly and yearly basis.

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The activities are

3. 1. 1 Daily activities of a merchandiser • Checking mails and faxes. They need to give the reply within the day based on priority. • Checking port status and convey to concern department. • Checking the shipments documents and inform concern department. Checking daily production status to understand shipment status • Checking shipment schedule and raw materials production status • Follow-up with sample section for different buyers sample • Follow-up with store for fabric and accessories received • Follow-up with the production manager for the production plan • Follow-up with the commercial people L/C, BTB L/C and L/C amendment • Price quotation and delivery confirmation to the buyer • Reporting to marketing and merchandising chief on the daily activities. Reporting to executive director on the important issue like various meeting, customer visits compliances and code of conduct

Picture 3. 1: Sewing Section

Picture 3. 2: Finishing Section

3. 1. 2 Weekly activities of merchandiser • • • • • Meeting with the fabrics and accessories supplier Meeting with the buyer and buying houses Prepare fabric and accessories requirement list, checking with concern and passing it to supplier with proper specification. Prepare purchase order with approval and sign of proper authority. Issuing pro-forma invoice with the approval and sign of the proper authority.

Providing cost break-down to commercial department during L/C opening

3. 1. 3 Monthly activities of a merchandiser • • Meeting with the production people Meeting with the quality people and pattern master

3. 1. 4 Yearly activities of a merchandiser • Yearly self-assessment on the performance based on number of buyers handled, shipment quantity, CM charge

negotiated, debit note settled with the supplier 3. 2 My activity As I am working as an assistant merchandiser in Babylon Garments limited so I am getting the opportunity to learn lots of things.

In this time I have done different merchandising related task in the company.

3. 2. 1 Daily activities • • • • • • • • Preparing and maintaining fabric swatch card Scanning documents Proper filling the documents Sample follow-up Taking the photos of samples Mail communication Collecting production information Reporting to concern supervisor 3. 2. 2 Weekly activities • • • Meeting with the fabrics and accessories supplier Making accessories list Meeting with the buyer and buying houses 3. 2. 3 Monthly activities • • Meeting with the production people Meeting with the quality people and pattern master . 3 Problems faced during internship During my working period one of the major problems faced by me was that sometimes sample persons were not flexible to work with interns. Another problem was that as Babylon didn't provide me any formal briefing or any kind of workshop so it's become really difficult for me to understand the work. 3. 4 Recommendation My recommendation is that management should be stricter about the sample section And they should provide a formal briefing or one or two day's workshop before starting internship program.

Chapter 4 Factory profile of three major competitors 4. 1 M/s Van Happen Fashion Manufacturing Limited (Established in the year – 1995) Management, Production & Bank Details Name of the Company Specialized In Children Wear) Address : M/s. Van Happen Fashion Manufacturing Ltd. (A 100% Export Oriented Knit & Woven Factory : Khilkheta Super Market, B-34/Ka Khilkheta

Khilkheta, Dhaka – 1229 : Gazi Mohiuddin Ahmed Tel: 88-02-8917117 / <https://assignbuster.com/a-comparative-analysis-of-babylon-garments-limited-with-its-competitors-essay/>

8911934 / 8911937 Mobile No – 01711532162 E-mail:

com : Md. Zahangir Kabir Name of the Chairman

Name of the Managing Director Name of the Lien Bank : National Credit and Commerce Bank Ltd. Gulshan Branch, 85 Gulshan – Avenue Gulshan, Dhaka – 1212 SWIFT No. NCCLBDDHAGSB Product Items : All Kinds of Children Fashion Wear and Men's Ladies (Both Knit and Woven) : We have own washing plant in our group. Name: Color & Fabric's : 1, 50, 000 Pices per Month Basic (Woven) 100, 000 Pices per Month (Knit) : 35, 900 sft. With Emergency Stairs : 725 (Male and Female) : 33 Persons. Washing Plant Production Capacity Floor Space Factory Worker Production & Office Staff

Picture 4. 1: Sample Section Machinery Details as Section Wise 01. Cutting Section : Cutting Table – 05 Nos. (L 201. 90 ft. x W 27 ft) : Cutting Machine – 07 Nos. : Band Knife Machine – 01 Nos. : Pattern & Marker done by computerized Garber Technology : Plain Machine (Brother & Juki) – 15 Nos. : Over Lock Machine (Pegasus) – 03 Nos. : Flat Lock Machine (Pegasus) – 02 Nos. : Plain Machine (Brother & Juki) – 321 Nos. : Double Needle (Brother & Juki) – 34 Nos. : Flat Lock (Brother & Juki) – 21 Nos. : Kansai Special P. M. D (Brother & Juki) – 03 Nos. Kansai Flat Lock Machine – 07 Nos : Over Lock (Brother & Juki) – 80 Nos. : Iron Table- 18 Nos. : Inspection Table – 25 Nos. : Marking Table – 24 Nos. : Piping Machine – 02 Nos. : Jig Jug Machine – 05 Nos. : Eye Let Button Hole Machine – 01 Nos. : Feed of the Arm – 08 Nos. : Recon Machine – 01 Nos. : Loop Making Machine – 01 Nos. : Fabric Inspection Table – 02 Nos. : Kansai Pico ting Machine – 05 Nos. : Mini Boiler (Local) – 04 Nos. : Generator – 01 Nos. (400 KW) 02. Sample section 03. Sewing Section (Woven & Knit) Picture 4. 2: Cutting section 04.

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Finishing Section : : : : : : : Button Stitch Machine – 08 Nos Snap Button Machine – 08 Nos. YKK Button Attach Machine – 06 Nos. Bar Tack Machine – 07 Nos. Thinner Spray Gun Machine – 10 Nos. Button Hole Machine – 10 Nos Plain Machine – 04 Nos. Iron Table – 10 Nos. Iron – 12 Nos. Picture 4. 3:

Sewing Section Office Equipment • • • • • • • Personal Computer – 23 Nos Printer – 08 Nos Server – 01 Nos (Dedicated) Photocopier Machine – 02 Nos PABX System – 32 Ext Air Conditioner – 08 Nos Bar Coded Time Attendance System – 03 Nos. Microbus – 01 Picture 4. 4: Store

Others • • • • Bonded Warehouse (4900 sft.) Included in Total Floor Space. Dinning Hall – 01 Nos. (3100 sft.) Engineering Section. Adequate Number of Different Fire Fighting Equipment Running Customer: • JIB-TEX—Netherlands • HALF MOON—Germany • HTH- Netherlands • KIDS HEAD QUARTER’S—U. S. A • CAD—France 4. 2 GOOD DAY APPARELS LTD. Experts setup the factory with a space of 15000sqft with high quality machineries from Germany, Korea and China. It is located at Banani, Chairman Bari about 20 minutes driving with distance from Zia International Airport, Dhaka.

A team of highly trained and experienced professionals runs the factory proven track record for custom made services to ensure premium quality. FACT OR Y AD DRE SS : House#79, Block-D, International Airport Road Cha ir ma n Ba r i, Ba na ni, Dha ka – 1213. Tel: 88-02-9886834, 8812593 Fax: 88-02-9881423 www. gooddayapparels. org D A T E O F E S T A B L I S H M E N T : 1993 HEAD OFFICE ADDRESS : Ho u s e # 0 4 , R o a d # 0 3 , S e c t o r – 6 Uttara, Dhaka-1230, Bangladesh. Tel: 88-02-8917890, 8922572 Fax: 88-02-8931979 : s h a n g u d r e s s e s @ g m a i l . o m E-MAIL P i c t u r e 4 . 5: C

u t t i n g S e c t i o n N U M B E R O F E M P L O Y E E S N U M B E R O F M A C H I N E
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ANNUAL TURNOVER BANKER : Male – 240(30%) Female – 560(70%) Total- 800 : Basic- 327 Others- 44 Total- 371 : U S \$ 3 . 9 m i l l i o n (2 0 0 8) :

Agrani Bank Ltd. Ramna Corp. Branch , 18, BB Avenue, Dhaka- 1000 Bangladesh Tel: 88-02-9563086-8 Fax: 88-02-9554040 : Europe & USA :

200000 PC S. OF SHIRT/TROUSERS PER : 7 0 % S t y l i s h / F a s h i o n a b l e : 3 0 % : All kinds of woven tops : 60 – 90 DAYS : 3000 square feet : 3000 square feet : 1284 square feet : 466 square feet : 4722 square feet : 13730 square feet : 3850 square feet : 376 square feet : 3000 square feet : 200 square feet : 200 square feet : 400 square feet : 726 square feet MAJOR MARKET PRODUCTION CAPACITY MONTH Basic

PRODUCT RANGE LEADTIME FOR DELIVERY FACTORY MEASUREMENT

BONDED WEAR HOUSE FINISHING GOODS AREA STORE CUTTING AREA

SEWING AREA FINISHING AREA WORKSHOP DINNING AREA DOCTOR'S ROOM

AREA CHILD CARE ROOM AREA SAMPLE ROOM AREA OFFICE ROOM AREA

TOILET AREA TOTAL TOILETS FIRST AID BOX FIRE EXTINGUISHERS : 1046 square feet : 30 : 09pcs : 34 Containers Picture 4. 6: Sewing Section Picture 4. 7: Finishing Section MACHINERY PROFILE GOOD DAY

APPARELS LTD SL. 1. 2. 3. 5. 7. 10. 11. TYPE OF MACHINE QUANTITY PLAIN MACHINE 240 SETS OVER LOCK 32 SETS FEED OF THE ARM 5 SETS TWO NEEDLE 8 SETS KANSAI 6 SETS BUTTON HOLE 17 SETS BUTTON STITCH 19 SETS 327 SETS 24 SETS 3 SETS 6 SETS 6 SETS 3 SETS 1 SETS 2 SETS 45 SETS SPECIAL MACHINES 1. VACUUM TABLE 2. THREAD CHUCKING 3.

STEAM AIR IRON 4. CUTTING MACHINE 5. FUSSING 6. CARTON STUFFING MACHINE 7. BOILER TOTAL NUMBER OF MACHINES : 372 SETS 4. 3 VOYAGER

APPARELS LTD. Experts setup the factory with a space of 34000sqft with high <https://assignbuster.com/a-comparative-analysis-of-babylon-garments-limited-with-its-competitors-essay/>

quality machineries from Germany, Korea and China. It is located at, Chowdhury Para, Malibag, Dhaka- 1219 about 60 minutes driving distance from Zia International Airport, Dhaka. A team of highly trained and experienced professionals runs the factory with proven track record for custom made services to ensure premium quality. FACTORY ADDRESS 08, Malibag h , C h o w d h u r y p a r a , Dha ka 1219, Tel : 9355464 D A T E O F E S T A B L I S H M E N T : 2002 HEAD OFFICE ADDRESS : H o u s e # 0 4 , R o a d # 0 3 , S e c t o r - 6 Uttara, Dhaka-1230, Bangladesh. Tel: 88-02-8917890, 8922572 Fax: 88-02-8931979 E-MAIL : s t l g d l @ d h a k a . n e t , n a s i r 1 9 7 4 @ d h a k a . n e t N U M B E R O F E M P L O Y E E S : M a l e - 2 3 0 F e m a l e - 5 7 0 T o t a l - 8 0 0 N U M B E R O F M A C H I N E : 447 pcs ANNUAL TURNOVER : U S \$ 8 . 0 0 m i l l i o n (2 0 0 8) M A J O R M A R K E T : Europe & USA PRODUCTION CAPACITY : 220000 P C S.

OF SHIRT/TROUSERS PER MONTH Basic : 70% Stylish/Fashionable: 30% PRODUC T RANGE : ALL KINDS OF WOVEN TOP LEADTI M E FOR DELIVER Y : 60 - 90 DAYS FACTORY MEASUREMENT : 34000 square feet BONDED WEAR HOUSE : 1147 square feet FINISHING GOODS AREA : 9 0 0 s q u a r e f e e t STORE : 549 square feet CUTTING AREA : 5492 s q u a r e f e e t SEWING AREA : 13540 s q u a r e f e e t FINISHING AREA : 6478 s q u a r e f e e t WORKSHOP : 200 s q u a r e f e e t DINNING AREA : 1083 s q u a r e f e e t DOCTOR'S ROOM AREA : 91 square feet

CHILD CARE ROOM AREA OFFICE ROOM AREA TOILET AREA T O T A L T O I L E T S FIRST AI D BOX F I R E E X T I N G U I S H E R S M e c h a n i c s S t o r e (R o m) Conference room Inspection room : : : : : : : 88 s q u a r e f e e t 642 s q u a r e f e e t 1742 s q u a r e f e e t 40 s q u a r e f e e t 6pcs 41 Conta ine r s <https://assignbuster.com/a-comparative-analysis-of-babylon-garments-limited-with-its-competitors-essay/>

423 square feet 139 square feet 214 square feet Picture 4. 8: Store Picture 4. 9: Merchandising section MACHINERY PROFILE VOYAGER APPARELS LTD. 01. Single needle lock stitch DDL-5530 02.

Auto Trainer locks stitch DDL-5550m 03. Vertical Machine DLM 04. Two needle LH3128 05. Five thread overlook M03600 06. Kansai DSF1404 07. Button hole Computer 1700 08. Button Hole Computer LBH780 09. Button Stitch Computer 1900 10. Bur tack 1900 11. feed of the Arm 12. Pcot stitch 13. Single Needle chain 15. Collar forming 16. Color twining 17. Spot removing 18. Fusing Machine 19. Cutting Machine 22. Vacuum Table 23. Boiler Iron 26. Button Pull Test Machine 28. Smocking 29. Saddle stitching 30.

Snap Button 187 pc s 64 pc s 04 pc s 38 pc s 36 pc s 04 pc s 05 pc s 05 pc s 14 pc s 04 pc s 05 pc s 02 pc s 04 pc s 05 pc s 01 pc s 01 pc s 01 pc s 07 pc s 20 pc s 20 pc s 01 pc s 01 pc s 06 pc s 12 pc s Chapter 5 Findings and Analysis 5. 1 SWOT analysis of Babylon Garments Strengths: • • • • Very experienced management officials Usage of modern equipment Sufficient production capacity No outsourcing for printing, embroidery and washing plant Weakness: • • • Delayed delivery of sample Lack of automated and modern equipment They are not preparing sample designs

Opportunities: • • • Now some foreign countries are really interested about Babylon garments Competitors are not that much strong like Babylon garments As this a compliance factory and quality management system so there is huge potential for business growth Threats: • • • Emerging market of china and India Increased competition with local garments Lack of

electricity can make problem for the business. 5. 2 Marketing mix: We all know that Marketing mix is the set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market.

The marketing mix consists of everything the firm can do to influence the demand for the product. The many possibilities can be collected into four groups of variables known as the “ four Ps”: Product, price, place, promotion.

5. 2. 1 Product: Product means the goods and services combination the company offers to the target market. If we consider Babylon garments their main product is readymade garments. According to Babylon garments product part is described below: • • Variety: There is variation in product category in Babylon garments. They produce different kinds of product for ladies, gents and kids.

Quality: This Company always tries to provide the best quality product for its customers. Product Category WOVEN Gents Ladies Children KNIT Ladies Children Gents EMBROIDERIES Gents Ladies • • • • • Picture 5. 1 Design: Most of the time Babylon garments makes the product according to customer’s designs. But sometimes merchandisers proposed some design to their customer. Features: There are uncountable features on their shirts. For example: some shirts are short sleeved, some are long sleeved, some have buttons, and some don’t have buttons. Brand name: Babylon produce shirt for different branded company.

Like LCW, Hagger, South blue, Kigili, Fashion Bug, J ferar. Packaging: There are three types of packaging. One is standard pack; another one is Flat pack and Hanger pack. Services: Sometimes merchandisers do some development

sample and some special measurement sample for their customers. 5. 2. 2

Price: Price is the amount of money customers have to pay to obtain the product. • List price: Merchandisers quoted some price value for the shirt including cutting making charge, materials and accessories charge on what price they are ready to supply their shirt.

Discount: If there is a big volume of order then Babylon give some discount for their customer. Credit terms: Customers can not purchase the product on credit. They must need to give cash for buying. • • As this is a manufacturing company so CM (Cutting Making Finishing) cost is considered as price for them. CM cost of different kind of shirt is given below Short sleeve (per dozen) Solid- 9 dollar Stripe- 9. 50 dollar Long sleeve (per dozen) Solid- 9. 50 dollar Stripe- 10 dollar Check- 10 dollar Check- 10. 50 dollar 5. 2. 3Place:

Place includes company activities that make the product available to target customers. Channels: There are many wholesaling and retailing company working with Babylon group. Retailing company's are-Celio, Tema and wholesaling company is David Howard, TCMS etc. Coverage: Babylon has huge customer coverage. They have customer in USA, UK, France, Turkey and South Africa. Assortments: This organization collects all the fabrics and materials together and assembles it in the factory. Inventory: Babylon follows FIFO system on their organization. Logistics: This organization provides logistic support to their customer to some extent. • • • • 5. . 4

Promotion: Promotion means activities that communicate the merits of the product and persuade target customers to buy it. • Advertising: Babylon garments do not follow any advertising strategy for their customers. But sometimes customers like other order product and give order to make

product just like that. Public relation: Every year Babylon gives some financial support to some meritorious students. In this way, they are maintaining public relation. • 5. 3 Competitive Analysis of three major competitors with Babylon Garments Area of difference M/S.

Van Happen Fashion Manufacturing Ltd. 1995 They have their own washing plant but not any printing and embroidery factory 150000 pieces per month(woven) 35900 square feet with emergency stairs 661 Netherland, Germany, France, USA Good day apparels Ltd. Voyager apparels Ltd.

Babylon Garments 1. Year of establishment 2. Washing plant, embroidery and printing factory 3. Production capacity 4. Floor space 1993 They don't have any washing plant, printing or embroidery factory 200000 pieces of shirt/trousers per month 33000 square feet 372 Europe, USA 002 They don't have any washing plant, printing or embroidery factory 220000 pieces of shirt per month 34000 square feet 447 Europe, USA 1986 They have their own washing plant, printing and embroidery factory 240000 pieces of shirt per month 90000 square feet 1500 UK, France, Sweden, Denmark, Holland, Spain, Germany, USA 4000(Male and Female) 5. Total number of machines 6.

Major markets 7. Number of employees 725(Male & Male 240, Male 230, female)employees Female 560 Total Female 570 800 Total 800 5. 4Ranking

Area of difference M/S. Van Happen Fashion Manufacturing Ltd. 2 Good day apparels Ltd. Voyager apparels Ltd. Babylon Garments 1. Year of establishment 2. Washing plant, embroidery and printing factory 3.

Production capacity 4. Floor space 2 3 4 3 1 1 4 2 2 3 4 4 3 2 2 3 3 3 2 1 1 1

1 1 5. Total number of machines 6. Major markets 2 7. Number of employees

3 Chapter 6 6. 1 Recommendation Babylon garments already have a good

brand name in the industry. So I do not have much to recommend. Some recommendations are • • • • They should be careful about timely delivery of the sample. They can import some necessary modern and automated equipment.

They can require some designers to make sample designs by themselves. Training facilities should be introduced specially for the new employees. 6. 2 Conclusion Babylon Garments already established a brand name in Garments industry. Now they have lots of foreign customers and demand for their Garments is increasing day by day. Babylon group is providing washing, printing, embroidery facilities and sometimes accessories for Babylon garments which make production much easier. So if it can maintain its quality and standard it can have a huge business potential. 6. 3Bibliography www. babylongroup. com