



## **Cooperative Education Report**

**Title: DEVELOPMENT TOWARDS  
SYSTEMATIC TEXTILE AND KNITTING  
INDUSTRY**

**Nepali Sena Bahu ByabasayikUdhyog(NSBBU)**

**Written By**

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### **Abstract**

This report documents three and half month's internship at Nepali Sena Bahubyabasayik Udhyog, Kalikasthan Kathmandu from February to May 2018. NSBBU is an army owned non-profit sharing garment and knitting factory established to provide knitted and sewed apparels along with accessories to Nepal Army.

During my internship period with the company I got an opportunity to be involved in production department and to implement by managerial skill under the super vision of production in charge and managing director. The main objective of the study includes, to know how to make the product visible to other government agencies so that it can utilize and expand its production facilities by tapping the additional order from other government agencies without any marketing activities and to help the factory to gain a national platform with encouragement of potential government agencies.

The main objective of NSBBU is to be self- reliant with the raw materials and increase its customer base and to obtain this, company is also looking for the yarn and cloth production so that factory is also putting their best foot forward to establish themselves to be one of the finest and large scale textile factory.

**Keywords:** *Opportunity/Product visible/Self-reliant/Increase customer base*

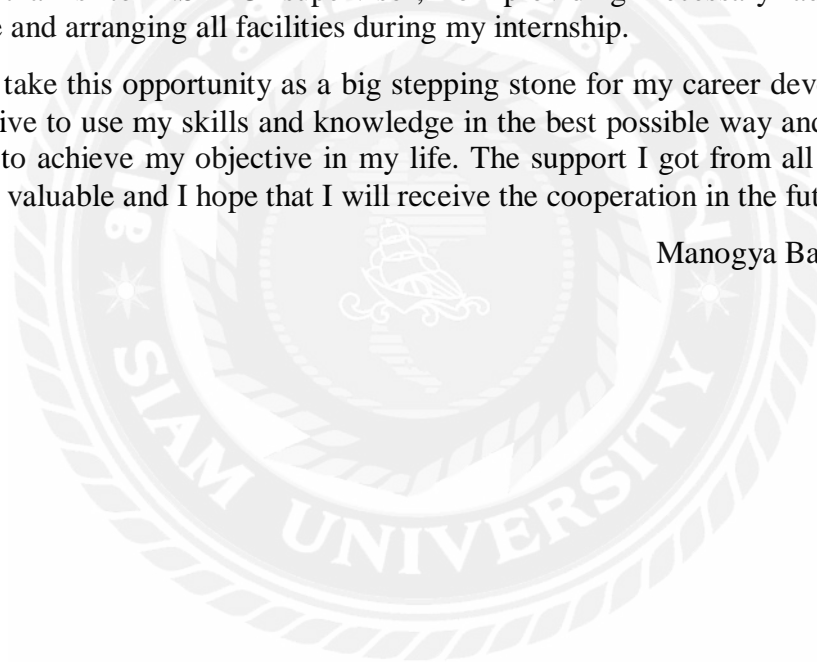
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## **Acknowledgement**

First of all, I would like to express my appreciation to "Kathmandu College of Management" and "Siam University" who have provided the students with internship opportunities in one's interested field of study. The internship opportunity I had got with Nepali SenaBahubyabasayikUdhyog, Kalikasthan Kathmandu was a great chance for learning and professional development. Thus, I am very lucky to be part of this team and explore my skills in the field of production. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through my internship period. I express my deepest thanks to NSBBU supervisor, for providing necessary advice and guidance and arranging all facilities during my internship.

I take this opportunity as a big stepping stone for my career development. I will strive to use my skills and knowledge in the best possible way and improve in order to achieve my objective in my life. The support I got from all the staffs has been valuable and I hope that I will receive the cooperation in the future too.

Manogya Basnet



# Contents

Internship Completion Letter

Acknowledgement

Abstract

List of Tables

Chapter 1 Introduction

- 1.1 Company's Profile
- 1.2 SWOT Analysis
- 1.3 Organizational Structure
- 1.4 Statement of the Report
- 1.5 Objective of the Report
- 1.6 Expected Outcome
- 1.7 Limitation of the study

Chapter 2 Literature Review

- 2.1 Introduction to Textile market in Nepal

Chapter 3 Methodology

- 3.1 Roles and Responsibility Assigned

Chapter 4 Result and Discussion

- 4.1 Contribution as an Intern
- 4.2 Lesson Learned

Chapter 5 Conclusion

- 5.1 Self- Assessment
- 5.2 Comparison between Practical Knowledge vs Theory.

References

Bibliography

## List of Tables

Table 1: SWOT Analysis

Table 2: Production Capacity

Table 3: Textile Industry of Nepal



## List of Figures

Figure 1: Organizational Structure of NSBBU

Figure 2: Economic Contribution Comparison

Figure 3: Weekly work record



# Chapter 1 Introduction

## 1.1 Company's Profile

Nepali Sena Bahu Byabasayik Udhyog (NSBBU) is an army owned non-profit sharing government garment factory established to provide knitted and sewed apparels along with accessories to Nepal Army like blankets, woolen cap, jersey, socks etc. NSBBU also contributes in generating the employment as well as manufacture the products in an efficient and cost effective system so as to help the economy as well in micro level.

NSBBU is well known for its superior quality products for its target market with its reasonable price point. For the production process the factory has used classic machines having low production cost related to spinning, knitting, stitching, and embroidery. It mainly focuses is on effectively utilizing its potential manpower.

Now talking more on the company NSBBU is located at the center of the city Kalisathan, Kathmandu that makes them have an advantage. The company is related with Textile and knitting industry whose main objective is to become self-reliant with the raw materials and increase its customer base. The factory also focuses on its manpower and utilizing their potentiality. There are almost 150 employees working to produce quality products to its main customer Nepali Army and its potential customer like Nepal Police and Armed Police Force.

## 1.2 SWOT Analysis

Table 1: SWOT Analysis of NSBBU

<b><u>Strengths</u></b> <ol style="list-style-type: none"><li>1. Government owned non-profitable organization</li><li>2. Nepal's first self-reliant producing clothing apparels for the Army personnel's</li><li>3. Its location which is in the center of Kathmandu</li><li>4. Majority of the employees are women</li><li>5. Always exploring with new ideas</li></ol>	<b><u>Weakness</u></b> <ol style="list-style-type: none"><li>1. Slow modernization</li><li>2. Lack of skilled manpower</li></ol>
<b><u>Opportunities</u></b> <ol style="list-style-type: none"><li>1. Can focus on increasing target segmentation</li><li>2. Can focus on advance technology</li></ol>	<b><u>Threats</u></b> <ol style="list-style-type: none"><li>1. Limitation of customer base</li></ol>



### 1.3 Organizational Structure

Organizational Structure is a hierarchy arrangement of human resources in an organization. NSBBU has reached its heights due to good coordination and effort of the management team and the staffs. The below figure shows the organizational structure if the factory involving its management team.

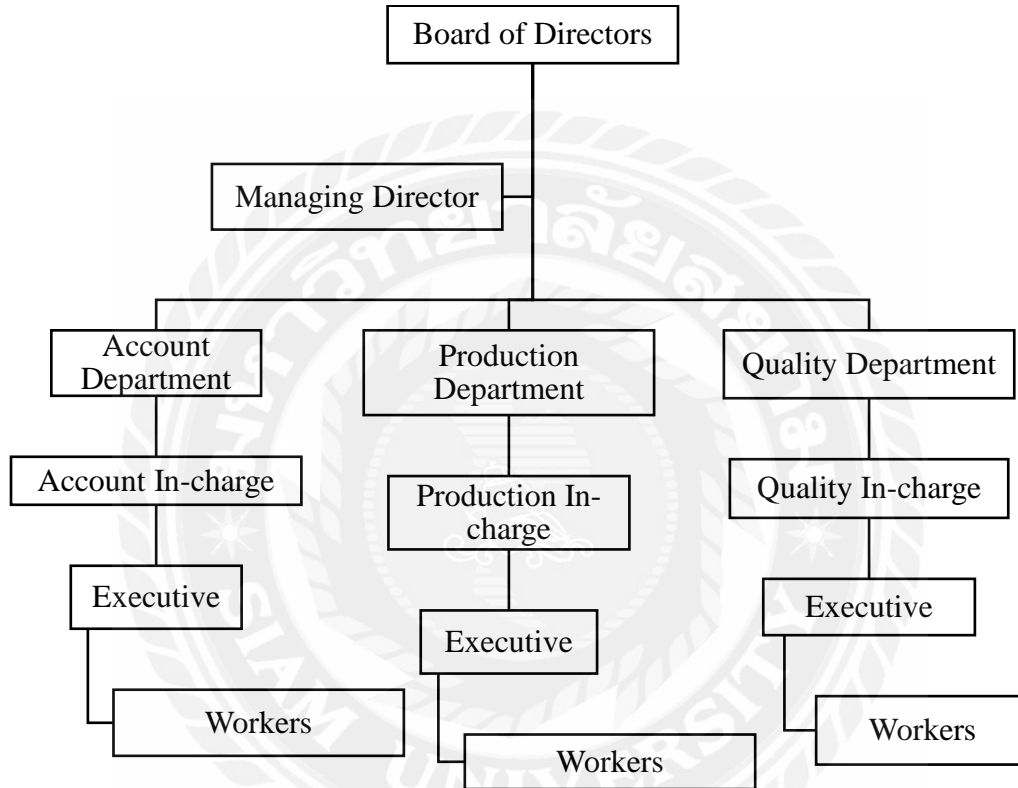


Figure 1: Organizational Structure of NSBBU

#### **1.4 Statement of the Report**

NSBBU is a non-profitable government organization whose main objective is to contribute in the modernized textile industry by being self-sufficient with its raw materials. By an exploratory research, I found out that the factory not allowed to use any marketing activities so it's a challenge for the factory to target its potential government agencies and increase their demand to have a national recognition in textile industry.

#### **1.5 Objective of the Report**

- 1) To know how to make product visible ethically to other government agencies so that it can utilize and expand its production facilities and increasing its customer base without any marketing activities
- 2) To identify the growth opportunities of the company on how the factory can be developed and established as a large scale national level textile industry

#### **1.6 Expected Outcome**

Internship program gives the student bigger picture on how they can apply their theoretical knowledge into practical use. For a marketing student, internship in textile and knitting industry help student be able to gain knowledge and expected outcome is obtained.

As an intern my expected outcome from this internship is to know the concept related to the design, production and evaluate the textile and apparel products. I can also get a chance to identify and discuss concepts related to the management, marketing, and or consumption of the textile and appeals products. Overall I get to know how to link my theoretical knowledge in practical scenario and be able to utilize my skills and be more professional

#### **1.7 Limitation of the study**

During my internship in NSBBU there were certain constraints and barriers which are discussed below:

- 1) As the factory has specific rules and regulations to follow, much information was not disclosed
- 2) The textile industry of Nepal is scattered so there is no up to date information in the internet

## Chapter 2 Literature Review

### 2.1 Introduction to Textile market in Nepal

The term Textile means originally a woven fabric, but textile and the plural form can be called fiber, filament and yarn. These are the raw materials for producing products of different categories like threads, cords, ropes and braids: woven, knitted and non-woven fabrics, lace, nets and embroidery, household textile, soft furnishing and upholstery, carpets and other floor covering etc. Some frequently used terms in textile processing and production are as follows:-

Textile Fibers: Textile having properties that allow them to transform into yarn or fabric so it should have high ratio of flexibility.

Yarn: Yarn is a continuous rope like which is either natural or man-made fibers which is used in weaving and knitting to form cloth.

Fabric: It is a cloth produced from yarn by knitting, weaving or felting fibers.

- i. Weaving: The action of production fabric by interlacing of warp and weft threads
- ii. Knitting: The manufacturing process of fabric by the intermeshing of loops of yarns
- iii. Non- woven: The production process of fabrics by chemical bonding of fibers

Nepal's textile and Garment Industry contributes significantly in the manufacturing sector. It is a great source of employment, development tourism sector, ancillary industry and business. Textile weaving is an age-old economic activity which is widely spread in all region of the country. The National Census of Manufacturing Establishment (NCME) is a regular period statistical operation to collect, manage and disseminate data on the manufacturing sector of Nepal. The NCME has been conducted out by Central Bureau of Statistics (CBS) in every five years. It is the organization of the government that helps in collecting, managing and dissemination of statistical information of the country.

Focusing more on the textile industry in Nepal it is unorganized and disintegrated because the government have many policies and rules with availability of cheap raw materials. This has affected the industry in a great way as they have to rely on the foreign market. But over the years there is improvement

due to the establishment of spinning and weaving mills the manpower which has boosted production (Textile infomedia, n.d.).

The present scenario of the textile industry of Nepal seems to be bright as the government has regulated the rules and regulations regarding the workplace condition which is the plus point to the workers. The trade organization in Nepal also have agreed on the union with Indian and other textile industries in South East Asian market for optimizing the trading between the nations. But still we should take a strict action with the movement of producing the raw materials in our country itself and not fully rely on the ready-made products from foreign land (Textile infomedia, n.d.) .

In 1990, policies for liberalization of trade regime was opened to the Nepalese market to the outside world. By this high import tariff was lowered and as a consequences domestic industries including textile industry faced high competition from cheap imported products. There was a large scale of smuggling in textile products from across the neighboring countries which has weakened the textile industry previously.

Nepal Textile Association (NTA) had predicted total production of fabrics in 2000/01 which was only 20 million meters, 60 million meters less than a decade ago in 1990/91. NTA recorded that 60% of textile mills have shut down and there are mining 40% are operating under 30% of rated capacity. Out of 52 member textile mills of NTA, only 12 are in operation. The problem was recognized by China and so modern technology textile mill was established with help of foreign aid back in 2000 (Binayak Shah).

Table 1: Production Capacity

	1991/92	1996/97	2000/01
<b>Figure 1 : Organizational Structure of NSBBU</b> ..... Error! Bookmark not defined.			
<b>Figure 2 : Economic Contribution Comparison</b> .....5			
<b>Figure 3 : Weekly Work Record</b> . Error! Bookmark not defined.			
Economic Indicator			
Total Investment			Rs.15 billion

Production Capacity			150 million meters
Estimated Production			20 million meters
Estimated total Domestic Demand			350 million meters
Share of local textile production in domestic demand			6 %
Share of Import in domestic demand			94%
Value added in total manufacturing activity (%)	6.7	8.4	12.1

Table 2: Textile Industry of Nepal

Economic Indicator	1991/92	1996/97	2000/01
Number of total establishment	254	296	61
Cotton Textile			
Synthetic Textile			12
Synthetic Yarn			22
Jute Products			16
			11
Foreign Joint Venture Establishment			1
Share of total manufacturing establishment (%)	5.9	8.3	
Annual Avg value added growth rate at constant price (%)	3.8	5.8	

Source: Censuses of Manufacturing Establishments (1991-1997), CBS Kathmandu Industrial Statistics 2000/01, Department of Industries Statistical Yearbook of Nepal, 2001

The above table shows the textile industry of Nepal from the year 2000 comparing of different factors related with the production of textile. According to the data observed, the production of cotton textile has been decreased while production of synthetic textile has increased. This is because of the increase in the demand for fabrics across the southern borders, cheaper price and quality products according to the market trend.

According to the fiscal year 2015/16 the foreign direct investment (FDI) showed a massive decline of 77.5 percent which lead to the decline of projects be

7.3%. So during the year. The Department of Industry (DOI) approved a total of 341 foreign and joint investment projects. Among the 341 projects, the number of service related was 143, tourism related was 122, production related was 50, agriculture and forestry related was 22, energy related was 3 and construction related was 1. As compared to the previous year, projects has decreased but production related project has been increased which is good for uplifting the industry. Different countries were involved in the projects like China, India, South Korea, USA, UK, Japan etc and the highest number of projects was approved from China (Annual Report 2015/16, n.d.).

Observing the history of textile and garment industry in Nepal which started in the early 1980's. Over the period of time we can analyze a great change in the industry. The main reason for the growth of textile and garment industry in Nepal is dedicated to the Indian entrepreneurs who established themselves in the Nepalese market after US imposed quotes on import of ready-made garments from India. This made the utilization of quota system especially in Kathmandu City. This act benefited Nepal as the country was exposed to importing and exporting of goods using "MADE IN NEPAL" label.

According to the data of 2016, there are almost 6,328 companies in Nepal which is registered under different categories. The largest share is in manufacturing sector. So it's important for the government to focus more on this sector to generate employment opportunities, promoting trade and enhance growth. The structural transformation of Nepal's economy over the last decade has brought with it significant growth in the service sector, compared to the manufacturing and agriculture sectors (Govt of nepal investment board, 2016)

The manufacturing sector in Nepal can be broadly classified into three sub-sectors which are fast moving consumer goods, industrial goods and customer goods and textile and garment industry falls under industrial goods. The garment industry in Nepal has grown significantly in the last decade, with relatively inexpensive labor, the government's favorable policies, the existence of a domestic market as well as export potential, and incentives for the export of garments attracting investors.



Figure 1: Economic Contribution Comparison

Source: <https://www.un.org/development/desa/dpad/wpcontent/uploads/sites/45/CDP-PL-2018-6c.pdf>

According to the figure, we can say that over the past two decades there is a significant change in various sectors. The manufacturing sector underwent significant changes in recent years. The share of the Non-metallic mineral production showed a significant performance, with a doubling of its share of GDP from 7% to 14%. These development took place at the expense of textile and apparel activities. Textile manufacturing, the leading sector of the economy two decades ago (26% of GDP in 1996), had dropped to 3.8% in 2011, while the apparel industry had almost disappeared (from 6.3% of GDP in 1996 to 0.5% in 2011) (Vulnerability Profile of Nepal, 2018).

As we all are aware about different institutes which are responsible for the development, promotion and sustainability of the industry. In regards to textile and garment industry, different institutes are mentioned below:

1. International Trade Center (ITC): It is the focal point in the UN system that focuses with cooperation with developing countries in trade promotion. It was created by the general agreement on Tariffs and Trade (GATT). ITC is directly responsible for implementing UNDP financial projects in developing countries related to trade promotion. As we know that import and export of any goods or services is very important for knowing the foreign market, having both national and international identity and contributing to the national economy. ITC works with the developing countries and help them to set national trade promotion programs like

advising on export packaging, quality control and pricing, publicity, financing etc. We should understand the nature of the business and then proceed with the promotion part as company like NSBBU has certain restriction with promotional activities. For this the factory can adopt personal selling building strong relation with both targeted customers and potential customers. The can supply free samples, provide discount and vouchers, analyze the demand focus more on branding and many more. This can help the organization to grow both in national and international level.

2. Garments Association of Nepal (GAN): It was established in 1971 to enhance and promote the garment industry. Its main aim and objective is to work towards steady growth of the industry. It encourages Nepalese to adopt garment production as their professions and publicize it in the world. It strives towards uplifting the quality of the product and enhance productivity. To obtain these objectives, the association has been following certain activities which is based on organizing seminars on different topic, explore additional market and growth, and organize trade fair for creating public awareness, Increase contact with both national and international agencies and many more interesting things. GAN maintains a full-fledged secretariat with basic physical and logistical facilities, including staff. Off late, GAN has earned a good reputation from garment entrepreneurs as an organization that can look after the collective interests of the industry.
3. Trade and Export Promotion Center: It is the national promotional trade organization of the country established in 1971 B.C. It was developed to strengthen the export trade of the country. Furthermore, to facilitate the small and medium sized enterprises in the national trade by making them more competitive and giving excess to telecommunication technology. This association helps the organization for better exposure to trading market. It provides with necessary trade information, conducts meetings, workshops, and this association helps to build professional links with potential target customers.
4. Export Promotional Board (EPB): This board was constituted in December 1995 which supports on product development and export promotional program with the view to improve the balance of trade position. It encourages the organization with product development, product diversification and quality improvement projects. This helps for providing with better and effective strategies.



5. Federation of Nepal Cottage and Small Industries: It is the member based on non-profit organization established in 1990. It is an autonomous non-government umbrella organization for cottage and small industries. The main objective of FNCSI is to contribute to the overall development of the cottage and small scale industries in Nepal. It helps to provide business information, promoting national relation etc. (Binayak Shah).

Government of Nepal has initiated reforms in economic policies and laws since the early 1990s and several major changes have been announced to liberalize trade and investment. Trade and industry policies of the government supports the promotion of textile and garment sector. Accordingly, laws and regulations have been incorporated to regulate and develop these sectors. The system of open general licensing, full convertibility of Nepalese rupees in current account transaction, reduction of tariffs and tax, simplification of procedures and documentation, bonded warehouse facility, duty drawback scheme, liberalization of foreign investment law and reforms in banking and finance sector have contributed significantly to the development of the manufacturing and export of the garment sector (Binayak Shah).

The Textile and Clothing (T&C) sector is a major source of export earning, government revenue and employment in most of the Asian countries. Consequently, the international buyers' priority has gone to countries having a massive scale of output and a capacity for vertical production – from fabric to fashion designing. The Nepalese garment industry lagged behind in both these factors determining international competitiveness. The downward spiral in world prices since the end of the quota regime is of serious concern for Nepal (Kharel).

According to the recent news of March 2018, garment producers have urged the government to carry out a study on how cost of production can be brought down and export of readymade garment increased. Chandi Prasad Aryal, President of Garment Association of Nepal (GAN), said the government needs to provide incentives to the sector, which could have a significant impact on the growth of small and medium enterprises and also generate jobs. Nepali garment are 15 percent more expensive in the global market but producers are positive that the difference can be minimized if the government provides facilities (The Himalayan Times, 2018, n.d.).

With the help of above detail study of the textile industry we can say that the industry is evolving over the years and there is always room for improvement and exploring opportunities. But still there are many problems and obstacles that the organization must overcome to make the industry better. The problems are related with the high cost of production, transportation, low level technology, inefficient

scale of production and weak marketing linkage. So, action plans in the national level should be addressed so that effective strategies can be implemented.



## Chapter 3 Methodology

Research Methodology is the process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information (businessdictionary, n.d.).

In conducting this study the following methodology was adopted in collecting data and information and presentation of the report. This report has been collected mainly by two sources which are primary and secondary.

### 3.1 Roles and Responsibility Assigned

My internship lasted for 16 weeks and within that period of time I got a chance to be involved in Production Department. I was under the supervision of NSBBU supervisor where I helped him to identify ways to improve company efficiency. I was allowed limited access to observe how the company was currently running but I was given the opportunities to use my managerial knowledge to practical to give suggestion on how the company can make their product visible to potential customers and grow the company to have national platform.

The job description assigned by the company is mentioned below:

- 1) Understanding the production process in detail and to improve the efficiency and effectiveness of existing production system by applying the management knowledge
- 2) Understanding the working environment and giving suggestions and discussing on how the company can grow

Week	Description of work	Student Signature	Job supervisor signature
1	Understanding about the organizational structure and the product	[Signature]	Re.
2	Tour of the factory and different departments	[Signature]	Re.
3	Studied about the production process and the different machines used and made flowchart accordingly	[Signature]	Re.
4	Studied about the daily operation carried out in the factory	[Signature]	Re.
5	Studied about the behavioral aspect of the staffs and the workers	[Signature]	Re.
6	Learned to take the order from the clients and record them systematically	[Signature]	Re.
7	Recorded the order from the clients and	[Signature]	Re.
8	Learn to record the finished products according to their batch number in the record book	[Signature]	Re.
9	Record the finished products according to their batch number	[Signature]	Re.
10	Learned about the different aspects about the quality check of the products	[Signature]	Re.
11	Carried out the research work and listed the drawbacks of the factory	[Signature]	Re.
12	Discussed about the objective of the report	[Signature]	Re.
13	Discussed about the various aspects of promotional activities which can be implemented	[Signature]	Re.
14	Worked on the proposal of the promotional activities that can be formulated	[Signature]	Re.
15	Gave suggestions for improvement	[Signature]	Re.
16	Worked on preparation of the final report	[Signature]	Re.

Figure 1: Weekly Work Record

## **Chapter 4 Result and Discussion**

### **4.1 Contribution as an Intern**

During my internship with NSBBU, I got a chance to learn something new every day. As I was assigned in Production Department I worked under production in charge. Some of the contribution as an intern for the factory was to learn about various production machines and its process of making a finished product. I created a flow chart for the products so that the workers and member of the factory can understand the process smoothly. I also got a chance to record the product in a systematic order in the record book so that there would be proper delivery of the product

Working with the quality department was very new experience where I got chance to learn different aspects on how products are sorted and differentiated according to their damaged level. As the company is government owned they are not allowed to be involved in marketing activities. So, exposure to such factory I got a good opportunity to be creative on learning new marketing strategies which was not in my theoretical books.

As the factory was open to suggestions on how they can grow themselves I was given a task of making a proposal in which I was able to use my marketing knowledge

### **4.2 Lesson Learned**

According to meet the objective of the study, the company wanted various ideas and suggestions on how they can grow themselves to represent themselves as national textile industry. So I was assigned by my supervisor to make a proposal on various marketing ideas which is ethical to the company to implement the near future which is mentioned below:

Introduction: NSBBU is self- reliant army owned non-profit sharing government garment and textile factory. Its main aim is to contribute to the betterment of the textile industry of Nepal and make an initiative to bring modernization to the factory with help of studying foreign textile industry.

Problem Recognition: By an exploratory research, I found out that the factory is not allowed to use marketing strategies so it's a challenge for the factory to increase their demand and expand target market along with this established itself as a national textile factory.

Strategies: As the factory is against using any marketing activities so it was a great learning experience for me to know how the factory is operating and how can I use my managerial knowledge for the factory benefit. The strategies that I used is mainly based on how the company can increase its networking. Some of them are mentioned below:

1. Partner with other local business

Over the years, Textile and Knitting Industry of our country is eventually rising and improving. Teamwork is always more effective than singular effort and joining hands with other can help the business to have a competitive advantage. Being partners with other local textile business can help the industry to grow as a whole. This provides companies with mutual benefit.

2. Awareness at Events

In terms of branding and establishing yourself as an authority can be a task for the organization but it's an effective way to sell yourself in front of the potential customers. While invitations to speak at larger events are often extended as a result of greater opportunities, the factory can take advantage of that and create awareness about their product.

Being part in such events like Nepal Yarn and Textile expo, seminars, trade fairs 2018 in Bhrikutimandap, Nepal International trade fair in Chobar related to textile industry can give the factory a great exposure on new emerging technology, machines and learning new methods of production in the related field and also display its products to its potential target customers.

3. Join Local Business Groups

According to my research work I found out that the factory is not part of any groups that can help them understand the scenario of the textile industry. Becoming a member of a local textile group can make the business know the current situation of the industry and even support one other to eventually grow. Such groups can act as a great opportunity for the business to bounce ideas of smart people, share referrals, find talents and seek for new growth.

So it's better opportunity for the factory to join hands with Chamber of Commerce to know the current scenario of the textile industry both domestic and international and knowing about other business as well. In information technology, networking is the construction, design, and use of a network, including the physical (cabling, hub, bridge, switch, router, and so forth), the selection and use of telecommunication protocol and computer software for using and managing the network, and the establishment of operation policies and procedures related to the network (Techtarget, n.d.).

#### 4. Modernization

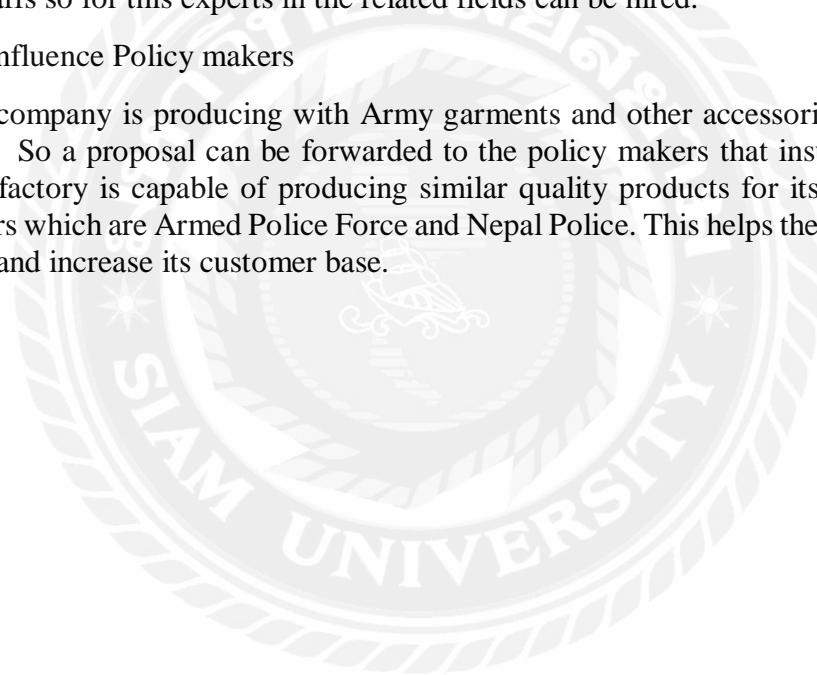
As we know that in this 21st century every business is implementing advanced technology so that their product is valuable to its customers. So for NSBBU stepping out of their comfort zone and introduce its staffs with digital marketing and create a online group to interact with its customers and potential customers can be a great opportunity to grow. By this everyone will be aware about the factory and its available products and potential customers will be attracted.

#### 5. Training Program

According to my observation, the factory uses old fashioned machine for production process so it's better for the factory to increase its modern machine and increase its production process. With this there will be a need for training programs to the staffs so for this experts in the related fields can be hired.

#### 6. Influence Policy makers

The company is producing with Army garments and other accessories related to army. So a proposal can be forwarded to the policy makers that insures them that the factory is capable of producing similar quality products for its potential customers which are Armed Police Force and Nepal Police. This helps the company to grow and increase its customer base.



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