



Cooperative Education Report

“A Study Of Inventory Management System in B&B enterprises: A garment trading company”

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**This Report Submitted in Partial Fulfillment of the Requirements for
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Project Title: A Study of Inventory Management System in B&B enterprises: A garment trading company

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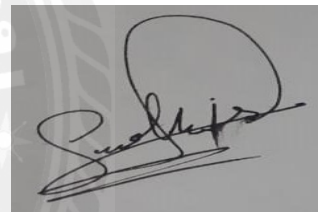
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Abstract

This Cooperative report entitled “A Study Of Inventory Management System in B&B enterprises: A garment trading company” provides a deeper insight on the Inventory Management system followed by B&B Enterprises. The Company is engaged in importing garments from Thailand, China, India, Indonesia and export all over Nepa. Besides this the company has also started to manufacture its own products in Kathmandu and also in Biratnagar with the help of its sister companies.

The main objectives of this report are: (1) to understand the inventory management system used by the company (2) to get an overall insight about how the Company keep Track of all the products After working in the Company as a part of internship Program I got a very good knowledge and insight on the overall process that the company manages its inventory. My major role was to assist the inventory manager to keep track of all the products the company holds.

Acknowledgement

I want to express my gratitude towards the Faculty of Siam University and Kathmandu College of Management for giving me such occasion to work at various organizations and fields every year, which gives us a brilliant opportunity to upgrade our advantage on various fields and gain some experience about the corporate world.

I would also like to show my appreciation to the B&B Enterprises for giving me the chance to be a part of their company and work with them at the level of other employees. I cannot forget to mention my Supervisor Sudhir Gupta whose constant guidance helped me to gain proper knowledge and work with an easy and consistent manner. Also, I am grateful to both my Siam as well as KCM supervisor Mr. Laling Lama whose constant guidance and support helped me complete my projects.

I consider myself very lucky to have been part of such a wonderful internship program and genuinely appreciate each and every individual who has contributed for the completion of this report.

Thank you

Ayush Shah

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Effects of the Global Pandemic: COVID-19

Covid 19 is a contagious disease caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). The first case was identified in Wuhan, China in December 2019. It has since spread across the globe causing a global ongoing pandemic.

The virus reached Nepal in Mid March 2020. In March, the Nepal government imposed a nation wide lockdown banning all non-essential operations to operate throughout the nation and high emphasis on staying at home and avoiding contacts with other people as much as possible, as a result almost all businesses to shut down.

Due to the rise in the number of cases of COVID-19, and so called the lockdown imposed by the government later on made it very difficult to find any internship during such a pandemic. Despite the Situation B&B Enterprises was still operating with its in house staffs and with no contact with the outside world. Looking at the Covid – 19 situation the company had started to manufacture face masks and as well as PPE suits. Thus, I was able to find a place to work through family connections as an intern at B&B Enterprises even during such a pandemic.

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List of Acronyms

Dept. : Department

CRM: Customer Relation Management

KPI: Key Performance Indicator

USP: Unique Selling Point

HR: Human Resource



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Chapter 1: Introduction

Chapter 1 clarifies with providing the basic information of the company, B&B enterprises, where this 16- week internship was held at. It deals with topics such as Company profile, mission and vision, strategies, organizational structure, the job positions of the intern, etc.

1.1. Company Profile

B&B Enterprises was established in the year 1997. The company initially started in New Road, Kathmandu where the company used to sell garments from other vendors within the city itself. Later on, the Company started to import garments from China, India, Thailand and Indonesia and established a retail outlet in the City and started exporting all around Nepal. Slowly the company established its 2nd outlet as well. After the Company had 2 outlets, one focused on female clothing and garment products and the other focused only on baby garment products. With the increase in the number of sales and with the intention to gain more and more profit the company soon started its own manufacturing outlet. As per today, the company holds 3 outlets, 2 warehouses and 2 manufacturing outlets and soon to start its international importing business with the decline in the rate of coronavirus cases.

1.1.1. Mission:

To innovate, to enhance, to provide best value products and services to global consumers.

1.1.2. Vision:

Striving to be a global leader in fashion-knit and fashion outerwear by empowering innovation and design to provide total consumer satisfaction.

1.1.3. Strategies:

- Advertising
- Sponsorships
- Facebook boosting
- Customer Personalization
- Own Brand
- Branding through social influencers
- Bundling Strategy

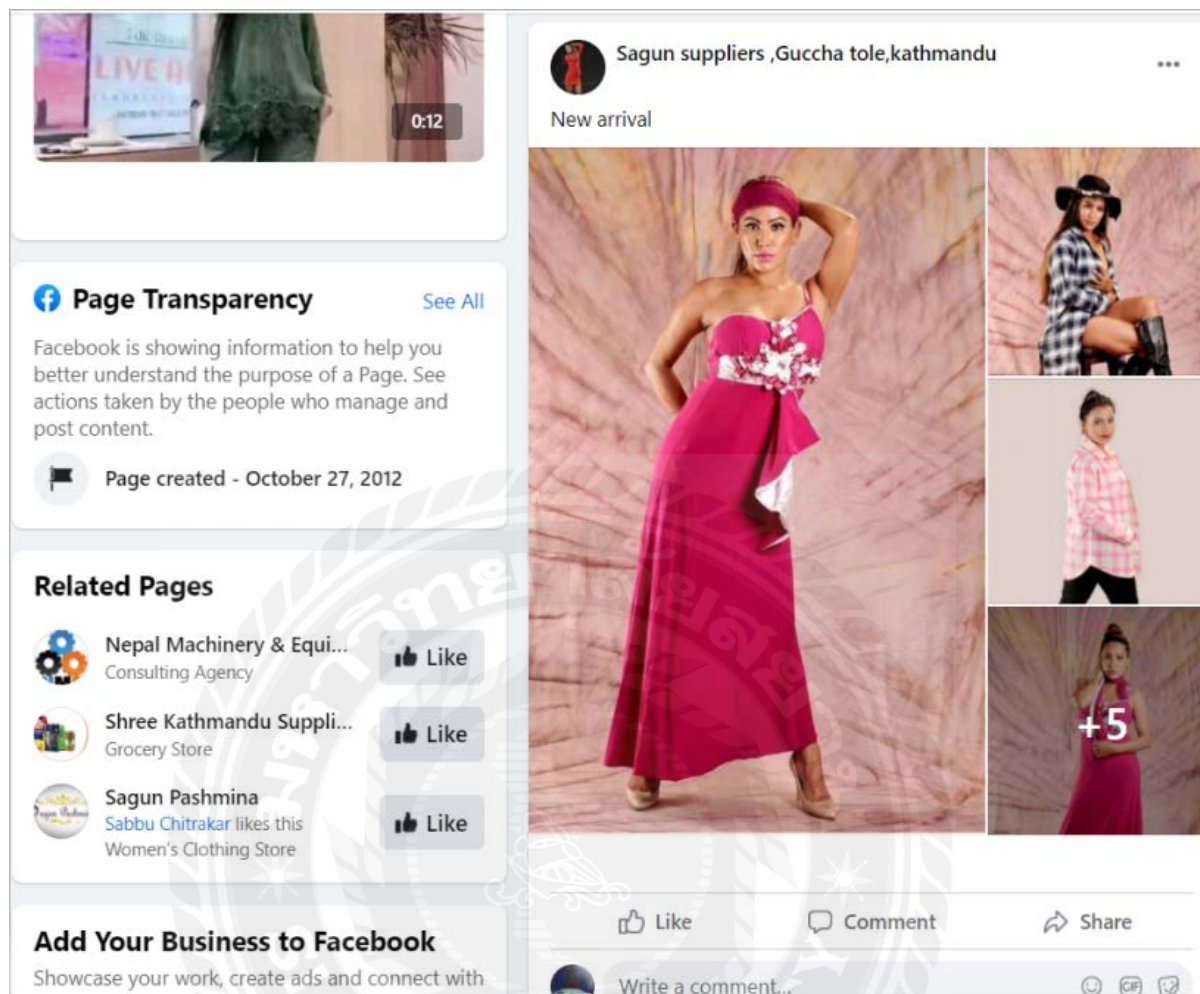


Figure 1: Company Facebook Page

2. Organization Structure

B&B Enterprises is led by its CEO who believe that innovation is a key resource during the modern era for businesses. Such a company definitely has a quite big organizational structure. Under them are Heads of different departments like Finance department, Purchase Department, Marketing Executives, HR Dept. and other managers as well. They work with Various Suppliers and dealers from all around the country and as well as suppliers from other countries such as India, China and Thailand. Even though there are different departments, the co-founders have created the work place to be so cheerful and and an open environment in the work environment that it gives everyone equal chance to have their say on the decisions made by the company as it values people's opinion the most. (Linda K. Stroh, 2002)

2.1. Organization Structure

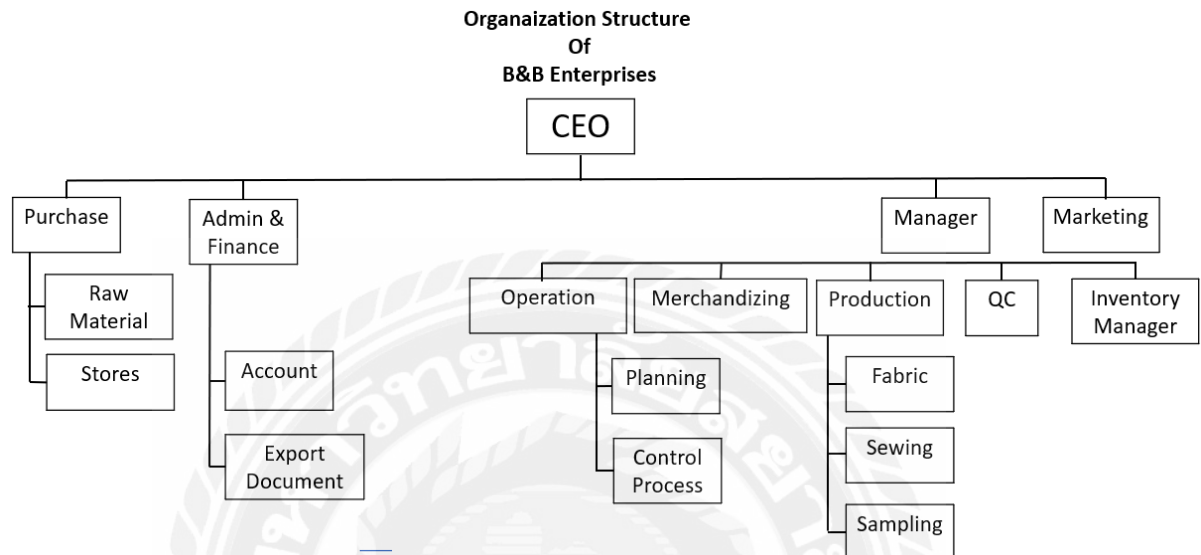


Figure 2: Organization Structure

2.2. My Job Position

I was working as Assistant Inventory manager in the organization. During the first few days of my internship, I was introduced to the entire team and my supervisor showed me the types of organizational structure that the company was using for its day to day operations. Once I got somewhat knowledge about the company, The first task that I was assigned was to create an entire list of the products that the company holds and also categorizing them on the basis of size, colors and designs as well. With constant guidance of my supervisor, I was successfully able to complete all of my assignments on/before the given deadline. Working in a back office for such a company not only helped me recall all of my theoretical knowledge but also helped me gain new ones. I got an insight on how a company maintains its inventory.

2.3. My Job position in the company's organizational structure

A company as big as B&B Enterprises has a big organizational structure from CEO to Purchase department, Finance & Admin Department, Managers & Marketing Department. Likewise, My Job position in the company's organizational structure comes under the inventory manager department, under the manager's.

2.4. Statement of the Report

This 16 weeks Internship is completed as per the requirements of the Business Administration undergraduate program at Siam University. It is a part of the curriculum program for a better understanding of the concepts and overall functionality of the corporate industry. This internship provides an opportunity to gain experience and develop professionalism among the students before completing the undergraduate degree. The experience gained by an intern during their internship period will help them develop as an elegant professional for their future career.

This report shall give an overall insight of 16 weeks of learning as a Assistant Inventory Manager. This report has helped me relate my theoretical knowledge from academic courses to practical environment of the organization. The title of my report is **"A Study Of Inventory Management System in B&B enterprises: A garment trading company"** which highlights how the company manages its inventory and what techniques can be implemented for a managing the companies inventory.

3. Intentions to join the Company

The main intention to join a garment industry for my 16 weeks long internship was due to my interest in the field. I wanted to know how such a company maintains its extensive inventory level and comes up with different strategies and ideas to help them. On top of that the company also having its own factory besides importing from other countries gave me an insight how a company manufactures its products. Besides this the main motto for joining such a company was to get a complete insight of how a manufacturing/ exporting -

importing company operates. I also got to know how the company worked and the different strategies and tools it used during its operations. It also gave me some knowledge on the different prospects of inventory management. One of the main reasons to do my intern in such a company was to make meeting new peoples and making new contacts which would definitely help my professional life ahead. The company being such high standards and product range definitely had given me the opportunity to have plenty of place for my self progression. Even though the position I applied for was assistant inventory manager, working in this company would help me gain knowledge regarding not only of the companies products, but to the core of the product as well: starting from the fabric itself and all the raw materials and other materials that create the actual product as well. Thus , these were some of my measure intentions to join such a manufacturing/ import – export company so that I can set up my own manufacturing company with my own designs and brands to enter the world of fashion and reach the peak of this market.

4. Scope of the Study

This report revolves around my internship period and the experiences that I've gained at B&B Enterprises. This report mainly covers Inventory Management System of the company.

Inventory Management includes aspects such as controlling and overseeing purchases from suppliers and as well as customers, maintaining the stock, controlling the amount of product for sales and order fulfillment. Inventory Management also helps the company answer the question for when to reorder stocks, how much to order, where to store the stock. From a product perspective, the importance of inventory management lies in understanding what stock we have on hand, where it is in the warehouses and also how it is coming in and out. Moreover, the scope of my study is not just limited to the inventory management department, but also to learn what it takes to create a new product from scratch and how a new product is placed in the market.

5. Strategic Analysis of the company (SWOT Analysis)

From the 16-week internship program, I happened to come up with an internal analysis (SWOT Analysis) for B&B enterprises which is shown below:

(htt)

Strengths

- 24 years of experience in the field
- Own manufacturing factory
- Flexible labor market for continuous improvement and growth

Weakness

- Lack of Human Resource Management
- Insufficient Expert Manpower
- Lack of Performance measurement
- Carrying high inventory and without aggregate planning

Opportunities

- Accessing international export
- Large potential market
- Internet Sales
- Expansion to retail sector

Threats

- Limited design options for manufacturing
- Limited Interest among consumers
- High Level of competition
- Competitors importing similar articles in lower price

6. Objectives of the study

While joining B&B Enterprises, I wanted to learn as much as possible. I knew that an internship is an opportunity to learn which helps us put the theories we learned in the books into practice. It will help us build our careers. It is the period when we will be able to groom ourselves and become ready to join the real world. During the internship period, I had planned to achieve the following goals:

- Communication skills
- To learn the Working culture and working style
- Various information regarding the raw materials that are required in a manufacturing company.
- Helps me to understand organizational structure and how to maintain and follow organizational guidelines
- Learned to be Punctual and teach me to report Daily before leaving for home.
- Know about work from home culture properly.
- Know about the varieties of different types of clothes and also the vendors for such clothes.
- Help me to be confident in communication with different peoples from different backgrounds.
- Helps me to build personal connections from different part of Nepal, India, China and Thailand.

Chapter 2: Internship Activities

Chapter 2 clarifies the activities and assignments that were assigned to the intern during this 16-week internship program.

2.1. My job description

As a Assistant Inventory Manager my job description was to assist the Inventory managers are in charge of a company's inventory levels. They supervise a group of inventory or warehouse workers who receive and record new merchandise as it arrives and is transported away. Their responsibilities include keeping track of daily delivery, appraising new shipments, and comparing and contrasting different suppliers.

2.2. Assignments and Responsibilities

My Job as a assistant inventory manager required me to assist the Inventory Manger Dept. .Since, my internship period was during the time of the COVID-19 pandemic, the suppliers that I got to work with were limited to only local suppliers and some suppliers from India so my responsibility mostly revolved around maintaining a strong contact with the suppliers as well. My responsibilities can be further explained as follows:

- Manage inventory tracking system to record all deliveries and stock levels
Here I was required to Keep record of all the items that were coming in and going out of the company. All the items were recorded in a companies excel files.
- Analyze daily product and supply levels to anticipate future inventory problems
I was also assigned to analyze the daily product and supply levels to anticipate future inventory problems
- Develop business relationships with suppliers and customers
I was also assigned to develop a close relationship with many various suppliers and customers. Since I was required to make all the orders for the company, I was closely engaged with all the vendors.

- Report on inventory levels and supply chain progress

After the end of each month I was required to prepare an overall report to my supervisor regarding all the orders made by the company and all the items that had gone to the outlets from the warehouse.

- Inspect shortage of any stock to the inventory manager

Here I was required to look out for any upcoming shortages and report to the inventory manager and also make the required orders after the direction of my manager.

2.2. Activities in coordinating with co-workers

When I first started at B&B Enterprises, I was working with and in contact with a variety of suppliers, vendors, and other retail brands, the majority of whom were frequent consumers of the firm. I was usually in contact and working under my boss Mr. Sudhir Gupta, the Sales Manager, and the procurement department because I worked in the Inventory Management department. My boss explained me how the department worked at first, as well as how everyone in the firm operates. My supervisor, Mr. Sudhir Gupta, gave me access to the company's inventory records as soon as I arrived, and any assignments I was given were primarily assigned during physical meetings. One of my first jobs was to compile a comprehensive inventory of the company's products, identify the best-selling items, and assign a grade to each item based on how long it was out of stock. So, since Mr. Sudhir Gupta was the one who gave this assignment to me, I was largely talking with him. Similarly, there were other additional responsibilities, such as interacting with suppliers and locating new vendors in order to obtain higher-quality items at a lower cost.

2.3. Job Process Diagram

During my internship period, my major responsibility was the overall management of the inventory. The process begins with placing an ordering for the products and raw materials. The goods are then delivered to the store. Once the goods are delivered then all the products are reviewed and sorted. Likewise, the inventory levels are then monitored. Then the stock orders

are placed and approved by the inventory manager and finally all the stock levels are then updated accordingly. Thus, the process repeats each time is low inventory level for any products or raw materials and the order for those products and raw materials are made. (Delvecchio, 2020)

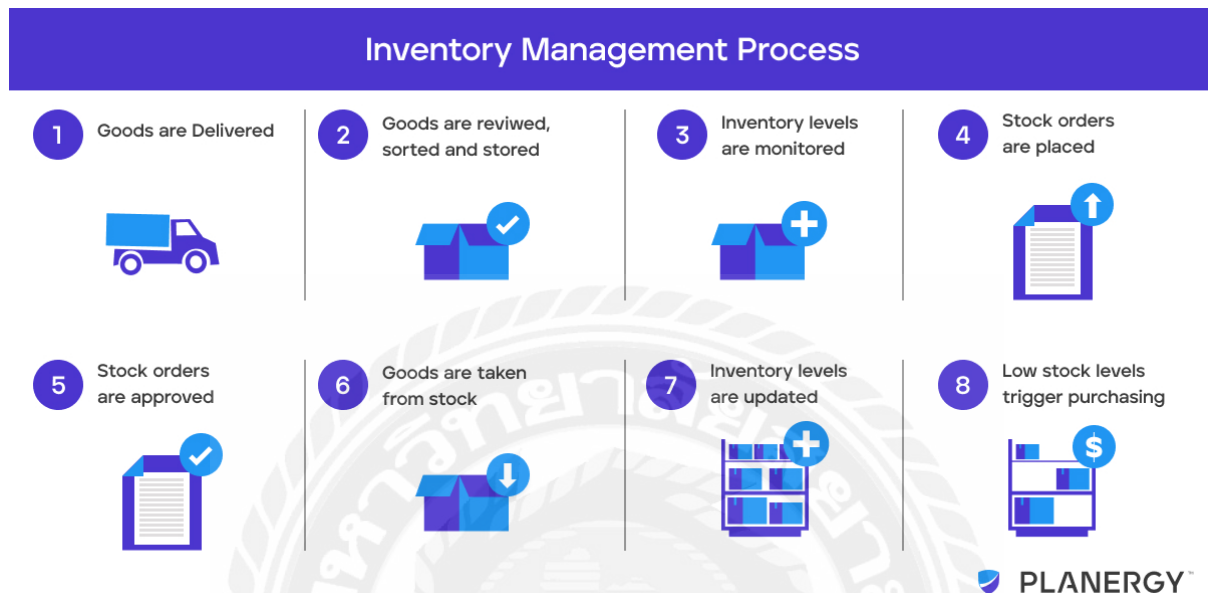


Figure 3. Job Process Diagram

For Example: since my major duty was to maintain the inventory levels, the diagram in figure 3 clearly represents my job process.

2.4. Contributions as an Intern

During my internship at B&B Enterprises, I was assigned a lot of tasks which are mentioned below:

The internship program followed a direct learning-based approach. My supervisor would hand me the job and show me the ropes on how to do it. In the beginning I had faced a lot problems understanding the way that the company functions in. But as time passed by I was able to understand all the work which made it easier for me to work in the company and also complete the tasks assigned to me. I directly learned about work from my supervisor. For the first few days, I had to solely rely on my supervisor to clear out my confusion and get accustomed to the job. In case I had any confusion I could directly approach my supervisor with a question

and clear my confusions. Soon I was able to maintain the stock level of all the products within the company more effectively.

Similarly, I was able to acquire few other things throughout my internship period which are given below:

1. Communication with Suppliers:

While doing internship at B&B Enterprises, I was mostly engaged in coordinating with the various suppliers of the company both local and international suppliers including suppliers from countries like China, India and Thailand. I also got to learn that communicate with Suppliers and have clear vision how the company receives all of its raw materials and as well as its products. And after working in the company, I was able to understand how important it was to maintain a healthy relationship with its suppliers for the company to survive. After 16 – weeks of internship I surely has leveled up my communication skills as well.

2. Product launching:

During my work period at B&B Enterprise, they launched their own products as well and I got to learn how the company does so. This helped me gain all the insights on how a new product is brought into the market. In the field of clothing the major unique selling point (USP) for the clothes would be its design and the fabric itself. Even though I was in the inventory management department, after few months of my internship I was also working closely with my supervisor and other managers to launch our new products of the company as well.

3. Pricing:

During the last 2 months of my internship period at B&B Enterprises I had also been assigned to price some of its new products, with the help of my supervisor. Before doing internship at B&B Enterprises I was unaware how the companies price their product. Now I have a good sense after learning basic product margin of clothing products at Nepal. Talking about B&B Enterprises, the company used Absorption Pricing Method. This is the method that helps in pricing the products by allocating all the expenses and costs such as cost of production, fixed costs, variable costs, selling and administration cost and advertising cost as well to the final

product. All of the costs are summed up and finally a certain amount of profit margin is added up and the final price for the product is determined. (Charantimath, 2005)

Chapter 3: Learning Process

Chapter 3 clarifies the learning process which means problems and issues faced by the company, the ways to solve the problems, what we have learned during the internship period and also the recommendation for the company.

3.1. Problems/Issues faced by the company

Some of the problems that I encountered during my 16 weeks internship program are as follows:

Problems with raw materials:

With my 16- week internship of in the B&B Enterprises. I noticed that the raw materials were not delivered on time to the production crew. They are sometimes overdue and only received when there is a pressing need for them, and they are of poor quality.

Delays in the time for the production:

The second problem was that even when the schedules would be planned in a timely manner by the production planning department, the fabrics would not have been supplied by the scheduled cutting date. The lines are ready with machinery and workers, but the cutting departments can take longer to cut and the supervisors get supplies late, causing production delays.

Constant change in production planning

This was one of the major problems for the company. This frequently occurs in factories, where the production crew loads a style to a line and then receives orders to halt the style and load another urgent style. This disrupts the flow of manufacturing and lowers line output.

Defect products

Another significant challenge for garment makers such as B&B Enterprises is garment defect. Following the completion of the product, a variety of faults such as loose buttons, holes, stains, discoloration, improper trimming, bad ironing, and loose thread are discovered on clothing. All of this occurs as a result of a lack of communication, inappropriate cutting, trimming, and handling of garment pieces, among other things.

3.2. How to solve the problems

Delay in production time:

This problem can be resolved by increasing the workforce in the company who are involved in the production of the products. The more the man power the higher the production rate which will ultimately help to make up for the delay made in the production of the products.

Problems with Raw material:

The reason behind this problem was due to the fact that B&B Enterprises had a limited number of suppliers for the products. Thus, to tackle this I think the company should make relationship with many other suppliers for the raw materials for the similar products.

Defect products:

This problem can be resolved completely or highly minimized with the enhancement in the skilled manpower of the company and also bringing in new technologies in the production sector and also by creating new generation skilled man power. Besides this, high standard Quality Management system should also be implemented.

3.3.Recommendation for the company

Overall, I had a terrific time working for the firm and learnt a lot throughout my time there. My 16 -week internship was surely a very fruitful time for my knowledge, experience and also in professional life. The company really had a very healthy working environment and with very people in the workplace. Beside this the company surely also

was clear about mission and vision and was reaching one step towards its objective. Overall, the company was quite well managed but I think they are still some places that the company can work on. For instance, one major recommendation for the company is that, though the company is doing very good interns of local exports by exporting to about 70 districts of Nepal but I think the company can start to enter the international market as well which would be a huge upscale for the company. Moving on the since the company has only focused on being a distributor and focusing on the whole sellers market. Thus, secondly I would suggest the company to make a way towards the retail sector as well through which the company can gain a huge amount of profit with its existing brand name as well. Thus, I would advise the firm to go out into the retail sector as well, where it can generate a significant profit while leveraging its existing brand recognition.

The third recommendation to the company from my point of view is that it should also focus on internet sales. Since the company is a whole seller company the company is not yet bothered by online sales. Thus, I would recommend the company to create its own website and start selling from e-commerce website which would also make it easier for the company to reach the international market.

3.4. What have you learned during the co-op internship program?

Throughout these 16 weeks of internship with a manufacturing, importing and exporting company such as B&B Enterprises, I've learned various things. Some of them are highlighted below:

- Order Cycle Time:

The first thing that I learned from after working in B&B Enterprises is that I learnt how important it is to maintain a proper order cycle in a company. An order cycle time can also act as a measure key performance indicators (KPI) for a company. This is significant in customer service since it aids in the determination of the organization's customer service objectives and goals while concentrating on reliability.

- Price Forecasting:

The second knowledge I received is regarding the price forecasting techniques in the company. Price Forecasting is simply related with predicting the prices of a certain commodity or price in the coming future or how the prices for the various products can be affected due to its characteristics, seasonal trends or increase or decrease in the demand of the product. By forecasting the future prices of the products, the company can make the marketing strategies accordingly.

- Projected Inventory Usage:

The Third and most important knowledge I received after working in B&B Enterprises was that after the end of my 16 – week internship is to know the projected Inventory Usage. This skill helped me to know when and at what should any product or raw material should be ordered and after time. This helped in secure a very balanced level for all the products and raw materials that the company has.

3.5.How have you applied your theoretical knowledge to the real working environment?

During my internship, I used a lot of what I had learned in class to my work. In order to execute that work properly, I was given the duty of creating a whole list of items and was also expected to create a swot analysis for the company's portfolio items, which we had learnt about in practically every topic in the marketing course. I was valuable in another manner while working in the inventory management department. In my assignment, I used a lot of what I had learnt in class. To adequately complete that assignment, I was assigned the task of developing a comprehensive list of goods as well as a swot analysis for the company's portfolio goods, which we had covered in virtually every topic in the marketing course. While working in the inventory management department. Another use of my theoretical knowledge was in the development of advertising strategies for certain items at the introduction of some of the company's clothes gear. With my theoretical understanding, I was also required to conduct some level research on some of the local rivals. At the launch of some of the company's clothing products, my theoretical expertise was used in the formulation of advertising campaigns for specific goods. With my theoretical knowledge, I was also obliged to do some preliminary study on some of the local competitors.

3.6. Any special skills you have learned?

Order Cycle Time:

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4. Price Forecasting:

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5. Projected Inventory Usage:

The Third and most important knowledge I received after working in B&B Enterprises was that after the end of my 16 – week internship is to know the projected Inventory Usage. This skill helped me to know when and at what should any product or raw material should be ordered and after time. This helped in secure a very balanced level for all the products and raw materials that the company has.

Chapter 4: Conclusion

Chapter 4 consists of the summary of the entire report along with some recommendations of the intern towards the company.

4.1. Summary

The internship experience at B&B Enterprises has helped me learn about the way a Garment Company manufactures its product and maintains its inventory and also why it is necessary to maintain a healthy relationship with the suppliers for the company to survive. Working in this company was a very huge and a new experience for me as I was able to understand what really goes inside a garment industry and what makes it such a profitable business.

Working in such a company has helped me learn and understand the methodology behind ways to optimize inventory control procedures, and why it is necessary to record daily inventories and reconcile the inventory. Working closely with my supervisor it has also helped me understand and evaluate suppliers to achieve cost-effective deals and maintain a trustworthy relationship with the suppliers. Working at a firm like this has helped me learn and grasp the techniques behind ways to improve inventory control processes, as well as why it's important to keep track of daily inventories and reconcile inventory. Working closely with my supervisor has also aided me in better understanding and evaluating suppliers in order to get cost-effective arrangements and build a reliable connection with them.

As per the curriculum, I had great internship training in one of the growing organizations. I spent around four months at the organization for my internship training. This time frame gave me an opportunity to enhance my knowledge and skills with the practical environment. There were numerous things I observed as an intern while working at B&B Enterprises which I otherwise would not have known. As I select organization for my internship the major thing I observed involved in the supply chain system in an organization.

The internship program created an incredible stage for me to hone and upgrade my capacity and further development of my skill and knowledge. The diverse culture in the organization made it easy to persuade my seniors and experts. I was able to maintain

professional relationships with my supervisors. Along with development of interpersonal skills I was able to learn the supply chain and inventory management system comprehensively.

4.2. Evaluation of internship

Overall, my experience with B&B businesses was quite useful. During this period, the continuing epidemic had a significant disadvantage. It was tough to find and join a company during such a tough time, but I want to express my thanks to B&B Enterprises for enabling me to work there. The first few weeks of my internship were challenging for me because everything was new to me. I became used to the circumstance over time and resumed my typical routines. I learned a lot of different things about inventory management that helped me grasp the many inventory management systems that are used in the real world. My supervisor and the rest of the team were always there to assist me with the assignments so that they could be completed quickly and on time. This internship not only expanded my knowledge, but it also helped me grow as a person and a student. My interest has always been making new connections and getting to know new individuals. Working for a manufacturing importing-exporting firm gave me the opportunity to meet new people and develop new connections.

My working career has been restricted by the pandemic, but it has provided me with significant experience. As a consequence, my internship at B&B Enterprises was extremely beneficial in terms of both knowledge and experience. I am grateful to the organization for allowing me to broaden my horizons and supporting me in attaining my objectives. Thus, I can say that in full confidence that my experience with B&B establishments was quite beneficial. During this time, the ongoing pandemic suffered a serious setback. It was difficult to discover and join a firm at this difficult period, but I am grateful to B&B Enterprises for allowing me to work there. My supervisor and the rest of the team were always willing to help me with tasks so that I could finish them swiftly and on time. (B.Purusotama, 2016)

This internship not only broadened my knowledge, but it also aided my personal and academic development. Making new connections and getting to know new people has always piqued my curiosity. Before and after the internship, I saw a difference in myself. I am happy for the experience I was able to get more than for the knowledge.

4.3. Limitations of the study

While interning in B&B Enterprises, I did face certain limitations which were not in my hand. The limitations are as follows:

- Due to company policy, I had access to limited information.
- I believe that 16 weeks of internship was not sufficient for me to get an overall view on how the company operated as a whole
- Due to the COVID-19 global pandemic and the lockdown as imposed by the Nepalese government, the international trade was completely shut down and the company had to rely on the products that were manufactured here, due to which my field on knowledge was limited to national borders only.

4.4 Recommendations of the company

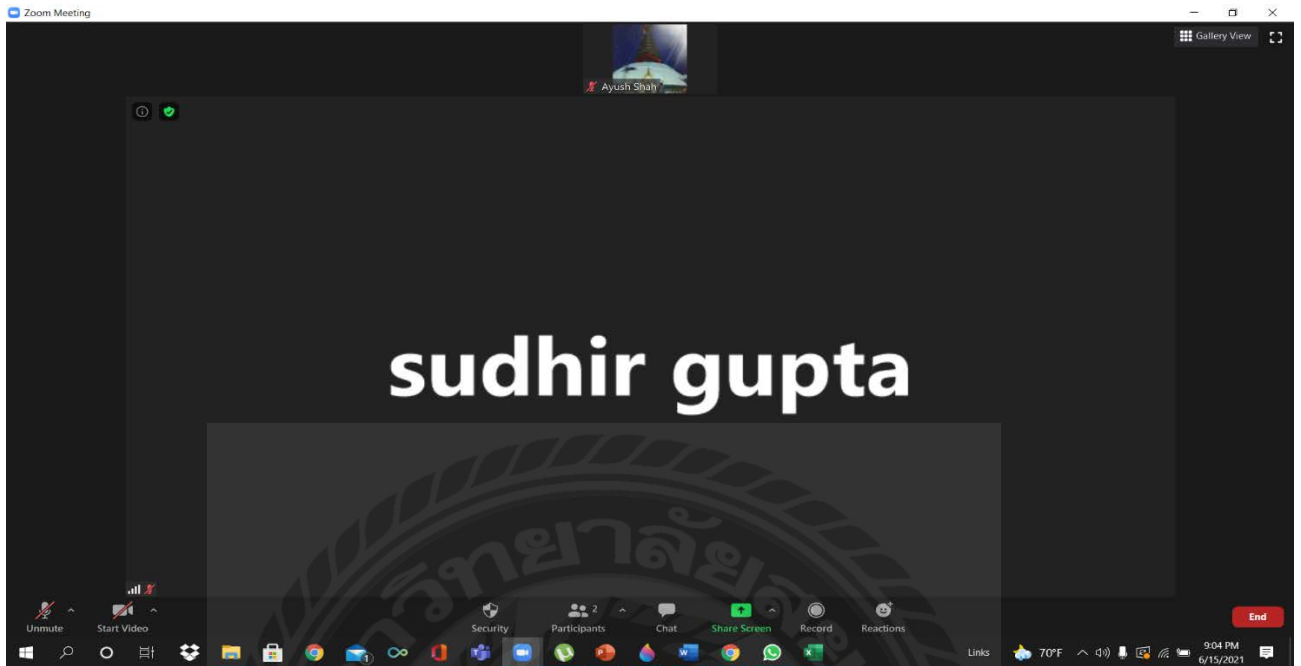
Overall, I had a terrific time working for the firm and learnt a lot throughout my time there. My 16 -week internship was surely a very fruitful time for my knowledge, experience and also in professional life. The company really had a very healthy working environment and with very people in the workplace. Beside this the company surely also was clear about mission and vision and was reaching one step towards its objective. Overall, the company was quite well managed but I think they are still some places that the company can work on. For instance, one major recommendation for the company is that, though the company is doing very good interns of local exports by exporting to about 70 districts of Nepal but I think the company can start to enter the international market as well which would be a huge upscale for the company. Moving on the since the company has only focused on being a distributor and focusing on the whole sellers market. Thus, secondly I would suggest the company to make a way towards the retail sector as well through which the company can gain a huge amount of profit with its existing brand name as well. Thus, I would advise the firm to go out into the retail sector as well, where it can generate a significant profit while leveraging its existing brand recognition.

The third recommendation to the company from my point of view is that it should also focus on internet sales. Since the company is a whole seller company the company is not yet bothered by online sales. Thus, I would recommend the company to create its own

website and start selling from e-commerce website which would also make it easier for the company to reach the international market.



ANNEX



Article Number		Variations							Status
Size		White	Yellow	Black	Blue	Green	Red	Pink	
	S-#7127	226	245	113	678	234	678	233	Green
	M-#7127	231	112	234	456	224	233	456	
	L-#7127	212	221	224	678	226	345	678	
	S-#7128	678	113	N/A	233	231	456	100	
	M-#7128	677	234	231	345	567	567	245	
	L-#7128	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Red
	S-#7129	678	226	456	N/A	678	226	221	Green
	M-#7129	788	N/A	678	224	233	231	113	
	L-#7129	N/A	678	233	226	245	212	234	
	S-#7130	456	233	456	123	112	678	567	
	M-#7130	678	345	678	125	221	678	76	
	L-#7130	233	456	100	678	113	233	N/A	Green
	M-#7131	345	567	245	567	234	345	86	
	L-#7131	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
	F-#7131	567	N/A	221	567	226	567	98	
	F-#7132	224	231	N/A	678	231	224	465	
	F-#7133	226	212	234	345	678	226	678	Green
	F-#7134	123	678	567	112	233	231	345	



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