



Cooperative Education Report
Marketing and Sales Assistant for Trance Trip Garment Industries

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Abstract

This Cooperative report entitled “Marketing and Sales Assistant for Clothing Manufacturing Business” has the goal to study how the marketing department of a Trading, Retail business works. Objectives of the study include: (1) To learn the steps to communicate with the online customers. (2) To understand the process of selling clothing by online advertising (3) To learn how to deal with foreign clients at Trance Trip Garment Industries. I am assigned as a marketing intern from the period of 30th January to 30th May 2024. I am given roles and responsibilities which helped me to enhance my skills and which gave me exposure to the professional world. The responsibilities given to me were to ideate and deal with international clients, design meetings with clients, campaign analytics, and respond to inquiries on email. I encountered a few problems during the internship like brainstorming for creativity, incorporating different products from different departments, and choosing the correct campaign objective for advertisement. These problems were however solved with the help of my mentors and the guidance of my supervisors. This report consists of how I solved my problems faced and the learnings that I got from my internship period.

Keyword: Online Advertisement, international communication, Design

Acknowledgment

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Thank you

Sailesh Pandey

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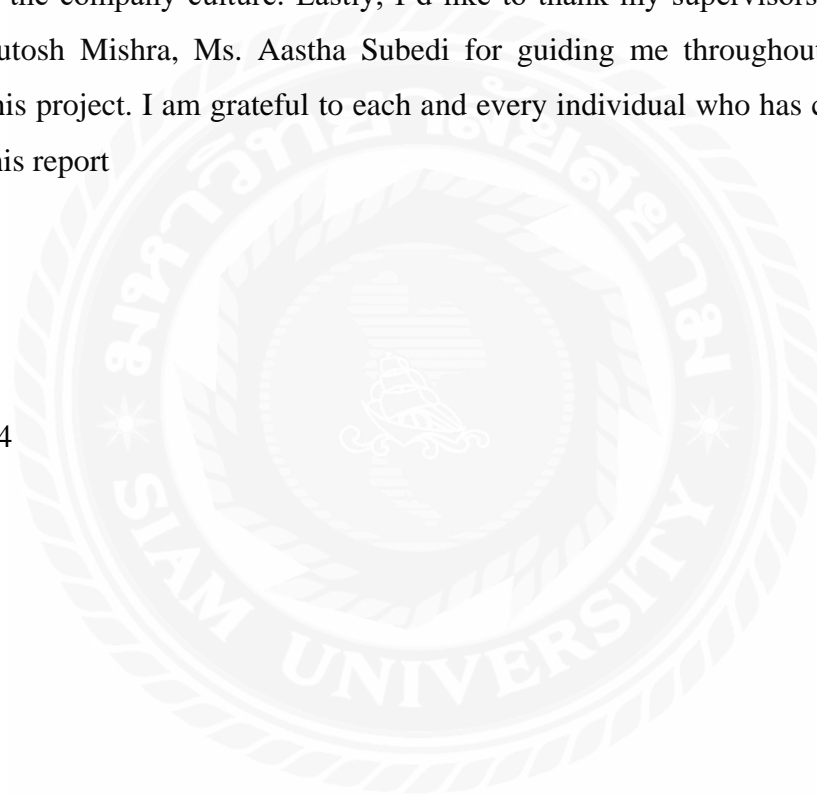


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Chapter 1: Introduction

1.1 Company Profile

Trance Trip Garment Industries Pvt Ltd is a leading player in the fashion and garment industry, specializing in the manufacturing and export of ready-made garments. Established in 1998, the company has built a strong reputation for delivering high-quality apparel made from a diverse range of fabrics. With a commitment to innovation, sustainability, and customer satisfaction, Trance Trip Garment Industries has become a trusted name in the global fashion market. (Garments, 2010)

1.1.1 Mission Statement

The mission is to create stylish and sustainable clothing solutions that inspire confidence and empower individuals worldwide. They strive to blend creativity, craftsmanship, and ethical practices to deliver exceptional value to their customers and stakeholders.

Product Range:

Trance Trip Garment Industries offers a wide range of ready-made garments catering to diverse consumer preferences and trends. The product categories include:

1. Casual Wear: Stylish and comfortable clothing suitable for everyday wear.
2. Formal Wear: Elegant and sophisticated attire for professional and formal occasions.
3. Lounge Wear: Comfortable clothing suitable for everyday house wear.
4. Sportswear: Functional and trendy athletic apparel designed for performance and style.
5. Accessories: Complementary accessories such as scarves, bags, and belts to enhance the overall look.

Fabric Expertise:

They work with a variety of fabrics to create versatile and high-quality garments. Their expertise includes:

- Cotton: Soft and breathable fabric ideal for casual and summer wear.
- Hemp: Luxurious and elegant material perfect for formal and special occasions.
- Linen: Lightweight and durable fabric suitable for warm climates.
- Denim: Timeless and durable fabric popular for jeans and casual wear.
- Synthetic Blends: Innovative blends for enhanced performance and comfort.

(STANDARD, 2019)

1.1.2 Strategies of the Company

Trance Trip Garment Industries Pvt Ltd envisions becoming a global fashion leader known for its commitment to convenience, quality, and exceptional customer experiences. To achieve this vision, the company focuses on providing convenient and accessible shopping experiences through user-friendly platforms and efficient delivery services. They prioritize enhancing customer satisfaction by offering personalized assistance, easy returns, and superior product quality ensured through strict quality control measures. Trance Trip continuously expands its product range with new collections and sizes while collaborating with renowned brands to bring exclusive designs to customers. Sustainability is also a key focus, with the company prioritizing eco-friendly practices and ethical manufacturing. Through strategic partnerships, digital expansion, and innovative approaches, Trance Trip aims to reach a global audience and establish itself as a trusted name synonymous with style, convenience, and customer-centricity in the fashion industry. (infomedia, 2016)

Level	Positions
Board of Directors	Chairman

	Managing Director
	CEO
	Independent Directors
Executive Management	CEO/Managing Director
	Chief Operating Officer (COO)
	Chief Financial Officer (CFO)
	Chief Marketing Officer (CMO)
	Chief Creative Officer (CCO)
Departments	Operations:
	- Production Manager
	- Quality Control Manager
	- Supply Chain Manager
	- Logistics Coordinator
	Sales and Marketing:
	- Sales Manager
	- Marketing Manager
	- E-commerce Manager
	- Customer Relationship Manager
	Design and Innovation:
	- Head Designer
	- Design Team

	- Research and Development Team
	- Innovation Manager
	Finance and Administration:
	- Finance Manager
	- Accounting Team
	- Human Resources Manager
	- Administration Team
Production Units	- Fabric Cutting Department
	- Sewing Department
	- Finishing and Quality Control Dept
	- Packaging and Shipping Department
Support Functions	- IT Department
	- Legal and Compliance Team
	Customer Service Team
Retail Division	- Retail Store Managers
	- Sales Associates
Regional Offices	- Regional Managers
	- Sales and Marketing Teams
	- Operations Support

1.2 Organizational structure

Fig 1: Organizational Structure of Trance Trip Garments

1.2.2 Job position

The job position that I was assigned during my internship at Trance Trip Garments was to handle some parts of marketing and dealing with clients as an assistant. I had to work under the supervision of the marketing head in charge Mr. Apsara KC. As an intern I had to look into social media handling, content creations, analysis of the posts, and also look into how to ease the customers requests.

1.2.3 My job position in the company's organizational structure



CEO
Sales & Marketing
Retail
Wholesale
R&D
Marketing

1.3 Intention and motivation to choose this company as your Co-op studies workplace

Since I joined my Bachelor's degree, I have come to realize the importance of export business in countries such as Nepal. Since Nepal is a land-locked country and does not have access to the sea, the importance of export business is very high. I was very interested in the export business and its nature of operations in Nepal. I specifically was keen to work in the marketing segment as well. Hence, I chose this company, Trance Trip Garments Industries. This company is an export company that imports most of its material goods from India and China and does wholesale as well as retail.

them throughout the world and in Nepal. Trance Trip Garments Industries is a growing company that is gradually starting to expand its business throughout the world. As I am also interested to learn about how to develop the systems in the organization and also to learn about marketing. I felt this was the best-suited option for me to learn and progress into the world of export business in Nepal.

1.4 Strategic analysis of the company (PESTEL Analysis)

1. Political Factors:

- Government regulations and policies related to the textile and garment industry, such as trade agreements, tariffs, and labor laws, can impact the company's operations and costs.
- Political stability in key manufacturing and export regions affects supply chain reliability and business continuity.

2. Economic Factors:

- Economic conditions, including inflation rates, exchange rates, and economic growth, influence consumer purchasing power and demand for clothing products.
- Global economic trends and market fluctuations can impact raw material costs, production expenses, and pricing strategies.

3. Social Factors:

- Changing consumer lifestyles, fashion trends, and cultural preferences drive demand for different clothing styles and designs.
- Social awareness regarding sustainability, ethical sourcing, and labor practices affects brand reputation and customer perception.

4. Technological Factors:

- Advancements in technology, such as digital printing, automation in manufacturing processes, and e-commerce platforms, impact production efficiency, product quality, and market reach.

- Technology trends in supply chain management, data analytics, and customer relationship management enhance operational capabilities and competitive advantage.

5. Environmental Factors:

- Growing concern for environmental sustainability influences material sourcing decisions, waste management practices, and eco-friendly production processes.
- Compliance with environmental regulations and initiatives to reduce carbon footprint and promote sustainable practices are important for brand image and corporate responsibility.

6. Legal Factors:

- Compliance with local and international trade laws, intellectual property rights, and product safety standards is essential for business operations and market access.
- Legal issues related to labor laws, taxation, and regulatory compliance can impact production costs, profitability, and risk management strategies.

1.5 Objectives of this co-operative study

The general objective of the study is to understand how digital marketing is done in the trading business in Nepal. The following specific objectives are to be discussed:

- 1.5.1 To learn the steps to communicate with customers from abroad.
- 1.5.2 To understand the process of clothing by online advertising
- 1.5.3 To learn how to create content for social media pages.
- 1.5.4 To learn the day to day process of a manufacturing company.

Chapter 2: Co-op Study Activities

2.1 Job description

Internship Role: Marketing and Sales Intern.

Worksite Location: Trance Trip Garment Industries.

Corporate Office: Mandala Street, Thamel, Kathmandu, Nepal

Length of Internship: 14 weeks Internship

Start Date: 30th January 2024

Internship End Date: 30th May 2024

2.2 Department Description

The Marketing Department looks after the online and offline marketing and branding of the company. This department directly deals with the mediators of the business (here Fabric Suppliers, Materials Supplier, Printers etc) and communicates with the target group through social media platforms. various exhibitions. and events.

2.2.1 Functions of Marketing Department

- A. Online and offline communication with the customers and mediators
- B. Maintaining digital presence
- C. Carrying out Facebook campaigns for lead generation and showroom visits
- D. Communicating various offers and discount schemes to the customers
- E. Receive feedback from the customers. Forward the complaints and suggestions of the customers to the head of the department
- F. Keep a track of marketing accountability to know which area of marketing is performing well
- G. Staying up to date on the potential events and exhibitions happening in the market to increase visibility
- H. Focus on the offline branding of the company
- I. Maintain in-store brandings such as stickers. hoarding boards. flex. flyers. (Retail Store)

2.3 My Job Description for Marketing Intern

- A. Overseeing and developing marketing campaigns
- B. Promotional activities
- C. Conducting market research activities
- D. Attending and analyzing sales promotional events
- E. Deal with International Customers
- F. Having updated knowledge and timely follow-up with suppliers and stakeholders

2.4 Activities in coordinating with co-workers

Initially most of my work was directly under my supervisor and I had to do everything that was told to me by my supervisor. The activities such as calling the concerned people for any sort of meetings. After 2 weeks or so my supervisor slowly taught me how to independently work under him and also coordinate with clients. Discussing weeking workflow with my supervisor and getting feedback for my work at the end of the week.

2.5 Contributions made in the company as a CO-OP student

The Marketing Department at Trance Trip Garment Industries is responsible for promoting the company's business and mission, serving as its public face and generating all marketing materials. The department's mission is to effectively communicate with prospects, customers, and the public while maintaining a positive image of the company. As a marketing intern at Trance Trip Garment Industries, my initial responsibilities included executing tasks delegated by my supervisor, such as posting creatives, scheduling social media advertisements, responding to customer inquiries, and forwarding sales leads to relevant departments. Additionally, I organized meetings, developed process maps, analyzed post performance, drafted reports on social media campaigns, and collaborated on marketing campaign objectives. I also coordinated with vendors for branding and promotional materials for company events and retail promotions. My contributions were overseen by my supervisor, Apsara KC, during the internship.

Chapter 3: Learning Process

3.1 Problems/issues faced at Trance Trip Garment Industries

During my 14-week internship period at Trance Trip Garment Industries. I faced a few problems. It was quite hard for me to solve these problems.

3.1.1 Brainstorming for creativity

As an intern at Trance Trip Industries, one can brainstorm creatively by using techniques like mind mapping to visualize interconnected marketing ideas and the SCAMPER technique to innovate promotional strategies. Engaging in brainwriting sessions allows for collaborative expansion on market research ideas, while role storming, by imagining oneself as a customer or competitor, provides fresh perspectives. These approaches help generate innovative solutions for marketing campaigns, promotional activities, and customer engagement, ensuring the company stays ahead in the competitive clothing manufacturing industry.

3.1.2 Incorporating different products from different departments

Trance Trip Garment Industries had around 4 different outlets and each department had more than thousands of SKUs. it was very difficult to include every product in the marketing campaigns. We had to constantly sit for meetings to figure out which products to include and which ones to exclude. We even had to check the optimum level of the stocks before deciding on whether or not to include the particular products.

3.2.1 Interact with as many people as possible

For the problem of brainstorming for creativity. The solution was to talk to as many people as possible so that we could get the new ideas and views for marketing various kinds of products. I realized that just by talking to as many people as possible. be it employees. customers. or even friends. I got various new ideas as to how we could talk with my clients properly and increase the sales in the retail outlets. For example; I started a conversation with my friends out of work one

day and asked them what kind of designs and styles of clothes they like and got many ideas from them that I could use in the company itself. Taking ideas from people around you gives you a broader idea of how things can be done.

3.2.2 Listing products and schedules

Listing Products and Schedules at Trance Trip Industries

Product Categories

1. Men's Apparel

- Casual Wear: T-shirts, Jeans, Shorts, Polo Shirts
- Formal Wear: Suits, Dress Shirts, Trousers, Blazers
- Activewear: Joggers, Gym Shorts, Hoodies

2. Women's Apparel

- Casual Wear: Dresses, Tops, Jeans, Skirts
- Formal Wear: Blouses, Pantsuits, Dresses
- Activewear: Leggings, Sports Bras, Tank Tops

3. Kids' Apparel

- Casual Wear: T-shirts, Shorts, Dresses
- School Uniforms: Polo Shirts, Pants, Skirts
- Activewear: Joggers, Hoodies, Athletic Sets

4. Accessories

- Bags: Backpacks, Handbags, Totes
- Hats: Caps, Beanies
- Scarves and Gloves

5. Seasonal Collections

- Spring/Summer: Light fabrics, Bright colors
- Fall/Winter: Warm fabrics, Earthy tones
- Holiday: Festive designs, Limited editions

Production and Marketing Schedules

1. Monthly Production Schedule

- Week 1-2:
 - Design Finalization: Confirm designs for the upcoming month's collection.
 - Material Procurement: Order necessary materials and fabrics.
- Week 3:
 - Sample Production: Create prototypes for quality checks.
 - Quality Control: Review samples and make necessary adjustments.
- Week 4:
 - Full-Scale Production: Begin mass production of finalized designs.
 - Packaging and Labeling: Prepare products for distribution.

2. Monthly Marketing Schedule

- Week 1:
 - Campaign Planning: Develop marketing strategies for new collections.
 - Content Creation: Prepare content for social media, website, and email newsletters.
- Week 2:
 - Campaign Launch: Roll out new marketing campaigns.
 - Social Media Engagement: Post regularly and interact with followers.
- Week 3:
 - Promotional Activities: Execute planned promotions, such as discounts or contests.
 - Influencer Collaborations: Partner with influencers to promote new collections.
- Week 4:
 - Performance Analysis: Review campaign performance and gather feedback.
 - Adjust Strategies: Make necessary adjustments for future campaigns.

4. Weekly Operational Schedule

- Team Meetings: Weekly planning and strategy sessions.
- Inventory Check: Review stock levels and update inventory records.
- Production Oversight: Monitor ongoing production activities.
- Supplier Coordination: Communicate with suppliers for any needed materials.
- Quality Control: Conduct quality checks on current production batches.
- Customer Feedback: Review and address customer feedback and inquiries.
- Marketing Efforts: Focus on content creation and campaign execution.
- Sales Analysis: Analyze weekly sales data and adjust strategies as needed.
- Reporting: Compile weekly reports on production, sales, and marketing performance.
- Planning: Outline the plan for the following week based on current progress.

By following these structured schedules, Trance Trip Industries ensures efficient production, marketing, and operational processes that contribute to the company's overall success and growth.

3.2.3 Supervisor mentoring

The solution to the problem of choosing the correct campaign objective was to do as much hit and trial as possible. In the initial phase of starting my internship. My supervisor guided me to try and test as many possible objectives and also to analyze if whatever decision made was impactful for the next one. By doing this process I myself developed confidence and experience of things that led to other successful outcomes. It was my supervisor's expertise and mentorship that helped me with this problem. Without the help of my supervisor it would be really difficult for me to do the job I was tasked for.

Chapter 4: Conclusions and Recommendations

4.1 What are the things you have learned during the internship?

During my internship at Trance Trip Industries, I have had the opportunity to learn and grow in various aspects of marketing and customer relations within the clothing manufacturing industry. Some of the key learnings include:

1. **Marketing Strategies:** I've gained insights into developing and overseeing marketing campaigns, including the importance of targeting specific demographics, crafting compelling messaging, and selecting appropriate channels to reach the target audience effectively.
2. **Market Research Skills:** I've developed proficiency in conducting market research activities, such as analyzing consumer preferences, industry trends, and competitor analysis. This experience has taught me how to gather and interpret data to inform strategic decision-making.
3. **Promotional Tactics:** I've learned about different promotional activities and tactics used in the fashion industry, including sales events, social media promotions, and collaborations with influencers. Understanding the effectiveness of these tactics has provided me with valuable knowledge on driving brand awareness and sales.
4. **Customer Engagement:** Interacting with international customers has taught me the importance of effective communication and relationship-building. I've learned how to address customer inquiries, resolve issues promptly, and ensure customer satisfaction, even in a global context.
5. **Stakeholder Management:** Keeping stakeholders informed and maintaining timely follow-up with suppliers and partners is crucial for smooth operations. I've learned the importance of building and nurturing relationships with stakeholders to facilitate collaboration and achieve mutual goals.
6. **Creative Thinking:** Engaging in brainstorming sessions and exploring innovative ideas has honed my creative thinking skills. I've learned how to think outside the box, challenge assumptions, and generate fresh ideas to address marketing challenges creatively.

7. Time Management and Organization: Balancing various tasks and responsibilities as an intern has taught me the importance of effective time management and organization. Prioritizing tasks, setting goals, and staying organized are essential for maximizing productivity and achieving success in a fast-paced environment.

Overall, my internship at Trance Trip Industries has provided me with invaluable hands-on experience and practical skills that will serve as a strong foundation for my future career in the fashion industry.

4.2 Set of skills developed as an intern

A. Feedback Incorporation One most important skill that I learned was how to incorporate the feedback from the customers in the organization with the help of senior colleagues. Likewise, I also realized the same could be done with myself by incorporating the feedback that was given to me by my seniors.

B. Digital Media Interactions Another skill set that I have developed in the past week was the skill of interacting through social media channels where I was handling various platforms like Facebook, Email, etc. Here we had to communicate with the sales team and revert back to the inquiry from various customers.

C. Gaining hands-on experience in overseeing and developing marketing campaigns. Staying updated and maintaining timely follow-up with suppliers and stakeholders, improving organizational and time management abilities.

4.3 Self-assessment as a professional

As an intern at Trance Trip Industries, I've developed a solid foundation in marketing, particularly in overseeing and developing marketing campaigns. I've demonstrated proficiency in conducting market research activities and have contributed valuable insights to inform strategic decisions.

Additionally, my experience in attending and analyzing sales promotional events has honed my ability to evaluate the effectiveness of marketing efforts. I've also strengthened my customer relations skills through interactions with international customers, gaining valuable experience in communication and negotiation. However, I acknowledge that there is always room for improvement. I aim to further refine my stakeholder management abilities by enhancing my organizational and time management skills, ensuring timely follow-up with suppliers and stakeholders. Moreover, I aspire to continue fostering my creative thinking skills, consistently seeking out opportunities to generate innovative ideas for marketing and customer engagement. Overall, I am proud of my accomplishments and am committed to continuous growth and development as a professional in the field of marketing.

4.4 Limitation of your co-op studies

During my Co-op studies, I have faced the following limitations:

- A. The internship term was not long enough to learn everything there was to know about Manufacturing and retail business.
- B. The internship term was not long enough to learn everything there was to know about marketing.
- C. Due to differences in organizational sectors, regions, and other factors, This report may not be beneficial to others.
- D. Other value-based learnings have not been included in this report.

4.5 Recommendations for the company

Here are some recommendations for Trance Trip Industries based on my perspective:

1. Diversify Marketing Channels: Explore additional marketing channels beyond traditional methods. Consider leveraging influencer partnerships, content marketing, or experiential marketing to reach a broader audience and differentiate from competitors.

2. Enhance Online Presence: Invest in improving the company's online presence through website optimization, search engine optimization (SEO), and active engagement on social media platforms. A strong online presence can increase brand visibility and attract more customers, especially in the digital age.

3. Embrace Sustainability: Integrate sustainability into the company's operations and marketing initiatives. This could involve using eco-friendly materials in clothing manufacturing, promoting sustainable practices, and communicating the company's commitment to environmental responsibility to appeal to environmentally-conscious consumers.

4. Customer Experience Focus: Place a greater emphasis on enhancing the overall customer experience. This includes providing excellent customer service, streamlining the purchasing process, and soliciting feedback to continuously improve products and services based on customer preferences and needs.

5. Expand International Reach: Actively pursue opportunities to expand into new international markets. This may involve conducting market research to identify potential target markets, establishing partnerships with distributors or retailers in those regions, and tailoring marketing campaigns to resonate with the cultural preferences of international customers.

6. Invest in Employee Development: Implement programs for ongoing training and development to empower employees with the necessary skills and knowledge to excel in their roles. Encourage a culture of innovation and creativity, where employees feel valued and motivated to contribute their ideas towards the company's success.

7. Community Engagement Initiatives: Engage with the local community through various initiatives such as sponsoring events, participating in charity drives, or collaborating with local artists and designers. This not only strengthens the company's brand reputation but also fosters a sense of goodwill and connection with the community.

8. Monitor Industry Trends: Stay abreast of the latest trends and developments in the fashion industry to remain competitive and adapt strategies accordingly. This may involve attending industry conferences, subscribing to fashion magazines, and actively networking with industry professionals to gain insights and inspiration for future initiatives.

4.6 Conclusion

The 14-week internship program has turned out to be a great platform for me to enter the corporate world. In conclusion, Trance Trip Industries stands poised to continue its journey towards success in the dynamic world of clothing manufacturing. With a solid foundation in marketing, a commitment to quality, and a focus on customer satisfaction, the company has the potential to thrive in an ever-evolving market. By embracing innovation, sustainability, and a customer-centric approach, Trance Trip Industries can position itself as a leader in the industry, capturing new markets and building long-lasting relationships with customers. With dedication, strategic planning, and a willingness to adapt to changing trends, Trance Trip Industries is well-equipped to achieve its goals and realize its vision for the future.

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