Thesis Paper

On

Over All Activities of Ha-Meem Textiles & Mills Limited

Submitted by

Md. Abdur Rahman

ID: MBA2102023013
Program: Master of Business Administration
Major in Accounting
Semester: Spring 2022

Submitted to

Department of Business Administration
Sonargaon University (SU)

Submitted for the partial fulfillment of the degree of Master of Business Administration



Sonargaon University (SU)
Dhaka-1215
Date of submission: May 14, 2022

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Submitted to

Md. Masud Rana

Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Submitted for the partial fulfillment of the degree of Master of Business Administration



Sonargaon University (SU)
Dhaka-1215
Date of submission: May 14, 2022

Letter of Transmittal

May 14, 2022

Md. Masud Rana
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Subject: Submission of Thesis report.

Dear Sir,

With humble honor and respect, I am submitting my internship report on **Over All Activities of Ha-Meem Textiles & Mills Limited.** As per partial accomplishment of the requirements for MBA degree, I have completed Thesis from **Ha-Meem Textiles & Mills Limited.** As per partial accomplishment of the requirements of the MBA degree, this thesis has been out under the supervision of you.

This report is an integral part of academic courses in completion of the MBA program which has given me the opportunity to have an insight into the Promotional Management. I hope this report reflects on the contemporary issues on the Accounting that are being Practiced by organizations in our country.

In completing the report I tried my best to blend all my knowledge and imparted every valuable detail and also attempted to avoid unnecessary amplification of the report.

I humble request you to accept this report for your kind evaluation.

Sincerely,

……

Md. Abdur Rahman
ID: MBA2102023013
Program: MBA (Major in Accounting)
Semester: Spring 2022
Department of Business Administration
Sonargaon University (SU)

Certificate of Supervisor

This is to certify that the thesis paper **Over All Activities of Ha-Meem Textiles & Mills Limited** has been prepared as a part of completion of the MBA program from Department of Business Administration, Sonargaon University (SU), carried out by Md. Abdur Rahman bearing ID: MBA2102023013 under my supervision. The thesis paper of the information will not be used for any other purpose.

……

Md. Masud Rana
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Student Declaration

I am Md. Abdur Rahman, a student of Master of Business Administration, ID: 2102023013 from Sonargaon University (SU) would like to solemnly declare here that this Thesis report on **Over All Activities of Ha-Meem Textiles & Mills Limited** has been authentically prepared by me. While preparing this Thesis report, I didn't breach any copyright act internationally. I am further declaring that, I didn't submit this Thesis Paper anywhere for awarding any degree, diploma or certificate.

Sincerely,

……

Md. Abdur Rahman
ID: MBA2102023013
Program: MBA (Major in Accounting)
Semester: Spring 2022
Department of Business Administration
Sonargaon University (SU)

Letter of Authorization

This is certified that the Thesis report titled **Over All Activities of Ha-Meem Textiles & Mills Limited** is the Bona fide work of Md. Abdur Rahman, who carried out the research under my supervision. Certified further that in the best of my knowledge the work reported herein dose not from part of any other Thesis report or dissertation on the basis of which degree or award was conferred on an earlier occasion on this or any other candidate.

……

Md. Masud Rana
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Acknowledgement

First of all, I would like to categorical my gratitude to the Almighty Allah. This is my pleasure that I could successfully complete my internship report by the grace of almighty Allah. I want to convey my heartfelt respect and cordial thanks Md. Masud Rana Sir, Assistant Professor, Department of Business Administration, Sonargaon University (SU), Encouragement, Guidance, advices and valuable supervision. I am very lucky for getting the opportunity to prepare this report under her supervision and guidance. Without her instruction it was impossible for me to complete this report successfully.

I am also really responsible to my honorable teacher Abul Kalam, Associate Professor and Dean of Department of Business Administration, Sonargaon University (SU) for this countless support and guidance. It is not my own credit in this effort. I would like to extend my-sincere regards and gratitude to my honorable teachers whose kind's guidance and assistance enable me to complete my MBA program and to develop my career through their invaluable teaching.

Finally, I want to thanks Quamrul Islam, FCA, Deputy General Manager, Accounts & Finance Department of **Ha-Meem Textiles & Mills Limited** for his regular support, coaching and supervision for getting ready. Along with I receive active co-operation from the ED, DGM, AGM, and Manager, Account's controllers, senior officers and staff of **Ha-Meem Textiles & Mills Limited**. The concern team made the environment congenial and favorable for me to recognize the tasks. Without their help and co-operation, this record would possibly no put together remaining report. I hope that it will help me in my future expert work. In preparing the report I am grateful to the Legal Authority of this company who helped me by supplying many kinds of necessary information. This report suffers from many shortcomings although I have exerted my best effort while preparing this Thesis report. I seek excuse for the errors that might have occurred in spite of the best of my efforts.

Moreover, I would like to thanks all the people who used to be helped me for preparing this Thesis paper.

ABSTRACT

The core objective of the thesis is to fulfill the requirement of the MBA program as prescribed by the SU. Man is social being and lives in a society. They want to live in more happiness in future than previous days. For this reason, they invent some things. Cement is one of them. Cement is very much needed for modern civilization. The thesis report is completely based on my thesis program in **Ha-Meem Textiles & Mills Limited**, the organization has started operation in 1997 at Sripur, Maona, Gazipur, Bangladesh.

I have successfully completed my thesis program from **Ha-Meem Textiles & Mills Limited** under Accounting Division. I did this Thesis program because it is a requirement for the MBA program. My faculty advisor and the onsite supervisor helped me choose the topic- **Over All Activities of Ha-Meem Textiles & Mills Limited.** The objective is to identify the factors which may affect the Accounting system of **Ha-Meem Textiles & Mills Limited.** This topic also helps me differentiate academic lesson and practical life. It's also increase my practical knowledge.

From our study we find out some of the factors which affect accounting system, sales, import, export, assets, liabilities.

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Chapter One

Introduction

1.0 Introduction

Only a lot of theoretical knowledge will be little important unless it is applicable in practical life. Master of Business Administration (MBA) program is a mixture of both theoretical and practical knowledge. To fulfill this requirement, a student is required to obtain real-life exposure in an organization and thereby gain demonstrable skills and expertise in the field and also an understanding of the organization. We need proper application of our academic knowledge to make it more fruitful. Such an application is made possible through internship.

The thesis is an integral part of the MBA program, arranging for the students who have completed all academic courses required for MBA. Students also have to submit a thesis report on an assigned topic. I was placed in **Ha-Meem Textiles & Mills Limited** to complete my thesis program under the supervision of two supervisors one is an internship form the institute and another is from the organization. By consulting with my internship supervisor it has been selected the topic **Over All Activities.**

1.1 Origin of the Report

Md. Masud Rana, Assistant Professor, Department of Business Administration, Sonargaon University (SU) authorized writing of this research report. The report is a part of the course for the students of Master of Business Administration. It was submitted by me on May 14, 2022.

1.2 Background of the study

Knowledge and learning become perfect when it is associated with theory and practice. Theoretical Knowledge gets its perfection with practical application. As our educational system predominately text based, inclusion practical orientation program, as an academic component is as exception to the norm. As the parties; educational institution and the organization substantially benefit from such a program, it seems a win-win situation. It establishes contacts and networking contacts. Contacts may help to get a job. That is, student can train and prepare themselves for the job market. A poor country lies Bangladesh has an overwhelming number of unemployed education graduates. As they have no thesis experience they have not been able to gain normal professional experience or establish networking system, which is important in getting a job. So practical orientation is a positive development in the professional area. Recognizing the

importance of practical experience, the Department of Accounting, Sonargaon University (SU) has introduced three months' practical exposure as a part of the curriculum of Master of Business Administration. In such state of affairs, the present aiming at analyzing the experience of practical orientation related to marketing activities of **Ha-Meem Textiles & Mills Limited.**

1.3 Scope

The report highlights the consumers' perception about the quality, customer service and easy availability of **Ha-Meem Textiles & Mills Limited.** It also tries to find out the factors affecting sales and prospects of **Ha-Meem Textiles & Mills Limited.** The discussion is limited to an identification of market position and problems of **Ha-Meem Textiles & Mills Limited.**

1.4 Benefits of the Research

- The survey report helps to identify which types of factors affecting in sales.
- The survey report will help management to take correct decision.
- The respondents are the future decision makers so this report will light on their need.
- It will help to identify the current market position & reasons for decreasing the sales.
- It will help as a secondary data for further research.

1.5 Limitations

It is obvious that every study has some limitations. The study I have made is of great importance and require me huge work. While conducting I had to face a number of problems. Those limiting factors that hampered my smooth workings in **Ha-Meem Textiles & Mills Limited** and finally in preparing this report are as follows:

- Insufficiency of valuable data and information.
- Lack of experience.
- Lack of time and resource.

- Lack of perfect co-operation.
- All the concerned personnel of the textiles have not been interviewed.
- Collecting Information
- Inadequacy and lack of availability of required Current data
- Communication
- Busy working Environment of the offices
- Lack
- Different Format Data
- Technological Problem
- Financial Data Complexity
- Lack of in-depth knowledge and analytical ability for writing such report.

1.6 Objective of the Report

The broad objective of this report is to provide an overview of Accounts practice of **Ha-Meem Textiles & Mills Limited**. The specific objectives of this report are:

1. To provide Company overview

2. To provide market overview and analysis

3. To reveal operational, management and accounts planning.

4. Discuss all accounts practice

5. To expose strengths and weakness of **Ha-Meem Textiles & Mills Limited** in comparison with competitors.

Chapter Two

Literature Review

2.0 Literature Review

Over All Activities:

In a broad aspect, Over All Activities refers to the measurement, analysis and reporting financial and nonfinancial information relating to the cost of acquiring or using resources in an organization. So Over Activities can be defined as the information obtained from Over All activities. For example, calculating the cost of the product is an Over All Activities that answers manager's decision-making needs (such as choosing products to offer). Modern Over All Activities takes the perspective that collecting cost information is a function of the management decision being made. Over All Activities helps the manager in short-run and long-run planning and control decisions that increase value for the customers and lower the costs of products and services. For example, managers make decisions regarding the amount s and kinds of materials being used, changes in plant processes and changes in product designs.

Over All Activities in Decision Making:

For making decision by using Over All Activities cost accountant usually follow some specific models. They use different decision model for different courses of action. Management accountants work with manager by analyzing and presenting relevant date to guide decisions. For example, if any organization wants to reduce its existing pharmaceuticals costs it must identify the alternatives then it will analyze the alternatives by using only relevant date i.e., which can influence the decisions.

Factors regarding decision making using Over All Activities:

There are several factors that affect the decision making procedure of the managers. Some important factors are discussed here:

a. Relevant costs and relevant revenues:

Relevant cost are expected future cost and relevant revenues are expected future revenues that differ among the alternation courses of action being considered. Both relevant costs and relevant revenues must occur in future and they differ among the alternative needed to prepare detailed income information is unavailable. Understanding which costs are relevant and which are

irrelevant helps the decision maker concentrate on obtaining only the pertinent date and saves time.

b. Qualitative and quantitative relevant information:

Manager defines and weights qualitative and quantitative information. quantitative information are those which can measured by the numerical number and qualitative information are those which cannot be measured by the number and which one is not. Relevant cost analysis generally emphasis on quantitative factors but qualitative factors also have their own importance.

c. Insourcing Vs Outsourcing and Make Vs Buy decision:

Outsourcing or Bye decision is purchasing goods and services from outside rather than producing in inside of the organization. Whether bye or make is sometimes influenced by qualitative factors.

d. Focusing on grand total:

Manager will focus on grand total cost in making decision rather than unit cost. Sometimes unit cost could be misleading. If we want to make decision about make or buy, insourcing vs. outsourcing we need to consider total cost not unit cost.

e. Using constrained resources:

Under this condition, manager should select the product that yields the highest contribution margin per unit of constraining or limiting resources.

f. Replacement on equipment:

In the time of equipment replacement existing book value is irrelevant because it is a sunk cost so it should be ignored.

g. Concentrate on consistency on performance evaluation:

There is always a confliction between the decision model used by a manager and the performance model used to evaluate that manager. Top management must ensure that the performance evaluation model will be consistent with decision model. A common inconsistency

is to tell these managers to take a multiple year view in their decision making but then to judge their performance only on the basis of current year's operating income. If there is no consistency between performance evaluation and performance model, then control will be impossible and making decision model will be valueless.

Chapter Three

Methodology

3.1 Methodology of the study

This report has been prepared on the basis of experience gathered during the period of internship program. For preparing undergone group discussion, collected data and interviewed some of the selected Dealer and retailers.

By taking help of the primary data I will make this report more effective. I will collect data from the **Ha-Meem Textiles & Mills Limited** and also from different textile manufacturers. And it will help me to understand about the demand and supply of the Textile related products. Moreover, I will be conducting primary research which will be consists of the opinions of different employees who is working in that sector. I will be conducting the primary research through door to door survey, mailed questionnaire, personal interview and group discussion. And my sample size will be 50. And all the respondents are the buyers of **Ha-Meem Textiles & Mills Limited**.

To make the data meaningful I have done Frequency and graphical presentation etc.

In order to prove the hypothesis, I have taken some variables as independent variables.

The list of independent variables is given below:

- Product Quality: Here the perception of the buyers' toward the product's quality is justified.
- Product Price: Whether the buyers are satisfied with the price of the product of **Ha-Meem Textiles & Mills Limited's**
- Buyers' Requirements: Buyer's requirements has an impact of their satisfaction
- Product Design: It has an impact on buyers' satisfaction.

3.2 Research Design

A research design is a framework or blueprint for conducting the marketing research projects. Although a board approach to the problem has already been developed, the research design specifies the details of implementing that approach.

3.3 Target Group

Target group of this research will be the dealers and retailers. Dealers are both exclusive and nonexclusive. Exclusive dealers sell, target fill up, management report and proper accounting only **Ha-Meem Textiles & Mills Limited** where exclusive function.

3.4 Date Collection

For our research purpose we need both primary and secondary data.

Primary data:

There is lack of in depth study about the subject. As such primary data is the building block of the research work. The data if this study were collected from the interview conducted among the selected respondents in factory area. The primary data have collected by surveying system.

Secondary data:

There is not much research work done on the subject. As such sources of secondary data were very much limited. However some data were available in the organization data bank, internet, brochures etc. A thorough survey of all were done to find out the useful information.

3.5 Data Analysis

Subjective analysis: Qualitative data was analyzed using judgement, guidance of the supervisors and knowledge.

Chapter Four

Overview of the organization

4.1 History of the Organization

Clothing is a very necessary item today's age of civilization. That civilization touched our country. The demand of cloth Textiles & Mills company are increased day by day from that time. Based on demand Bangladesh currently has 424 spinning mills, 794 textile weaving mills, 241 dyeing and finishing mills, and a total of over 6,500 registered and over 500 un-registered garment and textile factories.

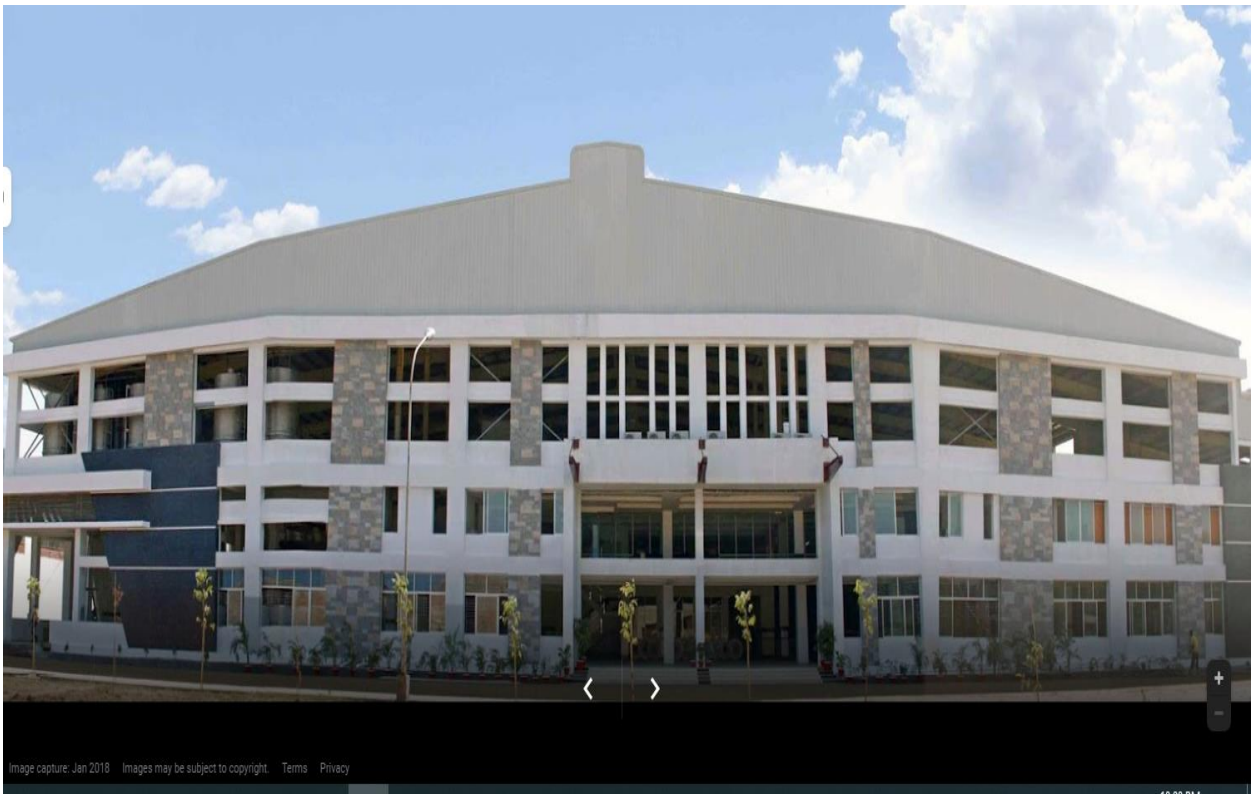
Ha-Meem Textiles & Mills Limited is one of the largest textile mills in Bangladesh. **Ha-Meem Textiles & Mills Limited** was first established in 1997 at Sripur, Maona, Gazipur, Bangladesh. The business lines of **Ha-Meem Textiles & Mills Limited** are manufacturing and marketing of yarn. The manufactures 100% Cotton Ring Span Yarn or Hosiery, 100% Cotton Rotor for Hosiery and Knit Fabrics for 100% export oriented readymade Garments Industry. The strategic Goals and Objectives of the Company are to strive hard to optimize profit though conduction and transparent business operations and to create more competitive in the internal and external market. In home, customer of **Ha-Meem Textiles & Mills Limited** is export oriented readymade Textile Industry. The Company also exports its products to the market of Europe &USA. The export sells increased by 19% in 2003 over the previous year. Competition level is increasing both in local and abroad market. Competition will be morestiff after 2015 when multitier agreement will be phased out. Among the other foreign competitors Srilanka, China Pakistan and India are prominent. **Ha-Meem Textiles & Mills Limited** is one of the biggest employees in Bangladesh. It has a personnel and administrative department. The total number of employees are 2512. For the employees there are systematic in house training in home and abroad.

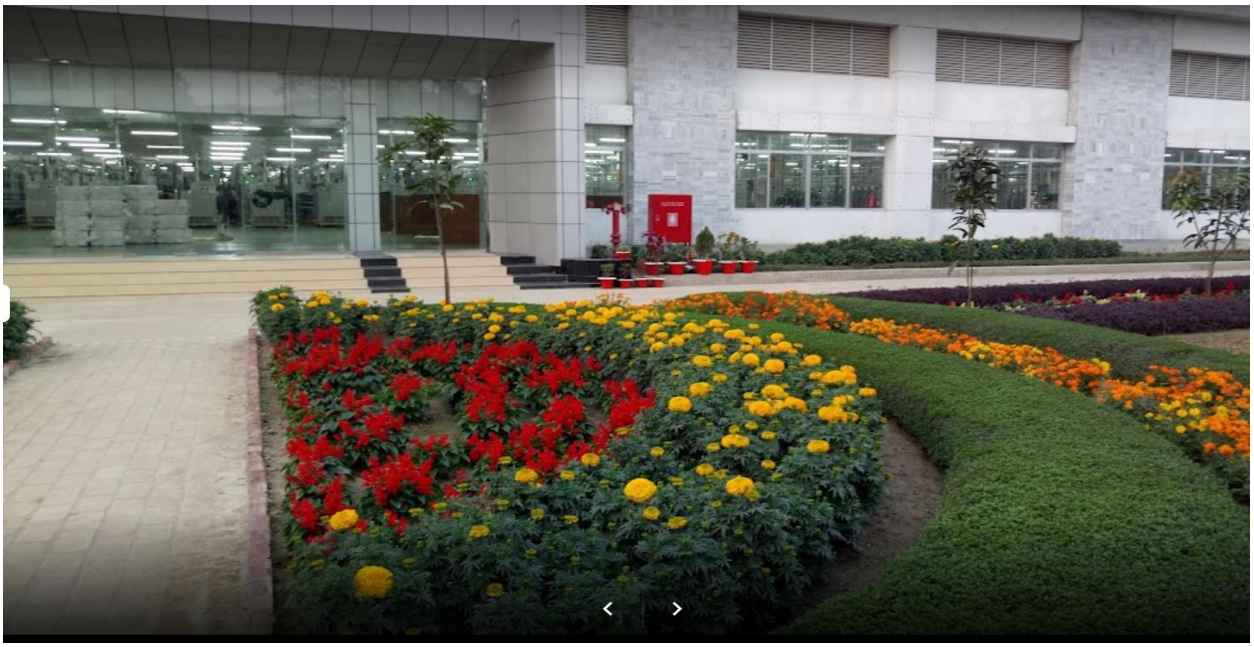
The company's actions and performance extensively depend on economic conditions. in a strong economic, nearly all businesses enjoy greater prosperity. Disposable income is high, unemployment is low and consumer confidence prompts people to pump their money back into the economy through the purchase of goods. Goodwill has long been a controversial subject. Goodwill is an accounting measure of a business's popularity and strength in its marker. it enables a company to earn in future over and above the normal rate of return, which other companies can earn.

The Managing Director, the CEO is the head of the executive management team. Below in there are directors, executive directors and general manager. Under the direct super vision of the general manager a number of departments are controlled. The Company is going through continuous growth in production. The total production increased year on year basis at the rates of 0.43% and 1.467% during 2019 and 2020 respectively. The Company's operations are out on an aggregate basis and are managed as a single opportunity segment. The Company uses Computer Aided Design (CAD), Computer Aides Spreading (CAS) and Computer Aided Manufacturing (CAM) in its plant to increase the overall efficiency and productivity.

Equipped with all state of the art machinery like Sucker Muller slasher dye from Germany, Picanol Omni plus loom from Belgium and finishing line form Morison U.S.A product: 4.5 to 14.5 with all varieties of denim. **Ha-Meem Textiles & Mills Limited** is a famous and trusted garments company in Bangladesh and it is contributing immensely in the sector of Home textile, garments and apparel areas. It has an end-to-end process from spinning to finished denim fabrics that is modern and state of the art while becoming a complete vertical set up. **Ha-Meem Textiles & Mills Limited** is a Bangladesh Buyer. The Following Data of Trade Reports Comes from Customs Data. This Company's Import Data Update to 2022-02-26, a Total of 900 Transactions. Based On These Data, they Made statistics and summary from The Trade Partners, Import-Export Ports, Purchasing Countries, HS Codes, And Contact Information. It Can Calculate the Main Market and Occupation of HTML. All around the World. Help You Deeply Analyze the Target Market, and Scientifically Formulate Production and Marketing Strategies. Besides, they are trying their Best to Provide Accurate Target Customers Recommend. Through Big Data, Recommend The Company That Buying or Supplying the Same Product (Or HS Code) From The Bangladesh's Buyer Company Database. **Ha-Meem Textiles & Mills Limited** has world class and state of the art machineries and equipment due to its production system capacity it much higher than other denim companies.

Overview of the Organization





4.2 Background of the study

Textile is an inherent talent and skill in this part of the world. At the outset of Textile boom during the end of twentieth century, Bangladesh stepped forward to take the full advantage of its tradition and work force with modernization approach. The result is inevitable with a great success to become one of the largest garment exporters of the world.

Ha-Meem Textiles & Mills Limited launched its industrial journey back in 2015 and involved in the weaving of medium to heavy fabrics till now soon it became a reliable and quality supplier of greidge fabrics at home and abroad. During 80s and 90s textile became a unique name in Fabrics market.

Ha-Meem Textiles & Mills Limited, having a solid background of weaving experience and great support and inspiration from customers, moved forward in the beginning of the new century. Along with expanded weaving capacity the company made one of the largest dyeing & finishing mill in the country. With most modern machinery and skilled expertise behind the machine, **Ha-Meem Textiles & Mills Limited** was able to create a revolution in fabrics marketing to Europe and America. **Ha-Meem Textiles & Mills Limited's** Fabrics made a good name in quality and commitment within shortest possible time with serious effort and expertise from home and abroad. There is no scope to be complacent with the success. In the context of highly competitive world of textile the growth and existence depends on quality and service to customers. There is no compromise on this point. **Ha-Meem Textiles & Mills Limited** believes in quality, commitment and services which are the tools for growth of the enterprise in last two decades.

4.3 Objectives of the study

By doing this project I have understood the business strategy of **Ha-Meem Textiles & Mills Limited** and their marketing strategies. I will have a good understanding about the management and marketing practices of the organization. I have chosen this topic because our economy is very much dependent on textile industry and **Ha-Meem Textiles & Mills Limited** is one of the largest conglomerates in our textile industry. I want to know their business strategies which will help me to implement in future. Moreover, by doing this report I will understand the basic

difference between local companies and foreign companies. And it will also help me to understand the buyers' psychology.

4.4 Company information

All are under one umbrella. These are all private limited companies registered with joint stock Company under the same ownership. The factories are located only 23 kilometer south east from the capital Dhaka in an ecofriendly one where most textiles are located. **Ha-Meem Textiles & Mills Limited** has a capacity of dyeing and finishing of 18 million meters of fabrics per year from light to heavy weaving. It has a strong marketing team supported by expertise from abroad in the production areas.



4.5 Vision

Our vision is product diversification, employment generation through expansion and to contribute in the national economy by earning foreign currency. To achieve the goal the group has got a set of expert professionals. In addition, we have a succession plan to go with sustainable expansion. **Ha-Meem Textiles & Mills Limited** believes in quality, friendly environment and committed to social development.

4.6 Mission

To provide quality products to customers and explore new markets to promote/expand sales of the company through good governance and foster a sound and dynamic team, so as to achieve

optimum prices of products of the company for sustainable and equitable growth and prosperity of the company.

4.7 Cost Over All Activities

In a broad aspect, cost accounting refers to the measurement, analysis, and reporting financial and nonfinancial information relating to the cost of acquiring or using resources in an organization. So cost accounting can be defined as the information obtained from cost accounting activities. For example, calculating the cost of product is a cost accounting function that answers manager's decision making needs (such as choosing products to offer). Modern cost accounting takes the perspective that collecting cost information is a function of the management decision being made. Cost Over All Activities helps the manager in short-run and long-run planning and control decisions that increase value for the customers and lower the costs of products and services. For example, managers make decisions regarding the amounts and kinds of material being used, changes in plant processes, and changes in product designs.

4.8 Cost Over All Activities in Decision Making

For making decision by using cost Over All Activities cost accountant usually follow some specific models. They use different decision model for different courses of action. Management accountants work with manager by analyzing and presenting relevant data to guide decisions. For example, if any organization wants to reduce its existing manufacturing costs it must identify the alternatives then it will analyze the alternatives by using only relevant data i.e., which can influence the decisions.

4.9 Costs of conversion

The costs of conversion of inventories include costs directly related to the units of production, such as direct labour. They also include a systematic allocation of fixed and variable production overheads that are incurred in converting materials into finished goods. Fixed production overheads are those indirect costs of production that remain relatively constant regardless of the volume of production, such as depreciation and maintenance of factory buildings and equipment, and the cost of factory management and administration. Variable production overheads are those

indirect costs of production that vary directly, or nearly directly, with the volume of production, such as indirect materials and indirect labor. The allocation of fixed production overheads to the costs of conversion is based on the normal capacity of the production facilities. Normal capacity is the production expected to be achieved on average over a number of periods or seasons under normal circumstances, taking into account the loss of capacity resulting from planned maintenance. The actual level of production may be used if it approximates normal capacity. The amount of fixed overhead allocated to each unit of production is not increased as a consequence of low production or idle plant. Unallocated overheads are recognized as an expense in the period in which they are incurred. In periods of abnormally high production, the amount of fixed overhead allocated to each unit of production is decreased so that inventories are not measured above cost. Variable production overheads are allocated to each unit of production on the basis of the actual use of the production facilities. A production process may result in more than one product being produced simultaneously. This is the case, for example, when joint products are produced or when there is a main product and a by-product. When the costs of conversion of each product are not separately identifiable, they are allocated between the products on a rational and consistent basis. The allocation may be based, for example, on the relative sales value of each product either at the stage in the production process when the products become separately identifiable, or at the completion of production. Most by-products, by their nature, are immaterial. When this is the case, they are often measured at net realizable value and this value is deducted from the cost of the main product. As a result, the carrying amount of the main product is not materially different from its cost.

4.10 Disclosure of Inventory in Financial Statements:

The financial statements shall disclose: (a) the accounting policies adopted in measuring inventories, including the cost formula used; (b) the total carrying amount of inventories and the carrying amount in classifications appropriate to the entity (c) the carrying amount of inventories carried at fair value less costs to sell (d) the amount of inventories recognized as an expense during the period (e) the amount of any write-down of inventories recognized as an expense in the period in accordance (f) the amount of any reversal of any write-down that is recognized as a reduction in the amount of inventories recognized as expense in the period in accordance (g) the circumstances or events that led to the reversal of a write-down of inventories

in accordance and (h) the carrying amount of inventories pledged as security for liabilities. Information about the carrying amounts held in different classifications of inventories and the extent of the changes in these assets is useful to financial statement users. Common classifications of inventories are merchandise, production supplies, materials, work in progress and finished goods. The inventories of a service provider may be described as work in progress. The amount of inventories recognized as an expense during the period, which is often referred to as cost of sales, consists of those costs previously included in the measurement of inventory that has now been sold and unallocated production overheads and abnormal amounts of production costs of inventories. The circumstances of the entity may also warrant the inclusion of other amounts, such as distribution costs.

4.11 Strategic Goals & Objectives:

The company sets the following objectives for it to achieve:

• To strive hard to optimize profit through conduction of transparent business operations within the legal and social framework with malice to none and justice for all

• To create more jobs with minimum investments

• To be competitive in the internal as well as external markets

• To maximize export earning with minimum imported in-puts

• To reduce the income gap between top and bottom categories of employees.

Thus the company focuses to pole-star its mission that fulfill the objective with emphasis on the quality of the product, process and services blended with good – governance that help build the image of the most enable corporate – citizenship at home and abroad. The company wants to produce such society friendly goods and services that go to satisfy the wants of all the relevant party without disturbing or damaging the socio- economic and ecological, balance of the mother earth and the process of human civilization leading to peaceful co-existence of all the leaving beings. The company always strives for top quality products at the least cost reaching the lowest rungs of the economic class of people in the country. The company values its obligation to the

greater society as well as it strives to protect the interests of it's shareholders and to ensure highest return and growth of their assets.

4.12 STRATEGY:

To build long-term partnership with the customers and with their support, we aim to maximize the potential of our business through a combination of enhanced quality of product, service, creative marketing, competitive pricing and cost efficiency.

Financial Year Financial Year (July 2019- June 2020), Authorized Capital (BDT) 1500 Million Paid Up Capital (BDT) 574 Million Sales (BDT) 23,202 Million Number of Employees 8,364 (Eight Thousand Three Hundred Sixty-Four)

4.13 Fabric Quality

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Very Good	63	63.0	63.0	63.0
Good	33	33.0	33.0	96.0
Bad	4	4.0	4.0	100.0
Total	100	100.0	100.0	

Interpretation: Here, the respondents were asked to grade the fabric of **Ha-Meem Textiles & Mills Limited** in terms of quality. Among 100 respondents, 63% respondents said that the **Ha-Meem Textiles & Mills Limited** fabric is very good in terms of quality. 33% of them said that the fabric is good enough and the rest 4% respondents said badly about the fabric quality of **Ha-Meem Textiles & Mills Limited**.

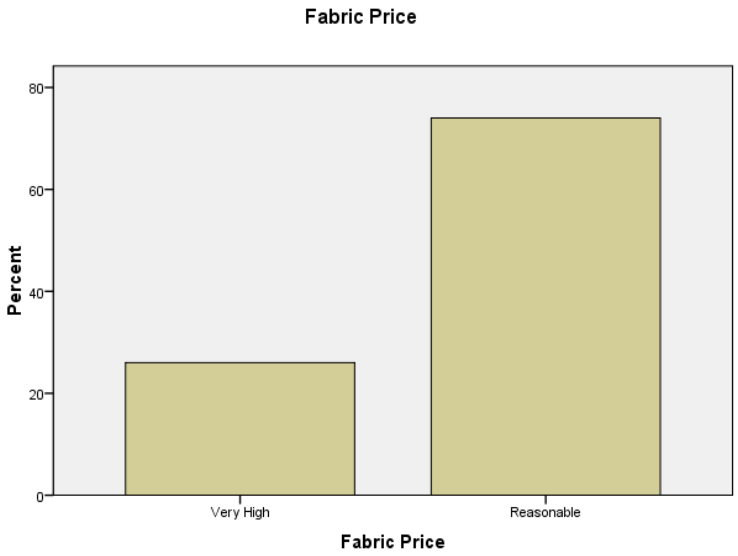
Finding: This survey proves that the buyers are mostly satisfied because of the very good quality fabric of **Ha-Meem Textiles & Mills Limited**.

4.14 Fabric Price

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Very High	26	26.0	26.0	26.0
Reasonable	74	74.0	74.0	100.0
Total	100	100.0	100.0	

Interpretation: Here, the respondents were asked about their perception regarding the fabric price of **Ha-Meem Textiles & Mills Limited.** Among 100 buyers, 26% of them said that the price is very high. The rest 74% buyers perceived the price as reasonable. Surprisingly, no one said that the fabric price of **Ha-Meem Textiles & Mills Limited** is low.

Finding: This survey proves that most of the buyers perceive that the fabric is reasonable considering its fabric quality and they are satisfied with it.



4.15 Marketing Strategy

The past year has been tough for the textile industry as competition is steadily and margin of profits is becoming smaller day-by-day. Our competitors from Asia have come up in a big way with lower prices resulting from lower overhead, cheaper and better raw materials and machinery.

Countries like China, Indonesia, India and Bangladesh played an active role in the fabric market. Improvement in quality and production capability was the main area of concentration.

Market for Yarns and Grey fabrics was diversified to increase the customer base and reduce dependency on the Far East. In this effort business with Malaysia, Korea, Taiwan, UK and South America was initiated in case of Yarns.

In case of Grey Fabric market business was initiated in South Africa, North America, Japan, Italy, France, and Sri Lanka etc. Product range was also increased to cater to the differing needs of the buyers. Fancy and special items like Dobby Designs, Bedford Cords, Twills and stretch fabrics were developed which are being sold at premium prices.

Ha-Meem Textiles & Mills Limited has constantly updated our machinery, replacing old machines with new ones upgrading the existing set-up, leading to better efficiencies and quality products.

Ha-Meem Textiles & Mills Limited has established its name in new markets be creating specialized fabrics, designs and also by providing our customers with efficient service and excellent quality. It has placed us successfully in the middle to upper end of the market. Our strength in Europe is the curtain division. The effectiveness and productivity of this plant will be further enhanced, as **Ha-Meem Textiles & Mills Limited** moves towards becoming a more vertically integrated organization. Our dyed fabric has already established its name in the market. It is being exported to some of the leading brands of the world. At **Ha-Meem Textiles & Mills Limited**, it is prospering due to our professional commitment toward excellence and giving the best results at all times and against all odds. Its marketing and production team co-ordinance at all times and it focus remains on maintaining its position as the market leader in the textile sector of Bangladesh.

4.16 Marketing process

Inquiry costing quote to customer

Check Grieg

Processing cost per delivery

Approval received

Lab dips/strike sample P.O received/Sales Contract sent

Grieg booking

Dying/printing program issue

Fabric processed

Shipment sample dispatched for approval

Shipment sample approved

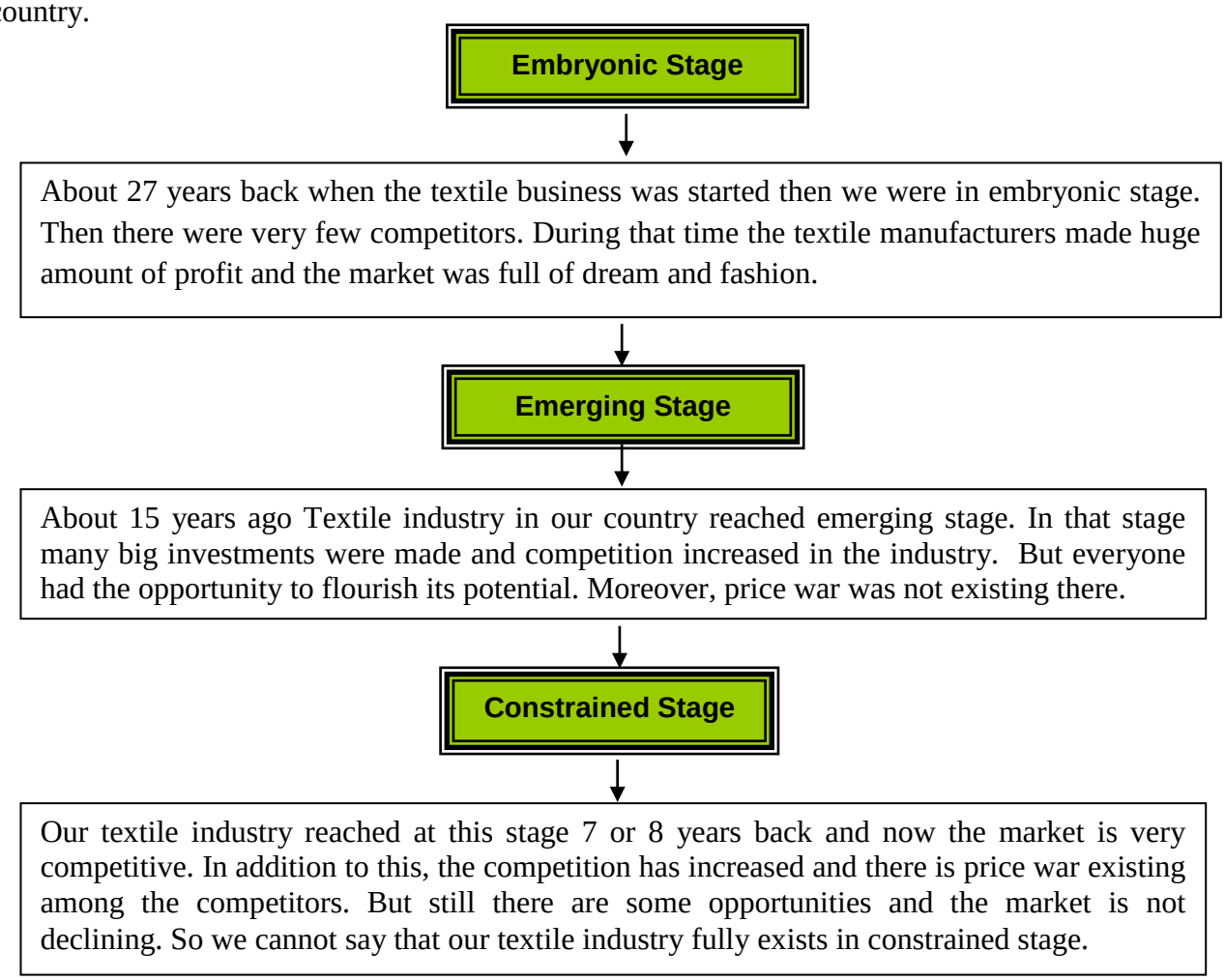
Shipment dispatched

4.17 Export Marketing Department

The export department of **Ha-Meem Textiles & Mills Limited** is known to be the best marketing department in the whole textile industry because of the commitment and dedication of employees, the determination of work & the best management system. **Ha-Meem Textiles & Mills Limited** Marketing has a very strong liaison with their customers around the world. That's why **Ha-Meem Textiles & Mills Limited** has different segments on the basis of different regions like North America, Australia and Europe. Every region has a different Export Manager and its whole staff. The marketing responsibility is not only to just sales and marketing it has also to find out new horizons and new ways. That's why Managers visit to new Markets around the world.

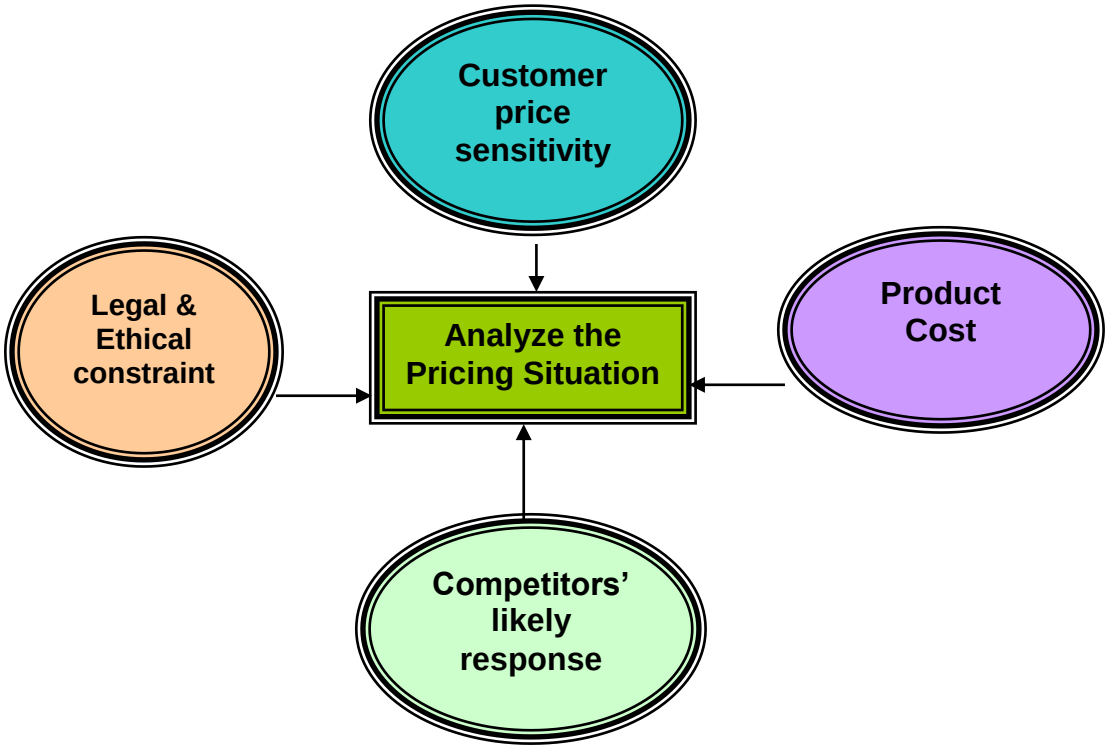
4.18 Market Evaluation Model

By taking help of Evaluation model I am going to discuss about the Textile industry of our country.



Not only are the local investors but also the foreign investors are very much welcome to invest in the textile industry in our country. And the government gives all sorts of facilities to the new investors. And due to higher profitability investors are very much interested to invest in this industry. For this reason, the risk of the entry of the new firms is very high.

4.19 Factors impacting the pricing Situation



Customer price sensitivity

Here the customer is price sensitive and due to higher competition among the manufacturers, the customers are in superior position. So price sensitivity of the customers plays a crucial rule here.

Product Cost

Product cost is the other factor here. Product cost influences the pricing situation very much. **Ha-Meem Textiles & Mills Limited** charge the product price based on the production cost.

Competitors' likely response

For pricing situation, it is also very crucial**.** If any company asks higher price for any product, then the others overlap the situation and offer lower price to the buyers. Competitors respond very aggressively in this situation.

Legal and Ethical Constraint

In our country there is not any legal or ethical constraint for pricing. So the manufacturer does not need to think about the legal issues.

4.20 Quality and Image of the product

Ha-Meem Textiles & Mills Limited asks higher price for some premium products and they have competencies of that product. And no other Bangladeshi company is as expert as **Ha-Meem Textiles & Mills Limited** to produce that product. The higher price of that product shows the image and quality of that product.

Promotional Strategies:

In their promotional strategies **Ha-Meem Textiles & Mills Limited** does sales promotion, Public Relations, personal selling, Direct and interactive marketing.

1. Advertising:

For Advertising **Ha-Meem Textiles & Mills Limited** attends many different fairs in home and abroad. They attend fairs in different countries in Europe and America. They also attend many fairs in Bangladesh that are usually organized by BGMEA.

2. Public Relations:

They have very good relationship with most of the local garment manufacturers and they are also very dedicated to keep good relationship with the foreign buyers.

3. Personal Selling:

Ha-Meem Textiles & Mills Limited does personal selling. Their marketing department is responsible to communicate with the buyers. And they always inform the new buyers about their products. Moreover, they always keep in touch to the old buyers and very keen to help the buyers by giving any sort of update and samples regarding their product.

4.21 Direct and Interactive marketing

Ha-Meem Textiles & Mills Limited performs direct and interactive marketing. They communicate to different buyers and they arrange formal and informal meetings with them.

4.22 Threats

Buyer needs demands changes

Because of the research and development, the design and the product of **Ha-Meem Textiles & Mills Limited** is just satisfactory as compare to competitors in the globally and they are not fulfilling the demand of customer.

Political instability

Political instability effects the **Ha-Meem Textiles & Mills Limited** because of the quota system the company can be restrict by the government to export.

Changed of government policies

Government policies are changing day to day so it is a threat for the **Ha-Meem Textiles & Mills Limited** to survive in such a changeable situation.

Globally Economic instability

Because of the economic instability the **Ha-Meem Textiles & Mills Limited** affected a lot. Dumping system which is rising on daily basis in the world can create many problems for the company and any uncertainty in the world like 9/11 may affect also the overall export.

4.23 Textile Business Accounting

Textile manufacturing accounting is one of the major challenges for textile manufacturing businesses. It is essential to account for different activities as the nature of this sector is vivid and involves a vast range of processes. For every manufacturing process, a list of raw products and resources are used which have to be reported on a regular basis, and thus it increases the importance of accounting and bookkeeping in this field. This requirement asks for an expert accountant like us to do the job. Adequate Bookkeeping offers services to various sizes of business efficiently.

We possess considerable years of work experience in customized textile manufacturing and standard textile manufacturing software. Outsourcing Textile Manufacturing Accounting is one

of the best ways you can reduce operational costs, and we are here help you achieve it. Our team of expert accountants is well versed in handling and understanding each project meticulously and recommends solutions accordingly.

4.24 Employee Relation

Employers and employees each have their own sets of needs and values, and successful relationship between these two sides requires that some sort of balance be struck. This balance often takes the form of a psychological contract, an understood agreement between employer and employees that defines the work relationship. This contract with or without support of a formal collective bargaining, agreement influence the outcome achieve by each side.

4.25 Employee safety

ROWA FASHIONS LTD. provide the employee safety. It ensures the all kinds of job safety such as insurance of each employee not this it provide insurance to the labor.

4.26 Employee health

Free medical checkup, provide health card and also provide necessary medical facilities for each employee.

4.27 Individual Incentive Plans (Piecework plans)

- Awards based on individual production vs. company standards
- Awards based on individual performance standards using objective & subjective criteria
- Quantity and / or quality goals

4.28 Advantages and disadvantages of Individual Incentive Plan

• Advantages

– Helps relate pay to performance

– Promotes equitable distribution of compensation

– Helps retain best performers

– Compatible with individualistic cultures and societies

• Disadvantages

– May promote inflexibility

– Unrealistic standards may hamper employee motivation

– Setting performance standards is time consuming

– Factors beyond employee's control may affect outcomes

– Factors not rewarded may be overlooked

Chapter Five

Findings and Analysis

Findings and Analysis

5.1 Findings

Textile industry is comparatively new in our country. The size of the industry is still growing. **Ha-Meem Textiles & Mills Limited** is one of the first movers in this sector. it has managed to be grown up as one of the country's leading Textile Company. It is providing employment to a large number of skilled and unskilled people all over the country. The Company contributed an amount of taka 37.892 million to the national exchequer in different forms like Cooperate Income Tax, Advance Income Tax, Vat, Import Duties, Taxes, Government Taxes, Stamp Duties, License Fees etc. The Company contributed substantially to the Foreign Exchange Reserve of the country through its export marketing operation. In 2017 its net export earning was taka 1021.368 million.

Analysis Technique Used: MS Excel software and simple arithmetic were used to analyze the date collected for the question.

5.2 SWOT Analysis

SWOT analysis is the detailed study of an organization's exposure and potential in perspective of its strength, weakness, opportunity and threat. This facility the organization to make their existing line of performance and also foresee the future to improve their performance in comparison to their competitors. As though this tool, an organization can also study its current position, it can also be considered as an important tool for making changes in the strategic management of the organization

Chapter six

Recommendations and Conclusion

6.1 Recommendation

From the analyses and findings interpreted above, I would like to recommend the following factors to be taken seriously by **Ha-Meem Textiles & Mills Limited** management.

* **Ha-Meem Textiles & Mills Limited** should increase their loom efficiency and install higher quality foreign machineries in order to avoid different types of fabric fault as well as avoid compensations, which incurs huge amount of losses sometimes.

* Currently there is only one designer working at the design studio. A couple of more designers or assistants should be employed so that they can work efficiently in a team and design more lucrative and exact patterns.

* In order to avoid mismatch between samples and bulk, **Ha-Meem Textiles & Mills Limited** should install fully automated computerized software and machineries because these problems usually arise from errors in manually input data and confusions from those. It is sometimes seen the pantone numbers are incorrect or the sample numbers are incorrect in the labels. So, they should work seriously on this issue.

*Many more looms should be installed in order to avoid minimize the lead time for production. Otherwise the regular buyers will get delivery on time and local irregular buyers will not. Ultimately they will lose interest in **Ha-Meem Textiles & Mills Limited** and in future if there's any scarcity of foreign buyers and orders at **Ha-Meem Textiles & Mills Limited**, those dissatisfied local buyers will not place orders either.

* A couple of more messengers should be employed at the sales & marketing office of **Ha-Meem Textiles & Mills Limited** so that buyers can get samples promptly and on time. It is very important because if the buyers get sample from other fabric manufacturers quicker than **Ha-Meem Textiles & Mills Limited**, they might switch from **Ha-Meem Textiles & Mills Limited** and place orders with other manufacturers.

* Efficiency should be maximized by employing more professional management personnel so that fabric price can be reduced because the yarn prices are increasing on a weekly basis now.

* **Ha-Meem Textiles & Mills Limited** should buy more cargos and vans of their own so that they can arrange immediate delivery and not wait for rented transport.

* Sales & marketing personnel should communicate well with the local buyers as well as the foreign buyers because no buyer should be seen as small in order to sustain with reputation in the market.

6.2 Conclusion

From the above stated analysis, it can be said that product quality of **Ha-Meem Textiles & Mills Limited** Textiles Ltd. Plays most significant rule for customer satisfaction. In addition to this, Good co-operation of **Ha-Meem Textiles & Mills Limited** and their verities of product also play crucial rule for customer satisfaction. Furthermore, to some extent buyers become satisfied when their requirements are fulfilled. Moreover, Buyers also become satisfied when they get good co-operation from **Ha-Meem Textiles & Mills Limited**.

Therefore, definitely product quality plays vital rule for customer satisfaction. But along with the product quality Good co-operations, Product variation and fulfilling buyer's requirements appropriately plays a crucial rule for customer satisfaction. If **Ha-Meem Textiles & Mills Limited** can meet the recommendations above, there will be no other player in the market who could beat **Ha-Meem Textiles & Mills Limited** in the Y/D shirting fabric industry.

Finally, I can conclude with saying that the product quality of **Ha-Meem Textiles & Mills Limited** is the main reason for its customer satisfaction. Over here, product quality doesn't mean the fabric quality only. It contains the over product, price, promotion, delivery, service, and commitment quality of **Ha-Meem Textiles & Mills Limited** and its human resources.

Web Reference

https:// www. hameemtextiles.business.site/

https://www.hameemtextiles.com/