# Thesis Report
# On

# Supply Chain Management Activities at Atlantic Accessories Ltd. (A concern of Modele Group)

## Submitted by:

**Md. Mahfuz Ahmmed**
ID: EMBA2302029004
Program: Executive Master of Business Administration (EMBA)
Major: Supply Chain Management (SCM)
Department of Business Administration
Sonargaon University (SU)

## Submitted to:

Department of Business Administration
Faculty of Business
Sonargaon University (SU)

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

**Sonargaon University (SU)**

**Submission Date: 9th September, 2024**

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## Supervised by:

**Mst. Marium Akter**
Lecturer
Department of Business Administration
Faculty of Business
Sonargaon University (SU)

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

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# Letter of Transmittal

9th September, 2024

**Mst. Marium Akter**

Lecturer

Department of Business Administration

Faculty of Business

Sonargaon University (SU)

**Subject: Submission of Report on "Supply Chain Management Activities at Atlantic Accessories Ltd. (A Concern of Modele Group)"**

Dear Madam,

With most respectfully to state that I am pleased to submit my Thesis report titled **"Supply Chain Management Activities at Atlantic Accessories Ltd. (A Concern of Modele Group)".** This report is very important because it fulfills a requirement for my EMBA program.

I took an active part in the day-to-day operations of **Atlantic Accessories Ltd** at the corporate head office. I genuinely appreciate all of your advice and steadfast support, which have been invaluable to our project.

I want to say thank you for giving me the chance to develop personally and gain new knowledge. I would like to have a conversation with you in order to learn more about your thoughts on the report's analysis.

Sincerely Yours,

---

**Md. Mahfuz Ahmmed**
ID: EMBA2302029004
Program: Executive Master of Business Administration (EMBA)
Major: SCM
Sonargaon University (SU)

# Letter of Authorization

I hereby certify that the thesis report titled **"Supply Chain Management Activities at Atlantic Accessories Ltd. (A Concern of Modele Group)"** is a genuine effort by **Md. Mahfuz Ahmmed, EMBA2302029004,** Department of Business Administration, Sonargaon University (SU) and submitted as a requirement for the partial fulfillment for the degree of the Executive Master of Business Administration (EMBA) with major in SCM. . The research was conducted under my supervision.

I also affirm that, to the best of my knowledge, the content presented in this report has not been included in any other project report or dissertation that led to the award of a degree to any candidate earlier, whether in the same context or a different one.

I wish his every success in life.

---

**Mst. Marium Akter**
Lecturer
Department of Business Administration
Faculty of Business
Sonargaon University (SU)

# Student's Declaration

I am **Md. Mahfuz Ahmmed**, a student in the Executive Master of Business Administration (EMBA) with ID: EMBA2302029004 at Sonargaon University. I want to sincerely state that the report titled **"Supply Chain Management Activities at Atlantic Accessories Ltd. (A Concern of Modele Group)"** has been genuinely created by me. During the preparation of this report, I ensured full compliance with international copyright regulations. I also want to clarify that this report has not been submitted anywhere else for the purpose of obtaining a degree.

I further attest that all the content in this report is entirely original, having developed the ideas and written the draughts in collaboration with my academic adviser. I also confirm that I haven't turned in this report to another university in an attempt to get a different certificate, diploma, or degree.

When I was writing this report, I followed all academic guidelines.

---

**Md. Mahfuz Ahmmed**
ID: EMBA2302029004
Program: Executive Master of Business Administration (EMBA)
Sonargaon University (SU)

# Acknowledgment

First and foremost, I want to express my gratitude to God for giving me the bravery and composure I needed to complete the assignment within the given time. Because Atlantic Accessories Ltd. allowed me to watch and take part in a company's daily activities, which allowed me to gain practical experience, Project thesis is a crucial component of the EMBA curriculum.

I would like to take this opportunity to thank **Mst. Marium Akter**, Lecturer at **Sonargaon University**, Department of Business Administration, for her excellent supervision of my report. Without the foundational advice he provided, this report would never have been possible.

My superior at Atlantic Accessories, **Md. Alauddin Shuvo, Senior Manager of Sales & Marketing**, deserves special mention for his constant advice and perceptive comments he provided during this report. I express my gratitude to all the officers and staff at Atlantic Accessories for their steadfast support throughout this trying time. Their confidence in my skills was essential to my achievement.

Finally, I just wanted to say thank you for giving me such a great place. As a result, I enjoyed supervising and observing activities during my report.

# Executive Summary

The objective of this article is to analyze **Atlantic Accessories Ltd.'s** supply chain management activities and highlight its advantages, difficulties, and possible areas for improvement. I was deployed for two months during which I collected data, analyzed documents and discussed with employees and management to develop the report.

The report contains information on various activities and other statuses, as well as a thorough summary of the Atlantic Accessories database. This creates the foundation for the subsequent analysis and gives background information on the products that the organization has categorized.

The study's main goal is to learn more about the development and operations of the accessories company **Atlantic Accessories Ltd**. The study's primary focus is on supply chain integration's cost- effectiveness. How they handle production, inventory, shipping, and other associated duties. One of the paper's shortcomings is that the three-month project timeframe may have limited the scope of data collection and analysis. Concerns over confidentiality also hindered the widespread use of sensitive data.

An extensive overview of the employment experience is provided in the following section. This section outlines the duties, responsibilities, results, and any difficulties encountered during the Project. It prepares the audience for the discussion of the supply chain process analysis of Atlantic Accessories that comes next.

Based on the study's findings, the report suggests that Atlantic Accessories continue implementing lead-time reduction practices, specifically platform. It highlights how much lead time can be cut and how much more cost-effective this modern approach may be. The article highlights how the organization's ordering, manufacturing, and inventory management processes could be improved by using this updated methodology, leading to increased efficiency.

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# List Of Acronyms

SCM: Supply chain management
MRR: Material Receiving Report
PR: Purchase Requisition
PO: Purchase Order
SSCM: Service Supply Chain Management
COO: Chief Operating officer
SCLD: Supply chain logistics design
MILP: Mixed Integer logistics Programming
DPEx: Distributed Processing Executive Program worldwide
ABEx: Air Based Expressed
PRGs: Pearl River Glass Studio
MT: Metric Ton
COGS: Cost of Goods
TMS: Time Management system
L/C: Letter of credit
PI & CI: Proforma invoice & Commercial invoice
BL: Bill of leading
CR: Certificate of Origin
C & F: Clearing and Forwarding

# Chapter 1

# Introduction

## 1.1 Introduction:

Effective supply chain are essential for Atlantic Accessories Ltd. in a world where ethical business practices and sustainability are valued Atlantic Accessories Ltd, better known for its brand of garment accessories as Atlantic Accessories, has realized how important it is to boost sales and attract new clients through its marketing and sales efforts. In addition to being in line with the company's commitment to sustainable practices, addressing this issue also promotes environmental responsibility and cost effectiveness.

## 1.2 Background of the Report:

After completing all of the required credits, a final-year student must participate in a Project program in order to use the subjective knowledge he acquired throughout his academic sessions Atlantic Accessories Ltd and to gain corporate or practical experience. I was so appointed to the head office of. For the purpose of fulfilling that formality and as of right now, I work there.

During my project, I had the opportunity to work as an Assistant Manager in the Supply Department at Atlantic Accessories Limited. This experience provided me with an excellent platform to apply my academic knowledge in a practical environment and gain valuable insights into workplace dynamics, especially in the supply chain sector. My BSS (Honors) and MSS (Economics) degrees from Shahjalal University of Science and Technology (SUST) proved instrumental in managing the project program. Upon successful completion of the project, my honorable supervisor recommended submitting this report.

The audience will learn about Atlantic Accessories Ltd.'s entire sales, marketing, and customer relationship management operations by reading this report. Additionally, I have talked about its establishment, every other department that is open, and their goods and services. In order for the audience to fully understand Atlantic Accessories Ltd.

## 1.3 Objective of the Report:

### Broad Objective:

- The broad objective of this report is to gain practical knowledge about current supply chain strategies of "**Atlantic Accessories Ltd**." Gaining real-world experience carrying out job responsibilities.

### Specific Objective

- To identify the supply chain strategy of Atlantic Accessories Ltd.
- To analysis the supply chain strategy of **Atlantic Accessories Ltd.**
- To gain knowledge about various **Accessories** Product.
- To show the benefits and problems supply chain strategies.
- Chain level-supplier's supplier, customer's customer.
- Effective supply chain integration requires effective implementation.
- Time and space variables making complexity of SCM.

## 1.4 Research Quantitative:

The study is conducted according to a set plan, which starts with the choice of topic and ends with the preparation of the final report. Finding and collecting data was a crucial step. Important conclusions were then deduced by carefully organizing, reviewing, analyzing, and presenting the data. The report will assist the reader in understanding the various product categories and their subcategories. In summary, readers will gain an understanding of how Atlantic Accessories Ltd. controls its operations as a result of sales by reading this report. A more detailed explanation of the study's entire methodology can be found below.

### ➢ Primary Sources:

- Speaking with my supervisor;
- Observing Atlantic Accessories Ltd.'s insight;
- Made contact with various officials and field experts

### ➢ Secondary Sources:

- Textbooks, including the Atlantic Accessories Ltd. Monthly Report.
- Online and offline articles; and other pertinent material
- The website of Atlantic Accessories Ltd.

## 1.5 Scope of the Study

During my Project at Atlantic Accessories Ltd., I acquired a great deal of practical knowledge about the apparel accessory industry sector and how it goes about its daily business. I also get to work on projects unrelated to sales and marketing in my department. It helps me comprehend the real world better so that I can apply it to my experience. Most importantly, I was able to create a network that might come in handy for me soon by working with people from various departments. As a member of the accessories sales and marketing team at Atlantic Accessories Ltd., I was able to apply my knowledge. I am able to describe how things really work in day- to-day activities.

## 1.6 Limitation of the Study

I have to say that every official, stakeholder, and employee of Atlantic Accessories Ltd. has given me their full support and cooperation. However, there were still certain obstacles I had to overcome in order to complete the report and the Project program.

I had a hard time getting the busy people I worked with to take time out of their busy schedules to provide data for my report.

A lot of information about Atlantic Accessories Ltd. is confidential. They were unable to share those specifics for the company's benefit because I was unable to gather all the information I required from their websites, annual reports, and a plethora of other sites when gathering secondary data.

During the course of my study, I encountered certain challenges that can be characterized as Limitations or shortcomings of the research. These include:

- **Limited Timeframe:** The internship period was relatively short, which constrained the ability to gather all necessary information comprehensively.
- **Insufficient Data Availability:** A lot of information about Atlantic Accessories Ltd. is confidential. The available case study data from an independent audit company was insufficient for conducting a thorough analysis.

- **Inadequate Records:** Inadequate records can be a significant limitation for various reasons. Firstly, it hampers the ability to track and analyze historical data accurately. Without proper documentation, it becomes challenging to understand past decisions, transactions, or processes, hindering the organization's ability to learn from its own history.

  Secondly, inadequate records can lead to compliance issues. Many industries and Organizations are bound by regulations that require thorough record-keeping. Failing to maintain adequate records may result in legal consequences, fines, or other penalties.

- **Incomplete and Ambiguous Data:** This is another Limitation for properly completion our work because it is not possible to reach exact result based on incomplete and Ambiguous Data.

- **Uncooperativeness of Key Individuals:** Uncooperativeness of Key Individuals is the most important for us because if they did not gate proper support we don't reached properly our aim.

- **Exclusion of Cash Incentive:** Due to time constraints, the study was unable to cover the topic of cash incentives.

# Chapter 2
# Literature Review

## 2.1 Concept of Supply Chain Management:

The term Supply Chain Management was first introduced by a Booz Allen consultant named Keith Oliver who, in 1982, defined the concept as follows: "Supply chain management (SCM) is the process of planning, implementing, and controlling the operations of the supply chain with the purpose to satisfy customer requirements as efficiently as possible. Supply chain management spans all movement and storage of raw materials, work-in-process inventory, and finished goods from point-of-origin to point-of-consumption." Since its introduction, the concept and the activities of SCM have been examined and explained by different researchers in different ways. This means, that the concept, understanding, and explanation of SCM are not universal. There is no unanimity on its content; furthermore, the range of opinions is very wide and depends on the direction and the position of a particular researcher. Researchers found that there was a great difference in understanding among practitioners in terms of how they define and implement supply chain management. An example of a basic supply chain is shown in Figure 1. The basic supply chain includes suppliers, manufacturers, distributors, retailers, and customers. The customers are the main focus of the chain, since the primary purpose of the existence of any supply chain is to satisfy customer needs, in the process generating profit for itself (Chopra & Meindl, 2001).

### Evolution of Supply Chain Management

Originally focusing on manufacturing, the concept and application of SCM were concentrated on the purchasing function, stating that it was a basic strategic business process, rather than a specialized supporting function, Mukhamedjanova defined it as "an integrating philosophy for controlling the flow of a distribution channel from a supplier to an end-user". The ideas of SCM were later expanded to include management of all works inside a supply chain.
An evolutionary timeline illustrated in Figure 2, helps us understand the progression of SCM. Research on SCM before 1995 was mainly concentrated on analyzing and developing an efficient and effective supply chain management process for the manufacturing industry. Journals in manufacturing, distribution, marketing, customer management, transportation, integration, etc. published articles on SCM or SCM-related topics with a focus on manufacturing industries. Due to the intense global competition, the evolution of SCM continued into the 1990s (Habib, 2011). With the growth of the service industry, scholars also began to examine and take into account the effects of service on the already established manufacturing supply chain management process. Fernie and Rees (1995) adopted SCM in the National Health Service, which is considered one of the first papers on SCM in the service sector. Further studies were done to uncover the implication of SCM in different industries such as service, education, hospitals, etc. where SCM would play a significant role.

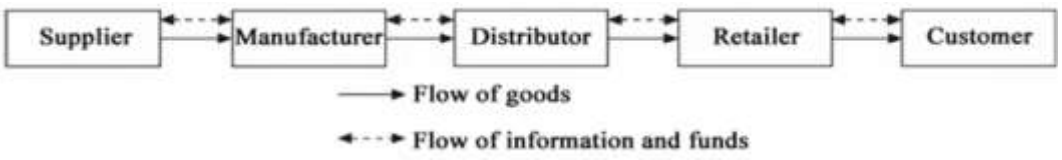



**Figure 1. The basic supply chain (Chopra & Meindl, 2001)**

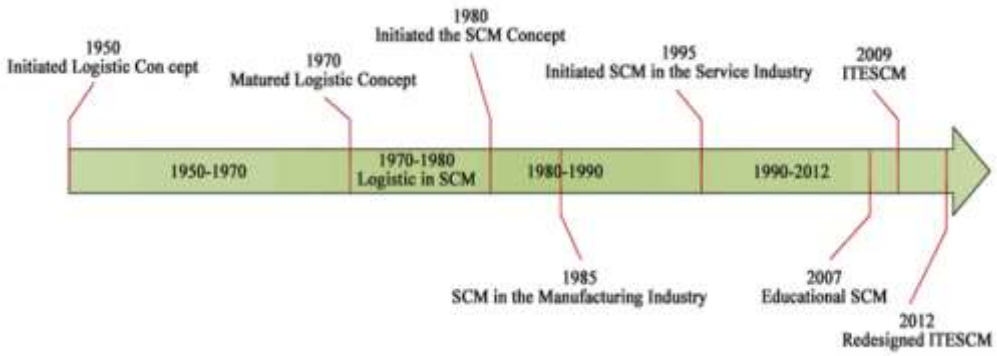



**Figure 2. Evolutionary timeline of SCM (Habib & Hasan, 2019)**

## 2.2 Service Supply Chain Management (SSCM)

Liu et al. (2019), defined the service supply chain (SSC) as all processes and activities involved in the planning, movement, and repair of materials to enable after-sales support of the company's products. Thakur and Anbanandam described service supply chains as the supply of services to any organization, manufacturing unit, and public sector.

Further research on the service industry helped to identify the difference between the characteristics of service and manufacturing industries and also their supply chains. Um (2018) argued that service supply chains differ in terms of the standardized and centralized procedures and controls in manufacturing supply chains, with many supply chain decisions made locally and greater variation and output uncertainty resulting from human involvement in service supply chains.

A typical supply chain model for the service industry is shown in Figure 3.

The service supply chain can be found in organizations with wide-scale integrated service systems like airlines, catering, financial support, healthcare, etc. These industries are some of the examples of service supply chains. Management of service supply chains can be more complex than product supply chains as it requires more involvement of human and human interaction in both service creation and delivery.

The concept of service in service supply chain management is not only the service itself but also includes the servitude products. According to Thakur and Anbanandam, the service delivered to the customers refers not only to a pure service but also to a serviced product, where they also provide some product-supporting services to the end customers. The manufacturing industries are also using the concept of "servitisation" widely to provide the products and services to the customer through the same channel and this will also provide them the competitive edge over their competitors.
Habib represents the first large-scale empirical study that systematically investigates the input of the university and the output of the university through educational SCM. This exploratory research addresses the education supply chain, the research supply chain, and education. In one of the studies, Habib (2010) concluded, that SCM in educational institutions needs more to be explored in the future. It is a surprising fact that researchers develop supply chain models

mostly for improving business operations. Few particularly academic researchers, do not realize that the research on academic SCM may also be conducted for their educational institutions.

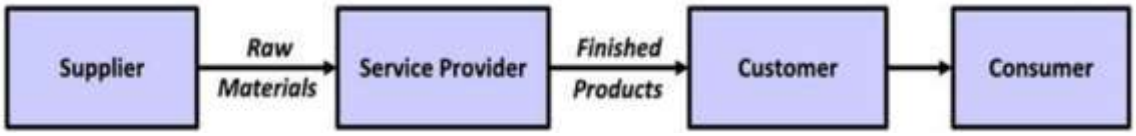



**Figure 3. The basic supply chain of the service industry (Habib, 2014)**

## 2.3 Traditional Supply Chain Management

Traditional supply chain management involves the coordination of suppliers, manufacturers, distributors, retailers, and end-users through the control of information flow, logistics, and capital flow (Huang et al., 2009). It encompasses the entire production process, connecting financial, material, and information chains. The core enterprise, often the organizer of production, distribution, and retail processes, plays a pivotal role in supply chain management (Lu et al., 2007). The four basic elements of supply chain management are planning, procurement, manufacturing, and distribution (Zhu et al., 2005). Plan: Strategic planning is crucial in SCM, ensuring effective resource management to meet customer demand. A well-designed plan establishes monitoring methods for the supply chain, facilitating the delivery of high-quality and high-value products or services. Procurement: The procurement stage involves selecting suppliers, establishing pricing, delivery, and payment processes, and implementing monitoring and improvement methods. It is essential to integrate suppliers' goods and services efficiently. Manufacturing: Manufacturing encompasses production, testing, packaging, and delivery preparation. It is the largest part of the SCM progress, evaluating quality levels, product yield, worker productivity, and other metrics (Drumwright, 1994).

Distribution: Distribution, often referred to as logistics, includes order receipt, establishing warehouse networks, delivery, invoicing systems, and payment processing.

## 2.4 The Development of Integrated Supply Chain:

The progression towards an integrated supply chain can be illustrated by the four stages presented by Stevens (1989), as shown in Figure 1. In the initial stage, all components of the supply chain operate independently. As companies recognize the benefits of cooperation, partial integration occurs in stage 2. Stage 3 marks the preliminary formation of a supply chain, leading to further development and external integration in stage 4. (Source: Stevens, 1989, in Christopher, 2005)

# Chapter-3
# Organizational Overview

## 3.1 Introduction:

In the year 2008, Atlantic Accessories Ltd began its operations in the RMG Accessories field. It is currently recognized throughout the nation as a Leading & Quality Manufacturer of RMG Accessories. Situated in our own premises in Narayanganj, close to Dhaka, Bangladesh. It boasts cutting-edge machinery of European Union origin. For all of our products (woven labels, buttons, printed items, and sewing thread), we have OEKO-TEX certification. It can now satisfy the needs of priceless RMG buyers and provide them with an all-in-one solution for accessories. We pledge to provide our esteemed clients with high-quality products that meet their highest expectations. This company employs 210 people who work two shifts.

**Atlantic Accessories Ltd. has 6 partners.**

## 3.2 Vision:

- Through their excellent professional, providing innovative solutions to their excellent clients, we will be recognized as an excellent professional service provider.

## 3.3 Mission:

- Our mission is to consistently deliver superior products and services to our customers through transparent processes, competent teamwork, and unwavering commitment, all while upholding the central philosophy of providing the best quality materials at the right price.
- Creating a culture of warmth and belonging, where everyone is welcome.
- Acting with courage, challenging the status quo and finding new ways to grow our company and each other.
- Being present, connecting with transparency, dignity and respect.
- Delivering our very best in all we do, holding ourselves accountable for results.
- We are performance driven, through the lens of humanity. (Atlantic Accessories Ltd.)

## 3.4 We do always believe on following factors

- Customer pleasure and support.
- Always seek out new opportunities to push the envelope.
- Uphold business discipline by adhering to the business model and maintaining a strategic focus.
- Encourage and promote diversity.
- Encourage cooperation and self-motivation.
- Excellence in a wholesome workplace.

## 3.5 Products and Services of Atlantic Accessories Ltd

- Button Unit
- Sewing Thread Unit
- Woven Label Unit
- Printed Label Unit
- Offset Printing Unit
- Thermal Print Unit
- Back Board Unit
- Collar Stand, Collar Stay & Butterfly Unit
- Screen / Rubber Print

## 3.6 Customer of Atlantic Accessories Ltd:

- Shin Shin Group
- Preety Group
- Panorama Group
- Gartex Group
- Bengal Group
- Noize Jeans
- Designer Fashion
- Liz Fashion
- Style Craft Ltd.
- Silver Composite
- Section Seven
- JMS Group

## Position, Duties, and Responsibilities:

### Position:

Atlantic Accessories Ltd. is a well-known company that is among the garment industries in Bangladesh with one of the fastest expanding economies and one of the most prosperous overall.

Being a part of this illustrious organization is a step in the right direction for me to accomplish many of my goals. My current position in Assistant Manager, Supply Chain necessitates strong collaboration with Alauddin Shuvo, Senior Manager of Sales & Marketing. I have to cooperate with him to finish this aspect of my work. Here at Atlantic Accessories, I'm working as a supply chain professional.

## Duties & Responsibilities of Atlantic Accessories Ltd.

At Atlantic Accessories Ltd., under Alauddin Shuvo, Senior Manager of Sales & Marketing, an Executive (Sales & Marketing) would normally play a crucial position in the Sales & Marketing. To support all elements of Sales & Marketing execution, the Executive would collaborate closely with Mr. Islam and the team.
Job Responsibilities as an Assistant Manager, Supply Chain at Atlantic Accessories Ltd.:

## Client Development and Relationship Management:

"Client Development and Relationship Management" are crucial aspects of my role as an Assistant Manager, Supply Chain at Atlantic Accessories Ltd. Here's a more detailed explanation of these responsibilities:

### Client Development:

Client development involves identifying and establishing relationships with potential new clients for the company's products or services. This can include:

- Conducting market research to identify potential clients or market segments.
- Prospecting and generating leads through various means, such as cold calling, networking, attending industry events, and leveraging online platforms.
- Making initial contact with potential clients to introduce my company's offerings and assess their needs and interests.
- Creating and delivering sales presentations or proposals to showcase the benefits and value of our products or services.
- Negotiating and closing deals to secure new clients and contracts.

### Relationship Management:

Once clients are onboard, maintaining and nurturing relationships with them is critical to long term success. This involves:

- Regularly communicating with clients to understand their evolving needs and preferences.
- Providing excellent customer service and addressing any concerns or issues promptly.
- Ensuring that clients are satisfied with the products or services and that they receive value from their investments.
- Anticipating client needs and proactively offering new solutions or upselling additional products or services.

- Building trust and rapport with clients, which can lead to repeat business and referrals.
- Resolving conflicts or disputes that may arise in a professional and diplomatic manner.

Effective client development and relationship management are key to growing the company's revenue, maintaining a positive reputation, and achieving long-term success. These responsibilities require strong interpersonal and communication skills, a deep understanding of the company's products or services, and a commitment to ensuring client satisfaction. Building and maintaining strong client relationships can result in client loyalty and contribute to the company's overall growth and profitability.

**Sample Approval Process:**

Atlantic Accessories Ltd. involves ensuring that product samples meet the required standards and specifications before proceeding with production and delivery. Here's a detailed explanation of this specific responsibility:

**Sample Request and Coordination:**

- When a client expresses interest in our products or services, they may request product samples to assess quality, design, and suitability.
- I am responsible for coordinating sample requests, which may involve liaising with the production or manufacturing team to prepare the samples.

**Sample Preparation:**

- Work with the production team to ensure that the requested samples are manufactured according to the client's specifications and requirements.
- Make sure that the samples represent the product accurately and are of high quality.

**Quality Assurance:**

- Before sending samples to the client, it's crucial to conduct a thorough quality assurance process. This may involve inspecting the samples to ensure they meet the agreed-upon standards and quality criteria.
- Confirm that the samples are free from defects and comply with any applicable regulations or industry standards.

**Client Communication:**

- Keeping the client informed throughout the sample preparation process. This includes notifying them when the samples are ready for approval.
- Provide any necessary information or documentation, such as product specifications or test reports, to support the client's evaluation.

**Sample Submission and Approval**

- Sending the samples to the client for their evaluation and approval. This may involve arranging for the samples to be shipped to the client's location.
- Be available to address any questions or concerns the client may have during the approval process.

**Feedback and Revisions:**

- If the client requests changes or has feedback on the samples, work with the production team to make the necessary revisions.
- Ensure that the revised samples align with the client's expectations and requirements.

**Final Approval and Documentation:**

- Once the client approves the samples, document their approval and specifications. This documentation is critical for ensuring that the final product meets the client's expectations.
- In order to establish trust with clients and guarantee that the products fulfil their requirements, the sample approval process is crucial. It calls for coordination between the client, the production team, and any other pertinent stakeholders, as well as meticulous attention to detail and effective communication. A more seamless production and delivery process, as well as increased customer satisfaction, can result from effectively managing this process.

**Collection of LC and PA (Letter of Credit and Purchase Agreement):**

Collection of LC and PA in as an Assistant Manager, Store and Supply Chain at Atlantic Accessories Ltd. refers to the process of obtaining and managing financial documents such as "Letter of Credit (LC)" and "Purchase Agreement (PA)" from clients. Here's a more detailed explanation of this specific responsibility:

**Letter of Credit (LC):**

- A financial document commonly utilized in international trade is the Letter of Credit. It functions as a guarantee of payment to the seller from the buyer's bank, given that the LC's terms and conditions are fulfilled.
- As a Supply Chain, your role would involve working with clients to ensure that they establish an LC, which provides a level of financial security for both parties in the transaction.
- I need to liaise with clients and their banks to ensure that the LC is established correctly, contains the necessary terms, and is in compliance with the sales contract.

**Management and Record Keeping**

- Once the LC and PA are established and agreed upon, you would be responsible for collecting these documents from the client and ensuring that they are complete and accurate.
- Managing the records of LCs and PAs is essential. This includes keeping track of expiration dates, terms, and compliance with contractual obligations.
- It's important to maintain a well-organized record system to ensure that LCs and PAs can be easily accessed when needed, especially for financial and legal purposes.
- Effectively managing the collection of LCs and PAs is critical in international trade, as these documents help mitigate risks and provide assurance that both parties will meet their obligations. This responsibility requires attention to detail, strong communication skills, and an understanding of international trade finance and contractual agreements.

**Record and Document Maintenance:**

This responsibility involves keeping all relevant records and documents organized and up-to- date. Here's a detailed explanation:

- **Data Collection and Entry:**

Collect and gather data, documents, and information related to clients, orders, products, and sales transactions. Accurately input this data into the company's record-keeping systems, which may include databases, spreadsheets, or customer relationship management (CRM) software.

- **File Organization:**

Maintain a structured and systematic filing system for physical and digital documents. Use appropriate naming conventions and categorization to ensure easy retrieval of documents when needed.

- **Client Records:**

Maintain client profiles with detailed information, such as contact details, purchase history, communication history, and any specific preferences or requirements. Keep records of signed contracts, agreements, and correspondence with clients.

- **Order Records:**

Track and document all customer orders, including order dates, quantities, specifications, and delivery schedules. Maintain records of order confirmations and changes to orders.

- **Financial Documents:**

Organize and safeguard financial documents, such as purchase orders, invoices, payment receipts, and financial statements. Ensure that all financial transactions are accurately recorded and reconciled.

- **Compliance and Regulations:**

Ensure that all records and documents are compliant with relevant legal and regulatory requirements. This may include data protection laws, industry-specific regulations, and tax laws.

- **Document Retrieval:**

Be able to quickly access and retrieve documents when necessary. This includes providing documentation for audits, client inquiries, and internal reporting.

- **Data Security:**

Implement measures to safeguard sensitive and confidential information, such as client data and financial records. This may involve data encryption, access controls, and regular data backups.

- **Record Retention Policies:**

Adhere to the company's record retention policies, which may specify how long documents need to be retained before they can be securely disposed of.

- **Reporting and Analysis:**

Utilize the stored data and documents for reporting and analysis purposes. This can help in assessing sales performance, client trends, and identifying opportunities for improvement.

Additionally, well-maintained records can be a valuable resource for decision-making, process improvement, and strategic planning.

## Project Involvement:

- **Project Identification:**

Stay updated on the company's strategic goals and objectives to identify potential projects or initiatives that align with marketing and sales strategies.

- **Project Planning and Scope:**

Collaborate with the management and relevant teams to define the scope, objectives, and deliverables of the project. Assist in creating project plans, timelines, and budgets as needed.

- **Project Execution:**

Play an active role in the execution of the project. This may involve tasks related to marketing campaigns, sales initiatives, product launches, or market research. Coordinate with cross-functional teams to ensure project milestones are met.

- **Data Analysis:**

Collect and analyze data relevant to the project. This could include market research, sales performance data, customer feedback, or competitive analysis.

- **Reporting and Communication:**

Provide regular updates to the management regarding the project's progress, challenges, and successes. Communicate project status and key findings to relevant stakeholders within the organization.

- **Problem Solving:**

Address any issues or roadblocks that arise during the project and work collaboratively to find solutions. Adjust project strategies as necessary to achieve the desired outcomes.

- **Resource Management:**

Ensure that the project is adequately resourced, which may include budget allocation, team

assignments, and procurement of necessary resources.

- **Quality Assurance:**

Ensure that the project's deliverables meet the quality and performance standards set by the company.

- **Documentation:**

Keep thorough and accurate records of all project information, such as reports, data, and project plans. To assess the project's performance and pinpoint areas that require improvement, write post-project reports.

## 3.7 SWOT Analysis of Atlantic Accessories Ltd:

### Strengths:

- **Established Reputation:** Atlantic Accessories Ltd. has a strong reputation in the market, it can be considered a significant strength.
- **Product Quality:** Atlantic Accessories Ltd. is known for its producing high-quality accessories, it is a considerable strength in a competitive market.
- **Innovative Products:** Any innovative or unique products offered by the company can be a strength, differentiating it from competitors.
- **Efficient Supply Chain:** An efficient supply chain can contribute to timely deliveries and cost-effectiveness.

### Weaknesses:

- **Dependence on Suppliers:** Atlantic Accessories Ltd. heavily relies on a limited number of suppliers, it can be a vulnerability in the supply chain.
- **Limited Product Range:** Atlantic Accessories Ltd. has a limited range of products, diversification may be a weakness.
- **Technological Gaps:** Atlantic Accessories Ltd. is not up-to-date with the latest technologies, it might face challenges in remaining competitive.
- **Market Presence:** Limited market presence or over-dependence on a specific market can be a weakness if that market faces challenges.

### Opportunities:

- **Global Expansion:** Exploring new markets or expanding globally can be an opportunity for growth.

- **Diversification:** Introducing new product lines or expanding the range of accessories can open up new market segments.
- **E-commerce Growth:** Reaching a larger customer base is made possible by the rise in online sales.
- **Sustainable Practices:** There is an increasing demand for sustainable products, adopting eco-friendly practices can be an opportunity.

## Threats:

- **Competition:** Market share and profitability in the accessories sector may be threatened by fierce competition.
- **Economic Downturn:** Consumer spending on non-essential items can be impacted by economic uncertainties and downturns, which can have an effect on a company's sales.
- **Regulatory Changes:** Modifications to laws pertaining to the apparel and accessory industries may make compliance more difficult.
- **Supply Chain Disruptions:** Production and delivery can be affected by supply chain disruptions brought on by natural disasters or geopolitical conflicts.

# Chapter 4

# Accessories Industry of Bangladesh

## 4.1 Accessories industry of Bangladesh

The accessories industry in Bangladesh is a vital component of the country's robust textile and garment sector. Known for producing a diverse range of items, including buttons, zippers, handbags, belts, and jewelry, Bangladesh has established itself as a key player in the globe accessories market. The industry's growth is supported by the nation's capacity to source and produce raw materials, as well as its participation in international trade shows. Challenges such as competition and the need for sustainable practices underscore the industry's dynamic landscape.

**Types of Accessories:**

- **Apparel Accessories:** This includes items like buttons, zippers, labels, and other components used in garment manufacturing.
- **Fashion Accessories:** These encompass a wide range of items such as handbags, belts, scarves, hats, gloves, and jewelry.

- **Export Industry:**

Bangladesh is a major player in the global textile and apparel industry. The country is known for exporting a significant portion of its garment and accessory products to various international markets.

- **Raw Materials:**

The production of accessories often relies on raw materials such as textiles, leather, metals, and plastics. Bangladesh has the capacity to produce and source these materials, contributing to the growth of the accessories industry.

- **Employment Opportunities:**

The accessories industry, being part of the broader textile and garment sector, provides employment opportunities for a large number of people in Bangladesh. Many workers are involved in the production and manufacturing processes.

- **Challenges:**

While the industry has seen growth, there are challenges such as competition from other countries, compliance with international standards, and ensuring ethical and

sustainable practices in manufacturing.

- **Government Initiatives:**

The government of Bangladesh has taken various initiatives to support and promote the textile and garment sector, which indirectly benefits the accessories industry.

- **Sustainability Focus:**

There is an increasing global focus on sustainability in the fashion industry, including the production of accessories. Bangladesh, like other countries, is likely to see a growing demand for sustainable and eco-friendly products.

- **Trade Shows and Exhibitions:**

Participation in international trade shows and exhibitions is common for businesses in the accessories industry to showcase their products, network with potential buyers, and stay updated on industry trends.

## 4.2 Supply Chain Management of Accessories Industry

RMG's export-focused accessories industry sets itself apart from other businesses in the sector with a few unique features. The business's supply chain, pay scale, timeliness, and compliance are some of its characteristics. There is a connection between all of these. The most important component is efficient supply chain management.

There are three components to the supply chain management of the accessories industry:

- The flow of information
- The flow of production
- The flow of finances
- The flow of information

This is a crucial component in situations where buying raw materials and receiving orders from customers are involved.

- **The flow of production**

This illustrates the true picture of finished goods, which is a process that begins with raw materials and involves moving goods from suppliers to customers.

- **The flow of finances**

  This relates to schedule, credit policies, and cash and credits. It provides information on the payment schedule, method, and other details.

## 4.3 Key Functions of Supply Chain Management in Accessories Industry

Supply chain management is essential to the accessories industry in Bangladesh because it makes sure that goods, information, and materials are transferred from the initial stages of production to the final customers in an efficient manner. The following are the main roles that supply chain management plays in Bangladesh's accessories sector:

- **Sourcing and Procurement:**

Identify and select suppliers for raw materials and components required for accessories production.
Negotiate contracts, terms, and prices with suppliers to ensure cost-effectiveness and quality.

- **Production Planning:**

Develop production plans based on market demand, taking into account lead times, production capacities, and resource availability. Optimize production schedules to meet customer demand while minimizing costs.

- **Inventory Management:**

Maintain optimal inventory levels to prevent stock outs or excess inventory. Implement efficient inventory control methods, such as just-in-time (JIT) inventory, to reduce holding costs.

- **Logistics and Distribution:**

Plan and coordinate the movement of accessories from production facilities to distribution centers and retailers. Optimize transportation routes and modes to minimize costs and delivery times.

- **Quality Control:**

Throughout the production process, apply strict quality control measures to guarantee that the accessories fulfil both customer and industry standards. Regular testing and inspections will help you find and fix quality problems early on.

- **Supplier Relationship Management (SRM):**

Build strong relationships with suppliers to foster collaboration and ensure a stable supply of materials. Monitor supplier performance and address any issues related to quality, delivery, or other contractual obligations.

- **Information Technology Integration:**

Implement technology solutions, such as Enterprise Resource Planning (ERP) systems, to streamline communication and information flow across the supply chain. Use technology for real-time tracking of shipments, inventory levels, and production progress.

- **Risk Management:**

Determine and evaluate the risks that could arise in the supply chain, such as natural disasters, political unrest, or interruptions to the transportation system. Create and put into action risk reduction plans to lessen the effects of interruptions.

- **Compliance and Sustainability:**

Ensure compliance with local and international regulations related to manufacturing, transportation, and environmental standards. Promote sustainable practices in the supply chain, including ethical sourcing and environmentally responsible manufacturing.

- **Customer Service and Demand Management:**

Forecast and manage customer demand to avoid stock outs or overstock situations. Provide excellent customer service by ensuring timely delivery, responding to customer inquiries, and addressing issues promptly.

- **Continuous Improvement:**

Establish a continuous improvement culture by routinely assessing and streamlining supply chain operations. Get input from relevant parties and utilize data analytics to pinpoint areas that require enhancement.

- **Collaboration and Communication:**

Encourage open dialogue and cooperation between manufacturers, distributors, retailers, and suppliers as partners in the supply chain. Transparent information sharing is necessary to overcome obstacles and arrive at wise decisions.

# Chapter 5

# Supply Chain Management of Manufacturing Products

## 5.1 Supply chain management of Manufacturing Products:

- Button Unit
- Sewing Thread Unit
- Woven Label Unit
- Printed Label Unit
- Offset Printing Unit
- Thermal Print Unit
- Back Board Unit
- Collar Stand, Collar Stay & Butterfly Unit
- Screen / Rubber Print

### ➢ Button Unit

**List of Machineries:**

- Automatic Turning Machine:15 Computerized Display Turner: 07 Polish Drum: 20
- Sheet Casting: 08 Punching Machine: 02 Rod Tube Casting: 01 Merry Machine: 01
- Line Separator machine: 01
- Hydro Machine: 02
- Needle Director: 01






## ➢ Sewing Thread Unit

**Production Range for Sewing Thread**

- Count: [50/2, 40/2, 40/3, 20/2, 20/3, 20/4, 60/2, 150/D etc.]
- Color: Raw White, Optical White & Any Color.
- Production Capacity 25000 Cone/Day
- Daily Dyeing Capacity 4000 Kg's





## ➢ Woven Label Unit

**List of Machineries:**

- Muller Machine : 04
- Cutting and Folding Machine: 03
- Ultrasonic Cutting Machine: 01
- Production Capacity 3, 00, 000 pcs/day






➢ | **Printed Label Unit**

**List of Machineries:**

- Flexo 6/2 Label Printing: 01
- Flexo 3/1 Label Printing: 02
- Production Capacity 5, 00, 000 pcs/day






➢ | **Offset Printing Unit**

- Production Capacity 5, 00, 000 pcs/day

➢ | **Thermal Print Unit**

- Production Capacity 5, 00, 000 pcs/day

➢ **Back Board Unit**

- Number of Machine 02 No's
- Production Capacity 5, 00, 000 pcs/day

## 5.2 Negotiation Process of Atlantic Accessories Ltd.

Negotiating in the accessories industry within the context of supply chain management involves various considerations. This industry may include products such as fashion accessories, electronic accessories, or any other complementary items. Here are some key aspects Atlantic Accessories Ltd. focuses on during supply chain management negotiations:

➢ **Cost and Pricing:**

- Supplier Costs: Understand the costs incurred by the supplier, including raw materials, manufacturing, labor, and overhead.
- Negotiate Prices: Work on negotiating competitive prices that allow both parties to benefit.
- Consider volume discounts or long-term contracts for better pricing.

➢ **Quality Standards:**

- Quality Assurance: Establish clear quality standards for the accessories. Ensure that the supplier adheres to these standards through inspections, audits, and certifications.
- Defects and Returns: Discuss procedures for handling defective products and returns, and agree on responsibility and costs associated with quality issues.

➢ **Lead Times and Production Capacity:**

- Lead Time Negotiation: Negotiate realistic lead times that align with your business needs and market demand.
- Production Capacity: Understand the supplier's production capacity and flexibility to accommodate changes in order volumes.

- **Logistics and Transportation:**
  - Shipping Terms: Discuss shipping terms, including responsibility for shipping costs, customs clearance, and delivery schedules.
  - Packaging: Agree on packaging standards to ensure products are protected during transportation.

- **Payment Terms:**
  - Payment Negotiation: Negotiate favorable payment terms, taking into account factors such as credit terms, early payment discounts, and milestone payments.
  - Payment Security: Address concerns about payment security and explore options like letters of credit or payment guarantees.

- **Intellectual Property and Confidentiality:**
  - IP Protection: Ensure that intellectual property rights are protected, especially if the accessories have unique designs or features.
  - Confidentiality Agreements: Implement confidentiality agreements to protect sensitive business information.

- **Communication and Collaboration:**
  - Open Communication: Foster open and transparent communication channels to address issues promptly and efficiently.
  - Collaborative Relationship: Aim for a collaborative and long-term relationship with suppliers, fostering mutual growth and success.

- **Sustainability and Compliance:**
  - Environmental and Ethical Standards: Discuss and ensure that the supplier adheres to environmental and ethical standards in their operations.
  - Regulatory Compliance: Confirm compliance with industry regulations and standards.

- **Risk Management:**
  - Contingency Planning: Develop contingency plans for potential supply chain disruptions, such as natural disasters or geopolitical events.
  - Risk Sharing: Discuss how risks will be shared between the buyer and the supplier.
- **Technology and Innovation:**
  - Technology Integration: Explore opportunities for technology integration in supply chain processes, such as real-time tracking or demand forecasting.
  - Innovation Collaboration: Encourage suppliers to bring innovative solutions to the table, fostering a culture of continuous improvement.

Successful negotiations in the accessories industry require a balance between cost efficiency, quality, and collaborative relationships to create a resilient and effective supply chain.

## 5.3 L/C Process of Atlantic Accessories Ltd.

In the accessories industry, the Letter of Credit (L/C) procedure is an essential component of supply chain management, particularly when handling international transactions. A letter of credit is a financial document that a bank issues that, upon fulfilment of specific requirements, assures us, the exporter, of payment on behalf of the buyer, the importer. An outline of the L/C procedure in the accessories sector is provided below:

- **Negotiation of Terms:**

Following the negotiation of the sale's conditions, which include the purchase price, quantity, quality requirements, and delivery schedule. Both parties agree that the accepted form of payment will be a Letter of Credit.

- **Issuance of Letter of Credit:**

The buyer requests the issuance of a Letter of Credit in our favour from their bank. The terms and conditions under which payment will be made are specified in the L/C. It is the issuing bank's job to make sure the buyer has the credit available to cover the L/C.

- **Advising the Letter of Credit:**

The issuing bank (Mercantile Bank PLC) sends the Letter of Credit to the advising bank. The advising bank verifies the authenticity of the L/C and advises us that the L/C has been issued.

- **Pre-shipment Inspection:**

We must perform a pre-shipment inspection to make sure the goods fulfil the required quality standards, depending on the terms of the L/C. The L/C conditions may include the requirement for inspection certificates.

- **Shipment and Documentation:**

It is our responsibility to ship the accessories in accordance with the L/C's terms. In order to receive payment from the negotiating bank, they must deliver the necessary paperwork (such as the commercial invoice, packing list, bill of lading, and inspection certificate).

- **Document Presentation:**

In accordance with the terms of the L/C, we provide the negotiating bank with the necessary documents. In order for the bank to pay, the documents need to meet the L/C requirements.

- **Document Examination:**

The bank looks over the submitted paperwork to make sure it complies with the terms and conditions of the credit letter. In the event that all paperwork is in order, the bank pays the seller.

- **Payment:**

The bank pays us as specified in the L/C after verifying the documents. The appropriate amount is deducted from the buyer's account.

- **Delivery of Goods:**

With payment secured, we releases the goods to the buyer according to the agreed-upon delivery terms.

Using a Letter of Credit in the accessories industry helps mitigate the risk for both the buyer and us, providing a secure and structured method of international trade transactions. The process ensures that payment is made only when the seller fulfills the agreed-upon conditions, and it helps build trust between parties involved in the supply chain.

## 5.4 Manufacturing Process of Atlantic Accessories Ltd.

The manufacturing process of accessories in Atlantic Accessories Ltd. involves several stages, from design to production. Accessories in the garment industry can include items such as buttons, zippers, labels, trims, and other embellishments. Here is a general overview of the manufacturing process for accessories in the garment sector:

- **Design and Development:**

The process begins with the design and development of the accessory. Designers create sketches, and technical specifications are developed to guide the manufacturing process.

- **Material Sourcing:**

Raw materials for accessories are sourced, taking into consideration factors such as quality, color, texture, and compliance with regulations. Common materials include metals, plastics, fabrics, and other embellishment materials.

- **Prototyping and Sampling:**

Prototypes of the accessories are created to test the design and functionality. Samples are produced for approval by the designers and manufacturers.

- **Production Planning:**

Based on approved samples, a production plan is developed, outlining the quantity to be produced, production schedule, and resource requirements.

- **Cutting:**

The accessories involve materials like fabric or leather, cutting machines are used to cut the components into the desired shapes and sizes.

- **Molding and Shaping:**

For accessories made of materials like metal or plastic, molding and shaping processes are employed to achieve the desired forms.

- **Surface Treatment:**

Accessories may undergo surface treatments such as polishing, coating, painting, or plating to enhance their appearance and durability.

- **Assembly:**

Different components of the accessory are assembled together. This may involve manual or automated processes, depending on the complexity of the accessory.

- **Quality Control:**

At various stages of production, quality control checks are conducted to ensure that the accessories meet the required standards. This includes checking for defects, accurate sizing, and proper functionality.

- **Packaging:**

The finished accessories are packaged according to specifications. Packaging may include labeling, barcoding, and other product information.

- **Shipping:**

The packaged accessories are then prepared for shipment to garment manufacturers or other clients. Logistics and transportation are arranged to deliver the accessories to their destination.

- **Documentation:**

Proper documentation is maintained throughout the manufacturing process, including records of materials used, production schedules, quality control checks, and shipping details.

It's important to note that the specific manufacturing process may vary depending on the type of accessory, materials used, and the scale of production. Additionally, adherence to quality standards and regulatory requirements is crucial in the garment industry.

## 5.5 Challenges of Accessories Industries in Bangladesh:

Bangladesh's accessory industry has grown significantly and makes a significant economic contribution to the nation, but it also faces a number of difficulties. Among the principal difficulties are:

- **Lead Time:**

Lead time poses a significant challenge in the accessories industry of Bangladesh. The time required to procure raw materials, complete production processes, and deliver finished accessories to clients is often extended due to various factors. Supply chain disruptions, inefficient logistics, and bureaucratic delays contribute to prolong lead times, impacting the industry's ability to meet tight production schedules and respond promptly to market demands. This challenge not only affects the competitiveness of Bangladesh's accessories sector but also underscores the importance of streamlining processes, enhancing infrastructure, and implementing efficient supply chain management practices to reduce lead times and improve overall industry efficiency.

- **Global Competition:**

The accessories industry in Bangladesh competes with manufacturers from other countries. Global competition can be intense, especially with countries that have lower production costs or established market positions.

- **Supply Chain Disruption**

The timely delivery of raw materials and completed goods can be impacted by disruptions in the global supply chain, such as those brought on by natural disasters, political unrest, or public health emergencies (like the COVID-19 pandemic).

- **Technology and Innovation:**

The accessories industry needs to keep pace with technological advancements and innovation to remain competitive. Adopting new technologies, such as digital design tools and automation, can be a challenge for some businesses.

- **Compliance and Standards:**

Meeting international quality standards and compliance requirements is crucial for exports. Ensuring that products adhere to environmental, safety, and labor standards can be challenging and may require significant investments in infrastructure and training.

- **Infrastructure and Logistics:**

Inefficient infrastructure and logistics can hinder the smooth operation of the accessories industry. Improvements in transportation, communication, and warehousing facilities are essential for reducing lead times and costs.

- **Access to Finance:**

Small and medium-sized enterprises (SMEs) in the accessories industry may face challenges in accessing finance for expansion, technology adoption, and working capital. Improved access to financing options is crucial for the growth of these businesses.

- **Skill Development and Labor Issues:**

Ensuring a skilled workforce and addressing labor-related issues are ongoing challenges. Training programs and initiatives to enhance the skills of workers can contribute to increased productivity and quality.

- **Market Diversification:**

Dependence on a limited number of markets for exports can expose the accessories industry to risks. Diversifying into new markets can be challenging and requires strategic planning and market research.

- **Environmental Sustainability:**

The accessories industry, like the broader textile and apparel sector, faces challenges related to environmental sustainability. Implementing eco-friendly practices and meeting sustainability standards may require significant investments and changes in manufacturing processes.

- **Intellectual Property Protection:**

Protecting intellectual property, including designs and brand names, is essential for the accessories industry. Lack of adequate intellectual property protection can lead to counterfeiting and loss of market share.

- **Trade Barriers:**

Trade barriers, such as tariffs and non-tariff barriers, in key export markets can affect the competitiveness of Bangladesh's accessories industry. Addressing these barriers and negotiating favorable trade agreements are essential for market access.

## 5.6 Steps Atlantic Accessories Follow to Overcome Challenges:

Reducing lead time is the main focus for us. In manufacturing accessories involves a combination of efficient planning, streamlined processes, and effective management. Here are several strategies that can help minimize lead times in the manufacturing of accessories:

- **Streamline Production Processes:**

Analyze and streamline each step in the production process. Identify and eliminate unnecessary or redundant activities that may contribute to delays.

- **Implement Lean Manufacturing:**

Embrace lean manufacturing concepts to boost productivity, streamline processes, and get rid of waste. Workplace organization can be achieved by implementing strategies like 5S (Sort, Set in order, Shine, Standardize, Sustain), which minimize needless movement and material searching.

- **Invest in Technology:**

Integrate technology into manufacturing processes to automate repetitive tasks, reduce manual errors, and enhance overall productivity. This may include using computer-aided design (CAD) for product design, automated cutting machines, and advanced manufacturing technologies.

- **Improve Supply Chain Management:**

Collaborating closely with suppliers to guarantee a consistent and timely raw material supply. For essential components, consider dual-sourcing and form strategic partnerships to lessen the impact of supply chain interruptions.

- **Enhance Communication:**

Improve communication between different departments, suppliers, and stakeholders involved in the production process. Clear communication can help prevent misunderstandings, delays, and errors.

- **Implement Just-In-Time Inventory Management:**

Adopt a just-in-time approach to inventory management to minimize excess stock. This ensures that materials are ordered and arrive just in time for production, reducing the need for extensive storage and associated delays.

- **Cross-Train Employees:**

Cross-train employees to handle multiple tasks. This flexibility in the workforce allows for better resource utilization and helps address bottlenecks that may occur if certain individuals are unavailable.

- **Set Realistic Production Schedules:**

Develop realistic production schedules that consider the capacity of the manufacturing facility, the complexity of the accessories, and the capabilities of the workforce. Avoid overloading production lines with unrealistic timelines.

- **Make Use of Advanced Planning and Scheduling (APS) Systems:**

To maximize production planning, make use of APS systems. These systems generate effective production schedules and resource allocations through the use of algorithms and data analysis.

- **Invest in Training and Development:**

Give staff member's continual training to improve their abilities. A workforce with training is more productive and able to handle a variety of tasks, which helps to shorten lead times.

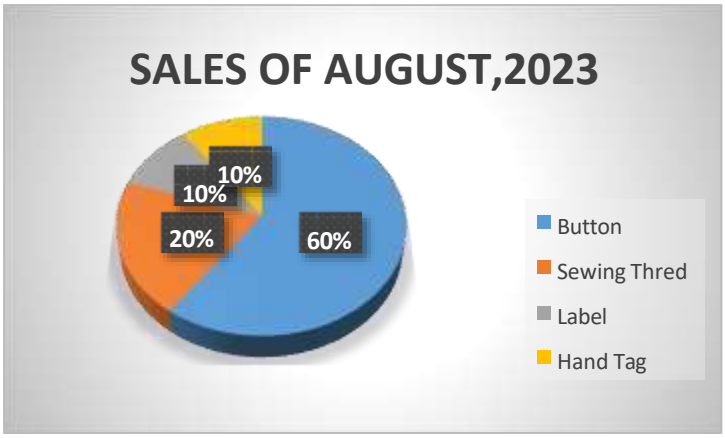
- **Monitor Key Performance Indicators (KPIs):**

Establish and monitor key performance indicators related to lead times, production efficiency, and on-time delivery. Regularly review these metrics to identify trends and areas that need improvement.

By implementing these strategies, manufacturers in the accessories industry can work towards significantly reducing lead times, improving overall operational efficiency, and meeting customer demands more effectively.

## 5.7 Sells Growth Over 4 Months:

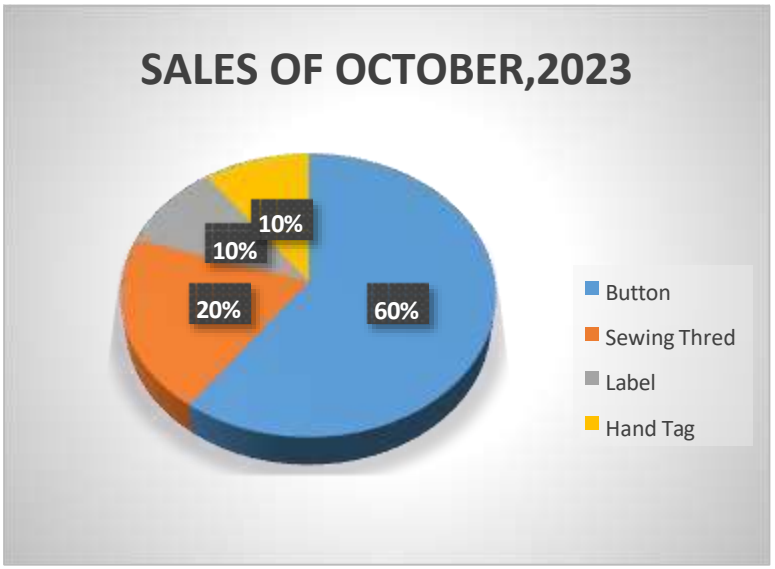
**August – 2023**



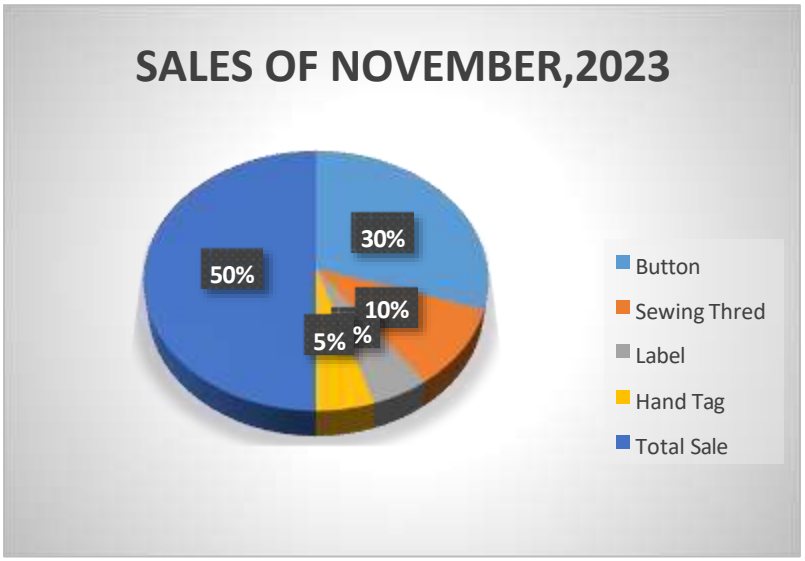

**September – 2023**



**October – 2023**




**November – 2023**




We can see the growth of sales over months. Taken steps has been effective for our company. Employee and workers satisfaction level also increased.

# Chapter 6

# Findings

## 6.1 Findings

- **SCM for Internal personnel:**

In Atlantic Accessories Ltd. there have much lacking's of Skilled SCM Experts. That's why this group facing too many Problems.

- **Communication with the supplier:**

A bottom point of Supply chain management is smooth communication with suppliers at always times. There are some gap here.

- **Network channel:**

A goods channel with suppliers makes benefits others in the future of others' products into the market. There have some lacking's in network channels.

- **Supply chain network at Atlantic Accessories Ltd.:**

At the beginning to finish product how to supply of manufacturer to the ultimate customer at the below point.

- **Supplier:**

A person who responded to supply raw materials, machinery, or others. In Atlantic Accessories Ltd. too much supplier are ready to provide their goods. Some time it will be harmful to choice right supplier to take right Products.

- **Manufacturer:**

Getting materials and then starting to make the final product. Here have little bit quality issue to make declare the final products.

- **Warehouse:**

A stock house of the factory that to the measurement of the present stock of materials or final goods. This is the big issue of Atlantic Accessories Ltd. because they don't have any warehouse. They wants to make the products & sell the products.

- **Distribution:**

Circle of the channel to distribute all things at ultimate purpose. In Atlantic Accessories Ltd. there have lacking's of own transportation.

- **Retailer:**

A nominee person who sells the final product to the consumer for making a profit. In Atlantic Accessories Ltd. to make an enlisted retailer is very lengthy process.

- **Customer:**

Ultimate customer who buys our company product for consumption. In Atlantic Accessories Ltd. have little bit lacking's for brandings. If branding of the products are good then customer will increased.

- **Inventory Accuracy:**

To count number of items physically, is not possible for us where inventory is located in factory and depot. It will be more effective if physical quantity.

# Chapter 7

# Recommendations and Conclusion

## 7.1 Recommendations:

Atlantic Accessories boasts highly skilled workers and an excellent work environment. To maintain its respectable standing in the industry, the company has put laws into place. Process enhancements, strategic plans, and technology adoption would all be necessary to strengthen Atlantic Accessories Ltd.'s supply chain management and accessory manufacturing. Improving operational efficiency and sustainability in the supply chain, especially for manufacturing, requires reducing lead times. Here are some suggestions for supply chain optimization for Atlantic Accessories Ltd.

- **Strengthen Supplier Relationship:**

Build trusting connections with important suppliers. Cooperate to enhance communication, reach amicable agreements, and guarantee a steady and timely supply of raw materials. For essential components, think about dual-sourcing to reduce supply chain risks.

- **Invest in Employee Training and Development:**

To help staff members advance their knowledge and abilities, offer continuous training and development opportunities. Maintaining high production standards and adjusting to shifting market demands require a well-trained workforce.

- **Collaboration and Networking:**

Encourage collaboration among industry stakeholders, including manufacturers, suppliers, and government bodies. Networking can foster knowledge exchange, collective problem-solving, and a more cohesive approach to overcoming industry challenges.

- **Ensure Compliance and Standards:**

Prioritize compliance with international quality and safety standards. Implementing sustainable and ethical practices can enhance the industry's reputation and facilitate easier market access.

By implementing these recommendations, Atlantic Accessories Ltd. can strengthen its manufacturing and supply chain management, enhance overall competitiveness, and better position itself in the accessories industry.

## 7.2 Conclusion:

One of Bangladesh's most well-known export-focused accessory manufacturers is Atlantic Accessories Ltd. Although Atlantic Accessories Ltd. is a good company to work for, it is not without issues. Certain departments' operational procedures require improvement. Their ability to interact with others needs to improve. They ought to be eager to assist less experienced staff members. All organizational activities must be communicated to junior staff members as well.

In conclusion, Atlantic Accessories Ltd. can significantly enhance its supply chain management by implementing a comprehensive set of strategies and initiatives. By adopting lean manufacturing principles, investing in advanced technologies, and strengthening relationships within the supply chain, the company can streamline operations, reduce lead times, and improve overall efficiency. The implementation of just-in-time inventory management, continuous improvement practices, and employee training will contribute to a more agile and responsive manufacturing process.

Furthermore, the establishment of strong supplier relationships, coupled with a focus on quality management systems, will ensure a stable and reliable supply of raw materials while maintaining high product standards. Embracing a culture of continuous improvement and closely monitoring key performance indicators will provide the company with the agility to adapt to market changes and emerging opportunities.

As Atlantic Accessories Ltd. diversifies its markets and explores new customer bases, it will be better positioned to navigate global economic fluctuations and reduce dependency on specific regions. The adoption of advanced planning and scheduling systems, coupled with increased supply chain visibility, will enable the company to proactively identify and address potential bottlenecks and disruptions.

In conclusion, a holistic approach to supply chain management, encompassing technological innovation, strategic partnerships, and a commitment to continuous improvement, will empower Atlantic Accessories Ltd. to not only meet the challenges of the accessories industry but also to thrive in a dynamic and competitive market landscape.

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