

Internship Report on Supply Chain Management of Amber Denim Limited



الجامعة الإسلامية للتكنولوجيا
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Submitted to

Islamic University of Technology

In partial fulfillment of the requirements for the degree of

BBA in Business and Technology Management (BTM)

Submitted by:

I understand that my final report will become part of the permanent collection of the Islamic University of Technology BBA in Business and Technology Management Program. My signature below authorizes the release of my final report to any reader upon request.

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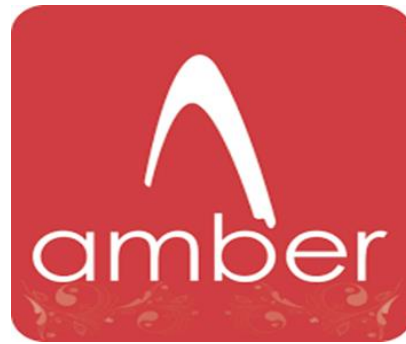
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AMBER DENIM LIMITED

The internship report is submitted to the Department of Business and Technology Management (BTM) at the Islamic University of Technology (IUT) for the course BTM 4800

Letter of Transmittal

Farjana Nasrin

Assistant Professor

Department of Business and Technology Management

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Subject: Submission of "Internship Report on Supply Chain Management of Amber Denim Ltd"

Dear Ma'am,

I hereby submit the Internship report titled " Internship Report on Supply Chain Management of Amber Denim Limited" which is a part of the internship program. It was a great achievement on my part to work under your direct guidance.

While writing this report, I did my best to portray the business's state and think back on my own experiences working there. Working at Amber Denim has allowed me to learn a lot about the corporate supply chain field and develop personally. Working there and writing this report under your direction was a wonderful experience.

If you would kindly accept my report and offer me any professional advice or feedback you may have, I would be forever obliged.

Sincerely yours,

Naimur Rahman Nasim

ID: 190061122

Declaration

I, Naimur Rahman Nasim, a student at the Islamic University of Technology's Department of Business and Technology Management, thus declare that I, with the help of my supervisor, Farjana Nasrin, Assistant Professor, BTM, completed this report on Amber Denim Ltd on my own. I didn't knowingly violate any copyright. As far as I can tell, the work is genuine. I hereby also declare that the report was not submitted to any other organization or person to get a certificate of any kind.

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Acknowledgment

This report was the result of many people's tireless efforts and support. I am grateful to each and every one of them for providing me with the support and direction that enabled me to complete this report. Firstly, I would like to express my gratitude to Allah for providing me with the ability to do so, patience, and resilience to carry out my responsibilities as an intern at Amber Denim Limited, which is the focus of this report.

Secondly, I would like to express my gratitude to Farjana Nasrin, Assistant Professor at the Business and Technology Management Department, for her unwavering support and advice throughout my internship. Ma'am has managed to assist me in drafting my report despite her hectic schedule and has been really patient throughout.

Thirdly, I am grateful to the entire BTM department for working tirelessly to make the internship program a success for myself and my classmates. They were the ones who ensured that theoretical knowledge and first-hand corporate experience could be combined.

Finally, I would like to thank my family for assisting me in remaining strong and healthy throughout the entire period. I would also like to thank my coworkers for guiding me with helpful recommendations and guidance, as well as for motivating me. I must emphasize the welcoming and supportive environment, which assisted me in overcoming numerous challenges.

Executive Summary

This report is an essential component of the Internship 4800 course for the eighth semester. This internship report provides an in-depth analysis of the supply chain management practices within Amber Denim Ltd, a leading textile manufacturing company based in Bangladesh.

The report begins with an overview of Amber Group, highlighting its history, culture, organizational structure, and its position in the global textile market. The main body of the report provides a detailed analysis of different components of Amber Denim's supply chain.

The internship report was written to gain a solid understanding of Amber Denim's supply chain process and how it helps the company achieve its goals. The report is a crucial component of BTM department students' knowledge development and provides a clear overview of the company, its commercial division, and the sector in which it competes. Limitations included the fact that the company's knowledge and understanding could not be fully realized in three months.

Amber Denim Ltd provided me with essential experience, technical skills, interpersonal skills, and personal growth. I learned about the company culture, way of life, issues, etc., and gained confidence in my communication and negotiating skills.

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Chapter One:
INTRODUCTION

1. Introduction

This report is an integral part of the course – Internship 4800 for the 8th semester. This report is written with the aim of sharing the experiences that I have gathered while working at Amber Denim Limited. As a final semester student of the Business and Technology Management Department, this 9-credit internship course is a must. Hence, it plays a significant role in fulfilling my graduation successfully. Under this requirement, I have completed a 3-month internship in the Supply Chain department of Amber Denim Ltd. Which is a leading textile company under Amber Group.

In this report, I will cover the purpose of this study and the scope of the work completed during the internship period. I will be analyzing and evaluating how my organization operates. Additionally, the company's management, marketing, and financial practices will be discussed to the extent practicable based on the information I have gathered that has been revealed to me.

This internship granted me exposure to the inner workings textile industry. They allowed me to go behind the curtains to obtain a sense of the unique knowledge and daily practices that each position necessitates. I got the advantage of watching qualified professionals accomplish activities that I would have instead only read about, as well as the opportunity to try out the jobs myself.

The report will concentrate on the supply chain department of the organization where I worked, my duties and responsibilities as an intern, and an analysis of the lessons learned throughout the process. In many ways, the program was beneficial to me. The program introduced me to the corporate world, which will serve as a foundation for new learning and growth for me. This experience, I believe, will always serve as a stepping stone for me in the corporate world. For my department mates who will follow me, I believe this will be a fantastic opportunity to learn practically and prepare for a career in the corporate world.

1.1 Background of the Report

Amber Denim is one of the top manufacturers and exporters in the Bangladesh denim industry with a capacity of 3.5 million yards per month on its contribution to the country's production capacity of 30 million yards per month for the monthly demand of 60 million yards. Maintaining the strong fieldwork in Supply Chain from 2006, Amber Denim has established its backward industry for raw materials such as Amber Rotor Mills Ltd. Amber Rotor Spinning Mills Ltd. and

Amber Cotton Mills Ltd. Amber Group established in 1996 has centralized all its transactions among factories, storage information, and coordinates the consistency of productions and inventory management from their corporate office in Banani, Dhaka. Keeping the strong information management system centrally made the company a timely producer, cost-efficient buyer, and profitable seller in this industry.

In this study of my internship report, I have made a wider discussion and analysis of the logistics collaboration in supply chains to examine the key factors behind its competitive advantage in the global and national market of the industry and key loopholes that interrupt the advantages of time and cost in the competition with other firms.

1.2 Origin of the Report

The internship program at Islamic University of Technology was motivated by the recognition that students, having acquired theoretical knowledge of business concepts, require opportunities to apply and contextualize this knowledge in real-world settings. By engaging in internships, students can confront the complexities of business operations, gaining invaluable insights and experiences that complement their academic learning. The origin of this report stems from the BTM department's commitment to providing students with holistic education and preparing them for the demands of the professional world. As part of the internship experience, students are tasked with documenting their experiences and insights gained during their time at different companies. This report serves as a reflection of the internship journey, encapsulating the application of theoretical knowledge to real-world business scenarios and the acquisition of professional skills and competencies.

1.3 Main Purpose of the Internship Program

The main goal of the internship program will be covered in this section. I list the primary goals below:

- Acquire experience in a real-world business environment.
- The employment market must be made accessible to students.
- Link experience and theory.
- Sort out the specifics of the job description.
- Fulfilling the criteria for the BBA program.

The three-month internship at Amber Denim Limited produced the report, which was created by the demands of the University's Business and Technology Department. It includes details about the business, its goods, and the market that it serves.

1.4 Objective of the Internship Report

General Objectives:

The major purpose of the three-month internship was to obtain a solid grasp of Amber Denim's supply chain process and how it helps the company accomplish its goals. The course can be thought of as an introduction to business for undergraduate students. The activities I engaged in during my internship are detailed in this report. This report's goal is to show that I understand the work that was done and the experiences I had while participating in the internship program.

Specific Objectives:

- Describe my obligations and tasks as an intern.
- To portray the business's general state and position in the domestic markets.
- Learning more about the sector's general operational procedures.

1.5 Methodology

Primary and secondary sources of information and perspectives were used in the preparation of this internship report.

1. **Primary sources:** The study spends a significant amount of time explaining the information obtained through primary research. Face-to-face talks with the company's employees and workers provided the majority of the key insights and components highlighted.

Additional sources:

- Official corporate workers,
 - My internship diary and the notes I took during that time are the information sources.
2. **Secondary sources:** Although primary research accounts for the majority of this report, secondary sources provided a sizable portion of the data that was presented in the report. Multiple sources were utilized in my report as supplemental sources of data.

Additional sources:

- The company website.
- Google as a search engine.
- Academic papers on the Textile industry.

1.6 Significance

This document offers a clear and informative overview of the company, Amber Denim's commercial division, and the sector in which it competes. It gives particular facts regarding the company's performance in the regional marketplaces and largely concentrates on the viewpoint of the employees. The supply chain activities of varied companies in Bangladesh are discussed in this study to inform readers. This report is a crucial component of the BTM department students' knowledge development. Understanding the possible benefits of industry experience will be made easier with its aid.

1.7 Limitations

Despite a few restrictions, I have tried to maximize this opportunity.

- Limitations include the fact that the company's knowledge and understanding could not be fully realized in three months.
- Due to an agreement, this internship report was unable to include a lot of business information.
- Interns have limited exposure to certain aspects of the company's operations.

Chapter Two:

COMPANY OVERVIEW

2.1 Brief History

2.1.1 Amber Denim Limited

The establishment of Amber Cotton Mills Limited in 1996 opened the pathways for Amber Group to be one of the largest textile groups of industries in Bangladesh. The market demand for textile products helped the company to understand the expansion of business which added some of the factories such as denim, rotor, spinning, cotton, and board as well as some of the brands in lifestyle shopping, IT, radio, resort, etc. The denim production started in 2005 with the placement of a new factory for Denim which has been extended to the operation from two separate denim mills. The company is working with its trained technicians and management professionals to the advancement of its supply chain by developing sophisticated manufacturing facilities and cooperative agencies and stakeholders. Amber Group has set its determination and excellence to ensure the best performance in its all-functional stages with the collaboration and operation of its resources through maximized utilization with the predominant supply chain professionals.

Company Name	Amber Denim Limited
Company Status	Private
Managing Director and Chairman	Md. Showkat Aziz Russell
Year of Establishment	14 April 2005
Factory Location	Jangaliapara (Banglabazar), Mirzapur, Joydebpur, Gazipur
Corporate Office	House # 02, Road # 09, Block # G, Banani, Dhaka- I 213, Bangladesh
Web	www.amber.com.bd
Type of factory	Fabric Manufacturing
Product	Denim Fabric
Monthly Production	3,600,000 yards
Production area	270000 square feet
Structure	Steel structure surrounded by a brick wall

Total employee	3500
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Table 1: About Amber Denim Limited

2.1.2 Enterprises of Amber Group

Amber Cotton Mills Limited	Amber Spinning Mills Limited
Amber Denim Limited	Amber Rotor Spinning Mills Limited
Amber Denim Mills Limited	Amber Board Limited
Amber IT	Bhawal Resort & Spa Hotel
Amber Lifestyle	Amber Super Paper

Table 2: Enterprise of Amber Group

2.2 Functional Departments of the Company

Departments of the Company	HR and Admin Supply Chain Management Finance and Accounting Operations Commercial Sales & Marketing
Sections of the factory	Dying Sizing Warping Finishing Washing Weaving Waste Management

Table 3: Functional Departments of Amber Denim Limited

2.3 Product Category

100% Cotton	Stretch Denim
Polyester Denim	Tencel and Tencel Cotton Blends

Knit Denim	Dobby Denim
Selvedge Denim	Check Denim/Indigo Stripe
Print/Coated Denim	Overdyed and PFD
Two-Tone Denim	Plains and Canvas

Table 4: Product category of Amber Denim

2.4 Vision and Mission

Mission: Modernization of methods and designs for producing sustainable and environment-friendly fabrics to ensure comfort and durability.

Vision: To broaden the global acceptance of the brand with the best quality fabrics at the minimum cost to the environment.

2.5 An Organization Chart of Amber Denim Limited

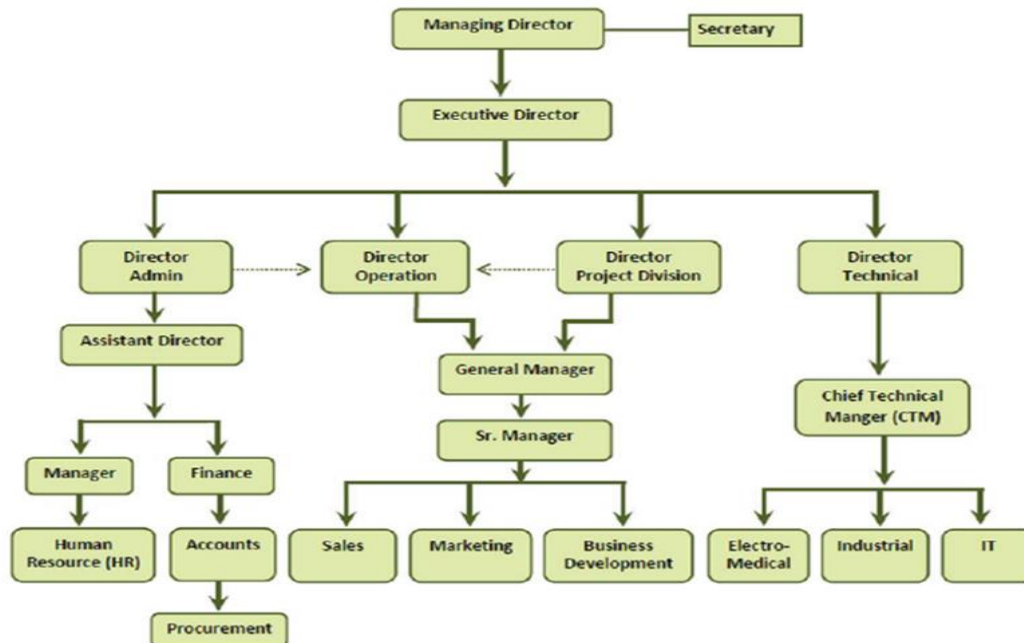


Figure 1: An organogram of Amber Denim Limited

2.6 Marketing Strategy

Amber Denim's marketing strategy is multifaceted, combining elements of product differentiation, brand positioning, digital marketing, relationship building, and sustainability messaging to effectively promote its denim fabric offerings and maintain its position as a leader in the industry.

1. **Market Segmentation:** Amber Denim segments its target market based on factors such as geographical location, demographic characteristics, and consumer behavior. They target different segments with specific denim fabric offerings tailored to their preferences and needs.
2. **Product Differentiation:** Given its commitment to quality and innovation, Amber Denim focuses on differentiating its denim fabrics from competitors by highlighting unique features, such as sustainable production practices, superior comfort, innovative designs, or special finishes.
3. **Brand Positioning:** Amber Denim positions its brand as a leader in the denim industry, emphasizing its rich history, commitment to quality and sustainability, and prestigious clientele. They position themselves as a premium denim fabric manufacturer catering to fashion-conscious consumers and top-tier fashion brands.
4. **Digital Marketing:** In today's digital age, Amber Denim utilizes various digital marketing channels to reach its target audience effectively. This includes a robust online presence through their official website, social media platforms, email marketing campaigns, and online advertising to showcase their denim fabric offerings and engage with customers.
5. **Trade Shows and Exhibitions:** Participating in trade shows and exhibitions related to the textile and fashion industry allows Amber Denim to showcase its latest denim fabric collections, network with potential clients, and stay updated on industry trends and competitor activities.
6. **Relationship Marketing:** Building strong relationships with their clients, including fashion brands and retailers, is crucial for Amber Denim. They focus on providing excellent customer service, maintaining open communication channels, and offering customized solutions to meet their client's specific requirements.

7. **Sustainability Messaging:** Given the increasing importance of sustainability in the fashion industry, Amber Denim incorporates sustainability messaging into its marketing strategy. They highlight their eco-friendly production practices, use of organic materials, and efforts to reduce environmental impact to appeal to environmentally conscious consumers and brands.
8. **Content Marketing:** Creating valuable and engaging content related to denim fashion, production processes, sustainability initiatives, and industry trends can help position Amber Denim as an authoritative voice in the denim industry.

2.7 Marketing Mix

This marketing mix strategy is designed to effectively promote Amber Denim's denim fabrics, differentiate them from competitors, reach target customers globally, and drive sales growth while maintaining a strong focus on quality, sustainability, and customer satisfaction.

1. **Product:** Offering a diverse range of denim fabrics including

Non-flat fabric.	Super flat.
Resin-coated fabric.	Pigment-coated fabric.
Over-dyed fabric.	PU Coated fabric.
ECRU Denim fabric.	RFD Denim fabric.
Ash Colored Denim fabric.	Reactive Colored Denim fabric.
Color Denim fabric.	Non-color Denim

Table 5: Products of Amber Denim

2. **Price:**

- **Competitive Pricing:** Setting prices that are competitive within the global denim market while reflecting the premium quality and innovative features of their denim fabrics.
- **Customized Pricing:** Offering flexible pricing options to accommodate the diverse needs and volume requirements of different clients, including bulk discounts and special pricing for long-term partnerships.

3. Place:

- **Global Presence:** Leveraging their presence in key international markets including the UK, Spain, US, Switzerland, Italy, and France to reach a wide range of customers.
- **Strategic Partnerships:** Collaborating with fashion brands, retailers, and textile distributors worldwide to ensure their denim fabrics are available in retail stores and online platforms where their target audience shops.

4. Promotion:

- **Digital Marketing:** Utilizing their official website, social media platforms, email marketing campaigns, and online advertising to showcase their denim fabric collections, engage with customers, and drive traffic to their online and offline sales channels.
- **Trade Shows and Exhibitions:** Participating in textile and fashion industry trade shows and exhibitions to showcase their latest denim fabric innovations, network with potential clients, and stay abreast of industry trends.
- **Public Relations (PR):** Engaging in PR activities such as press releases, media interviews, and industry publications to enhance brand visibility, communicate their commitment to quality and sustainability, and reinforce their position as a leader in the denim industry.



Figure 2: Marketing mix of Amber Denim Limited

5. **People:** Amber Denim values its workforce as a crucial element of its success. They invest in recruiting and retaining skilled designers, craftsmen, technicians, and other professionals who contribute to the quality and innovation of their denim fabrics. Employee training and development programs ensure a competent and motivated workforce.
6. **Process:** Amber Denim emphasizes efficient and sustainable production processes. This includes sourcing high-quality raw materials, leveraging state-of-the-art machinery and traditional craftsmanship, implementing sustainable production practices to minimize environmental impact, and adhering to ethical labor standards throughout the manufacturing process.
7. **Physical Evidence:** The physical evidence in the context of Amber Denim includes tangible elements that convey the quality and reliability of their denim fabrics. This encompasses cutting-edge machinery, product samples, packaging, and the overall presentation of their denim fabrics, which serve as tangible evidence of their commitment to excellence

2.8 SWOT Analysis

SWOT analysis provides a broad overview of the internal strengths and weaknesses, as well as external opportunities and threats facing Amber Denim in the denim industry

Strengths:

1. Capable of supplying customized flat finish fabrics
2. Capacity to produce 3.5 million yards of fabrics per month
3. Owned Backward integration on industries of Rotor mills and Spinning Mills to supply raw materials to Denim Mills
4. Produces best fabrics with the world's best machines of warping and indigo dye range machines from Morrison, USA
5. Contractual relations with some of the world's best chemical suppliers such as Asutex, BASF, Tolas, Clariant, etc.
6. The product range of 4.50-15.50 Oz/ Per Yard
7. Most digitalized and updated testing labs with trained technicians

Weaknesses:

1. Additional time is needed to connect the factory with the stakeholders in Dhaka
2. Industry 2.0

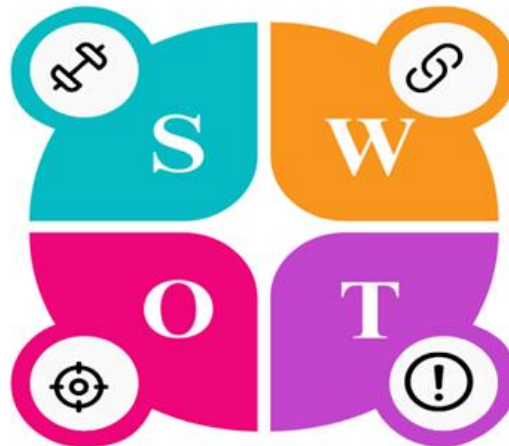
3. The office in Chittagong Port City is not very proactive and utilized compared to the competitors
4. No Forward integration to capture RMG markets
5. Preference in cost reduction in choice of suppliers

Strengths

- Customization
- Capacity
- Integration
- Machinery
- Suppliers
- Range
- Testing

Opportunities

- Opportunity
- Profit
- Expansion
- Market
- Recovery



Weaknesses

- Connectivity
- Modernization
- Efficiency
- Diversification
- Cost-saving
- Quality-control

Threats

- Competition
- Cost
- Capacity
- Innovation
- Demand
- Risk

Figure 3: SWOT of Amber Denim Limited

Opportunities:

1. The US-China Trade War broadened the opportunity for denim exporters of Bangladesh in the US and the EU
2. Maximization of profit in establishing forward integration toward garment manufacturing
3. Probability of business expansion from the previous year's growth of 0.40-million-yard fabrics in production capacity and exports
4. Potentiality of the wider market in the coordination of Rotor mills, Spinning, and Denim in the World Market
5. Expansion of losing markets of China and Pakistan following the Government Tax Redemption and accords

Threats:

1. Potentiality of Capturing the loss of the market of denim in the US by Mexico and China after the pandemic
2. Relatively higher increase of cost than profit in a pandemic situation
3. Less initiative to increase the production and warehouse capacity compared to the market growth
4. Possibility of loss of competitive advantage for less effort to deal with customized and trendier fabrics
5. Socio-economic liquidity crisis may cause to reduce the demand for this industry
6. Foreign investors or buyers may turn their sources to other countries with high Corruption and political complexities.

2.9 Porter's Five Forces Analysis

While Amber Denim benefits from its established presence, strong brand reputation, and focus on quality and innovation, it faces challenges from competitive rivalry, bargaining power of buyers and suppliers, and the availability of substitutes in the denim manufacturing industry. Strategic differentiation and continuous innovation are crucial for maintaining a competitive advantage in this dynamic market landscape.

1. Threat of New Entrants: LOW

- **Entry Barriers:** The denim manufacturing industry requires significant capital investment in infrastructure, specialized machinery, and technology. Additionally, expertise in denim production techniques and access to reliable suppliers of raw materials are essential. These barriers make it difficult for new entrants to establish themselves.
- **Economies of Scale:** Established players like Amber Denim benefit from economies of scale, allowing them to spread their fixed costs over a large volume of production.
- **Brand Recognition:** Amber Denim's strong brand reputation and long-standing presence in the industry act as a barrier to new entrants trying to establish brand loyalty and gain market share.

2. Bargaining Power of Suppliers: MEDIUM

- **Supplier Concentration:** The denim manufacturing industry typically has multiple suppliers for raw materials such as yarn and dyes. However, the bargaining power of suppliers may increase if there are few alternative suppliers for specialized materials or if there are disruptions in the supply chain.
- **Switching Costs:** Switching between suppliers may involve significant costs and lead times, especially for specialized raw materials. This could give suppliers some bargaining power over manufacturers like Amber Denim.
- **Importance of Raw Materials:** Raw materials like cotton yarn and indigo dye are crucial inputs in denim production. Any fluctuations in the prices of these materials can impact the profitability of denim manufacturers and affect their bargaining power with suppliers of Amber Denim.

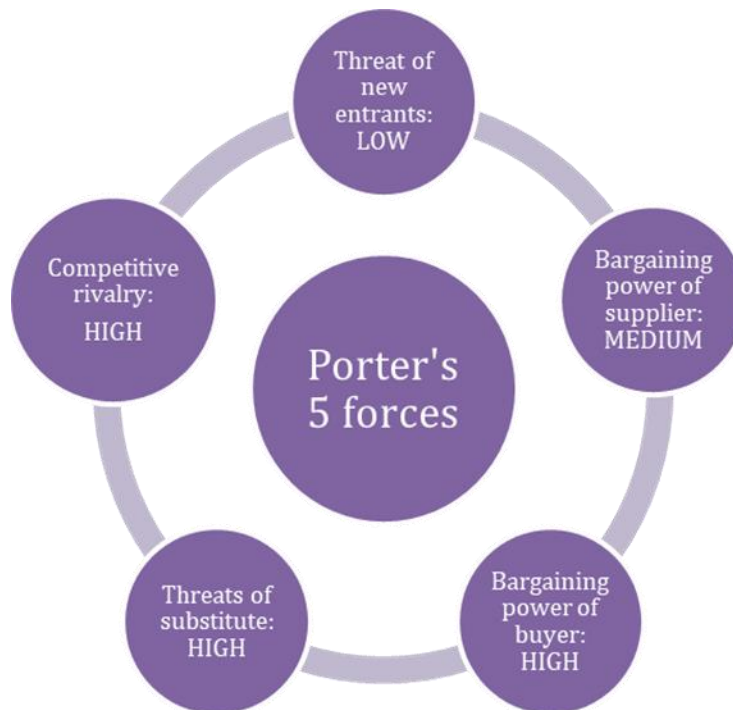


Figure 4: Porter's 5 Forces Model of Amber Denim Limited

3. Bargaining Power of Buyers: HIGH

- **Buyer Concentration:** Amber Denim's customers include large fashion brands and retailers with significant purchasing power. These buyers may have the leverage to negotiate lower prices or demand favorable terms due to their volume of orders.

- **Differentiation:** Amber Denim's focus on quality, innovation, and sustainability can differentiate its denim fabrics from competitors, giving them some bargaining power with buyers seeking premium products.
- **Substitute Products:** While denim remains a popular choice in the fashion industry, buyers have the option to switch to alternative fabrics or materials. This availability of substitutes can limit Amber Denim's bargaining power with buyers.

4. Threat of Substitutes: HIGH

- **Availability of Alternatives:** Denim faces competition from alternative fabrics such as cotton twill, synthetic blends, and eco-friendly materials like organic cotton or recycled fabrics. The availability of these substitutes provides consumers with options beyond traditional denim.
- **Fashion Trends:** Changes in fashion trends and consumer preferences can influence the demand for denim and alternative fabrics. For example, athleisure wear made from stretch fabrics has gained popularity in recent years, posing a threat to traditional denim products.
- **Differentiation and Brand Loyalty:** Amber Denim's focus on product quality, innovation, and sustainability can mitigate the threat of substitutes by creating brand loyalty and offering unique value propositions that differentiate their denim fabrics from alternatives.

5. Competitive Rivalry: HIGH

- **Industry Competition:** The denim manufacturing industry is highly competitive, with numerous players competing for market share. Amber Denim competes with both domestic and international denim manufacturers, ranging from large corporations to smaller niche players.
- **Differentiation Strategies:** Amber Denim differentiates itself through product quality, innovation, and sustainability practices. However, competitors may also invest in similar strategies to gain a competitive edge, intensifying rivalry within the industry.

- **Price Competition:** Price competition is prevalent in the denim industry, particularly in the mass-market segment. Amber Denim must balance price competitiveness with maintaining product quality and brand reputation to stay competitive in the market.

2.10 PESTEL Analysis

The PESTEL analysis highlights the various external factors that can impact Amber Denim's business environment, from political and economic conditions to social, technological, environmental, and legal factors. Understanding these factors allows the company to anticipate challenges, identify opportunities, and develop strategies to navigate the dynamic textile industry landscape.

1. Political Factors:

- **Government Regulations:** Amber Denim operates in Bangladesh, where political stability and government policies can impact the textile industry. Changes in regulations related to labor laws, trade policies, and environmental standards may affect the company's operations and compliance requirements.
- **Trade Agreements:** International trade agreements and tariffs can influence the company's export-import activities and access to key markets. Changes in trade agreements between Bangladesh and its trading partners may affect the competitiveness of Amber Denim's products.

2. Economic Factors:

- **Economic Growth:** The overall economic performance of Bangladesh and key export markets (e.g., Europe, US) can impact consumer purchasing power and demand for denim products. Economic downturns or recessions may lead to reduced consumer spending on apparel, affecting sales for Amber Denim.
- **Currency Exchange Rates:** Fluctuations in currency exchange rates can affect the cost of imported raw materials and the competitiveness of Amber Denim's exports. Exchange rate volatility may impact the company's profitability and pricing strategies.

3. Social Factors:

- **Consumer Trends:** Changing consumer preferences and fashion trends influence the demand for denim products. Amber Denim must stay attuned to shifting consumer preferences, such as the growing demand for sustainable and ethically produced fashion, to remain competitive.
- **Demographic Shifts:** Demographic factors, such as population growth, urbanization, and shifts in age demographics, can impact the size and composition of the target market for denim products. For example, younger consumers may have different fashion preferences compared to older demographics.



Figure 5: PESTLE Analysis of Amber Denim Limited

4. **Technological Factors:**

- **Automation and Innovation:** Technological advancements in textile manufacturing, such as automation, digitalization, and 3D printing, can improve production efficiency, product quality, and innovation capabilities. Amber Denim must invest in and adapt to new technologies to enhance competitiveness and meet evolving customer demands.
- **E-commerce:** The rise of e-commerce platforms and digital marketing channels has transformed the way consumers shop for apparel. Amber Denim needs to leverage e-commerce platforms and online marketing strategies to reach a wider audience and capitalize on online sales opportunities.

5. **Environmental Factors:**

- **Sustainability Initiatives:** Increasing awareness of environmental issues and sustainability in the fashion industry has led to growing demand for eco-friendly and ethically-produced denim products. Amber Denim's commitment to sustainable production practices and eco-friendly materials can be a competitive advantage in meeting consumer preferences and regulatory requirements.
- **Environmental Regulations:** Environmental regulations related to wastewater management, pollution control, and sustainable sourcing of raw materials can impact the company's operations and production processes. Compliance with environmental standards is essential for maintaining business operations and reputation.

6. **Legal Factors:**

- **Labor Laws:** Compliance with labor laws and regulations related to employee working conditions, wages, and safety standards is crucial for Amber Denim's operations. Adherence to labor laws and ethical labor practices is essential for maintaining a positive reputation and mitigating legal risks.
- **Intellectual Property Rights:** Protecting intellectual property rights, such as trademarks and designs, is important for safeguarding the company's brand assets and preventing unauthorized use or imitation by competitors.

2.11 Application of SCOR Model

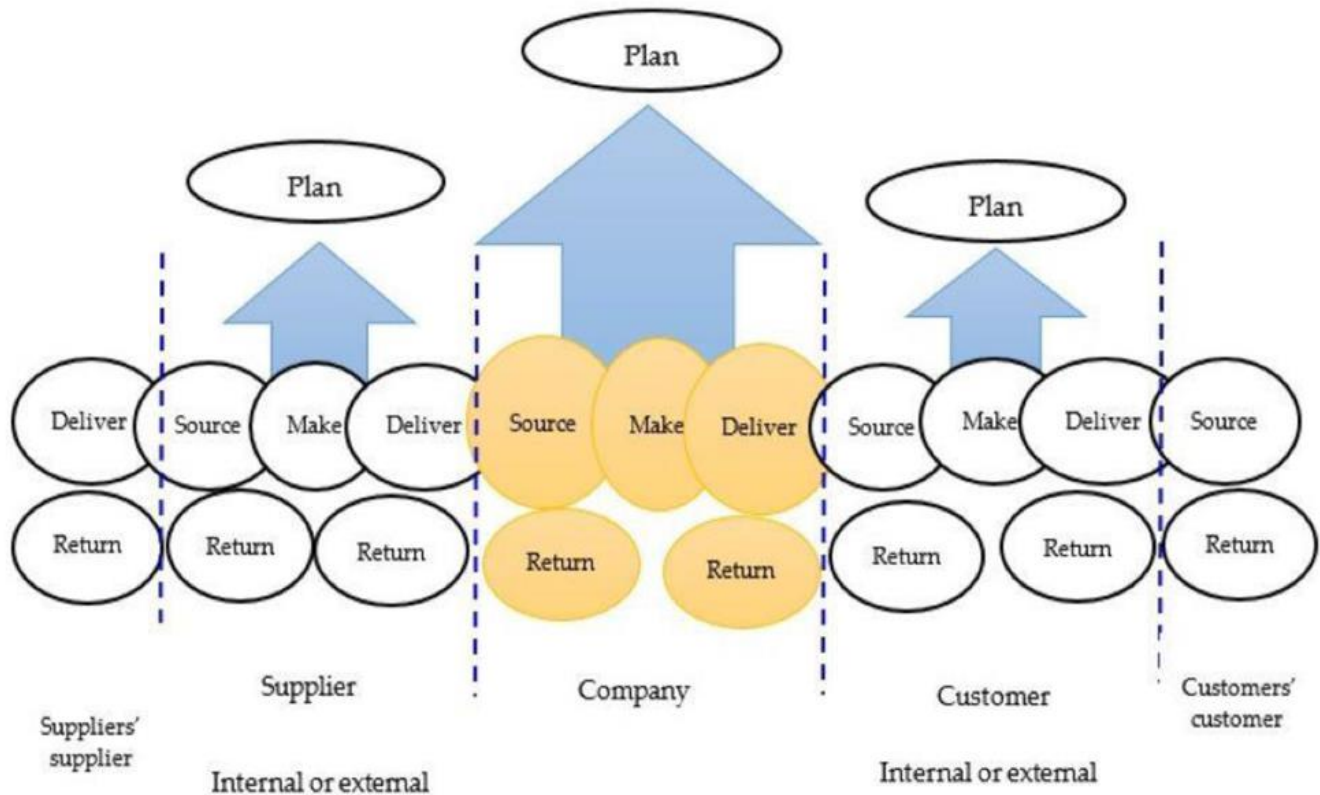


Figure 6: SCOR of Amber Denim Limited

Plan

Amber Denim's planning for the order process and requirements starts with the factory requirement before a minimum of 90 days of materials used. This is a sufficient and balanced time distance for international trade except for some of the suppliers from Bangladesh, Pakistan, Turkey, and Hong Kong according to our report. The planning for the manufacturing process maintains or continues previous or regular now charts before the innovation of new techniques, models, or methods to adding new ingredients by the Research and Development department.

Amber Denim involves its marketing agencies and channels to take feedback and suggestions from its customers and buyers to develop fabric quality and capacity of production as well as provide proper planning for future products and production.

Source

The sourcing of production is subject to previous and regular suppliers in consideration of evaluating time and cost that is reasonable and faster to arrive. This is a mandatory issue to measure and take into judgment the previous suppliers' lead time. The previous deliveries from Amber Denim's Suppliers from Bangladesh, Pakistan, Turkey, and Hong Kong have been introduced to move to other suppliers for future transactions.

Make

The procurement process of the factory is established maintaining international standards and closed to reach its best capacity of production. The specialized and separated section in the supply chain department of Amber Denim for importing, repairing, and managing spare parts doesn't let the continual process of production be paused. The placement of the factory makes it easier to reach products in a short time and unload the inventories in the easiest way introducing the supply chain performance with a wider view.

Delivery

The combination and sharing of information and other resources from the factory to the Amber Group's corporate office work to scan the documents of the suppliers and buyers to have a timely delivery between those parties. Amber Group with its commercial department negotiates its local buyers from the textile industry and the Readymade Garments industry to ensure deliveries before or on time. The deliveries of products operated with the cooperation of the commercial and marketing departments make the performance of the supply chain more smooth, more flexible, and more efficient.

Return

The customers or buyers of RMO industries directly or indirectly communicate with the factories of Amber Denim and Supply Chain Department and Commercial Department, of Amber Group to reach out to the customized products and their requirements, as well as, send necessary instructions or suggestions to develop the products by strengthening their network with the commercial department of Amber Denim. They also provide the pre-order charge with these instructions for supporting the procurement as well.

The evaluation of the segments (Plan, Make, Source, Deliver, Return) of the SCOR Model shows evidence of Amber Denim's strong supply chain with high performances in all of the segments.

Chapter Three:
INDUSTRY ANALYSIS

3.1 Industry Size

The global denim industry has experienced steady growth over the years, driven by factors such as increasing disposable income, urbanization, and changing fashion trends. The industry was valued at approximately \$66 billion in 2021, with a projected compound annual growth rate (CAGR) of around 6.5% from 2022 to 2027 (Grand View Research, 2022).

Bangladesh is a significant player in the global denim market, with a substantial portion of its textile exports consisting of denim products. According to the Export Promotion Bureau of Bangladesh, denim exports from Bangladesh reached \$3.12 billion in the fiscal year 2020-2021, indicating the country's importance in the global denim industry.

3.2 Growth Trends

Several factors have contributed to the growth of the denim industry in Bangladesh, making it a thriving sector within the country's textile and apparel landscape. Some key growth trends include:

- 1. Increasing Demand:** Denim apparel has gained widespread popularity among consumers worldwide, driving the demand for denim fabrics. The versatility, durability, and fashion appeal of denim products have contributed to their rising popularity, leading to increased production and consumption of denim fabrics in Bangladesh.
- 2. Technological Advancements:** Bangladesh has witnessed significant advancements in denim manufacturing technology, enabling mills to produce high-quality denim fabrics with greater efficiency and precision. State-of-the-art machinery and equipment have enhanced the production capacity and capabilities of denim mills, allowing them to meet the evolving demands of the market.
- 2. Diversification of Product Range:** Denim manufacturers in Bangladesh have diversified their product offerings to cater to different market segments and consumer preferences. In addition to traditional indigo denim, mills now produce a wide range of denim fabrics in various colors, finishes, and textures, including stretch denim, colored denim, and eco-friendly denim.
- 3. Focus on Sustainability:** With growing awareness of environmental issues, sustainability has become a major focus area for the denim industry in Bangladesh. Many denim mills have

implemented eco-friendly production practices, such as water recycling, energy conservation, and waste reduction, to minimize their environmental footprint and meet the sustainability requirements of global brands and retailers.

4. **Market Expansion:** Bangladesh has expanded its presence in the global denim market, establishing itself as a reliable supplier of quality denim products. The country's competitive pricing, efficient production processes, and adherence to international quality standards have enabled it to capture a significant share of the global denim market, driving further growth in the industry.

3.3 Maturity of the Industry

The denim industry is considered mature, but it continues to evolve with changing consumer preferences and technological advancements. Denim products have become a staple in fashion, with demand driven by both casual and fashion-conscious consumers. The industry has reached a stable stage where growth is moderate, but innovation and differentiation are crucial for companies to remain competitive.

In line with industry trends, Amber Denim has embraced technological advancements and modern manufacturing processes to enhance its competitiveness and efficiency. The company's investment in state-of-the-art machinery, including cutting-edge weaving and dyeing technologies, underscores its commitment to delivering premium denim fabrics of international standards.

Moreover, Amber Denim's emphasis on sustainability and ethical production practices mirrors the industry's growing awareness of environmental and social responsibilities. The company's initiatives to reduce water consumption, minimize waste, and ensure fair labor practices exemplify its dedication to sustainable denim manufacturing.

As a testament to its maturity and market positioning, Amber Denim caters to a diverse clientele comprising renowned fashion brands from Europe and the United States. The company's ability to meet the stringent quality, compliance, and customization requirements of global buyers speaks volumes about its maturity and capabilities as a denim manufacturer.

3.4 Competitive Environment

As a major player in the denim industry of Bangladesh, Amber Denim faces competition from various companies operating within the sector. While it's difficult to pinpoint a single overarching competitor, several key players contribute to the competitive landscape:

- 1. Square Denim Ltd.:** Square Denim Ltd. is a leading denim fabric manufacturer based in Bangladesh and is part of the Square Group, one of the largest conglomerates in the country. Established in 2005, the company has become synonymous with high-quality denim products and sustainable practices.
- 2. Envoy Textiles Ltd.:** Envoy Textiles Ltd. is a prominent denim fabric manufacturer in Bangladesh, known for its innovation and commitment to quality. Established in 2012, the company has garnered a reputation for excellence in the denim industry.
- 3. Pioneer Denim Ltd.:** Pioneer Denim Ltd. is a leading denim fabric manufacturer in Bangladesh, known for its premium quality products and customer-centric approach. Established in 2017, the company has earned a strong reputation in the denim industry.
- 4. Sha-sha Denims Ltd.:** Sha-sha Denims Ltd. is a well-established denim fabric manufacturer in Bangladesh, known for its commitment to quality and innovation. Founded in 1996, the company has emerged as a key player in the denim industry.
- 5. Jamuna Denims Ltd.:** Jamuna Denims Ltd. is a subsidiary of the Jamuna Group, a leading industrial conglomerate in Bangladesh. Established in 2005, the company is renowned for its state-of-the-art manufacturing facilities and high-quality denim products.

Each of these denim manufacturers plays a significant role in Bangladesh's denim industry and tough competitor of Amber Denim Ltd.

3.5 External Economic Factors and Their Effect on the Industry

External economic factors significantly impact the denim industry. Economic indicators such as GDP growth, consumer spending, and disposable income influence consumer demand for denim products. A strong economy often correlates with higher consumer confidence and increased spending on apparel, including denim. Fluctuations in currency exchange rates and raw material prices, particularly cotton, also affect the denim industry. Cotton is a primary raw material in

denim production, and changes in its price can impact production costs and profit margins for denim manufacturers.

3.6 Seasonality

Seasonal trends affect the demand for denim products. For example, sales may increase during back-to-school seasons, holiday shopping periods, or during warmer months when consumers seek lightweight denim options. Denim companies often adjust their production schedules and marketing strategies to align with these seasonal fluctuations in demand.

3.7 Technological Factors

Technological advancements play a crucial role in the denim industry, impacting various aspects of production, including manufacturing processes, product design, and sustainability initiatives. Automation and digitalization have improved efficiency and productivity in denim manufacturing, reducing labor costs and increasing output.

Innovations in dyeing and finishing technologies have led to the development of new denim textures, finishes, and colors, catering to diverse consumer preferences. Additionally, advancements in sustainable denim manufacturing, such as water-saving techniques and eco-friendly dyeing processes, are gaining prominence in response to increasing environmental concerns.

3.8 Regulatory, Political, and Legal Concerns

Regulatory compliance regarding environmental standards and labor practices is a significant concern for denim manufacturers, particularly in countries like Bangladesh. Denim companies must adhere to local and international regulations related to environmental protection, worker safety, and labor rights to maintain ethical and sustainable business practices.

Political stability and trade policies also impact the denim industry, especially concerning tariffs and international trade agreements. Changes in government policies and trade relations between countries can affect the cost of importing/exporting denim products and may influence market dynamics.

3.9 Contribution of Amber Denim in the Denim Industry of Bangladesh

Amber Denim Ltd. has made significant contributions to the denim industry in Bangladesh, both in terms of innovation and market impact. As one of the pioneering forces in the country's denim sector, Amber Denim has played a pivotal role in shaping the industry's trajectory and establishing Bangladesh as a global hub for denim manufacturing.

1. **Innovation in Product Development:** Amber Denim has been at the forefront of innovation in denim fabric production. The company continuously invests in research and development to introduce new textures, finishes, and blends, catering to evolving consumer preferences and fashion trends
2. **Adoption of Sustainable Practices:** Recognizing the importance of sustainability in today's denim industry, Amber Denim has prioritized eco-friendly manufacturing processes and ethical production practices. The company implements measures to minimize environmental impact, such as reducing water usage, optimizing energy efficiency, and implementing waste management initiatives.
3. **Capacity Building and Employment Generation:** Through its operations, Amber Denim contributes to economic growth and employment generation in Bangladesh. The company's state-of-the-art manufacturing facilities employ a significant workforce, providing job opportunities and skill development for individuals across various segments of society.
4. **Strengthening Bangladesh's Export Potential:** As an export-oriented denim manufacturer, Amber Denim plays a crucial role in strengthening Bangladesh's position in the global textile market. The company's high-quality denim fabrics cater to the demands of international fashion brands and retailers, enhancing Bangladesh's reputation as a reliable source of premium denim products. Amber Denim's exports contribute to foreign exchange earnings and bolster the country's export-driven economy.
5. **Industry Leadership and Collaboration:** Beyond its operations, Amber Denim actively engages in industry leadership and collaborative initiatives aimed at advancing the denim sector in Bangladesh. By collaborating with peers, suppliers, and government agencies, Amber Denim contributes to the overall growth and competitiveness of the denim industry in Bangladesh.

Chapter Four:
DESCRIPTION OF MAIN DUTIES

4. Description of Main Duties

This chapter is mostly concerned with relevant data regarding my internship at Amber Denim. In this section, I've tried to emphasize the period, business, departmental particulars, interactions with employees, and job titles and duties assigned.

4.1 Types of Tasks Completed during the Internship

The procurement process of Amber Denim Mills happens through different stages. I got to work on different tasks during my internship.

Step 01: Store Purchase Requisition (SPR)

SPR is sent from the factory manager of Amber Denim to the corporate office of Amber Group in their Commercial Department to issue the notice of the required materials and chemicals with the details of the quantity and price of the items.

My Duties: My task was to separate the SPRs based on the different products required. For example: chemicals, types of machinery, spare parts, etc.

Step 02: Query to the Suppliers

The officer of the Supply Chain Department in Amber Denim asks for the required products or chemicals from reputed and regular suppliers and makes a query for the details of available products.

My Duties: I used to prepare and send out queries to suppliers

Step 03: Negotiation

Negotiation on pricing and quality starts with receiving detailed information on available products. The officer of the commercial department clarifies his/her side to buy the product with the previous selling price.

My Duties: I confirmed the order with the chosen supplier. This involves formalizing the commitment to procure the required products and initiating discussions to negotiate the specific terms of the agreement.

Step 04: Proforma Invoice (PI) Received

The proforma invoice is received by the supply chain officer of Amber Denim as the bill of sale of shipment or delivery of the products.

My Duties: I used to double-check every information if there was any error.

Step 05: Purchase Note Approval (Internal Approval)

After receiving the external confirmation, an internal meeting is called between the supply chain department and Commercial Department to measure the importance of the shipment for those goods, and, after getting the approval they approve all documents for the further process.

My Duties: I had to take signatures on the approval form according to the hierarchy

Step 06: Fund Requisition Submit to F&A Department for opening LC

The Commercial department sends the approved documents to Finance and Accounting and calls for the approval of required funds for the shipment or delivery.

My Duties: I had to write the LC opening application and fill up the necessary documents for the bank.

Step 07: Letter of Credit Proposal

Receiving the fund requisition from the commercial department, the Finance and Accounting Department sends the documents to the Bank in Matijeel, Dhaka to open a Letter of Credit for the shipment with detailed information of the exporter's bank. These documents are needed for the adjustment of the documents.

- Insurance
- LC Proposal Submit
- Forwarding
- Signed PI
- Bank Application Form
- LC Authorization Form

Step 08: LC opened

The bank that is requested to open an LC confirms the seller's bank time and amount of the transactions and opens a date for the shifting funds after the reception of products.

Step 09: Shipment Done and Sharing of Shipping Documents

The exporter confirms all of the progression for the shipment of the required product after the LC opened. The Exporter will share these documents as the confirmation of the shipment Commercial Invoice Packaging List Certification of Origin Bill of Lading

Step 10: Original Document Retirement from Bank and Submit to Customs

The bank releases the documents to the company and an agent of Amber Group in Chittagong port city submits to the customs if the shipment has arrived in Chittagong Port.

Step 11: Generation of Custom's Bill of Entry for Consignment Clearance

The Bill of entry is submitted to the consignment to clear all customs charges and documents. The consignment informs the corporate office of Dhaka of the information on received products.

Step 12: Consignment Delivery to the Factory

The consignment delivered the received products to the factory of Amber Denim in Gazipur directly by a local transport agency.

Step 13: Material Receiving Report (MRR) from Store Department

MRR is sent to the corporate office of Dhaka from the factory of Banani to confirm the reception of the product and the details about the delivery.

<p>My Duties: I used to check and confirm the MMR form</p>

Step 14: Received and Reimbursement of Clearing & Forwarding Agent Bill (C&F Bill)

The Clearing & Forwarding agents claim their bills by the formal receipts and ask for reimbursements. The Finance & Accounts Department pays the bill through a bank cheque

4.2 Working Conditions and Functions

Amber Denim offered me the chance to do my internship there. The group flourished with its gradual demand in the market. Apart from cotton, other successful areas where the group operates include denim, board, and doors, Internet gateway, radio, leisure resort, etc. Backed by a high density of advanced technology and sophisticated manufacturing facilities.

My internship had a three-month duration and began on January 25, 2024, and ended on April 25, 2024. The internship site was in the headquarter of Amber Denim. It is situated at HOUSE 2, ROAD 9, BLOCK G, BANANI, DHAKA-1213

- My working day went on for eight hours, from 10:00 in the morning to 06:00 in the evening with a lunch and prayer break of 1 hour.
- I worked 6 days a week and Fridays were off days.
- My working days at Amber Denim were on-site as the company doesn't have any Work from Home or remote work options.
- During my internship period, I neither had to go on any field trips nor work overtime.

4.3 Difficulties and Challenges

At times I ran into problems throughout this internship because of the unfamiliar environment, the nature of the work, and other factors. Following is a list of some of them:

- As I was the only intern in the Supply chain Department at that time, I had to do most of my stuff alone. However, my supervisor and colleagues went beyond their extent to make me feel comfortable in the workspace.
- In the Supply Chain department, employees were consistently occupied with an abundance of tasks. So, it was challenging for them to instruct me on new things or correct me when I made mistakes.
- Amber Denim has only one weekend. As a result, it would become quite difficult for me to maintain my focus towards the end of the week.
- Given that the Supply Chain department is quite substantial and encompasses so many different areas of knowledge, I sometimes found it challenging to comprehend the duties that were entrusted to me.

4.4 Experiences that I have Gained throughout my Internship Period

I've attempted to list the most significant learnings I had while interning at Amber Denim below.

Which are:

- As an intern at Amber Denim, I gained some essential experience that will be a priceless asset in my future career in corporate.
- I learned some technical skills, interpersonal skills, and personal growth through Amber Denim Ltd. Many technical skills are required to work in the Supply Chain Department. For instance, I had to utilize the internal ERP software and MS Office throughout my internship, which exposed me to many different types of data analyzing tools.
- I also had to talk to different vendors over the phone and negotiate for the final offer price. This experience made me confident about myself, and my communication and negotiating skills.
- Amber Denim provided me with the most significant development of my life, taking me from having zero personal experience in corporate life to a fantastic experience. Here, I learned about the company culture, way of life, issues, etc.

4.5 Work Interactions with Company Employees

Interacting with the other employees is a very important part of any job role. For my job as an intern, it was even more vital because I had to learn every detail from my colleagues and other senior employees. Here are my interaction details with the other employees of Amber Denim Supply Chain department-

- My internship was in the Commercial & Supply Chain Department. So, I time to time had to communicate with the Manager, Mr. Shahadat Hossain Sazzad. He would occasionally give me guidance on what to work with and ask for feedback on the previously assigned tasks.
- My internship is under the supervision of Mr. Islam Uddin, General Manager, Commercial, ADML, ADL. His role is focused more on guiding the engineering team to purchase the best indirect materials for the factories and execute innovative productivity

and cost-cutting measures, as well as creating business cases to support strategic and operational choices.

- However, I was assigned most of my tasks by Forhad Hossain, Officer, SCM, ADML, ADL. He introduced me to different supply chains by giving me challenging tasks at times.
- I was also assigned under another Officer for supervision, named Osman Gani. He taught me about the Procurement procedures of different machinery and materials.
- Our primary method of communication was face-to-face engagement, but we also used social media.

Chapter Five:
ANALYSIS DUTIES ON THE
INTERNSHIP SITE

5. Analysis Duties on the Internship Site

Here I will be analyzing Amber Denim Ltd on the company level, market level, and professional level:

5.1 Company-level Analysis

During my internship, I observed a few internal procedures that were both incredibly effective and ineffective. I go into great detail about it below:

5.1.1 Efficient Processes

Amber Denim, a prominent conglomerate in Bangladesh, encompasses diverse businesses across various sectors. The following procedures are considered essential within the Commercial Division of Amber Denim:

1. **Market Research:** Market research is deemed crucial within Amber Denim's Commercial and Supply Chain Division. Through surveys, focus groups, and data analysis, the department gathers insights into consumer preferences, needs, and market trends. This information is utilized to develop pricing strategies, marketing plans, and new product ideas that align with consumer demand.
2. **Product Development:** Collaboration between the Commercial Division and the Research and Development (R&D) team is essential for product development at Amber Denim Ltd. By leveraging industry knowledge and consumer insights, the department contributes to the creation of innovative and customer-centric products that address market needs effectively.
3. **Pricing Strategy:** Developing pricing strategies that are both competitive and profitable is a key focus area for the Commercial Division. Analysis of production costs, market competition, and consumer demand informs pricing decisions. The department employs various pricing models to set prices effectively, ensuring competitiveness while maximizing revenue.
4. **Marketing and Advertising:** The Commercial Division at Amber Denim devises targeted marketing and advertising strategies to reach specific consumer demographics effectively.

Utilizing various platforms such as digital, print, TV, and events, the department aims to create impactful campaigns that resonate with the target audience and drive brand awareness and engagement.

5. **Distribution and Logistics:** Efficient distribution and logistics management are essential for the timely delivery of goods to customers. The Commercial Division oversees warehouse management, supply chain partnerships, and transportation, utilizing logistical technologies to ensure smooth operations and minimize delivery delays.
6. **Customer Service:** Providing exceptional customer service is a priority for the Commercial Division at Amber Denim. The department focuses on addressing customer concerns promptly, resolving issues efficiently, and maintaining high levels of customer satisfaction and retention. Multiple channels such as phone, email, chat, and social media are utilized to engage with customers and enhance their overall experience.

5.1.2 Inefficient Process

During my internship at Amber Denim, I identified several inefficiencies within the Commercial Department that pose challenges to the department's growth and overall organizational performance. Addressing these inefficiencies is crucial to ensuring optimal operations and maximizing business success. Below are some of the inefficiencies I observed:

1. **Poor Data Management:** The Commercial and Supply Chain Department at Amber Denim may face challenges in data management. While the department may utilize certain systems or software for data management, there could be issues with the accuracy, completeness, and timeliness of data. Poor data management can lead to inaccurate sales forecasting, pricing decisions, and marketing strategies, impacting the department's performance and organizational outcomes.
2. **Outdated Technology:** The use of outdated technology within the Commercial Department can contribute to inefficiencies. Outdated systems and tools may result in lengthy processing times, limited data visibility, and missed opportunities for innovation and improvement. Without modern technology solutions such as automation, AI, and advanced analytics, the department may struggle to keep pace with industry trends and meet evolving customer needs.

3. **Inadequate Training:** Insufficient training of employees within the Commercial Department can hinder performance and productivity. Without proper training on relevant processes, tools, and best practices, employees may struggle to execute their responsibilities effectively. This can lead to errors, delays, and subpar performance, ultimately impacting the department's ability to achieve its objectives.

In addition to these primary inefficiencies, minor issues such as lack of coordination and ineffective communication may also contribute to operational challenges within the Commercial Department of Amber Denim. Addressing these inefficiencies requires a proactive approach, including investment in modern technology, comprehensive training programs for employees, and fostering a culture of collaboration and continuous improvement.

5.2 Market Level Analysis

In the highly competitive landscape of the Bangladeshi market, Amber Denim competes with both domestic and foreign businesses across its diverse sectors. To maintain a competitive edge and stand out in this challenging environment, Amber Denim focuses on several key factors that contribute to its market success. The market-level analysis of Amber Denim highlights the following key insights:

1. **Strong R&D Capabilities:** Amber Denim places significant emphasis on research and development (R&D) to innovate and develop cutting-edge products and solutions. By investing in R&D, the company stays ahead of competitors and continuously improves its offerings to meet evolving customer needs.
2. **Robust Distribution Network:** With a well-established distribution network across Bangladesh, Amber Denim ensures efficient and prompt delivery of goods and services to its customers. This extensive network enables the company to reach a wide audience and maintain a strong market presence.
3. **Diversified Portfolio:** As a conglomerate, Amber Denim boasts a diversified portfolio spanning various industries including textiles, consumer goods, and healthcare. This diversification helps the company manage risks effectively and capitalize on opportunities across multiple sectors.

4. **Outstanding Brand Awareness:** Amber Denim enjoys strong brand recognition in Bangladesh, thanks to its aggressive marketing efforts and reputation for delivering high-quality products and services. The company's commitment to excellence has earned it various accolades and accolades, further enhancing its brand reputation.
5. **Digital Transformation:** Amber Denim leverages digital technology to enhance customer satisfaction, streamline business operations, and stay competitive in the market. By embracing digital transformation initiatives, the company stays ahead of the curve and strengthens its position in the market.
6. **100% Export-oriented:** Amber Denim Limited is a 100% export-oriented company.

By leveraging these insights and strengths, Amber Denim continues to navigate the competitive market landscape effectively, driving growth and success across its diverse business sectors.

5.3 Professional Level Analysis

Professional Level Analysis: Reflecting on my internship experience at Amber Denim Ltd, I have gained valuable insights that have shaped my career aspirations and professional development. Here are some key observations and learnings from a professional standpoint:

1. **Career Aspirations:** My internship experience has inspired me to pursue a career as a Supply Chain Management officer. Through hands-on experience with various tools and the opportunity to enhance my technical and data analytical skills, I have gained a deeper understanding of the role and its significance within the organization. This experience has not only provided valuable insights into the industry but has also helped me chart a clear path for my future career endeavors.
2. **Technical Skills Development:** During my internship at Amber Denim, I had the opportunity to work with Excel, pivot tables, charts, and ERP software extensively. Engaging with suppliers and assisting in streamlining procurement processes has enhanced my technical proficiency and analytical capabilities. This practical exposure has complemented my academic knowledge and equipped me with relevant skills for my desired career path.
3. **Relevance of Academic Courses:** The courses I have taken in the Business and Technology Management (BTM) Department have played a significant role in my internship experience. Concepts learned in courses such as Logistics and Supply Chain Management, Enterprise

Resource Planning, Operations Management, Negotiation, and Conflict Management have directly contributed to my performance during the internship. The synergy between academic knowledge and practical application has been instrumental in my professional growth.

4. **Hands-on Experience:** Working in the Supply Chain Department of Amber Denim provided me with valuable hands-on experience in various aspects of procurement and supply chain management. From manual paperwork to vendor communication, I gained a comprehensive understanding of real-life business operations. These experiences have instilled humility in me and enriched my understanding of the complexities involved in day-to-day business activities.

Overall, my internship experience at Amber Denim has been instrumental in shaping my professional goals and refining my skill set. It has provided me with invaluable insights into the procurement field and equipped me with the necessary tools to embark on a successful career path in this domain.

Chapter Six:
PROBLEMS,
RECOMMENDATIONS AND
CONCLUSION

6.1 Problems

1. Deficiency in Scientific and Systematic Inventory Management

The factories and Warehouses of Amber Denim are not coordinated and manualized scientifically based on the on-time monitoring and accuracy of the calculation. The timely updates are needed to break the manual complexity in the allocation of transportable products in the warehouse and support awaited inventories for allocation.

2. No specialized functional departments or sections found for Product Development

The R&D department is working on the chemical manufacturing and development of the quality of fabrics. Product development and innovation are not a highly concentrated issue for the department. Hence, the trendy and fancy markets of denim are going under the advantage of competitors.

3. Informal Commercial Deals and Negotiations with the stakeholders

The employees of the different industries of the group used to negotiate pricing and quantity with the suppliers through numerous telephone calls. The negotiations by phone calls are time-consuming, mixed with irrelevant speeches, and repeatable in bargaining, which breaks the corporate manners as well as increases complexities.

4. Manual coordination among the factories and departments

The internal deals among the factories of Amber Denim are manual and unsystematic. Mutual coordination of demand and supply of raw materials and chemicals has no constructive measurement or code of conduct. The receipts of transactions among the departments and the factories are only documents and official papers to acknowledge the delivery and transactions.

5. Incompatibilities in cost and time from the transport agencies

The transport agencies are inconsistently demanding transport costs based on little Measurement of the distance between the point of origin and the point of destination as well as the quantity of the product. The incompatibilities of the cost of transportation have to be repeatedly checked and have no central contacts.

6. High Lead time from the Exporters

My analysis has shown that foreign exporters take more time before shipment than at the time of shipment. The processing and time before shipment lead to the company's procurement being slower since the sourcing of chemicals is the major contributor to the production of chemicals.

6.2 Recommendations

Based on my internship experience at Amber Denim, I would like to offer the following recommendations for the improvement of the organization, particularly the Commercial and Supply Chain Department:

1. Installation of Warehouse Management System to set, move, and store Inventory just in time

A scientific inventory management system is functionalized in monitoring the transportation and storage between warehouse and factory that has proper information and updates with the Radio Frequency Identification (RFID) technology. The system will include inventory Stock Keeping Unit (SKU) to plan, monitor, and control the storage and transportation of inventory.

2. Setting a permanent list of Prices for Chemicals and Denim Fabrics according to the factors and variations of market demand, supply, and competition

A permanent price range will solve the repeated bargaining in an informal conversation with the suppliers. The readiness of price lists is too complex to measure the variation of price in the change of market demand, market supply, and market competition. Hence, Adjustment of the indications of those factors to the list and setting the variability will expedite the negotiating process and save time.

3. Urgent placement of the Product Development Section

It is emergent to establish a sub-department or section of new product development under the Research and Development of Amber Denim. The section needs to be specialized with the motive of new product development as well as Innovation of new methods and tactics.

4. Application of a Central Supply Chain Information Hub to coordinate information flow among the factories and departments systematically

A central supply chain information hub is called for being established to control, coordinate, and centralize the information and internal transactions among the factories of the Amber

group. It will eradicate the random complexity of transactional accounts and the exchange will be transparent. The information hub will be effective in monitoring external transactions, transports, and storage in the same database system.

5. Establishment of central contracts and agreements with the transport agencies

The company has to make a permanent contractual relationship with all its transportation agencies. The company should select a monthly basis payment system with the agencies to remove the complexity of daily basis payments. The contractual relationship will reduce the unit-basis transport cost centrally.

6. Preference of Time and Quality to the Price in time of selection of suppliers and exporters of Chemical and Yarns

In the selection of suppliers and exporters of the chemicals and Yarns, the company should contact the trade associations of the suppliers' countries to get proper information on quality maintenance and the price of the required suppliers. The company should communicate with the BTMA and BGMEA to gather information about the suppliers. The Major objective in the supplier selection process should be the reduction of lead time and sourcing of quality products.

6.3 Conclusion

The denim industry has wider potentiality in the economy of Bangladesh as the Asian countries are the suppliers of 70% of global demand. Amber Group understood these potentialities from the beginning of its industrialization and contribution to the economy of Bangladesh. Amber denim has participated in 7-7.5% of the production of total domestic denim, which is the outcome of its groundbreaking decision to install backward integration for the advancement of denim production with a reduced cost. The supply chain of the company is getting stronger with its trusted and timely transport agencies, renowned global exporters, and the best machines in its two denim factories. This internship report is a brief scenario of one of the largest groups of industries that practice the supply chain with the coordination of different factories, departments, and sections in a unique way. Amber Denim has to set its specific goals for the sets of years to enrich the mechanism in logistics so that it can develop a smart supply chain network within its department and factories as well as in between sellers, intermediaries, agencies, and buyers. Smart supply chain management can be developed with its concentration on centralized information and constant negotiation. The source. Procurement, storage, and transportation among the mills are factories should be coordinated and connected by a central information hub that must be transparent and open to internal and external stakeholders.

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Appendices



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 1st Week

Period: 25th January 2024 to 1st February 2024

I have completed my first week of Internship tenure under the supervision of Mr. Md. Islam Uddin, General Manager, Commercial at Amber Denim Ltd and Amber Denim Mills Ltd.

List of Activities:

- Brief Idea about Amber Denim Ltd and Amber Denim Mills Ltd as well as other sister concerns of Amber Group.
- Gained a foundational understanding of the company's business portfolio, target market, and operational dynamics.
- Obtaining insights into the hierarchical structure, work ethics, and cultural norms within each department of the organization.
- Gathered Idea about the procurement process of different goods from different countries.
- Learned about how to submit L/C proposal set to Bank which includes: L/C Application form, Signed Proforma Invoice, Marine Insurance, and other related docs.

Md. Islam Uddin
01/02/24

Company Supervisor
Md. Islam Uddin
General Manager (Com.)
Amber Denim Mills Ltd.

Ilajina
23/02/2024

Academic Supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 2nd Week

Period: 3rd February 2024 to 8th February 2024

I have completed my second week of Internship tenure under the supervision of Mr. Md. Islam Uddin, General Manager, Commercial at Amber Denim Ltd and Amber Denim Mills Ltd.

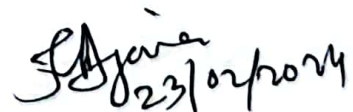
List of Activities:

- **Learned about the Sector of Operation:** Amber Denim operates within the textile manufacturing sector, specializing in denim fabric production.
- **The Products Offered:** Amber Denim manufactures and offers a range of denim products, including denim fabric rolls, denim garments.
- **Their Regarded Customers:** Amber Denim's primary customers likely include apparel brands, fashion retailers, and wholesalers who purchase denim fabric and garments for their own collections or distribution.
- **About the Countries of Operation:** Amber Denim may operate in multiple countries to leverage diverse manufacturing capabilities, access to raw materials, and market opportunities.
- **And their end users:** The end users of Amber Denim's products are the garments, who manufacture different denim apparels.


13/02/24

Company Supervisor

Md. Islam Uddin
General Manager (Com.)
Amber Denim Mills Ltd.


23/02/2024

Academic Supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 3rd Week

Period: 10th February 2024 to 15th February 2024

I have completed my Third week of Internship tenure under the supervision of Mr. Md. Islam Uddin, General Manager, Commercial at Amber Denim Ltd and Amber Denim Mills Ltd.

List of Activities:

- More details about Amber Denim Ltd and Amber Denim Mills Ltd as well as other sister concerns of Amber Group.
- Learned about the company's target market.
- Obtaining insights about the Denim industry of Bangladesh
- Gathered Idea about the procurement process of different goods from different countries.
- Learned more about how to submit L/C proposal set to Bank which includes: L/C Application form, Signed Proforma Invoice, Marine Insurance, and other related docs.


25/2/24

Company Supervisor

Md. Islam Uddin
General Manager (Com.)
Amber Denim Mills Ltd.


25.02.24

Academic Supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

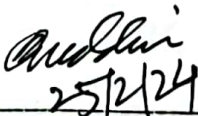
Week: 4th Week

Period: 17th February 2024 to 22nd February 2024

I have completed my Fourth week of Internship tenure under the supervision of Mr. Md. Islam Uddin, General Manager, Commercial at Amber Denim Ltd and Amber Denim Mills Ltd.

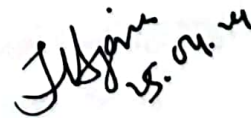
List of Activities:

- Learned about Denim Industry size and growth trends.
- Learned about the company's suppliers and customers.
- Gathered information about the External economic factors and their effect on Denim industry.
- Insights about the seasonality, technological factors, regulatory, political and legal concerns of Denim Industry.
- More Idea about the procurement process of different goods from different countries.
- Learned more about how to submit L/C proposal set to Bank which includes: L/C Application form, Signed Proforma Invoice, Marine Insurance, and other related docs.


25/2/24

Company Supervisor

Md. Islam Uddin
General Manager (Com.)
Amber Denim Mills Ltd.


25.02.24

Academic Supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 5th Week

Period: 24th February 2024 to 29th February 2024

I have completed my Fifth week of Internship tenure under the supervision of Mr. Md. Islam Uddin, General Manager, Commercial at Amber Denim Ltd and Amber Denim Mills Ltd.

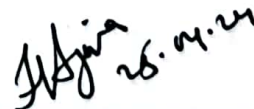
List of Activities:

- Learned more about Denim Industry of Bangladesh
- Learned about the competitive environment of Denim industry
- Information about the organization chart of Amber group and number of employees.
- Insights about the strengths and weaknesses of the company.
- More Idea about the procurement process of different goods from different countries.
- Learned more about how to submit L/C proposal set to Bank which includes: L/C Application form, Signed Proforma Invoice, Marine Insurance, and other related docs.


14/2/24

Company Supervisor

Md. Islam Uddin
General Manager (Commercial)
Amber Denim Mills Ltd


26.02.24

Academic Supervisor

Farjana Nasrin
Assistant Professor
BTM, IUT

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 6th Week

Period: 2nd March 2024 to 7th March 2024

I have completed my Sixth week of Internship tenure under the supervision of Mr. Md. Islam Uddin, General Manager, Commercial at Amber Denim Ltd and Amber Denim Mills Ltd.

List of Activities:

- Learned more about the Departments of Amber Group
- Analysis of the Mission and vision of Amber Group.
- Information about the marketing strategy of Amber Group
- Insights about the strengths and weaknesses of the company.
- More Idea about the procurement process of different goods from different countries.
- Learned more about how to submit L/C proposal set to Bank which includes: L/C Application form, Signed Proforma Invoice, Marine Insurance, and other related docs.



14/3/24

Company Supervisor

Md. Islam Uddin
General Manager (Commercial)
Amber Denim Mills Ltd



25.04.25

Academic Supervisor

Farjana Nasrin
Assistant Professor
BTM, IUT

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 7th Week

Period: 9th March 2024 to 14th March 2024

I have completed my Seventh week of Internship tenure under the supervision of Mr. Md. Islam Uddin, General Manager, Commercial at Amber Denim Ltd and Amber Denim Mills Ltd.

List of Activities:

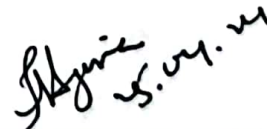
- SWOT analysis of Amber Group.
- Porter's Five Forces Analysis of Amber Group.
- The PESTLE Analysis of Amber Group.
- Learned about the technology used in manufacturing plant of Amber Group.
- More Idea about the procurement process of different goods from different countries.
- Learned more about how to submit L/C proposal set to Bank which includes: L/C Application form, Signed Proforma Invoice, Marine Insurance, and other related docs.



14/03/24

Company Supervisor

Md. Islam Uddin
General Manager (Commercial)
Amber Denim Mills Ltd



14/03/24

Academic Supervisor

Farjana Nasrin
Assistant Professor
BTM, IUT

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 8th Week

Period: 16th March 2024 to 21st March 2024

I have completed my Eighth week of Internship tenure under the supervision of Mr. Md. Islam Uddin, General Manager, Commercial at Amber Denim Ltd and Amber Denim Mills Ltd.

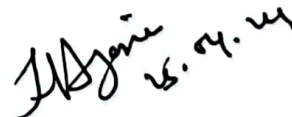
List of Activities:

- Learned how to write the L/C proposal.
- Learned about different suppliers of the required products.
- More Ideas about the procurement process of different goods from different countries.
- Learned more about how to submit an L/C proposal set to the Bank which includes: an L/C Application form, Signed Proforma Invoice, Marine Insurance, and other related docs.



Company Supervisor

Md. Islam Uddin
General Manager (Commercial)
Amber Denim Mills Ltd



Academic Supervisor

Farjana Nasrin
Assistant Professor
BTM, IUT

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 9th Week

Period: 23rd March 2024 to 28th March 2024

I have completed my Ninth week of Internship tenure under the supervision of Mr. Md. Islam Uddin, General Manager, Commercial at Amber Denim Ltd and Amber Denim Mills Ltd.

List of Activities:

- Learned more about how to write and submit the L/C proposal.
- Experiences that I have gained throughout my internship period.
- Difficulties and challenges faced during my internship.
- Learned more about how to submit an L/C proposal set to the Bank which includes: an L/C Application form, Signed Proforma Invoice, Marine Insurance, and other related docs.



Company Supervisor

Md. Islam Uddin
General Manager (Commercial)
Amber Denim Mills Ltd



Academic Supervisor

Farjana Nasrin
Assistant Professor
BTM, IUT

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 10th Week

Period: 30th March 2024 to 4th April 2024

I have completed my Tenth week of Internship tenure under the supervision of Mr. Md. Islam Uddin, General Manager, Commercial at Amber Denim Ltd and Amber Denim Mills Ltd.

List of Activities:

- Company level analysis: Efficient Processes, Inefficient Process.
- Market-level Analysis.
- Professional Level Analysis.
- Learned more about how to submit an L/C proposal set to the Bank which includes: an L/C Application form, Signed Proforma Invoice, Marine Insurance, and other related docs.



Company Supervisor

Md. Islam Uddin
General Manager (Commercial)
Amber Denim Mills Ltd



Academic Supervisor

Farjana Nasrin
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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 11th Week

Period: 13th April 2024 to 18th April 2024

I have completed my Eleventh week of Internship tenure under the supervision of Mr. Md. Islam Uddin, General Manager, Commercial at Amber Denim Ltd and Amber Denim Mills Ltd.

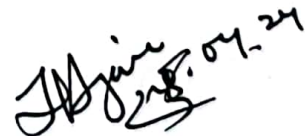
List of Activities:

- Industry Size and Growth Trends.
- Amber Denim Limited Consumer Brands & Commodity Products.
- Maturity of the Denim Industry.
- Learned more about how to submit an L/C proposal set to the Bank which includes: an L/C Application form, Signed Proforma Invoice, Marine Insurance, and other related docs.



Company Supervisor

Md. Islam Uddin
General Manager (Commercial)
Amber Denim Mills Ltd



Academic Supervisor

Farjana Nasrin
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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 12th Week

Period: 20th April 2024 to 25th April 2024

I have completed my Twelfth week of Internship tenure under the supervision of Mr. Md. Islam Uddin, General Manager, Commercial at Amber Denim Ltd and Amber Denim Mills Ltd.

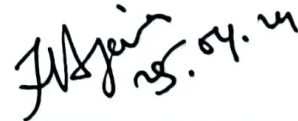
List of Activities:

- Experiences that I have gained throughout my internship period.
- Work interactions with company employees.
- Recommendation and conclusion.
- Learned more about how to submit an L/C proposal set to the Bank which includes: an L/C Application form, Signed Proforma Invoice, Marine Insurance, and other related docs.



Company Supervisor

Md. Islam Uddin
General Manager (Commercial)
Amber Denim Mills Ltd



Academic Supervisor

Farjana Nasrin
Assistant Professor
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