SALES AND MARKETING OF RMG ACCESSORIES: LEARNINGS FROM MY INTERNSHIP IN GOLDEN CEDAR GARMENT ACCESSORIES INTERNATIONAL LIMITED, BANGLADESH

Golden Cedar Garment Accessories International Limited

Prepared by
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Submitted in Partial Fulfilment of the Requirements for the Degree
Bachelor of Business Administration.

School of Business
UNIVERSITY OF LIBERAL ARTS
BANGLADESH

14 December 2025

Career Services Office
UNIVERSITY OF LIBERAL ARTS BANGLADESH

Internship Report Approval Form

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INTERNSHIP/PROJECT INFORMATION

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Internship Report Topic: Sales And Marketing of Rmg Accessories: Learnings from My Internship in Golden Cedar Garment Accessories International Limited, Bangladesh

Term (Tick one) : □ Spring 2025 □ Summer 2025 ✓Fall 2025

SUPERVISOR APPROVAL (Please place a Tick)

√ Approved □ Not Approved □ Partial Re-write □ Full Re-write

Remarks (If Not Approved/Pretrial/Full Rewrite): Not Applicable

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Letter of Transmittal

16 November'2025

Mr. Faisal Mohammad Shahriar
Internship Supervisor (Academic) & Assistant Professor, School of Business
University of Liberal Arts Bangladesh, Dhaka.

Subject: Submission of Internship Report.

Dear Sir,
Due to respect, I state that I have prepared my internship report on the topic of *Sales And Marketing of Rmg Accessories: Learnings from My Internship in Golden Cedar Garment Accessories International Limited, Bangladesh*. I hereby submit this internship report which I prepared based on my 12 weeks experience in the firm as an intern.

I have tried my best to follow your instructions and make the report as perfect as possible with a meaningful outcome within the targeted time. I have also tried my best to follow appropriate methods for the topic which I have found the most relevant and practical for my internship report. I would be glad to provide any clarifications, if required. I therefore submit it and hope that you would excuse the minor errors.

Sincerely Yours

ASM Fraha Ritu
ID: 151011043
BBA Program
ULAB School of Business

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2. I acknowledge and understand that plagiarism is wrong.

3. I understand that my research must be accurately referenced.

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5. I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work.

Name: ASM FHARA RITU Signature: ASM FAHAN Ritu

ULAB ID # 151011043 Date: 15 December 2025

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Part A

Chapter One: Internship Preparation

1.1 Motivation and expected learning from the internship.

From the beginning of my studies in marketing, I always wanted to learn how real companies work, especially those dealing with the RMG industry. Since Bangladesh is one of the biggest garment exporters, I felt that doing an internship in a garment accessories company would help me understand a very important part of the supply chain.

My main motivation was to learn:

- How accessories companies support garment factories
- How sales and marketing work in a B2B environment
- How sample development and approval happen
- How to communicate with factories and clients professionally

I wanted practical experience that would help me grow and make me confident in my future career.

1.2 Internship search process.

ULAB requires students to complete an internship before graduation. So I started searching through different companies. I wanted something related to marketing and related to the garment sector. Then I got the opportunity through my relatives to intern in **Golden Cedar International Accessories Ltd.**, which was a perfect match for me.

The company works directly with garment factories and buying houses, which made me more interested. After understanding their background, products, and industry reputation, I felt confident that this internship would help me learn something real and useful.

1.3 Internship interview experience.

My interview at Golden Cedar's Bangladesh office was simple and friendly. They asked me about:

- My background
- Why I wanted to work in marketing
- What I knew about the garment sector
- My communication and coordination skills

I answered honestly and confidently. They mainly wanted to see if I was willing to learn and if I could handle communication tasks. After the interview, they selected me as an intern in the Sales and Marketing department.

1.4 An overview of the internship organization

1.4.1 An overview of Golden Cedar International Accessories Ltd: Golden Cedar International Accessories Ltd is a well-known manufacturer and supplier of garment accessories. The company started its journey in 1989 in China.Their factory in Huizhou, China covers 170,000 square meters and has more than 150 workers. They use advanced machines such as:

- 30+ computer jacquard machines
- 150+ high-speed weaving machines
- 350 rope machines

They can produce around 5 million yards per month. The company maintains high-quality standards and follows environmental requirements like REACH and CPSIA. They also hold SA8000 and Oeko-Tex Standard 100 certifications.

To meet global demand, Golden Cedar opened their Bangladesh office in 2015, mainly to support the RMG market here.

1.2.2 Products and Services of Golden Cedar International Accessories Ltd: They produce different items such as:

- Webbing tape
- Elastic
- Belts
- Ropes
- Buttons
- Other fashion accessories

1.6.3 Key people of Golden Cedar International Accessories Ltd: Two key people in the company are Faysal Al Rahman (Country Manager) and Md. Razaur Rahaman (General Manager).

Chapter Two: About the Internship

2.1 Activities of the department/office

I worked in the **Sales and Marketing Department**. This department mainly:

- Communicates with garment factories and merchandisers
- Handles sample requests
- Follows up with the China factory
- Sends samples to customers
- Provides product catalogs
- Supports sales communication

I got a chance to experience these activities closely

2.2 Work environment

The work environment at Golden Cedar Bangladesh Office was simple and supportive. The team was small but cooperative. My supervisor helped me understand the tasks step by step. The office followed a friendly communication style, and I felt comfortable asking questions or asking for help.

Since the Bangladesh office mainly works as a bridge between customers and the China factory, the environment was very fast-paced. Sometimes things needed to be done quickly because buyers needed samples urgently, but I learned to manage the pressure.

2.3 Duties and responsibilities as an intern

During my internship, I performed the following tasks:

- **Sample Requisition Follow-up:**
  Collecting sample requirements and sending them to the China factory.
- **Sample Dispatch through Courier:**
  Arranging and tracking courier shipments to customers.
- **Sample Development Follow-up:**
  Checking daily progress with the factory and updating my supervisor.
- **Catalog Follow-up:**
  Collecting updated product catalogs and sharing them with customers.

2.4 Learnings and acquired skills from the internship

During these three months, I learned many things:

Professional Skills

- How sample development works in the garment industry
- How to follow up with a factory
- How to communicate professionally
- How to send and track couriers
- How to manage simple documents and catalogs

Soft Skills

- Time management
- Communication skills
- Patience
- Problem-solving
- Ability to work under pressure

These skills helped me grow personally and professionally.

2.5 How learnings from internship enhanced academic learnings

My internship helped me connect my academic learning with real work experience. In university, I studied marketing theories, but during the internship, I saw how these ideas are used in real situations. I understood buyer communication better because I practiced it daily. I also applied my classroom knowledge of sales and customer handling while talking with clients. The internship helped me improve my time management and professionalism, which I learned in academic courses. I could also use my basic knowledge of merchandising and product knowledge in my tasks. Overall, the internship made my academic learning more practical and meaningful.

Chapter Three: Self Reflection

3.1 Highlights the likings and dislikings during internship

What I liked:

- Friendly working environment
- Chance to learn directly from real industry tasks
- Understanding sample workflow

- Practical communication experience

What I disliked:

- Time difference with China sometimes delayed communication
- Sample catalogs were not always updated on time
- Some tasks needed faster systems

Overall, the experience was very positive.

3.2 How could the internship experience be improved

The internship could be even better if:

- Interns get structured training in the first week
- A digital sample tracking system need to introduce
- More regular meetings are held for interns

3.3 Suggestions for the organization and future plans

Suggestions for the organization:

- Improve sample tracking system
- Provide more updated catalogs
- Strengthen local marketing activities

My Future Plans:

This internship helped me understand that I want to build my career in marketing or sales in the garment sector. I feel confident that this field is right for me. I want to learn more about product costing so I can understand how prices are calculated. I also want to learn sourcing because it is important to know where materials come from. Buyer handling is another skill I want to improve, as good communication is important in this industry. I want to stay updated with the industry. Overall, I want to make a strong and successful career in the garment sector.

Chapter Four: Personal Development Plan

4.1 Plans for further learning and career

I want to continue learning more about marketing and merchandising in the garment sector. I plan to improve my communication skills so I can handle buyers more confidently. I also want to learn product

costing and sourcing to understand the full process of orders. In the future, I hope to work in a good company where I can grow and take more responsibility. My goal is to build a strong and stable career in the garment industry.

4.2 Technical and interpersonal skills to develop to secure employment/career.

I need to develop some technical and interpersonal skills to improve my chances of getting a good job. I want to learn Excel, basic data handling, and product costing because these skills are very useful in the garment sector. I also want to become better at communication so I can deal with buyers and team members confidently. Time management is another skill I hope to improve so I can finish my tasks on time. I want to work on problem-solving because it helps a lot when unexpected issues come up. Building these skills will help me grow professionally and secure better career opportunities.

Part B

Chapter One: Introduction

1.1 Research title

Sales And Marketing of Rmg Accessories: Learnings from My Internship in Golden Cedar Garment Accessories International Limited, Bangladesh.

1.2 Research objective

- To understand the sales process of garment accessories
- To explore how sample development helps in securing orders
- To see how Golden Cedar communicates with customers
- To learn about challenges in the accessories marketing process

1.3 Background of the study

The RMG industry is the largest export sector in Bangladesh, and garment accessories play an important supporting role. Accessories suppliers help garment factories complete their products with items like elastics, tapes, belts, ropes, and many more.

To understand how this part of the industry works, I chose to study Golden Cedar International Accessories Ltd. as my internship organization. Since the company works closely with many garment factories, it gave me a good opportunity to learn the real marketing and sales process.

1.4 Research questions

1. How does Golden Cedar manage sales and marketing activities in Bangladesh?
2. How does the sample development process help in generating orders?
3. What challenges does the company face in the RMG accessories market?

Chapter Two: Methodology

2.1 Type of research

This research is qualitative because most of the information came from my own internship experience and real observations.

2.2 Research design

I used both primary and secondary data. Primary data came from my daily work at the office, and secondary data came from company catalogs and websites.

2.3 Study design

2.3.1 Sampling technique: I used purposive sampling. I collected information only from the people who were directly involved in the Sales and Marketing tasks at Golden Cedar. These employees had the right knowledge to explain the company's activities.

2.3.2 Data collection technique: I collected data in two ways:

a) Primary Data:

- Observing daily tasks
- Talking with my supervisor and other employees
- Learning from real office work like sample follow-up and courier tracking

b) Secondary Data:

- Company profile
- Catalogs and brochures
- Information from their website

2.3.3 Data analysis technique: I used simple qualitative analysis. I read all my collected notes, grouped similar information together, and then explained them in my own words.

Chapter Three: Findings and Discussion

This chapter discusses the main findings from my internship at Golden Cedar International Accessories Ltd. These findings are based on my daily work experience, observations, and informal discussions with company officials. The discussion explains how each finding is related to sales and marketing activities in the RMG accessories sector.

1. Samples Are Very Important

During my internship, I learned that samples are one of the most important parts of RMG accessories sales. I understood this because almost every buyer or garment factory asked for samples before placing any order. My regular tasks included following up sample development, sending samples through courier, and checking buyer feedback.

Samples help buyers check the quality, color, design, and suitability of the accessories with their garments. If samples are delayed or not developed properly, buyers may cancel the order or choose another supplier. This directly affects sales and future business.

During informal discussions, company officials told me that without sample approval, it is very difficult to secure bulk orders. They also mentioned that buyers often compare samples from different suppliers. So, for success in RMG sales and marketing, samples must be developed correctly, sent on time, and match buyer requirements. Problems like wrong color, incorrect size, poor finishing, or late delivery can cause sample rejection.

2. Communication Needs to Be Quick

I also found that quick communication is very important in sales and marketing. The Bangladesh office communicates with garment factories, buying houses, and the China factory. From my daily work, I saw that delayed replies often created pressure.

Fast communication helps build buyer trust and keeps work moving smoothly. If replies are slow, buyers may feel ignored, which can harm the business relationship.

Company officials explained that buyers usually work under tight deadlines and expect quick updates. They told me that timely responses help maintain good relationships and increase buyer satisfaction.

3. Manual Work Takes Extra Time

Most of the work at the office was done manually, such as tracking samples, following up couriers, and sharing catalogs. I personally handled Excel sheets and email follow-ups for these tasks.

Manual work takes more time and sometimes creates confusion or mistakes. This slows down the sales process and reduces work efficiency.

During discussions, officials agreed that manual systems are time-consuming. They mentioned that using a simple digital system could save time and make the work easier.

4. Updated Catalog Helps the Customer

Another finding is that updated catalogs help buyers make decisions easily. I noticed that when buyers received updated catalogs, they could quickly select products and request samples.Catalogs are an important marketing tool. If catalogs are outdated, buyers may get confused or lose interest.Company officials told me that buyers prefer clear pictures and updated product information. Regularly updated catalogs create a good impression and support sales activities.

5. Challenges Found

During my internship, I noticed some common challenges, such as time difference with the China factory, slow responses at times, urgent sample requests from buyers, and courier delays. Officials said these challenges are common in international business. However, good communication and regular follow-up help reduce these problems.

Chapter Four: Recommendations

Based on the above findings, the following recommendations are suggested:

- Use a simple digital system to track samples and courier status to save time and reduce mistakes.
- Give more importance to sample quality, correct specifications, and timely delivery.
- Maintain quick and clear communication with buyers and factories.
- Update product catalogs regularly and share them digitally with buyers.
- Improve coordination with the China factory through regular follow-ups.
- Provide basic training or orientation for interns at the beginning of the internship.

Chapter Five: Conclusion

This research helped me understand how Golden Cedar handles its sales and marketing operations. I learned how important sample development, communication, and follow-up are in the garment accessories business. Although the company works well, there is room for improvement, especially in digital tracking and catalog updates. Overall, this internship gave me real experience and helped me connect my academic knowledge with practical work.

Reference

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BGMEA (2024). Bangladesh RMG industry overview. Bangladesh Garments Manufacturers and Exporters Association. Retrieved from: https://www.bgmea.com on 12 October 2025.

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Appendix:

Career Services Office
UNIVERSITY OF LIBERAL ARTS BANGLADESH

CS003

INTERNSHIP PROPOSAL FORM

Name:	ASM Fhara Ritu
ID:	151011043
Department:	Department of Business Administration, ULAB School of Business
Supervisor's Name (Faculty):	Faisal Mohammad Shahriar
Organization Name:	Golden Cedar International Accessories Ltd.
Internship Title:	Sales and Marketing of Garment Accessories

Student's signature & date
06 October 2025

Supervisor's signature & date
06 October 2025

Internship Confirmation Letter

Golden Cedar Garment Accessories International Ltd, Bangladesh
Flat-C4, House-119, Road-01, Block-F, Banani, Dhaka-1213
Tel: +88 04477976294, +88 01719075544
Email: Faysal_Al_Rahman@goldencedar-gmt.com
Homepage: https://www.goldencedar-gmt.com

Internship Appointment Letter

Dear ASM Fhara Ritu

We are pleased to offer you an internship position in the Sales and Marketing Department of Golden Cedar Garment Accessories International Ltd. for a period of three (3) months, effective from 01/10/2025 to 31/12/2025. During your internship, you will gain practical experience in sales and marketing operations, customer communication, and product promotion strategies within the garment accessories industry.

Internship Details:

- **Position:** Sales and Marketing Intern
- **Duration:** 3 Months (from 01/10/2025 to 31/12/2025)
- **Working Hours:** Monday to Friday, 10:00 AM – 6:00 PM
- **Department:** Sales and Marketing
- **Supervisor:** Faysal Al Rahman, Country Manager
- **Stipend:** This internship is unpaid

You are expected to maintain professionalism, punctuality, and confidentiality regarding all company information during your internship period. Upon successful completion of the internship, you will receive an Internship Completion Certificate from the company.

We look forward to having you as part of our team and hope this internship will provide you with valuable industry experience and learning opportunities.

Please sign a copy of this letter as your formal acceptance of the internship offer.

Sincerely,
For and on behalf of
GOLDEN CEDAR GARMENT ACCESSORIES INTERNATIONAL LIMITED
29.09.25
Authorized Signature(s)
Faysal Al Rahman
Country Manager
Golden Cedar Garment Accessories International Ltd,Bangaldesh.
Email: Faysal_Al_Rahman@goldencedar-gmt.com

Intern's Signature: ASM FARAH Ritu
Date: 24/09/2025

Research Instruments

1. Observation Notes

During my internship, I collected most of the information by observing daily office activities. I mainly noted:

- How samples were followed up
- How couriers were arranged and tracked
- How catalogs were shared with buyers
- How the Bangladesh office communicated with the China factory
- How sample approval and customer feedback were handled

2. Informal Discussion Questions

I also asked a few simple questions to my supervisor and other team members to understand the work better. Some of the questions were:

- What steps are followed to develop a sample?
- What common problems occur during sample or order handling?
- How does the team communicate with the China factory?
- How long does it usually take to send samples to buyers?
- What challenges does the company face in sales and marketing?

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