

## BRANDING FOR BANGLADESHI CLOTHING: A CASE STUDY TO LONG TERM SUSTAIN IN THE GLOBAL APPAREL MARKET

<sup>1</sup>Ishrat Jahan, <sup>2</sup>Emdadul Haque Shamim and <sup>3</sup>Shuvo Mondol\*

<sup>1</sup>Assistant Professor, Department of Apparel Manufacture & Technology.

<sup>2</sup>B. Sc. in Apparel Manufacture & Technology.

<sup>3</sup>B. Sc. in Apparel Manufacture & Technology.

Article Received on 24/05/2018

Article Revised on 14/06/2018

Article Accepted on 05/07/2018

### \*Corresponding Author

**Shuvo Mondol**

B. Sc. in Apparel  
Manufacture and  
Technology.

### 1. ABSTRACT

A businessman wants to invest in a foreign country when he has vast experience in a particular field. Though Bangladesh has so many millionaire, though Bangladesh is proficient enough in RMG industry it hasn't take any initiative to promote its own international apparel

brand yet. Today's market economy is characterized by a very changeable environment & strong competition caused mainly by enlarging globalization, it is becoming more & more difficult for an enterprise to maintain long-term success. Using traditional techniques such as simply maintaining low costs, large human resource & innovative solutions are losing their importance. That is why the significance & meaning of brands have been growing recently. Bangladesh is the second largest RMG exporter in the global market; it holds a 6.4% share of the global RMG export market. The country earns \$34.65 billion from its total export last year (2016-17) where \$28.14 billion came from the apparel sector which is 81.23% of total export income. There is no doubt that we can make good quality products. Since our products are being sold with global brand tags. We export a T-shirt to USA only for \$2.49 but the same T-shirt is sold for \$19 there". The aim of this project is to show that a properly establishment of brand strategy is the enterprise's most valuable asset & should be listed in the top priority in the company's work. A strategic & calculative action aimed at building a brand or strengthening an already existing one is especially necessary in the RMG industry to sustain in the global competition.

**KEYWORDS:** *Branding, R&D, Visual Merchandising, Customer Buying Behavior, Value Chain.*

## 2. INTRODUCTION

Brand creation is an important form of business strategy for any kind of enterprise. Branding not only increases company image but also upholds the country image represented by a particular company. Bangladesh has got vast experience in RMG sector but it has a rare opportunity to be world famous country in clothing brand as many renowned clothing brands around the globe are already using Bangladesh as a sourcing hub for buying their products.

RMG sector of Bangladesh has started its journey in late 1970s. At the very beginning the export income was just 69 thousand USD in the calendar year 1978. More than 4 million people works in about 4500 garment factories. RMG sector of Bangladesh also contributes more than 14.15% of GDP of Bangladesh. Within a expand of only three decades the RMG sector of Bangladesh has been able to make around 34.26 billion USD in the 2015-2016 fiscal year with 9.72% of promotion rate & secured the second position in RMG export after China. This simple statistics shows how much potential it has in playing the most vital role in the further economic growth of the country & how rapidly this sector has bloomed. This area contributes around 85% of total foreign currency earnings (BGMEA).

There are so many lucrative facilities available in Bangladesh & this is why the international buyers show interested to sourcing apparel products from Bangladesh. Due to cheap labor Bangladesh can produce at a lower rate & buyer can sell these in a higher price. Low labor cost, efficient worker, organizational support and government favor are the main strength of Bangladesh RMG sector (Moon, 2014).

It is true that Bangladesh is earning a considerable amount of foreign currency by working as a sourcing hub of international clothing brands but instead of having all the facilities Bangladesh could not yet be able to create any significant global clothing brands where the foreign brands are using this opportunity for increasing their brand value.

Economy of Bangladesh is being undergoes remarkable change gradually. Being a Least Developing Country (LDC) Bangladesh is getting various facilities including international aids for business area and cheap man power (Apu, 2013). But at the same time this rapid economic made a serious concern to us as because this situation is not going to stay like this

forever. As per the government agenda of Bangladesh it is suggested that the country is going to be a developed country within a decade. The supports that we are being getting from international conglomerate may be withdrawn or take different forms which might not be in our favor. China, for example is on the verge of losing the leading position in exporting RMG because they have been forced to move towards other industries as a result of decreasing cost- effectiveness in RMG sector (Siddiqui, 2016). As Bangladesh does not have so many alternative industries to shift to, it is sensible to look for other ways to sustain the earning from the garment industry. So creating as many global brands as possible is the most feasible option to survive in the global clothing market.

Creating new international clothing brands and competing with those that are already established in the global market is a mammoth task. But for Bangladesh, the positive factor is that the country has all the resources and other requirements to emerge as a leading name in the global market for apparel brands. However, the task needs a lot of efforts such as extensive analysis of all the factors involved in the whole process, making careful and realistic planning and strategies considering all the related issues and finally executing them successfully. The first thing that is most important in this regard is to create some Bangladeshi apparel brands for the global market and to launch them successfully. In this regard, the most important thing is the initiative from already established local apparel brands to launch their products in the global market. Some of the Bangladeshi apparel brands have already started doing business globally, but other brands also need to take the same initiative to increase the presence of Bangladesh in the international apparel market.

Now making products for the international market is really a challenging task. To be able to do that it is necessary to take measures. The RMG sector of Bangladesh has the experience of manufacturing apparels for many international brands. In addition to that establishing a Research and Development (R & D) center for apparel manufacturing for the international market can be useful. As the products are for the global market, there must be some strategies for product diversification. Keeping the factor in consideration that Bangladeshi brands have to compete with already established international brands in the market, there must be the assurance of good quality products along with effectively lower pricing compared to other international brands.

Strong marketing strategy is a vital factor for any enterprise. To ensure a good market for Bangladeshi brands in the international market strong marketing and promotion strategy will

be the vital factor. To build capability doing business successfully in the global apparel market Bangladeshi apparel brands must ensure quality products & maintain good reputation & country image. So the Bangladeshi brands must increase the visibility of their brand names and quality products in the global apparel market through promoting them in all the possible forms of marketing. Building strong business reputation is not matter of day, business reputation largely depends on some issues like uninterrupted access to all the resources, developed infrastructures, enhancing the skills of the manpower to increase productivity and so on. So the government and the concerned authorities must take necessary measures to upgrade the communication system, to ensure proper supply of all the required resources and to provide sufficient skill development training for the workers with a broader view to maintaining business reputation. RMG sector is an asset for Bangladesh, and by using this asset, it is possible to create a place for Bangladeshi apparel brands in the global market. Bangladesh has all the necessary resources to show the world that it can offer the world its creation in apparel manufacturing rather than just delivering the orders for other countries.

### 3. LITERATURE REVIEW

Textile Today published an article entitled “Branding of Bangladeshi ‘Clothing’: are we ready?” In 2013. The article addressed that in spite of having vast experience in apparel sector Bangladesh didn’t take any initiative for country branding. Here, the article also mentioned the current status of apparel industry & the mode of their branding activity. The core competitiveness of Bangladesh RMG industry is low cost of manpower which is losing it strength. The proposed strategy given here is to create a strong position in the domestic area before going international operations. (Apu, 2013). US based consulting giant McKinsey & Company has revealed Bangladesh the ‘next China’ and the firm predicted that Bangladesh clothing export might cross more than 43 billion USD by 2020. Local Fashion Brands like Aarong, Kay Kraft, Yellow, Sailor, Richman Lubnan, Gentle Park, Cat’s Eye, Amber Lifestyle, ARTISTI, Bishworang, Raw Nation, Occult & Noir have already gained huge popularity in the local market. Few of them trying to go international & few already doing business in international market. (Uddin, Many garment makers launched own brands for local market, 2017). Tanjim Hossain have made a survey on the strength, contribution & prospect of future branding among the different types of respondents which was published on Global Journal of Management and Business Research: E Marketing (Md. Tanjim Hossain, 2018).

Before going international Bangladesh need extensive research on brand & retail operation for better execution. Region, population type, culture, buying behavior etc. are the main factors to create better brand positioning (Diamond, 2012). In Nigeria, customer tends to buy foreign products rather than local ones (Ogunnaike, 2010). Brand manufacturers are recently opening their own retail stores. This approach helps to focus more on demand of the domestic consumer besides than meeting the needs of their external customers (Euro monitor, 2009). Branding more or less for centuries has been a mean to differentiate goods of one producer from those of another. Brand can be seen from two perspectives one from companies point of view and other from consumer's point of view (Ambler, 1992). Bangladesh stands in the Developing country preceding the least developing country (LDC). Bangladesh is doing well in several sectors specially small & medium sized industries. It will take time to stand in a better economic position. Higher income nations generally predominate in more capital-intensive segments, while lower income countries dominate labor-intensive segments (Kilduff, 2006). Bangladesh will also enlist their name in the higher income nation one day & they dominate capital intensive segments.

#### 4. OBJECTIVES OF THE STUDY

This paper work aimed to find out some outcome regarding the branded apparel products as like-

1. To establish Bangladeshi apparel brand dealing in local market & global market also.
2. Promotion of own apparel brand can make double export income.
3. To sustain in the global market since the RMG industry becomes more competitive day by day.
4. To not only depend on the purchase order of foreign brands.
5. Identify the clothing's local brand most preferred by customers.
6. Determine the various positive attributes of popular local brands.
7. To find the potential market for Bangladeshi Apparel Brand.
8. To find out the suggestions for future local clothing brand who want to start his clothing brand business.

#### 5. RESEARCH METHODOLOGY

The study is based on a concept which aim is to find the possible solution to long term sustain in the global market for Bangladeshi RMG industries in the nearest future. The *first* step was to identify the problem. The problem is-

**Bangladesh is proficient enough in manufacturing readymade garments but it hasn't taken any initiative to promote its own international apparel brand yet. Secondly,** it was tried to define the identified problem. Here it was tried to show that why indifference in promoting brand is a problem & how it will affect the entire industry. At the **Third** phase, in order to fulfill the needs of our research objectives we have collected *primary data* from internet through several online information sites such as Textile Today, Global Journals Inc, Mckinsey & Company, BGMEA, Prthom Alo, Daily Sun, The Daily Star etc. After collecting primary data it was needed some *secondary data* for the acceptance & authentication of our research report. So, we have taken interview of the Managing Director of Grameen Uniqlo, Director of Alim Knit (BD) Ltd. At that stage data was collected by the designed questionnaire in the light of research objectives. So many positive aspects suggestions have been found regarding this research objectives moreover some negative aspects been experienced. After collecting plenty of research resources it was time to analyze all the data for the implementation of proposed research. Here, very important elements were found which would be effective to implement the proposed research such as strong branding strategy, national supply chain, customer buying behavior, joint venture, online business, R&D, visual merchandising etc. have been explain consecutively. **At the end** of the study some recommendations were prescribed which might be helpful for those who are intended to establish a global apparel brand.

## 6. FINDINGS AND DISCUSSION

In spite of differentiating Bangladesh garments industry by adding some value the success and the competitiveness will not be sustained if the industry do not focus on their strengths. China has also established its own brands and retailers to cater to local & international customers. Launching Bangladeshi apparel brands in the global apparel market is the demand of the time. Though there are lots of RMG industries in Bangladesh it doesn't has much potential to become the lead apparel brand in the global market. By taking strong strategy & proper execution of it would materialize the future dream of Bangladeshi Apparel. By catering quality product it is very much possible to take Bangladeshi apparel brands to the zenith of the global apparel market. If all the problems embedded with this sectors can be solved and the awaiting prospects with this sector can be grasped up, it will not be a distant-dream when people from rest of the world will read more "Made in Bangladesh" hand tag and level tag and Bangladesh will be labeled across world as "Country of choice for RMG"

we are waiting to see the dream to-be come in to true. Current Status of Bangladeshi Apparel Brand

### 6.1 Driving Factors of Taking Brand Initiative for Bangladesh

Business experts predict that a big business in the near future for *Bangladesh* as China, the largest garments exporter in the world continues to lose business because its cost of productions are continuously increasing and shortage of skilled workers. Following such a shift in production conditions, Bangladesh's prospects look bright. At the same time Bangladesh is also facing some difficulties to continue its growth rate. In these circumstances some facts are closely related to go international integration for Brand promotion. The facts can be classified into two sections. That are-

#### 6.1.1 Pull Factors

##### 6.1.1.1 Price Gap: Lucrative Opportunity to Utilize this Gap

Table – 01.

Product	Per Unit Price (US\$)		Per Unit Price (US\$)	
	BD to USA	BD to Sweden	USA	Sweden
T-shirt	2.49	3.41	19	14
Polo Shirt	3.52	3.45	25	17
Lingerie	0.69	0.89	13	9
Source: Bangladesh Knitwear Industry: Retail Branding Governance & Market Creation				

#### 6.1.1.2 Increase Export Volume

Table – 02.

Men's Polo Shirt	Men's T-Shirt
Average Selling Price to Buyer USD 02.50-05.50 Actual Price in the Global Market USD 12.00-20.00	Average Selling Price to Buyer USD 02.00-03.00 Actual Price in the Global Market USD 10.00-15.00
Increase Export Volume: 15 billion x 2 = 30 billion 15 billion x 3 = 45 billion	

#### 6.1.1.3 Increase competitiveness in international market

Table – 03.

Year	Bangladesh's Share in World RMG Market	China's Share in World RMG Market
2012	5.53%	40.75%
2013	5.70%	41.21%
2014	6.21%	38.44%
2015	6.4%	39.3%
2016	6.81%	36.4%



### **6.1.2 Push Factors**

#### **6.1.2.1 Competition from Substitute Products**

The threat from competition from substitute products occurs if multiple products are found to perform the same function. Such substitutability relinquishes much of the control from the firm to the consumer. No longer is the consumer at the mercy of the producer for quality, price or availability; instead producers have to worry about savvy consumers and must offer a superior product to avoid the loss of market share (Parrish E., 2004).

#### **6.1.2.2 Rivalry among Existing Competitors**

The intensity rivalry among brand competitors depends upon the level of saturation within the industry. If in order for one firm to gain market share they must take it from a competitor, the level of rivalry that exists is high, often resulting in retaliation and price wars. Cats-Eye, Yellow, Richman, Aarong, Kay-Kraft are trusted brands to the customers. The problem is that when they started they were pioneers in their line, where as today, there are multiple brands that are able to deliver the same quality at a lower price perhaps. Rivalry may stem from a variety of sources-

- Numerous and equally accessibility of distribution channels.
- Balanced high fixed or storage costs.
- Economies of scale and overproduction.
- High exit barriers such as economic, strategic, and emotional factors.

### **6.2 Product and Market Survey**

#### **Why product and market surveys?**

Making the right products for the right people is difficult. Making your product for the right person market survey is done. When you are investing on a business you might utilize risk you can. Gathering proper feedback gives you the insider knowledge you need to evaluate your products. Plan new releases, grow your business and succeed in competitive marketplace.

- **Pick your audience**

From the general population, you can define and get insights from your target market quickly. We've profiled millions of people on hundreds of different attributes so you can reach the audience you need, including segmentations profiled by their job status, types of style, living situation, education, marital status & income.



- **Reach your customers**

Social sharing website integrations will help you to reach your target market.

- **Get instant feedback**

Don't wait days or weeks for your feedback, be there right when it happens.

- **Create better products**

Whether you are making fashion apparel product feedback will get you prepare on your way. Being more competitive, improving your product, and creating items your customers will love your products.

- **Pains & Needs**

Understand customer needs & concern that your products can reduce the pain now or future.

- **Associations**

What associations make by your consumers when thinking of your products, brand and designs?

- **Features**

Fill the desire feature that consumers demand.

- **Pricing**

Before pricing you need to think about the target consumer willing to pay ability.

- **Explore new markets**

Use market research to uncover new opportunities before entering a new market. Identify the small segment that can make a big difference.

- **Demographics**

Target market should be demographically perfect, before setting a shop or select a place should concern about demographic position

- **Verify opportunities**

Before selecting your market verify that it is profitable. The desire market should have more opportunities.

- **Product-market fit**

Find your best customer on the new market and how can you adapt to reach product-market fit.

- **Market readiness**

Research your product can fill up the demand of your consumers now or in future.

- **Existing products and services**

Report on your current product in the market. Need to know customers like and choice. Improve the service for current users and attract new customer.

- **New products and services**

Always grow up with a planning & discover new product & promotion for desire market. Launch the product or service on desire time.

- **Quality control**

Follow up your product till delivery & avoid unnecessary thread. A product quality survey can help a good quality product and service.

- **Adjusting features**

Use product satisfaction survey and find the customers demand. Eliminate unnecessary features that customers do not like. Adjusting features will improve maintain the market strategy.

- **Usability Testing**

The product of your company should be easy to use for the customers. This survey can improve finding a product problem & will create customer satisfaction.

- **Pricing Polls**

Price should always appropriate for the target market. Too much price will lose your customers & too much lower price can kill your company value in the competitive market.

### **6.3 The Opportunity for Bangladeshi Apparel Manufacturing Companies**

Despite of being the second largest exporter of RMG products and producing for global apparel brands, the country don't build its own clothing brands with name recognition in the international arena yet. Bangladeshi manufacturers have to invest more in research and

fashion development, focusing on trendy and innovative designs considering the taste and behavior of the local & foreign consumers. Market insiders said the flourishing local fashion brands have helped the country to cut the import of apparel items to the minimum level.

Bangladesh holds a 6.4% share of the global RMG export market. Of the country's \$34.65 billion export earnings last year, \$28.14 billion came from the apparel sector. Business Experts say Bangladeshi RMG manufacturers have to invest in research and fashion development, focusing on trendy and innovative designs considering the taste and behavior of the local & international customers.

They point out that China is reaping out the benefits of its investment in research and fashion innovation in creating brand. “Now The biggest challenge is competing in terms of quality and designs, as established brands already have a strong foothold in the global apparel markets,” Hadi SA Chowdhury, head of retailing of Yellow, a local clothing brand owned by Beximco, pointed out.

Yellow is currently running four (4) outlets in Pakistan & is considering venturing into the market of Europe and North America. To overseas expansion, Hadi said, it was essential to explore markets and understand the dressing pattern of the regions.

Mostafiz Uddin, managing director of Denim Expert, who is arranging Bangladesh Denim Expo, said Bangladeshi manufacturers needed to globalize their innovative products as well as the industry strength.

“A Bangladeshi manufacturer has to keep in mind that he is going to compete world's top brands like Zara, H&M, GAP, Levi's or Marks and Spencer. The key tool to fight would be innovative fashion design and products,”

He also mentioned that Bangladesh need international exposure. It has to arrange fashion shows to showcase product diversification and varieties, as well as participate in international events to learn innovations.

### **6.3.1 Survey Report Analysis**

A survey was made with the help of some of the textile professionals regarding different facets of Branding Bangladeshi Apparel Products for global Market. Findings are illustrated below:

All respondents agree that it is possible to uphold our country image by building Bangladeshi Apparel Brand in global Market. 66% have strongly believes on those issues. The question was, whether Bangladeshi clothing brand will be able to compete with the world famous fashion brands or not. On the question, if Bangladesh has some reputed international apparel brands then it will help to increase RMG industry strength or not, 66% of them strongly agree that Bangladeshi clothing brand will fit enough to compete with world famous brand. 50% strongly agree, and the remaining agrees that it will increase the strength. On the question, building international brands can contribute to the GDP, and economy of Bangladesh, 83% strongly agree, and the remaining only agrees that it could be.

### Analysis of the survey

**Table –04.**

Questions		5	4	3	2	1	Remarks
1.	Is it possible to uphold our country image by building Bangladeshi Apparel Brand in global Market	34	66	0	0	0	Yes
2.	Bangladeshi clothing brand will be able to compete with the world famous fashion brands	34	66	0	0	0	Yes
3.	If BD has some international apparel brands then it will increase the strength of RMG of Bangladesh	45	55	0	0	0	Yes
4.	Building international apparel brands can contribute to the GDP, and economy of Bangladesh	83	17	0	0	0	Yes
<b>Note:</b> 1 – Strongly Disagree, 2 – Disagree, 3 – Neutral, 4 – Agree, 5 – Strongly Agree							
<b>Source:</b> Branding of Bangladeshi Apparel Products in International Market: A Survey Global Journal of Management and Business Research (Md. Tanjim Hossain, 2018)							

Annex 2. RMG Product<sup>2</sup> Development Scenario during the Last Ten Years

Product Code at 6 digit	Product Description	Product Code at 6 digit	Product Description
<b>Knitwear Product (61)</b>		611594	Pullovers, cardigans & similar article of wool.
610310	Full-length or knee-length stockings, socks, etc.	611595	Women's/girls suits, of wool or fine animal hair
610423	Women's/girls briefs and panties, of M.M.F.	611596	Men's/boys suits, of wool or fine animal hair.
610444	Women's/girls overcoats, anoraks, of M.M.F.	611610	Women full-l/knee-l hosiery, of detox yarn.
611010	Women's/girls nightdresses & pajamas, knit	611691	Men's/boys suits, of O.T.M., knitted
611012	Men's/boys trousers and shorts, of O.T.M.	<b>Woven Wear (62)</b>	
611110	Full-length or knee-length stockings, socks, etc.	621131	Mens/boys underpants and briefs, etc.
611510	Women's/girls overcoats, anoraks etc.	621141	Mens/boys nightshirts and pajamas, etc.
611511	Graduated compression hosiery	621230	Womens/girls slips and petticoats, of M.M.F.
611512	Women's/girls suits, of O.T.M., knitted	621290	Womens/girls suits, of cotton, not knitted
611520	Ski suits, of textile materials, knitted	621290	Womens/girls suits, of cotton, not knitted
611521	Garments nes, of wool or fine animal hair.	621420	Womens/girls suits, of wool or fine animal hair.
611522	Hosiery nes, of synthetic fibres, knitted	621430	Womens/girls ensembles, of wool ,not knitted
611529	Panty hose and tights, of O.T.M., knitted	621440	Womens/girls blouses & shirts, of wool, etc.
611530	Ties, bow ties and cravats, of textile materials	621510	Babies garments accessories of wool, etc.
611591	Mens/boys ensembles, of wool or fine A. hair	621590	Mens/boys shirts, of wool or fine animal hair.

Source: ITC Trade Map, EPB Bangladesh

Image – 01.

Table – 05.

Classification	Age Range	Fashion Needs	Retail Patronage
Children	Under 13	Younger portion opts for "character" clothing; older group prefers dress of television stars	GapKids, Baby Gap, Limited Too
Teenagers	13–19	Trendy merchandise	Express, Wet Seal, Abercrombie & Fitch; on-line
Young adults	20–34	Sportswear, career dress, leisure apparel	Ann Taylor, Banana Republic, The Gap; on-line
Young middle-aged	35–49	Upscale fashion apparel and accessories, designer labels	Neiman Marcus, Saks Fifth Avenue, fashion designer boutiques; catalogs and on-line
Older middle-aged	50–64	Still working: career clothing, after-hours apparel. Retired: sportswear	Department stores such as Macy's and Bloomingdale's; catalogs
Elderly	65 and over	Functional clothing and accessories	Discounter such as Target and Wal-Mart; catalogs

Source: (Diamond, 2012)

### 6.3.2 Local Market Integration

Many large export oriented apparel manufacturer companies have launched their own fashion brands for the local customers, adding value to the retail market in the country. After the success in the global market, the top exporters now are aiming for the local market with their own brands & already earned huge popularity among local customers.

“Bangladesh has potential market as she has a large young population, and their income is also increasing consecutively every year. So, we have started the business in the local market mainly targeting the middle-income customers,” said Rezaul Kabir, assistant general manager for business development of the group.

According to industry insiders the size of the domestic apparel market is about \$5 billion a year. At present, the majority of the demand is met by local manufacturers, with some items being imported mainly women’s item from India, China and Pakistan.

As the buying capacity of people has increased with the growing middle class, the size of the local apparel industry has been extending in an unprecedented pace. Around 15 large export-oriented apparel manufacturers, who have been supplying clothing items to the top western brands, have created their own retail brands. Owing to their popularity, they are now opening flush stores across the country.

Fashion Brands like Aarong, Sailor, Yellow, Gentle Park, Cat’s Eye, Amber Lifestyle, ARTISTI, Bishworang, Raw Nation, Occult & Noir have already gained huge popularity in the local market.

#### 6.3.2.1 Aarong

The word ‘*Aarong*’ is a Bengali word meaning the village fair or village market. *Aarong* also do the same thing like its meaning. It is a concern of Brac, started its journey in 1978. It sells commodities made by ordinary people in the rural area. Originally, the *Aarong*’s journey was started from the idea of collecting handicrafts from the rural area & selling domestic to the urban area. Now, it has become a versatile & one of the gigantic institutions. Still today the original supply of *Aarong*’s commodities comes from rural area. Now the name ‘*Aarong*’ has become a trust & a symbol of quality to the people.

#### 6.3.2.2 Yellow

A premium fashion brand, a concern of *Beximco* Group. It started its journey in 2004 as a retailer. It has multiple collections of fashion clothing, textiles, accessories & fragrance for men, women and children, ceramic items, paintings, books, & many more items in its collection. Yellow has a design team led by high profile designers who have experience at renowned brands such as Pepe Jeans and Massimo Dutti. Till now it sets up 15 outlets around the country.

### 6.3.2.3 Sailor

One of the leading RMG exporters *Epyllion Group*, supplies garment items for the western consumers, in 2015 launched its fashion brand '**Sailor**' for the local consumers & now has five outlets in Dhaka City. (Uddin, Many Garment Makers Launched Own Brands for Local Market, 2017).

### 6.3.2.4 ARTISTI

A concern of Milon Garment, was also among the first local clothing brands and got great popularity after starting its journey in 2000.

### 6.3.2.5 Amber Lifestyle

A concern of Amber Group, launched its retail store in 2014 and now has 4 stores in Dhaka City. Shahidul Hasan, director of Amber Group, said "It's a great opportunity that comes with a lot of challenge. It is not about denim, we have to bring all kinds of products for men, women and child at affordable prices." He also said they have an expansion plan but it will depend on the time and demand.

RMG exporter *Giant Group* launched its first retail store in 1998 named 'Texmart' and later established another local brand 'Occult' in 2007 in Dhaka. The company has a great recognition as a pioneer in the local retail clothing industry. Faruque Hassan, Managing Director Giant Group, said he realized long ago that local market can offer massive opportunity for fashion brands. "With this realization, I launched a retail brand *Texmart* in 1998 in addition to the exports," (Uddin, Many garment makers launched own brands for local market, 2017).

*Trendz*, a concern Babylon Group, started its journey with its first retail store in Bashundhara City in 2000 and now this fashion brand has 8 retail stores in Bangladesh.

Evince entered into the local retail market through its fashion brand named '*Noir*' in 2014 and now have two outlets in Dhaka.

Chittagong based denim manufacturer Smart Jeans Ltd opened their retail brand *Bar Code Shoishab*. '*Dhaka Republic*' is another brand brought by garment manufacturer Sonia Group. Market experts said that, the grooming of local fashion brands would help the country to diminish the import of apparel items to the minimum level.



“Bangladesh’s economy is expanding and it has a potential market. It is a good sign for the local market & many export oriented apparel manufacturers who have started retail fashion brands,” said Shahidullah Azim, former vice-president of BGMEA. He is also the chairman of Classic Group, launched an online store called 'Brent Wood'. “I launched this online fashion store and now getting orders from abroad,” he added.

They mainly target area where the population density is higher, & per capita income is higher comparatively such as Dhaka, Chittagong, Sylhet. The Company fall under the Question Marks in The Boston Matrix which means their market growth is high and on the other hand their market share is low in clothing industry. So, they are growing rapidly and thus consume large amounts of cash, but because they have low market shares they do not generate much cash.

### 6.3.3 Foreign Market Integration

With the success of the retail brands in local market, RMG entrepreneur said now the apparel manufacturers should focus on expanding their retail business to other countries, but this will be a huge challenge. “As they have already got vast experience in the international market, now they are thinking to go international,” they said. (Uddin, Many garment makers launched own brands for local market, 2017).

It is needed to expand the local retail shops internationally through concerted effort by the government and apparel makers. Extensive marketing and promotion along with assuring quality standard are also very important for expanding the fashion retail business to global market,” said BGMEA Senior Vice-President Faruque Hassan said.

“In order to excel at a global scale, local brands will have to know the demand of global consumers and have to bring new trends and fashions with the change in season” said Denim specialist Mostafiz Uddin, CEO of Bangladesh Apparel Exchange. (Uddin, Many Garment Makers Launched Own Brands for Local Market, 2017).

#### 6.3.3.1 Aarong

There are many enterprises in Bangladesh who are making world-class products, aiming to be international. One of the enterprises that have introduced Bangladesh in a new identity in the world map is **Aarong**. **Aarong** is a unique brand in term of fashionable clothes by embracing the culture & heritage of Bangladesh with high standards of quality and artistry.

Tamara Abed, Senior director of **Brac** said, “**Aarong** always works with mission. **Aarong** has sold domestic products for 32 years. We have never sold any foreign products. I worked in the development of crafts. We’ve done indigenously, now the confidence has been developed in the peoples’ mind. Everyone appreciates our work at home and abroad. These are basically our strengths, motivation sources. **Aarong** is very well known to foreigners. The organization has taken their image to such a stage that it is a very common incident that if a state or government head or an important visitor comes to Bangladesh, he/she chooses **Aarong**. We have to go to the next level. Though we do not have the preparation, we need to go to the international level. I’m trying. There are some limitations in Bangladesh.”

#### 6.3.3.2 Yellow

A concern of Beximco Group is manufacturing clothing, textiles, accessories & home appliance. Yellow has marked its footprint in Pakistan & South Korea.

**Table – 06.**

Yellow’s International Retail Outlets	
Number	Locations
3	Pakistan: Islamabad, Karachi, Lahore
1	South Korea: Seoul
<i>Source: The Daily Star, 18 September, 2007</i>	

It also has distribution partnerships in Algeria and India, and is negotiating to get a brand presence in Thailand and Singapore, Burney said.

#### 6.3.3.3 ARTISTI

A local brand of Milon Garments, has extended its business over the geographic area up to Singapore.

#### 6.3.3.4 Kay Kraft

Shahidullah Azim, also the chairman of Classic Group, said he also launched an online store called 'Brent Wood'. “I launched this online fashion store and now getting orders from abroad,” he said. With the success of the retail brands in local market, sector insiders said now the apparel manufacturers might be focusing on expanding their retail business to other countries, but this will be a huge challenge.

## 6.4 Vertical Integration on Product Manufacturing

### 6.4.1 The facilities of vertical integration in the RMG industry

- **Reduction Transaction Costs**

Eliminate, or greatly reduce the buying and selling costs load is the major thing, when separate companies own two terms of production and the physical handling costs. So reduce the cost, a company that manufactures integrated circuits at the same time finished products can operate with little or no sales force, advertising, sales promotion, or market research. Another producer selling to independent customers would need all these activities.

- **Supply Assurance**

To assure a supply of critical materials vertical integration is also important. Materials costs, shortages of materials in industries with high fixed costs are extremely damaging lead to low usage of expensive facilities for assuring proper supply within low cost.

- **Improved Coordination**

Vertical integration may permit cost reductions, when supplies of materials are certain through improved coordination of production and inventory scheduling between stages. If we have better vertical integration we can make better coordination among the customers & also retailers.

- **Technological Capabilities**

Some claim that, in general, businesses and companies that are vertically integrated, especially backward, are best equipped to innovate because they participate in many of the production and distribution activities in which change can occur. This argument rests in part on the notion that a critical requirement for successful innovation is adequate coordination of marketing and technical functions and that integration improves coordination. (Wagner, April 1975).

### 6.4.2 SWOT ANALYSIS

#### **Strength**

- Vertically integrated business has full control over the business.
- Strong communication system that operates to meet demand.
- Able to quick delivery.
- Can easily outreach to global.

**Weakness**

- Closely tied with competitors
- Target market not consume
- Advertising not possible
- Limitation of quality & service.

**Threat**

- Compete
- Limitation of goods
- Economically lowdown.

**Opportunity**

- Online marketplace & E-retail
- Possible of internationally expansion.

**6.4.3 Competitive Advantages of Vertical Integration**

1. Having shops gives knowledge into its customers really want.
2. Easy on the variety, amount, and frequency of their product.
3. Helps to make its manufacturing operations faster.
4. Innovate fast fashion system.
5. Centralized control.
6. Avoid misunderstanding or conflicts.
7. Easily manageable time scheduling.

**6.4.4 Challenges in vertical Integration System**

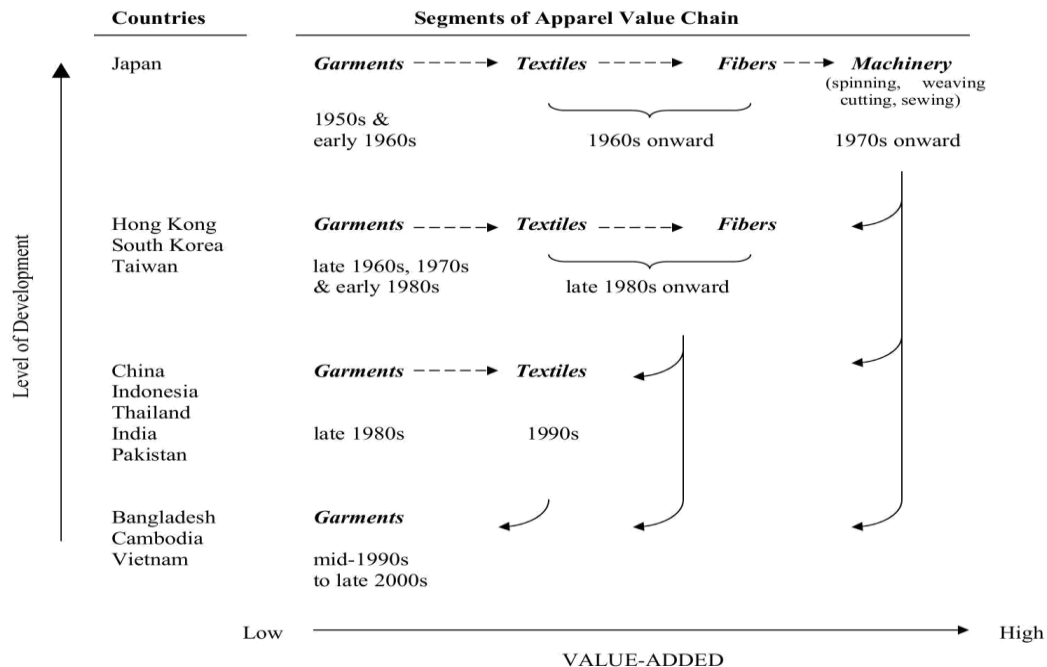
1. Preferences to coordinate the local customers.
2. Quality and perception issues.
3. Local transportation costs.
4. Adjusting retail & customer retention.

**6.4.5 New Roles and Relationships in the Apparel Value Chain**

The roles and relationships among national and global lead firms, apparel manufacturers, and intermediaries have become increasingly blurry in recent years. The following trends are closely tied to buyers' strategies and long-term objectives. These shifts began before the economic crisis and will likely persist after the crisis is over.

- **Brand Owners Becoming Specialty Retailers:** Brand manufacturers and marketers are increasingly opening their own stores. In addition, brands with existing retail operations are likely to focus more on their own stores rather than meeting the needs of their external customers (Euro monitor, 2009).
- **Full-Package ‘Manufacturers’ Becoming Intermediaries:** Rather than manufacture, they establish a network of global suppliers. Essentially, these suppliers are doing what brand marketers and manufacturers did 10 to 20 years ago. There are a host of firms in countries around the world that make products for multiple brands, based on the buyers’ requirements. They provide full-package services along with production capabilities.
- **Increase in Private-label Brands:** There is a sharp increase in the volume and diversity of retailer private labels. Retailers that develop proprietary brands use in-house design teams and outsourced manufacturing capacity, often by direct foreign product sourcing. By eliminating the middleman associated with national brands, retailers can shave costs and widen profit margins. Today, retailers are expanding the range of private-label products offered and developing higher-margin private-label goods (Euro monitor, 2009).

### Industrial Upgrading by Asian Economies in the Apparel Value Chain



Notes: *Dotted arrows* refer to the sequence of production and export capabilities within economies.  
*Solid arrows* refer to the direction of trade flows or foreign direct investments between economies.  
*Dates* refer to a country's peak years for exports of specific products.

Source: Adapted from Gereffi, G. (2005): 172.

**Figure – 03.**

## 7. Recommendations for Launching Own Apparel Brand in the Global Market

### 7.1 Why Branding is required for Bangladesh?

- Branding is a tool for promotion of sale in the market.
- Branding aid in knowing the customer's requirements.
- It creates special consumer preference over the product.
- It facilitates easy advertisement and publicity.
- To sustain the competitiveness position.
- To identify key competitive issues in the textile and apparel industry.
- To satisfy the customers demand towards a branded products.
- To enhance the export of knitwear (\$220 billion export markets & more than \$1 trillion retail markets in the world).
- Adding more foreign currency to the national reserve.
- To grab the market of US\$108 billion left by china by 2025.
- To increase the global value addition in the supply chain (N.b. Currently Bangladesh is adding only 6-7%.
- Create global value chain for knitwear products.

There are several burning questions against launching apparel Brand by Bangladesh for the global market. Those questions are-

- whether Bangladesh is capable of initiating a global apparel brand or not,
- What will be the strength of Branding for Bangladesh?
- Can Bangladesh meet the demand of global customer?
- Can they ensure the quality of product?
- Can they adopt the taste, trends & culture of foreign consumer?

To find the best answer at first it is required to determine some key factors which can help to make the SWOT analysis. Here we tried to analyze the strength, weakness, opportunity & threats to determine the possible answer-

SWOT Analysis of establishing a Bangladeshi Apparel Brand for the Global Market	
<b>Strength</b>	<ul style="list-style-type: none"> <li>▪ Low cost of manpower</li> <li>▪ Skilled human resources</li> <li>▪ Young &amp; talented fashion designer</li> <li>▪ Easily accessible water and air communication</li> <li>▪ A wide range of port facilities</li> <li>▪ A high-quality standard for RMG products</li> <li>▪ Low labor cost and cheap resources</li> <li>▪ Capability of producing various types of garments</li> <li>▪ Favorable business climate</li> <li>▪ Reputation for RMG products in the global market</li> </ul>
<b>Weakness</b>	<ul style="list-style-type: none"> <li>▪ Lack of skilled business consultant</li> <li>▪ Lack of willingness to brand creation of local entrepreneur</li> <li>▪ Lack of enough manufacturing methods and advanced technological knowledge</li> <li>▪ Lack of sufficient fund, training personnel</li> <li>▪ Unsafe &amp; unhygienic working environment</li> <li>▪ Insufficiency of utilities (electricity, gas, water)</li> <li>▪ Compliance issues are not fulfill yet</li> <li>▪ Lower efficiency in productivity</li> </ul>
<b>Opportunity</b>	<ul style="list-style-type: none"> <li>▪ Potential new Entrants</li> <li>▪ Price Lucrativeness</li> <li>▪ Business enter into a Competitive market</li> <li>▪ Reputation of quality product around the world</li> <li>▪ Sufficient cheap resources</li> <li>▪ Favorable export transportation</li> <li>▪ Extensive support from the Government in textile &amp; RMG</li> <li>▪ International support in export business for being least developed country</li> </ul>
<b>Threat</b>	<ul style="list-style-type: none"> <li>▪ Risk of losses</li> <li>▪ Customer buying decision</li> <li>▪ Withdrawal of Free trade &amp; quota benefit</li> <li>▪ Have to compete with giant global brand</li> <li>▪ Labor unrest in RMG sector</li> <li>▪ Political instability</li> </ul>

## 7.2 Product Development

Today's competitive market Product development is the core competitiveness to sustain in the market with reputation as well as greater profit. Product competitiveness is the ultimate process of bringing new product in the existing markets. In the market whether it is old or new, RMG products need to be modified to meet the demand of the market and opportunities. In 2002, Bangladesh exported a total of 183 types of RMG products including 87 knitwear products and 96 woven products which increased in 2011, it exported 200 types of RMG products including 97 knitwear products and 103 woven wear products. Meanwhile, at least 20 knit and 10 woven wear products were newly introduced. Previously Bangladesh RMG sector export only basic T-Shirts and other low value added knit and woven garments.



However, currently it produces a variety of RMG products including sportswear. Moreover, it produces sportswear for Olympic Game regularly or occasionally, FIFA World Cup and other international event too. According to Export Promotion bureau (EPB), the total garments exports to the United Kingdom have been increased by 20 per cent in last fiscal year (FY 2011-12) because of mainly London Olympic Game 2012. He reported that According to the industry insiders, during July 2012, over twenty per cent of the total RMG exports to UK were sportswear. They also added that most of importers have imported jerseys, T-shirts, overcoats, car-coats, caps, ski-jackets, cloaks, wind-cheaters, wind-jackets and similar articles like blazers, jackets, trousers for men, women, boys and girls, for the Olympic Game 2012.

### 7.2.1 Development of Geographical Indication (GI) Product

According to World Intellectual Property Organization (WIPO), GI is a name or sign used on certain product which corresponds to a specific geographical location or origin such as a town, region, or a country.

Bangladesh government has recently enacted a law, Geographical Indication Act 2013 to protect the rights for GI products. According to the act, geographical indication (GI) is a sign which defines the source and contains the goodwill of a product that originated in a particular area.

The word Jamdani is Persian-origin, deriving from ‘Jam’, meaning flower, and ‘Dani’, a vase or a container, named after decorative floral patterns found on the Dhakai textiles. “Jamdani” has got registration as the first Geographical Indication (GI) product of Bangladesh. The classic Muslin craft and one of the finest textiles of the country got the GI registration and become the first GI product of Bangladesh. (Jamdani -- 1st GI product of Bangladesh, 2016).

"By getting GI registration to Jamdani, the country has stepped ahead to protect the rights on traditional and national products," the industries minister told the certificate giving ceremony, held at his office in the capital. (Jamdani first GI product of Bangladesh).

On the other hand *Nakshikantha* another exclusive item has its historical, cultural and geographic roots to the soil of Bangladesh has already lost its famous products like for failing to pass the law in due time. *Nakshikantha* was registered as a GI product from the country in 2008. (Siddique, 2017).

Bangladesh government is recently concern with the dependency on import textile fiber & yarn. They recently have announced that they will make viscose fiber from jute with the help of Chinese technology Bangladesh Jute Mills Corporation (BJMC) and China Textile Industrial Corporation for Foreign Economy and Technical Co-operation signed an agreement. According to the agreement, China will provide technical and financial assistance to Bangladesh for the project. (Manufacturing of regenerated cellulose fiber (viscose) in Bangladesh using jute as a raw material, 2017).

Bangladesh imported 33,737 tones of viscose last year which market value is about BDT 650crore. About 50-60 spinning mills use viscose fiber which is mixed with cotton fiber to manufacture yarn said Mansur Ahmed, Secretary, Bangladesh Textile Mills Association (BTMA); if it is produced domestically, the mill-owners will get benefited. (Bangladesh to make viscose fibre from jute, 2016).

Moreover, Woven Fabric of Sirajganj is waiting to get GI certificate. Sirajganj is popular for its woven based textile & clothing like Lungi, Gamchha, Saree & other hand loom items. If the government concentrates & provide sufficient facilities on this small industry one day it would be the second largest sector of export income.

Government didn't keep sufficient data on GI products. Sufficient records are necessary for GI registration which is not maintained. e.g. we do not have proper historical data of Jamdani, Muslin & Nakshikantha. (Geographical Indication Products, 2014).

The enactment of the Geographical Indications of Goods (Registration and Protection) Act in 2013 gives new momentum to the policy advocacy to protect Jamdani, Nakshikantha & other items as GI for its market value and to preserve it as a national heritage.

The government has already passed laws in parliament and wrote various rules to provide registrations for GI products. Now rights of the artisans and specific industries are well established across the globe. 'Jamdani producers will be encouraged and benefitted by the trade mark.

### **7.2.2 Product Diversification**

Bangladesh needs to invest more in product diversification. It's not mean that Bangladesh has to change its RMG product; it means that Bangladesh should be more dynamic in their offered product. They should produce different range of textile & clothing products.

Bangladesh has vast experience in producing low price basic garments such as T-shirt, Polo Shirt, Trouser (Tradeinformation, 2017). But now it should generate more stylish product which carry high price range. China, Vietnam, Thailand produce high price range products such as winter jacket, formal shirt, trouser, coat blazer etc. the core benefit of produce these type of product is more profit by less production. So, it is the right time to produce high price range product along with basic garments.

### 7.2.3 Establish fashion institute & promotion of R&D

Fashion institute can play a vital role for the long term sustain of apparel industry of Bangladesh. In developed country specially who are well recognized for their fashion trends such as England, Italy, USA, France, Germany have several fashion institute. Recently, developing country are take operations in the same manner. Bangladesh has several fashion institute such BGMEA University of Fashion & Technology, Shanto-Mariam University of Creative Technology, Ahsanullah University of Science & Technology, National Institute of Fashion Technology etc. are offering several fashion & other textile based course by which creating a skilled & efficient human resource.

Besides dealing business with the foreign buyers companies are establishing its own Research & Development Department to meet the current demand of the customers. This R&D is responsible for developing new fabric construction and meets the buyer's requirement efficiently and effectively. R&D is using world-class textile design software "Dexpro" by famous software company "Textronic".

Foreign designers are taking lots of money from Bangladesh every year. In these circumstances, the apparel industry should bring R&D department to create strong position & vital contribution for the industry & country as well. It's a great news that our young generation are now studying in fashion designing. Most of them are working in the local fashion houses. They are doing well in the fashion arena. So, near future our fashion designers would be able to reach in better positions not only in the local market but also in the export oriented fashion industry (Ahmmed, 2017).

Many RMG manufacture now open R&D department by recruiting some young & talented fashion designer along with the senior fashion designers. They all are graduated in several fashion universities & institutes in Bangladesh. **Mondol Group**, a leading RMG manufacturer in Bangladesh have determined to produce fashionable clothing not for the local market but

for the global market too. Their fashion designers are concern to the local & global fashion trends, try to make exclusive dresses to attract the buyers.

#### **7.2.4 Online Sale - The Future of the Apparel Industry**

Online activity is no more a luxury, it's a necessity. Now a day it becomes habit. Now, what difference things does it bring for fashion retailing? Warren Buffet, the most respected investment guru betted that: "the brick-and-mortar real estate will hold up better than others in the age of Amazon." Physical stores are becoming more expensive over time due to rising cost. Moreover, in many cities the number of mall goers is alarmingly going down. Many popular brands are closing down hundreds of their retail stores, which is being replaced by online sales operation. So, offline retailing (online sales) is going to be the next big marketplace for fashion retailing in the near future & save the space to better ecological balance.

Chinese Smartphone maker Xiomi, which started with nothing in China, is now selling more than SAMSUNG and Apple. It sells its brands completely through e-commerce. So, it can be easily assumed that retail operation through online would be a revolutionary approach in future. (Rahman, 2015).

A recent survey showed that Western fashion companies may be facing more competition from Asia this year, as the Asia already accounts for 60 percent of the world's total e-commerce, more than half of global online retail sales. According to the McKinsey & Company, Asia is expected for nearly 40 per cent of global apparel sales by 2018, it is expected in the Asian online apparel market to reach \$1.4 trillion in just two years. Asian apparel companies may reverse the old global expansion movement from Western companies moving to East, move outbound to other global regions, including the Europe Americas & Africa. (10 key trends to drive the global fashion industry in 2018, 2018).

#### **7.2.5 Fashion Designers Activities**

Fashion designers conduct research on fashion trends and interpret them for their audience. They create design & create clothing, accessories and shoes. A fashion designer analyze of what looks good or bad with a huge social definer. He is a primary setter of fashion trends. The fashion designer writes the rules which assure social expectations. A fashion designers help visually categorize expressions. If you want people to buy your products, then it should be different from what they have. A fashion designer is to conceptualize designs based on

feelings of fashion history and trends. He make sketch them out and create your products. His specific tasks include choosing fabrics, developing patterns, overseeing production, and putting on shows to exhibit your designs.

#### 7.2.5.1 Major Components that represents fashion

- **Style**

Style is a particular look. A specific style always remains that style, style may come and go in fashion, but that weather it is fashion. Style mainly depends on the person. It can vary from person to person.

- **Change**

When people get bored what they have they looked for change. Fashion needs changes constantly. The continuous change comes on fashion and it is called change.

- **Acceptance**

Acceptance is the acknowledgment from the consumer. It is one of the pre-conditions of fashion. Acceptance is must because there is no fashion if nobody buys it.

#### World fashion industries

Most important industry in the current world is fashion industry. Most of the countries have a fashion industry. Bangladesh is a fashion manufacturing country. France, Italy, the United Kingdom, the United States, and Japan have established an international reputation in fashion.

**Table No – 7.**

Proposed Branding Models Applied to Bangladeshi Textile and Apparel Industry	
Branding Model	Application to Textile & Apparel Industry
Brand Identity Planning Model Source: Aaker (2000 )	1. Assists firms in identifying brand applications to all aspects of the organization (internal/external) 2. Determines best means by which firm will develop brand identity
4-D Model of Branding Source: Gad (2001)	1. Model will serve as a tool to better understand the consumer mindset when observing/perceiving brands
The Pyramidal Model of a Brand Source: Kapferer (1994)	1. Enables firm to adjust strategy to meet opportunities or threats 2. Model allows firms to understand way in which brand may/will progress throughout time
The Brand Strategy™ Doctrine Process Source: Knapp (2000)	1. Gives firms a system to develop a brand and implement or communicate them to consumers 2. Helps to understand the demand of customer
Integrated Brand Model Source: LePla and Parker (1999)	1. Profile three levels of activity with a brand (from internal to external) 2. Helps develop drivers that will best reach the consumer

### 7.2.6 Other Initiatives

As Bangladesh has gathered vast experience in RMG sector in the last forty years, it has already the ground to enter the global Market with its apparel brands. The survey is made with the help of several textile professionals' suggestion. They give some strategies in favor of launching Bangladeshi apparel brands in the global apparel market. They are as follows:

- a. Taking Initiatives from the existing local brands to popularize their brands in the global market.
- b. Maintaining business reputation.
- c. Establishing product diversification strategy.
- d. Ensuring best quality with pricing to attract the customers.
- e. Ensuring strong marketing strategy.
- f. Establishing Research and Development (R&D) for the international apparel market.
- g. Determine target group.
- h. Determine Unique selling proposition (USP) for brand.
- i. Create entrepreneurs' interest in going global operation.
- j. Maintain Quality in every aspects.
- k. Understanding market demand and competitors.
- l. Incentives from Government.
- n. Emphasize on retail branding with country branding.
- o. Explore the undiscovered opportunity, etc.
- p. Maintaining compliance issues properly.
- q. Improving marketing resources.

Before going international in apparel branding, the specific country has to ensure its brand power in the country, and this is regarded as a 'laboratory test'. The pass-fail results will further provide guidelines & instructions what to do in corrective measures, before integrate in the global market. The acceptance of the clothing products in own country people would boost global acceptance of the products because these citizens are ultimately be your brand ambassadors & clients when travelling & residing in the other countries.

Local branded apparel manufacturers & retailers, associations of clothing manufacturers and exporters, as well as government can worker together to introduce and popularize our apparel items in the global markets. Several teams can be made & recruited them international zones, open common superstores to display own created clothing designs, product developments,

branded clothing & meeting with prospective retailers who would go for sale of our branded clothing.

## 8. CONCLUSION

Bangladesh still stands in a potential destination for apparel manufacturing because of government's support, international favor & relatively cheap resources. But at the same time Bangladesh has never undertaken strong initiative to establish its own fashion brands & strategies in the global apparel business.

Branding Bangladesh through clothing products is very critical issue for Bangladesh. Several giant RMG exporters in Bangladesh have launched apparel brand for the local consumer, operating successfully & willing to go international if all the circumstances are in favor. It is been advocating by the experts that Bangladesh should promote apparel brand business, it is the demand of time but at the same time, if Bangladesh takes initiative to go international the supports from international conglomerate may be withdrawn or take different forms which might not be in our favor. After several research & analysis experts say that it is not the perfect time to go country branding right now. Bangladesh should concentrate more on burning issues such as compliance & environmental issues improve efficiency of available resources & increasing productivity. After meet fully in basic compliance issues the country should concentrate on 'fair trade' business in the clothing sector. It may bear higher country brand value and revenue than branding of clothing. 'Fair trade' can be one of the 'home works' before initiating Apparel brand in the global market.

Considering the fact that the company is financially & technically strong enough, every apparel company must have their own branding strategy department. After discovering these, now it is clearly recommended that R&D department & brand strategy is important to differentiate the markets & the responsible department's needs to find out the way to reach the customers they aim to reach.

## Declaration of Independence of Project Work

Herewith I assure that the project work "Branding For Bangladeshi Clothing: A Multi-Channel Approach to Long Term Sustain in the Global Apparel Market" is our own work. The work has not been presented or published elsewhere for assessment. Where material has been used from other source it has been properly acknowledged.



## ACKNOWLEDGEMENT

I would like to extend thanks to **Honorable founder chairman, Board of trustee Mr. Muzaffar U. Siddique, BUFT**, for not only for his tremendous academic support, but also for giving us so many wonderful opportunities and logistics support to do this project.

Special thanks goes to our enthusiastic Architect **Prof. Dr. Nizamuddin Ahmed, vice chancellor, BUFT and Prof. Dr. Engr. Ayub Nabi Khan, Pro Vice Chancellor, BUFT**, who so generously inspired and contributed to do this type of project work.

Special thanks go to my enthusiastic supervisor, **Ishrat Jahan, Assistant Professor Department of AMT** who gave us an opportunity for this area of research. She has been an amazing experience and I thank her wholeheartedly, not only for his tremendous academic support but also for giving us so many wonderful opportunities. Similar, profound gratitude goes to **head of the department of Apparel Manufacture & Technology (AMT), Ms. Farhana Jannat Asst. Professor** who has been a truly dedicated mentor.

We would like to extend Thanks to all of persons, who contributed to the work presented in this project. Project would probably not have been completed without the innovative assistance of Assistant Professor Anindya Chakroborty, Department of Fashion Designing. His critical comments have pushed our thinking on many difficult questions, of course, any errors are mine alone. The BGMEA University of Fashion & Technology has provided a stimulating atmosphere for research. Thanks also.

Finally thanks go to all survey respondents, and particularly the local fashion brands who offered us some of their limited time.

## 9. REFERENCES

1. (n.d.). Retrieved from BGMEA: <http://www.bgmea.com.bd>.
2. (n.d.). Retrieved from Forbes.com: <http://www.forbes.com/sites/steveolenski/2015/09/1>
3. *'Branding - Optymalizacja strategii marki w kontekście celów przedsiębiorstwa'*. (n.d.). Retrieved from [www.cobra.pl](http://www.cobra.pl)
4. Standard and Poor's., *Textiles Industry Survey Monthly Investment Review*, 2004, January.
5. The clothing industry and the economic crisis-a just-style review. *March Management Briefing*, 2009.

6. Geographical Indication Products. *CDP - National Craft Council of Bangladesh (NCCB) dialogue*, 2014.
7. *Bangladesh to make viscose fibre from jute*. (2016, December 24). Retrieved from apparelresources.com: <https://supplier-news/textile-supplier/bangladesh-to-make-viscose-fibre-from-jute/>.
8. *Jamdani -- 1st GI product of Bangladesh*. (2016, November 18). Retrieved from newagebd.net: <http://www.newagebd.net/article/3045/jamdani-1st-gi-product-of-bangladesh>.
9. *The prospects of branding RMG*. (2016, November 14). Retrieved from <http://rmgbd.net/>: <http://rmgbd.net/the-prospects-of-branding-rmg/> RMG Bangladesh
10. *Manufacturing of regenerated cellulose fiber (viscose) in Bangladesh using jute as a raw material*. (2017, February 15). Retrieved from [textiletoday.com.bd](http://textiletoday.com.bd): <https://manufacturing-regenerated-cellulose-fiber-viscose-bangladesh-using-jute-raw-material/>.
11. *Tradeinformation*. (2017). Retrieved from [www.bgmea.com.bd](http://www.bgmea.com.bd): [www.bgmea.com.bd/home/pages/tradeinformation](http://www.bgmea.com.bd/home/pages/tradeinformation).
12. *10 key trends to drive the global fashion industry in 2018*. (2018, February 13). Retrieved from [textiletoday.com.bd](http://textiletoday.com.bd): <https://textiletoday.com.bd/10-key-trends-drive-global-fashion-industry-2018/>.
13. Ahmmmed, S. CEO, Anjan's. (M. A. Takbir, Interviewer) Dhaka: Textile Today, 2017, December 31.
14. Ambler, T. *Need-to-Know-Marketing*", *Century Business, London Apparel export statistics of Bangladesh*. IART, 1992.
15. Anderson HC, M. D. *Pre-adolescent consumer conformity: A study of motivation for purchasing apparel*, 2000.
16. Apu, A. A. *Branding of Bangladeshi 'Clothing': are we ready?* Dhaka: Textile Today, 2013.
17. Bucher, M. e. *Erfolgreicher Einstieg ins professionelle E-Mail-Marketing 1st ed.* Wiesbaden: Springer Gabler, 2016.
18. Clow, K. &. *Integrated Advertising, Promotion, and Marketing*. Upper Saddle River: Pearson Education, Inc., 2007.
19. Diamond, E. *Fashion Retailing A Multi-Channel Approach*. U.P India: Dorling Kindersley (India) Pvt. Ltd., 2012.

20. EG., S. Consumer Preferences of Home Textile Products: An Investigation into Hispanic Shoppers' Buying Behavior, 2004.
21. Gary Gereffi, S. F. The Global Apparel Value Chain, Trade and the Crisis, Challenges and Opportunities for Developing Countries. *Policy Research Working Paper by World Bank*, 2010; 22.
22. Gereffi, G. International Trade & Industrial Upgrading in the Apparel Commodity Chain. *Journal of International Economics*, 1999; 37-70.
23. Grant IJ, S. G. *Buying behavior of "teenage" girls and key societal communicating factors influencing their purchasing of fashion clothing*, 2005.
24. Hustvedt G, D. M. *Consumer likelihood of purchasing organic cotton apparel: Influence of attitudes and self identity*, 2009.
25. J., B. *Barriers to new competition*. England: Harvard University Press Ansoff, H. Corporate. *Jamdani first GI product of Bangladesh*. (n.d.). Retrieved from dailyasianage.com: <http://m.dailyasianage.com/news/38206/jamdani-first-gi-product-of-bangladesh>, 1965.
26. Kilduff, P. &. *Longitudinal patterns of comparative advantage in the textile complex part 2: sectoral perspectives*. *Journal of Fashion Marketing & Management*, 10(2),. *Journal of Fashion Marketing & Management*, 2006.
27. Kim, J. &. (2005, January). *A consumer shopping channel extension model: attitude shift*. Retrieved January 1018, from emerald insight: <https://www.emeraldinsight.com/doi/abs/10.1108/13612020510586433>.
28. Knappe. *Knappe, M. (2008). The textiles and clothing value chain*. Accra, Ghana, 2008.
29. L., C. Factors Influencing changsha teenager's purchase intentions towards celebrity endorsed apparel. *Grad School*, 2011; 37-46.
30. Leung JWK, T. G. (n.d.). *Fashion buying criteria of X Generation consumers in Hong Kong*. Hong Kong.
31. Lu Hsu J, H.-C. M. (n.d.). *Consumer responses to incomplete information in print apparel advertising*. Retrieved from <http://dx.doi.org/10.1108/13612020910939888>.
32. Md. Tanjim Hossain, M. N.-E.-M. Branding of Bangladeshi Apparel Products in International Market: A Survey. *Global Journal of Management and Business Research: E Marketing*, 2018.
33. Moon, M. H. RMG-The Leading Earning Sector of Bangladesh: A Review. *Integrated Journal of Engineering Research & Technology (ijert)*, 2014; 98-109.
34. O., O. Petroleum gas university of poiesti Bulletin. *Economic science series*, 2010; 30-60.

35. Ogunnaike, O., 2010.
36. Parrish E., C. N. Opportunities In the International Textile & Apparel Marketplace for Niche Markets. *Journal of Fashion Marketing and Management*, 2004; 8: 41-57.
37. Radeloff, D. J. Psychological Types, Color Attributes, and Color Preferences of Clothing, Textiles, and Design Students, 1991.
38. Rahman O, Z. X.-s. *A study of the pyjamas purchas-ing behaviour of Chinese consumers in Hangzhou, China*, 2008; Retrieved from <http://dx.doi.org/10.1108/13612020810874890>.
39. Rahman, M. F. *Bangladesh can build global brands*, 2015, March 8, Retrieved from The Daily Star: <https://www.thedailystar.net/bangladesh-can-build-global-brands-28160>.
40. Riddle L, H. K. *Consumer behaviour and pre-fereces regarding children's clothing in Turkey*. Turkey, 2007.
41. Saunders JA, W. F. *Do brand names differentiate identical industrial products?*, 1979; Retrieved from [http://dx.doi.org/10.1016/0019-8501\(79\)90051-8](http://dx.doi.org/10.1016/0019-8501(79)90051-8)
42. Siddique, A. 22 *Bangladeshi products waiting to get GI certification*. 2017, September 10; Retrieved from [dhakatribune.com](http://dhakatribune.com): <https://www.dhakatribune.com/bangladesh/2017/09/10/22-bangladeshi-products-waiting-get-gi-certification/>.
43. Siddiqui, N. A. *Building capability for branding RMG*, 2016, September 5; Retrieved from [daily-sun.com](http://daily-sun.com): <http://www.daily-sun.com/arcprint/details/164811/2016/09/05/Building-capability-for-branding-RMG/2016-09-05>.
44. Stanton, W. J. *Fundamentals of Marketing*. New York: McGraw- Hill Comp, 1994.
45. Team, B. *The Basics / Part 8 – Marketing / The Basics, Education*, 2013; Retrieved from business of fashion : <https://www.businessoffashion.com/articles/basics/thebasics-part-8-marketing>.
46. Uddin, J. *Many garment makers launched own brands for local market*, 2017, July 20; Retrieved from Daily Sun: <http://www.daily-sun.com/home/printnews/241922>.
47. Uddin, J. *Many Garment Makers Launched Own Brands for Local Market*, 2017, July 20; Retrieved from Daily Sun: <http://www.daily-sun.com/post/241922/Many-garment-makers-launched-own-brands-for-local-market>.
48. Wagner, E. M. *Organization and Strategic Factors with Probabilities of Success in Industrial Research and Development*. Jurnal of Business, April 1975.