

KARELIA UNIVERSITY OF APPLIED SCIENCES

Degree Programme in International Business

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**BRAND AND QUALITY CONTROL OF GARMENT PRODUCTS IN
THE BANGLADESH GARMENT INDUSTRY**

Thesis

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THESIS
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Title

Brand and quality control of garment products in the Bangladesh garment industry

Abstract

This thesis paper contains information on the garment industry of Bangladesh. The garment business plays a vital part in global market. There are a large numbers of world renowned apparel companies that outsource their products in Bangladesh. The aim of the thesis is to explicate quality management in garment production and the brand protection process during outsourcing in Bangladesh.

The theoretical part of the thesis provides basic information about garment products, the global market of garments, a background of the Bangladesh garment industry, and its current position in the global garment outsourcing market.

Quality management and branding is truly an important matter in the garment industry which is described in the second part of the thesis. A quantitative research method is applied in the research section. There was questionnaire for interview regarding quality management and brand protection of garment product in Bangladesh. This questionnaire surveyed both manufacturers and buyers of apparel products.

Bangladesh is a potential market of garment product outsourcing in the global garment market. Although there are some problems in the garment industry of Bangladesh it still has priority among buyers on the global market.

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Garment industry, garment product, brand control, quality control, Bangladesh garment

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1 INTRODUCTION

1.1 Background

A garment is a clothing product made of fiber and textile material which is basically worn by the human to cover the body. The garment may also know as apparel or dress. Today, garment has become a fashion of human beings that express the culture, society, style, profession etc. It is no longer limited to covering a human body; it has various uses for different purposes.



Figure 1: Idea of some basic types of clothing (Source: Stock photos 2014)

There are many types of garment products available on the markets. Figure 1 illustrates the idea of some basic types of garment products.

Garment production, export and import have become a large trade in global markets. The trading of garment industry is related to the international garment market. Most

of the garments wholesale and retail companies in international markets are outsourcing their product. Especially the garment companies in developed countries outsource garment products from the least developed or developing countries or directly import from these countries.

The United States of America and the European Union countries (EU) are more attractive than other countries in Asia and Africa for garment fashion companies to sell their product. On the other hand developing countries in Asia like China, Bangladesh, India, Vietnam, and Cambodia are the major suppliers. The garment industry has now become an important part of the global business. Some country's national income is dependent on the garment product export import business.

1.2 Aim Of The Study

The aim of the study thesis is to describe the production processes and steps taken by the garment producers in Bangladesh to protect the brand and maintain the quality control of garment products.

There are numerous of apparel products exported to EU, the US and other countries from Bangladesh. These products are sold by many branded companies. For example, in Europe Bestseller is one of the experienced companies that sell garment products in many European countries under the brand names H&M, Jack & Jones, Zara, and Veromoda. Most of the products of this company are outsourced and imported from Bangladesh. (Bestseller 2014)

The export quality garments products produced in Bangladesh are not allowed to sell in local markets of Bangladesh because these products are specially made to export in the global market. There is possibility that these products may supply in local markets. This thesis tries to describe the whole process of garment brand protection and quality management in Bangladesh. The manufacturer of garment products have to strongly maintain the export quality standard. (Ratnakar and Yumiko 2014)

1.3 Outline Of The Thesis

This thesis is about garment product outsource in Bangladesh, its brand protection and quality management. The thesis is divided into some parts. In the beginning there are information regarding garment product.

The second part of the thesis provides information of international garment market for example leading garment export countries, well reputed garment company in international market, demand of garment in global market.

The garment industry of Bangladesh, its size and share in national income are explained in third part of the thesis. After the third part, brand and quality control of garment are mentioned in thesis. Fifth and sixth parts of the thesis contain the information regarding research method and its result.

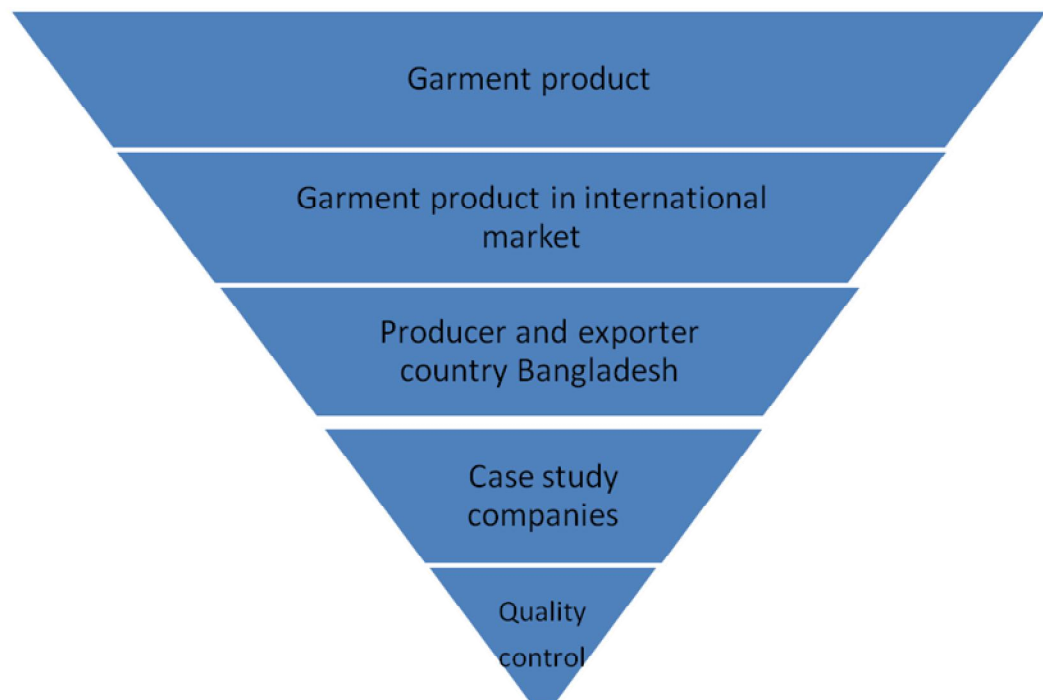


Figure 2: The outline of the thesis

2 INTERNATIONAL GARMENT BUSINESS

2.1 Global Garment Market

Today the apparel industry is one of the most important industry in global sectors of commerce with manufacturing and marketing activities scattered around the globe (Dickerson 1999, 5).

The global apparel industry continues to grow at a bouncing rate despite the current global economic downturn. Rivalry is no longer moderate within the industry. In terms of trade, employment and revenue the garment industry is of great importance to the economic of all over the world. The garment industry has wide product differentiation.

Table 1: Global apparel retail industry value forecast for year 2009 to 2014

Year	\$ billion	% Growth
2009	1,031	2.0%
2010	1,055	2.3%
2011	1,081	2.5%
2012	1,109	2.6%
2013	1,137	2.5%
2014	1,162	2.2%

Source: Matt 2013.

Table 1 illustrates the value forecast retail apparel industry from 2009 to 2014. According to the table the value of apparel industry in 2009 is \$1,031 billion and the growth from previous year is 2 percent.

Table 2: Asia Pacific top 5 apparel markets 2012

Country	Market Size, US\$ billion	% growth 2011/2012	Sales Per Capita US\$
China	270.6	10.5	200.9
Japan	109.4	0.3	857.3
India	48.8	13.4	39.8
South Korea	25.6	3.8	513
Indonesia	11.9	9.2	50

Source: Ashma 2013.

Table 2 illustrates top 5 apparel market, their size, growth and sales per capita in 2012 of Asia Pacific. Asia Pacific is booming some of the most tech-savvy consumers globally though a relatively small percentage of its total population using the internet. Particularly the e-commerce of China is soaring; the channel's share more than doubled from 3 percent in 2011 to 7 percent in 2012.

Asia Pacific catch up Western Europe back in 2009 and was stable the world's biggest regional apparel market in 2012. Sales in this area in 2012 reached US \$537 billion, which conduce just over 30% of the world's total. China and Japan are the biggest players on the apparel market in Asia

According to the WTO, clothing is among the major products that forms an important component of global trade. In 2007 clothing represented around 2.5 percent of the total world merchandise exports (WTO 2008).

Compared to other consumer goods garments remain largely a discretionary purchase. With robust growth in emerging markets the weakness in the apparel market has shown vital recovery from the slowdown of 2008 and 2009. The three contrasting regional movements have shaped the global garment market. This includes e.g. strong improvement in emerging markets, economic rescue in the US, and a smooth downwards in Western Europe. (Matt 2013)

Job creation is really essential for development of a country and this industry created many jobs in developing countries. Over 80 percent jobs were created by garment producers in Cambodia for an example, as well as in Mauritius, Sri Lanka, Bangladesh and Pakistan jobs were created 72.8%, 49.2%, 35% and 42.9% in the garment industry. (Dickerson 1999, Wolfe 2009, 490.)

2.2 Market Forecast of Selected Garment Products Categories

The world children's garment market is expected to exceed \$186 billion in 2014. USA holds under 40 percent of the global market garment product. (ReportLinker 2014)

The world bridal wear market is expected to reach almost \$57 billion by 2015. With the wedding dress a focal point nowadays the market is carried by a trend headed to make weddings more and more exceptional. (ReportLinker 2014)

The world menswear industry is expected to cross \$402 billion in 2014, in the next five years it will comprise over 14% extension. (ReportLinker 2014)

The women's garment industry the global industry expected to cross \$621 billion in 2014 and will represent over 12% yearly growth. Clothing retailers with over 64% of the total market value are the leading market in this sub segment. (ReportLinker 2014)

It is expected that the smart and interactive fabric, textile market by 2015 to reach nearly \$2 billion. The market will carry by economic rescues with new product launch and increasing the level of consumer confidence. A smart fabric product, including hybrid materials and nano fibers will be new generation products. (ReportLinker 2014)

2.3 Leading Garment Manufacturer Countries In the Global Market

Many countries are competing very hard to lead the global garment export market. China is one of the large garments exporting country in world and after the China there are 5 more countries are in good position in garment export market.

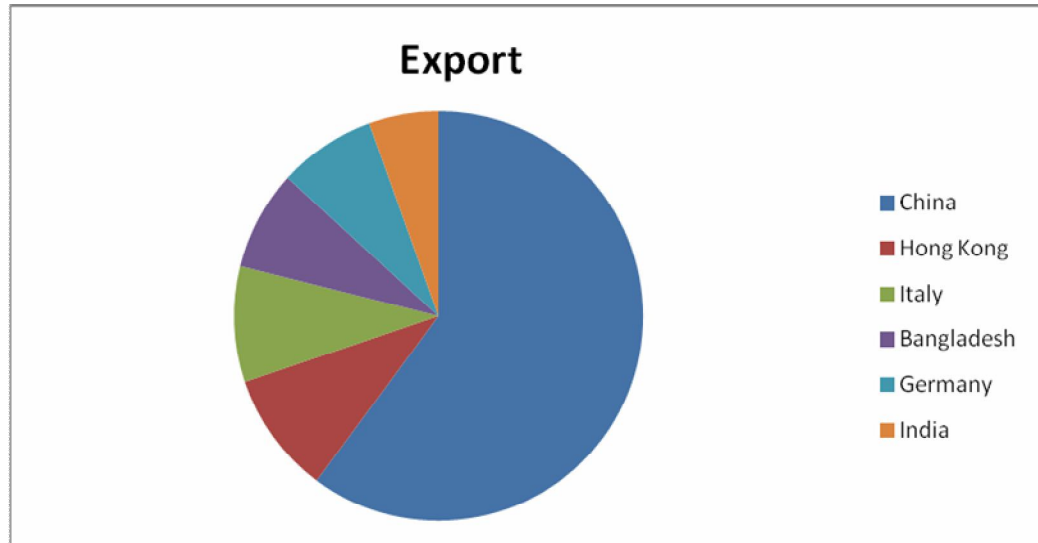


Figure 3: Leading garment export countries in global market (Source: ASI central 2013)

Figure 3 illustrates that China is in dominant position in global garment export market. China has earned \$153 billion in 2013 and the rest of the top 10 manufacturer are:

List of major garment export countries in 2013

1. China (\$153B)
2. Hong Kong (\$24.5B)
3. Italy (\$23.2B)
4. Bangladesh (\$20B)
5. Germany (\$19.6B)
6. India (\$14.4B)

2.4 Well Known Apparel Selling Companies in the Global Market

There are many garment selling companies in the world. Some companies are well known in all over the world for example GAP, H&M, Levi Strauss, TJX.

Gap is a renowned retail garment company in international market. They offer casual garment product for all types of consumer in the market. In the fiscal year 2009 Gap has recorded the turnover of \$14,526 million, which. The company's net income was \$967 million in fiscal 2009. Old Navy, Banana Republic and Piperlime brands are the common garment brands provided by the Gap. Gap runs 3,167 chain shop in all over the US, UK, Japan, Ireland, Canada and France. (Matt 2013)

H&M is garment company which sells all types garment products for male, female and kids. The amount of stores operated by H&M is 1,738 in 33 countries as of November 2008. In the fiscal year ending November 2009 H&M earned turnover \$15,490, improvement of 14.1% than fiscal year 2008. In 2009 the net earnings of the company were \$2,138 million. (Matt 2013)

Levi Strauss (Levis) is a branded apparel company in the world garment market. Levis designs and markets many kinds of garment products like jeans, casual pants, tops, jackets and some related fashion product. The revenue of the company in the fiscal year ending November 2009 was \$4,023 million, which is a bit less of 8.6% than fiscal 2008. The earning of Levi Strauss was \$152 million in fiscal year 2009. (Matt 2013)

TJX Companies (TJX) Offers apparel and home fashion product in US and global market. This company is a leading competitor for off price product in the market. They run more than 2,500 chain shops in the US, Canada and many countries in Europe. It has accounts of \$19,000 million income in the fiscal year 2009, this accounts is more than 1.9% compared to fiscal 2008. The net income of the company was \$881 million in fiscal 2009. (Matt 2013)

2.5 Global Garment Outsourcing

Outsourcing is contracting with one company to another company or with another person. Today, most organizations outsource in some way to another company. (Dian 2005)

It has been a main economic trend of the last two decades, it continues and expected to be doing so in the future as well. Today, outsourcing is very common in every sector of business such as IT, garment manufacturing, food, etc. Outsourcing is a very important activity among the production and marketing process. The sourcing location can be anywhere in the world.

According to the McKinsey Institution survey 2012, The European and US markets for ready-made garments is dominated by China with about 40 percent of the import volume. 86 percent of the main purchasing officers in dominating apparel companies in the EU and the United States think to minimize the levels of sourcing in China over the next five years because of downwards the profit margins and capacity constraints. (Achim, Saskia and Thomas 2012)

The buyers from the west are apprising a good number of sourcing choices from the Far East and Southeast Asian countries. Some chief purchasing officers from US and EU garment companies said in the survey that they think Bangladesh is very important country for garment outsource production. Indeed, a McKinsey study of the Bangladesh ready-made-garment industry identified solid apparel sourcing opportunities. Ready-made garment sector is the most promising business sector for the economic development of Bangladesh (with about \$15 billion in exports in 2010). The McKinsey report expresses that within the next 10 years export value of Bangladesh will grow in 7 to 9 percent yearly and this percent may make the market two times more larger than now by 2015 or maybe three times by 2020. (Achim, Saskia and Thomas 2012)

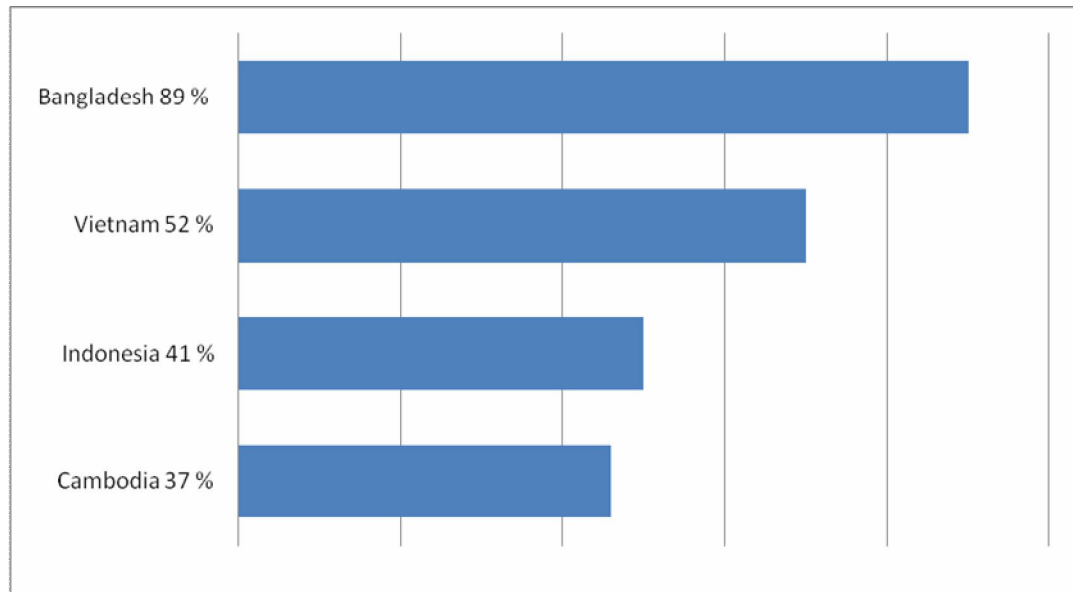


Figure 4: Most attractive countries for outsourcing garment product (Source: Achim, Saskia, Thomas 2012)

Figure 4 illustrates the most attractive countries for outsourcing garment product in the world. It is stated in the McKinsey report that the chief purchasing officers in EU and US garment companies are planning to expand their share of outsourcing 25 to 30 percent by 2020. Garment product importer also considers of increasing their share of outsourcing in Bangladesh 20 to 25 percent. They bear about 13 percent of their sourcing value in Bangladesh.

All the participants in the survey were mostly interested to outsource in Bangladesh for low price offerings. They also said that this highly competitive price will be same in future as well. The capacity of production and big amount of workers is another essential facility added point of Bangladesh's ready-made-garment industry stated in the half of the respondents in the survey. More than 5,000 garment companies in Bangladesh has created jobs for about 3.6 million workers. Bangladesh is in a better position than other countries in Southeast Asian suppliers in this respect. (Achim, Saskia and Thomas 2012)

3 THE GARMENT INDUSTRY OF BANGLADESH

3.1 The Role of The Garment Industry In Economic Development

After the Liberation War in 1971 the economic conditions of Bangladesh grow every year and Bangladesh garment sector is one of the major factors behind this growth. A large amount of foreign direct investments has accelerated in different sectors of country. Especially the garment sector is one of the profitable fields for the foreign investor to invest in Bangladesh. Most of the foreign currency earnings come in Bangladesh from the export of ready-made garments (To USA, EU, Canada, Australia and other countries). (Mohammad 2007)

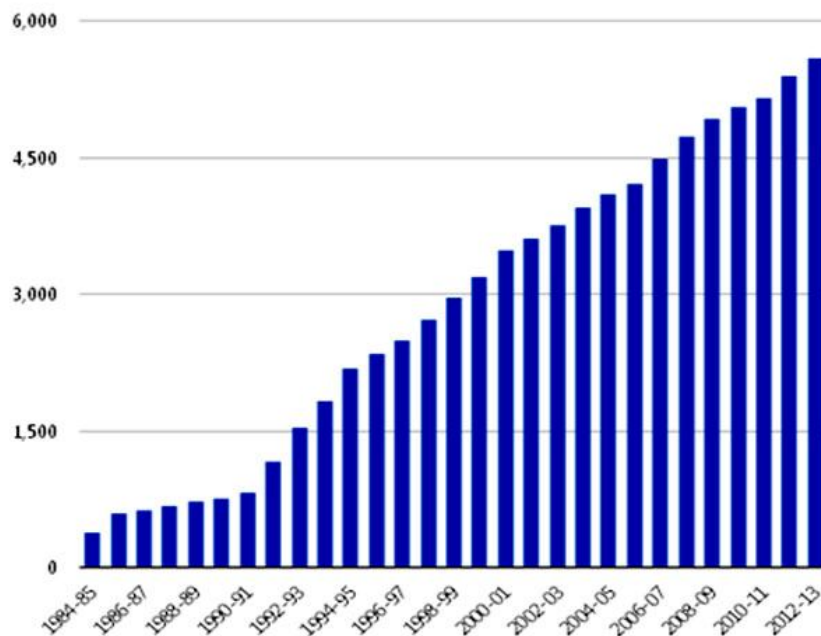


Figure 5: Numbers of factory growth in Bangladesh from 1984 to 2012 (Source: BGMEA 2014b)

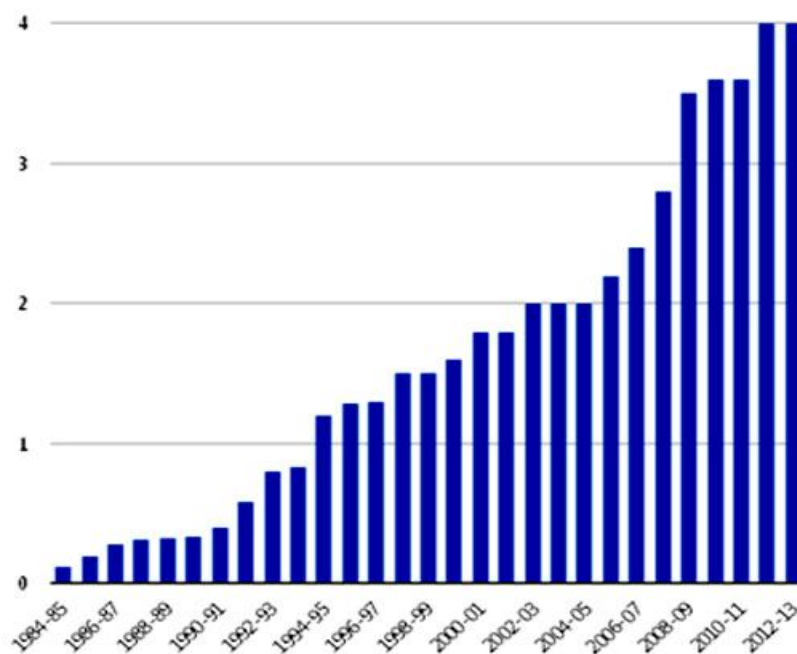


Figure 6: Number of workers (in millions) in the garment sector of Bangladesh (Source: BGMEA 2014a).

Figures 5 and 6 illustrate the development of the garment factory and number workers Bangladesh garment industry. The number of garment factories is increasing every year. Although from 1984 to 1995 there were few people involved in the garment sector but in 2014 there are almost 4 million people directly employed in the garment sector.

Table 3: Size of the Bangladesh textile industry

Sub-sector	No. of unites	Production capacity (mtr)	Manpower
Textile spinning	341	1,600 kg	400,000
Textile weaving	400	1,600 mtr	80,000
Specialized textile and power loom	1,065	400 mtr	43,000
Handloom	148,342	837 mtr	1,020,000

Export-oriented textile	800	3,600 mtr	300,000
Local market	2,000	500 mtr	24,000
Semi-mechanized	180	120 mtr	10,000
Export oriented RMG	4,500	475 doz	2,000,000

Source: BOI 2012.

The table 3 illustrates the size of Bangladesh textile industry. This industry is the key export-earning sector as well as striking force in the field of industrialization for Bangladesh. The garment sector of Bangladesh has opened up millions of employment opportunities for the unemployed, especially for uneducated women from the countryside.

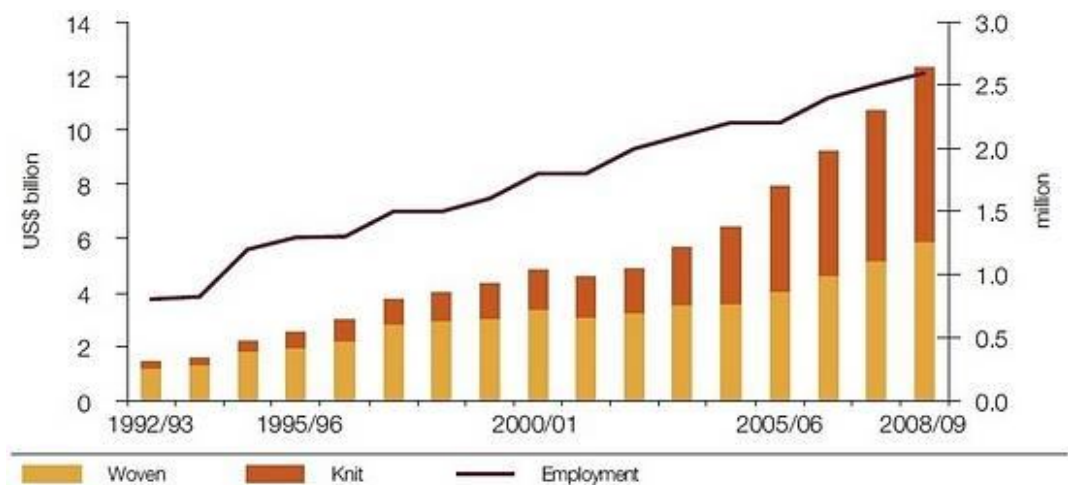


Figure 7: Garment production, involvement of employment and earning (Source: Noor 2010)

Figure 7 illustrate that the income from the garment sector from 1992 to 2009 has dramatically increased. The other positive side can be notice that with the income incensement the employment levels have also been rising every year. Garment industry is the biggest industrial sector in Bangladesh in 2014. The ready-made garment (RMG) sector began production in the late 1970s.

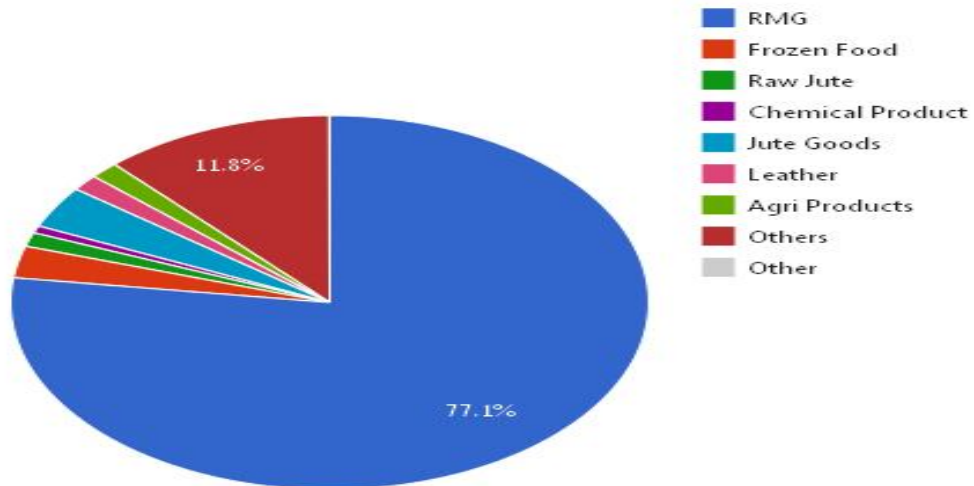


Figure 8: Major products exports from Bangladesh 2009-2010 (Source: BGMEA 2014c)

The RMG (Ready-made Garments) industry is the key player of the economic growth in Bangladesh. It has contributed the country's export earnings, foreign currency earnings, employment creation and the empowerment of women. Woven product manufacturing and exporting to a foreign country was mainly concentrated after the 1980s, and since 1990 knit wear become the major exporting RMG product of the country. (Mohammad 2007)

The RMG industry is the largest exporting area of Bangladesh. Over two million workers are straight involved with this industry and above ten million people are Co related in Garment sector. The garment sector is also taking part in the countries socio-economic development. The flow and improvement of RMG industry export and its contribution to total export of the country and GDP is examined in Table 4.

Table 4: RMG export earnings

Year	Min USD	Share to GDP in %
1985	116	-
1990	624	-
1995	2228	5.87
1999	4349	9.23
2005	6418	10.63
2006	7901	12.64

Source: BGMEA 2007

Table 4 illustrates the value of RMG export has increased every year since 1985 and contributing to total export and GDP. The total RMG export in 2006 was more than 68 times that of 1985.

3.2 Foreign Direct Investment In RMG In Bangladesh

The Bangladesh garment industry has found a dominant position in the world's garment market within decades. The employment sector in the garment industry of Bangladesh is higher than in any other industry and has more than one million of skilled and semi-skilled female workers. (Mohammad and Tatsufumi 2012)

This successful path of development of began in 1978. At that time there were only nine export oriented RMG product manufacturers which generated hardly \$1 million export earning. At that time these manufacturers were small size in production and they produced both for domestic and international market. One of these pioneer manufacturers was Reaz garments, which started in 1960 with small units in the domestic market. This garment in 1973 changed its name to m/s Reaz Garments LTD. Thus began their journey to the export market with the shipment of 10,000 pieces of garment and Bangladesh worth 13 million Francs to a Paris based firm in 1978. (Mohammad and Tatsufumi 2012)

Although Reaz Garments established before but Bangladesh garment export market had its new turn when Desh Garments established in 1977 with joint venture of South Korean garment manufacturer named Daewoo. Daewoo was the biggest and most modern technology facilitated garment company in the sub-continent. Daewoo and Desh Garment signed a contract to collaborate arrangement of technology and marketing facilities during 4th July 1978 and consequently Daewoo invested \$1.3 million with Desh garment manufacturers in Bangladesh. They started the company with 600 workers capability and 5 million pieces product manufacturing capacity. (Mohammad and Tatsufumi 2012)

Another foreign elite class investing company in garment sector of Bangladesh is called Young one. Young one is South Korean garment manufacturing company. This company started their business in Bangladesh with joint venture another Bangladeshi RMG manufacturer called Trexim LTD in the year of 1980. In this joint venture Treaxim LTD was contributing 51 percent of the equity of the new firm named Young one Bangladesh. Young one Bangladesh exported their first consignment of Padded ad non Padded jacket to Sweden in December 1980. (Mohammad and Tatsufumi 2012)

3.3 Government Support

Government business policy support is very essential to create the industrial development of any country. Government can support its growing industry through different business policies. The government of Bangladesh supports positively the country's apparel industry. Very recently a bailout packages was offered for the 270 garments factory which closed RMG production in their company and these packages of facilities provided by the government. This is to restore their productivity. (Sarah 2010)

The government allows a garment company to import duty free raw materials for the production of garment products. The condition is to import duty free raw materials is that the company must export the manufacturing product. It is illegal to sell such products on the local market.

The national of Bank of Bangladesh introduce back to back letters of credit for the garment business. These back to back letters of credit later expanded in a commercial bank. Under the back to back letters of credit the banks allowed the company to import inputs such as fabric and accessories against an order received by the company from the importer. In this back to back letter of credit mechanism when a company got an export order from an importer through letter of credit (L/C) than they appear on the bank and shows the necessary paper and open an L/C to import raw materials for such import order. This back to back letter of credit was a vast step to growing garment industry of Bangladesh. (Mohammad and Tatsufumi 2012)

The other effective policy taken by Bangladesh government regarding the Bangladesh garment industry was the declaration of the Export Processing Zone (EPZ). This area is a restricted where only export oriented areas companies can lease land and established their factories.

After the Liberation War in 1971 the economy of Bangladesh was broken. Bangladesh desperately was looking for private capital, technical know-how to facilitate the industrial process to achieve economic growth. In the early eighties there was a short trip by the former World Bank Vice President Robert McNamara to Bangladesh. The former president of the World Bank transmitted the concept of EPZs to Bangladesh. Since then the concept of the EPZ with its export policy Bangladesh garment sector were started. This liberal industrial policy of the government along with an investment friendly legal and an institutional framework such as Foreign Private Investment named Promotion and Protection Act' 1980 have made significant progress. (Khanbaba 2010)

The pioneer EPZ of the country is Chittagong EPZ. In the year 1983 Chittagong EPZ begin its activities in the Port city of Chittagong. In 1991 after the great achievement the government planned to establish a second one in Dhaka. Currently there are eight active EPZ in Bangladesh and two proposed EPZs in different locations of the country. These EPZs are contributing to the overall economic development process of Bangladesh.

The industrial development of Bangladesh has been directed by several industrial policies such as the Industrial Policy of 1973, The New Industrial Policy 1992, The Revised Industrial Policy of 1986, and the Industrial Policy of 1999. These policies were quite friendly for foreign direct investment, as there were some facilities and incentives applied for foreign direct investment, such as 10-year tax holiday for the industries to be established before 1st January, 2012

Tax exemption period	Rate of tax exemption
First 2 years (1 st and 2 nd Year)	100%
Next 2 years (3 rd and 4 th Year)	50%
From 5 th year to 10 th Year	25%

1. Tax less import of machineries, office equipment & spare parts etc
2. Exemption from dividend tax
3. Tax less import of construction materials
4. Tax less import and export of raw materials and finished goods
5. Accelerated depreciation on machinery or plant allowed
6. Relief from double taxation
7. GSP facility available
8. Duty & quota free access to the EU, Canada, Norway, Australia etc.
9. Remittance of royalty, technical and consultancy fees allowed

There was also some non fiscal incentives are offered by the government garment business policy to support the garment manufacturer (see appendix 14)

3.4 Product Type

At present there are more than four thousand RMG firms and more than 95% of them are locally owned with the exception of few owned by foreigners or via a joint venture. These firms are mainly located in Dhaka, the port city of Chittagong and Narayangonj. (Mohammad 2007)

The RMG sectors of Bangladesh are divided into two major categories woven and knit. Products included in woven are shirts, T-shirts and trousers on the other hand under garments, socks, stockings, sweaters, casual and soft garments are the knit products. Compared to knit products woven products are in a still dominant position in the export market of the garment production of Bangladesh. (Mohammad 2007)

Table 5: Value of main apparel items exported from Bangladesh (m US\$).

Year	Shirt	Trouser	Jacket	T-shirt	Sweater
2005	1,056	2,165.25	389.52	1,781.51	1,044.01
2006	943	2,201.32	1,005.06	2,208.90	1,248.09
2007	915	2,512.74	1,181.52	2,765.56	1,474.09
2008	1000	3,007.29	1,299.74	3,065.86	1,858.62
2009	993	3035.35	1350.43	3145.52	1,795.39

Source: BOI 2012.

Table 6 illustrates the value of apparel product exported from Bangladesh from 2005 to 2009. The allotments of knit garment have risen since early 1990s within the export market in Bangladesh. The knit garment product holds 40% of total shares in export earnings. There are various types of products manufactured in the Bangladesh RMG industry, but only some selected products are counted as major export items, such as T-shirt, trousers, jackets and sweaters. (Mohammad 2007)

3.5 Share In The Total Export Of RMG In Bangladesh

Bangladesh earned over \$16 billion of exports in 2009 to 2010 fiscal year. From spinning to weaving, knitwear to leisurewear, high street fashion, textile everything in included in the garment industry export market. The garments of Bangladesh design wear for the world's leading garment companies. This sector of Bangladesh offers a unique competitive edge that supports profitable expansion into new strategic markets. Table 6 illustrates the RMG sectors export and its share. (BOI 2012)

Table 6: Key statistics of the RMG sector export and its total share in Bangladesh

YEAR	EXPORT OF RMG (IN MILLION US\$)	TOTAL EXPORT OF BANGLADESH (IN MILLION US\$)	% OF RMG'S TO TOTAL EXPORT
1984	31.57	811.00	3.89
1990	624.16	1923.70	32.45
1995	2228.35	3472.56	64.17
2001	4859.83	6467.30	75.14
2005	6417.67	8654.52	74.15
2010	12496.72	16204.65	77.12

Source: BOI 2012.

3.6 Major Export Market

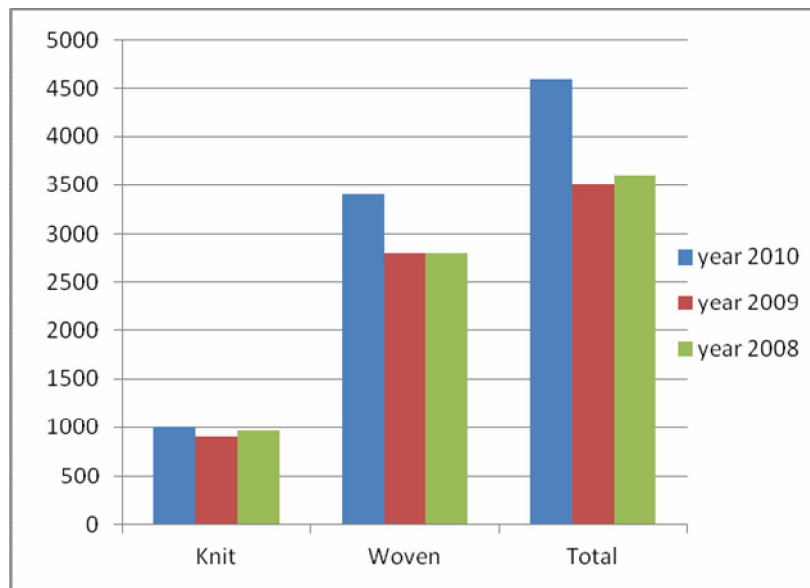
There are two major export markets of the Bangladesh garment industry, the US and EU markets. The important reasons of having a global market are bilateral agreements with 28 countries and generalized system of preference (GSP) of the EU. The cycle of the GSP was executed from 1 January 2009. Today, Bangladesh is a vital supplier of RMG in North America and Europe. (USTR 2014)

Bangladeshi RMG has taken an important position in the US market through competition. It is an important export destination of Bangladeshi RMG since 1990s

followed by EU market. The EU has surpassed the US over time. The majority of Bangladeshi garment product exported to European Union market and the United States market. There are some other buyers of Bangladeshi RMG such as China, the Russian Federation, Japan, Australia and some countries in the Middle East. (Mohammad 2007)

3.6.1 The US Market

The US market of Bangladeshi RMG products has had some product diversification in recent years compared to the year of 1990. However, the country's performance upgrading its product has not been significant in regards to the US market. Although the Bangladeshi RMG exports had been increasing from the 1990s to the US market there was a sharp decline in the years 2002 and 2003. In 2004 the export market in the US had increased again for Bangladeshi RMG. (Mohammad 2007)



(USD Millions)

Figure 9: Garment export to US market from Bangladesh. (Source: Maeen 2013)

Figure 9 illustrates the value of garment products export to the US market. China and India also have a good position in the export market of RMG besides Bangladesh. For example the earnings from the US export market of RMG and textile in the 1990s, \$3.6 billion in China, \$0.8 billion in India and Bangladesh \$0.4 billion. In the

year of 2005 these earnings increased to \$22.4 billion in China, \$4.6 billion in India and \$2.5 billion in Bangladesh respectively. The RMG export improvement of China to US market could be a threat to an exporting market like Bangladesh. (Mohammad 2007)

Table 7: Comparative position of major apparel exporting countries to US (Billion dollars)

Country	2005	2008	2010
China	19.89	27.19	31.87
Vietnam	2.74	5.25	5.87
Indonesia	2.97	4.15	4.55
Bangladesh	2.37	3.44	3.91
Mexico	6.32	4.21	3.75
India	3.15	3.20	3.21
Honduras	2.69	2.67	2.48
Thailand	2.22	2.13	1.85

Source: BD embassy USA 2014.

The table 8 illustrates the top apparel exporting countries in to US market for the year 2005, 2008 and 2010. In 2005 Bangladesh exported to the United States a total of 99 types of products in the textile and garment category, but the contribution of most categories was minimal. The number of textile and garment product categories exported in the same year to the United States was 161 and 167 respectively for India and China. That year a cotton non-knit shirt was the highest contributor to the export earnings of Bangladesh from the United States, amounting to \$332 million. The export earnings of Bangladeshi garment products from the US market crossed the \$100 million dollar, which was exported benchmark in the same year in the country with only the eight categories of product. (Mohammad 2007)

According to the office of the United States Trade Representative U.S. imports products of \$4.9 billion in 2012 from Bangladesh, this amount is 0.8 percent more exported in 2011 of total (\$39 million) 130 percent more export from 2002. Woven

apparel (\$3.3 billion), knit apparel (\$1.0 billion), and miscellaneous textile products (\$178 million) are the five major exported products. (USTR 2014)

3.6.2 EU Market

The EU market is the major exporting area for the Bangladeshi garment product. Bangladesh has experienced ups and down of exporting garment quantity to EU market since 1996 to 2005. The total garments export earnings of Bangladesh from the EU market increased from 1.2 billion euro to 3.7 billion euro from 1996 to 2002. The exporting countries of EU garment products such as China and India saw changes in their shares jump from 34% and 62% in 1996 to 45% to 54% respectively in 2005. This trend shows the garment product diversification in Bangladesh to the EU exporting marketing is lower than that of India and China.

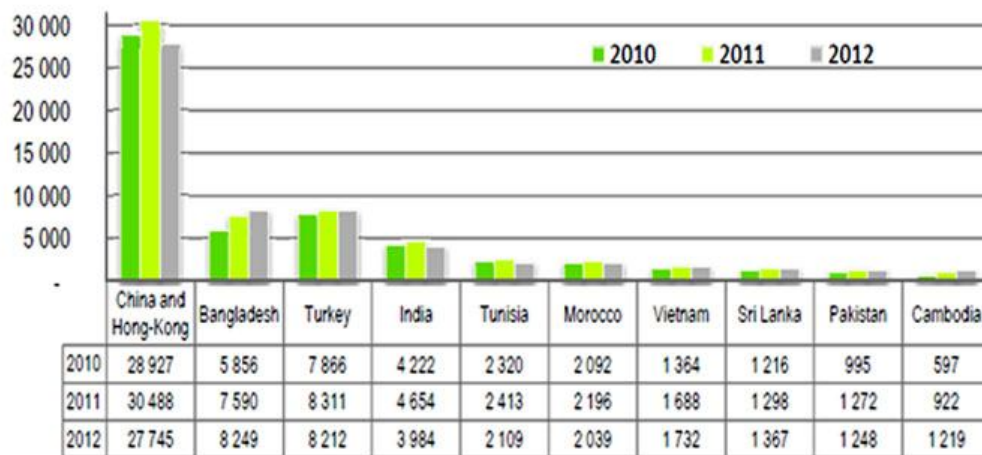


Figure 10: European Union clothing imports (Millions of Euros) (Source: Gildas 2013)

Figure 10 illustrates the top garment export countries to EU from 2010 to 2012. The top 5 product groups of the garment products of Bangladesh contributed 76 percent of the total garment export in EU market in 1996 and it increased to 82 percent share of the total in export in 2005. In 1996 India and China shares were 62 percent and 34 percent, respectively. In 2005 their shares were 54 percent and 45 percent

respectively. This number shows that the product diversification of Bangladesh is lower than that of India and China in exporting garment products to the EU market.

Duty and quota free access of garment products have accelerated the exports of knit garment products from Bangladesh to the European Union. These duties and quota free products are manufactured under a two-stage of local transformation such as yarn to fabrics and fabrics for garment. The knit textile managed to undergo rapid expansion. Benefiting from the European Union Generalized System of Preferences this knit textile subsector is relatively less capital intensive and requires relatively simple technologies whereas the woven part of the category has failed to utilize that facility owing to a lack of sufficient backward linkages. (Mohammad 2007)

In the period of 1996-2005 the variety of garment products exported from Bangladesh to the European Union has changed significantly; for example the share of shirts in the total garment exports from Bangladesh to the EU has decreased whereas the shares for overcoats, jackets, sweaters, suits and some other garment products have increased in those years. These significant changes of export products show that Bangladesh is achieving some level of product diversification in exporting garment products to the EU. Female garment products are considered as upgrading apparel compare to male products and in this case it reflects that Bangladesh has achieved some upgrading of its products recently in terms of exporting garment products to the European Union since they add more value on average. The earnings of Bangladesh from the export of garments for females to the European Union have increased during the period 1996-2005 (Mohammad 2007).

3.6.3 Chinese Market

According to an article (Daily Star 2012), Bangladeshi ready-made garment sector in coming years has possibility to export garment products of one billion dollar in China due to shifting their production from garment to another sector.

Bangladesh is a strong competitor in RMG industry in the world. It has been exporting basic RMG product since 1970 especially in European and American

market. China is also a strong player in the same field and good of Bangladesh. “Since Bangladesh is a strong player in the basic segment of the market, it can grab a share of the 1.3 billion Chinese customers,” said Feng Dehu, vice-president of China National Garment Association 2012.

China is in the leading position of apparel market in the world. Now days they want to shift from their basic RMG manufacturing to another sector for increased wages. As a result shifting garment manufacture China has become an attractive market for Bangladesh. Feng Dehu assumes that it will be easy for Bangladesh to dominate Chinese garments market in next five years. Chinas annual garment output clocks upwards of 300 billion dollars, said vice president of China national garment association. And their garment exports in 2011 stood at 143 billion dollars.

The BGMEA former president Shafiul I 2012, said “Bangladesh exported 102 million dollars worth of garment items to China last fiscal year which was almost zero in fiscal year 2008-09”. He also stated that “In 2010 the Chinese government offered the duty free facility in 4, 721 Bangladeshi products which are mainly garments items and after which exports to China have been on a steady rise”. Not only for exporting RMG items, but also China has become an important as foreign investors. According to the president of BGMEA, a number of Chinese entrepreneurs are coming to Bangladesh to set up garments and textile factories.

Now days a Bangladeshi RMG still concentrated in the US and European market. These two markets are the base of garment industry of Bangladesh. China could be the similar option as US and European market for the Bangladeshi garment industry. (Daily Star 2012)

3.7 Price Competitiveness

The price competitiveness is the major factor for the growing of Bangladesh garment industry. Cost of production is always a prime factor of any company. It is quite essential for the garment importer to save the production cost during outsourcing. The production cost can be the key to maximizing the profit for the importer. In this case Bangladesh is becoming the most popular among the garment importer regardless the geographical location of this country. (Mohammad 2007)

China is the leading exporter of garment, but they have planned to shift from this sector. Labor and other costs related garment production are increasing in China. So it is no more cost efficient for the garment importer to outsource their product in China. Another leading country in garment product is India and they have a quite similar situation regarding production cost. (Daily Star 2012)

So after China and India, Bangladesh has the opportunity to take the US and European garment export market through price competitiveness. Bangladesh garment industry has faced some disaster in recent years, but this country is still the first choice of international buyers only because of lower production cost (low product cost is good for both sides of the business). (Mohammad 2007)

The Bangladesh garment industry also has a bad reputation of cheap labor. It is true that if Bangladesh cannot offer low cost production, they may lose the garment industry market but it's also true that the manufacturer must increase the minimum salary of the worker. Actually the government is working on this matter and its improving every year.

4 BRAND AND QUALITY CONTROL

4.1 Quality Management In The Industry

According to Nurul H 2013, quality control of garment product means examine the existence of required quality level in the product which satisfies the consumer. This meaning of quality management is applicable to all industry sectors. The consumer finds the product which fulfills his requirement. These levels of requirement of consumer product are fixed by the producer during production, which must be checked in all products through quality control. The quality control process of garment is based on written and formal guideline to reduce the mistake of product specification. However, quality control (QC) is usually based on something more formal and written agreed procedures or specifications to reduce the mistake.

List of quality control process

1. Process detail of quality check: product quality check is written instruction or a guideline of production process provided to the producer.
2. Product requirement level: This also formal guideline instruction for customer about the quality of product.
3. Inspection: checking the quality level of raw materials and final product through responsible authority.
4. Obligatory check: There some product which must make an obligatory check provided by law.
5. Operation control: operation control of company management includes it checking the quality level of the operating system ensure that all operations done according the guideline.

There are some garment products which have to be inspected by certain law, such as chemical additives, raw material or coloring materials may be banned to apply in any products offered for sale.

The quality control process mainly follows to improve the product quality which increases the profitability by minimizing customer complaints about quality. Sometimes company may lose the potential buyer of garment product for lowering the quality.

The maintenance of quality level is particularly necessary for those branded and reputed products available in the market. The consumer believes a brand product such as Adidas or Nike has a specific quality level in their entire product. Decreasing of buyers expected quality level product may lose the consumer believes and may cause serious problem for selling of other category of product under the same brand.

The quality control operation of a company depends on the capacity and a variety of its production level. There are some stages garment quality controls which are followed for quality control system by the producer. In the beginning stage buyer can draw the draft of product requirement. Producer themselves can make the draft of product quality requirement in case no specific buyer.

The second stage of the quality control operation includes supervision of raw materials of the product. Raw materials can tested to check its purity if needed.

In stage 3 the expert or any responsible person from the management will supervise the production formula.

Stage 4 involves testing the product quality level provide formal guideline.

A brand is always related to quality. Sometimes because of good quality product some brands become trusted to consume. So a trusted brand has its own responsibility to maintain its goodwill.

4.2 Brand And Quality Control In Garment Business

A product brand image does not establish in one day. It has to be in the market at least some constant years, then a company may create a brand image of the product. Now a days there are many good brands are exist in garment market. Basically, all existing brands are good brands because bad quality brand does not exist for long in the market.



Picture 1: Logos of international apparel brands (Imgarcade 2014)

Picture 1 illustrates the brand logos of different garment company. Every company establish their business to make profit. Especially in apparel market it is very important for the seller to provide the good quality product for consumer because it helps them to continue runs the business in the market. If once they got trust from the consumer then they may sale brand and make a profit for example ARMANI, LACOSTE, TOMMY HILFIGER, Adidas, Reebok, NIKE, etc. These brands logos are becoming their identity. Now they can just put this brand logo into a T-shirt and sell in high price.

But when these companies outsource their products in another country like Bangladesh they have to check the quality and protect their brands. Most of the

popular brands have their market in the USA and Europe, which is a bit expensive, but if these export quality brand product sells in local market of outsourced countries than the company may fail to make profit of such product. Because the American and European consumer spends a bit more for these brands, but if the brands product sale in another country with cheaper price than such company or brand will lose their market.

Garment product manufacturing quality control is very essential for the company. The types of quality control like pre-sales and post sales service, delivery, pricing, etc. are essential for any garment producer and exporter. Specific problems of garment product related to quality should never be overlooked. Price differ the product quality but the consumer wants to have a better one at a reasonable price.

The quality management function is the aspect of the overall management function. This function determines and implements the quality policy of product. Every single function of production has quality label. The responsible person of the company checks these labels of quality of product and records it. The aim of the quality inspection is to compare with the sample or description that given by the importer. If they fail to make similar product orders given by the company than importer can cancel whole shipment of the product. (Nurul 2013)

4.3 Methodology Of Quality Control In Garment Production Process

The actions, reliability, authenticity, observable and perceived quality of the garment is the quality adequacy of garment industry. The expenses on each garment production sometimes express the quality level of the product.

The maintenance of garment production needs to begin from the preliminary stage such as sourcing raw materials to the stage of the final finished garment. The level of fibers, yarns, fabric design, colour fastness, surface designs are supervised clearly to make the garment product. (Mazharul 2012)

The PDCA cycle is followed by garment producer. This cycle is an internal standard for quality control management. The abbreviation of PDCA is plan, do, check, and act.

- Plan: find out the problems in product and analyzing them.
- Do: improving the product quality and test them for the potential results.
- Check: analyzing the test result and further find out how effective was that test if possible more improvement in result.
- Act: finally applies the effective solution into the product to maintain its quality level.

There are some quality management processes which are followed almost all garment factories.

1. Determine the buyer's demand of product quality to supply them it can be done through a sample making.
2. The management meets the production department to let them know the buyers specification and if it's necessary, they make the training period for the production employ.
3. The management of the company makes quality control (QC) department to test the product quality to ensure the buyers specification.
4. The QC department manages quality plans of product, parameters, supervision technique, collecting product sample, save omission, etc. Making quality plans, parameters, inspection systems, frequency, sampling techniques, save omission, etc.
5. Inspection of the product quality measurement from the feedback of buyers if there is some mistake found make plans for further improvement

There are some steps of testing the raw materials for garment product which are followed by QC department of the company. Such types of testing are called pre production quality check. (Mazharul 2012)

Table 8: Inspection of raw material in garment production

Pre production inspection	During production inspection
<ul style="list-style-type: none"> • Shade Matching • Fabric Construction • GSM (grams per square metre) • Whales & courses if required) • Diameter • Dyeing Levelness • Ecological parameters if required • Softness • Shrinkage • Matching of Rib, Collars & Cuffs • Fabric Holes • Vertical & Horizontal Stripes • Knitting defects such as missing loops, sinker lines, etc. • Bowing • Skewing • Yarn defects such as thick & thin places • Dirts & Stains 	<ul style="list-style-type: none"> • Verify cutting patterns • Cut components measurements • Cutting shapes • Fabric defects • Other specific parameters as required by the customers Rib, Collars & Cuffs matching • Stitching defects • Sewing threads matching • Dirts & Stains • Measurements • Labels • Trims & Accessories

Source: Mazharul 2012

Table 9: Final inspection technique of garment product

Packing and assortment	fabric defect	Workmanship defect	General defect	Measurement deviations
Wrong Model	Wrong Shade	Open seam	Shade variation within the	Garment length
Wrong Quantity	Uneven dyeing	Puckering	garment parts	Body width
Missing labels & tags	Holes	Needle holes & marks	Shade variation between the garments	Shoulder length
Wrong Size & Colour assortment	Knitting stripes	Unbalanced sleeve edge	Defective printing	Arm hole
	Thick & Thin places	Unbalanced placket	Defective embroidery	Arm Opening
	Dirt & Stains	Insecure shoulder stitch	Defective buttons	Sleeve length
	Oil stains	Incorrect side shape		Placket length
Wrong Folding	Sinker line	Bottom hem		Placket width
	Poor softness			Neck width
	Higher Shrinkage			Neck opening

	Crease Marks	bowing		Hemming width
		Uneven neck shape		IRib or Collar width
		Cross labels		
		Broken &		
		Missing stitch		
		Insecured buttons		
		Untrimmed threads & fabrics		
		Poor Ironing		
		Double stitch		

Source: Mazharul 2012

Table 8 illustrates inspection steps of raw materials of garment and table 9 illustrates the technique of final inspection of garment. A certain amount of defective may happen to any manufacturing process if the percentage of defects does not exceed a certain limit then it will be economical to allow the defective to go through instead of screening the entire lot. The defect limit is called the "Acceptable Quality Level" (AQL)

Table 10: Ecological parameters

1. pH range
2. Formaldehyde levels
3. Extractable heavy metals
4. Chlorinated phenols (PCP, TeCP)
5. Forbidden Amines of MAK III A1& A2 categories
6. Pesticides
7. Chlorinated Organic carriers
8. Biocide finishes
9. Flame retardant finishes
10. Colour fastness to Water
11. Colour fastness to acid & alkali perspiration
12. Colour fastness to wet & dry rubbing
13. Colour fastness to saliva
14. Emission of volatile chemicals
15. Other specific parameters as required by the customers

Source: Mazharul 2012

The ecological parameters mentioned on the table 10 are required by the buyers. The EU buyers are pressuring such ecological parameters. So are this parameters are tested during quality checking in garment.

5 RESEARCH METHOD

5.1 Research Questions

The topic of the thesis is Brand and quality control of garment products in Bangladesh garment industry. There are many international garment outsource their product in Bangladesh. When these companies outsource their product in Bangladesh they have maintain their brand quality and protect their product because there is a possibility that the garment which are made for export in international may sell in local market of Bangladesh. The manufacturer and the importer have to take some actions to maintain the brand quality and protect from local market, which research part in this thesis.

The main questions of the study are:

1. How do companies maintain the quality of exported garment products in Bangladesh?
2. How do they protect the international brand from local market selling?

These questions were the research part of the thesis. There is few more relevant questions were asked from the manufacturer and the buyer. (See appendix 15)

5.2 Method

There are two types of data used in this study primary and secondary data. Primary data means any information related to the study is collected directly from field, and secondary data is information which already exists. The empirical part of the study is based on primary data. The primary data are collected some garment companies through interviews and emails. A qualitative research method is applied for this thesis. The process of qualitative research usually proceeds from research questions to collecting data and finally forming the outcomes.

There are three garment companies were interview to collect the primary data Premier accessories, Sunman group and Bestseller. Premier accessories and Sunman group are garment manufacture in Bangladesh and Bestseller garment importer in Denmark.

The interview was taken in the office of Sunman group and Premier accessories and the interview from Bestseller was taken via email. Nurul Haider the Production manager in Premier Accessories was interviewed in 13 October 2013 and Nuruddin Rubel the senior production manager of Sunman group was interviewed in 16 October 2013. Louise Aachmann Kirkeby the personal assistant in Bestseller was interviewed in 11 June 2013 via email.

5.3 Case Companies

Sunman Group

Sunman Group is one of the pioneers in the garments business in Bangladesh. It has 25 factories, out of which 1 is located abroad (in Cambodia). Sunman has a total of 151 production lines with capacity of 192,248 dozen per month in different product categories. Sunman annual exports totalled around 89 million taka (\$1 equal 75 taka BD Currency) in 2006. This year it expects to reach 100 million taka. Sunman is working for USA, Canada and European Countries for different product categories.

Table 11: Capacities for different product

SI No	Items	Capacity
1	Woven Jacket /bottoms	19,000 dz
2	Woven Bottoms	58,600 dz
3	Knit Tops/Bottoms	95,000 dz
4	Sweaters	19,648 dz

Source: Nuruddin 2013

Factories are equipped with modern machinery and augmented with the latest attachments. At Sunman the total number of machines in the group is around 8834,

which are increasing with the increase in business volumes. Considering the importance of backward linkage in the garment sector in the near future Sunman has developed its own textile sector as well; here it has the facilities of spinning, weaving, knitting, dyeing, printing & finishing of different types, contents and constructions of good quality fabric. Textiles still developing and Sunman is setting it with modern machinery to compete with global standards.

Sunman Group has got the facilities of producing maximum sewing and packing materials at its own facilities to support sewing and finishing as follows:

1. Woven and Printed labels.
2. Sewing Threads.
3. Polyester Bags / Cartons.
4. Buttons / Drawstrings

Sunman Group is a large group with 45 factories in national and 4 international projects in Garments and non-Garments divisions. More information about Sunman Group is available in Appendices 1 to 3. (Nuruddin 2013)

Premier Accessories Ltd.

The Premier Accessories Company is to deliver the latest and most advanced styles of products to the international market and maximize the export revenues also contributing to the national income through the development of national employment opportunities. By considering this Premier Accessories has adopted different new policies for attaining this mission. The mission of Premier Accessories providing a boost to these companies do the work for better improvement of the Garments Industry of Bangladesh.

Premier Accessories is one of the older companies in the garments sector of Bangladesh. It was established back in 1995. At this moment it has over 200 people working in this company. It has 3 factories in Bangladesh. Premier Accessories has a total of 152 production lines with a capacity of a dozen 50000 per month in different

product categories. Premier accessories annual export was around 120 million in 2011. This year it expects to reach 140 million. Premier accessories have buyers from USA, Canada and European Countries for different product categories. (Nurul 2013)

The capacities for different product are as follows:

SI No Items Capacity

1. Woven Jacket /bottoms 2000 dz
2. Woven Bottoms 1500 dz
3. Knit Tops/Bottoms 1000dz
4. Sweaters 500 dz

Premier accessories factories are equipped with modern machinery and augmented with the latest attachments and it has a total numbers of machines in the company around 1,000, which are increasing on the basis of an increasing market share. Premier Accessories has developed its own textile sector, where it has got facilities of spinning, weaving, knitting, dyeing, printing & finishing of different types, contents and constructions of good quality fabric.

Premier Accessories has worked with many international brands directly and indirectly. Here are the names of brands Premier accessories has worked with: Donna Karan New York (DKNY), Hollister, GAP, Aberrecombi & Fitch, Meron, Tommy Hilfiger, Carter's, Wall Mart, Marks & Spencer, Converse, Cloths Truck, ARIZONA, KOHL'S, Label of graded goods (L.O.G.G), Target, JCPenny. More information about Premier Accessories see Appendix 4. (Nurul 2013)

Bestseller

Bestseller is one of the experienced garments, clothing companies in Europe. This company was founded 1975 in Denmark. Bestseller sells fashionable product with reasonable cost for all kinds of consumer in the market. The products of Bestseller are available in actual stores and also online. Bestseller has many branded chain stores in the EU and in many other the countries in the global market. The company sells its products in multi brand and department stores, but the company does not directly sell to the customer with the company's name.

As of 1 May 2013 Bestseller has more than 15,000 employees all over the world, and 3,300 employees of them only work in Denmark. The turnover was 2.6 billion euro in the same fiscal year, a 6% increased from the previous year. The total equity of Bestseller is 960 million euro. (Bestseller 2014)

Bestseller is 100% owned by the Holch Povlsen family, but the Bestseller Fashion Group in China is an independent company ownership sharing with two people from Denmark. Bestseller Fashion Group China designs its own collections of garment products for more than 6,000 stores in China, which are produced in China as well. (Bestseller 2014)

Bestseller has different brand name for different categories product such as JACK & JONES, JUNAROSE, MAMALICIOUS, NAME IT, OBJECT COLLECTORS ITEM, ONLY, OUTFITTERS NATION, PIECES, SELECTED, VERO MODA and VILA CLOTHES. These brands name has physical shop and online shop.

Mostly Bestsellers products sell in the EU, Canada, and India and via e commerce globally. The company operates above 3,000 store chain stores globally. The products of the company are sold at approx. 12,000 multi-brand and department stores in 53 markets worldwide.

Bestseller has cooperation with many suppliers in different countries, but they want to have their own production facilities or factories. China, Italy, Bangladesh, India and Turkey are major supplier countries of the company. They have cooperation with

more than 300 producers of garment and accessories. Bestseller has their own code of conduct for the supplier to protect brand quality. (Bestseller 2014a)

5.4 The Target Group and People

There are two groups for the Interview

1. Producer or exporter of garment.
2. The importer or buyer of garment.

The respondents of the questionnaire are related to garment production and export import business. There were six respondents of the questionnaire survey. Among the six respondents three persons are employed in the marketing department two were production supervisor in garment producing company in Bangladesh, and one was an employee in an international garment product importer and supplier in the retail market in Europe. All of these people have two to ten years of experience in this sector.

5.5 Reliability and validity

Reliability and validity are the two important characteristics. The questions were asked from the professionals of garment industry. These professionals are responsible person for different department of their company. The requirements for the eligible respondent were that he or she must be an employee of a garment producing, export or import company. They also have to have experience in such a company for at least one year experience.

The questions were designed by the author. There was no third party between the author and respondents. The outcomes from the questions and primary data were collected in written form. There were few more relevant questions was asked from the respondent besides the main questions of the in depth-interview regarding the garment business.

6 RESULTS

Most of the garment companies of Bangladesh directly contact the buyers. Sometimes some small company contacts the third party. So when the garment company contacts buyers they have to sign an agreement for manufacturing their product.

For example Bestseller has their code of conduct for the supplier. When Bestseller place any order of garment manufacturing in Bangladesh or other country they have to sign an agreement. Under the agreement between the parties the manufacturer is liable to protect their brand and maintain the export quality product. If they fail to fulfil of such condition the buyer is entitled to cancel the order and shipment. If the manufacturer does not protect their branded product its manufacturers fault even the importer can take legal action under united nation convention. Manufacturers have to be very serious about the security so that no one can illegally sale the export quality manufactured product in local market. If it's happen then buyers can cancel the shipment immediately which will be a great loss for manufacturer. (Bestseller 2014b)

6.1 Quality Management

The quality management includes the production quality management, environmental quality management and other related quality management.

- How do you control the quality management of product and other related factors?

Product quality management

Almost all of the respondent answers were quite similar from the manufacturer side regarding product production quality. They have some basic production quality control process guide line.

There are three layers of quality personnel for assuring buyer desired quality such as Inline Quality, Table Quality and Buyer Quality from the factory side. The product quality controllers are well known to the buyer specific quality features as well as well trained and skilled. A good number of technicians are worked for assuring the technical support

for achieving buyer standard features. Companies have some stages of production quality control process guideline which are mention in appendix 5 to 13.

Environmental quality management

In recent years Bestsellers work on environmental issues throughout our business has become more focused our expectations for achieving a more sustainable business approach have become higher. Environmental work in garment industry follows the product from ‘the cradle to the grave’. The following information and guidelines however, are aimed at Bestsellers supply chain and the beginning of the life-cycle of our garments in outsourcing countries. (Bestseller 2013b)

- EPM: Bestseller’s Code of Conduct for the manufacturer stipulates that suppliers must follow all national & regional environmental laws. All garment factories must set up and continuously develop an ‘environmental management plan’ (EMP) in order to minimize the effect of our business activities on the environment.
- Chemical restrictions: The Chemical Restrictions describe the limitation and prohibition of substances in products manufactured for Bestseller during outsourcing. The Restrictions have been developed based on a concern for the health of consumer, the working conditions inside the factories producing goods, and for the preservation of the environment of country.
- Pure water and used water treatment: there are a big quantity water are used by textile and garment industry. When textile and garment product are washed and other related activities like dyeing, printing etc then this water used. The producer should concern of wasting a lot of water every year and they must apply some effective measure to reduce this wastage. They can use recycling system for water treatment and should manage dirt water under the law.
- Energy efficiency, air emissions and climate change (ghg emissions): Manufacturer should work to reduce energy consumption and greenhouse gas

footprint during producing of goods in factory. According environmental law all emissions that are produced during production must be monitored and controlled.

- Cleaner production and waste management: Manufacturer shall work to improve resource efficiency for example by implementing cleaner production techniques and reduce waste during production processes. Manufacturer shall implement methods to re-use or recycle waste from the factory.

Factory quality management

Health and safety of worker is a great issue in garment industry of Bangladesh. Healthy and safe work place for garment worker is becoming more important factor in global garment business. There was some major accident happen in garment factory of Bangladesh in recent years. Hundreds of workers were died in this accident which was really shocking for all over the world.

There are thousands of garment factory in Bangladesh and most of them are providing quite healthy and safe work environment. Only some companies do not enough caution measures. These types of factories are getting enlisted and forced them to take enough caution measure. There are two associations BGMEA and BKMEA are working in this matter together with Bangladesh government and international buyer. USA and EU puts positive pressure on Bangladesh government to take care in this type of situation.

Bestseller always tries to develop strong relationships with our suppliers. They wish to favour suppliers in Bangladesh and other country who understand the importance of operating in accordance with the guidelines of our Code of Conduct. Although they admit that at the present time not all of their suppliers are living up to all the demands in our Code of Conduct but they are working with these suppliers through development plans to ensure that the working conditions are improved.

Bestseller's Code of Conduct has given them a detailed insight into the conditions at the factories. Bestseller has experienced a lot of progress at the factories, and vast improvements have been made especially in health and safety.

If Bestseller feels that any supplier is showing absolutely no will to improve the working conditions over time, and development plans are not followed, they will be forced to terminate the cooperation with the supplier involved. But every time they succeed in contributing to improve the conditions at one factory, it benefits hundreds of people. This is exactly what working with Bestseller's Code of Conduct is all about. Bestseller wants to contribute to create the best possible working environment for the people who are involved in making our products around the world every day.

Regarding bestsellers code of conduct there are two relevant questions.

1. How does Bestseller ensure that suppliers follow the Code of Conduct?
2. What does Bestseller do to help the suppliers follow the Code of Conduct?

Bestseller conducts routine audits at their suppliers' factories around the world. At these visits they examine whether the supplier follows Bestseller's Code of Conduct, and from the audit we identify the areas in which supplier needs to improve.

Training programme is included in Bestseller's Code of Conduct activities. Via their Better Suppliers Programme selected suppliers receive training to optimise their productivity, employee satisfaction, the communication between management and employees as well as training of the employees. The training programme can assist the suppliers implement the development plans which have been made on the basis of the audits.

6.2 Brand Protections From Local Market

The other very important question for the thesis was included in questionnaire regarding brand protection.

- What are the steps are taken for not to sale the export quality product in local market?

This question is asked from both of buyer and supplier. The companies security system is always updated according to the latest innovation of the science replied a manufacturer. Beside security personnel some of the companies has 24/7 CC camera operation throughout its premises for ensuring the export quality garments are not sold in the local market. Because if it's sold in local market the buyers may cancel

an order instantly and they may lose such that forever because it's against code of conduct of buyer. The awareness program and strict law are prevailed here to protect the export garments. If any employ or worker in the company does that they are fired and take legal action against them.

Sometimes some company manufactures some extra product from the amount of orders are placed. For example the buyers placed a order for 1000 pieces T-shirt but the manufacture 1050 pieces. The extra amounts of manufacture are made for substitute product. If the company has to supply 1000 pcs and if they made exact amount of products then they may have a big problem if some product has any kinds of defect. So the excess product can be placed in defect products. After the shipment of 1000 pcs of t-shirt they must to destroy the rest of excess product even if those products are in quite good shape.

There were few more relevant questions were asked from the respondent which are given below.

- What kind of product manufactured in this company?

The answer of 100% responded were garment manufacturer of both Men's & Women's knit & woven all types of garments such as Jacket, Pant, Polo Shirt, every kind of Sportswear etc.

- How much product manufactured in a month or year?

In this question answers were varies with each other. It depends on the size of the factory, orders, time required for a single garment i.e. some garment required less time than others if time require is less then production rate will be increased and vice versa. However, standard trouser can be produced 150,000 pcs per month replied a company. Actually this question is asked to get the idea of size of the company.

- How does the company contact with the buyers to get supply order?

Half of the company stated that they have direct contact with the buyers and another 50 % company said that they get the orders through buying house or through any other third party. The company has set of standard and effective marketing. They

participate in the garments oriented various trade-fair & exhibition throughout the world.

- What kinds of conditions are applied from the buyers to control the quality of product?

There are a numbers of conditions are applied concerning quality control for instance, Buyer has inspection team namely Buyer Quality Controller (BQC). Before shipment of export quality product BQC must approve the shipment. BQC personnel's have set of instructions from the buyer side to be checked. The product cannot be shipped out if BQC are not satisfied with the quality of the garments, and thus the shipment/order may be cancelled.

- What if fails to fulfil the condition of buyers and sale the export quality in a local market?

According to the company policy no garment product should be sold out at the local market. The leftover garments should be cut into many pieces and throw away in the fixed places of municipality. The company practice its policy strictly but some company sale the product in local only than if the orders shipment is cancelled. Then these products goes to stock lot and sale it the local market.

7 CONCLUSIONS

There is no doubt that garment is very significant in all over the world. The area of the export market for garment industry is increasing day by day. Bangladesh has good possibility to be in dominant position in the export market area. There are some core reason why Bangladesh has this opportunity for instance, comparatively cheap labour, Geographical situation, Government support. It's also quite attractive for the foreign investor to invest in garment sector of Bangladesh.

The topic of the thesis is brand and quality control of garment products in the Bangladesh garment industry. The garment industry is very important for Bangladesh economic. The garment industry of Bangladesh is based on global export. There are many international garment company outsource their product in Bangladesh.

Quality management and brand protection of garment in an important matter for garment manufacturer and importer. That international garment companies who outsource their garment in Bangladesh or import garment from Bangladesh has to ensure the quality management and brand protection of their garments.

To find out the process of quality management and brand protection in garment industry of Bangladesh a quantitative research has applied in the thesis. There was a questionnaire regarding the quality management and brand protection of garment for the interview from the manufacturer and buyers.

Bangladesh garment industry has some problems regarding workers payment and security but even after that it's growing very well and made a strong position in global market. International garment companies are getting more attracted to Bangladesh garment industry to outsource and import garment products.

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NATIONAL PROJECTS OF SUNMAN GROUP (Nuruddin 2013)

Azim Mannan G. Ltd	Alfa Textile LTD
Delta Fashions Ltd	Dressco Ltd
Eastern Fashion Ind. Ltd	Glory Ind. Ltd
Peninsula Garments Ltd	Pioneer Dresses Ltd.
Quasem Saewhan Co. Ltd	Sunflower Garments Ltd.
Sunman Apparel Ltd.	Sunmark Jeans Ltd.
Golden Horizon Ltd.	Ishaqure Sweater Industries Ltd
Sunglory Apparel Ltd	United Dress Ltd
Sunman knit Fabrics Ltd	Yakub Garments Ltd
Sunman Sweater Ltd	Sunknit Textile Ltd
Golden Height Ltd	Sunman Textiles Ltd
Sunman Spinning Mills Ltd	Sunman Ind. Ltd
Sunball Ind. Ltd	National Beverage Ind. Ltd
Sunman Food Industries Ltd	Sunman Button & Zipper Ind. Co. Ltd
Industrial Chemical & Allied Co. Ltd.	Deepsea Trawling Co. Ltd
Sunpack Polybag	CPIL Pading
Sunpack Label	DFL Embroidery Unit
Sunpack Yarn Dyeing	Sunpack Drawstring2
Sunpack Zipper Ltd	Sunpack Carton

INTERNATIONAL ASSOCIATE COMPANIES WITH SUNMAN GROUP (Nuruddin 2013)

-  Five Continents Credit Ltd (Hong Kong)
-  Tees Mart Inc (New York, USA)
-  Costilne Mode Gmbh (Germany)
-  Ocean Garments co, Ltd (Cambodia)

Finance of Sunman Group

Four year Accounting record of Sunman Group in different item of income statement

(Million)

Item	2004	2005	2006	2007
Sales	43.2	50.8	78.24	81.61
	6	6		
Cost (Direct & Indirect)	41.0	48.3	74.32	77.93
	0	2		
Profit	2.63	2.54	3.93	3.68

Projected financial statement for the year 2008

Item	2008
Sales	162.68
Cost (Direct & Indirect)	154.50
Profit	8.18

PRODUCTION DEPARTMENT OF SUNMAN GROUP (Nurddin 2013)

The production department is responsible for the development of any product, which is more qualified and acceptable to customers.

Sunman Group has following s productions plan which are well equipped with the advance technological adaptations and also have expert cutting and sample room which smooth the sample design and effective marking of Garments production.

Embroidery: Sunman has Five Embroidery Machines. Total heads 84 with a monthly capacity of 41,600 Dzs.

Washing: Sunman has its own Washing plant with 53 Drums and 73 Dryers, including 4 sample drums. Monthly capacity of 19, 55,000 pcs in all types of wash (Garment wash, Bleach wash, Enzyme wash, A3 wash, Stone wash. Power Rinse etc). Still Sunman is adding some machines, which will be, completed 2008.

Sand Blasting: The Sand Blasting facility with a current capacity of 78,000 pcs / Month with 3 machines... Sunman is Adding 2 more machines which will facilitate the production of around 130,000 pcs /month.

Screen Printing: Sunman has one M 8t R Screen Printing Machines with 10 Heads and 6 Color to facilitate the production of 312,000 pcs /month.

Sample Room: Sunman has got the facilities of our independent sample room beside that it has sample-making units in each factories/Zone.

CAD Section; For prompt calculation of consumption of fabric and to get best possible marker layout it has this system in each factory.

MACHINERIES OF PRODUCTION LINE IN PREMIER ACCESSORIES (Nurul 2013)

A premier accessory has got the facilities for producing the maximum of sewing and packing materials of its own facilities to support sewing and finishing are as follows.

1. Woven and Printed labels.
2. Sewing Threads.
3. Poly Bags / Cartons.
4. Buttons / Drawstrings

Embroidery: Premier accessory has 2 embroidery machines with the heads 15 and a monthly capacity of 1000 Dzs.

Washing: A premier accessory has its own small washing plant with 2 Drums and 1 Dryers. Monthly capacity of 6000 pcs in all types of wash (Garment wash, Bleach wash, Enzyme wash, A3 wash, Stone wash. Power Rinse etc). A premier accessory is trying to improve their washing machine facilities.

Sand Blasting: The Sand Blasting facility with a current capacity of 1000 pcs / Month with 1 machine. The company has to add more machines with the increasing production.

Sample Room: Premier accessories has got the facilities of their own independent sample room with all the facilities of making sample of the production.

Besides these facilities premier accessories has to outsource some activities of their product.

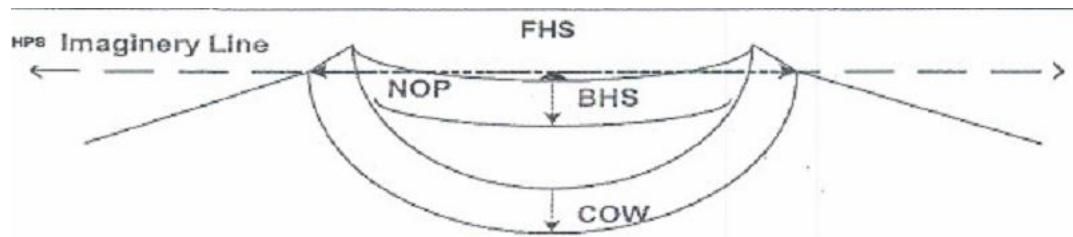
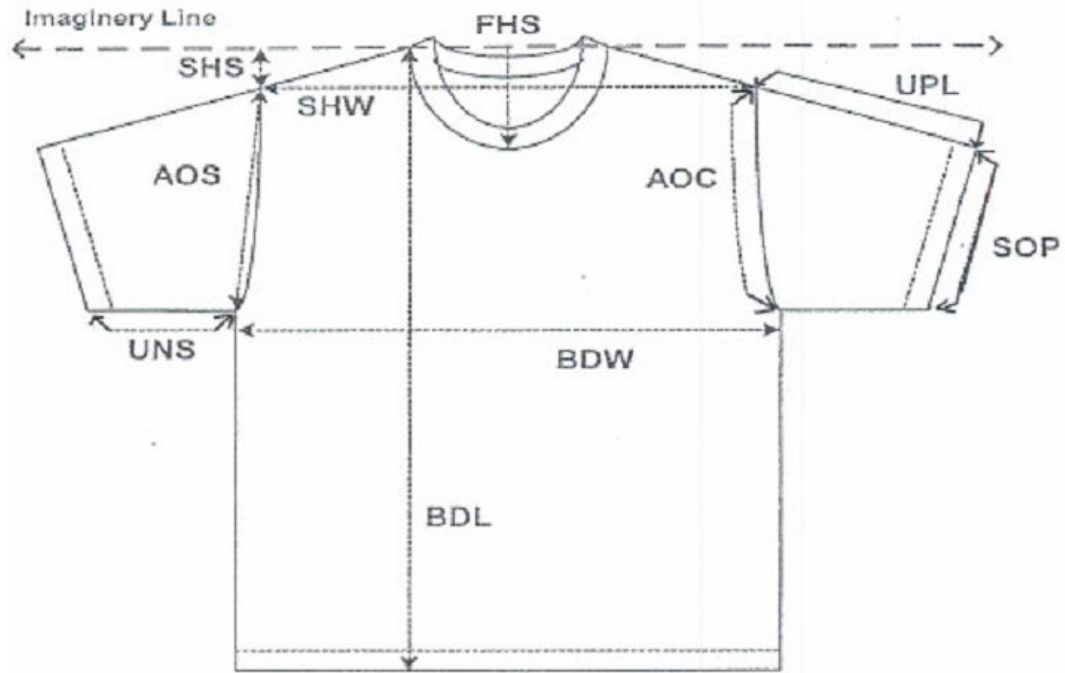
Premier Group at a glance

Premier Group is one of best group in local market with 4 factories in national project. Such as

- Premier Accessories.
- Premier Garments.
- Mohammadia Textile.
- Mohammadia Dyeing.

QUALITY MANAGEMENT IN GARMENT PRODUCTION
METHOD OF MEASUREMENT (Global Sourcing 2007)

Basic t-shirt set in collar double needle hems at sleeves and bottom



QUALITY MANAGEMENT IN GARMENT PRODUCTION

METHOD OF MEASUREMENT (Global Sourcing 2007)

BDW	Body Width 1 " Below Armhole
BDL	Body Length (HPS to edge)
FHS	Front Neck Drop (HPS/Imaginary line of seam)
SHW	Shoulder Width (seam to seam)
SHS	Shoulder Slope (HPS/Imaginary line – seam)
UPL	Upper Sleeve Length (not including cuff)
UNS	Under Sleeve Length (armhole to edge)
SOP	Sleeve Opening
AOC	Armhole (measure on the curve)
AOS	Arm hole (measure in straight line)
NOP	Neck Opening (seam to seam)
BHS	Back Neck Drop (HPS/Imaginary line to seam)
COW	Collar Height (top of trim to seam)

Tolerance for Evaluation of Colors

Lab Dips	(Fabric and Rib) A 4 x 4 swatch must be submitted for approval with Data Color readings.
Shade Bands	(Fabric and Rib) Must be submitted for each P.O. for approval before cutting with Data Color readings.
Lab dip approval	A DE(CMC) value of 0.50 with an l:c ratio of 2:1 will be used as the maximum tolerance compared to the original standards when approving colors - lab dips.
Production color approval	A DE(CMC) value of 1.10 with an l:c ratio of 2:1 will be used as the maximum tolerance compared to the original standards when approving colors – production late
	*Final decisions will always be based on visual evaluation.
Matemerism	All samples need to match the A1style Apparel under the primary light source, Cool White Fluorescent (CWF or F2) and the secondary light source daylight (D65). Samples that illustrate excessive matemerism will be rejected.
Measurement Techniques	The measurement of color samples requires specific guideline to the following methods. These methods encompass majority of the fabrications.
Sample Handling	Samples should be folded twice with four layers. The samples cannot be translucent or sheer. All samples must be thick enough before taking proper

QUALITY MANAGEMENT IN GARMENT PRODUCTION METHOD OF MEASUREMENT (Global Sourcing 2007)

	measurement. Spectrophotometer Settings
	Illuminant: CWF of F2
	Observer: 10 degree
Specular Component:	Included: UV: Excluded on Colors and Included on Whites and Heathers UV: Included on Whites and Heathers
Aperture Size	Datacolor: MAV (20mm) or LAV (30mm)
Conditioning of Samples	Normal laboratory conditions are recommended by ASTM - temperature of 72 Fahrenheit +/- 2 Fahrenheit, and relative humidity 65% +/- 5%, non-condensing. All physical samples are allowed to condition in the lab environment including exposure to ambient lighting, for at least 30 minutes prior to measurement.

FABRIC QUALITY PROCEDURE AND STANDARD (Global sourcing 2007)

REQUIRED PROCEDURE

Color Comparison – utilizing CMC2:1 formula (spectrophotometer)

DEcmc	1.0
DL	0.8
DC	0.7
DH	0.4

Production must be maintained in same quadrant.

- Color comparison of each lot to the given standard.
- Roll to roll shade checking.
- Keep history – run cards (each lot)

Physical inspection

- Fabric width - -0 / +1/2
- Fabric weight - +/- 5% of specified weight.
- Fabric defect – Various defects (cut out when necessary)
- Hand – maintain production as sample provided.
- Rib elasticity – 10% (pull test)

Shrinkage – AATCC – 135- 1994 / AATCC – 61-2A

Jersey	Fleece	Fine Rib	Pique
Length: 5.0	Length: 10.0	Length: 7.0	Length: 8.0
Width: 5.0	Width: 7.0	Width: 7.0	Width: 8.0
Torque: 5	Torque: 7.0	Torque: 7.0	Torque: 8.0
Bowing: 5	Bowing: 7.0	Bowing: 7.0	Bowing: 8.0

Crocking – AATCC-8-1995

Reactive	Direct
Wet: 3	Wet: 2
Dry: 4	Dry: 3

Colorfast to wash

Colorfastness to wash	Colorfastness to perspiration – AATCC-16-1993	Colorfastness to water – AATCC-16-1993
Change: 4.0	Change: 4	Stain: 4
Stain: 3.0	Stains: 3	

Pilling – ASTM 3512-1995

30 minutes 4
On face and back

Bursting – ASTM D3786

70 lbs

**Upon failure of any testing, please consult with us before re-working to discuss possible change of color and other factors involved.*

FABRIC INSPECTION (Global sourcing 2007)

Conditioning of Samples	Normal laboratory conditions are recommended by ASTM - temperature of 72 Fahrenheit +/- 2 Fahrenheit, and relative humidity 65% +/- 5%, non-condensing. All physical samples are allowed to condition in the lab environment including exposure to ambient lighting, for at least 30 minutes prior to measurement.
Required procedure	Sampling Plan – the sampling plan illustrated below offer a guideline for determining the inspection sample size. Although Alstyle recommends a minimum of 10% inspection within each shipment, each factory may inspect more as per their need and resources.

KNIT FABRICS - EXAMPLE	
Yards / Meters Less than 2,000 Yards (1,800 meters)	Percent to Inspect One roll or 10% (Whichever is greater)
2,001 to 5,000 Yards (.801 – 4,600 meters)	10 % inspection

The number of rolls inspected should be rounded off to the next whole roll. Always inspect a complete roll.

Example: If the rolls from one lot total 24 rolls, and each roll averages 100 yards (90 meters) Then total yardage = 2,400 yards (2,160 meters).
If 10% of the rolls are to be inspected, 10% of 24 rolls = 2.4 rolls, round off to 3 rolls.
So inspect about 300 yards (270 meters).

Roll Selection Randomly select the number of rolls needed for inspection by lot.

Color and Aesthetics Cut a head-end sample across the width of the fabric, preferably about 2 yards inside one of the selected rolls. These samples will be used for color and aesthetic verification.

Color

- Color standard. Check the head-end sample in the light box against the fabric reference samples under F02 light source. This should be done once for each color inspected.
- Shading within roll and shading roll to roll. Check for shading at the beginning, in the middle and at the end of each roll inspected and compare to different rolls within the lot, using the head-end sample for comparison.
- Color history card. Maintain samples of rolls inspected from each lot on a continuity card and check against the color standard. Note any significant variation of shade from roll to roll and lot to lot.

Aesthetic Inspect overall hand and appearance against the fabric reference samples for cleanliness, texture, recovery, drape, resilience, wrinkling, etc. If the color and appearance do not match the standard, note the difference and contact Alstyle Apparel for resolution. The factory should continue with the visual inspection for the recording of defects even if the inspection has been rejected for color or appearance. The factory should determine how the shipment could best meet the production needs without causing quality problems in the finished product.

Accept / Reject As stated above, the decision to pass a shipment is at the discretion of the factory. However, the factory should determine how the shipment could meet their production needs and without causing quality problems in the finished product when inspected by Alstyle Apparel – all finished goods must meet the requirements when inspected under an AQL level of 4.0 (MIL STD 105E standard of inspection).

IN-BOUND QC PROCEDURE (Global sourcing 2007)

Import warehouse inspections will consist of following major objectives:

- Sewing and fabric defect assessments
- Color assessments
- Measurement assessments
- Packing error assessments
- Fabric performance assessments

The Sampling Plan for each assessment is as follows:

The table illustrated below will dictate sampling plan for sewing and fabric defect inspections - amount of sampling.

Total amount of pieces to sample – based on the total P.O. amount by colors and sizes in each container, refer to Astyle Sampling column to determine the quantity of sampling.

Total amount of boxes to sample – only three random pieces can be inspected per box.

(Total sampling / three pieces = amount of boxes for sampling)

Military Standard MILSTDE 105E – Table A						
Lot size or quantity being audited	ACCEPTABLE QUALITY LEVELS					
	1.5		2.5		4.0	
	Inspect	Allowable Defects	Inspect	Allowable Defects	Inspect	Allowable Defects
0-151	8	0	5	0	13	1
151-280	8	0	20	1	13	1
281-500	32	1	20	1	20	2
501-1,200	32	1	32	2	32	3
1,201-3,200	50	2	50	3	50	5
3,201-10,000	80	3	80	5	80	7
10,001-35,000	125	5	125	7	125	10
35,001-150,000	200	7	200	10	200	14
150,001-500,000	315	10	315	14	315	21
500,001-& OVER	500	14	500	21	315	21

- Sampling plan for color assessments – in each container received, one box per each color and size will be required
- Sampling plan for measurement assessments – three pieces of each style, color, and size
- Sampling plan for packing error assessments – one box from each size and color
- Sampling plan for fabric performance assessments – one piece from two random sizes of each color and style

Acceptable quality level

Currently for import products – depending on the consistency, type, and magnitude of defects found, overall acceptable quality level will be based on 4.0(AQL) in making decisions.

Standards

1. Sewing and fabric defect assessment – in assessing the acceptable quality level in each inspection, all of the following major defects that are found should be considered for consistencies in the amount, level of visibility, and anything that affects the wear-ability of the garments.

IN-BOUND QC PROCEDURE (Global sourcing 2007)

DYE HOUSE	YARN DEFECTS	SEWING DEFECTS
A) FABRIC HOLES	A1) BARRE	A4) SEWING HOLES
B) DYE STAINS	B1) YARN CONT.	B4) OPEN SEAM
C) OIL STAINS	C1) THICK & THIN	C4) LABEL PROBLEM
D) UNEVEN DYE	D1)	D4) SKIP STITCH
E) DIRTY STAINS	KNITTING DEFECTS	E4) RAW EDGE
G) OVERFEED MARKS	A2) KNITT CONT.	F4) IRREG. SEWING
H) OFF SHADE	B2) DOUBLE YARN	G4) PUCKERING
I) MIGRATION	E2) KNITTING HOLES	H4) NEEDLE HOLES
J) OPEN STITCH	F2) SINKER LINE	I4) BROKEN STITCH
K) WHITE SPOTS		J4) TENSION
L) WHITE LINE	CUTTING DEFECTS	K4) UNEVEN
M) CREASE MARKS	A3) IRREG. CUTTING	O4) GROMMETS
N) SCUFF MARKS	B3) ROLLER MARKS	P4) NEEDLE LINE
		Q4) PLEAT
		R4) ZIPPER

2. Color assessment – three pieces from each box will be subjected to the following factors in assessing colors. (AQL for color – pending spectrophotomer analysis)

	POINTS TO CHECK	METHOD OF ASSESSMENT
1	OFF SHADE FROM STANDARD	Check production against designated color standard - spectrophotometer guideline.
2	DIFFERENT SHADES WITHIN BOX	Visual assessment - spectrophotometer guideline.
3	RIB TO BODY SHADING	Visual assessment - spectrophotometer guideline.
4	SLEEVE TO BODY SHADING	Visual assessment - spectrophotometer guideline.
5	POCKET TO BODY SHADING	Visual assessment - spectrophotometer guideline.
6	HOOD TO BODY SHADING	Visual assessment - spectrophotometer guideline.

IN-BOUND QC PROCEDURE (Global sourcing 2007)

Measurement assessment – In assessing measurements of garments, all of the following factors are to be considered:

The Most Critical Measurement Points

ALL TOPS	ALL BOTTOMS
<ul style="list-style-type: none">✓ Body Width✓ Body Length✓ Sleeve Lengths✓ Sleeve Openings/Cuff Openings✓ Neck Opening	<ul style="list-style-type: none">✓ Length✓ Width (waist /hips)✓ Leg Openings

All of the above critical points are to be assessed with the following criteria:

- Any points that measures over the spec stated tolerance would be considered rejected.
- Any symmetrical parts of garments (i.e. sleeve to sleeve lengths).
 - In Tee Shirts – variance of +/- "1/2" would be considered rejected.
 - Fleece / Bottoms – variance of +/- "3/4" would be considered rejected.

(AQL for measurements – depending on the amount of pieces found with above guidelines and criteria, 4.0 rates will apply for decision-making)

KNITTING DEFECTS (Global sourcing 2007)

DEFECT	DESCRIPTION	MINOR	MAJOR
Barre	Caused by mixed yarn Fabric will appear to have horizontal streaks.		x
Birdseye	Caused by unintentional tucking from malfunctioning needle. Usually two small distorted stitches, side by side.	x	x
Broken color pattern	Usually caused by colored yarn out of place on frame.		x
Drop stitches	Results from malfunctioning needle or jack. Will appear as holes or missing stitches.		x
End out	Occurs in Warp knit. Results from knitting machine continuing to run with missing end.	Usually Major	
Hole	Caused by broken needle.		x
Missing Yarn	Occurs in Warp knit. Result from wrong fiber yarn (or wrong size yarn) placed on warp. Fabric could appear as thick end or different color if fibers have different affinity for dye.		x
Press-off	Results when all or some of the needles on tubular knitting fail to function and fabric either falls off the machine or design is completely disrupted or destroyed.		x
Runner	Caused by broken needle. Will appear as vertical line. (Most machines have a stopping device to stop machine when a needle breaks).		x
Slub	Getting into yarn feeds.		x
Straying End	Warp knit. Caused when an end of yarn breaks and the loose end strays and is knit irregularly into another area.	x	x
Askewed or Bias	Condition where courses are not square with wale lines on knits.	x	x
Bowing	Usually caused by finishing. In knits course lie in an arch across width of goods.	x	x

KNITTING DEFECTS (Global sourcing 2007)

DEFECT	DESCRIPTION	MINOR	MAJOR
Crease Marks	It appears where creases are caused by fabric folds in the finishing process. Often discoloration is a problem.		x
Fabric holes	Actually could result from mechanical or chemical reactions.	x	x
Softener spots	Concentrated residue of softener that did not wash out and dried.	x	x
Edge line	The area of original fold line from the greige goods, which did not absorb the dye evenly. Fabric will appear with white line.	x	x
Over Feed Marks	The fabric will appear with wrinkles. Usually a result of over feeding of the fabric into the compacting machine.	x	x
Uneven dye	Will appear spotty or will show shading roll-to-roll.	x	x
Dye flecks	Dye stains that appear splashed onto the fabric.	x	x
Migration	Results from wet fabric, which in folded areas gathers deposits of dyestuff. Will appear with streaks of dark lines.	x	x
Dry fabric	Insufficient application of softener. Will result in fusing of the fabric when cutting and sewing holes when sewing.	x	x
Pilling	Excessive lint	x	x

SOME NON-FISCAL INCENTIVES AND FACILITIES (Khanbaba

2010)

1	100% permission for alien ownership
2	Enjoy MFN (most favored nation) status
3	No ceiling on foreign and local investments
4	Full repatriation of capital & dividend
5	Foreign currency loans from abroad under a direct automatic route
6	A non-resident foreign currency deposit (NFCD) account permitted
7	The operation of an FC account by 'B' and 'C' type industries allowed
8	Work permits issued by Bangladesh export processing zone) BEPZA
9	Renewal of ERC, Bond, UD, IRC and license
10	Secured and protected bonded area
11	Off-Shore banking available
12	Import on Documentary Acceptance (DA) basic allowed
13	Back to Back L/C allowed for Import and Export
14	Accords Residence and Citizenship
15	Relocation of foreign industries allowed
16	10 percent Import from DTA (Domestic Tariff Area)
17	Customs clearance at factory site
18	Simplified sanction procedure
19	Sub-contracting with export oriented Industries inside and outside EPZ allowed

Questions

- How do you control the quality management of product and other related factors?
- What are the steps are taken for not to sale the export quality product in local market?
- What kind of product manufactured in this company?
- How much product manufactured in a month or year?
- How does the company contact with the buyers to get supply order?
- What kinds of conditions are applied from the buyers to control the quality of product?
- What if fails to fulfil the condition of buyers and sale the export quality in a local market?

For Bestseller (extra)

- How does Bestseller ensure that suppliers follow the Code of Conduct?
- What does Bestseller do to help the suppliers follow the Code of Conduct?