



Bangladesh Technical Education Board

Agargaon, Dhaka

Industrial Attachment Guideline for Merchandising & Marketing

Objectives of Industrial attachment

- 1. Practical Exposure:**
 - To provide students with hands-on experience in real industrial environments.
 - To help them apply classroom knowledge (theory) into practice.
- 2. Skill Development:**
 - To develop technical, managerial, and communication skills.
 - To improve problem-solving and decision-making ability in real workplace situations.
- 3. Understanding Industrial Operations:**
 - To familiarize students with industrial processes, machinery, tools, and production systems.
 - To understand workflow, safety standards, and organizational structure.
- 4. Professionalism & Work Ethics:**
 - To instill discipline, teamwork, responsibility, and time management.
 - To expose students to workplace culture, ethics, and professional behavior.
- 5. Bridging Academia and Industry:**
 - To identify gaps between academic curriculum and industry requirements.
 - To update knowledge about current technologies and practices used in industry.
- 6. Career Preparation:**
 - To help students gain confidence and practical competence before entering the job market.
 - To build industry contacts that may lead to employment opportunities.
- 7. Research & Innovation:**
 - To encourage students to identify industrial problems and think of innovative solutions.
 - To inspire final-year projects or research work based on real-world challenges.

Outcomes of Industrial Attachment:

1. **Practical Competence:**
 - Students become capable of operating machines, tools, and systems used in the industry.
 - They can apply classroom theories in real-life situations.
2. **Enhanced Technical Knowledge:**
 - Updated understanding of industry standards, processes, and technologies.
 - Ability to identify and solve technical problems in a practical environment.
3. **Professional Skills:**
 - Improved communication, teamwork, and leadership abilities.
 - Development of discipline, responsibility, and work ethics.
4. **Adaptability & Problem-Solving:**
 - Experience in handling real-time challenges and unexpected issues.
 - Ability to adapt to industrial rules, culture, and pressure.
5. **Industry-Academia Linkage:**
 - Students gain insight into the current industry demands, which helps in bridging the gap between theory and practice.
 - Opportunity to use industrial problems as case studies for research or projects.
6. **Career Readiness:**
 - Increased confidence to enter the job market.
 - Work experience that strengthens CV/resume.
 - Networking opportunities with industry professionals, often leading to employment offers.
7. **Innovation & Creativity:**
 - Exposure to industrial problems inspires students to think creatively.
 - Encourages innovative solutions and research-based ideas.

Industrial Attachment Guideline for Merchandising

Apparel Production Factory Visit Checklist

Sl. No.	Section	What to Check	Remarks
1	Fabric Inventory & Store	- Fabric receiving - Fabric inspection (4-point system) - Storage area - handling - Shrinkage/Wash test	
2	Pattern Section	- Grain Line - Size grading - Block pattern - Production pattern - CAD & CAM software review	
3	Cutting Department	- Marker making & efficiency - Spreading - Fabric relaxation - Cutting machines (Straight knife, Band Knife & Round Knife) - Bundle management	
4	Printing & Embroidery	- Screen/Digital printing process - Embroidery machines - Quality check	
5	Sewing Department	- Line layout - SMV - Operator's WIP flow - Different sewing machines (Lockstitch machine, Chain stitch machine, Overlock machine, Flatlock machine, Safety stitch machine, Cover-stitch machine, Blind stitch machine, Buttonhole machine, Button stitch machine, Bar tack machine, Feed-off-the-arm machine, etc. - In-line inspection - Production target vs output	
6	Finishing Department	- Different types of Trimming - Pressing Machines and uses. - Measurement check - Metal detection - Final folding & packing	
7	Packaging & Shipment	- Carton quality control - Packing list - Carton sealing - Sticker/Barcode - Final audit	
8	Compliance & Worker Welfare	- Fire safety - First aid	

		• Worker welfare facilities • Child labor prevention • Eco-friendly activities	
9	Overall Management	• Production plan vs actual • Line balancing • Time management • Team coordination • Problem-solving techniques	

Merchandising Section Visit Checklist

Sl. No.	Section	What to Check	
1	Buyer Communication & Order	• Company Profile • Introductory Mail • Product Presentation • Tech Pack • Specification Sheet • Artwork • Price Quotation • Negotiation • Order Confirmation	
2	Submission	• Lab Dip • Knit Down • Placement Print Strike-off • AOP (All Over Print) Strike-off • Embroidery Strike-off • Wash Panel • Trims & Accessories Trim Card	
3	Sample Management	• Development Sample • Fit Sample • PP Sample • Size Set Sample • Shipment Sample • Marketing Sample (Mock Shop, Photoshoot, range review etc)	
4	Procurement	• Fabric Consumption & Booking • Trims and Accessories Consumption & Booking	
5	Production Follow-up	• Time & Action Plan • Fabric Progress Report • Trims & Accessories Inventory report • Cutting/Sewing/Finishing Progress Report	
6	Quality Control	• In-line Inspection Report • Final Inspection Report • Test Reports (Fabric, Garments)	
7	Commercial	• Master LC review • Shipping Booking	

		• Commercial Invoice • Packing List • Bill of Lading • Certificate of Origin (UD) • Inspection Certificate • Alternative Payment (TT/Open Account)	
8	Logistics	• Shipment Arrange • Incoterm (FOB, CIF, DDP etc.) • Document Handling • Customs Clearance • Delivery to Warehouse	
9	Financial & Costing	• Preliminary Costing Sheet • Budget Costing • PI Submission • BOM Closing	
10	Merchandiser's Responsibilities	• Maintain proactive communication with buyers regarding product specs, timelines, and approvals • Coordinate with internal departments: sampling, cutting, sewing, washing, and finishing • Resolve production issues through strategic problem-solving • Track order progress and ensure quality standards are met	
11	Different types of ERP Software review (If Available)	• Prism ERP • Extreme Solutions Garments ERP • FIRST REACT ERP • Zaber & Zubair ERP (custom-built) • TechnoVista ERP	
12	Compliance/Certificates review	- Quality & Management Systems • ISO 9001 • WRAP - Social & Ethical Compliance • SA8000 • BSCI • SEDEX • Accord/Alliance - Environmental & Sustainability Standards • OEKO-TEX • GOTS • OCS • GRS • RCS	