An Analysis of Marketing Barriers to RMG Industry in Bangladesh

Executive Summary

The report attempted to highlight the present situation of RMG marketing in Bangladesh, determine the RMG marketing barriers and measure to overcome these barriers. The garment industry is a major sector, which contributes to the national economy higher than other economic sectors in Bangladesh. The report tried to determine the RMG marketing barriers regarding the marketing mix. Identify the key global competitors of RMG marketing of Bangladesh. Also, identify the competitor’s key strength. The report presents the marketing barriers from four points of view in the field of global RMG marketing. RMG marketers have expressed the marketing barriers regarding product, price, promotion, and place (distribution). In addition, marketers also described the general marketing barriers in global RMG marketing.

This report also presents the removing process of RMG marketing barriers. The report measured the barriers to overcome the marketing obstacle. A set of recommendation is available in this report.

Keywords: RMG industry; RMG Marketing; Competitors; Marketing Barriers; Recommendation

Introduction

The garment industry of Bangladesh inaugurated its journey in the 1980s and has come to the present position. In Bangladesh, Mr. Nurul Quader Khan was the promoter of the garment industry. He sent hundred thirty trainees to South Korea in 1978. From the training, the trainees learned how to produce RMG for export [1].

Desh garment is the first garment factory setup by him to produce export quality garments. That time also set up Bond Garments, Reaz Garments, Paris Garments, Azim Group, Sunman Group, and Style craft Limited. The first President of BGMEA, AM Subid Ali of Aristocrat Limited also came forward [2]. Since the Bangladeshi RMG industry did not need to look back. Having many difficulties in the garment industry, a niche world market has engraved by the RMG industry of Bangladesh. It kept continuing to show robust achievement [3].

The MFA quota was a blessing to the RMG industry to take root. Gradually develop and mature the RMG industry in Bangladesh. The child labor concept learned RMG industry owners in 1994 and successfully made the industry free from child labor in 1995 [4]. First time in the history of the worldwide garment industry, all stakeholders have realized that ensuring safety workers is a shared responsibility.

The governments, manufacturers, buyers, and workers got inspiration from this feeling. They work hand in hand to ensure a safe and sustainable RMG industry in Bangladesh. The RMG customers compete with each other come together to make an RMG industry safe and sustainable [5]. The RMG industry has changed lives of millions of people. This change has undergone an important transformation in terms of workers’ rights. Accord and Alliance have made visible progress to ensure workplace safety. Accord and Alliance have completed inspection in 100% factories. In addition, to make RMG industry progress more diaphanous and porbable. The inspection reports of the factories are made accessible on the FFC database. Also the websites of the relevant government department, Accord, and Alliance.

Whenever all RMG factories in Bangladesh complete their CAPs, worldwide these industries can be regarded as the safest industry [4]. ILO and ITC are implementing training programs on worker-management relations, OSH, and labor laws for both management and workers.

Many RMG factories in Bangladesh are adopting environment-friendly technologies and practices. By using cleaner technologies RMG industries are producing garments in a caring and responsible manner. That could fulfill the good environment for future generations. Recently, a number of RMG factories in the Bangladesh achieved LEED certification. The certificate has received from the US Green Building Council for their green practices [2, 6].

Bangladesh’s export industry alone comprised USD 34.8 billion in FY 2016-17. About 81.69% of which were made up of ready-made garments. (BEPB, 2017) The RMG sector has experienced an exponential growth since the 1980s. The RMG sector contributes significantly to the GDP in Bangladesh. It also provides employment to around 4.2 million Bangladeshis, mainly women from low-income families [7].

RMG marketing is the crucial work to hold continuous improvement of RMG export of Bangladesh. RMG marketing is done by marketing and merchandising department of the garment industry. Bangladesh could secure 20% growth some incidents could be altered. However, the sector expressed satisfaction over export performance and expected that this trend will help RMG to reach USD 50 billion by 2021 [8-10].
Rationale of the study

RMG manufacturer manufactures finished cloth. Basically, a cloth is the fundamental need of human being. Worldwide the manufacturers are not equally distributed. Fewer numbers of the producer in the world and they serve the global market requirements. Gradually increase global market demand and also manufacturers are looking new market to catch higher profit margin. The reality is that marketers are going through several marketing obstacles such as; manufactured product does not meet buyer required quality and labor cost growing up globally. Backward linkage facilities are not available for all manufacturers.

Good marketers try to overcome these problems and at the same time, they are developing a new marketing strategy. China is finding it challenging to make textile items at the cheap price, due to rising labor costs, many foreign investors, are coming to Bangladesh to take advantage of the low labor cost. Local accessories are being made, including zippers, buttons, labels, hooks, hangers, elastic bands, thread, backboards, butterfly pins, clips, collar stay, collar band, and cartons. This study is significantly important because it will be fruitful to the RMG industry in Bangladesh others related manufacturers and future researcher.

a. The RMG industry can understand the factors of RMG marketing in Bangladesh.
b. From this research, possible to find out core marketing barriers to RMG industry in Bangladesh.
c. This research helps to the government of Bangladesh and the owners of RMG industry to get real marketing barriers.
d. The regulatory authorities of Bangladesh can take decision for the further work plan.
e. Marketers in RMG industry will be able to remove market barriers from the research.
f. RMG industry owners could be able to measure the solution of marketing barriers.
g. The outcome of this study can be utilized to explore the knowledge for those who are facing RMG marketing barriers in the global market.

Scope of the study

It was a great scope to study marketing barriers to RMG industry in Bangladesh. Marketing and merchandising department of garment industry are doing the marketing activity in Bangladesh. Currently, 4482 garments industry is listed members of BGMEA [2]. All garment industries have a marketing department. They are doing marketing through their department. It’s transparent that they are facing marketing problem to hold capacity production. During the study, it was observed the past and present situation of RMG industry in Bangladesh. There was a better scope to study and collect most of the primary data relating to the marketing of finished cloth with having the chance to see the marketing procedure of clothing.

Besides, there was a greater scope to analysis the solution of marketing barriers from different angles like marketers, owners, and government of Bangladesh. This solution will make a great opportunity for RMG industry to do their business globally. By applying the solution of marketing barriers, the government can enlarge facility of RMG industry.

Objectives of the study

Broad objective: The broad objective of the study is to make depth analyses of RMG marketing barriers in Bangladesh.

Specific objective: The specific objectives of the study are given below:

i. To describe the scenario of RMG industry in Bangladesh.
ii. To identify specific marketing barriers in the different area of RMG industry in Bangladesh.
iii. To prescribe some recommendations to overcome these barriers.

Research Methodology

Type of the research

This research is exploratory type research. Because only a few numbers of research studies have been carried out on this topic. That is the reason for using raw data in this research. It can be termed as exploratory research with having some characteristics of descriptive type research.

Source of data

Most of the data used in this paper are primary data for the simplicity of analyses; some secondary data are also used to complete the research project. The primary data have been collected from different garment industry around the capital city Dhaka and industrial city of Narayanganj. There each and every garment industry has marketing and merchandising department. This department is the primary and only one source of raw data to determine the RMG marketing barriers and measure to overcome.

Target population and sample size

BGMEA started with only 12 members in early 1980’s and presently has around 4363 members factories. (BGMEA, 15 November 2017) The category of RMG industry in Bangladesh is given below (Table 1).

Table 1: Percentage of garment factories category in Bangladesh.

<table>
<thead>
<tr>
<th>Factory Category</th>
<th>% of Factory</th>
</tr>
</thead>
<tbody>
<tr>
<td>knitwear and sweater manufacture</td>
<td>40%</td>
</tr>
<tr>
<td>Woven garment manufacture</td>
<td>60%</td>
</tr>
</tbody>
</table>

Data Source from BGMEA website

The total number of RMG industry is the target population for the research work. The RMG firms are located mainly in the three main cities; the capital cities Dhaka, the port cities Chittagong, and the industrial cities Narayanganj.
Here, considered the population among factories which located in Dhaka and Narayanganj cities. From the population, the sample size has been determined by convenience sampling technique. Most of the RMG industries in Bangladesh are doing their business with fewer numbers of customers. The marketing barriers of these factories are near about the same. Also, access to RMG industry was too difficult. Hence, sample size determined 25 garments factory from Dhaka, Gazipur, Mymensing, Narsingdi, and Narayanganj (Appendix A).

From the above sample RMG industry of Bangladesh, the respondent has been selected from the position of merchandiser up to senior manager in marketing and merchandising department.

Data collecting methods

This research is primarily exploratory in nature as no rigorous study has been done before. The primary and secondary data have been taken to do this research. Primary data have collected through the questionnaire method form RMG marketers. Secondary data have collected from the published journal, newspaper, and magazine. Depth interview has taken from the RMG marketer. In depth interview, questionnaire method has used to collect the raw data. The questionnaire prepared an open-ended to find out core marketing barriers and some recommendation to overcome the barriers.

Firstly, determine the sample size through judgmental sampling technique. Then select the respondent from their marketing and merchandising department. Respondent selection is carried out from the merchandiser to the general manager.

Secondly, research questionnaire informed them through direct communication and mail corresponding. Several times verbal communication has needed to inform them question from the questionnaire. Finally, received the respondent answer.

Questionnaire design

Questioner instrument is used to collect the primary data from the respondent. The questionnaire is open-ended. The questionnaire has divided into five segments. According to the marketing mix, the question has arranged on the questionnaire. Lastly, determine the general marketing barriers measure to overcome barriers (Appendix B).

Data analysis method

To analyze the primary data and to get the clear idea about RMG marketing barriers and measure to overcome these barriers, different representation tools are used which are:

A. Excel Sheet
B. Line Chart and
C. Bar Chart

A respondent has given an opinion of their best. The collected raw data are scattered form. It was difficult to summarize within the same platform. Also, it was difficult to measure in the numeric analysis of all answer.

Limitation of the study

a. The time was limited to exploring marketing barriers to RMG industry.
b. Due to lack of experience, the data collection and analysis of the data could not be fulfilled the project.
c. To collect respondent opinion is also critical with the small manpower.
d. Introduce questionnaire to the respondent was difficult.
e. To collect data on RMG marketing barriers and removing process was too difficult because marketer seems it confidential.
f. Because of getting little time to work on this project. It could not be completely fulfilled project with vast information.
g. Also time constraint and access limitation it was not possible to analyze and study all impacts and measure to overcome market barriers to RMG industry.

Discussions, Analyses and Findings

A short sketch of RMG industry in Bangladesh

RMG industry manufactures finished cloth. Finished cloth is the fundamental need of human being. Bangladesh is the second largest global exporter of RMG in the world. The quota system was a great blessing for establishing our garment industry. From the quota, Bangladesh was strongly benefited by using that. As a result RMG market has matured today. But while quota system was approaching an end in 2004, there was so many got upset about the RMG sector of Bangladesh. Though in the latter, it can't be affected here as the experts seemed. Bangladesh conquered the post-quota challenges and made that a successful story.

The industry that has been making a crucial contribution to rebuilding the country and its economy is none other than the RMG industry, which is now the single biggest export earner for Bangladesh. The RMG sector accounts for 80.81% of total export earnings of the country in last fiscal year 2016-17 (BGMEA. 2017) the comparative statement of RMG export and total export of Bangladesh are given below (Figure 1).

![Figure 1: Comparative statement of RMG export and total export of Bangladesh from the fiscal year 2007-08 to 2016-17.](Data source from BEPB)
In the RMG sector of Bangladesh, presently there are 4363 garment factories at the current time; employing more than 40 lacks labor (BGMEA. 2017) the number of garment industry was maximum in the fiscal year 2012-2013. Last one-decade number of garments industry list is given below (Figure 2).

Though, there are various types of garments are manufactured in Bangladesh, but all the RMG is classified into two broad categories, where one is woven product and another one is knitted product. Woven garment still dominates the export earnings of the country. RMG sector of Bangladesh has some key factors which inspired the steady growth of this sector. Though, it’s a matter of great surprise for so many that how an RMG sector of Bangladesh continues to show its robust performance in the world.

Bangladesh reached the highest export earnings from the RMG export in 2016-17 fiscal years, according to EPB. The EPB informed that “2016-17 fiscal year RMG exports reached 281.49.84 million U.S. dollars”. Bangladesh’s RMG export income in the previous 2015-16 fiscal year was registered 280.94.16 million U.S. dollars. The export volume of the last decade is given below (Figure 3).

Marketing barriers of RMG industry in Bangladesh

The core objective of the research is to find out the marketing barriers to RMG industry in Bangladesh. Below the common marketing barriers have found from the RMG marketer (Figure 4).

However, to determine the marketing barriers sequential step has been followed. Marketing barriers have been found in four key categories; product, price, promotion, and place related marketing barriers.

Product related marketing barriers

The Product is the primary tools for marketing. In this research, the garment has considered as a key product of RMG marketing. RMG product related barriers have determined according to respondent response. All marketers have notified one major problem related to the product. The backward linkage problem is the key problem of RMG marketing. The core raw material of RMG is yarn. Yarn produced from fiber, to produced yarn, fiber has to import from the foreign market. Special yarn like SIRO, nepy, injected, snow, and color mélange, etc. are not available in Bangladesh. The fewer number of spinners is manufacturing special yarn, which quantity does not sufficient to meet local demand. So, marketer imports fancy yarn from the foreign market. Import increases the yarn price and delivery lead time.

Fancy fabrics are not available in Bangladesh. Due to technical limitation, Bangladesh is not capable to manufacture fancy yarn. Still special type of accessories like lace, waterproof and fireproof zipper, metal button, decorative motif and the other have to purchase from the foreign markets. Due to dependency on import material affecting major lead-time of export that is a big risk.

RMG business depends on good customer response. Day by day buyer quality parameters are changing. To meet buyer required quality, modern technology machine is required, but not available in Bangladesh. That’s effect the product quality. The fashion trend...
is changing dramatically; qualified fashion designer required, but unfortunately, lack of qualified fashion designer. To ensure customer required quality marketer face problem on production issue. Fashion product reduces productivity if maintains a buyer given product quality. Fashion item takes more time to fit according to buyer quality. In case of packaging, sometimes they find insects in the package. It is considered a critical fault during inspection. If it is found, all packaged goods need to recheck which time consuming process. The poor quality cartoon is damaged during transport from factory to seaport. Whenever, marketer takes new order with product variety and design marketer face problems relating to production, price, quality, and backward linkage. The marketer has given response (Figure 5).

Political and labor unrest damages good image of marketing, but it is happening regularly in Bangladesh. Risk of Political instability threatens sourcing activities. For example; GSP facility for USA Market still under negotiation, terror attack to the buyer like holly artisan also another reason to spoil the good business image, power problem directly hampers the production of clothing, and political unrest situations like hartal, road strike creates transport and production problem. Difficult to take logistic support to bring raw materials from another to the factory and transfer RMG from factory to port. Production people do not arrive at their production destination at the right time. Political unrest situation directly hampers the production and shipment lead time. Power problem affects the regular production. Shortage of gas and electricity are the core problem regarding energy.

Price related marketing barriers

RMG marketer receives a price query from the buyer and takes time to prepare raw materials consumption according to buyer requirements. Fabric consumption is determined by using apparel CAD software or manually. Firstly, Considered all raw materials price, then garment CM. After determining product unit price, it is forwarded to the buyer. Through the negotiation with the buyer, the RMG unit price is fixed.

Then payment procedures are considered. RMG is sold from Bangladesh on credit payment mode. The marketer’s bank receives L/C from buyer bank. After shipping the goods, the exporter receives payment acceptance from the buyer. Sometimes the buyer delay to give payment acceptance to the seller. Buyer takes predetermined time such as 120 days after shipping the goods.

During preparation of garment price, marketer faces raw material price fluctuation. Due to import most of the raw materials from China and India, import increase the shipment lead time. The marketers of Bangladesh seem price of RMG product is competitive in the global market. Here, one question arises, why does Bangladesh RMG industry loss their order. All have given the same response. Though RMG price of Bangladesh is competitive, but lead time is the key point to loss order. RMG market is extremely competitive right now. Market competitors are increasing gradually. RMG export of Bangladesh is growing sequentially. But at the same time, competitors are rising. The Bangladesh RMG sector is facing tough competition from China, India, and Vietnam, etc. Vietnam’s garment companies are strengthening their business in markets, putting more pressure on the Bangladesh garment sector. Now, the number of garment factories in Bangladesh is 4482 and about 2000 in Vietnam, according to the McKinsey report (Figure 6).

China has strong backward linkage with having modern technology. India is a giant supplier of raw material like cotton and finished fabric. Also, India has GSP Facility. The RMG business of Vietnam and Cambodia are rising with technology and Raw materials import facility by using the port. Sri-Lanka has strong facility of technology, machinery, skilled manpower, and GSP. Another growing competitor is Turkey who has strong technology and product development knowledge. Availability of Skilled labor force and technology with backward linkage give the opportunity to be a competitor.

Banning activities are not too complex, but sometimes create a disaster situation to open L/C. The fewest number of cases to open L/C, Bank takes extra time, which hampers the regular marketing activities.

Promotion related marketing barriers

The marketer has to implement different technique to attract RMG customers. Few numbers of promotional activities are taken by the seller in Bangladesh. Respondent has shown their own promotional methods. According to the respondent’s response, the promotional method of RMG marketing is a fashion show, trade show, design studio, and factory outlet, etc. Still, those
promotional activities did not implement most of the RMG factories in Bangladesh. A few numbers of marketer expressed that the poor promotional activities hamper the RMG marketing.

**Place related marketing barriers**

The RMG marketing channel is commonly direct marketing and through the buying house. Marketing channel sometimes hampers the marketing activities such as local agent takes a commission on export price. Buying house commission reduces profit margin and consumes more time to provide decision.

Presently product distribution channel directly creates an obstacle to forward goods to the customer port. Logistic supports are not available to distribute the goods from factory to port. Only one distribution channel is used in Bangladesh to hand over the goods from manufacturer to port. Road is the unique distribution system right now. But it’s not sufficient to transfer RMG. It hampers the delivery lead time also. From factory to port by road network with other transport and utilities still not developed to achieve target time to export. Air and seaport are still not sufficiently supportive.

The present infrastructure of RMG industry creates marketing problem. Building construction and design do not maintain compliance issue. All production departments are not in the same boundary. It is time consuming to transfer semi-finished goods from one manufacturing plant to another plant.

**Others marketing barriers**

Compliance is the key issue of RMG marketing barriers. Different certification like Accord, Alliance, and Aukotex are needed during RMG marketing but still RMG industry did not satisfy buyer requirements. Most of the RMG industry’s compliance requirements are pending or not fulfill as per buyer instruction. The government of Bangladesh has a little number of involvements to create RMG marketing barriers. The causes of barriers are given below:

i. Political unrest is the most important factors in marketing barriers to RMG in Bangladesh. Lack of proper subsidy with considering another country like India.

ii. Limitation in Government rules and regulations to encourage export through BGMEA, BKMEA, and BTMA to control over raw material price and labor market stability.

iii. Power crisis, especially gas supply hampers the RMG marketing and production as well as delivery leads time. Transportation facilities are not available in accordance with exporter’s requirement.

iv. The banking system is not easy to get a loan. Higher taxes have to pay the government of Bangladesh.

v. Lack of surveillance of government to the RMG industry in Bangladesh.

vi. The government policy of business and diplomacy in international affairs is affecting RMG marketing in Bangladesh.

vii. Moreover, internal political situations are creating instability on Labor Market.

Respondents are selling their goods to few common numbers of RMG market in globally. Their common markets are EU market, USA, UK, Australia, Japan, Russia, Turkey, and China, etc. A limited number of markets reduce the opportunity for higher profit. During RMG marketing, culture and language barriers affect the marketing (Figure 7).

Figure 7: Culture and language affect RMG marketing.

Respondent has given an opinion on tariff and quota system. They seem tariff and quota does not create marketing barriers in the global RMG market. But marketers face non-tariff barriers like product testing standard. RMG business depends on good customer response. To get better response the marketer should have technical and negotiation skill. But in Bangladesh’s RMG marketer has poor competency on this factor. Insufficient marketing knowledge, as well as the knowledge regarding the textile technology. Also, marketing peoples are not much experienced in the proper way of marketing.

**Recommendations**

RMG marketer has suggested some direction to overcome these marketing barriers. From this research key recommendation has listed below:

**Product related recommendations**

Most of the raw materials are imported from the foreign market. It is a vital problem of garment industries in Bangladesh. Should enlarge raw material production facility. Arrange new technology to improve product quality. Strong backward linkage reduces the price and delivery lead time also increase the product quality. A long-term strategy needs to be developed in order to secure the required raw materials supply as well.

To become more competitive for fashion product the marketer seems all raw materials try to collect from the local market. Keep more concentration to develop new product and strictly maintain shipment lead time. Quality ensures the customer satisfaction and long-term business relation. Improve product diversity. RMG marketer should do regular research on product design and development. The marketer should promote their products through trade fairs, exhibition, etc. ultimately it shows the strength of the organization. The marketer should have cost reduction strategy. The overall industrial environment must keep well.

Price related recommendations

To do competitive product price, the tax should reduce on imported raw materials. During determination CM cost of RMG, the marketer should concern about the competitors CM cost. CM cost should be standard in the global market. In the case of fashion product, most of the cases raw materials have to purchase from foreign markets. So marketer should take extra care of import price.

Promotion related recommendations

RMG industry of Bangladesh should follow the global fashion trend. Industry should arrange fashion show and trade show to attract the international customer. Every factory can arrange factory outlet and design studio. Most of the respondent has given below suggestion for RMG promotional activities (Figure 8).

Recommendation for garments industry owners

The owners have so many things to be taken to solve the RMG marketing barriers. Ensure the factory compliance that is complied the laws for fire, building, electrical and OSH for the employee. To satisfy the customer on compliance issues, factory owners must implement the ILO instructions for the labor facility. Ensure the audit certification like BSCI, Accord, Aukotex, and Alliance, etc. Obviously, all certificates have to renew time to time.

Increase investments, diligent planning, and proper project management are required. If the infrastructure is provided, additional incentives to decentralize the industry could support its healthy growth. The owner should arrange training facilities for the marketers. More qualified fashion designer and educated people should be appointed in RMG sectors to assist marketer.

The owner should make a better relationship with Buyers. This can make longer business activities. A good relation helps to get support during seasonal effect. Globally, technology is changing gradually so schedule basis, they should arrange worker training to skill workforce with modern perception and technology. Gradually increase Investment to use new technology and machinery. Necessary steps to be taken to generate backward linkage. RMG owners should take initiative to establish composite textile industry. Owners should take extra care on the buyer required quality issue. Regular training and quality employee employment can solve the problem. Reduce shipment lead time. “Right product at the right time” should key slogan of RMG owners. Bangladesh exports RMG to EU, USA, and few Asian countries. But another big market is available in the Middle East, Africa, and Latin America. Owners, try to hold new markets. The core recommendations have to maintain of RMG owners; they have positive attitudes towards trade unions, tendency to earn extra and quick profit has to be reduced, and owners must set a standard wage rate for the workers.

Recommendations to government of BD

The government has a strong involvement in RMG marketing in Bangladesh. Government should take necessary step to lead the RMG industry by enough power, gas, solar energy, capital, machinery along with technology, etc. The energy problem affecting on time delivery, the buyer always concerns before confirming the order during marketing. For smooth production, it should keep in optimum position. An alternative source of renewable energy tries to arrange.

Bangladesh is doing RMG business to fewer numbers of countries in the world, but another side huge market available in Africa and Middle East. Need government continued trade support for Bangladesh’s RMG industry. The bank loan procedure should be smoother which can be made by government easily. Sufficient training which government can arrange to develop the skill of marketer. The government should introduce a new marketing strategy and country export requirements to the RMG marketer. Government can arrange more subsidies and incentives which help to remove RMG marketing barrier.

Proper and unique infrastructure planning should be taken in the factory, which should be spread out by the government. Improve communication system and reduce internal communication barriers like transportation. Also develop alternative ways like rail and water transportation system. Make peaceful political situation also preventive measures to control political unrest and labor unrest. Government can take role to remove any labor unrest or any unexpected situation which is bad for factory. The new ministry, namely “Ministry of Garments” can be opened to solve overall problems. A separate ministry has to be created to design, implement, coordinate and supervise the RMG sector.

Recommendations for RMG marketers

Government can apply policies to grow business in a country and owners can provide the facility, but as a front line of business,
A marketer has to face customer. RMG Marketers should take a few initiatives:

- Take training to enrich knowledge both on marketing and textile technology. Marketers should acquire the technical knowledge to make the buyer convinced. Improve the management skills of top and mid-management by following lean workshop or certification. Incorporate planning system for production planning and continuous productivity monitoring.

- Creating long-term partnership or relationship with the customer to make them understand on factory production capabilities, future capacity forecast, capacity expansion as managing supply chain more strategically. Long-term relation ensures win-win situations. And to keep these situations try to hold minimum order that means balancing minimum order quantity. Ensure compliance, Accord, BSCI such type of audit is the best rating. The marketer should keep this certification in updated condition. The marketers must have psychological strength and language skill to motivate the buyer. Marketer always tries to collect raw materials from the local market. It may reduce lead time. The marketer should source new customer as well as the new RMG market.

### Conclusion

The study results indicate some recommendations for further work. The study is carried out in the field of RMG marketing only and therefore a follow-up study is needed. It would be more illuminating to conduct a longitudinal study to understand the RMG marketing barriers and measure to overcome of marketing in the Bangladesh.

Customer satisfaction is at the center of all marketing functions. And customers cannot be satisfied unless they can be given products with the right quality with the competitive prices at the right time. So, the desire to maximize customer satisfaction led the firms to implement better marketing practices.

The buyers abroad as well as the owners also encouraged the management of the companies to move from traditional production system to more improved system for reducing costs that would eventually reduce prices of products. Management people also are intended to improve the current, traditional system of production in order to be more competitive in the global market.

Based on the practical experiment conducted, it can be seen that marketing activity has to develop to enlarge RMG business and be competitive with global competitors. This study presented in this paper has shown that the major factors of RMG marketing, competitors, barriers to marketing. This study provides such recommendation to overcome the marketing barriers of Bangladesh.

From the analysis of collected data, it appears that RMG industry should take initiative to do global RMG business. The government of Bangladesh, owners of RMG and marketer can gather knowledge easily what are the barriers and how could be solved the barriers.

### Acknowledgement

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### Conflict of Interest

None.

### References

7. The Textile industry in Bangladesh.