

Organization Visit

Course: BUS - 405

Institute of Information & Technology

Organization: Mid Asia Fashions Ltd.

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Organization Overview



Organization Overview

Mid Asia Fashions Ltd. is a **Multinational clothing manufacturer** in the world. The company produces garment products, most of the fashionable denim fabrics. It has been manufacturing for more than two decades since 1994.

Location: 541 Senpara Parbata Ln, Mirpur 10, Dhaka



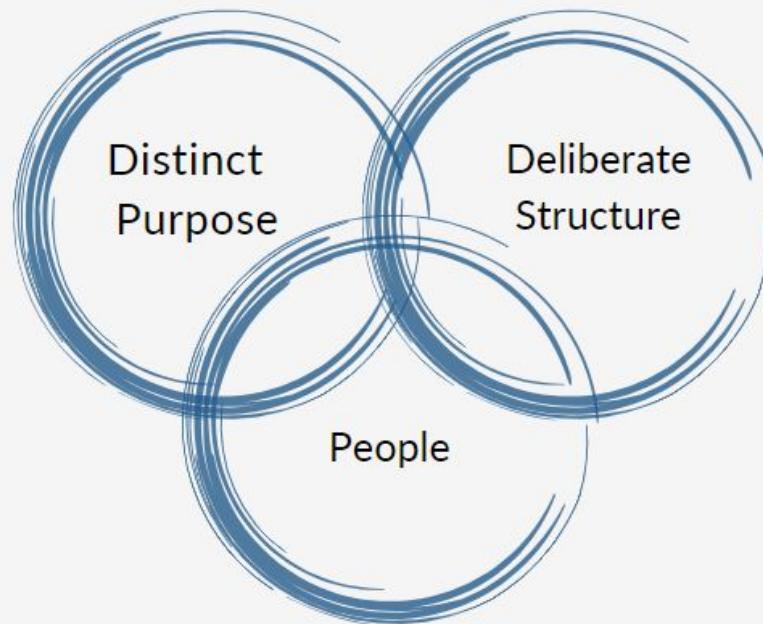
Organization overview

- Total Employee: **4800**
- Officers: **720**
- Workers: **4080**
- Total Machines deployed: **2700**
- Total production Line: **36**
- Total Production capacity per month: **1.4 M**





Mid Asia Fashions Ltd.



People

- **Managing Director:** Md. Syedur Rahman
- **Chairperson:** Sayedur Rahman
- **Executive Assistant:** MD. Mehedi Hasan
- **Merchandiser:** Afsin Chowdhury
- **Quality Incharge:** MD. Habibur Rahman
- **Admin & HR:** Bijoy Das

Distinct Purpose

- Organization's internal profit
- Fulfil the Client's demand



Mid Asia Fashions Ltd View of management

The Manager : Omnipotent or Symbolic?

Managers are responsible for organization's success or failure?	No
Quality of organization is determined with quality of manager?	No
Managers are held accountable for organizational Performance?	No, external factors are considered when evaluating a branch's performance.
Much of an organization's success or failure is due to external factors?	Yes
The ability of managers to affect the outcome is constrained by external factors?	Yes
Manager symbolizes control and influence by their actions	Yes



How the manager's job is changing ?

- Increased emphasis on organizational and managerial ethics
- Increased importance of customers
- Increased competitiveness
- Increased security threats
- Innovation

Functional view -

What manager's at Mid Asia Fashion's do?

Planning:

- ❖ Top-Down Approach
- ❖ Planning division

Directing

- ❖ Authoritative manager follow's a top-down approach

Controlling:

- Task Design
- Budgeting
- Rewarding
- Punishing

Culture analysis of Mid Asia Fashions Ltd

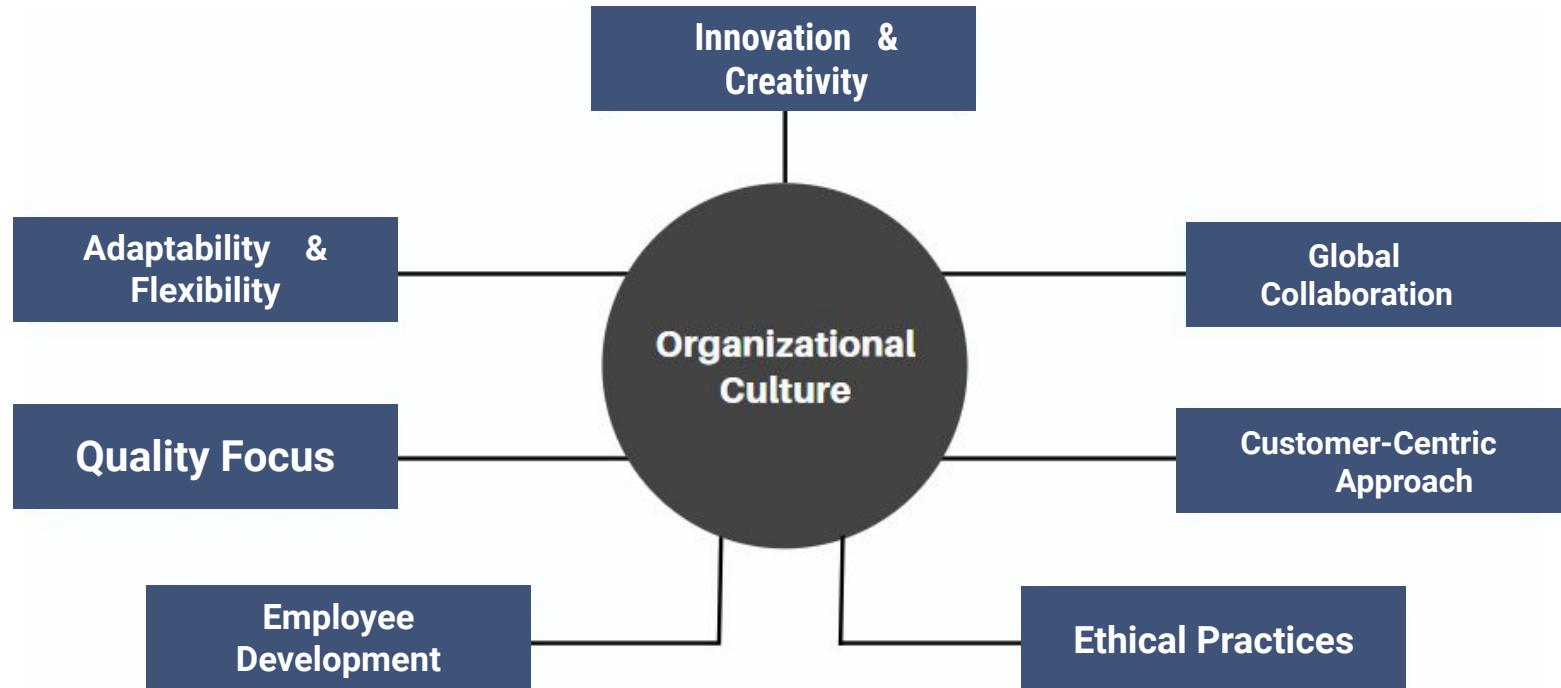


Dimensions of organizational culture :

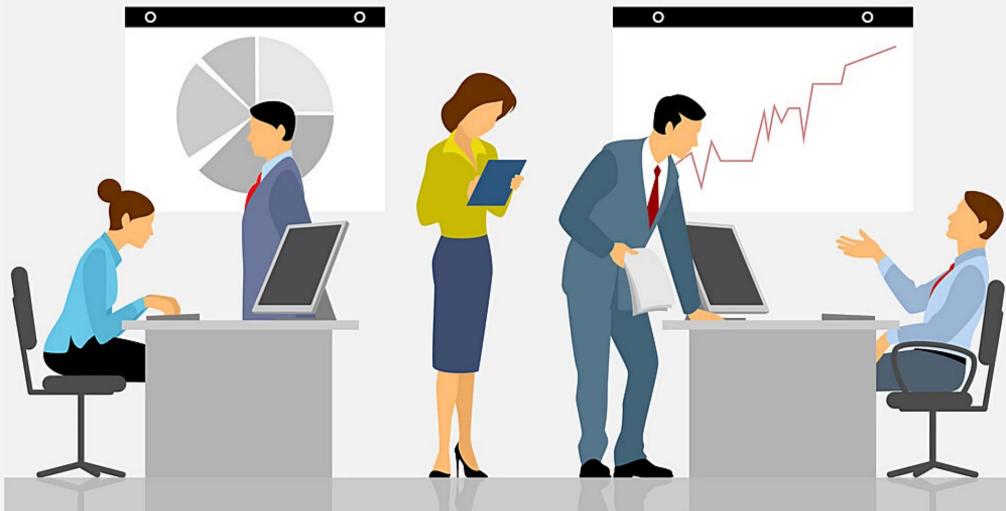
- Employees are well-aware of current goals and act proactively to achieve that
- Regular trainings help practice the appropriate behaviors
- Strong corporate identity
- Branch culture vs Agency system
- Staff understand and respond to culture
- Well-communicated and consistent behavior



Dimensions of Organizational Culture



Strong culture or weak culture ?



In this private organization, a **strong culture** prevails, with key values deeply and widely held, exerting a significant influence on organizational members.

Source of Mid Asia Fashions Ltd's Culture

Mission:

"Strive for excellence through hard work, experience, and determination. Inspire and empower our team, deliver on time, exceed client expectations, maintain superior quality, and adhere to global regulations."

Vision:

"Achieve sustainable growth, becoming the world's most agile and competitive global company."

Social Responsibility



- ❖ SAVE LIVES BY DONATING BLOOD
- ❖ AWARENESS PROGRAMS
- ❖ EDUCATION FOR UNDERPRIVILEGED
- ❖ MEDICAL CAMPAIGN
- ❖ TREE PLANTATION

Managing in Global Environment

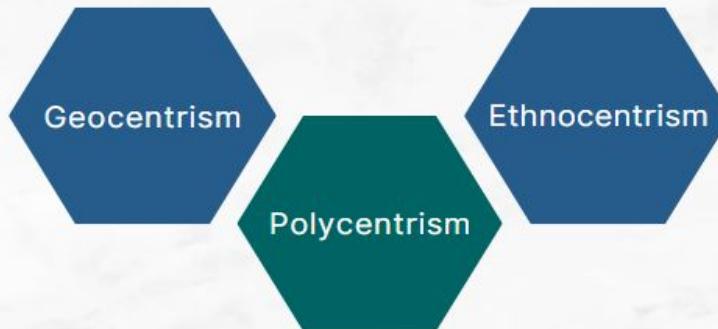
COMBAT CLIMATE CHANGE



ENERGY EFFICIENCY



Adopting a Global Perspective



Polycentric and
somewhat Parochialistic

Multi-Domestic
Company

Hofstede's framework for Assessing Cultures

- Individualism for operational task and collectivism for strategic tasks
- High Power Distance
- Uncertainty Avoidance
- Achievement-oriented and organizational nurturing
- Both long-term and short-term orientation

Organizational Structure & Planning



Organizational Structure

- Degree of Work Specialization(Cutting,Sewing,Dyeing,Washing,Finishing)
- Departmentalization by type(Geographical,functional,product)
- Chain of Command (Higher authority to lower employee)
- Span of control (Staff members reports to each manager)
- Centralized
- Degree of formalization (Provide more predictable product or service)
- Mechanistic organization (Centralized decision making and formal standardized control system)

Organizational Structure

Administrative Department:

- Administrative Manager
- HR Manager
- Training and Development
- Employee Relations Officer

Executive Department:

- Chief Executive Officer (CEO)
- Chief Operating Officer (COO)
- Chief Financial Officer (CFO)
- Chief Marketing Officer (CMO)
- IT Manager
- Compliance Officer
- Legal Counsel
- Finance Manager

Manufacturing Department:

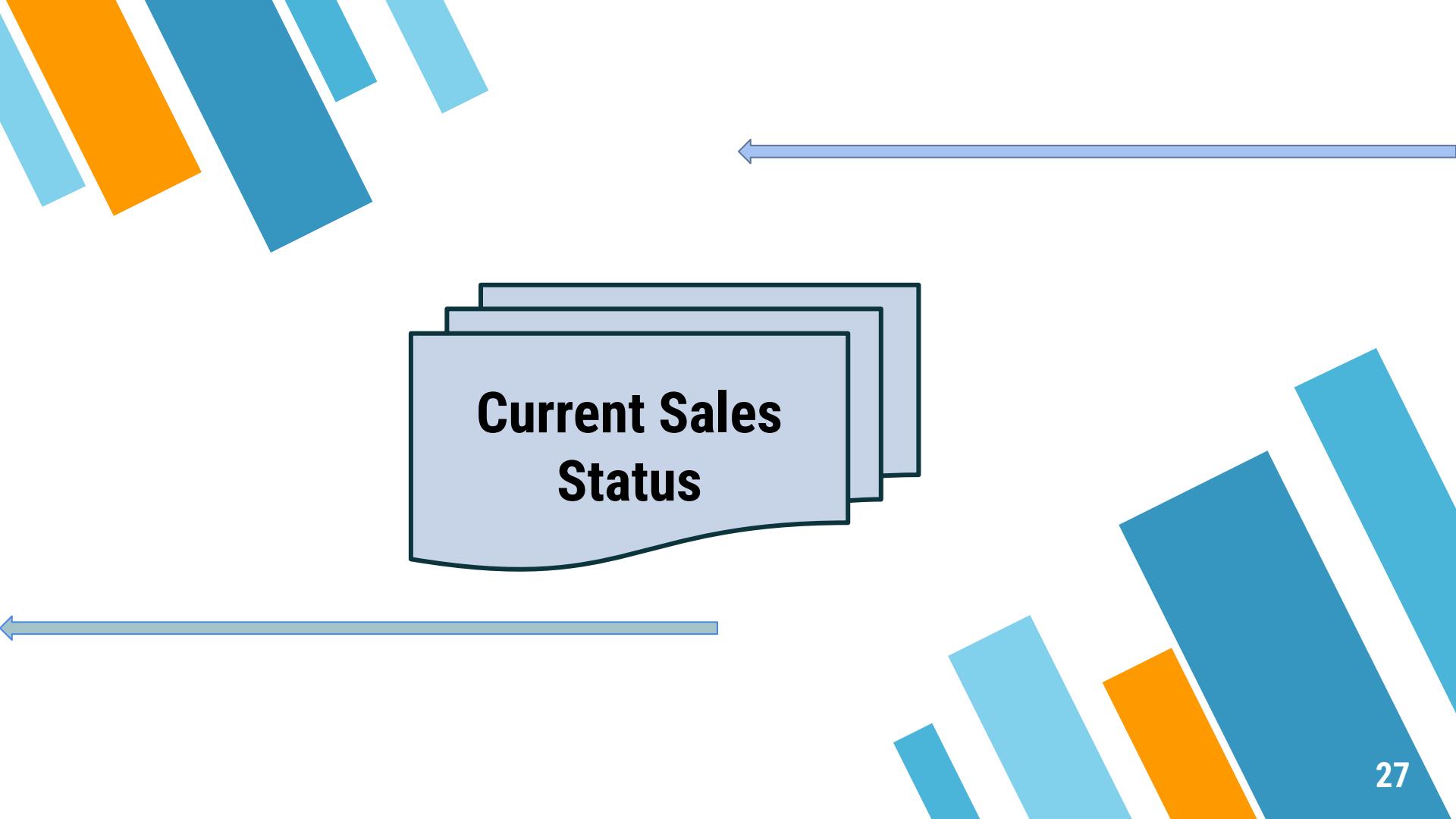
- Cutting
- Sewing
- Dyeing
- Washing
- Finishing



We visited each department and observed that cutting, sewing, dyeing, finishing etc are running in **Parallel**.





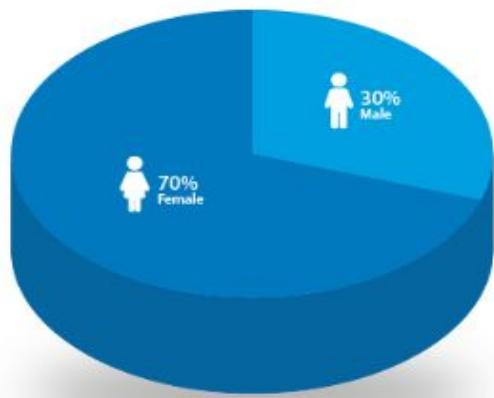


Current Sales Status

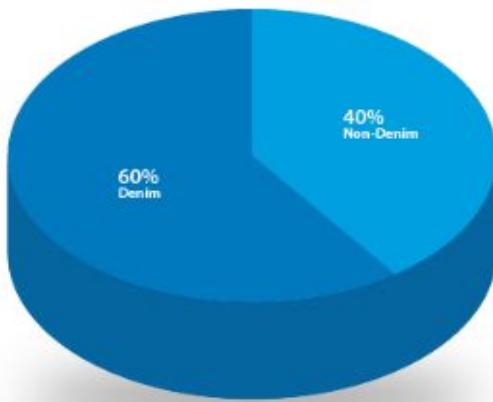
Sales status



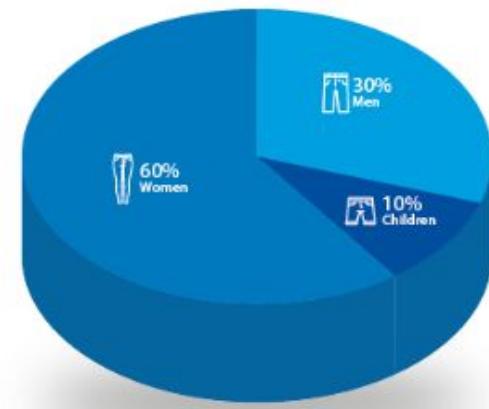
Midasia Family



Quality Focus



Product Focus



70% Female

30% Male

60% Denim

40% Non-Denim

60% Women

30% Men

10% Children



Our Team with HR





THANK YOU