Thank you for sharing that. Since you're doing **China fabric marketing in Bangladesh** but facing challenges, let’s break down the situation and give you some clear, practical advice to help you improve.

**✅ 1. Understand Why It's Not Going Well**

First, ask yourself:

* Are your **prices** competitive compared to local/imported options?
* Do you have **trust issues** with buyers (quality, delivery, payment)?
* Is your **product range** aligned with market demand (fashion trend, season, GSM, colors)?
* Is your **promotion** strong enough? Are you **visible** to your potential buyers?

**✅ 2. Key Tips to Improve China Fabric Marketing in Bangladesh**

**🧶 A. Know Your Target Market Deeply**

* Focus on **garment factories** (woven, knit, lingerie, etc.)
* Understand their **buyer requirements** (e.g., H&M, Zara, Walmart buyers often have specific fabric specs)
* Offer options in **popular blends** (like CVC, PC, TR, Nylon/Spandex, Cotton/Modal)

**📦 B. Offer MOQ Flexibility + Fast Delivery**

* Many Bangladeshi buyers want **low MOQ**, **fast delivery**, and **repeat reliability**
* If you work with China mills who can offer **stock lot fabric** or **fast sampling**, highlight that

**🤝 C. Build Trust with Sampling & QC**

* Provide **free swatches** or **sample meters** to factories
* Highlight **Chinese mill certifications** (like Oeko-Tex, GRS, BCI)
* Offer **QC inspection services** from SGS/Bureau Veritas or your own QC team in China

**💬 D. Local Language & Relationship**

* Talk in **Bengali** during client visits, but keep documents (specs, price lists) professional
* Hire a **technical merchandiser** or **agent** to follow up with buyers regularly

**📱 E. Marketing & Networking**

* Use WhatsApp, Facebook groups (like "Garments Buyer & Supplier BD"), LinkedIn to post fabric offers
* Make a clean PDF catalog showing fabric types, GSM, width, MOQ, price, delivery time
* Attend **local fairs** like Textech, Garmentech, DTG Expo in Dhaka to meet buyers

**💡 F. Trend-Focused Fabric Offering**

* Offer **fashion-forward fabrics** (like linen blends, jacquards, digital prints)
* Focus on **sustainable fabrics** (organic cotton, recycled poly) — big demand now
* Offer **seasonal promotions**: light fabrics in summer, brushed/flannel in winter

**✅ 3. Ready-to-Use Action Plan**

| **Step** | **What to Do** | **Tools/Suggestions** |
| --- | --- | --- |
| 1 | Identify 20 mid-size factories in Dhaka/Narayanganj | LinkedIn, BGMEA directory |
| 2 | Send digital swatch book + WhatsApp intro | PDF + WhatsApp |
| 3 | Schedule in-person visit with samples | Speak in Bengali, present with fabric swatches |
| 4 | Follow up with price and swatch | Google Sheet + clear MOQ & lead time |
| 5 | Monthly offer updates | Send seasonal “What’s New from China” catalog |

**🛠️ If You Want, I Can Help Create:**

* A **sample marketing PDF catalog**
* **Message templates** to send to buyers
* A **fabric order tracker**
* A **LinkedIn post or WhatsApp broadcast message**

Let me know what you’d like help with — I’ll prepare it for you.