

Boosting Bangladesh's Ready-Made Garment Exports, the Competitive Advantage of Effective Supply Chain Management

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Abstract: Bangladesh ranks among the world's foremost exporters of ready-made garments (RMG), serving as a vital pillar of the nation's economic development. Competing in an increasingly dynamic global market requires distinct competitive advantages, and this study examines how efficient supply chain management (SCM) can enhance the competitiveness of Bangladesh's RMG sector. Drawing on case studies and industry data, the paper demonstrates how leading apparel manufacturers in Bangladesh have implemented effective strategies to improve cost efficiency, expedite delivery timelines, and maintain high product quality. The study also explores the transformative role of technology particularly automation and data analytics in enhancing supply chain effectiveness and operational performance. Moreover, it explains some of the chronic problems facing manufactures such as scarcity of raw materials, labour strife and economic instability across the globe. This paper suggests that a sustainable competitive advantage in exporting RMGs requires building a robust, responsive, and well-coordinated system of supply chains that can support the global increasing demand of high-quality apparel at a reasonable cost and operational efficiency. Finally, the information and recommendations presented in the research may be useful to policy makers and other stakeholders in the RMG export industry of Bangladesh to achieve long-term sustainability and stability in the exporting sector of the country.

Keywords: Ready-Made Garments (RMG), Supply Chain Management (SCM), Automation, Data Analytics, Technological Innovation, Industry Competitiveness, Bangladesh Export Sector