

Market and Brand Development Strategy of ACI Consumer Brand Limited: A hands-on Practice through Customer Need Analysis technique

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This report is submitted to the school of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration

United International University



Internship Report

ON

Market and Brand Development Strategy of ACI Consumer Brand Limited:

A hands-on Practice through Customer Need Analysis technique

AT

ACI Limited

Submitted to

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Submitted by

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Letter of Transmittal

Date: 29th December 2019

Sarker Rafij Ahmed Ratan
School of Business and Economic
United International University

Subject: Permission to submit the internship report on “Market and Brand Development Strategy of ACI Consumer Brand Limited: A hands-on Practice through Customer Need Analysis technique.”

Sir,

I am too pleased to present you the report on Market and Brand Development Strategy of ACI Consumer Brand Limited: A hands-on Practice through Customer Need Analysis technique. In this report, all the strategies taken by ACI consumer brands to develop their market are discussed. There are mainly two initiatives that is taken by ACI.

I have tried my level best to accomplish the report with necessary information. I have tried all the possible steps to complete the report. I hope that this report will fulfill the expectations. Thank you for your support. Without your inspiration this report would have been an incomplete one.

In this circumstance, I hope that this report has met all the requirements you asked for and you would be kind enough to grant this report.

Sincerely yours

Mohammad Azizul Haque

ID: 111 143 212

Acknowledgement

I would start by thanking the Almighty Allah for all His blessing.

Firstly, I want to sincerely thank my course instructor Sarker Rafij Ahmed Ratan, Assistant Professor, United International University, Business & Economic School, for giving his unending support and providing the necessary help for the completion of the report. Without his help this report would never be done.

Then, I would like to thank each and every person who helped me for their cooperation. This report helps me to gather a lot of experience. This report teaches me how to use the time properly, deal with different people and solve problems.

Executive Summary

This report is based on Market and Brand Development Strategy of ACI Consumer Brand Limited: A hands-on Practice through Customer Need Analysis technique. In this report, the background of ACI Limited is mentioned. The marketing mix of ACI Limited and the promotional activities are explained in this report. ACI follows almost all the promotional activities. This report mainly focuses on the female hygiene products and baby diaper. All the market development strategies taken by ACI consumer brands to develop their market are discussed in this report. There are mainly two initiatives that is taken by ACI. One is primary and another one is secondary. All the aspects of the initiatives are explained in the report. Competitor's analysis is developed here and SWOT analysis of ACI is formulated on the competitors. All the challenges faced in the internship period is discussed in this report and on the basis of the observation recommendation is provided. At the end, a conclusion is made in this report.

Table of Content

Topic	Page
Executive Summary.....	i
Chapter 01	
Introduction.....	1
Background of the Report.....	2
Objective of the Study	2
Motivation of the Study.....	2
Scope and Limitation of the Study.....	2
Chapter 02	
COMPANY AND INDUSTRY PREVIEW.....	3
Company Analysis	4-12
Chapter 03	
Market Development Strategy of ACI Consumer Brand Limited.....	13
Market Development Strategy	14
Marketing Mix- 4ps	15
Product.....	15
Place.....	15
Price.....	15
Promotion.....	15
Promotional Mix.....	16
Competitors Analysis	17
SWOT Analysis	18
Strengths.....	18
Weakness	18
Opportunities	18
Threats	18
Chapter 04	
Market Development Initiatives Taken by Consumer Brands of ACI Limited	19
Introduction.....	20
Primary Initiatives	21
Secondary Initiatives	21-29
Chapter 05	
Internship Experience and Observation.....	30
Challenges in Internship.....	31-32
Chapter 06	
Recommendations and Conclusion.....	33
Recommendations.....	34-35
Conclusion.....	36
References.....	37

Chapter 01

Introduction

Background of the Report

This report is based on Market and Brand Development Strategy of ACI Consumer Brand Limited: A hands-on Practice through Customer Need Analysis technique. In this report, all the strategies taken by ACI consumer brands to develop their market are discussed. There are mainly two initiatives that is taken by ACI. One is primary and another one is secondary. All the aspects of the initiatives are explained in the report.

Objective of the Study

- To get a clear idea about market and brand development strategy,
- Improve knowledge on the different strategies that are developed for the market and the brand,
- Develop the findings from the analysis,
- Provide appropriate recommendations.

Motivation of the Study

- To understand about the importance of market and brand development strategy,
- Developing the idea about the strategies to construct the market and the brand,
- Establish the findings and provide recommendation,
- Develop the problem solving capabilities.

Scope and Limitation of the Study

Scopes

- Increase knowledge by developing various strategies on market and brand,
- Develop skills by analyzing information and produce a finding,
- Develop problem solving capability by providing recommendation on the basis of the findings.

Limitations

- The report is developed in a very short time period,
- Unable to cover all the sectors of the business,
- Unable to collect all the information regarding market,
- Lack of skill and experience.

Chapter 02

COMPANY AND INDUSTRY PREVIEW

Company Analysis

Overview and History

In 1968 ACI was founded as Imperial Industries in East Pakistan. After 1971, the company incorporated in Bangladesh as public limited company. ACI operate their business in 39 business units along fourteen subsidiary company, they are operating their business in many sectors. This organization create their sells more than Four Hundred products in form of pharmaceuticals, consumers goods, Motor Industries, agricultural sector etc. This company always try their best for improving their product quality, for that reason their Quality Management System check their quality. So that they ensure their product quality to the customer.

Vision and Mission of the Company

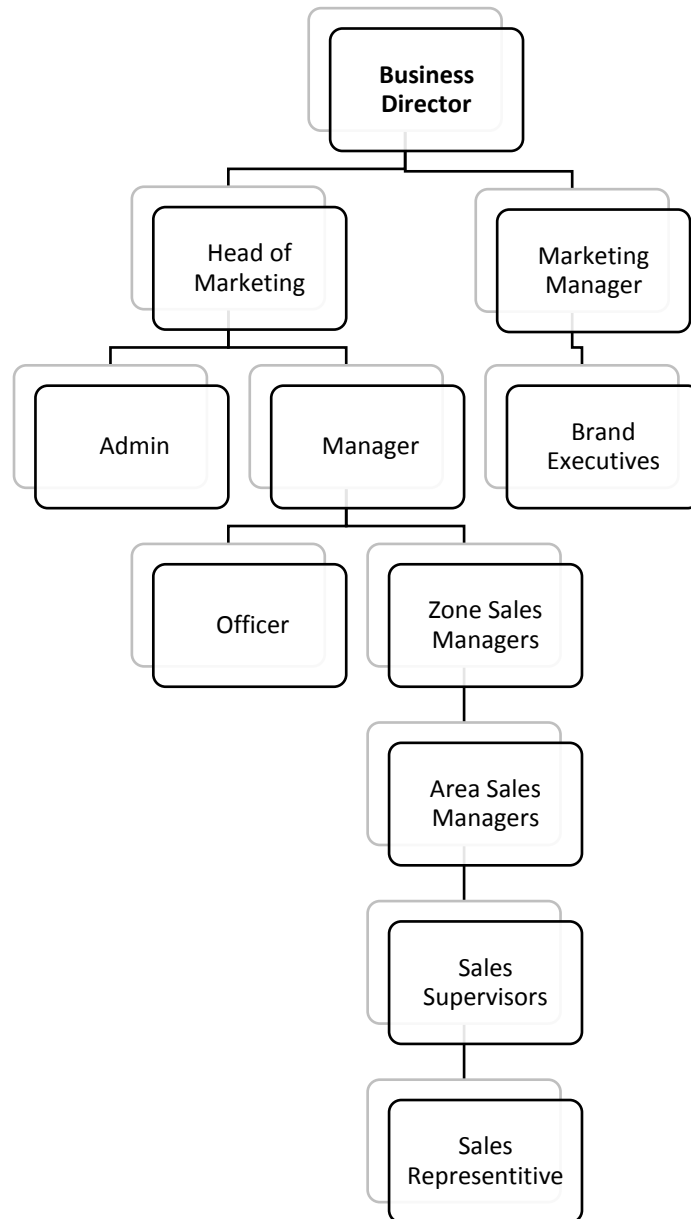
Mission

Advanced Chemical Industries mission is always trying to update people's life, they want to innovation in their product. This company always try to improve knowledge, skills. Also, they want to provide best quality product for their potential customer.

Vision

- They realize their vision then they will
- For customer they provide high quality of products.
- Influence their employees to create new things.
- Provide perfect place for acquisition & own enhancement.
- Want to increase their productivity, utilize their resources.

ACI Limited Consumer Brands Structure



Product Overview

Baby Care

This sector is too much sensitive. Every parent wants to provide high safety for their child.

For that reason, this company provides baby diapers. Their brand name is Twinkle. It's very hygienic and soft for child. When child uses it for long time, they feel very comfortable, absorption level is high. That's why children are carried for long time. So that mothers feel happy with their child. They can ensure their child's health with this diaper.

Baby Wipes of Twinkle

Baby wipes help to clean purpose. We all know that baby's skin is very sensitive, that's why wipes quality should be good. ACI produces high quality of wipes specially for children. Their brand name is "Twinkle". When it's produced, make sure it's antibacterial formula.

Products

SKU's are 3 to 7kg, 5 to 9kg, 8 to 15kg

Baby Wipes SKU's are sixty, Eighty and Hundred per jar

Seven Product Categories of Hygiene Business and Its Products:

Product Categories of Hygiene Brand						
NAPKIN	DIAPER	PREGNANCY KIT	FEEDING SOLUTION	BABY CARE	PERSONAL CARE	PROTECTIVE CARE

A. Baby diaper

1. Savlon Twinkle Baby Diaper - Small 5 pcs
2. Savlon Twinkle Baby Diaper - Small 30 pc
3. Savlon Twinkle Baby Diaper - Medium 04 p
4. Savlon Twinkle Baby Diaper - Medium 28 p
5. Savlon Twinkle Baby Diaper - Large 04 pc
6. Savlon Twinkle Baby Diaper - Large 26 pc
7. Savlon Twinkle Baby Diaper - XL Size 24
8. Savlon Twinkle Baby Diaper - Small 44 pc
9. Savlon Twinkle Baby Diaper - Medium 40 p
10. Savlon Twinkle Baby Diaper - Large 36 pc
11. Savlon Twinkle Baby Diaper-Extra Large 4
12. Savlon Twinkle Baby Diaper-Extra Large 32
13. XXL 3 Baby Diaper
14. XXL 18 Baby Diaper
15. XXL 24 Baby Diaper
16. Small 16 pcs
17. Medium 16pc
18. Large 12pcs
19. Twinkle Baby Diaper - XL Size 12pcs
20. Twinkle Baby Diaper-XXL 9 pcs

B. Napkin

21. Freedom Smart RF (Non-Wing)
22. Freedom Ultra (8 Pads)
23. Freedom R F Wings 10 Pads
24. Freedom R F Belt (eco)
25. Freedom R F Pant (eco)
26. Freedom R F Wings 20 Pads
27. Freedom Wings Combo (6+4)
28. Freedom Popular 5pad
29. Freedom Belt 5
30. Freedom Heavy Flow Wings 16 Pads
31. Freedom Heavy Flow Wings 8 Pads
32. Freedom Popular 8s
33. Freedom Regular Flow Belt 10 Pads
34. Freedom Regular Flow Panty 10 Pads
35. Freedom Teens 8 pads

C. Pregnancy Kit

36. Freedom Pregnancy Test Strip
37. Freedom Pregnancy Test Cassette

D. Feeding Solution

38. Twinkle Baby Feeder - 90ml
39. Twinkle Baby Feeder - 150ml
40. Twinkle Baby Feeder - 240ml
41. Twinkle Handy Mum Pot
42. Twinkle Tumbler
43. Twinkle Feeder Nipple Small
44. Twinkle Feeder Nipple Medium
45. Twinkle Feeder Nipple Large

E. Protective Care

46. Glycerina 60gm

F. Baby Care

47. Savlon Twinkle Baby Wipes 80

48. Savlon Twinkle Baby Wipes 120

49. Savlon Twinkle Baby Wipes 120 (Jar)

50. Twinkle Baby wipes Jar 160 pcs (Jar)

51. Twinkle Baby soap 75gm

52. Savlon Twinkle Baby Lotion- 100ml

53. Savlon Twinkle Baby Lotion- 200ml

G. Personal Care

54. Freedom Intimate Wash

55. Freedom Hair Removal Cream

56. Septex Everyday Antiseptic Bar 100gm

57. Septex Deep Clean Antiseptic Bar 100gm

58. Septex Vita+ Antiseptic Bar 100gm

So these are all products of the hygiene business with different name, price, size, quantity, activity and many more with two different Brand name for only two customer segments.

Two Strong Business of this department:

Basically the whole Hygiene department based on and also concerned on female and baby health care. The two strong side of the business is Female hygiene and Baby care. The team always focus more on these two sides of the business and get most of the profit from sale these products. The business wants to provide health protection on Female and Children's external and internal health protection. The business they operate all over country and attract the customer to fulfill the customers demand and try to make them satisfied. Now beside the business overview I would like to present these two strong product lines overview in this report for the demand of these products in the market. When I visit for market knowledge its giving me the interest to know about these products over view. These Two strong product line of this business are,

1. Female Hygiene

2. Baby Care

Female Hygiene

Users usually have their best experience because it is empowering the best dry feelings because of its absorbent capacity high

Generally

In our society, ensuring of safety for women it's our responsibility. That's why when Freedom brand produce their product, they use world class technology. Its absorbent level is very High. When it will be use women, they feel dry and they doing their all kinds of works. Sanitary napkin is very sensitive product. So, when it produces, they ensure the quality. Maintain their warehouse where it produces. It easy to use for potential customers. Recently Freedom produce and introduce their new product for pregnant women Pregnancy Test. With this product pregnant women easily understand their situation. This product provide result within 5 minutes.

Activities

Customers are easily can purchase it from shop, pharmacy, departmental store, bus stand etc. In recent this brand doing amazing job in University of Dhaka. If any Women want to purchase sanitary napkin from their famous for 10tk. They are arranging many campaigns for hygienic purpose. We all are know in our rural side they are not concern about it that's why they provide free campaign. Before Eid or any festival, they are selling their product many bus stations, rail stations etc.

Market Share

Every organization want to achieve high level of market share. Freedom it's the second position in this category. Peoples are buying this for quality and price. They are not charging skimming price. Customer easily purchase it because it's affordable price. For good quality this brand create customer loyalty. For that reason, customer are not switch to other brands. Although this brand position is two that's why always they want to improve their product and want to enjoy number one position.

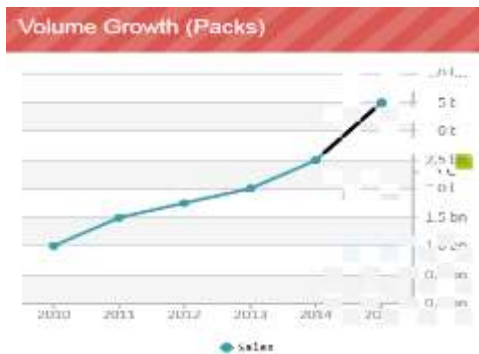
Production of Freedom



Narration Of Freedom

ACI, want to something for our women then they try to produce a product. They doing lot's of research for how develop product and how to introduce it in our country. Because in 2008 it was not easy. After producing it they doing many things. At first, they introduce sanitary napkin in 2008. For this product quality Freedom brand can build trust in customer mind. Day by day this brand growth.

Growth of Freedom: This is about 2010 to 2015 and the growth is continuing day by day.



Baby Care

In Baby Care Sector Twinkle doing amazing job.

Generally

In this sector, Twinkle diaper provide very safety and soft felling for children. It's as like as mothers' hand. When this diaper will be use child sleeping will be good, that's why child will be healthier. Mother's tension will be decrease. As a result, a child will be grown up a pupil. They can create better future.

Baby Wipes:

When mother needs to clean their child. Savlon Twinkle baby wipes doing great job. Because its paper is very soft and hygienic. Also, it's made under great environment. In this wipes use highly moisturized for child skin. For that reason, child will be germ free and healthier.

Products

Baby Diaper SKU's are 3 to 7kg, 5 to 9kg, 8 to 15kg

Baby Wipes SKU's are 60,80 and 100 pecs in the jar



Savlon Twinkle Baby Diaper



Savlon Baby Wipes

Other Products of Hygiene:

Without these two strong product lines there are another more five product lines in this business such as, pregnancy kit, feeding solution, protective care, baby care and personal care. And all those products they sale for earn customer satisfaction in this area for intimate solution. I am going to show those products pictures are given below,



Though these products are not so good in the market for its strong foreign competitor, they are doing well business in some sector in the market.

Chapter 03

Market Development Strategy of ACI Consumer Brand Limited

Market Development Strategy

Freedom and Twinkle both has separate categories in consumer goods market. Those are Diaper, Napkin, Pregnancy Kit, Feeding solution, Protective care, Baby care, Personal care and so on. There are many local and foreign competitors in this market in Bangladesh. They can offer more sophisticated products to the savvy customers. ACI hygiene products that is one of the specifications of consumer brands are leading as local products in this market. There is a significant number of customers who use consumer goods of ACI because they get more benefits and satisfaction using the products although there are different brands present in the market. In the current market, “Square Toiletries Limited” is in the first position and then comes ACI for its price and quality of the products. In the current market, there are three well-known diaper brands. They are Diapant, Twinkle and Huggies. Diapant is now enjoying the leading position in the market with the majority of the market share. Huggies is in the second position. The Diapant brand has put ACI Savlon Twinkle brand diaper in the second position in the market. Savlon is an international brand from Jonson & Jonson and because of that ACI is operating separate activities for Savlon. The slogan of Savlon Twinkles is “ACI Savlon comes a companion for mothers: Twinkle Baby Diaper”. Although these consumer goods have been leading in this marker for past two years, they have faced negative image for the bad image of ACI in the market for its other products. Under napkin segment of the consumer goods, Senora, Whisper and Freedom are the three well-known brands in the market. Senora is in the top of the list in this marker with the majority of the market share in the segment of the consumer products. Whisper is the second choice of the customers. At the end, ACI Freedom is in the third position in the market.

Marketing Mix- 4ps

Marketing mix is a set of controllable elements. These elements are Product, Price, Placement and Promotion.

Product:

ACI hygiene products under ACI consumer brands have different products. Freedom sanitary napkin has eight kinds of product line. They have seven categories of products under two brand name. Those are diaper, napkin, feeding solution, pregnancy kit, protective care, personal care and baby care. In these seven categories there are 58 different product lines.

Price:

The 58 different product lines have different prices on the basis of the demand, cost, competitor's price and brand value. They are differ from size, shape, quantity, performance and SKU. The price of all hygiene products are very similar to each other. Some of them are higher than others and some have lower price than others.

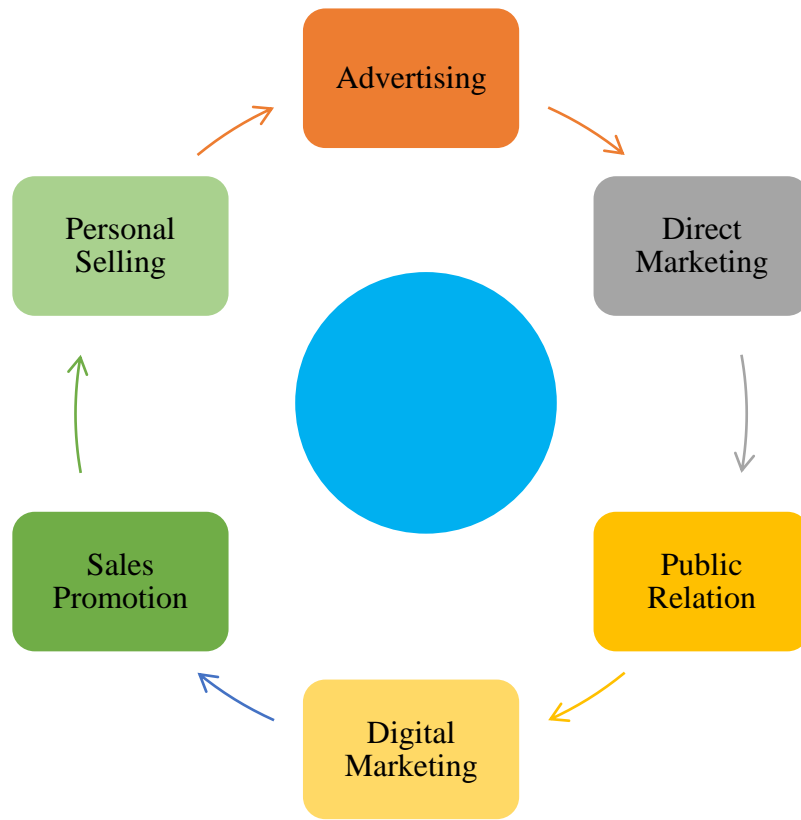
Placement:

ACI target both urban and rural market as in these both market there is huge demand of the products. After setting SKUs and fixing the price, the company send the products to the warehouse. From there the products are delivered to the distribution point and from there the products are delivered to local retailer.

Promotion:

ACI uses both Push and Pull strategies for the consumer goods. ACI follows push strategy for sale and trade the products to develop customer demand for the product. When the product has less brand value and awareness to the customers ACI follow push strategy. ACI pushes the wholesaler, wholesaler push the retailer and retailer push the customer. ACI Hygiene business products are very good quality for that reason they didn't push sell to customers. Pull strategy is applicable when the brand value of the product is very high and customer are influenced by the promotional activities and ask the retailer for the product. ACI invests a lot in advertising and other forms of promotional mix to increase the awareness and customer demand for the product.

Promotional Mix:



Competitors Analysis

Some of the competitors of ACI consumer brands are Square, Bashundhara, Chuchu and different foreign diaper, napkin and other hygiene and health care brands. The competitors have a lot of strong product line such as Senora, Whisper, Diapant, Huggies, Supermom, Chu Chu, Pozzy, Safe, V-Wash and many more with either from local strong brand or foreign strong brand. Local brands in the local market have very strong customer engagement with great brand value. These competitors have specific brand awareness and positioning strategy for the market. ACI also apply different strategies to get the customers and sell their products. Almost all the local and foreign brands offer quality products according to the customers.

There are some positive aspects of ACI consumer brands that make them strong in the market:

- ACI consumer brands have a very effective brand value in the market. Customer can recall and recognize the brand very easily and they are very much satisfied using the products,
- They have very strong marketing strategy to acquire more and more customers. They follow all kind of promotional activities with all kind of promotional tools,
- Both rational and emotional advertising are created for the customers to get more attention from the customers,
- ACI consumer brands have been operating their activities in this market for a long period of time. They have a huge experience about the customer needs and expectations,
- The aim of the company is always to provide quality products to the customers,
- Affordable price is also a factor to the customers and ACI is providing all the products in a way so that customers can purchase them,
- They have powerful slogan with very strong positioning strategies,
- Customers get their satisfaction using the products and that lead them customer loyalty.

ACI consumer brands are the most popular and customer always recall and recognize the brands very easily. These consumer brands are making happy millions of people in the market.

SWOT Analysis

SWOT stands for strength, weakness, opportunity and threats. This analysis determines the condition of the company.

Strengths

- Has strong financial stability,
- Increased amount of market value,
- Second market leader in the consumer brands,
- Brand value is high to the customers,
- Product quality is high,
- Has most efficient human resource,
- Distribution channel is very strong.

Weakness

- Weak brand communication in rural areas,
- Inefficient inventory management,
- Conflicts within SBU,
- Low brand value in some brands.

Opportunities

- Introduce more and more products,
- Enter in the foreign market,
- Economic development in the market,
- Increasing amount of customer demand,

Threats

- Bad transportation system in different areas,
- Political instability,
- Entry of new competitor.

Chapter 04

Market Development Initiatives Taken by Consumer Brands of ACI Limited

When a company want to doing good job in the market. In that time, they have to take good strategy. Because we are known that if the company have good strategy in that time companies all activities will be perfect. ACI consumer brand also has taken some initiatives. After August 2017 to now, they have taken very efficient initiative to bring and develop the business. And it is one of the profitable business department of ACI consumer brands in all over the country. Inside the business, it has been in the management team's strategy to build a healthy competition between other departments. The team has built the Prestige of its own company by brainstorming new business initiatives for its own clients. For instance, the taken initiative of consumer brands department has been totally different than other department like food, aerosol, salt, and other consumer brand department. That's why, this consumer brands department is the most profitable business for its unique, creative, significant and indicatory initiatives idea fo the team.

Without the result and lack of dedication for the outcomes, it is not necessary to plan, organize and take the initiative. The team should be concerned about the initiatives after effect. And in the consumer brands in ACI this has not been followed. The team has always tried to fulfill the taken action as they want. And the team is doing this every day to progress and try to bring the development into the business.

However, they had taken lots of initiatives in last one and half years. They have divided the initiatives into two types. Those are Primary and Secondary Initiatives:

Primary Initiatives:

To ensure long term market development primary initiates have been taken by consumer brands. At first, in the beginning of the business the primary initiatives are being focused to reach to the customers and operate these for market development.

Secondary Initiatives:

To ensure some specific outcomes secondary initiatives have been taken. And these secondary initiatives has also generated automatically in primary initiatives.

Primary Initiatives

To increase the brand awareness among the customers, first of all they communicate with the women customers about the products in both urban and rural areas. All the hygiene brands of customer brands are highly related with the women and children. For this reason, the team targets and tries to attract the female customers for the market development. There are some steps that has been taken:

1. Employees walk from door to door of houses try to sell the product, increase awareness and increase the brand identification.
2. They offer medical facilities to the new born babies and also provide emergency treatment to the hospitals.
3. They target the women hostel and try to sell products to the female customers as it is easy there to sell the products.
4. By creating awareness of many diseases and provide knowledge to prevent diseases like cancer or dangerous germs in the women and children's body and communicate for to buy the products to be clean and healthy all the time.

Secondary Initiatives

ACI has taken secondary initiatives in some programs, occasions or campaigns to achieve their secondary goal which is very important to develop their market. At first they settled the target then they tool the initiatives to gain the target. As the hygiene team has achieved the most profitable outcomes from this business in 2018. In 2017, after they launched the business very soon ACI has achieved the most outcomes than other business.

The team always focused on two brands freedom and twinkle because of their target market. The hygiene brand in made by these two brands. There are some initiatives taken by ACI consumer brands for the market development:

Campaign name: DITF 2018

Brand: Freedom & Twinkle

Campaign Period: 1st-31st Jan, 2018

Objective:

1. Creating awareness among the females for Freedom
2. Creating sensation among the teenagers for Freedom
3. Creating hype for newly launched Baby Diaper
4. Boost up the sales of Freedom Savlon Twinkle

Outcome:

Total effective brand communication reach: 1,00,000

Total discounted selling: 7,50,000 in BDT

Campaign name: LFMEAB Activation (Factories)

Brand: Freedom

Campaign Period: 1st Feb-30th April, 2018

Objective:

1. Increase awareness about menstrual hygiene Issue among female workers.
2. Increase our brand awareness among female workers.
3. Induce usage through free trial.
4. Open up institutional sales channel in the activated factories.

Outcome: Total effective brand communication reach: 5,000

Campaign name: Pohela Falgun Celebration

Brand: Freedom

Campaign Period: 13th Feb, 2018

Objective:

1. Increase hype for the Freedom brand among the students
2. Encourage conversion from competitor brands
3. Increase sales volume of our freedom sanitary napkin

Outcome:

Total effective brand communication reach: 15,000

Total discounted selling: 2,000 in BDT

Campaign name: Women's Day Celebration (Booth & Brandings)

Brand: Freedom

Campaign Period: 8th-10th March, 2018

Objective:

1. Increase hype for the Freedom brand among the females
2. Celebrate the day in larger scale.

Outcome:

Total effective brand communication reach: 10,000

Total discounted selling: 2,000 in BDT

Campaign name: Teens Launching Event

Brand: Freedom

Campaign Period: 1st April, 2018

Objective:

1. Formal Launch
2. Launch program media coverage
3. Boost up sales team's spirit
4. Creating sensation among the sales team

Outcome:

Total effective brand communication reach: 300

Campaign name: Teens School Activation

Brand: Freedom

Campaign Period: 15th 19th April, 2018

Objective:

1. Increase hype for the Freedom newly launched sku among the students
2. Encourage conversion from competitor brands
3. Boost up sales team's spirit

Outcome:

Total effective brand communication reach: 45,000

Total discounted selling: 70,000 in BDT

Campaign name: Hostel Activation (2nd Phase)

Brand: Freedom

Campaign Period: 10th April-2nd Aug. 2018

Objective:

1. Increase hype for the ACI Hygiene Products
2. Encourage conversion from competitor brands.
3. Increase sales volume of our Hygiene Products
4. Create sensation among the sales team.

Outcome:

Total effective brand communication reach: 30,000

Total discounted selling: 6,50,000 in BDT

Campaign name: Menstrual Hygiene Day Celebration (youth Voice Foundation)

Brand: Freedom

Campaign Period: 5th April-5th May, 2018

Objective:

1. Increase hype for the Freedom brand among the students
2. Encourage conversion from competitor brands
3. Increase sales volume of our freedom sanitary napkin

Outcome:

Total effective brand communication reach: 6,400

Campaign name: Parlor Activation (Pohela Boisakh)

Brand: Freedom

Campaign Period: 12th-13th April, 2018

Objective:

1. Increase hype for the Freedom brand

2. Encourage conversion from competitor brands
3. Increase sales volume of our freedom sanitary napkin

Outcome:

Total effective brand communication reach: 10,000

Total discounted selling: 60,000 in BDT

Campaign name: Menstrual Hygiene Day Celebration (IFMSA Bangladesh)

Brand: Freedom

Campaign Period: 28th-31st May, 2018

Objective:

1. Increase hype for the Freedom brand among the TG
2. Encourage conversion from competitor brands
3. Increase sales volume of our freedom sanitary napkin

Outcome:

Total effective brand communication reach: 3,200

Campaign name: Transport Hub Activation (Eld-Ul-Fitr)

Brand: Twinkle

Campaign Period: 9th-15th June, 2018

Objective:

1. Increase hype for the Twinkle brand
2. Encourage conversion from competitor brands
3. Increase sales volume of our Savlon Twinkle Baby Diaper & Baby Wipes

Outcome:

Total effective brand communication reach: 4,200

Total discounted selling: 1,34,000 in BDT any Diaper

Campaign name: Parlor Activation (Eid-UI-Fitr)

Brand: Freedom

Campaign Period: 9th-15th June, 2018

Objective:

1. Increase hype for the Freedom brand
2. Encourage conversion from competitor brands
3. Increase sales volume of our freedom sanitary napkin

Outcome:

Total effective brand communication reach: 17,500

Total discounted selling: 1,50,000 in BDT

Campaign name: D2D Activation (Dhaka)

Brand: Freedom & Twinkle

Campaign Period: 19th July-18th Aug. 2018

Objective:

1. Increase hype for the ACI Hygiene Products.
2. Encourage conversion from competitor brands.
3. Increase sales volume of our Hygiene Products.
4. Create sensation among the sales team.

Outcome:

Total effective brand communication reach: 10,000

Total discounted selling: 3,99,000 in BDT

Campaign name: Rural Market Development

Brand: Freedom

Campaign Period: 12-13th Aug, 2018

Objective:

1. Increase hype for the Freedom among the students
2. Encourage conversion from competitor brands

3. Develop rural market for Freedom brand
4. Boost up sales team's spirit

Outcome:

Total effective brand communication reach: 3,000

Campaign name: Freedom QPDS Program validation

Brand: Freedom

Campaign Period: 11th-12th Aug, 2018

Objective:

1. Validate the all display claims of this program
2. Ensure proper investment on this program

Outcome:

Total Outlet Reach-139

Campaign name: Amusement Park & Transport Hub Activation (Eid-Ul-Adha)

Brand: Twinkle

Campaign Period: 16th-20th Aug. 2018

Objective:

1. Increase hype for the Twinkle brand
2. Encourage conversion from competitor brands
3. Increase sales volume of our Savlon Twinkle Baby Diaper & Baby Wipes

Outcome:

effective brand communication reach: 3,000

Total discounted selling: 74,000 in BDT

Campaign name: Hospital Activation (2nd Phase)

Brand: Twinkle

Campaign Period: 15th Sep, 2013-15th March, 2019

Objective:

1. Increase our brand awareness among the parents
2. Create hype for the Twinkle brand
3. Induce usage through free trial
4. Encourage conversion from competitor brands
5. Increase sales volume of our Savion Twinkle Baby Diaper

Outcome:

Total effective brand communication target: 40,000

Campaign name: Merchandising Program

Brand: Freedom

Campaign Period: 1st Nov,2018-30th June, 2019

Objective:

1. Induce visibility & boost up sales of Freedom Sanitary Napkin

Outcome: Total Outlet Reach-2100

Campaign name: D2D Activation (Outside)

Brand: Freedom & Twinkle

Campaign Period: 1st Nov, 2018- 30th June, 2019

Objective:

1. Increase hype for the ACI Hygiene Products.
2. Encourage conversion from competitor brands.
3. Increase sales volume of our Hygiene Products,
4. Create sensation among the sales team.

Outcome:

Total effective brand communication target: 41,600

Campaign name: Hostel Activation (3rd Phase)

Brand: Freedom

Campaign Period: 1st Nov, 2018-31st Jan, 2019

Objective:

1. Increase hype for Freedom brand.
2. Encourage conversion from competitor brands.
3. Increase sales volume of our Hygiene Products.
4. Create sensation among the sales team.

Outcome:

Total effective brand communication target: 30,000

Campaign name: Staff Sales in ACI Centre

Brand: Freedom & Twinkle

Campaign Period: 10 Days

Objective:

1. Increase sales volume of our Hygiene Products.
2. Create sensation among the ACI employees.

Outcome:

Total effective brand communication reach: 2,000

Total discounted selling: 85,000 in BDT

These are the outstanding initiatives taken by the brand. There are also so many initiatives they have taken for the market development.

Chapter 05

Internship Experience and Observation

Challenges in Internship

In this internship time I am learning many things, but it's interesting also challenging. When I am making this report, I got a lot of experiences and knowledge. Every work came us to me with a fixed amount of time. Some of them were very important to finish within the scheduled period. Honestly speaking it was not easy for me but my faculty and my Advising Manager was very helpful. In this time period, I saw a lot of problems but they helps me a lot.

Difference between education and actual corporate field

At UIU we all are students and our faculty members are always good for us. So that, we have good relation with our faculties. But in corporate cannot get to the people and the person cannot tell his all corporate life. Actually, for that reason our university arrange many programs with corporate. One thing is very true which corporate life is very difficult and competitive.

Different practical situation in local market

In academic lessons, most of the educational information is based on foreign corporate examples. In Bangladesh, the marker is different, the customers are different from the western customers and the internal as well as the external factors and also different. In this reason, example from local market cases should be included.

Limited time to finish a task

Every work come up with a limited amount of time. In there I am facing lots of task, sometimes they gave me very short time for survey. For an Example: They want to 500 survey within 2 days and I have to complete Dhanmondi, Mirpur, Gulshan, Green road, Mohammadpur. So, it was very difficult for me. Maximum time I did market visit and provide data I was very hard work under 36-degree temperature. Someone need to be very skillful and efficient to do the task as quick as possible.

Lack of support

In this organization, interns cannot work directly with a Brand Manager, maximum time product Executive provide me task. They are not providing a desk for any interns. All interns sit together.

All 21 interns sitting a table. Actually, that was meeting room. They don't have separate room or desk for interns. Also, they didn't provide us any laptop or computer. So that, sometimes it was very difficult to us for did our task.

Inappropriate presentation of products

After market visit it is observed that the display of Freedom sanitary napkins and Twinkle baby diaper is not good enough. The products were assembled poorly. The products of the competitors get more attention.

Lack of customer knowledge

Still In our country specially in our rural area, many people have lack of knowledge about sanitary napkin. They think it is waste of money. Still they are using fabric napkin. This news is unpredictable that in our society only Eight Percent of women use sanitary napkin. For this lack of customer knowledge as a brand they facing lot of problems.

Poor skill in MS office

I have a little idea about using MS word, MS PowerPoint and MS excel. In corporate world, the use of MS office is very complex and advanced. There are different functions that corporate uses but students hardly use those functions.

Chapter 06

Recommendations and Conclusion

Recommendations

There are some of the recommendation that can increase the productivity and motivation of the employees and they will become satisfied.

Provide desk to the interns

They should provide separate desk for interns because interns are working under different brand. Can't work directly under a Brand Manager. Although we didn't have separate space that's why we could enjoy actual office environment. When they use meeting room in that time all interns are waiting in the front of reception.

Product Presentation

In my internship, I am joining their staff fair for two times. In that time, I feel they have to proper display for product.

Above the line and below the line advertising support

For better competition of other hygiene and sanitary products they have to provide advertisement. Create customer engagement with the brand. ACI believe the product quality but in this modern era every product must have good quality with provide advertisement. Because without provide add peoples will not concern about product. That's why ATL and BTL support will great activities for promotional purpose.

Public relation program

Hygiene Brand can crate many learning messages for children and women. They have to create a public seminar for concern our women and children. For this reason, brand reputation will be high in potential customer mind.

Motivate the sales forces

The top management need to motivate the whole sales team for boost up the sales. Not only ZSM or ASM, but also everyone of management team need to motivate the SR and SS for sales.

Motivate the sales representatives

Increase the benefits of sales representatives and provide inspire for order rural areas. Increase the knowledge of the SR is also necessary. ACI can provide training for them. If they get support they will work more.

At the end from my perspective, it is my observation that the business of Hygiene Brand, for the marker development these can be the recommendation and suggestion that can be a very viral initiative for the business. It can increase the profit generation of the business and enhance it as the top brand in the local market that can be expand to the foreign market.

Conclusion

ACI is one of the most popular brands in the market of Bangladesh. They have several products in different product line. They have different categories of products in Bangladesh. Their products have been satisfying the customers for a long time. They have established a strong position in the market. This is the top brand “Freedom” Napkin is the top brand female hygienic product and third largest brand in baby diaper products “Savlon Twinkle” is the brand of other consumer brands with the additional product of wipes, septex soap, products of personal care in this department is a business unit of ACI Ltd. The market position is great in urban areas rather than the rural areas. ACI should focus more in rural areas by providing more information to the people. Most of the people are now aware of hygiene and non-hygiene by hygiene brand. Their biggest initiative was to start operate all hygiene product in under one department of hygiene. Hygiene department helps in our countries people who are really concern about their life. ACI doing really good job in this sector. Many people use this companies product and they really like it very much.

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