

**Sales Development and Point of Sales Materials
Allocation Practices of RSPL Health BD:
A hands-on Initiative of Ghari & Uniwash
Detergent Powder Marketing and Sales Wing**

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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

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Allocation Practices of RSPL Health BD:
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Detergent Powder Marketing and Sales Wing.**

Submitted to

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Major: Marketing

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Date of submission: 29/3/22

Letter of transmittal

March 29, 2022

Sarker Rafij Ahmed Ratan
Assistant Professor
School of Business & Economics
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Subject: Submission of internship report

Dear Sir,

I'm submitting a report on my internship program on RSPL Health BD Limited. Mr. Bayejidul Haque, Deputy General Manager (Sales) was my boss. Working under his supervision was an honor, and I learned a lot that will help me in my future work.

In creating this report, I made every effort to include all relevant information and explanations in order to make it informative, vivid, and comprehensive. Preparing this report was an enlightening and fascinating experience for me. If more information about this report is needed, I will be available by any means.

I am glad to do this internship course under your supervision. I hope you would accept my report and would find it comprehensive.

Regards,
Ravsin Hasan
ID: 111 153 184

Declaration of Supervisor

This is to certify that this internship report on “***Sales Development and Point of Sales Materials Allocation Practices of RSPL Health BD: A hands-on Initiative of Ghari & Uniwash Detergent Powder Marketing and Sales Wing.***” is done by Ravsin Hasan,

ID: 111153184, for the requirement of the degree fulfillment of Bachelor of Business Administration from United International University (UIU)

This report has been fully prepared under my direction and is record of the work done by carried out successfully.

Sarker Rafij Ahmed Ratan

Assistant Professor

School of Business & Economics

United International University

Declaration of the student

This is to certify that this report was written by me. There is no part of the report that has been plagiarized from other sources. All information derived from other sources has been properly credited. I am aware that if any part of the report is discovered, I will be held accountable. To have been plagiarized I'll accept full responsibility for it.

Acknowledgement

To start career, practical as well as theoretical knowledge is the most valuable and necessary part of the life and internship program is a part where one can gather the practical view of this practical world by themselves without getting a permanent job. RSPL Health BD LTD organization has assisted me greatly in learning a great deal about the FMCG sector in a short period of time. First and foremost, I want to express my gratitude to MR. Sarker Rafij Ahmed Ratan, my university supervisor, for providing me with clear instructions that enabled me to successfully complete my report.

Executive summary

RSPL Health BD Ltd., a subsidiary of RSPL Group India, started their operation in Bangladesh at the first quarter of 2013 but their mother product was officially launched at the second quarter of 2014. For the past seven years, "Ghari Detergent" has been the market leader in India, ahead of Ariel, Rin, wheel. However, the situation in Bangladesh differs slightly from that in India. "Ghari Detergent" was one of the first products to be effectively introduced into the Bangladeshi market via a very depth marketing (through BTL only). Ghari Detergent is ranked second in the detergent market. In April of 2017, this organization has launched "Uniwash," a new Mid category detergent in Bangladesh to compete with RIN. The company uses the same BTL marketing method for this product, but in a different way. Uni wash was created to fight back with the RIN and for taking the marketing share from the mid category detergent sector. As a marketing intern, I had the opportunity to work with both Ghari and Uniwash and gain significant expertise in the Bangladesh detergent market. The nationwide launch program was extremely beneficial in gathering market data across the country and improving practical abilities. Uni Wash detergent powder was introduced in response to BTL (Below the Line) activation campaigns.

Ghari is now a stablish brand in Bangladesh so that is why their totally focusing on Uni Wash's marketing strategy consisted primarily of BTL activations, with some outdoor initiatives (BP: brand promoters) thrown in for good measure as well as walking with two strong legs. This study is based on the experiences of various phases of work during the fight back to the Giant competitors (RIN) through the POSM activations as well as a market analysis of the product. The report will detail the many strategies used by this company to develop a market for both of their products. I've largely worked on POSM activations and BTL parts, I'll be discussing my thoughts on the this for both of the detergent products of this company.

Table of Contents for Internship Report

Table of Contents

Letter of transmittal.....	3
Subject: Submission of internship report.....	3
Certification of similarity index.....	Error! Bookmark not defined.
Declaration of the student.....	5
Acknowledgement.....	6
Executive summary.....	7
Table of Contents for Internship Report.....	8
List of Figures.....	10
List of Abbreviation.....	11
CHAPTER I: INTRODUCTION.....	12
1.1 Introduction	12
1.2 Background of the Report	13
1.3 Objectives of RSPL Group:	14
1.4 Significance of the study:	14
1.5 Literature review:	15
1.6 Methodology:	15
1.7 Data collection:	16
1.8 Data Processing:	16
1.9 Population to be targeted:	16
2.0 Methods of sampling:	17
CHAPTER II: COMPANY AND INDUSTRY PREVIEW.....	18
2.1 Company Analysis	18
2.1.1 Company Overview.....	18
2.1.2 Trend and Growth.....	18
2.1.3 Customer Mix:.....	20
2.1.4 Product mix.....	20
2.1.5 Operations of RSPL Group.....	21
2.1.6 SWOT analysis.....	22

2.2 Industry Analysis	23
2.2.1 Specification of the Laundry Industry in Bangladesh.....	23
2.2.1 Size trend and Growth of the Laundry Industry of Bangladesh	23
2.2.3 External Economic factors of Detergent industry	24
2.2.4 Technological Factors.....	24
2.2.5 Barriers of Entering at Detergent Sector of Bangladesh:.....	25
2.2.6 Supplier power:.....	25
2.2.7 Buyer Power.....	26
2.2.8 Threat of Substitute.....	26
2.2.9 Industry Rivalry	27
CHAPTER III: INTERNSHIP EXPERIENCE	27
3.1 Positions, Duties and responsibilities:	27
3.2 training	29
3.3 Contribution to departmental Functions	30
3.4 Evaluation	30
3.5 Skills Applied	31
3.6 Application of Academic Knowledge	31
CHAPTER IV: CONCLUSIONS AND KEY FACTS.....	33
4.1 Recommendations for improving departmental operations	33
4.2 Key Understanding	33
4.3 Conclusion	35
References	36

List of Figures

Figure 1: Growth of Ghari Detergent Powder (GDP).....	19
Figure 2: Growth of Ghari Detergent Powder (GDP).....	20
Figure 3: Customer mix of RSPL Group.....	20
Figure 4: Customer mix of RSPL Group.....	21
Figure 5: Ongoing operations of RSPL group.....	21
Figure 6: Ghari detergent Powder SWOT Analysis	22
Figure 7: Uniwash detergent powder SWOT Analysis	23
Figure 8: Various Types of POSM activities through-out whole country	28
Figure 9: POSM materials: Shop identifier, In store Stickers	29
Figure 10: POSM materials: QPDS gifts, Cut-out, Hanging Identifier.....	29

List of Abbreviation

1. GDP: Ghari Detergent Powder
2. UDP: Uniwash Detergent Powder
3. GLS: Ghari Laundry Soap
4. DSR: Distributor's sales representative
5. DD: Primary Sales
6. PJP: Permanent Journey Plan
7. UNG/RNG: Urban/Rural neighborhood Groceries
8. UWMG/RWMG: Urban/Rural wet market Groceries
9. UGS/RGS: Urban/Rural General store
10. SSS: Super Value Store
11. CS: Cosmetics store
12. DS: Drug Store
13. SS: Self service
14. Pollydut: Deep Rural area
15. WS: Wholesale store
16. RS: Retail store

CHAPTER I: INTRODUCTION

1.1 Introduction

At this very moment, "marketing" is the most necessary part for a company to uphold the growth and expansion. We can't think about any kind of business without using the marketing materials now a days. Marketing is an ideal part and branding is the sustainable part for a business. Marketing is regarded as the most important component of a successful business, and branding is at the center of this vast marketing platform. Organizations can gain a competitive advantage through branding. Organization uses branding to communicate or connect their products to their targeted customers or sometimes it goes in a very vast path. In this present time, the more a company is strong in branding, the more successful the company is. To capture the actual targeted customers or consumers, perfect product branding is always the winner. The FMCG (Fast Moving Consumer Goods) industry in Bangladesh is one of the fastest and vastly growing segments of the market with is only watching it's own growth (Without a negative curve). No other segments in Bangladesh are watching it's growth curve only. This segment is the daily driver to lead a modern ideal human lifestyle. This FMCG segment market is changing it's structure as well as shape every day. Even in Bangladesh's difficult economic conditions during COVID, the FMCG market is growing at a two-digit growth rate. With this much rapid growth, FMCG marketers must professionally analyze the selling performances of each product line as well as each and every potential SKUs. When a company preparing to launch a new product or to increase growth percentage of a product into the market, they consider the entire marketing strategy that will be used to promote the product to boost up a serious boom in the market. The best combination of appropriate 360-degree strategies can aid in the successful launch and research and development of a product in a market. In our Bangladesh, companies which are in the FMCG industry face a larger kind of competition in their product lines and categories then other segments. So, introducing a new or giving growth of a product to the market as well as taking the market share from the competitors is a huge challenge. POSM (Point of sales materials) activities in marketing programs are quite popular in Bangladesh and

they are quite effective and efficient in gaining brand value, recognition and market shares.

1.2 Background of the Report

FMCG products are with a short life period time because they are mostly used on a frequently and in a daily basis of time. In 2014, RSPL Health BD LTD it launched its first mother product, "GHARI Detergent," in Bangladesh. In December 2014, their first factory was opened at Rupshi, Dhaka and the factory was fully rented. At First, they only had one employee who served as the Country Head (Raquibul Matin Sir), After 8 years today RSPL group has three factories, 480+ employees, 1920+ DSRs, 368 distributors and has launched three products in the pipe line which is Ghari detergent powder, Uniwash Detergent powder and Ghari laundry soap. RSPL Health Bd. Ltd.'s vision is to give the best value to it's customer and at the same time improving the product superiority frequently. RSPL Health Bd. Ltd. aspires a two digit growth every year now and their yearly business is about 700 crores in Bangladesh. To accomplish RSPL's dream, their employees work hard and soul at the same time the bonding between them is outstanding. In addition, RSPL group is now focusing on recruiting market leaders from all over Bangladesh and they totally focusing on the BTL system and POSM activations to get a catch up on their potential customer' mind. If I compare RSPL Bangladesh and India business, Bangladesh has a long way go to catch up the business. In India their both ATL and BTL is too much strong and they are already recognizing as one of the biggest marketers. Now a days their small BTL steps are creating a great positive impact on the field. So, there is a really great chance for them to create a instant hype if they take their Branding too seriously. As their employee retention rate is too low So, they are planning to get the "Employers best Choice" award in Bangladesh

1.3 Objectives of RSPL Group:

Broad objective:

The main goal of this internship report is to give the total knowledge of RSPL group's POSM activations.

To know more about this organization's BTL activation programs

To measure the benefits and barriers of POSM activation.

To describe more about the effectively and efficiently method of developing a product into the market.

To know more about route level to top level planning.

To gain an overview of both of their mother products.

To identify their marketing and insight corporate issues.

To get better ideas and recommendations for launching a new product.

1.4 Significance of the study:

The reader will gain a thorough understanding of the BTL strategy as well as the launch of a new product in the Bangladesh market by reading this study titled "The marketing strategy of RSPL for Uniwash Detergent powder." In this study, I will attempt to describe how things work in brand activation in BTL as well as how a new product is launched in the Bangladesh market. Because the product is a detergent powder from the FMCG sector's toiletries segment, it will aid in understanding the activations in the FMCG sector, particularly in the toiletries segment. I would also assist in understanding how the target market is chosen and how a new product is developed with the needs of the addressed target market in mind. The report shows the different strategy this organization follow for their product "Uniwash" and also the after launching work to increase the sales to capture the detergent market. In a nutshell, this study would help to understand the whole marketing process in BTL for a new product in the market.

1.5 Literature review:

Ghari is 8 years old giant brand in this detergent market of Bangladesh. In order to gain the market shares from the biggest giant competitors in Bangladesh, RSPL group is focusing on POSM and BTL activations in present. This report was created by the POSM activation and a total 360-degree overview of RSPL's Growth plan in Bangladesh. This topic was chosen by the field and marketing experiences while doing the internship from RSPL health BD LTD. Because the products are not that much old to the market, there are no established ATL activities in Bangladesh except one TVC. Only field visit experiences and internal data are given in this internship report. The actual purpose of this report is to share my POSM activations experience and knowledges and this report will inform us about the barriers that new companies are facing in this FMCG sector and how their strategies and organizational structures and branding activities are making them to become one of the market leaders.

1.6 Methodology:

1. Data sources:

I have used both primary and secondary data sources to get done my internship report but primary data is mostly prioritized here.

Primary Data

I have collected the data by communicating and doing field visiting, with different sales teams in the field of retailers and wholesalers.

Secondary Data

I have assembled some special information from RSPL group's website as well as from some corporate websites. The sources are internet, company internal reports, annual reports of RSPL Group and their social media curriculars.

1.7 Data collection:

The information is gathered using field visits, survey, observation and organizational internal reports. This report is using both primary and secondary data. The majority of the primary data is collected while doing the field visits everyday.

1.8 Data Processing:

The provided data can be easily processed with the Microsoft Excel. Some of the given graphs are done by my own with typing the authorized information. As most the data given here is from the daily field visits (with having no major software) this is why the report's data processing are mostly hand typing and with images.

1.9 Population to be targeted:

The targeted population number was huge because each and every people use the detergents to wash their items and every customer was included in this target segment. But most RSPL only focusing on the mid and low segment detergent using customers or consumers because still RSPL is not focusing on the high-end users (Surf excel and Jet user). At present RSPL's targeted customers are the retailers, wholesalers and mid-low segment detergent users. Ghari detergent is RSPL's main and mother product which is only focusing on low end detergent users. Through POSM activities RSPL is mostly focusing on the mid segment detergent users because mid segment detergent user percentage is too much high in our country and the market is about their product 25000+ ton market per year.

2.0 Methods of sampling:

As part of the POSM activation program, banners, festoons, cut-out , Memo branding, corporate sample, household sample etc. were used to complete the sampling methods. Mostly clustered type of sampling has been used to complete the sampling process and data collection. In retail, Wholesale, Household and educational Organizations were used the clustered kind of Sampling.

CHAPTER II: COMPANY AND INDUSTRY PREVIEW

2.1 Company Analysis

2.1.1 Company Overview

Two mega-minds, Muralidhar and Bimal Kumar Gyanchandani first launched Ghari detergent in Kanpur, Uttar Pradesh, India at the last quarter of 1983 without creating much media or public attentions. After that they founded a soap Industry in 1988 and started manufacturing their first product which is Ghari detergent powder. At the first of June 2005, that specific soap Industry changed its name to Rohit Surfactants Private Limited (RSPL). Muralidhar Rohit Gyanchandani then became the only CEO of RSPL Group in India.

Nirma detergent powder launched at first then Ghari detergent and surfaced the market share from Surf excel detergent and became the market leader in India in just 4 years. Ghari detergent powder is having 27%+ market shares in India at present. It became the the detergent market leader again in 2012. As a successful organization, they began their global operation in Bangladesh in 2014. After that now in 2022 they are holding the third position of detergent segment in Bangladesh with their tremendous hard work, strategies and dedication.

2.1.2 Trend and Growth

The Ghari Detergent brand is one of the fastest-growing FMCG brands. Despite competition, the RSPL Limited Group is making significant progress in the Bangladesh's detergent industry, and is currently listed as the largest brand in its category, with over 28 percent market share, and is constantly seeking to improve its position. A family firm that began in 1970 making and marketing oil soap with a turnover of a few lacs became a corporation in 1988 when it expanded into the manufacture of detergents and started their business at Bangladesh few years back as well as with a great positive impact in our detergent industry right now. The RSPL Group has a strategy of deepening its market penetration before focusing on geographic expansion. It has recently begun growing its

geographical presence by developing and expanding distribution in new states, after achieving great distribution reach in its key markets.

Showing some of the data to understand the market trend and growth. (All the data are in TON)

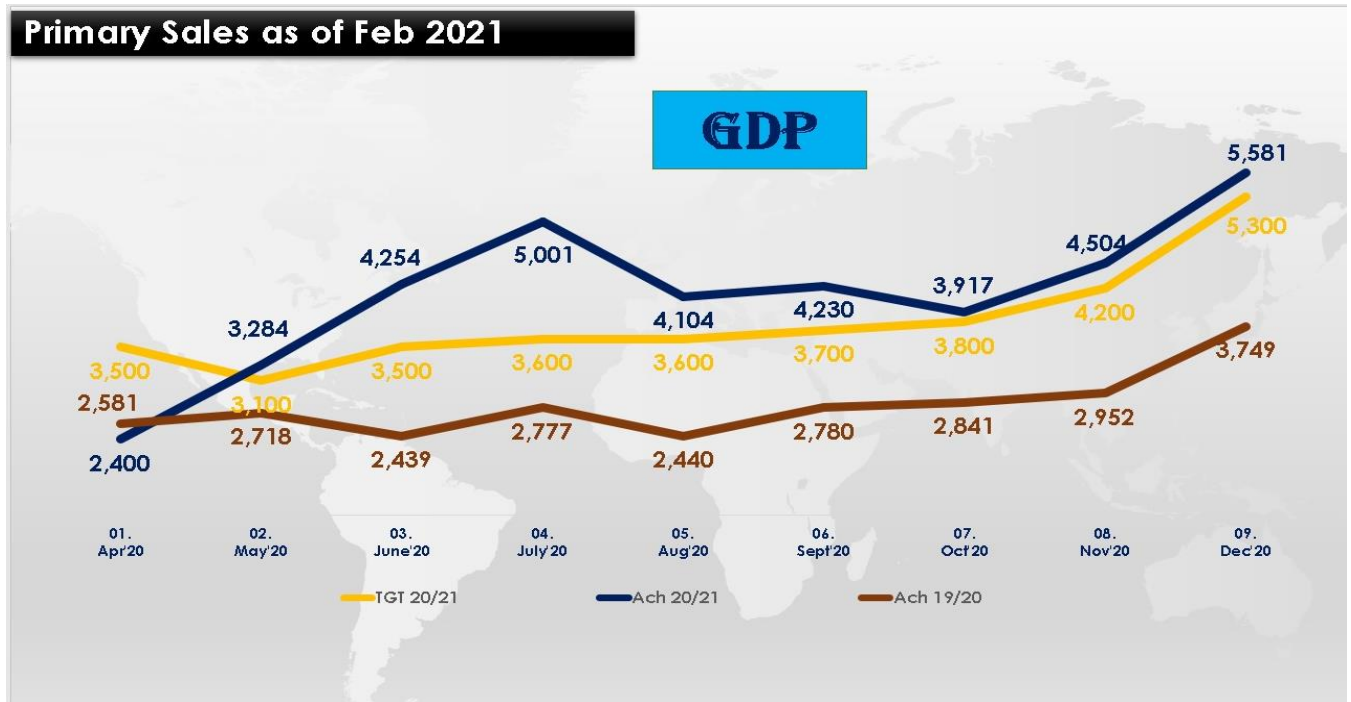


Figure 1: Growth of Ghari Detergent Powder (GDP)

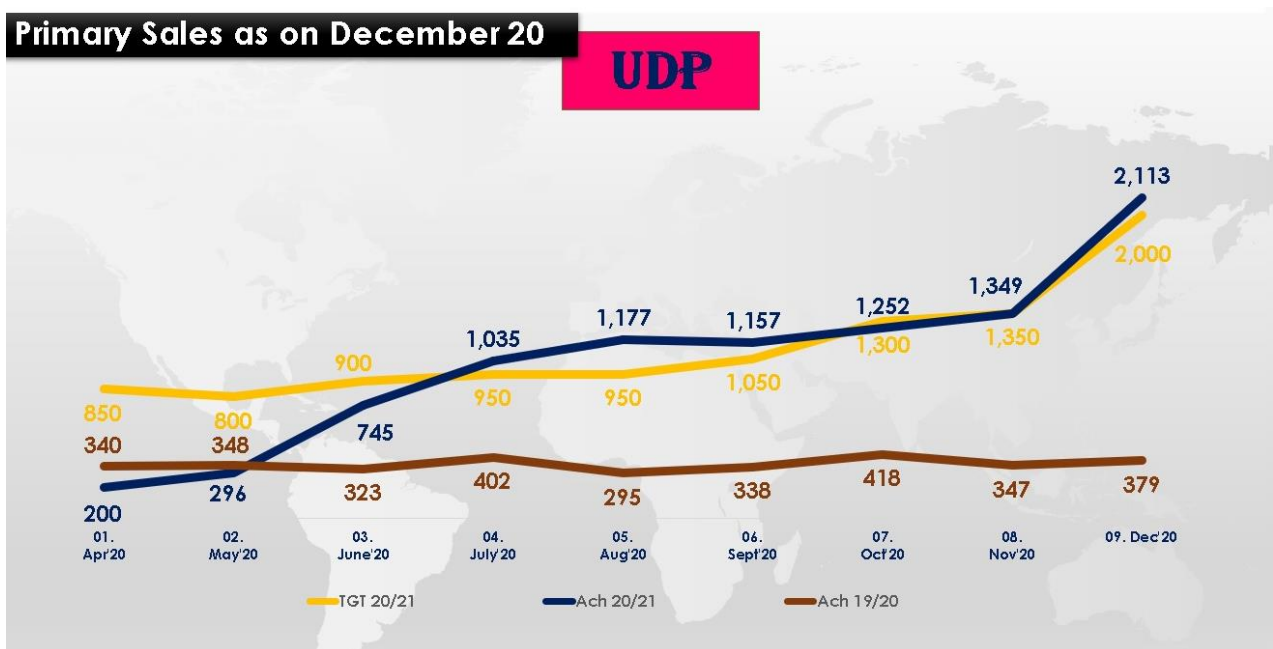
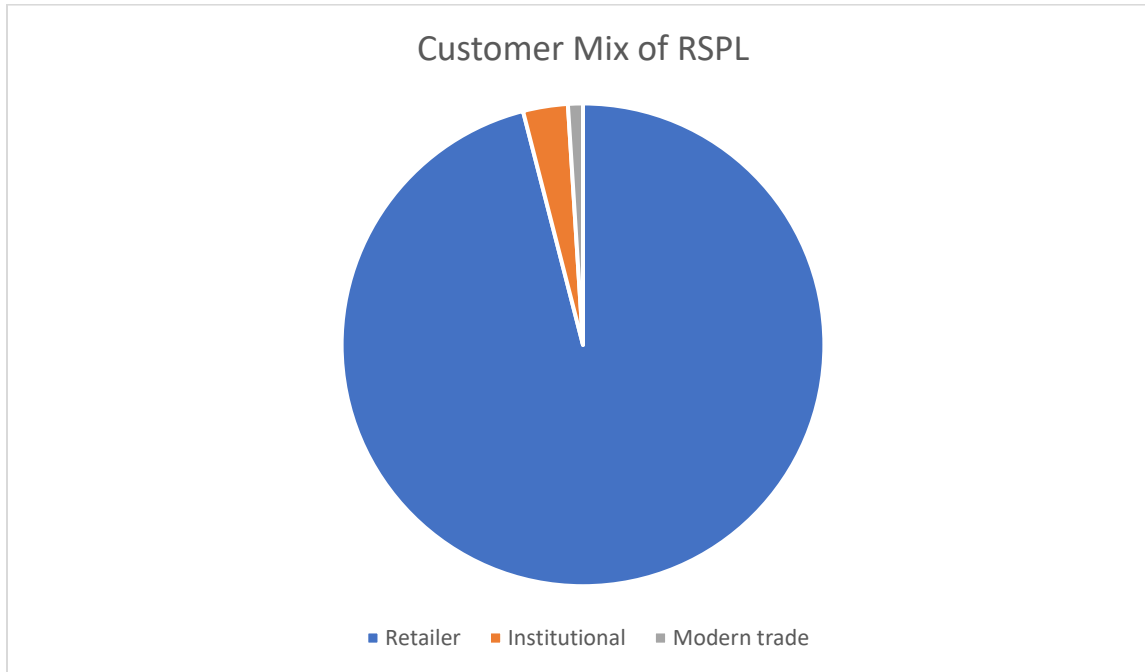


Figure 2: Growth of Ghari Detergent Powder (GDP)

2.1.3 Customer Mix:

Figure 3: Customer mix of RSPL Group



As we can see RSPL group is totally focus only on the retailing sales rather than using the modern trade activities as well as institutional activities. They have plans to these in future as well.

2.1.4 Product mix

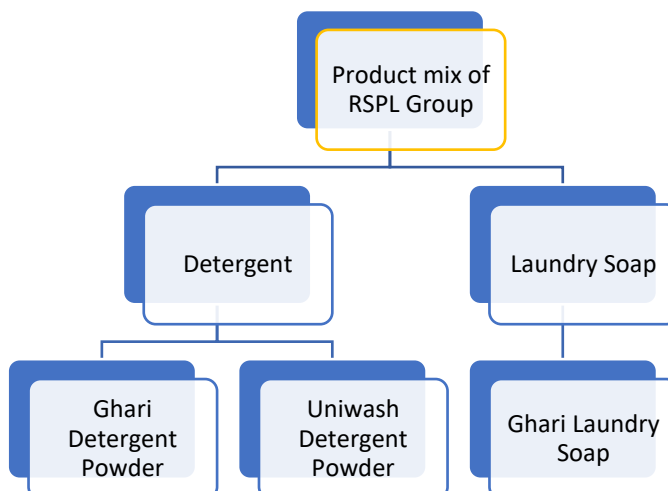


Figure 4: Customer mix of RSPL Group

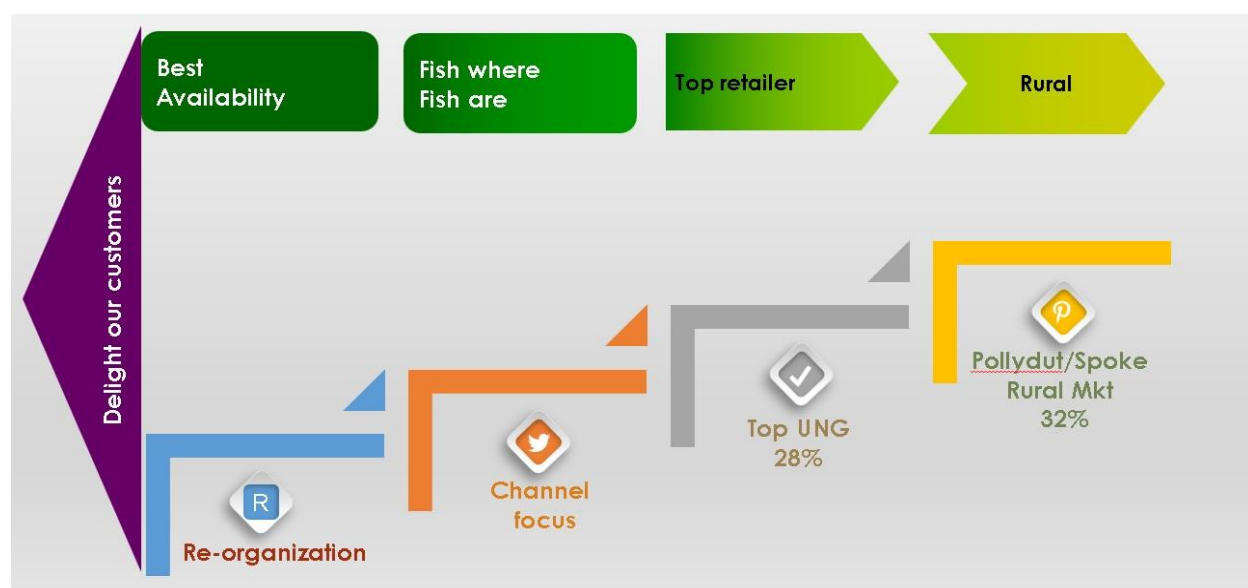
As we can see RSPL group has only two segments running in our Bangladesh for now. 99.2% of the total yearly sales comes from the Detergent segment only. There are some upcoming products coming which are in the R&D pipeline right now.

2.1.5 Operations of RSPL Group

RSPL Health BD Ltd., a subsidiary of RSPL Group India. They have been operating in Bangladesh since 2013. As told before their first item was launched in Bangladesh was "Ghari Detergent". For the past seven years, "Ghari Detergent Powder" has been the market leader in India. However, the situation in Bangladesh is slightly changed from the view of India. "Ghari Detergent" was one of the first products to be effectively introduced into the Bangladeshi market via BTL (below the line) marketing and no other ATL activities were done during this period. "Ghari Detergent" is ranked 3rd in the detergent market. In mid-April of 2017, this firm launched "Uniwash," a new medium category detergent in Bangladesh.

Some of the ongoing operations are showing below in the figure:

Figure 5: Ongoing operations of RSPL group



2.1.6 SWOT analysis

SWOT Analysis is one of the most important tools for analyzing an organization's 360 degree current situation. External and internal sources are used to do this SWOT analysis of RSPL group. I basically done the SWOT analysis on the products rather than on the organization. Because as a sales person I gave more important on how to improve the sales figures.

Showing them on the below figures:

CHANNEL CATEGORY SWOT ANALYSIS

GHARI DETERGENT

Strengths

- Strong image of Ghari
- Lowest Price in the recent market.
- Better numerical distribution in wet market (UWMG, RWMG)

Weaknesses

- Number of frequency is less because of not having the depth market covering.
- Wheel sales scheme and brand image is making us hamper.
- There is no deep rural coverage.
- Lowest visibility if comparing with competitors.

Opportunities

- lot of scopes in wet market coverage.
- Our depth in the wet market can be increased
- Focusing on Minies can increase our sales.
- We have a lot of scope in increasing our visibility branding

Threats

- Higher trade margin offered by competitors
- Wheel's upgrade of sales scheme can be a huge threat for us.
- Low-priced local brands and look alike are mushrooming in some major towns

Figure 6: Ghari detergent Powder SWOT Analysis

CHANNEL CATEGORY SWOT ANALYSIS

UNIWASH DETERGENT

S trengths	W eaknesses
<ul style="list-style-type: none">• Semi-Premium brand• Product quality• Push Selling for trade relationship• Strong Sales forces	<ul style="list-style-type: none">• Strong competition• Numerical distribution is less.• Number of frequency is less because of not having the depth market covering.• Less brand Image
O pportunities	T hreats
<ul style="list-style-type: none">• We have a lot of scopes in market depth coverage.• Increasing visibility branding (In-store, On-store).	<ul style="list-style-type: none">• Ambush marketing by competitors.• Higher trade margin offered by competitors

Figure 7: Uniwash detergent powder SWOT Analysis

2.2 Industry Analysis

2.2.1 Specification of the Laundry Industry in Bangladesh

For the first time since 2017, the Bangladeshi soap and detergent market climbed by 11% to \$29.8 million in 2021, reversing a two-year downward trend. Overall, consumption is continuing to rise at a rapid pace. The year with the highest rate of growth was 2014, when the market value climbed by 4% year over year. In 2016, soap and detergent consumption reached a high of \$19.2 million; however, from 2017 to 2019, consumption fell somewhat.

The Bangladesh laundry market is growing by double digits every year, with only a few big competitors vying for market dominance. The laundry market is an oligopoly, with only a few large brands such as Rin , Ghari, Keya and Chaka competing. In the laundry market, RIN washing powder is the market leader.

2.2.1 Size trend and Growth of the Laundry Industry of Bangladesh

In November 2021, Bangladesh's production of soap and detergent was reported to be 8,805.000 metric tons. This is a reduction from the previous month's total of 15,975.000

Metric Ton. Bangladesh Production: Soap & Detergent data is updated weekly, with 334 observations average 4,956.000 Metric Ton from February 1994 to November 2021. The data ranged from 27,143.000 Metric Ton in July 2017 to 2,399.000 Metric Ton in April 2020, with a peak of 27,143.000 Metric Ton in July 2017 and a low of 2,399.000 Metric Ton in April 2020. Bangladesh Production: Soap & Detergent data is reported by Bangladesh Bureau of Statistics and is currently active in CEIC. Bangladesh is the subject of the data in the Global Database.

2.2.3 External Economic factors of Detergent industry

The detergent market is rapidly expanding, particularly in the premium sector.

The Powder detergent market is predicted to increase at a 5 percent yearly rate. At the end of 2025, the powder detergent market will be worth \$40m. The business can benefit from the laundry detergent market's rapid expansion. Despite the fact that RSPL Group, holds the bulk of the market share in the detergent area, the total business is very competitive. RSPL products are constantly designed to provide innovation and deliver superior packaging. The difference between the costs of detergents from the lower segment to the upper two segments has narrowed in Bangladesh, thanks to a reduction in the GST tax rate for the premium and midrange sectors. The revenue for the products in these segments has increased as a result of this. Uniwash is a middle-segment product.

2.2.4 Technological Factors

The organization values technological advancements as a means of driving innovation. RSPL had previously launched GHARI Pods. These pods were little, but they were liquid detergent tablets with a high concentration. They had committed more than \$4 million in the product's marketing effort in order to secure its success. Also, sales of detergents such as Uniwash were impacted, owing to an increase in washing machine sales. Consumers have been forced to convert to intermediate and higher segment detergents

due to a lack of cash and widespread use of washing machines. Consumers are informed about the benefits of utilizing Ghari by sales representatives and technicians, which leads to increased product sales. Every year, sales of such high-end washing machines rise at a given rate, resulting in a growth in high-end detergents.

2.2.5 Barriers of Entering at Detergent Sector of Bangladesh:

Explaining below with valid points:

1. Import limitations were lifted, allowing domestic brands to take their position.
2. Rural demand is cyclical, and it is heavily influenced by their climate.
3. One of the greatest concerns to the FMCG sector is a complex, shifting, and totally uneven tax system which leads organizations a strong barrier.
4. All companies must sell their products in uniform size packs under new packaging regulations.

2.2.6 Supplier power:

Explaining below with valid points:

1. Suppliers have gathered in some specific areas, and their concentration is greater than that of their purchasers.
2. When there are few suppliers and great demand for their product and the suppliers' position against Ghari detergent is very strong.
3. If Ghari detergent doesn't educate themselves with the trend then this supplier power can create a negative impact.
4. Other factors that increase suppliers' bargaining power include: very much differentiated products and raw materials are offered by the suppliers, Ghari detergent is

only focusing for a small portion of raw materials suppliers' overall sales, and short of huge lineup product categories and SKUs.

2.2.7 Buyer Power

Explaining below with valid points:

1. A larger customer segment gives them more bargaining power against Ghari and Uniwash detergent as detergent sector has a lot of competitive products.
2. Buyer power will be high if there are few sellers, whereas a large number of sellers can create a great negative impact for any product as well.
3. Both of RSPL group's products are have low switching cost so buyers can take the advantage here.
4. RSPL BD doesn't have any high-end segment product in the market yet, that is why for buyers power, buyers are focusing on the competitors now.

2.2.8 Threat of Substitute

Explaining below with valid points:

1. A lot of less expensive substitute products are already available from the same industry.
2. The costs of switching from this same detergent industry to substitute products are very much low.
3. Competitors products already has the same or even better quality and performance than the RSPL products.

2.2.9 Industry Rivalry

Explaining below with valid points:

1. The market has a medium number of participants.
2. The industry is rapidly expanding.
3. The products are can be highly differentiated and each market participant focuses on a different kind of detergent segment.
5. For RSPL the exist barriers are very low because a great competitive move can impact at RSPL business and for having a less barriers at exiting, rivals sometimes take advantages.

CHAPTER III: INTERNSHIP EXPERIENCE

3.1 Positions, Duties and responsibilities:

Position: Sales Intern

Duties and Responsibilities:

- Ensuring the achievement of daily/weekly/monthly sales target by volume/value (By meeting LPC, ND and SKU wise targets)
- Managing Distributors and DSRs on every aspect (Arranging on the job training for assigned DSR team)
- Supervising and coordinating the entire marketing and sales activities
- Working in the Reorganization team for market expansion.
- Developed uncover specific territories from scratch to end (From outlet survey to distribute products).
- Planned and executed POSM programs. Ex. QPDS, QPS etc.
- Being the Sales Manager's intern, helping in chain of command as well as building and maintaining liaison with the whole sales team

Showing Some of the examples POSMs that we have used :

Figure 9: POSM materials: Shop identifier, In store Stickers



Figure 10: POSM materials: QPDS gifts, Cut-out, Hanging Identifier

3.2 training

1. On the Job: Here basically I have gained knowledge about the whole physical sales process of a company from top to bottom. Got strategic management, handling wholesalers and retailers, reorganization etc. training at the field.
2. Off the job: They provided me Excel, Fluency in English and Stress management training.

3.3 Contribution to departmental Functions

- Managing Distributors and DSRs on all levels “Arranging on the job training for assigned DSR team”: Sales Team activity
- Overseeing and coordinating all marketing and sales activities: Marketing Team activity
- Participating in the Reorganization team in order to expand the market: Cross Functional team activity
- Created and explored specific territories from beginning to end (From outlet survey to distribute products): Market Development team activity
- Developed and implemented POSM programs. QPDS, QPS, and so on: Trade marketing team activity
- Acting as the Sales Manager's intern, assisting in the chain of command and establishing and maintaining liaison with the entire sales team: Cross functional team activity

3.4 Evaluation

RSPL Group mostly evaluate their employees into 4 specific sections:

1. Performance Evaluation Form
2. Competency Assessment Sheet
3. Training Need Assessment
4. Promotion Recommendation

3.5 Skills Applied

Soft Skills:

1. Leadership
2. Time Management
3. Customer Service
4. Business Development
5. Unique
6. Strategic Management

Hard Skills:

1. Microsoft Excel
2. Microsoft Word
3. Microsoft Power point
4. Social media Marketing.

3.6 Application of Academic Knowledge

Reflection is the process of looking back on what we've learned or what happened and analyzing it in order to avoid making the same mistakes again. It also aids in concentrating on the positive lessons learned and what worked in the past so that you can apply them to future tasks.

Some studies demonstrate that reflecting on what we've learned can help you stay in control of how you apply what you've learned, connect learning experiences on the job, and provide us ideas for new topics to investigate.

Thoughts aren't the only thing that can be reflected on. Reflection must be accompanied by actions.

Some of the Major Reflection did happen while doing my internship was:

1. PESTEL Analysis
2. Marketing, Products and Customer Mix

3. SWOT analysis
4. Software handling (Microsoft software)
5. Brand Mix
6. Customer Insight
7. Reorganization
8. Company Hierarchy
9. Business Development Process
10. Competitor analysis

CHAPTER IV: CONCLUSIONS AND KEY FACTS

4.1 Recommendations for improving departmental operations

We should endeavor to find answers to the difficulties that can be solved and avoided because the inescapable problems and faults cannot be avoided. Some of the recommendations are given below:

1. Persuade retailers to push sales: For sales Department
2. Persuade retailers to promote product sales: For marketing Department
3. To persuade them they can be offered bonuses, additional perks, sales programs, and a variety of other incentives to encourage them to sell Ghari and Uniwash: For sales development and HR department
4. Shelf hiring can be an effective way to overcome retailers' reluctance: For sales Department
5. Giving more focus on the R&D which are based on route levels will improve the business strategy more: For Market research Team

4.2 Key Understanding

Internship is really an important stepping stones to a career. They provide you with significant job experience and allow you to advance in your chosen field. My internship has been jam-packed with hands-on learning opportunities, difficulties, and tips on how to improve my skills. As I began to think about and apply these teachings, I saw a pattern. Many of these lessons were applicable to areas other than sales.

I am sharing some of the understanding in this report:

1. Listen First – response later

Is Listening Important? This question may seem intuitive, but the answer is arguably the most important lesson I've learned in my sales internship. Many individuals make the mistake of listening with a response already locked and loaded. When we listen to

understand, we create more successful interpersonal relationships, cultivate greater trust, conduct better conversations, and hone our problem-solving skills.

2. Don't get carried away by the highs or the lows:

We have complete control over only a few things in life. Our mindset and how we approach each day are two of these factors. During my internship, I rapidly realized how critical it is to be consistent in these areas. Regardless matter what occurred the day before, it is critical to approach each day with a good mindset. We generate a positive atmosphere, increase productivity, increase energy levels, and improve relationships when we do this.

3. Relationships foster trust, which in turn fosters change:

What is the link between trust, relationships, and start changing? Both people in a healthy relationship should be able to trust one other. When a relationship is built on trust, it has the ability to spark transformation. In sales, I immediately saw the necessity of building trust with our clients and the link between trust and success. We should not give or take for granted the importance of trust in leading change.

4. The people make you a leader, not your title:

A title alone does not make someone a leader. When I first started at RSPL, I noticed that many of my peers who were considered leaders had a set of characteristics in common. They motivated others, made people feel valued, created a culture of continual learning, and acted compassionately. WHO these characteristics affect is the common denominator. People define a leader as someone whom others choose to follow.

4.3 Conclusion

The company's overall performance is excellent. The current year's situation is particularly strong, thanks to a higher profit than the prior year. In the current market environment, it is preferable for the company to spread its capital across several sectors. The financial statement research concludes that RSPL Ltd has shown changes in its profitability position during the last few years. The firm's assets have increased, but its working capital has declined, indicating that it is unable to satisfy its present obligations. Overall, the RSPL company is growing at a rapid pace, posing a significant challenge to its competitors. I am extremely pleased and honored to be a part of the RSPL Group's evolving culture through-out my whole internship time.

References

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