

Internship Report on

Market Development Practices by the ACI Limited: A Hands-on initiative for
ACI Savlon & Aerosol.



Submitted to

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Submitted By

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Date: December 31, 2018

United International University



Market Development Practices by ACI Limited:
A Hands-on initiative for ACI Savlon & Aerosol.

Letter of Transmittal

December 31, 2018

Sarker Rafij Ahmed Ratan

Assistant Professor

School of Business and Economics

United International University,

Dhaka, Bangladesh.

Subject: Submission of Internship report.

Sir,

It is a great pleasure for me to present you my internship report, entitled “Market Development of ACI: A detail study on Savlon & Aerosol”.

I am fortunate enough that you have given me the opportunity to work on such a project. This internship project has given me the valuable knowledge and insight on the Aerosol & Savlon products market in Bangladesh. I have acquired insight on the factors affecting the purchase pattern, and understanding the real life scenarios. I have gained the valuable experiences through this internship under the supervision of you.

I hope that you will find this report very informative and useful. I assure that I will remain standby for any explanation and certification if required.

Sincerely,

Mahmudul Hasan

ID: 111 133 176

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Declaration:

This is to state that this report has been prepared by me as a requirement of the BBA program. All the contents of this report have been prepared by me and the entire report is my original work.



Mahmudul Hasan

ID: 111 133 176

BBA

United International University

Acknowledgement

Internship is a vital part of the BBA program. Moreover, it is an important step in the shaping up of the career of a student of the business discipline as it is an opportunity to witness the real world applications of theories learned in class rooms. The internship journey will always be memorable to me as I have learned a lot in these few days that will help me in the future. This of course would not have been possible without the help of certain individuals who have helped me along the way.

First of all I would like to thank **Mr. Sarker Rafij Ahmed Ratan**, Assistant professor, SOBE, United International University. Sir, your instructions are what gave a proper shape to this report. Thank you for taking some of your valuable time in viewing my report and making all the necessary correction. It has truly been an honor completing my internship under your supervision.

Secondly, I would like to thank **Mr. Rahul Saadat**, Market Development manager, ACI consumer Brands, my direct supervisor at ACI Ltd. I am grateful to you for entrusting certain responsibilities on me and for guiding me at the office. I would also like to thank **Mr. Rasheeq Saeed**, Market Development manager, ACI Ltd and my friends and colleague.

Most importantly, I would like to thank my family for constantly supporting me in my endeavor their love and support kept me motivated and my life purposeful.

There are also many others whose name I cannot recall at the moment. I would like to express my heartiest gratitude to those who stood by me and helped me in many different ways; I may never be able to repay them. I shall be forever grateful to all of these people.

Executive Summary

ACI Limited is renowned organization and its most common products are Aerosol & Savlon. This report is presenting how ACI limited is practicing the market development for these products. Aerosol & Savlon is a renowned brand under ACI Consumer Brands. Aerosol & Savlon is one of the core brands under ACI Consumer Brands. It is made available in the market and its market share is rising up high. It is competing against other brands such as Lifebuoy, Dettol who is the market leader in Bangladesh, for Aerosol HIT, Mortin. There are also many other local brands in the market that are aggressively fighting for more market share. Aerosol & Savlon is the comparatively brand leader in Bangladesh market and being a well-known brand does have a strong position in the market. ACI is using different means of consumer and trade promotion in order to gain more market share. Aerosol & Savlon has taken many promotional tools all of them are discussed earlier. Customers are more awards to this brand for their effective promotional strategies

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Chapter 1

1.0 Introduction:

ACI is one of the most renowned companies in Bangladesh. The company was founded as ICI in 1968. ACI has been conducting business under the name of ACI since 1992. It is one of the most successful Bangladeshi companies with business operations in many different areas. I was fortunate enough to complete my academic internship at ACI. Internship is a mandatory part of the BBA program and it is a great opportunity to observe the real implications of text book theories. It can be also considered as a stepping stone for a graduate in building up his future career. During the period of my internship, I have been assigned under the direct supervision of Mr. Rahul Saadat, Market development manager of ACI consumer Brand During my internship; I had to work under a number of different brands including Savlon product, septex, ACI aerosol etc. Job responsibilities included market visit and marketing plan development and implications for the said brands. However, my core duty was market development basically ACI Savlon & ACI aerosol.

Savlon and Aerosol are marketed as a personal care product. Those are priced similar to other available product available in the market from brands like lifebuoy, Dettol on the other hand Mortin, Hit. The products are available in different markets all over the country. Consumer demand for the savlon at present is quite low as this is still a very new product. But ACI aerosol remains market leader. ACI has taken different steps to promote the product and make it appeal to the consumers. The products are marketed as a common place kitchen care product and traditional means of consumer promotion are used. In this report, I will cover different aspects of the brand including its marketing proposition and present primary research findings on consumers of the category.

1.2 Background of the Study

As an integral part of course curriculum of Bachelor of Business Administration (BBA), 3 months internship program has been designed after the completion of theoretical courses of BBA. To comply with the academic requirement every student is supposed to complete 3 month internship to get the practical exposure of theoretical knowledge. After the completion of internship program with an organization every student is required to submit a report on the acquired practical knowledge during internship period. As a student of the BBA Program of United International University, I have been assigned to prepare this term paper. I have been placed in the ACI limited for internship program and there was the opportunity to see the overall functions of the organization during my three months internship program. They have provided me the opportunity to know about their activities. During internship period I have been placed all the departments of ACI (Consumer Brands). I have gone through different papers, document, and annual reports for the preparation of the report. The report is about the practice of Market development of ACI Savlon & Aerosol.

I am thankful to my supervisor, Assistant Professor Sarker Rafij Ahmed Ratan for assigning me such a term paper.

1.3 Objectives of the Study:

Objective 1: Apply theoretical knowledge to real market.

Objective 2: To know market environment

Objective 3: To know how the firm develop their market and create demand in the market.

1.4 Research Methodology

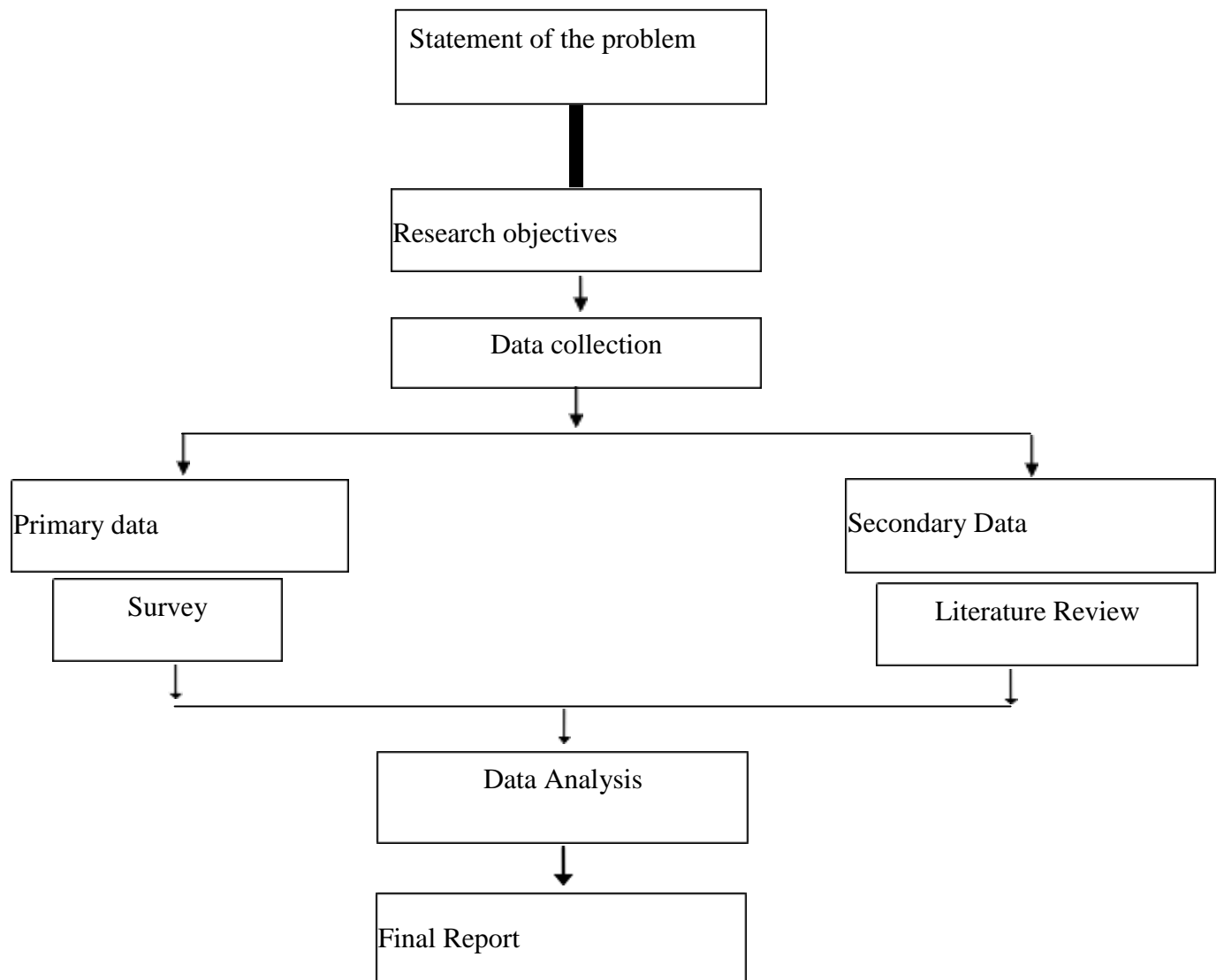


Figure3.1Research Methodology

1.5 Type of Research design

In this report, Descriptive Research has been adopted because it covers qualitative researches which are imperative for the study. Here qualitative research has been used to show the information in quantitative form. Features are classified and counted, and statistical models are constructed to analyze and explain the information that has been gathered.

1.5.1 Data Collection

In preparing this report both primary and secondary data are collected.

Primary sources of collecting data:

Primary data has collected from an activation program where are randomly selected as a sample including Retailer. The primary sources are:

- Personal conversation.
- Informal conversation with several types of employees of ACI Limited.

Secondary Data: There are several ways managed to gather data and information.

- They are Prior reports of the office Regular discussion with the supervisors
- Official websites of ACI
- Continuous Market Visit
- Consumer interviews
- Retailer Interview

Sampling process and techniques

Sampling Frame: Sampling frame is the source material or device from which a sample is drawn. In a Activation Program, ACI gave free sample and sold Freedom Savlon & Aerosol and collected the database of those customers, for this report purpose I did a survey by using telephone Here sampling frame is who got free sample and bought Savlon & Aerosol.

Sampling Unit: Those consumers who use Savlon & Aerosol Sampling.

Technique: Simple Random Sampling.

Sampling Size: 100 respondents

Style of Questionnaire: Structured Questionnaire

1.6 Scope of the Study

In these three months study, I have achieved real life experience of working with different brands of ACI. I got the opportunity to observe their daily activity like their market development strategies, demand analysis, organizational behavior, corporate culture, chain of command and so on. In this report, I have gained valuable knowledge and insight on the Aerosol & Savlon products market in Bangladesh, achieved insight on the factors that affect customer reaction and their sales. This study helped me to find out the market development strategies of Aerosol & Savlon products of different brands, consumers perception about Savlon & Aerosol and its market development strategies.

1.7 Limitations of the study

There were some difficulties which I have encountered in preparing this report. I have visited all the departments of ACI CB one after another. ACI is a large corporation and therefore 3 months internship period is not enough to prepare a comprehensive report on ACI Savlon & Aerosol employee. Other constraints I have faced during the course of my internship period are as follows:

- Due to the confidentiality problem many information may not be accessed.
- Time constraint is major problem to conduct a thorough research. The time period of data collection was inadequate.
- Recent employee recruitment was being processed during the internship period, which made both interns and officers busy in the office hours.

Chapter 2

2.0 Background of ACI Limited

ACI Limited is one of the leading companies in Bangladesh which was established as a subsidiary of Imperial Chemical Industries (ICI) plc, U.K. in 1968 and at that time, it was one of the oldest industrial units in our country. After the liberation war, the enterprise was declared discontinued. Then it had been incorporated in Bangladesh on 24th January, 1973 as ICI Bangladesh Manufacturers limited as a subsidiary of ICI then on 24th June, 1973, the factory started again its operations under the name ICI Bangladesh Manufacturers Limited. On the 5th May, 1992, ICI Plc divested 70% of its share to local (Bangladeshi) management and hence ACI Limited came into the existence.

Now ACI is a leading corporate body in Bangladesh which is a Public Limited Company with a total number of 16,631 shareholders, among which there are 6 foreign as well as 14 local institutional shareholders. The company is diversified into four major businesses (shown later on). The ACI has a long list of international associates and partners with trade and business agreements. Apart from that, ACI Limited has more than 5,000 employees to run its daily operations.

2.1 Mission

“ACI's Mission is to enrich the quality of life of the people through responsible application of knowledge, technology and skills. ACI is committed to the pursuit of excellence through world-class products, innovative processes and empowered employees, to provide the highest level of satisfaction to our customers.

Our Vision

To realize the Mission, ACI will:

- Provide products and services of high and consistent quality, ensuring value for money to our customers.
- Endeavour to attain a position of leadership in each category of our businesses.
- Develop our employees by encouraging empowerment and rewarding innovation.

-
- Promote an environment for learning and personal growth.
 - Attain a high level of productivity in all our operations through effective utilization of resources and adoption of appropriate technology.
 - Promote inclusive growth by encouraging and assisting our distributors and suppliers in improving efficiency.
 - Ensure superior return on investment through judicious use of resources and efficient operations, utilizing our core competencies” ACI Limited.

Company Objectives

- To provide qualityful product.
- To fulfill customer demand
- To focuses on innovation and modification
- To emphasis on the fulfillment of commitment • To ensure superior return on investment

2.3 Strategic Business units (SBU's)

Advanced Chemical Industries (ACI) Limited is one of the top ranked conglomerates in Bangladesh, with a multinational patrimony. The company has classified into four major Strategic Business Units (SBUs)

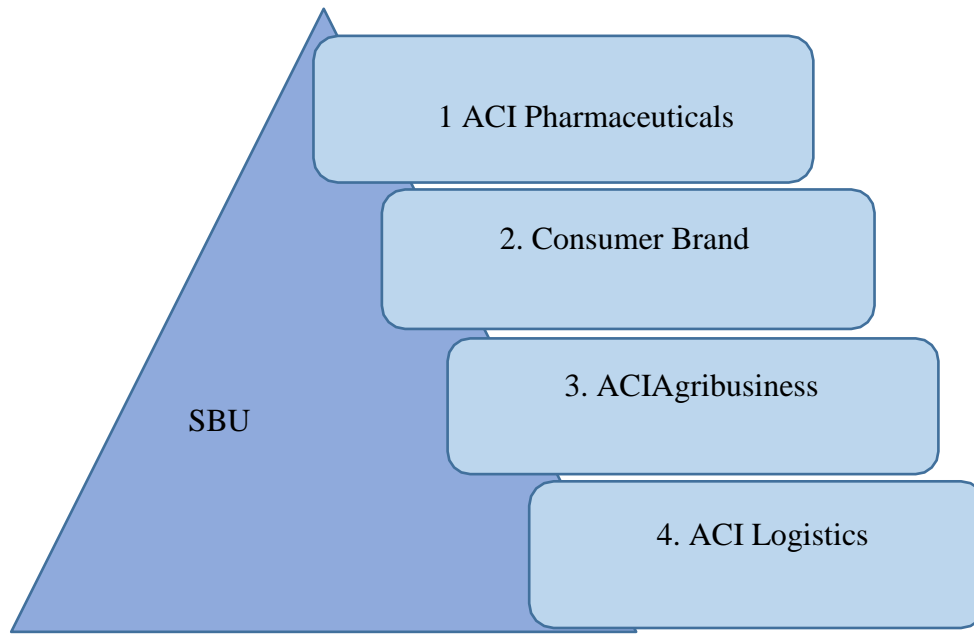


Figure2.1: Strategic Business Units of ACI

Subsidiaries:

- ACI Formulations Limited
- ACI Leather Crafts Limited
- ACI Salt Limited
- ACI Pure Flour Limited
- ACI Foods Limited
- Creative Communication Ltd.
- ACI Motors Ltd.
- ACI Logistics Ltd.
- ACI Godrej Agro vet Private Ltd.
- Tetley ACI (Bangladesh) Ltd.

Joint Ventures:

- ACI Godrej Agro vet Private Limited
- Tetley ACI (Bangladesh)
- Asian Consumer Care (Pvt.)

Chapter 3

3.0 Market Development of ACI Savlon

In the antiseptic pharmaceutical products market Savlon has different categories in their products. Those are Savlon Liquid Antiseptics, Savlon Antiseptic Cream, Savlon Antiseptic Hand Wash, Savlon Antiseptic Soap, Savlon Floor Cleaner. Bangladesh soap bar market has divided by two major categories of soap bars, Bathing Soap another one Laundry Soap. There are 2 different type of Bathing Soap, “Health soap” and ‘Beauty soap”. In the present market situation, Beauty Soap has taken the majority of the market share and enjoying the market leadership with 75% of total market shares. While the Health Soap or the Antibacterial Soaps are still suffer behind with only 25% of total market shares. Under health soap segment in present situation, there are three renowned brands in the market which are Lifebuoy, Savlon and Dettol. Lifebuoy soap has taken the leading position in the market with majority of total market share of health soap bar class where Dettol is in the second position. These two brands have put ACI Savlon brand in the third position in the market. Savlon, an international brand from Jonson & Jonson for which ACI is doing operated activities locally as a separate, individual entity. Savlon slogan is “everyday protection from germs”. Though health soap bars are active for a long time in the market, but it is seen that only for past few years antibacterial soaps are generally accepted.

3.0.1 Competitor Analysis:

The main competitor for Savlon is Dettol by Reckitt Benckiser. Dettol is the world renowned in antiseptics bought for use at home. It is marketed in 37 countries all over the world.

Dettol is the trade name for a line of hygiene products manufactured by Reckitt Benckiser. The Dettol started its journey in 1933 as antiseptic liquid, but over the time, it has been extended to a number of products categories like soaps, liquid Hand wash, liquid Body wash, shaving Cream and plaster strips. Now days Dettol has its different variants available in the market

Savlon's main and core competitor is the Dettol. New and Improved Dettol Soap is specially formulated for daily life use. Dettol Original Soap is better at fighting germs compared to ordinary soaps. So Dettol's earns trusted protection to the entire family.

Current marketing strategies of Dettol soap in Bangladesh.

'Dettol recent campaign is "My Mom My Hero Contest": The participants had submitted photos and shared their stories. The slogan is "Most Memorable Moment with My Mom, My Hero", on behalf of Reckitt Benckiser (BD) Ltd.

- Dettol produce reality show "Shera Ami Shonge Ma": First ever reality show pairing mother & child. Reckitt Benckiser Bangladesh and RTV are jointly arrange this show. Both created unique platform called "Dettol Shera Ami Shonge Ma" where mothers and kids will explore their creativity & talents to be the country's best mom and child pair.

- Besides the sponsored reality shows, Dettol provide their retailer some accretive trade offers like- 2 soaps are free for the retailers for ordering 12 soaps,

- They attract consumer through some offers such as; they get 1 soap free for buying 2 packets of soaps.

3.0.2 Savlon Marketing mix

Savlon marketing mix analyses the company which covers Product, Price, Place, and Promotion and explains the Savlon marketing strategy. The report explains the pricing, advertising & distribution strategies used by the company.

Product

Savlon is an antiseptic brand which is used by doctor's works purpose and households clean purpose. Savlon divided their product into three categories. The product prefecture in its marketing mix is as follows:

Savlon Antiseptic: It is an antiseptic liquid solution dark golden in color which contains centrimide and chlorohexidine gluconate. This is used to sterilize wounds or water for bathing. It available in 50 ml, 100ml, 200 ml, 500 ml and 1 lit bottles which are transparent.

Savlon Hand-wash: The hand-washes are three different types. First one is the double strength hand-wash used to clear robust dirt and grimes. The next one is the moisture shield hand-wash which is a combined of the cleansing formula and moisturization. The last type is herbal sensitive hand-wash which is used for delicate skin. All these are comes in 185 ml, 200 ml and 750 ml bottles.

Savlon Soap: There are three various type of Soap in this. 1st one is the Double Strength soap which is robust on germs and gentle on the skin. The next type is the Glycerin soap for gentle moisturizing and the last one is the Aloe Vera soap which is rich in aloe Vera and gives natural preference. 75g and 125 g in packs of three or single in the market.

Price

Savlon priced their product for the low to mid income level population. The target is to increase the Entrance in the market as it is being currently dominated by Dettol and Lifeboy hence the pricing strategy in its marketing mix is Entree pricing. The Savlon antiseptic liquid is priced at taka 45 for 100 ml, taka 90 for 200 ml and Rs.190 for 500 ml which are all lower than Dettol and other competitors. The price range for the soaps is between taka 45 and taka 130 for single and packs of three respectively. Sometimes they offer of buy three and get one free on these soaps. Savlon sachets of hand wash come for the bottles the range is between taka 55 and taka 120. Refills packs are also available for the hand pumps at a different price range.

Place

Savlon has a wide distribution channel which consists of a lot of distributors. These distributors supply to retail outlets, supermarkets and pharmacy stores. The ACI Savlon are managed

effectively in all these stores by analysis of footfall, area and the competitor brands. Savlon products are also available online on

Ecommerce platforms like Daraz, Ajker deal etc. Sometimes ACI provide discounts offered based on the quantities or Packs through these portals. Now days People prefer to shop online and hence take favor of these options. The company reduces on Savlon losses through because of the online marketplace option. They also give retailer free consumer in malls to sterilize their hands as they go ahead with the shopping thus increasing the awareness. They are also restrain up with hospitals for orders where Savlon will be used in the washrooms. They also plan to restrain up with schools for the same.

Promotion

Savlon promote their product through traditional channels more. It cuts back on advertisement costs by printing its ads on magazines and newspapers which have a large contribution base. In Bangladesh, Savlon have cricket player Mahmudullah as their brand ambassador. Through her they promote the need of the product for injuries which happen during practice of not only cricket but any sport and through that they promote in a way such that getting smashed in practice but still not giving up is important to succeed. Savlon also have digital marketing handles on Facebook and Instagram where they share their campaigns. They have had campaign during the global hand washing day to teach school children importance of washing hands. The ‘Performance Power’ campaign to fight germs during monsoon has also been a success. Mostly the campaigns are targeted towards kids as they convince their parents to buy the product. This concludes the marketing mix of ACI Savlon.

Chapter 4

4.0 Analysis, Finding & Recommendation of ACISavlon

4.0.1 Data Analysis

A Qualitative survey made by using spot survey to retailer shop. This face to face survey was based on an Activation Program where we gave free sample and sell Savlon products And collected the database of those customer, for this report purpose I did a survey by using face to face where I ask some question about product and promotion so that the reaction of customer about ACI's promotion strategies and product can easily measure. Some samples are given below;

Retailer Feedback:

Satisfied 50.76%

Dissatisfied 39.17%

Neutral 6.4%

Not willing to feedback 3.67%

Total 100

Current Brand preference based on retailer

Dettol 18.59%

Savlon 13.15%

Lifeboy 64.7%

not willing to give info 4.15%

Total 100

4.0.2 Finding

According to the face to face survey, more than 50% percent of the respondents are satisfy about savlon products which indicates that a major portion of retailers still belief on savlon product

- According to this Survey where 100 respondents gave interviews shows that 50% retailer are satisfied with this product's promotional and others activities where 39% retailer are dissatisfied, 6% are Neutral and 4% are not willing to provide there feedback. So, the result shows that Savlon products is doing there promotional activities perfectly.
- According to the face to face survey, Dettol & lifebuoy is considered the main competitor of Savlon product.
- TVC's are the most used medium to get to know about Savlon Products.
- A good portion of the respondent thinks that Savlon Products should increase their promotional activities.
- Most of the respondents get aware about Savlon products through TV ads, stickers and Billboards.
- All the medium such as super store, general store and online store gets equally used for purchasing of products.
- Various types of promotional tools should be implemented.
- The Advertising of Savlon products hasn't a good performance.
- The format of packaging is attractive.

4.1. Market Development of ACI Aerosol

4.1.1 Overview of ACI Aerosol

“Since its inception in 1967, ACI Aerosol has been the number one choice for consumers in Bangladesh. To ensure world class efficacy and safety for humans, chemicals are acquired from world renowned Japanese company: Sumitomo Chemical and Co. Ltd. The effort to ensure the highest quality has helped ACI Aerosol become the most effective Insect killer. To meet the requirement of consumer of different socio economic groups, ACI Aerosol is available all around the country in five different pack sizes. They are: 800 ml, 475 ml, 350 ml, 250 ml, and 125 ml” (ACI Limited, n.d.).

4.1.2 ACI Aerosol market presence

“With more than 90% market share, ACI Aerosol is synonymous to Aerosol based pest control category in Bangladesh. ACI Aerosol is available in all major retail, general, and super shops throughout the country” (ACI Limited, n.d.).

4.1.3 SWOT Analysis of ACI Aerosol

SWOT views for Strengths, Weaknesses, Opportunities and Threats. SWOT analysis is one of the basic analysis tools used for estimating the position of a product or brand in the market. The SWOT Analysis of ACI Aerosol has been stated below.

Strengths	Weaknesses
<ul style="list-style-type: none">• Strong Brand image• Strong in mass marketing• Market leader in Bangladesh.• Easily get distributor as a group of companies• Has a strong customer preference in big cities	<ul style="list-style-type: none">• Irregular delivers system outside the big cities.• Conflicts for SBU.• Weak inventory management in depot.• Emerging brands
Opportunities	Threats

<ul style="list-style-type: none"> • Opportunity for creating potential markets. • Introducing new variant of Product. • Growing consumer demands 	<ul style="list-style-type: none"> • Political violence. • Entry of new competitor. • Existing brands
--	--

4.1.4 Data Collection

In preparing this report both primary and secondary data are collected.

Primary sources of collecting data:

Primary data has collected from an activation program where 100 respondents are randomly selected as a sample including Housewife, job holder and Students.

The primary sources are:

- Telephone Interviews.
- Personal conversation.
- Informal conversation with several types of employees of ACILimited.

Secondary Data: There are several ways managed to gather data and information.

- They are Prior reports of the office Regular discussion with the supervisors
- Official websites of ACI
- Continuous Market Visit
- Consumer interviews

Sampling process and techniques Sampling Frame:

Sampling frame is the source material or device from which a sample is drawn. In a Activation Program, ACI gave free sample and sold Aerosol and collected the database of those customers, for this report purpose I did a survey by using telephone Here sampling frame is who got free sample and bought Aerosol.

Sampling Unit: Those consumers who use Aerosol. Technique: Simple Random Sampling.

4.1.5 Limitations of the study (ACI Aerosol):

Limitations are expected in the case of any research. Two of the most common limitations for any research are time and resource constraints. The researcher must be able to anticipate the limitations before starting on the research and find out ways in which the limitations can be overcome. The limitations that were met at the time of carrying out this study have been mentioned below.

- Information is confidential and not available in the market.
- Detailed report is not possible due to constraints and restrictions posed by the organization.
- Respondent hasn't provided proper answer.
- I had to make this report along with the job responsibilities of my internship, so there was a time constraint for me.
- Certain statistics could not be acquired related to customer preferences and purchase habits.
- It wasn't possible to gain access to some of the studies that were conducted in the past.

4.1.6 Data Analysis of ACI Aerosol

Data Analysis a Qualitative survey made by using Telephone interviews. This Telephone Survey was based on an Activation Program where we gave free sample and sell Aerosol And collected the database of those customer, for this report purpose I did a survey by using telephone from where I ask some question about product and promotion so that the reaction of customer about ACI's promotion strategies and product can easily measure. Some samples are given below;

Customer Feedback:

Satisfied 76.76%

Dissatisfied 17.17%

Neutral 4.4%

Not willing to feedback 3.3%

Total 100

Current Brand user of Aerosol:

ACI Aerosol 59.59%

HIT 24.15%

Mortin 11.1%

Others 5.16%

Total 100

Chapter 5

5.0 Promotional strategies of ACI Aerosol

5.0.1 Promotion Strategies

Push and Pull Strategy

Marketing theory distinguishes between two main kinds of promotional strategy - "push" and "pull".

i. Push

A “push” promotional strategy makes for using Aerosol sales force and trade promotion activities to create consumer demand for this product. The producer promotes the product to wholesalers, the wholesalers promote it to retailers, and the retailers promote it to consumers. A "push" strategy tries to sell directly to the consumer, by passing on their distribution channels. With this type of strategy, consumer promotions and advertising are the most likely promotional tools. ACI Aerosol uses push strategy for its new variant product because customers are not aware of those product. That's why they need to use push strategy to increase their sales and broaden their distribution.

ii. Pull

A “pull” selling strategy is one that requires high spending on advertising and consumer promotion to build up consumer demand for a product. ACI Aerosol uses pull strategy for their new product because it's an emerging brand, so they use pull strategy to market this product.

5.0.2 Promotional mix

The promotional mix defines a combination of promotional tools which is chosen by marketers to aid a firm so that it can touch its goals. ACI uses several promotional tools for Aerosol.

The following section describes different forms of tools applied by ACI Aerosol and here Figure 6.1 show The Promotional Mix; the promotional mix defines a combination of promotional tools which is chosen by marketers to aid a firm so that it can touch its goals. ACI uses several promotional tools for Aerosol.

The following section describes different forms of tools applied by ACI Aerosol the Promotional Mix



5.0.3 Advertising

Advertising is defined as any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor. The paid aspect of this definition reflects the fact that the space or time for an advertising message generally must be bought. The non-personal

Component means that advertising involves mass media such as, TV, radio, magazines, newspapers that can transmit a message to large groups of individuals, often at the same time. Mainly

Aerosol uses several media to advertise their product that contains Television commercial (TVC), Outdoor advertising, Prints Ads. Through these mass media, ACI wants more customer attention and promoting brand awareness as well as reaching out mass people.

Television Commercial (TVC):

ACI Aerosol uses TV advertisements for reaching from local to national and international audience depending on the TV channel and the contract between the parties.



Outdoor advertising:

Any advertising done outdoors that advertises the business's products and services. ACI Aerosol uses several outdoor advertising. There are some certain reasons. Such as,

- (a) Wide coverage of local markets
- (b) Frequency
- (c) Geographical flexibility
- (d) Creativity
- (e) Ability to create awareness
- (f) Efficiency

Print Ads:

ACI Aerosol prepared one print ad that was published in 'Daily Star' newspapers in the year 2018. It was published on the occasion of International Women's Day for creating their brand awareness.

Social media:

ACI maintains a Facebook page for the Aerosol. The posts get high engagement from Facebook followers. Different brands are turning to digital media and online promotion. ACI's initiative for Aerosol has already been successful in a short span of time. ACI also maintain a website for the Aerosol which is called Home initiatives. By this website customer get available information about company and their required product.

Personal selling:

Personal selling is way to sell product after meeting face to face with the customer where businesses use people. Product activation is one kind of personal selling which is used by Aerosol to promote their brand as well as to create brand awareness to their target customers.

Product Activation program:

Aerosol are doing several Brand Activation program in several places such as Hostel activation, Hospital activation, School activation and program where they give free sample and sell their product on discount price. The key aim of these sorts of campaigns is;

- a) To Create brand awareness.
- b) To sell product.
- c) To get consumers to act.
- d) To give the product brief
- e) To reach the target customer.

Direct Marketing

Direct marketing is a form of advertising where organizations communicate directly to customers through a variety of media including cell phone, text messaging, email, websites, online adverts, database marketing, fliers, catalog distribution, promotional letters and targeted television, newspaper and magazine advertisements as well as outdoor advertising. Among practitioners, it is also known as direct response. So, Aerosol is doing several direct marketing activities by telephone and email, websites as well as targeted television.

Sales promotion

Sales promotion is generally defined as those marketing actions that provide additional value or incentives to the sales force, the distributor, or the ultimate consumer and can inspire immediate sales. Sales promotion is generally broken into two major categories: Consumer oriented & Trade oriented activities.

Aerosol uses a combination of both consumer and trade promotion tools. Aerosol usually puts more importance on trade promotion and tries to ensure greater product visibility in the markets. It is concerned about its brand building strategy.

Consumer oriented sales promotion:

ACI Aerosol has some consumer oriented sales promotion activities to attract more customer and increase the sales.

Gifts:

Aerosol occasionally provides gifts with some of their products to boost up their sales and improve customer relationships. Their current gifts offer includes 'for every Aerosol, get a Savlon Soap free.

Trade oriented sales promotion:

There are some trade oriented promotion activities to boost up the trade activities and relationships.

- Trade Offer:

Aerosol provides different types of trade offer for their distributors to boost up their relationships with them and in the process to reach a broader customer base. These Offers help ACI Aerosol to increase their bulk sale.

Public Relation

Public relations (PR) are the practice of managing the spread of information between an individual or an organization and the public and it may include an organization or individual gaining exposure to their audiences using topics of public interest and news items that do not require direct payment. This differentiates it from advertising as a form of marketing communications. Public relations are the idea of creating coverage for clients for free, rather than marketing or advertising. An example of good public relations would be generating an article featuring a client, rather than paying for the client to be advertised next to the article. The aim of public relations is to inform the public, prospective customers, investors, partners, employees, and other stakeholders and ultimately persuade them to maintain a positive or favorable view about the organization, its leadership, products, or political decisions. Public relations professionals typically work for PR and marketing firms, businesses, and companies, government, and public officials as PIOs and nongovernmental organizations, and nonprofit organizations. Jobs central to public relations include account coordinator, account executive, account supervisor, and media relations manager. Public relation is an action of convincing people. The PR person talks with others that make them think about the things the person wants them to think, and the people regard the person as their believes Public relations helps people to build up the connection to media and society that they can talk steadily. For increasing public relation Aerosol arranged and sponsored different type of events.

Findings of ACI Aerosol

- According to the Telephone survey, more than 76.76% percent of the respondents are using Aerosol products which indicates that a major portion of consumer stays loyal towards the brand.

- According to this Survey where 100 respondents gave interviews shows that 76% people are satisfied with this product's promotional and others activities where 17% people are dissatisfied, 4% are Neutral and 4% are not willing to provide there feedback. So, the result shows that Aerosol is doing there promotional activities perfectly which have a great opportunity to grab the first position in the Sanitary Napkin Market in Bangladesh.

- According to the Telephone survey, HIT is considered the main competitor of Aerosol.

- TVC's are the most used medium to get to know about Aerosol products.

- A good portion of the respondent thinks that Aerosol should increase their promotional activities.

- Most of the respondents get aware about Freedom products through TV ads, Leaflets, stickers and Billboards.

- All the medium such as super store, general store and online store gets equally used for purchasing of products.

- Various types of promotional tools should be implemented.

- The Advertising of Aerosol has a good performance.

- The format of packaging is so much attractive.

- The public relation properly depends on the brand image of Aerosol.

- The advertising ways of Aerosol are so much moderate that can help to increase the market demand of this product.

Chapter 6

6.0 Conclusion & Recommendation

6.0.1 Conclusion:

Aerosol & Savlon is a renowned brand of Hygienic & Home initiatives products under ACI Consumer Brands. Aerosol & Savlon is one of the core brands under ACI Consumer Brands. It is made available in the market and its market share is rising up high. It is competing against other brands such as Lifeboy, Dettol who is the market leader in Bangladesh, for Aerosol HIT, Mortin. There are also many other local brands in the market that are aggressively fighting for more market share. Aerosol & Savlon is the comparatively brand leader in Bangladesh market and being a well-known brand does have a strong position in the market. ACI is using different means of consumer and trade promotion in order to gain more market share. Aerosol & Savlon has taken many promotional tools all of them are discussed earlier. Customers are more awards to this brand for their effective promotional strategies.

6.0.2 Recommendation

1. To find out that the organization works in a systematic manner is very irresistible. A blend of co-ordination will definitely improve the performance of the company.
2. They can offer retailers for Product display program activation. It will help the product more familiar with customers.
3. It's customized its products that are the strength of the company. This is a point that must be highlighted in the marketing campaign.

4. As the products are reasonably priced, the field of the target consumers should be pushed so that middle class consumers also fit into it.

5. The company must stick to a norm while giving discounts on repeat purchase. This will certainly help in sales promotion in order to create repeat purchase.

Chapter 7

7.0 Job Description

7.0.1 Introduction

In order to complete my graduation from United International University, I have done with my internship program at ACI Limited-Consumer Brands. It was really a great opportunity to work as an intern in a well reputed and most large local conglomerate in Bangladesh. I worked there for three months under the consumer Brands-Market developer. Besides I worked there for some other divisions- Aerosol, Savlon, Shinex etc.

7.0.2 Job Responsibilities Market Visit:

I earned some experience of visiting lots of modern trade outlets, shopping malls and retail stores. The purpose of market visit is to observe the proper branding of the product, to know the actual demand of the product, to identify the demand fluctuation, to observe the competitors branding.

Maintaining external and internal communication:

All most all promotional campaign of Aerosol hired agency for the execution of the planning. Most of the time, I was assigned for maintaining communication with the agency. So, my leadership skill was developed.

Preparing report and presentation for the market visit and activation program:

For every market visit I had to prepare detail report and make power point presentation. As a result my presentation skill was improved.

7.0.3 Critical Observation

In these three months of internship program in a corporate office, I got the precious practice of very friendly working environment where I have noticed that the organization is very organized at accomplishing the works and the corporate environment is very friendly and really safe. All the departments are corresponding here. The company truly gives importance to hardworking and human merits and gives pressure to employee to achieve organizational goals as well as they reward their employee's. That is why employees are motivated here easily.

Reference

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Appendix

Questionnaire

1. What is the current brand name of your Sanitary Napkin?

- | ACI Aerosol
- | HIT
- | Mortin
- | Others

2. Have you used Aerosol?

| YES

| NO

3. Do you repurchase ACI Aerosol?

| YES

| NO

4. What are the factors you consider for buying a ACI Aerosol?

| Price

Quality

| Brand

| Product

| Packaging

Promotional Activities.

4. By which promotional activities you get usually knowledge about the ACI Aerosol that use currently?

| Television Commercials

| News Paper

| Print Ads

| Social Media

| Product Campaign

5. Would you switch to a brand offering the same quality of Aerosol at a lower price?

| Yes

| No

| Maybe

6. Are you satisfied with your current Aerosol?

| YES

| No

9. Should Aerosol increase promotional activities?

| Yes

| No

10. Which communication media you prefer for awareness?

| Leaflet, sticker, billboard etc.

TV advertisement

| Social media

| Radio

11. Do you have any opinion/complain regarding the ACI Aerosol that you are currently using?

