

Brand Failure in Cosco Glycerin Soap





Project on
Brand Failure in Cosco Glycerin Soap

Submitted to

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Submitted by:

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Submission Date: January 9, 2019

United International University

Project Authorization Letter

Date- January 9, 2019.

Mr. Sarker Rafij Ahmed Ratan

Assistant Professor

School of Business & Economics

United International University, Bangladesh.

Dear Sir,

I am pleased to do my project on “**Brand Failure in Cosco glycerin Soap**” with the supervision of you and want to complete the task successfully according to your guidance.

Therefore I will be glad if you give me the permission of doing my task and oblige thereby.

Yours sincerely

Md. Lemon Ahamed

Id: 111132018

Transmittal Letter

January 9, 2019

Mr.Sarker Rafij Ahmed Ratan

Assistant professor

School of business & Economics

United international university, Bangladesh

Subject: Internship Report on- **Brand Failure in Cosco glycerin Soap**

Dear Sir,

With due respect, as a student of united international university, Bangladesh, I have prepared my internship report on “**Brand failure in Cosco glycerin Soap**”

I have tried my level best to follow your guidelines in every aspect of planning of this report. I have also collected what I believe to be the important information to make this report specific and accurate as possible. I am honestly thankful for your guidance during the reparation of this defat of the report. I hope you will appreciate my effort. I have done the study in a complete from and I have tried my level best conduct this in a professional manner.

It is true that, it could have been in a better way if there were no limitations. I hope you will assess my report considering the limitations of the study.

You're sincerely,

Md. Lemon Ahamed

Id: 111 132018

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Executive Summary

I was given the task to research about “Brand Failure in Cosco glycerin Soap” and find out about the current market position of this brand. In this project, I have shown the target segments of this product, their brand performance, their uniqueness, and a consumer perceptual map so that we can identify the flaws of this product, why they are unsuccessful though they are so experienced brand. However, Kohinoor chemical sold their Cosco soap brand to commander soap company to about why Cosco glycerin soap is unsuccessful we conducted a research on male and female both so there would be no discrimination. Then we tried to make some points and questionnaires for them. A survey was conducted to know how much Bangladeshi citizen knows about cosco soap and how it is faring with other Soap brands. They gave feedback about Cosco soap if they had used it before. Through this process we were able to identify those reasons behind Cosco soap’s unsuccessful condition. After conducting a survey of 30 people we did a ratio analysis. We also gathered significant information from internet and contacting local businessman.

Introduction

Product and brand failures occur on an perpetual substructure to varying degrees within most product-predicated organizations. This is the negative speciality of the minutiae and marketing process. In most cases, this “failure rate” syndrome ends up stuff a numbers game. There must be some ratio of prosperous products to each one that culminates up stuff a failure. When this does not transpire, the organization is liable to fail, or at least wits financial difficulties that preclude it from meeting profitability objectives. The primary goal is to learn from product and trademark failures so that future product development, design, strategy and implementation will be increasingly prosperous. Studying product failures sanctions those in the orchestrating and implementation process to learn from the mistakes of other product and trademark failures. Each product failure can be investigated from the perspective of what, if anything, might have been washed-up differently to engender and market a prosperous product rather than one that failed. The sense to identify key signs in the product minutiae process can be critical. If the product should make it this far, assessing risk vanward the product is marketed can preserve an organization’s budget, and eschew the intangible financing of exposing their failure to the market

1.1 Origin of the Report

I am currently working with this report “Brand failure in Cosco Soap” and trying to express my own ideas and thinking about brand failure in cosco soap based on the guidance of my honorable supervisor, different articles, journal and my own thought.

1.2 Background

Cosco glycerin soap was a product of Kohinoor chemical co (Bd). Itd but Kohinoor chemical co Cropped sold it to commander soap co constrained.. It is a soap which contains glycerin and utilizing by Bangladeshi people from 1970’s. Decades back, it was utilized for household purposes such as for suffuse but now the scenario of this product has been transmuted.

Authentically, Kohinoor chemical has some other prosperous brands like Sandellina but the consumption of this Cosco glycerin soap is decrementing day by day as a result they sold it to commander soap co circumscribed. Since then, it was a very preferable soap for everyone but now it is only utilized for hygiene purport. The consumer market of this soap has withal transmuted considering the consumers are the lower matriculation people. They used to slosh this Cosco soap as their household purposes as the price is genuinely very frugal than other soap brands. In this years, Cosco glycerin soap is utilized for the hygiene purposes of universities, schools, colleges, regime organizations and so on. So, Cosco glycerin soap is one of the unsuccessful brands in Bangladeshi market

1.3 Purpose of the study

This report will provide the holistic idea about why is brand is failure and example of one renowned company named Cosco glycerin soap and about their failure history by using the tools effectively. It will provide the ideas about brand failure in cosco glycerin soap why they are dying in the current market, what they should follow and what is current position of the market.

1.4 Objective of the study

1.4.1 Broad objective

The broad objective of this report is to discuss the brand failure in cosco glycerin soap and the technique of using it in the organization for an effective result of success.

1.4.2 Specific objectives

1. Definition

2. Why Cosco Glycerin soap dying in the market and

3. Market Segmentation

4. Research

5. Analysis

6. Findings

1.5 Scope of the Study:

The Scope of this report is to cognate internship purpose. The internship objective was to gather practical knowledge and experience by completing this report through the discussion with expressing the ideas and thoughts. With the Kind advice of the internship supervisor, my soul dedication, this report comprises of the organization part and a project part.

1.6 Methodology

The report is mainly based from the knowledge of brand failure in cosco glycerin soap. So major part of the report represents the knowledge, findings and analysis. Some information about the companies and its applications have been taken from the brochures and previous reports and journals.

1.7 Sources of Data collection:

- 1.7.1 Primary Sources:

Primary data collection for my report was done through discussion with my honorable supervisor. We discussed the topic of this report solely and tried to clear all the problems and solutions through discussion

- 1.7.2 Secondary Sources:

1. Published articles

2. Journal

3. Websites

The reasons overdue Cosco soap is failure

It is nonflexible for any of us not to recollect the soap designated Cosco and whoever was born in that generation cannot gainsay this. At that time it was the one of the little known soap brands misogynist in our country besides Aeromatic and LUX. Currently it is nonflexible to visually perceive this soap in our circumventing considering the major segment of consumer that it had at that time is disoriented in clouds. Nowadays it is only visible in remote areas expressly in frugal hotels mostly considering of its tautness as a hand washing soap. Currently their subsistence in the market is proximate to zero, most of the other toiletries and soap brands do not plane machinate them as a competitor any more. Plane if we verbalize well-nigh village or remote areas plane the esse of Cosco soap in the market is very low. Currently Cosco soap is a dyeing trademark or in other words we can postulate it is moribund. To get when some of the market share then it has to get into a whole lot of incipient strategies.

Target Market: When in 90's it target market was divided into 3 sectors Lower middle matriculation Middle matriculation Upper middle matriculation Mainly these were their target market that use to buy their product. When then in our country we did not had much schlep but now we do. Their current target markets are: Lower matriculation Frugal restaurants They still survive in this segment is only considering it is nonflexible to culminate it compared to other soaps or liquid soaps in the market. Customarily a mundane soap other than Cosco will culminate up in 10-15 days whereas Cosco soap conventionally ends up in 30-40 days. Consequently it becomes much economic and forfeit savvy to those persons whose income level is very low and minimal. Ergo now they are only misogynist and preferred by lower matriculation (rickshawalas, garments workers, frugal hotels and restaurants, tong hotels etc.) customers.

Situating in 90's: In terms of market situating Cosco has a very impecunious rating. It stands nowhere in the mind of its old customers who used to buy their product customarily. In the current market position Cosco is not plane an option for the majority of the customers. Albeit

when lanugo in our encephalon we do recollect the product, we the customers will instantly agnize the soap by visually examining the packaging which is untried with a picture of a Caucasian lady. Albeit the trademarks recall or trademark think box is prodigiously upper still it will be the least option to buy or maybe it will not plane stand in an option to buy. It is still running their 20 years old position strategy which made their competitors to outdate them very facilely and rapidly from the competition.

Product Image: The image of this product in recent times is very pass. Whenever customers cerebrate of this soap the image that first hit into most of its source customers mind are “how nonflexible the soap was in physical appearance”, “contains very low percentage of moisture”, etc. It was very paramount for Cosco to update their product image in front of their customers in terms of their competitors. All others alimony developing with the current desideratum of the customers but Cosco did not bothered to do that since their product was a sultry confection which caused them sizably voluminous forfeiture in terms of their product image.

Promotional Activities: Promotional activities are highly prescribed for any organization. It avails a firm to track lanugo potential customers & withal avail to retain current ones. Cosco marginally had any promotional activities. They never used print media, radio, TV, etc. for any kind of promotional activities. In recent time there is sundry innovative way of promoting your product. Many firms go for convivial causes which avails them to magnetize customers by emotions.

Unutilized Field: Cosco had unbearable financial plus other resources to pace up with the market. At that point of time they had all those facilities to be used to alimony their monopoly market but they did not took any initiative to do that consequently most of its potential resources were kept unutilized which they should have utilized to retain their position. Eventually the resources turned into garbage.

Lack of a Felicitous Marketing Team: The marketing team Cosco had is probably the worst team could be in such remuneratively lucrative firm like Cosco. So far I recollect they never came up with any wayfarers to understand or identify the current desideratum of the customers neither they gave any lucrative to buy their product more. This caused them cumberosely hefty forfeiture in the long run and virtually lost 95% of its customer.

People’s Negative Perceptions: Nowadays most of the people from middle matriculation and upper middle matriculation families have a negative perception towards “Cosco Soap”. People celebrate the materials utilized in Cosco soap are not up to the mark. They celebrate the subordination is not at all bothered what the customers are probing for in their soap. The packaging is likewise not captivating or unscratched from pebbles or other deleterious things that have facile wangle to get inside the packaging. People celebrate the engenderment process may withal not be hygienic since the packaging is withal washed-up with very minimum forfeit which makes them finger that the overall working process may withal be washed-up in a very frugal and wateriness condition.

Criteria	Cosco Soap	Sandalina	Lux
People of all walks can buy this soap	2.2	1.7	2.4
Good for daily use	1.3	2.1	2.4
Resembles social class	1.5	2.4	2.5
Soap for all season	1.6	1.9	2.4
Gives you all day freshness	1.4	2.3	2.3
You love the packaging	1.2	2.2	2.4
The advertisement caught your eyes	1.4	2.3	2.4
The soap has great Fragrance	1.6	2.3	2.5
You love the shape and size of the soap bar	1.8	2.3	2.4
Brand name attraction	1.3	2.3	2.3
Role model attraction	1.2	1.9	2.5
Durable soap	1.8	2.1	2.3
Soap variation	1.5	2.2	2.3

Convenient Pricing	2.1	2.1	2.3
Availability	1.7	2.0	2.6
Reliable for skin	1.2	2.5	2.3
No side effects	1.7	2.2	2.4
Recommended by friends and family	1.2	2.5	2.5

Negligence of ascendancy: After observing the overall situation of the present “Cosco” anyone can facilely understand that the subordination is not plane bothered well-nigh it as it’s moribund. Every consumer feels to be cosseted or special but in terms of Cosco they had a kind of conviction that they can never be tamed by any of their competitors and due to which they likewise did not bothered to cerebrate how the customers perception are stuff transmuted or how they are stuff inculcated by the competitors in terms of the product. All of these whilom reasons are responsible to make the “Cosco” as a dying brand. In our age most of us kenned the only & first soap in the country is Cosco, gradually which commenced to Detroit. And the condition is getting worst day by day.

Target Segmentation

From the whilom wringer and the survey conducted we came to ken that Kohinoor Chemicals Visitor Inhibited (KCCL) have segmented there market for Cosco soap equal to convivial matriculation of buyers and the merchantry market.

Market segmentation apperceives that people differ in their tastes, needs, postures, lifestyle, family size, sonnet etc. For decades market segmentation has been a subsidiary way for

companies to divide buyers into homogenous groups that differ from each other in some consequential regard such as age, gender, place of accommodation, lifestyle or trademark adhesion. COSCO is fundamentally targeting the urban and sub urban middle matriculation people which are the most immensely oversized part of Bangladeshi population. They are targeting women, who are resplendency conscious and they will introduce menthol soap with deodorants features which both men and women can utilize. They are withal endeavoring to capture both the local and international market by amending their subsisting product. Hopefully, customers will withal will to utilize this product considering they are given the weightier product at a well-appointed price. COSCO is an affordable product. That is why the visitor targets urban and sub urban zone and people with an stereotype income of Taka 10,000 to 15,000. In our country there is demand for a product at a price lower than the stereotype retail price it may be possible for companies to offer product End Users a lower (or discount) priced product, probably under a separate trademark denomination, in order to imbricate the market sector. For this KCCL have introduced Cosco Glycerin soap and segmented its market equal to convivial matriculation and they target the merchantry market partially. The product is made and priced equal to consumer demand and optate. One of the main uniqueness of this soap is its longevity. As one of these target market in working matriculation and lower middle matriculation so this full-length of the soap magnetizes the consumer most. The price of the product is likewise serried targeting this market segment. Another target market is middle matriculation those who are bit conscious well-nigh product and quality as well as the price withal. KCCL likewise targets the merchantry market like hotels, restaurants, café etc. For the uniqueness of the product this soap is utilized in the hotels and restaurants. As all the merchantry consider minimizing forfeit as a consequential issue so cosco soap would be impeccable for them considering of its longevity, fragrance etc.

Uniqueness

According to survey Cosco Glycerin Soap is mostly purchased by people because of its convenient pricing which enables people of all walks to buy the soap and use it. Cosco soap gained a rating of 2.2 for the category “People of all walks can buy this soap” and 2.1 for “Convenient pricing”. However other than this factors Cosco Glycerin Soap has room for improvement to be able to compete with the existing soaps in the market.

Sandalina and Lux are two of the leading soaps of the market. Sandalina has very good rating for the categories like reliability for skin, widely recommended by people, good marketing strategies, resembles social class etc. Other than those categories sandalina has got most of its rating above 2 in our survey chart. The only sectors where sandalina is falling behind according to our survey is role model attraction, all day freshness, it is not a soap for all season, and people of all walks cannot afford it. On the other hand, Lux is the leading soap in the market. All the ratings for Lux are above 2 in our survey chart. It is a soap which is easily affordable, good for daily use, resembles social class, soap for all season, gives freshness all day with good packaging, eye catching advertisement, good fragrance with convenient shape and size. It is also a Brand for soap; the role model attraction is very high. And lastly, the soap is durable, has a wide range of varieties, reliable for skin with no side effects, has convenient pricing and widely recommended by friends and family.

Cosco is very poorly rated in the categories recommendation by friends and family, skin reliability, role model attraction, packaging outlook and few others. However, with market research Cosco Glycerin Soap can overcome its lackings and join the race in the market again. As you see in the Table below, we have collected the consumer’s feedback regarding the soaps Pears, Lux & Cosco in the rating scale from 1 to 3. Numbers with red marks are considered

getting a “good rate”. In that case- Lux comes in 1st place, Sandalina is 2nd and Cosco is found to be consumer’s least favorite

Analysis

Cosco Brand Performance

By observing the overall current market situations we can identify that COSCO is performing very poorly. It may be considering of customer’s conversance level for the product. Customers are now increasingly exposed to volitional brands, lack of razzmatazz and promotion from the visitor etc. Its sales have gone lanugo and people are not tending to utilize this product. All these things denote the poor performance of COSCO. On the other hand, it was the first transparent soap in Bangladesh as a domestic brand. Upper tautness is a vigorous vigor of the soap. The soap is not facilely melting soap. It runs day without day. It was a upper quality A grade soap. But in the current market the trademark elements is not vigorous unbearable and quality is very low and nebulous. The trademark must develop the trademark elements like incipient logo, tagline, and packaging.

COSCO is currently stuff distributed all over the country albeit the product overtness is at its lowest in any of the shops. The current trademark image of COSCO is “a restaurant useable soap”. The trademark should work to develop trademark image. The overtness of product under same category has been taken by the major brands like Lux, Meril, etc.

The promotion of COSCO glycerin soap was albeit good for the time frame when it was initially launched, but it was not copacetic unbearable when the market became competitive. The product launched only a handful of television commercials and newspaper advertisements during its time. Since, there are a little or no promotional activities, the trademark vigilance of the soap declined with time. As a result, consumer forgot the ease of the product.

Research

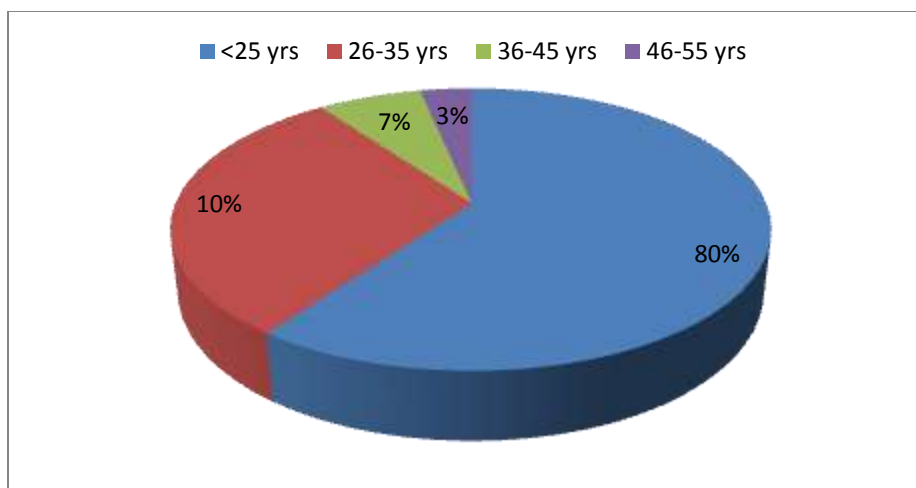
This research was divided into two parts- Primary research and secondary research. We didn't make much progress in finding our desired information from secondary sources. Therefore we had to come up with a thorough primary research to collect data. The primary data hodgepodge was based on a Questionnaire and it was conducted on 30 participants; among them 50% people were male and the same for female. The venue of our survey hodgepodge was held in the ULAB University, ULAB Girls' Hostel, ULAB Centre and Surroundings. Since Cosco soap is widely said to be a product of the mass population and the majority of Bangladesh population in consisted of middle matriculation people, we had moreover approached the simple middle-class people as well as people unalleviated middle classes. It took us two weeks to collect the data and make the classified Analysis. The result of the Analysis are given in the pursuit Findings

Findings

The following informations are the result of our survey analysis as well as primary and secondary research

Age Category:

Since the research was conducted in a reputed University were students are regular in number, 80% of our participance were below 25 year and other 20% were above 25 years and falls under working class.



Education Categories:

Since the research was conducted in a University so maximum of our participants had fallen under the “Graduating” group and the rest were either below high school graduating or above post-graduation.

Below secondary	3.33%
Secondary	26.33%
Graduating	53.67%
Post graduate	10.33%
Professional Qualification	6.33%

Income Range:

We didn't find any distinguished difference in this category but learned that soap has relation with income range since soap can be bought according to your earning. A person who lives in the slums can also buy soap but not like that of a middle class person. In this case, Cosco soap can be bought by the level of any groups.

Tk 1,000 – Tk 5,000	33.33%
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Tk 5,000 – Tk 20,000	36.33%
Above-	30.33%

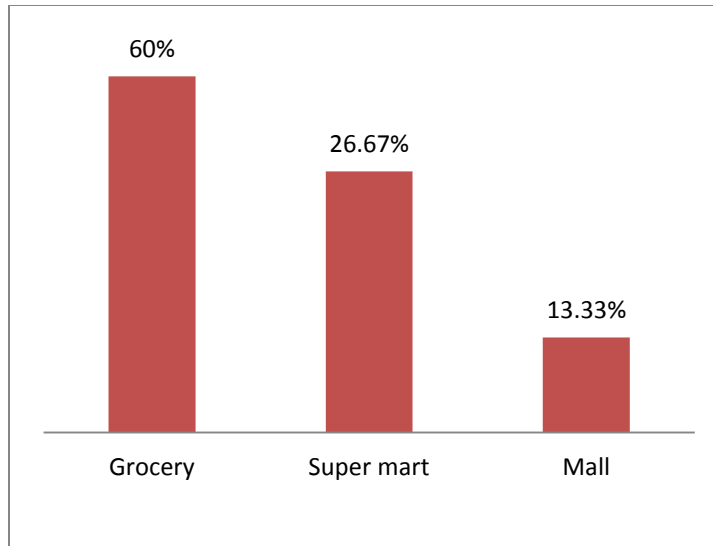
Usage of Soap (month-wise):

In this sector we have learned that majority on the population uses one soap for a month.

1 per month	60%
1 per 2 month	23.33%
1 for 3 months	3.33%
Others	14.33%

Soap Purchasing Venue:

During our surveying session we have found that 50% of the population buys their soap from the nearby grocery store. From here we have learned that, people do not bother thinking of buying something like soap by going distant to a mall or super-mart. People have a blind faith on their selected product they used and think that no matter where they buy it from, it will be genuine.



Soap Purchasing Budget:

Here we have found that people do not go for a higher ranging price to buy their daily soap. But during our session of interview we have learned that middle class people tend to buy Luxury soap during their special occasion like Eid, Puja or Christmas.

< TK 50	26.67%
Tk 50- Tk 150	60%
Tk 150 <	13.33%

Does Packaging matters?

We would “Yes”.

NO matters how many more times we say “Beauty doesn’t matter” but it does matter. Anything beautiful can capture the eyes of human eye. Therefore, packaging for any product is crucial.

Yes 83.33%	No 16.67%
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How often people change their soap brand:

Different soap has different properties. Every soap is not going to suit everybody's skin since skin type differs from person to person. Therefore, Majority of the people do not tend to change their soap brand if they had found their perfect match.

Very Often	20.67%
Rarely	62.67%
Moderately	16.67%

Promotion Interest:

People are more keen to go for the product which has “Buy 1, get 1 free” offer and more than half of the candidates has supported this. As we see in the chart, very low percent of people tend to support “Money off next purchase”. Here we believe, people do not trust the offer to keep their promise and giving the item for free the next time they go for purchasing.

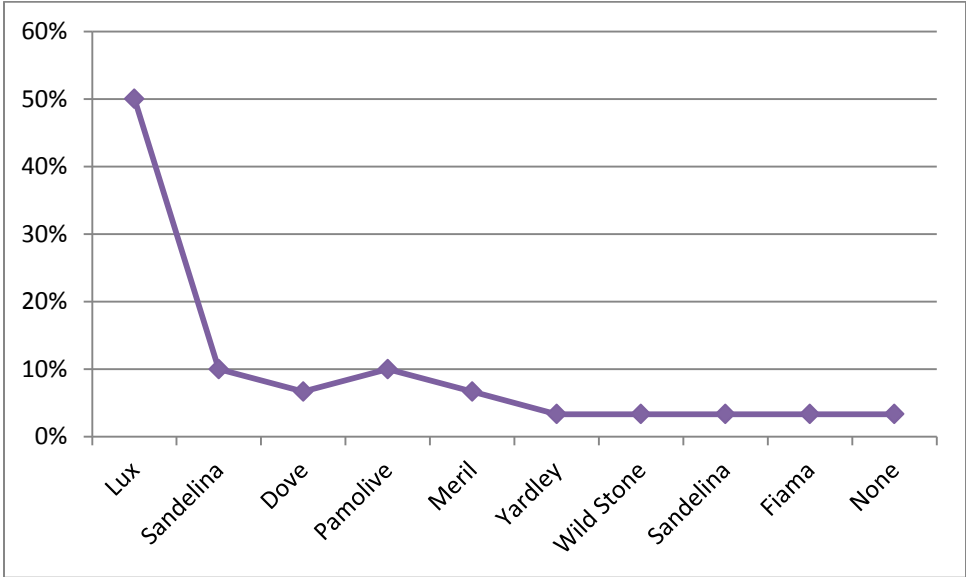
Buy 1, get 1 free	66.33%
Buy 3, get 2 free	10.33%
Sample selection	20%
Money off next purchase	3.33%

Statement Best describes you:

I purchase soap by seeing its medicinal & Ayurveda properties	56.33%
I purchase soap which is within my budget	20.33%
I buy soap by the scent	16.67%
I will buy anything that's going to clean me (I don't care about the brand name)	6.67%

Soap recognition by the promotion:

As you see in the chart people don't even remember watching any of Cosco soap's commercials and the highest rate of promotional activities goes to Lux. Therefore, Cosco soap should pay more attention in this sector that is Promotional activities.



SoapType

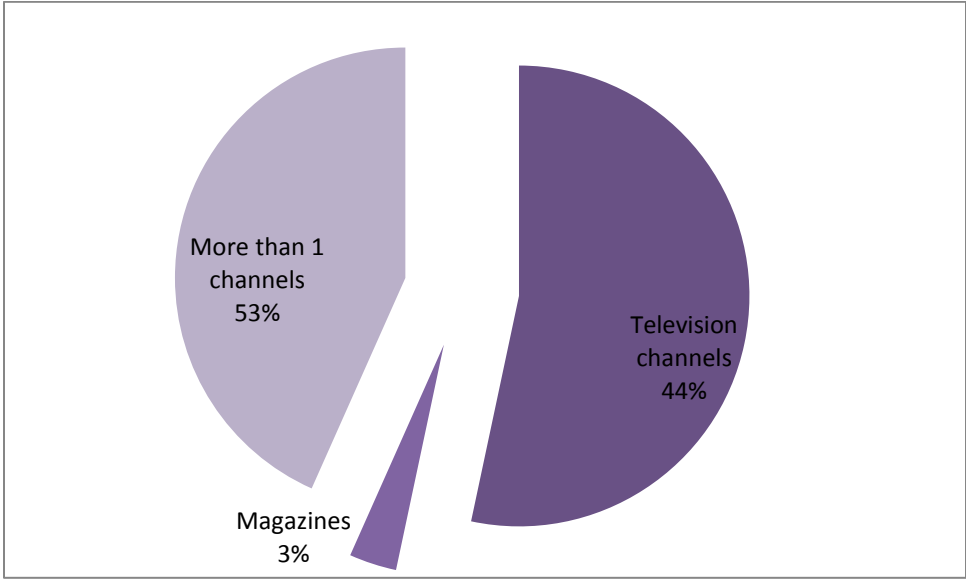
People Prefer their soaps in liquid than bars.

Preferences:

Liquid	63.33%
Bar	33.33%
Both	3.33%

Communication Channel Preference:

As you can see in the chart, Majority prefers to see commercials in the TV better than any other Media. So Cosco should play their commercials in the TV Channels more often than other foreign brands.



If Cosco Soap had liquid version:

When the asked the surveyors if they like Cosco making a liquid version of their soap, they agreed to it and showed the willingness to but it. So, Cosco should come up with liquid soap variety.

Willing to buy 86.67%	Not willing to buy 13.33%
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Recommendation

We will use billboard ads for both the cities and the villages to attract our target customer. As our target customers are mostly from lower class of the society so we will place our billboard ads in different zones where they would usually go very frequently or roam around for their day to day purpose. For example, we would put our billboards near common hangout and gathering places like o Romna park & other national parks o Haats in Villages o Gawsia & Chadni Chawk, Bongobazaar & new market o Dhaka medical and other medical hospitals o Cheap cinema halls o Railway & Bus stations etc. These places will help us to get notified easily by our desired target population and we want to make sure they witness the ad and see the packaging at least once a while when they visit these places. Billboards will be big enough to catch eye and will be colorful also. Newspaper ads: We shall run the initial promotion through newspaper ads also, but we will not focus on very high pricing newspaper segment. The desired lower class people usually go through cheap 2-3 taka priced newspapers which they can easily afford to buy. For example, we would put our ads on newspapers like – o Bangadesh Protidin o Amader Shomoy o Kaler Kontho There will be no difference between the newspapers ads and billboard ads, just to make it easier for the customer to understand what they see in both forms of ads. Leaflets: We will also promote through leaflets which will be used to wipe hands after having meals in cheap motels and roadside hotels. As our target population mostly low income based, they tend to have their meal usually in these kinds of sources. So we will catch their attention by being their substitute as a tissue paper and with the printed ‘Cosco’ ad on it. Electronic Media: TVCs: We will have the traditional form of advertisements, one TVC that would promote our Cosco soap with the new tagline. Our brand ambassadors, famous dhallywood actor Mr. Shakib Khan and actress Ms. Opu Bishwas.

Conclusion

There is a saying "Nothing stays on top forever. Even rain comes down crashing, sometimes hard". The same situation faced Cosco soap. At one time it was at the very top. Every Bangladeshi used Cosco soap. Almost every house used it. Not almost no one of knows the soap even exists. Only people of older generation remember the brand "Cosco". Though Cosco was a A grade soap, after 1990 when other brands started to enter the market Cosco's name and brand began to fall because of low to no marketing. If they were persistent to remain at the top they should have created new marketing campaign to promote their product. As Cosco Soap is still in the market, we can recommend that Cosco soap should restart its marketing by advertisement or changing its logo and packaging. We also think that it should create more color and smell to emphasize its name and to compete with its competitor like "Lux" or "Dove". Cosco can rebuild its Brand reputation with a bit of effort that could be said with certainty as people still uses Cosco soap as even though there is absolutely no advertisement or marketing of this soap.

References:

www.google.com

www.academia.edu

www.coursehero.com

[www.kohinoor chemical.com](http://www.kohinoorchemical.com)

Appendix:

Questionnaire:

Dear Correspondent,

I am a BBA students of United International University conducting a survey on the Marketing strategies on Cosco Soap for the partial fulfillment the project . The survey will take only a few minutes of your time. Your response would be of great help in accomplishing the study. However, this information is only for the academic purpose and will not be disclosed elsewhere. We heartily thank you for your cooperation.

Gender:

- Female
- Male

Age Category:

- <25
- 25-35
- 36-45
- 46-55
- 56<

Education:

- Below secondary
- Secondary/ Higher secondary
- Graduate
- Post Graduate
- Professional Qualification

Where do you work?

What is your income range?

- Tk 1000 – Tk 5000
- Tk 5000 – Tk 20000
- Above

Area of residence: _____.

Are you familiar with Brand cosco soap?

- Yes
(If yes, how many years have you been using it: _____)
- No

Do you use any other Glycerin soap?

- Yes
(Which one? _____)
- No

How often do you use soap? _____ .

How many soap do you use per month?

- One per twice month
- One per month
- One in three month
- Other

Where do you purchase soap from?

- Grocery
- Super mart
- Mall

What is your budget for soap purchasing?

- > Tk 50
- Tk 50 – Tk 150
- Tk 150 <

Do you believe that attractive packaging is important if you are deciding amongst brands of any kind of soap?

- Yes
- NO

How often do you change your soap brand?

- Very often
- Rarely
- Moderately

Please point your selection as a Soap purchaser:

Rating index-

- (1) Least satisfactory
- (2) Average
- (3) Most satisfactory

	Cosco Soap			Sandalina			Lux		
	1	2	3	1	2	3	1	2	3
People of all walks can buy this soap									
Good for daily use									
Resembles social class									
Soap for all season									
Gives you all day freshness									
You love the packaging									
The advertisement caught your eyes									
This soap has great fragrance									
You love the shape and size of the soap bar									
You use it for the Brand name (The name of the brand attracted you, so you use it)									
You're attracted to the role model of the soap (So you started using it)									
The soap is durable (Doesn't melts away when comes in contract with water)									
Has many varieties									
Pricing is great and convenient									
It is available everywhere									
Completely reliable for skin									
No side effects									
Recommendations by family and close friends									

Which Of The Following Promotions Interest You?

- Buy 1, get 1 free
- Buy 3, get 2 free
- Sample selection
- Money off next purchase

Which statement best describes your view on soap

- I purchase soap by seeing its medicinal or Ayurveda properties
- I purchase soap which is within my budget
- I buy by the scent
- I will buy anything that's going to clean me (I don't care the brand name)

Thinking about the advertisements that you might have seen on television recently for glycerin/winter care soaps, please recall the first name that comes to your mind.

_____ .

What type of soap will you be purchasing for your hand-wash use?

- Liquid
- Bar

What sort of communicational channel would you prefer to inform you about Cosco soap?

- TV
- Newspaper
- Websites ads
- Facebook
- Magazines

Would you like if Cosco Brand had liquid Cosco Soaps?

- Yes
- No

