

Internship Report on

**Market Development Initiative taken by ACI Limited:
A hands-on practice through Hygiene Brand**



ACI Limited



United International University

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Subject: Submission the Internship Report on Market Development initiatives that taken by Hygiene Brand of ACI Limited.

Dear Sir,

I finally submit the report with biggest pleasure which is the part as command requirement of the internship at ACI Limited, as the course of BBA Program of United International University.

Finally I complete my report of internship in your supervision as a student of BBA department in this university. During this period with the company attachment of 3 months, my achieving are many corporate experience and idea on market development initiatives, tactics and tools from hygiene business & consumer behavior in market learning in various corporations of Bangladesh.

To work for the assignment experience has been a very pleased and cheerful for me. I am very admiring for the scope to do on this report. Sir I hope that this report will be accepted to you.

Your Obedient,

Tanbir Ahmed

ID no: 111 132 149

Acknowledgement

In the very beginning, I am really very thankful to my Allah for successful finishing the report with many difficulties. I would prefer to thank from deepest of my heart to that persons who has given me continuous help and support whereas I was finishing my internship. Firstly, I would like to thank you sir **Mr. Sarker Rafij Ahmed Ratan** Assistant Professor, my internship supervisor at School of Business and Economics, United International University for provide me the valuable and worthy advice for this report and provide a valuable guideline which has support me to complete the report properly.

Then I prefer to intimate the earnest thankfulness to **Mr. Rezwon Hamid Sezan**, Head of Sales (Hygiene Department of Consumer Brands), ACI Ltd. I was under the team in his supervision. He provide me full of support and the main thing is he give me the motivation for my future. And the last, I prefer to thank my immediate supervisor **Mr. Ashfaq Uddin**, who is the Senior Trade Executive (Hygiene Brands). To give me all time support, help & direction with use of all resources to complete my report well fully. Besides I agree that without all other people nearby me who help me every time from ACI I introduce with them, when I face problem, they were always besides me to overcome from the trouble.

Executive Summary

Market development is a progressive fetch that recognize and enhance new market segments for modern products. A market development techniques currently targeted segments on non-buying consumers. It also targets new customers in new segments with some initiative strategy. For development of a market, marketer must have to take some initiatives for develop the market, spread the knowledge of the product and also in a decorative and well planned manner that how the target consumer can be attracted on that product or products. ACI hygiene brand have taken many initiative for progress in market development by arrange some generous program and also attending in many renowned campaign. As this brand work in a team work from the beginning to now they continuously generate the idea of initiative strategy and also make it happen for the market development.

This report is presenting how ACI limited is practicing the initiative for market development by Hygiene Brand. Hygiene brand is a renowned brand under ACI Consumer Brands. Hygiene department is one of the best profit earning departments under ACI Consumer Brands. It is formulate unique initiative objective competing the other brands. The brand has also create awareness among the women how important they need to hygiene their body from lots of virus, bacteria, germs and so many dangerous disease and which awareness can make their market develop in this country.

For that reason they have taken lots of initiative and also get very wonderful outcomes from those initiatives. So I try to put those discussions as the part of my internship topic in this report with the help of my work supervisor.

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Introduction

Our countries environment conditions are getting worse for lots of disease. Day by day peoples are getting diseased and our immune system are destroying by the pollution as the result we are losing our health condition. Germs and unhygienic environment is the main reason. To reduce the dirt from our environment, it's urgently needed to prevent the disease. For that circumstance, creating the awareness of being hygienic the brand creating the product which can protect the human body from many disease. So the condition of this dirty environment human faces lots od disease which is more than external body issue, but facing more on internal bad effect by unhygienic issues. The low or medium low classes peoples like a developing country are very weak aware of be hygiene. During their period time they are not aware on it and also for children's care which is not very healthy. For a woman it is a regular problem but more are not aware on it and not only for them, also they are not aware for their children too. But many people are still unaware from this situation and facing the problem which knowledge is very needed for a human that create pressure on health. Rural people from all over the country are not taking any hygiene kit during the period and their children too. This unawareness makes them sicker than outside impact. Using the pad and diaper for children is still very negative to them. Still now the rural people are hiding the everything about their intimate problem to their guardians or other because of they feel shy to them. And still the rural people are very negative to accept to talking about it. So in this situation the brand take the initiative to make aware the people on it and also for the market development. The strong opponent of this company also wanted to gain the market by their hygiene product to observe the market.

Background of the study:

A local company like ACI Limited that is manufacturing oriented. I was interning in this company to get the knowledge about the company that their power of work, inspire and many more things for doing the internship program in this company. The entire program is significant for earning knowledge and mainly focus on the hygiene brand in which I work for that how they work and how they fulfill the initiative process include planning, organizing and earn the outcome from it. Basically the report purpose is to know the work of this business generate their idea on taking initiative on market development efficiently and how they generate the initiatives for the market development.

Scope of the Study:

The entire report shows about the basic knowledge about hygiene business along with the company details. Basically this report is based on the taken initiative by hygiene brand which for how these initiative works on market progress. To earn the knowledge I worked here as an intern to observe their performance on initiative and target achievement also my skill of practical knowledge, the initiatives purpose, the brand's market evaluation and market development. When I worked there on it, I have learned and also collect more information about the whole industry and also know about the product price, better quality, the strategy for market development and the market condition of this industry. Monitoring by the sales team of hygiene business in which I work for the report. Basically I got the help from this team side. Working in this area of corporate I have gain lots of knowledge of sales, distribution, few of marketing and other side which will help me in my future career in this background.

Limitations of the study:

Whereas working on this report, lots of difficulties I have faced, which make curbs to gain the objective of the study. But after that, to get the solution reduce all the limitation I find some points on it. Those limitations are:

- At first Its difficult for me to able to give regular perform and can't give the concentrate on this research paper I was getting ready to prepare besides my job business.
- Its very needed to give more concentrate where there are so many information's in these area. Only for some confidential issues I can't reach to the core information from this company.
- Without any corporate experience as a person in this sector, many information might be missing in this report.
- Since period time and female's intimate solution are very hiding by them that's why this fact was very difficult for me to get the response from them. For which its getting difficult for me to input details information on it.

Objectives of the Study:

The points are given below:

- Knowing the all kind of product offerings of all hygiene products of this organization.
- Observing the various sales and Understand the marketing tactics of the department.
- Evaluate the market competitor's product details and market strategies.
- Analyzing the local markets possible limitations in serving.
- Finding the plan and idea of initiatives they had taken for market develop.
- Put down all the initiatives they has taken for the market development through planning and organizing some program and involvement of some program which could make the core practice of market development.

Background of ACI Ltd.

ACI was founded in the then East Pakistan in 1968 as the Auxiliary of Imperial Chemical Industries (ICI). The company has been disembodied in Bangladesh on the 24th of January 1973 as ICI Bangladesh Manufacturers Limited after independence and also as Public Limited Company. On 28 December, this Company also acquired rolling with Dhaka Stock Exchange, 1976 and its first trading of shares gain the place on 9 March, 1994. Later on 5 May, 1992, divested 70% by ICI plc of its, holding share to local management. Approximately the company was registered in the name of Advanced Chemical Industries Limited. On 22nd October 1995, the company was made and listing with Chittagong Stock Exchange (CSE).

ACI limited is now the most largest and biggest leading company in conglomerates business in this country. There are four different major business groups such as Consumer Brands, Pharmaceuticals, Agribusiness and logistics (Swapno). (From 2016) Besides that, ACI Limited is the company that is the achiever in both Quality Management System of ISSO9001 certificate in 1995 and for Environment Management System of ISO14001 certificate in 2000. The overall business believe in business Excellency that could meet the customers satisfaction by knowing, choosing, demanding and accepting by understanding the quality of their product can build the image of the brand. And the strong image can make the company more develop in the market. The company has full of expertise person and employee so that their operations also very efficient than other and its make the company leader in the market.

Vision and Mission of the company:

- **Mission**

The company's mission is to fertilize peoples quality by effective system which can get better their knowledge, skill, ability, experience and technology. The company is performed into the worship of efficiency by the best products, innovation procedures and also providing the most level of customer and employee satisfaction than other strongest company (ACI Limited, 2016)

- **Vision**

Besides mission the company has also very significant visions, those are,

- Providing in large effective and coherent attribute by their products, the cost satisfaction which can assuring their customer.
- Trying to accomplish and gain the most leading position in the similar market business sector.
- Spread their employees by provoking empowerment and rewarding innovation.
- Developing entire of the company for individual growth of personal skill.
- Attain high level of productivity by effective production.
- Enhance inclusive growth increase by cheering and encouraging their distributors and suppliers in progressive ability.
- Assure the upper return on investment by wise use of resources and skilled operations and taking advantage through core Skills knowledge and ability (*Source: ACI webpage*)

Major guidelines are,

- Attention in innovating new product and changing the existing one day by day.
- Buyers concentration which on the consumers demand.
- Assure continual Improvement of techniques and product functionality.
- Data fineness.
- Giving quality goods.
- Meet the promises fulfill by business integrity.
- Go through the competitor's movement.

ACI Limited Consumer Brands Hierarchy:

The entire hierarchy starts from the top which is business director he is under the managing director of all consumer brands. The BD has the power to launch the business unit by the permission of MD. Within the single business he appoint a head of sales and manager of marketing, under them there have effective brand and product executives who plan for the market development and practices. And to run the businesses there also have an activation officer who activate the entire program and collect the data and reporting that to the superior. Sales admin have to maintain the attendances, primary and secondary report, and salary sheet. Then the chain comes from sales manager who operate the sales in market, monitor all the ZSM, ASM, SS and SR for generating sales. And work in as plan as marketing. SR collects and give the product as order and the SS monitor them in particular area. And give the report to the ASM who is the sales leader in that particular area who is the main person of the area. After all done of the report they report to the ZSM. There are only 10 zone's sales mangers all over the country in hygiene division.



Figure 1: ACI Ltd. Structure of Consumer Brand.

ACI Ltd. Strategic Business Units (SBUs)

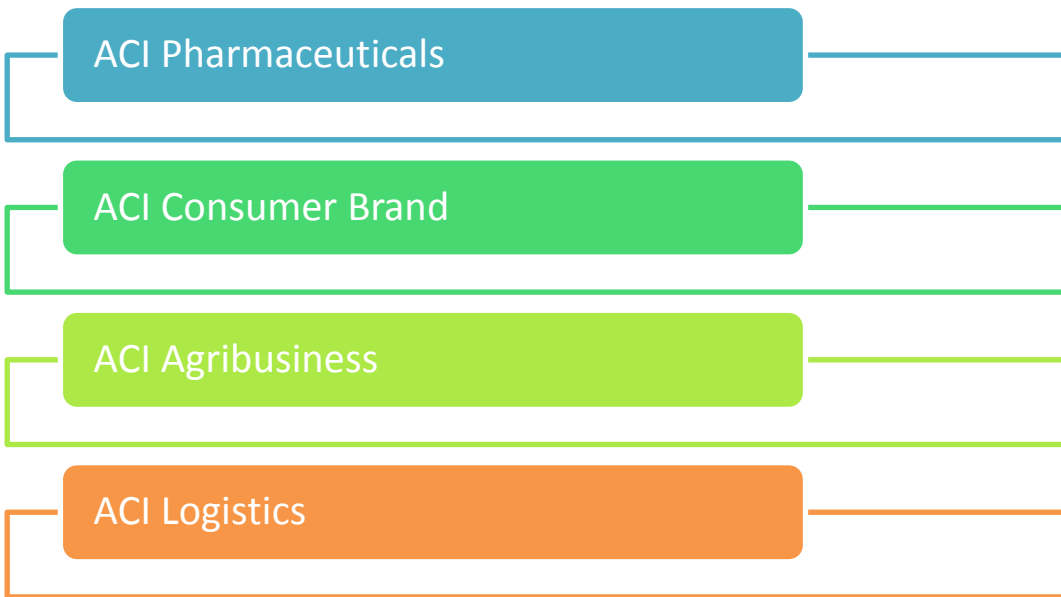


Figure 2: The Company's SBU

ACI Pharmaceuticals

ACI is the top pharmaceutical company in this country for last 30 years. There are almost 4000 employees all over the country. ACI pharmaceuticals limited is one of the most dedicated organizations for health issues that produce the medicine or drugs for reduce the disease.

ACI Consumer Brand

There are seven major consumer brands in ACI limited. Those are fulfilling all the demand of the customers for their daily life use. Those are,

1. Hygiene business,
2. Insecticides of household,
3. Electronics,
4. Body care,
5. Foods,
6. Daily product,
7. Electrical services.

ACI Agro:

- Seeds and fertilizers
- Livestock and Fisheries
- Crops
- Motors
- Crop Care

ACI Logistics:

Retail Chain: Shwapno

Subsidiary

1. ACI Motors Limited,
2. ACI Pure Flour Limited,
3. Creative Communication Ltd,
4. ACI Foods Limited,
5. ACI Salt Limited,
6. Premiaflex Plastics Limited,
7. ACI Formulations Limited.

Joint Ventures

- ACI Godrej Agrovet Private Limited,
- Asian Consumer Care Private Limited,
- Tetley ACI (Bangladesh) Private Limited.

Business overview

At firstly I would like to overview about the business in which I worked as an intern. And the name of this business is hygiene department of consumer brand. This business has launched in the last of august 2017. Many of these business products are made before the hygiene business launch actually the initiative to name this department has been taken for united all those hygiene products under a business. Firstly they launch two brand in this business called “Freedom” and “Twinkle”. Freedom is named for women and Twinkle is named for children. When they launch the business they have plan and organize the whole strong team and run the business properly with most effective employment with large resource. That’s how the hygiene business started their business along many categories of hygiene product.

Recently into these two Brands, there are seven product categories are in there. With seven different product categories in hygiene business they operate their business marketing and sales. Those seven Categories are Diaper, Napkin, Pregnancy Kit, Feeding solution, Protective care, Baby care and Personal care. In these seven categories of the product there are difference products in name, size, quantity, activities. Mainly the business is very concerned about napkin and diaper more than other categories. They operate the business sales and marketing on these categories of products. The most sales of product of this business is Napkin and Diaper. The name of Napkin is “Freedom” and the name of Diaper is “Savlon Twinkle” as they have signed with “Savlon” as Bangladesh Authorized Distributor. And the rest of other product is titled with these two names for all hygiene products. Basically Twinkle is used for children care products and Freedom is used for women care.

Hygiene Business Product Categories:

As we know about their business from the last topic generally hygiene business is built on seven product categories in recent. There are seven different product categories in hygiene business. Such as Diaper, Napkin, Pregnancy Kit, Feeding solution, Protective care, Baby care, Personal care and so on. In these seven categories of the product there are more than 58 different products in name, size, quantity, activities. Mainly the business is very concerned about napkin and diaper more than other categories. They operate the business sales and marketing on these categories of

products. The most sales of product of this business is Napkin and Diaper. The name of Napkin is “Freedom” and the name of Diaper is “Savlon Twinkle” and the rest of other product is titled with these two names for all hygiene products. Basically Twinkle is used for children care products and Freedom is used for women care. They are actually focused on two market segment only for women and children. The list of hygiene products categories are given below,

Seven Product Categories of Hygiene Business and Its Products:

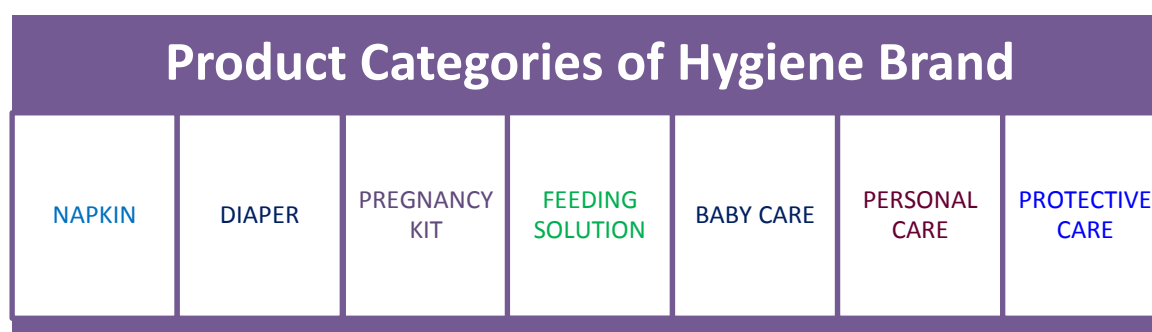


Figure 3: Seven Product Categories of Hygiene Business

A. Baby diaper

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

13. Savlon Twinkle Baby Diaper-XXL 3
14. Savlon Twinkle Baby Diaper-XXL 18
15. Savlon Twinkle Baby Diaper-XXL 24
16. Savlon Twinkle Baby Diaper - Small 16 pcs
17. Savlon Twinkle Baby Diaper - Medium 16pc
18. Savlon Twinkle Baby Diaper - Large 12pcs
19. Savlon Twinkle Baby Diaper - XL Size 12pcs
20. Savlon Twinkle Baby Diaper-XXL 9 pcs

B. Napkin

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

C. Pregnancy Kit

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

D. Feeding Solution

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

E. Protective Care

46. Glycerin 60gm

F. Baby Care

47. Savlon Twinkle Baby Wipes 80
48. Savlon Twinkle Baby Wipes 120
49. Savlon Twinkle Baby Wipes 120 (Jar)
50. Twinkle Baby wipes Jar 160 pcs (Jar)
51. Twinkle Baby soap 75gm
52. Savlon Twinkle Baby Lotion- 100ml
53. Savlon Twinkle Baby Lotion- 200ml

G. Personal Care

54. Freedom Intimate Wash
55. Freedom Hair Removal Cream
56. Septex Everyday Antiseptic Bar 100gm
57. Septex Deep Clean Antiseptic Bar 100gm
58. Septex Vita+ Antiseptic Bar 100gm

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

Two Strong Business of this department

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

1. Female Hygiene
2. Baby Care

Information of these are given below,

Female Hygiene

Napkin has highest absorptive capacity and best dry feel reflects in the users to be their best.

Overview of the business

Freedom is an international standard Sanitary Napkin produced by world's latest technology. Most absorbent capacity and feel the best dry entitled the users to be their best. Freedom Sanitary Napkin Portfolio has fertilized with 13 SKUs under two product categories- Easily Open and Straight of types. Freedom has also launched Pregnancy Test Strip and Cassette recently in the market. These kits are provided 100% accurate results within 5 minutes and utilize USFDA approved technology.

Operations of female hygiene

Freedom products are available in all retail Generals, Retail Drug Outlets, and Departmental Stores and Super Shops and fashion houses. Marketers provide mass awareness campaigns in Schools and Garments have significantly increased the brand's market growth. To provide also

free sampling and trial generation activities are custom regularly to connect the superior product quality. Their interactive Facebook page Freedom Girls have captured the attention of their approximate target audience by providing health and lifestyle tips and also by providing answers to a large number of questions and queries they receives every day.

Market Presence

In the napkin category freedom has earned the second biggest position in market share. They have a diverse of products beginning from their top category product. Freedom Ultra has targeted for corporate and working women to low cost product. Freedom has earned popularity for the low income group and the first time users. Freedom napkin has also exported to many countries like Middle east, Myanmar, Uganda and so many countries. Freedom Sanitary Napkin has renowned for the Super Absorbent Polymer (SAP), that instantly fluid in absorbs large quantity. And also can soak from inside the pad to assure maximum leakage protection and dry feels. This is the major competitive benefit than other competitor brands that doesn't have SAP in their regular products. This has enabled Freedom to capture a large market share in a short time period.

Women Hygiene products like:



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

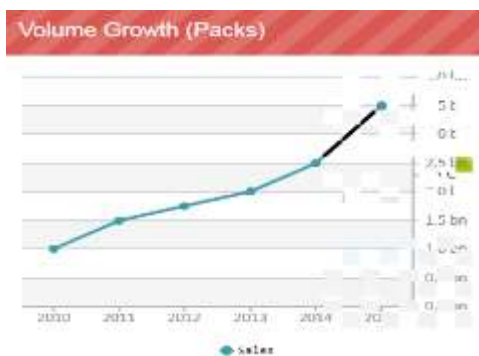


Figure 4: Value Growth of Hygiene Brand

Baby Care

Twinkle Baby Diaper is an infallible companion in the wonderful journey called motherhood as product slogan.

Overview

It has come a companion for mothers from the house of ACI Savlon: Twinkle Baby Diaper. It is as soft and tender as a mother's touch and as cautious, wide awake and vigilant as a mother's inducement. It has set free the mother's tension by assuring zero leakage and its wetness indicator will tell her about when diaper changed is needed. A mother does the best job in nurturing her shining little baby. ACI Savlon lends hands to be there for every mothers and thought for their babies.

Savlon Baby Wipes:

Savlon Baby Wipes work is to carefully clean and refreshing baby's sensitive skin. It has pre-moisturized thin wet leafs that help to protect baby's skin from dryness and make the skin comfort. Its antibacterial formula helps to keep baby's skin germ, bacteria and skin disease free.

Products

Savlon Twinkle Baby Diaper SKU's are 3 to 8 kg, 5 to 9 kg, 7 to 14 kg, 13+ kg

Savlon Baby Wipes SKU's are 65s, 80s, 100s(Jar)



Savlon Twinkle Baby Diaper



Savlon Baby Wipes

Other Products of Hygiene:

Without these two strong product line there are another more five product lines in this business such as, pregnancy kit, feeding solution, protective care, baby care and personal care. And those

entire product they sale for earn customer satisfaction in this area for intimate solution. I am going to show those products pictures are given below,



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

Market Development of ACI Hygiene Business

Market Development of Hygiene Products

In the Hygiene Solutions products market Freedom and Twinkle both has separate categories in these business products. Those are Diaper, Napkin, Pregnancy Kit, Feeding solution, Protective care, Baby care, Personal care and so on. Bangladesh Hygienic product market has too many foreign competitors which has many more ultra modern products in the market. ACI hygiene product is leading as local product with many foreign strong brands. There are different type of napkin and diaper in the market, but the majority of customers are using these hygiene products of ACI for its extra benefit and absorbing system of its product more than others. In the present market situation, “Square” is in leading position then comes “ACI” for its price and quality of the products. Under the segment of napkin in present time, three renowned industries in the market which are Senora, whisper and Freedom. Senora has taken the lead position in the market with majority of total market share of sanitary napkin class where whisper is in the second position. These two brands have put ACI freedom brand in the third position in the market. Under the diaper segment in present situation, there are three renowned brands in the market which are Diapant, Twinkle and Huggies. Here now-a-day’s “Diapant” has taken the leading position in the market with majority of total market share of Diaper where “Huggies” is in the second position. This “Diapant” have put ACI Savlon Twinkle brand Diaper in the second position in the market. As we know that Savlon is an international brand from Jonson & Jonson for which ACI is doing operated activities locally as a separate, individual entity. The Savlons Twinkles slogan is “ACI Savlon come a companion for mothers: Twinkle Baby Diaper”. Though these Hygiene products are leading in the market for last two years, they have faced negative image for ACI’s bad image in the market for its other departmental products. Which is made it bad impact on hygiene products.

Competitors Analysis

The main competitor for Hygiene Business of ACI is Square, Bashundhara, Chuchu and lots of foreign brands Diaper, napkin and other health care and solution. There are so many strong product line the competitors have and those are Senora, Whisper, Diapant, Huggies, Supermom, Chu Chu, Pozzy, Safe, V-Wash and many more with either from local strong brand or foreign strong brand. Mainly the ACI's hygiene businesses main and core competitor is Square and Bashundhara Group. Their similar and very quality products are specially produced for regular life use. I can find some points on how they lead over ACI in the market because of,

1. For their strong marketing strategies and techniques.
2. Their promotional activities.
3. Strong advertising.
4. Powerful slogans.
5. Benefits given to retailers and customers

May be these business also plan and implement another strong and effective strategies but it cannot work on these competitors.

Marketing Mix Activities

Products and Price

Hygiene brand has seven categories of product line. As we know there seven categories of product in under two brand name in this business those are Diaper, Napkin, Pregnancy Kit, Feeding solution, Protective care, Baby care and Personal care and in these seven categories there 58 different product line with different price in this seven product segments which is differ from its Size, Price, Work, Name, SKU etc. The price of all hygiene products are very close to similar of others product. Some of these are bit higher than others and some are lower price than others.

Place:

The strategy is same for urban and rural area market, for the placement of product. Then to set the price fixed, warehouse sends their entire products. At first the product are kept in the warehouse then from there distributor take the cartons to the point of distribution. Sometimes the large pharmacy owner work as a distributor and from there they supply the product by SS to the markets, retail store, general store, fashion shops and super shops.

Promotion:

The management has a unique strategy for market promotion, they usually distribute the product like others in the market but as a strategy of market development they have taken some initiatives to attract the seller for the market place achieved. They take lots of activity for promotion like winter and summer Dhamaka offer to promise to give the reward for bestselling or target requirement selling.

Promotional Activities:



Figure 5: Promotional Activities of Hygiene Brand

ACI ltd hygiene department only can develop more than their competitors business to focus more on these criteria. They have to plan well in promotional activities to develop the market and also take effective and successful initiative to develop their market.

SWOT analysis:

For a market developing company the key of success is to analyze the firms strengths, weakness, opportunity and future threats for the organization. And as a leading position company ACI also have all of these. And these are given in below,

Strengths:

1. It has also a strong distribution chain line.
2. Its stable in mass marketing.
3. This is the second largest Market leader within Hygiene business in Bangladesh.
4. The brand has strong image.
5. Holding the position of daily useful product segment

Weakness:

1. Weak communication in village site.
2. It has weak inventory management.
3. Conflicts within all small business units.
4. Weak strategy maintain in urban area.

Opportunities:

1. Growing consumer demands.
2. Scope of launch various new and existing products in the market.
3. Have some opportunity for creating potential
4. It can emerge the brand.

Threats:

1. Image reduced by ACI salt scheme.
2. New and foreign competitors.
3. Price competition.
4. Existing strong brands.
5. Political and economical issues.

Market Development initiatives taken by Hygiene Brand of ACI Limited

A business initiative is an organization's way of setting a priority to get the prosperity. Usually it's a narration of the direction that organization wants to take and how the business will meet with the development. The initiative must be a mandatory component of the organization's vision for the future.

Initiative and creativity can move the world. They cherish the repayment of innovative ideas for improvement the market in this industry and contribute to constant development. There is a great demand for energetic professionals who are inventive and enterprising enough to be proactive in everything the employee or team can do. To develop in hygiene business ACI ltd has taken so many initiatives after gathered all hygiene product under the business.

After august 2017 to now, they have taken very efficient initiative to bring success and developed the business. And it is one of profitable business department of ACI ltd in all over the country. Inside the business team, it has been in the management team's strategy to build a healthy competition between other departments. The team has built the prestige of its own company by brainstorming new business initiatives for its own clients. For example, the taken initiative of hygiene department has been totally different than other department like food, aerosol, salt and other consumer brand department. That's why; this hygiene department is the

most profitable business than other consumer brand of ACI ltd for its unique, creative, significant and indicator initiatives idea of the team.

This is not important to plan, organize and take the initiative without expecting the result and lack of dedication for the outcomes. The team must be concerned about the initiatives after effect. And that has not done to the hygiene brand of this company. The team has always tried to fulfill the taken action as they want. And they are doing this everyday to progress and try to bring the development into the business.

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

Initiatives Taken by Hygiene Brand

1. **Primary Initiatives:** These actions have taken for long terms by hygiene brand for the market development. Before the start of the business, hygiene focus on these primary initiative strategies to introduce to the consumer and operate these for market develop.

2. **Secondary Initiatives:** These actions have taken for short term or for specific outcomes. And these secondary initiatives has generated automatically in primary initiatives also.

Now I am going to describe these two Initiatives which have taken by ACI ltd for the hygiene brands market development.

Primary Initiatives:

For let the people know about the product, at first they communicate to women for their product promotion basically in rural and urban areas women they target. Wherefore all the hygiene brands products are related to women and children's, the business team tries to attract the female customers for develop their market and also with these the team has also taken some primary steps or initiatives to develop the market and those are,

1. **Hospital Activation for new born babies:** Provide the hospital facility for new born babies and also provide emergency treatment.

2. **Door to door (D2D) Activation:** Employees walk from the door of one house to the door of another, trying to sell or advertise a product or service to the general public or gather information.

3. **Female hostel activation:** Sales person go to the girls hostel where she can get more female customer easily and try to convince for the sale.

4. **Creating awareness:** By creating awareness of many disease and provide knowledge to prevent disease like cancer or dangerous germs in the women and children's body and communicate for to buy the hygiene products to be hygiene all time.

These core initiatives are taken for all and also for long term. And firstly the team had taken these initiatives to run and develop the business and these initiatives are taking now also.

Secondary Initiatives:

The company has taken secondary initiatives in some programs, occasions or campaigns to achieve their secondary goal which is very important to develop their market. At first they settled the target then they took the initiatives to gain the target. As the hygiene team has achieved the most profitable outcomes from this business in 2018. In 2017, after they launched the business very soon ACI ltd has achieved the most outcomes than other business. The team has always focused on two brands freedom and twinkle because of their target market. The hygiene brand is made by these two brands. In below now I am going to write about their all initiatives taken for market development by ACI ltd along with the campaign name, in which brand they take the initiative, campaign period, initiatives objective and the outcomes under the title number of initiative. Here below,

Campaign name: DITF 2018

Brand: Freedom & Twinkle

Campaign Period: 1st-31st Jan, 2018

Objective:

1. Creating awareness within the females for Freedom
2. Creating perception within the girl teenagers for Freedom
3. Creating concussion for newly launched Baby Diaper
4. Speed up the sales of Freedom Twinkle and Septex

Outcome:

Total efficient brand communication reach: 1,00,000

Total commission selling: 7,50,000 in BDT

Campaign name: LFMEAB Activation (Factories)

Brand: Freedom

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

Objective:

1. Increase conversance about menstrual hygienic issue within female workers.
2. Rising the brand awareness among female workers.
3. Set on usage by free trial.
4. Introduce institutional sales channel in the activated manufactories.

Outcome: Total efficient brand communication reach: 5,000

Campaign name: Pohela Falgun Celebration

Brand: Freedom

Campaign Period: 13th Feb, 2018

Objective:

1. Enhance demand for the Freedom brand within the students
2. Inspire the change from competitor brands
3. Rise the sales volume of freedom sanitary napkin

Outcome:

Total efficient brand communication reach: 15,000

Total discounted selling: 2,000 in BDT

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

Brand: Freedom

Campaign Period: 8th-10th March, 2018

Objective:

1. Increment the hype for the Freedom brand within the females
2. Celebrate the day in larger scale.

Outcome:

Total effective brand communication reach: 10,000

Total discounted selling: 2,000 in BDT

Campaign name: Teens Launching Event

Brand: Freedom

Campaign Period: 1st April, 2018

Objective:

1. Formal Launch for the teens
2. Program coverage by media.
3. Speed up the sales team's spirit
4. Creating sensation into the sales team

Outcome:

Total efficient brand communication reach: 300

Campaign name: Teens School Activation

Brand: Freedom

Campaign Period: 15th 19th April, 2018

Objective:

1. Enhance the hype for the Freedom newly launched SKU within the students

2. Inspire conversion from competitor brands
3. Speed up sales team's spirit

Outcome:

Total efficient brand communication reach: 45,000

Total discounted selling: 70,000 in BDT

Campaign name: Hostel Activation (2nd Phase)

Brand: Freedom

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

Objectives:

1. Raise hype for the ACI Hygiene Products
2. Cheer up the conversion from other competitor brands.
3. Increase the volume of sales of our Hygiene Products
4. Create perception within the sales team.

Outcome:

Total efficient brand communication reach: 30,000

Total discounted selling: 6,50,000 in BDT

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

Brand: Freedom

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

Objective:

1. Increase the sensation for the Freedom brand among the students
2. Encourage the conversion from competitor brands about the industry
3. Increase more sales volume of “freedom” sanitary napkin

Outcome:

Total efficient brand communication reach: 6,400

Campaign name: Parlor Activation (Pohela Boisakh)

Brand: Freedom

Campaign Period: 12th-13th April, 2018

Objective:

1. Increase more hype for the Freedom, Twinkle and the entire hygiene brand product.
2. Encourage conversion from competitor brands provide in occasion
3. Increase sales volume of our freedom sanitary napkin

Outcome:

Total effective brand communication reach: 10,000

Total discounted selling: 60,000 in BDT

Campaign name: Menstrual Hygiene Day Celebration (IFMSA Bangladesh)

Brand: Freedom

Campaign Period: 28th-31st May, 2018

Objective:

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

Outcome:

Total effective brand communication reach 3,200

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

Brand: Twinkle

Campaign Period: 9th-15th June, 2018

Objective:

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

Outcome:

Total effective brand communication reach 4,200

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

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

Brand: Freedom

Campaign Period: 9th-15th June, 2018

Objective:

1. Increase hype for the Freedom brand in the target market
2. Inspire the conversion from all local competitor brands
3. Increase sales volumes of Hygiene department

Outcome:

Total effective brand communication reach: 17,500

Total discounted selling: 1,50,000 in BDT

Campaign name: D2D Activation (Dhaka)

Brand: Freedom & Twinkle

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

Objective:

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

Outcome:

Total effective brand communication reach: 10,000

Total discounted selling: 3,99,000 in BDT

Campaign name: Rural Market Development

Brand: Freedom

Campaign Period: 12-13th Aug, 2018

Objective:

1. Increase hype for the Freedom among the students
2. Encourage conversion from competitor brands
3. Develop rural market for Freedom brand
4. Boost up sales team's spirit

Outcome:

Total effective brand communication reach: 3,000

Campaign name: Freedom QPDS Program validation

Brand: Freedom

Campaign Period: 11th-12th Aug, 2018

Objective:

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

Outcome:

Total Outlet Reach-139

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

Brand: Twinkle

Campaign Period: 16th-20th Aug. 2018

Objective:

1. Verify the all display that claims of this program
2. Encourage conversion from competitor brands with their brand.
3. Increase sales volume of our Savlon Twinkle Baby Diaper & Baby Wipes

Outcome:

effective brand communication reach: 3,000

Total discounted selling: 74,000 in BDT

Campaign name: Hospital Activation (2nd Phase)

Brand: Twinkle

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

Objective:

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

Outcome:

Total effective brand communication target: 40,000

Campaign name: Merchandising Program

Brand: Freedom

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

Objective:

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

Outcome: Total Outlet Reach-2100

Campaign name: D2D Activation (Outside)

Brand: Freedom & Twinkle

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

Objective:

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

Outcome:

Total effective brand communication target: 41,600

Campaign name: Hostel Activation (3rd Phase)

Brand: Freedom

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

Objective:

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

Outcome:

Total effective brand communication target: 30,000

Campaign name: Staff Sales in ACI Centre

Brand: Freedom & Twinkle

Campaign Period: 10 Days

Objective:

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

Outcome:

Total effective brand communication reach: 2,000

Total discounted selling: 85,000 in BDT

These are some remarkable initiatives taken by hygiene brand. There are also so many initiatives they have taken for the market development. Researching whole things I just get these points of initiative with the help of my work supervisor. I have to thank him that after the lots of work pressure he tried to give his best affords to make my report good. Otherwise it was very tough to know what initiative the department choose or done for their market development. To know these all initiative I have learned so many business tricks and ideas about how a company can develop in the market by taken initiatives and also can create some initiatives idea of it which I shared with my boss. It was a great experience to me to work on this topic.

Challenges and Constraints

In my entire internship period I had faced lots challenges and constraint from this organization. Many times I faced challenge and many times I was so excited to do my task. The big problem or challenge I faced from when I input the data in excel sheet. And also report to the boss without any format and no idea. As sudden my boss gave me some task or report to give him immediately which in that situation I feel very nervous to complete that without any guideline but the positive was taking that challenge I can learned many things that how to overcome from that situation. I must be saying that it was totally a great experience for me to face up many challenges and constraint and also learned to overcome from those things. These constraint and challenges are given below,

Observing Critical Situation

1. Sometimes I had to face too many work pressure in the office so that I couldn't able to collect all of the related information for my report. I had to go for market survey for the information purpose from where I could also get my information for the report. And the market survey was very tough for me. Because of the sellers attitude was not so good. Which was pressure on my mental issue? Sometimes they were misbehaving with me for order purpose but don't try to understand why I am going to them for which reason.
2. As I say before that my supervisor sometimes gives the task which were difficult to me to complete the task. He gave me the order to do for immediately. But as a new, I couldn't make it fast. For me it was very tough to solve the task in a specific time.
3. The work environment for all employees is very good in this office but there is too much difference for intern work environment. For intern there is not a specific room to work. We worked in a meeting room but when the meeting going to start we have to get outside from that room. This was very poor system of the office. They even don't provide any laptop, desk and mobile for work. Many times I need to call my client with my phone. The cost was also mine they didn't provide any of this. I had to bring my laptop there which is very heavy to bear.
4. During my internship period I observe that our supervisors are very busy in work pressure. Sometimes they ordered us to join with them to support for complete the work. I often had come to home late at night for work pressure. Even there also I faced the problem was I needed to work multiple work in same time which was very difficult for me to complete.

5. When I went for market survey I observed that strong competitor display on selling point was better than hygiene brand. The shelf talkers were not very well organized on that display point. Hygiene products were very poor in arranging. This was impact very bad in customers mind. That's the reason I find from there why the urban people are not very interested in hygiene product.

6. Observing the all hygiene products sale I must say that the people from everywhere in our country is not aware in uses of hygiene product. They have different mind setup or negative mind setup on hygiene product uses. Still now they feel very shy on this topic. The strange thing why I observed was our female supervisors were sometimes feel very shame to discuss on it with us.

Lack in My Academic Skill:

1. During my internship period, I find my mistake in which academic skill was absent in my compliancy. In my BBA life I never work on any event but here I had to face to work in event. But I learned in practically from my colleagues how to manage the event and communicate with the customer and seller. Sometimes I needed to talk foreign dealers in English which I faced problem.

2. I faced practical knowledge and formal educational knowledge in the lack of my academic background. The gateway of corporate forms is so limited at our university. So as the result there are so many gaps between ours like students and a corporate person. For the lack of experience, when a student wants to access to their supervisor they cannot interact like professionalism. So our university should invite those corporate person and make a link between them, it will be very helpful for the students.

3. I had faced the trouble in unprofessionalism in business report writing practice. There are so many lacking when we had to write the business report. There are not only to do the report but also have to adding so many formalities like when we need to mail how we should present the mail with integrity and politeness they superior observe. At first every intern faces lots of trouble to do it. They don't know the system they should apply. Beside that so many things, a student should gather the information from his or her university life. Everyone should gather the deep information and manner of report writing.

Absence of Skills

1. Nowadays, in job purpose people should know very depth in MS tools. But I only knew the basic skill in Microsoft tools. Without knowing the tools no one can survive. I should say my luck was good because of my good colleagues. They support me a lot. All report was based on Microsoft excel. And learning all of it I was did well in report.

2. the most important lack of skill was communicating with the boss. I never had done before how to communicate with high formalities. There are very restrictions in very formality in communication.

3. It was difficult to contact with director in English because of I was not very proper in English. But they help us when I stopped in line. That I must say was poor English skill.

4. Poor idea in navigating the area is one of my cores lacks in skill. When they ordered me for market visit but I don't know how to go there and when I reached there, it was very hard to find the exact place which takes most of the time.

So I must say that an employee must have all of these skills to do any job to somewhere which I learnt from my internship period. Absence of these skills makes a person in very difficulties nowadays.

Learning's from the Internship Program

I must say that not only the challenges I faced from my internship period but also learn so many things which will help me up in my future, those are,

1. From this internship I had learned each and every thing which can help me in my future. I can know from this time which is my core competency and I have as an opportunity. My strong work energy can give me the opportunity to work again in there.

2. the main and important things I have learnt from this internship are so many things about the business culture, environment and how to contact with boss, supervisor, other employee, staffs and colleagues and how to deal with them and so on. Apparently exceptional and remarkable wisdom of my life I have achieved from.

3. Business to Business process I have learnt from this company. How they deal with another business. I had go for a meeting to YOUTH group. With them the company have a big dealership. From which I had practically learnt about B2B.

4. Practically I had learnt the basic idea of positioning strategy. How they generate the strategy on customers mind. Our marketing team always try to understand the perception on consumer mind. For that they appoint us for some important survey. After the survey when the result come to us then we can generate the plan with the help of our team leader. Sometimes I needed to work on creative task to create promotional activities for the seller that how we should attract them by a print ad.

5. AT first when I joined in my internship, I didn't have any idea on sales generating. How they find the primary target, secondary target, MTS, TRP, discount and so on for report to the boss from which he can know about sales. After some days my boss taught me about the calculation how to find all of the entry through the MS excel.

6. From the internship, I had to know how to handle the sales person and give the target of fulfill the achievement. And how to work as in a team. To create the market development which point the team need to give more focus in which way. There are lots of procedure to launch a product

in the market. For that I often need to go BSTI for product testing. And had to brief about the product to BSTI.

7. When I went to collect the information from different market, I had learnt that different market place has different of customer and seller. In which the management should run different strategy. Some of the place the product easily sale and some place the other competitor captured the place. In survey time I got many complain and many satisfaction voice for the hygiene product and also know about the demand of customer and seller.

8. Hygiene business managing their business along with a team and I worked with with my boss. Performing at the product activation we worked as a team along with other interns. From there I had the opportunity to know individual selling practice before I had helped my boss to generate the plans, talk with many kind of agency, visit several places for the purpose of the activation regarding sales activities I helped my boss to collect data, helped him “Freedom” and “Twinkle” activation program. Work in a team is the main efficiency for the operating of business.

9. Sometimes I had to attend some meeting with my supervisor. I need to put down all the information from the conversation in my note and also had to focus on first to last of the conversation and lots of tricks on dealing.

10. time managing is very important for the hygiene business. They had to monitor regular report from the whole team and that the reason I had tried to sustain the time schedule. It supports me to continue the discipline and organized my tasks sequence because if I unsuccessful to submit or complete my task within time it will make trouble to others. So I had to get ready myself early.

11. I had to communicate with various client of the business and also with all employee of hygiene team. Different have different task and for the not only to my boss but also I had to work under other employee too. And so that I have learnt different business knowledge from them.

12. To increase the awareness the entire hygiene team set different idea for different program or plan. How the awareness meet the profit growth of the business I had learnt too. Every idea can make different profit and growth of this business.

13. here during my internship I had enjoyed everything and learn everything about which can make the market develop. I have known that work environment was the main thing to me which can motivate me every moment.

Other:

1. Get discipline in work life.
2. Help team with my ability.
3. Being a team worker
4. Become humble and responsible in work place in tight pressure.
5. Taking the challenges and make correction.
6. Computer skill
7. Discipline and so on.

At last I would like to say that I learn how a person need to discipline into their job life and person must need to dedicate to the job which can help his or her future more strong. This internship program gave me the job life experience how I should work in a company. This internship program gave me a real life situation with some experience. So as far I did my job in this business I got experienced in more criteria and during the working time I could relate my all learning with the academic learning. I thought I couldn't relate my knowledge with the work but I could that. Though I forgot the topic name but I could relate and use the skill in this practical area. Finally I learnt directly consumer purchase behavior, post purchase behavior, point of parity, planning, organizing, monitoring etc. it helps me to know the point of view of marketer and how he can try to read consumer's mind. I also find out the differences regarding advertisement process in practical with my academic learning.

Recommendations with Conclusion

Summary

As we all know that ACI limited is one of the most giant companies in this country and also achieved wonderful appraisal from international market also. The company has all kind of staffs whose are very efficient for the organization. They dragged the company in this position by planning, organizing, controlling the company like superior position. To make the market development the entire company participates directly and indirectly. Like the hygiene brand, the team can make the most profit in consumer business like no one can do that growth, only for their unique and creative idea of initiative those are helping in market development of hygiene brand. Not only that, the business not only earn the profit also spread the most awareness on hygiene issues within the peoples that no other brand ever done like this. However the business earns anything they love to take initiatives for another achievement and these are their continuous task in the market. ACI limited has taken care of their each and every customer by organize some remarkable awareness based program activations and gain remarkable outcomes from those initiatives in last one and half years. In this very short time, hygiene brand become the threat for other competitors in the market. Most of the peoples are now aware of hygiene and non-hygiene by hygiene brand. Their biggest initiative was to start operate all hygiene product in under one department of hygiene.

Recommendations for ACI Ltd.

1. In this entire period I was observing that every time only and ASM only inspire all SS and SR. and sometimes the head of management only contact for get some information. But they need to motivate them for sales growth regularly.
2. To generate the initiative executives give more priority then top management. But top of the team are always thinking about the sales than initiatives.
3. Hygiene brand must have to take more unique idea for the initiative. The problem is they have lots of idea for taken initiative but not so unique.

4. The team needs to provide more focus on urban area than rural because in urban area they have not that much profit than rural whereas the 15% of our populations are live in this urban area.

5. They need to use advance idea tools on initiative generate. Still now, majority of the customer thinking that these product only sales high because of its low price because of its simple outlook. That should be the initiative for the market progress.

6. The business should sponsor in some creative show or popular show and also sponsor in international program that can build higher image by advertising.

7. besides that they should give personal desk for every interns. Sometimes they need a desk urgent with lane line telephone but they have to face embracing situation.

So from my perspective and also observe this business of Hygiene Brand, I would like to recommend and suggest all of these practices to use for Market Development which will be very valuable initiative practices for the business. It can also bring more profit for the company and make it number one position among the other brand or department of ACI limited as they are now in number one position in highest profit earning department.

At last, I would like to say that “A good initiative can make a company best in many ways and many hearts” the practices of initiative of Hygiene brand is far better than others initiative and these can make it happen to aware rural people about diseases more than urban people. Though they cannot gain that much achievement to urban people than rural people only for various kind of foreign brands because of some lacking of taken initiative strategy in rural peoples mind. But hope it will happen soon with their effective employees and the brand will be the number one in the Bangladesh market place.

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