

## **Project Report**

# **An Analysis of Major Soap Brands' Promotion in Bangladesh**

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## Letter of Transmittal

28 November 2019

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**Subject: Submission of the project report**

Dear Sir:

I would like to submit my project report which has been prepared as a requirement for the completion of the BBA Program of United International University. There are numerous soap brands in Bangladesh. Among all of these soaps, in this report, I have tried to give a discussion about mostly used three soap brands in Bangladesh (Lux, Lifebuoy and Keya) which have been discussed in the main part of the report.

While working on the report, I have tried to maintain every piece of advice and guideline that you have given to me. It has been a very useful experience to work with soap brands in Bangladesh. Because it helps me to know about different soap brands, especially I have been able to know much information which is new to me. Thank you, sir, for giving me such an interesting topic.

Sincerely,

Anika Zaman

ID: 111 151 598

## **ACKNOWLEDGMENT**

I would thank the Almighty for being able me to complete this project. Then I would like to thank my project supervisor, Dr. Khandoker Mahmudur Rahman who has helped me in every step of my project report. And he served me his valuable instructions and suggestions, which helped me to make this report more easy and understandable.

## **DECLARATION**

I hereby do happily declare that the work presented in this Project report has been carried out by me and has not been previously submitted to any other University for an academic certificate or any degree. The work I have presented does not breach any copyright. I also declare that it is an original work, and previously not submitted for any diploma, title, degree or recognition.

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## Executive Summary

Bangladesh is a developing country. Nowadays besides Soap bars liquid soaps, hand wash & shower gels are most popular here. People use soaps on their daily basis. A variety of types of the consumer have a variety of preferences. This report is based on soap brands in Bangladesh. Here mainly discussed the most used, popular three soap brands in Bangladesh. These are **Lux, Lifebuoy and Keya**. Consumers who prefer the sweet perfumes they purchase Lux, who are quality conscious they usually buy Keya beauty soap. And lastly, many consumers prefer the health issue mostly, they usually purchase Lifebuoy. Among these three, Keya has fallen its reputation in recent years. And besides few constraints, Lux and Lifebuoy soaps are doing well in the market. These three soap brands follow different promotional activities. They have different marketing strategy but in some cases, they have many similarities which are described here. They are trying to create more positivity to the consumer's mind through their different policies. This report discusses the process of using market segmentation, product pricing, promotions, different targeting and positioning strategies and so on. This country has a durable economic growth and fast urbanization. Mainly the soap has two parts. These are beauty and health. Toilet soap goods are used for cleansing purposes. Lux, Lifebuoy, and Keya how they create marketing policy, promotional strategy, product category, social media marketing, and some recommendation have been given thoroughly in this report. It is also increasing disposable profits among the mid-level to high- level income consumers and increasing social media involvement. The marketplace of personal care and beauty is an ever-growing one. Among all the product categories toilet soap is a crucial product to keep sound and healthy hygiene.

# Chapter One

## 1. Background of the Problem

### 1.1 Introduction:

In the era of globalization, all types of companies in a combination of trades and industries from different countries are going universal and are dynamically opposing in the global marketplace. Although universal brands are being traded universally, there is a major difference in the consumers' favorite toward imported and domestic brands in the developing and developed countries. A developing country with a large number of population is targeted by the sellers of numerous worldwide soap brands. Bangladeshi consumers use the soaps which are mostly having demographic features. Besides, foreign soap brands that are effectively performing fine in Bangladesh are dominated by different foreign soap brands like Lifebuoy, Lux, Dettol, Dove, Fiama, Pears, etc. This project report is based on a research study of almost three used soap brands in Bangladesh. These are **LUX, LIFEBUOY, and Keya**. The most known soap brand in Bangladesh is **LUX**. Lux is a famous soap brand which is established by Unilever. Now it is used worldwide. Here are different product categories in Lux like beauty soaps, shampoo, conditioner, shower gel, etc. Lux started its journey by producing a laundry soap named "Sunlight Flakes" in 1899. Lux (soap) is now headquartered in Singapore. It celebrated its 90<sup>th</sup> anniversary in 2018. Lux creates differentiation in consumer's minds by making different beautiful fragrances. **Keya Beauty Soap** is one of the largest and popular soap brands in Bangladesh. Its main feature is maintaining high quality. This soap is mainly used by quality-conscious people. The company has been giving attractive shares to the shareholders almost every year for which the shares of the company have plenty of demand in the market and worth of the shares are going up. It is located at Jarun-Konabari Gazipur. Health-conscious people mainly prefer the renowned soap brand **Lifebuoy**. It is a hygiene soap that can protect a person from germs. In 1895 Lifebuoy was announced by "Lever Brothers" in England. Lifebuoy remained one of the most standard soaps in the United States from 1923 to the middle era, at what time fragrant soaps seized over the market. It is known as the medicated or health soap. Lifebuoy is well-known for its aristocrat packaging.

## **1.2: Topic of the report**

A topic has to be designated for the project report. A well-defined topic exposes what is going to be discussed throughout the whole report.

## **1.3: Origin of the report**

In today's world, academic education is not sufficient to allow a student to compete with self-confidence, especially for the business studies students should know about the marketing strategy of products and the marketing condition. And it would be so good if they know about the promotional activity of products. This report has given the chance to know about how different soap brands do their promotional activities differently in Bangladesh.

## **1.4: Background of the Report**

The project/internship program is a vital part of the BBA program to complete the degree and also exercise a substantial position as it qualifies a student to familiar with the specific business activities. This program also enables a student to improve their analytical ability and scholastic behavior. For the completion of this project program, I have tried to analyze and understand soap brands in Bangladesh. And especially I have studied about three soap brands Lux, Lifebuoy, and Keya.

## **1.5: Objective of the Study:**

Project/Internship program is a practical and realistic subject to get knowledge about the situation closely. It is also a career development program that helps a student to build his/her career. This project program provides me the following objectives:

-  To improve my knowledge about the marketing sector that helps me to build my career as the marketing department in the future.
-  To know the different promotional strategies of different soap brands.
-  To explore different marketing strategies.

- ✚ Identifying the pricing strategy
- ✚ Developing a set of necessary which is essential for a successful marketing plan.
- ✚ Know how to create a position in the consumer's mind.
- ✚ Identifying the effectiveness of distribution method
- ✚ Identifying the target consumers according to geographic, demographic segmentation and also identify the social class.
- ✚ Categorizing the standardization of the product.
- ✚ Identify the 4p's of soap brands
- ✚ Identify the differentiation strategy of soaps
- ✚ Identify the STP method of Lux, Keya and Lifebuoy soap

## **1.6: Scope of the report**

This report has been prepared through a wide discussion about three top soap brands in Bangladesh. While preparing this report, I had a great chance to have in-depth experience and knowledge of all the marketing activities as well as promotional activities of top soap brands of Bangladesh.

## **1.7: Duration of the Study**

The total duration of the study was five months. And this duration is from July 2019 to November 2019.

## **1.8 Methodology**

In this report, the qualitative research technique is used to gather the data of the report. Here mainly used the indirect approach to gather the information. A direct approach is also used but comparatively less than the indirect approach. In this report there also used **secondary sources**, primary sources are also used but comparatively less than secondary sources.

Secondary data means the data that have already been gathered for purposes other than the problems in hand. Here also analysis the following things:

- Published materials
- Social media analysis
- Relevant books, Journals
- Website of three mentioned soaps
- Online Pages
- Research papers and Newspapers.

### **1.9 Limitation of the Study**

When I was running my project I met some problems, which have been considered as a limitation of the study. These limitations are given below:

- Due to time limitations, information about soaps (Lux, Lifebuoy & Keya) cannot be provided.
- The study is mostly based on secondary data. So, had to face some problems to collect primary information.
- To compare the soap brands was so time-consuming.
- To collect all information is not possible, so there might be an absence of some data in this report.
- Collection of some recent information was so difficult.

## Chapter Two

# 2. ORGANIZATIONAL PART

### 2.1 Introduction

Bangladesh is a developing country with durable economic growth and fast urbanization. It is also increasing disposable profits amongst the mid-level to high-level income consumers and increasing social media involvement. The marketplace of personal care and beauty is an ever-growing one. Among all the product categories toilet soap is a crucial product to keep sound and healthy hygiene. They are usually gained by treating animal fats and vegetables with a solid alkaline result. Mainly divided into two parts of beauty and health, toilet soap goods are used for cleansing purposes. However, for competition or rivalry, the toilet soap market is disjointed and needs endless branding and product improvement for brands to endure. Bangladeshi consumers consider toilet soap as a vital commodity that is used for personal care and they have some qualities. These qualities are like beautiful fragrance, health care, perfume, softness, and lather. In the era of globalization, all types of companies in a combination of trades and industries from different countries are going universal and are dynamically opposing in the global marketplace. Although universal brands are being traded universally, there is a major difference in the consumers' favorite toward imported and domestic brands in the developing and developed countries. A developing country with a large number of population is targeted by the sellers of numerous worldwide soap brands. Bangladeshi consumers use the soaps which are mostly having demographic features. Besides, foreign soap brands that are effectively performing fine in Bangladesh are dominated by different foreign soap brands like Lifebuoy, Lux, Dettol, Dove, Fiama, Pears, etc. There are varieties of soap in Bangladesh. And the soap market in our country is enough satisfactory. Among all these soaps, in this project report, I have given a discussion about three of the most popular or used soaps in Bangladesh. These are **LUX, LIFEBOUY, and KEYA BEAUTY SOAP.**

**Lux** is the most favorite soap in Bangladesh which started its journey in Bangladesh in 1964. This soap has always been one of the most selected and wanted soap in our country. **Lifebuoy** is another most popular soap in Bangladesh. Lifebuoy has been fighting against germs since 1964. This soap is a health care soap. Besides some other objective, its main purpose is to protect oneself from unhygienic and germs. It also fights against typhoid, smallpox, diphtheria, and cholera. Another soap which was most favorite in Bangladesh, “**Keya Beauty Soap**”. Though nowadays for some rivalry or competitive soaps Keya's use is not much satisfactory in Bangladesh, through its excellent quality it keeps its position positively to the consumer's mind. The main feature of this soap is, this soap doesn't compromise its quality. But due to the absence of proper infrastructure and the existence of imitations, the sales of various personal care products and beauty products are facing some constraints. Here one thing that must be mentioned, there are mostly used three main categories of toilet soaps. These are liquid soap, bar soap, and shower gel. Besides, the soap bars nowadays liquid soaps and shower gels are most popular in Bangladesh.

## 2.2 UNILEVER:



### 2.2.1 Short Description of Unilever:

Unilever's origins more than a century. Unilever started its business on a bigger scale by establishing its first workhouse in the Netherlands in 1872. There are two parent companies of Unilever. These are Unilever PLC and Unilever N.V. They control as one and are connected by a series of contracts, follow common procedures, policies and also have the same directors. Their new logo is a great symbol that indicates their Vitality mission.

**Unilever Bangladesh** is one of the most reputed and biggest companies in the country. They are deeply aware of their responsibilities. While Unilever Bangladesh an effective partnership between Unilever and the Government of Bangladesh has an extensive history of inspiring the lives of Bangladeshis. They are dedicated to contributing to the country's improvement. Unilever Bangladesh has distributed double-digit progression for the last six consecutive years. It is one of the fastest upward businesses for Unilever in Asia. It is such a company with durable essentials and a sound set of managerial competences. Mr. Mehta said that “The innovative spirit of our society together with their animated energy, ingenuity and growth mindset is the vital distinguishing issue of our company. Our native talent is similar to the best the world has to offer”. Unilever significantly operating in Bangladesh for over the last 4 decades. They are trying to serve their best and serve the best quality products to the consumers. Their layout or arrangements of products displays that they produce varieties of items like household items, skincare and cleansing items, mouth care, hair problem solution, varieties beverage products, like tea and coffee item, different soaps, shampoos like LUX, Ponds, Sunsilk, Pepsodent, Taaza, Rexona, Lifebuoy Close Up, etc. Other firms in the industry are not as large as Unilever Bangladesh Ltd but they are posturing warnings to the company by a propensity of a continuing increase in their market share. Kohinoor Chemicals which is working with the brand name Tibet is a very well-known brand to the rural division of the inhabitants and holds a major share in the segment which is the biggest population cluster in Bangladesh

### **2.2.2 Objectives of Unilever:**

The main objective of Unilever is to fulfill the daily needs of people all over the place. To anticipate the goals of their consumers and to answer innovatively and competitively with branded items, products & services which increase the value of life. Their profound roots in native markets and cultures around the world are their supreme legacy and the basis for Unilever's future development. They will carry their ability, knowledge and worldwide expertise to the service of local customers. They have also long term success. Their long-run success involves a total assurance to excellent standards of productivity & performance, for working together efficiently and to a willingness to hold innovative thoughts and learn incessantly. This is

Unilever's road to defensible, lucrative progress for their business and long-term value making for their employees as well as shareholders.

### **2.2.3 Product Categories of Unilever:**

Unilever has different types of products like Household Care products, Skin Cleansing, Personal Training, Tea Based Drinks, Oral Care, Skin Care, Hair Care, etc. Topmost Brands like Lux, Lifebuoy, Fair & Lovely, Ponds, Wheel, Sunsilk, Close-up, Taaza, etc. are the renowned products of Unilever. Personal Products Factory and soap manufacturing factory are located in Chittagong. There is also a tea packing procedure in Chittagong and three industrial units in Dhaka, which are entirely for Lever Brothers. Their personnel over five thousand people are provided with straight service for workshops, exclusive producers and suppliers.

### **2.2.4 Missions of Unilever:**

Unilever's greatest mission is to enhance the strength of life. They meet the everyday necessities for personal care, hygiene, and nutrition of people. They have one of the most remarkable missions that are they try their best to feel people well after using their product.

They have two most famous soap brands. One is **Lux** another is **Lifebuoy**. **Lux** attracts their consumer by different flavors and fragrance and ordinary people feels like extraordinary by using this soap. And **Lifebuoy** cares about family protection, it protects people from germs. Mainly it is a health-conscious soap. It adds family validity more and more.

## **2.3 LUX:**

### **2.3.1 Company Profile of Lux:**

Lux is a renowned soap brand which is established by Unilever. Now it is used worldwide. Here are different product categories in Lux like beauty soaps, shampoo, conditioner, shower gel, etc. Lux started its journey by producing a laundry soap named “**Sunlight Flakes**” in 1899. Lux (soap) is now headquartered in Singapore. It celebrated its 90<sup>th</sup> anniversary in 2018. Lux has always been one of the most preferred and required after soap brands in the country which happening its process in Bangladesh in 1964. Personal care brand LUX was launched by the Lever brothers in 1899. The brand firstly sold laundry soap but now has a varied product line that includes soaps, bathing additives, shower gel, conditioner, shampoo, etc. LUX is a market front-runner in numerous countries like Pakistan, Thailand Brazil, South Africa, and India. LUX was one of the first soaps and cosmetics brands to use celebrity authorization. Ambassadors are Marilyn Monroe, Audrey Hepburn, Elizabeth Taylor, Shahrukh Khan, Katrina Kaif, Aishwarya Rai, Deepika Padukone.

Lux is an internationally famous beauty soap of Unilever. As an international brand, it effectively maintains its product quality. Much research and study show that Lux is produced in Bangladesh from imported raw ingredients like glycerol, sodium soap, different exclusive flavor, etc. LUX has six different flavors in Bangladesh. These are LUX Almond Delight, LUX Aqua Sparkle, LUX Energizing Honey, LUX Nature Pure, LUX Orchid Touch, and LUX Golden Glow. For the convenience of the consumers, Lux creates three different sizes like 40gm, 80gm, and 120gm. Unilever Bangladesh gives LUX consumers a lot of things, so it provides a better pricing system. Beauty soap is merchandise with a scrawny need in Bangladesh. A variation in price has a high threat of generating price conflict among the competitors which will ultimately create a loss of revenue. Lux creates a strong position in the consumer's mind by its brand loyalty. The beauty soap business in Bangladesh involves in seven major manufacturers.

Unilever Bangladesh Limited is functioning in the production with its world prominent brand LUX. Out of these enormous companies, Unilever Bangladesh limited is the market front-runner with a share of approximately 43%.

### **2.3.2 The mission statement of Lux soap:**

A mission statement generally refers to the short term goal for running out the organization. Lux's mission statements are given below:

- ✓ Fulfillment of the consumer's demand
- ✓ Pleased people by creating different flavor
- ✓ Creating the pricing system in a favorable way to the consumers
- ✓ Attracting urban and semi-urban people
- ✓ Ensuring the cleanness about the soap
- ✓ Maintaining quality
- ✓ Attractive packaging system for the especially young generation

**2.3.3 Vision statement Lux soap:** Vision statement means the long-run goal. Which means what an organization wants to do in the long run. The vision statement of Lux Soap is given below:

- ✓ Creating trustworthiness to the consumers
- ✓ Building long-run relationships to the customers
- ✓ Maintaining the standard quality
- ✓ Creating and retaining super quality
- ✓ Creating many fragrance and flavors
- ✓ Maintaining stable relationships with the consumers
- ✓ Never compromise with the quality issue
- ✓ Making their products available everywhere.

**2.3.4 Marketing mix:** Marketing mix is the combination of product, price, place & promotion. These four are very important to create a strong market place if those are used effectively. Each and every components of marketing mix work differently.



### 2.3.5 Marketing Mix of Lux:

#### Product:

The following product strategies are used by Lux:

We know that Lux is a worldwide, famous, skincare brand. By analyzing its product category and tagline as well it is seen that it contains beautiful fragrance, so it brings the best of beauty in people. Lux is considered as an ambitious brand for the average class people. It belongs to different colors and sizes like 120gm, 40gm, 90gm, etc. Lux focuses on semi-urban areas and younger people. It has many **competitor** brands like Dove, Santoor, Lifebuoy, Keya, pears, etc. These give a clear-sightedness in the product portfolio of the marketing mix of Lux. Mostly used soaps flavors or the products of Lux soap in Bangladesh are given below:

• Lux Almond Delight
• Lux Soft Touch Soap
• Lux Aqua Sparkle
• Lux Soap Bar Sensuous

• Lux Energizing Honey
• Lux Soap Charming Magnolia
• Lux Golden Glow
• Lux Soap Bar Hypnotic Rose
• Lux Soap Bar Velvet Touch
• Lux Nature Pure
• Lux Soft Touch Soap
• Lux Iconic Iris Soap Bar

**Price:**

Below is the pricing strategy in Lux marketing strategy:

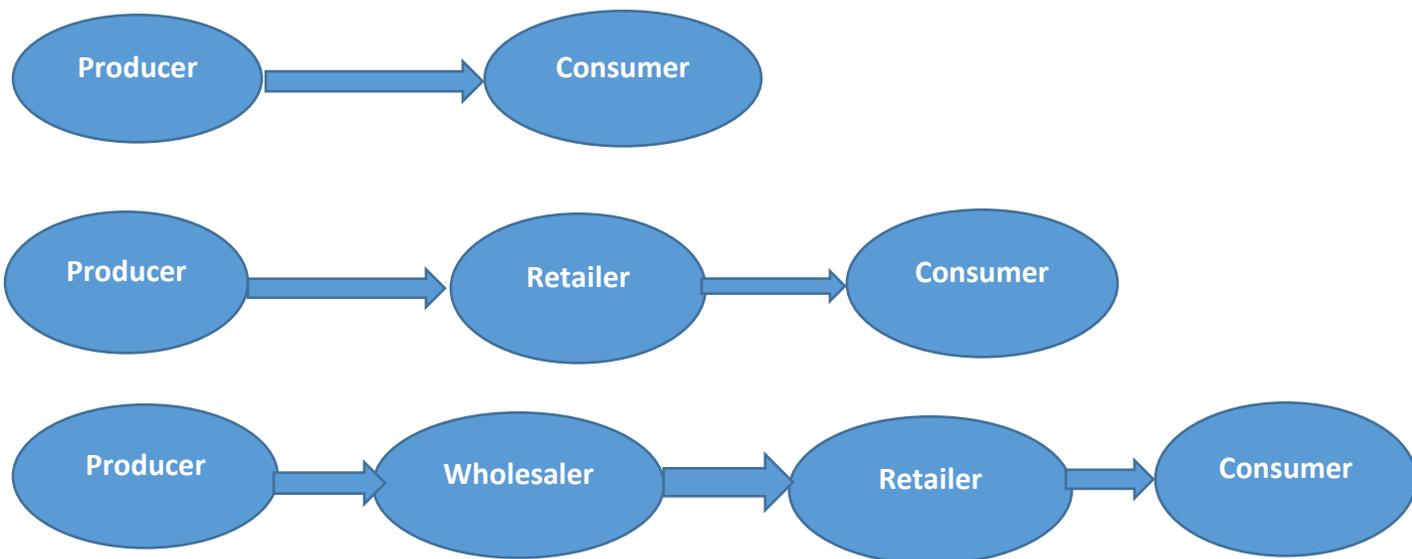
Lux is such a product that targets an average class of people and a wide range of potential customers. It is highly beneficial and it is created basically as an affordable glamorous soap. Lux focuses on competitive advantage so that they can retain their position in the market and for this reason, they wisely set their prices. This is further gained by being a mass manufacturer which has resulted in attaining economies of scale. The first-mover advantage that Lux had has evolved in its being a market operator in 5 countries. Thus the pricing strategy of Lux has occupied the brand to keep its position as a market operator. Some pricing list of Lux soap in Bangladesh is given below:

<b>Products</b>	<b>Price</b>
Lux Soft Touch	100gm BDT 34
Lux Fresh Splash	100gm BDT 34
Lux Velvet Touch	100gm BDT 34
Lux Soap Bar Hypnotic Rose	125gm BDT 45
Lux Soap Bar Ironic Iris	125gm BDT 45
Lux Soap Bar Charming Magnolia	125gm BDT 45

## Place:

There is a huge distribution channel of Unilever for Lux. The company has six huge warehouses. It has outsourced its delivery process to most of the third-party distributors, but maximum dedication for the Unilever Bangladesh Limited. These distributors then distribute these products all over Bangladesh to a large number of retailers. The Urban, semi-urban, and middle or average people are the main targets of Lux as noted earlier. In the recent era, Lux has got the most popular because of its different flavor, exclusive quality and most importantly availability of its products. As its distribution channel is easy so people or their target customers can easily get their products.

**Distribution channel of Lux is given below by flow table:**



## Promotion:

Lux is the most popular and renowned beauty soap in Bangladesh. Unilever takes many promotional activities to promote Lux. The estimation is almost 20% to 25% of its Net Proceeds is expended for Lux.

Certain promotional campaigns are taken for promotional purposes.

- Lux Channel I superstar
- Lux Channel I Annual Cinema Awards etc.

It is seen that since the 1930s, the world's most beautiful, gorgeous and stunning ladies have been proudly involved with Lux TVC. Their intention is not only promoting Lux for the beauty-conscious ladies but also promote the brand around the world. It is a multinational consumer product brand that operates almost a hundred countries all around the world. Lux has six different fragrances and three different sizes. Since the need for beauty soap is so great in the market share it creates reasonable prices for their target consumers. The beauty soap industry has a few egregious manufacturers of which Unilever carries a market share of slightly few percentages of around 50%. Among their competitors like Aromatic, Keya, Tibbet, Lux is a market leader because of their exclusive features, high brand loyalty, and different fragrances make them unique from others. Unilever, by their massive promotional activities, promotional campaigns are very much able to promote Lux swiftly. For this reason from the rural to the urban areas, Lux is a well-known beauty soap brand.

Unilever Bangladesh limited spends large amounts of money on developing Lux through **newspapers, billboards, TV advertisements, social media**, etc. They follow some branding promotion tools to uphold their products. Now I am shortly describing these below:

➤ **Newspaper:** There are many renowned newspapers in Bangladesh. Like the Prothom Alo, the Janakantha, the Ittefaq, the Daily Star, Bangladesh Pratidin, etc. Almost 70% of people in our country read a newspaper. Lux soap gives some advertisement in the newspapers for attracting the consumer. This is one of the promotional activities.

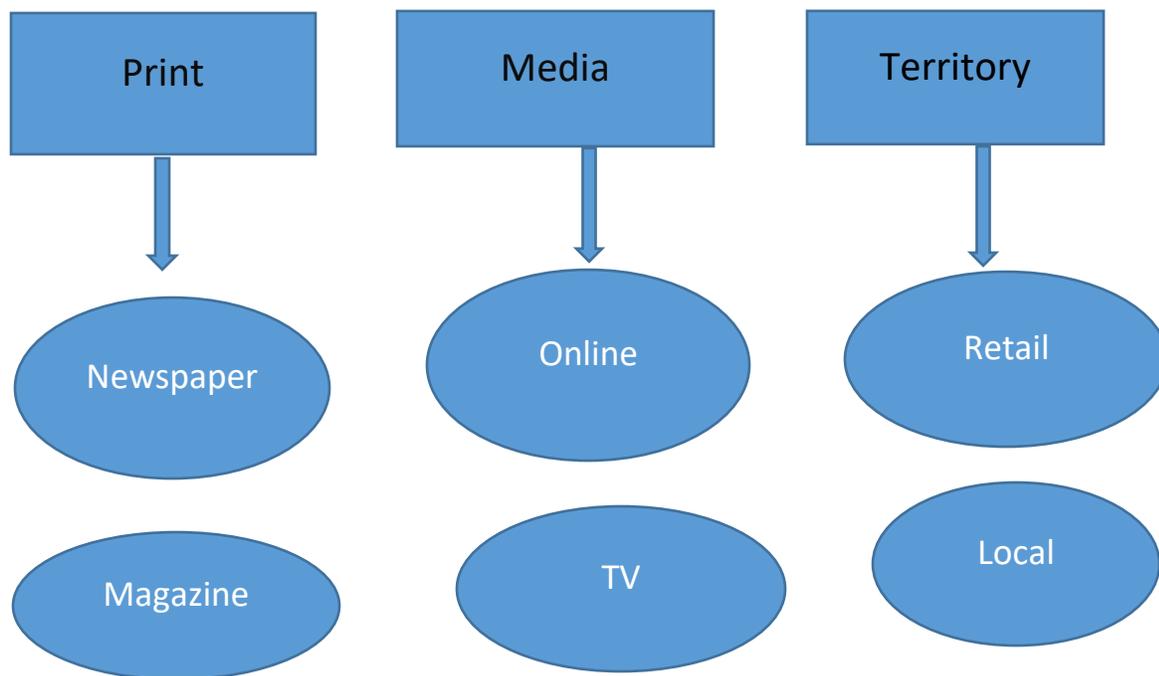
➤ **Billboards and Digital Billboards:** All we know about the billboards and digital billboards. Like some posters are hanging on the wall of the street. Here many models take part in promoting the soap. So people can easily attract and have positive vibes about the soap. And the digital billboards are where the advertisements are shown continuously like TVC. So the consumers get attached to it.

➤ **Advertisements:** It is the most common advertising tool. Most of us are very much knowledgeable about TV advertisements. It is a live promotional tool that can easily attract consumers. Here it is shown the benefits of using Lux. So people feel motivated to use Lux soap.

➤ **Consumer-Oriented Sales Advancement:**

It is directed to the final consumers of a product or service and it contains, couponing, contests, rebates, sampling, etc. All of these marketing tools inspire consumers to create instant buying and thus can encourage short term transactions.

Some other promotional tools of Lux beauty soap is given below by a chart:



### **2.3.6: Promotion in Social Media:**

Social media permits trades and businesses to be in a straight connection with their target customers. Social media promotion is low-cost and helps to give the brand an immediate extent to billions of dynamic users. So it can be said that social media has established to be one of the best useful and effective channels to uphold products online. The competition on social media is increasing day by day. To overcome the competition on social media, it is significant that it influences modern trends & methods and upholds the product on social-media productively and reliably.

Social media plays a crucial role nowadays. It is very much for easy for the marketer to promote their products. Among all **Facebook** is most popular. There is a different option on facebook. Like, share comments, etc. As people are very much attached to facebook. So the marketers choose this option as their promotional activities. And it works. After analyzing the **facebook page of Lux** it seems like how greatly and wisely they do their activities for promotional purposes. There is a different fragrance in Lux soap which was mentioned earlier. And these flavors are their main strength. They sometimes offer to buy one to get one system, discounts are also available sometimes. They also offer by facebook that if any people share their offers they may get Lux soap in free (one time). This is their wise promotional activity. People who are very much attached to facebook and like their page they can easily able to know all their discounts, offers, etc. Moreover, they create such an opportunity that one consumer brings another one. They also appreciate their negative comments and committed to doing better in the next. And here is a special thing that they don't react easily. They are too professional. For these reasons, they can make a strong position in the consumers' minds. They have a different page on facebook. All those pages are too effective and informative. So consumers can easily gather information through their facebook page. Thus they do their promotional activities on Facebook and social media. Beyond these activities, Lux beauty soap makes some differentiation by following some other promotional activities in social media. These are given in the following:

**A. Make Realistic & Relevant Social Media Goals:** One of the major problem met by various businesses which are involved in social media is that the most of the time don't spend time to make realistic and relevant social media promotional goals.

Lux beauty soap create their realistic and relevant goal firstly. They set their goal in such a way which can fit with the business planning and easy to make a profit. They do some research on how they can progress their business.

**B. Defining the Best Significant Matrix:** Some research shows that many businesses make social existence and spend their time and other kinds of stuff on using societal accounts, without establishing whether they can find their accomplishment or not. Lux beauty soap finds out their strong area and tactfully they promote their special feathers on social media. They look at their marketing goal in such a way that decide which matrix will offer them the reply as to whether the

The image shows a screenshot of the Lux Beauty Soap Facebook page. On the left is the profile information, including the Lux logo and the handle @LuxBangladesh. Below this is a navigation menu with options: Home, Shop, About, Photos, Videos, Notes, Posts, and Community. A green 'Create a Page' button is at the bottom left. The main content area features a cover photo of a woman with the text '7 BEAUTY INGREDIENTS THAT GIVE SOFT FRAGRANT SKIN FOR HOURS'. Below the cover photo are buttons for 'Follow', 'Share', 'Save', and 'Call Now'. The 'Shop' section displays three Lux Forever soap bars: two 75g bars and one 125g bar. On the right side, there is a 'Very responsive to' badge and a 'Community' section showing '7,409,715 people like' and '7,413,852 people fol'.

**C. Make Appropriate Content to Share with the Followers:** It is a must to determine which contents to share with the followers. Lux beauty soap maintains the rule very sincerely. If some excessive promotional materials are shared with the followers, sometimes it may result in customer loss, because most of the customers don't want to hear extra content. So Lux shares appropriate content to its followers. This is their promotional tools.

**D. Create the useful Time to share and Set up a Content Schedule:** Manually making all of the social posts which is ineffective, and it may not create an optimum result. Maximum social networks nowadays practice some form of procedure to filter the outcomes which may result ineffective. It means that posting the contents at a diverse time to when the target viewers are online, they may not see the content. That's why Lux doesn't do this. They post their contents when their maximum viewers are online and they post it on an effective or useful time.

### **2.3.7 STP (Segmentation, Targeting, and Positioning) of Lux:**

Lux is a beauty soap. It is the most popular toiletry soap in Bangladesh. The beauty-conscious ladies eagerly use this soap as their daily purposes. Lux categorized their products in different segments. Then they select people who are their potential buyer or other words it can be said they find out their targeted buyer. Positioning is capturing a strong place in the buyer's mind. This is a very crucial and tough task. Now, the details about the STP of Lux is given below:

- **Segmentation of Lux:**

Lux is the highest selling beauty soap in Bangladesh. Many reports, surveys also gave the same result. Lux does not go for the traditional mass marketing. They are very much conscious about segment their market. Lux usually don't segment their market according to gender. The urban, suburban areas are their main segmentation area. Moreover, the segments their market according to geographic areas. They characterize the geographical areas according to the Socio-Economic Cluster (SEC). Like: age, race, income statement, education, lifestyle, etc. Lux also divide the level of people into a high level to a low level. They create five steps like A to E. A belongs highly educated, lavish lifestyle, high income, etc. and sec E is the opposite. Thus Lux segments their market.

- **Market targeting of Lux:**

It is already mentioned that the urban people, and suburban people, and middle-class people are the main target of Lux. A research study shows that those who live in rural areas they are price-sensitive. They use Lux which is cheap in price, the middle-class people are much quality concern as well as price concern too. So they prefer excellent quality soap with the affordable price, and lastly, people who are rich in society they tend to buy an imported and expensive product of Lux.

LUX is not very costly but it is an affordable soap. That is why they target suburban, urban people, middle and upper class, people. Lux targets category A to category C people (according to SEC) where's A refers to the financially well-off people and C refers who are not financially rich or well-off. In a sentence, it can be said that Lux creates its targeting strategy in such a way, that consumers can feel too much pleasure by using their product as well as they can create adequate profit for their organization.

- **Market Positioning of Lux:**

Unilever Bangladesh Ltd acquired a strong position in the consumers' minds through their excellent product quality, affordable pricing system, a different category of products, availability of the product, etc. Lux is a very renowned soap brand which is mentioned earlier. Their product quality and exclusive fragrance are the main reasons for gaining a favorable position in the buyer's mind. The beauty soap industry got around 43% of the market share among all the market share of the organization.

### **2.3.8: Differentiation strategy of Lux:**

Lux has created its differentiation strategy very wisely. As it is a competitive era so, different soap company creates their differentiation strategy in a different way. Lux never compromise their quality. They create their pricing strategy comparatively reasonably. Besides these, they give their maximum focus on beautiful fragrance and flavors which can attract the beauty conscious people. By providing exclusive and beautiful fragrance, moreover, their packaging system and designs are so identical which also create differentiation than other soap brand and also create a strong position in the consumer's mind.

## **2.4 KEYA BEAUTY SOAP**

At present, it is very significant for Keya soap that is related to making different goods and services for its consumers. To create handsome earnings in any type of businesses consumer satisfaction is a crucial point. Bath soaps are used as a skin toner as well as skin moisturizer etc. And it helps the dry skins to make the skin more soft and smooth. A quarry of earliest Babylon exposed data that Babylonians were creating soap approximately 2900 B.C. Babylonians were the initial ones to directing the art of soap production. This soap was used in washing wool & fiber which was used in textile fabrication and was used remedially for at least five thousand years.

### **2.4.1 Company Profile:**

Keya Cosmetics Limited is a well-known consumer goods business in Bangladesh. Accredited capital of this company is almost TK 700 Million and funded up money is about TK 288 Million as on 30.06.2009. Keya is a famous brand name everywhere in Bangladesh for its excellent quality of the product and its reasonable price. Amalgamated in the year of 1996 as a private limited company Keya Cosmetics Limited has been transformed as a Public Limited Company in the year 1999. Initial Public Offering (IPO) was done in 2001 and this company was recorded with Dhaka & Chittagong Stock Exchange in the year 2001. The company has been giving attractive shares to the shareholders almost every year for which the shares of the company have plenty of demand in the market and worth of the shares are going up. It is located at Jarun-Konabari Gazipur

It covers a part of 28,800sft, the company commenced its invention in 1997 with a formal of art business capability and has a durable labor force of 744 people.

### **2.4.2 Mission of Keya Beauty Soap:**

Keya Cosmetics Limited. It is dedicated to developing and promoting excellent quality products of Toiletries and Cosmetics items at a reasonable price for health maintenance and health care.

### 2.4.3 Vision Keya Beauty Soap:

Keya Cosmetics Limited. goals to become the prominent toiletries & cosmetics companies in our country with various crucial items and introduce long-term brand reliability towards its products in adding to its promise to be an essential part of Bangladesh and other countries female & male in increasing amount. And it aims to be a top soap brand in the long run in Bangladesh.

### 2.4.4 4p's of Keya Beauty Soap

#### Products:

Keya beauty soap is a well-known soap in Bangladesh. They have various product categories. They have a wide range of products which are being promoted both locally & abroad. After fulfilling the demand for local needs they supply their products abroad. Like: India, Pakistan, Bhutan, Mali, KSA, etc. Keya beauty soap mainly focuses on its quality. They don't compromise anything with their quality. Their different well-known/ popular products are given below:

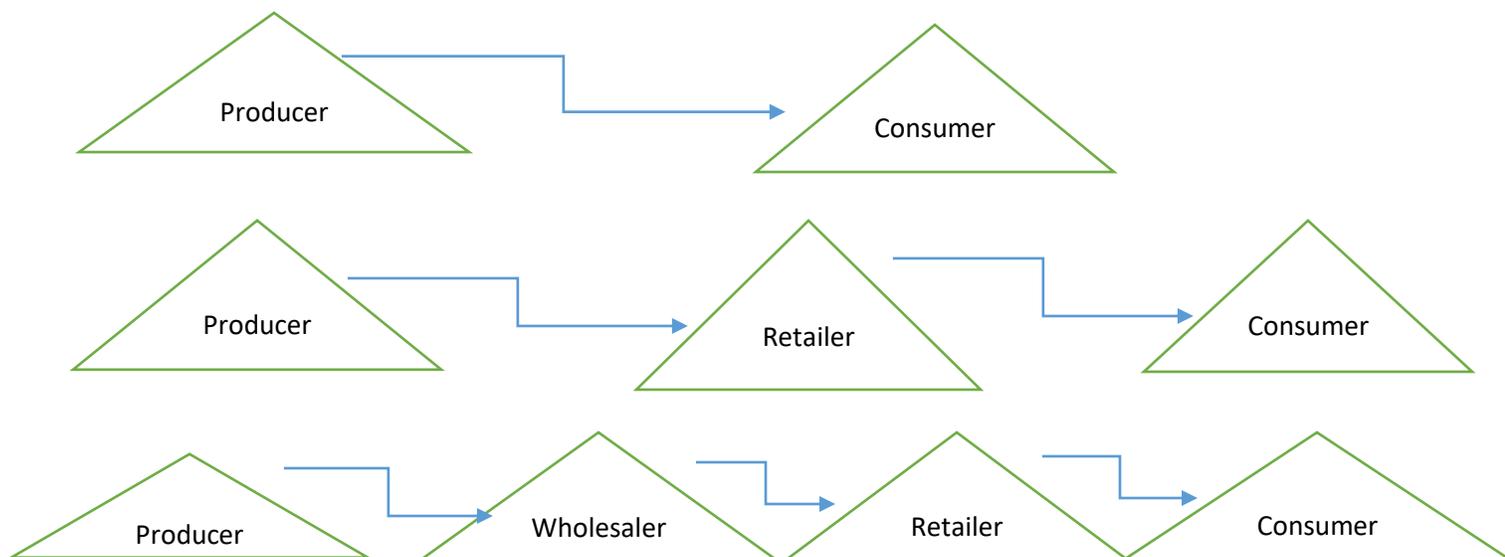
<b>Soaps</b>	<b>Other Products</b>
Keya Super Beauty Soap	Keya Prickly Heat Powder
Keya Glycerin Laundry Soap	Keya Ice Magic Powder
Keya Ball Soap	Keya Shaving Cream
Keya Lifeguard Soap	Keya Dandruff Control Shampoo
Keya Super Beauty Soap Pink	Keya Active Tooth Paste

**Price:** Keya Beauty Soap creates its pricing system mainly for the middle-class family. Their pricing system is reasonable. They create their pricing in such a way that people don't feel pressure to purchase it. Here is showing the pricing system of Keya Beauty Soap is given below by a list:

Soaps Name	Prices
Keya Super Beauty Soap	100 gm BDT 34
Keya Glycerin Laundry Soap	130 gm BDT 20
Keya Ball Soap	130 gm BDT 15
Keya Lifeguard Soap	100 gm BDT 30
Keya Super Beauty Soap Pink	100 gm BDT 34

**Place:**

Keya Beauty Soap is one of the famous soap brands in Bangladesh. This Group has almost above 20 years of global and national familiarity. It has ranged in its footsteps not only in Bangladesh but also in Australia, China, Europe, USA Southeast Asia, etc. Keya distribution channel is so durable. That's why they can promptly progress and reach all over the place in Bangladesh. It has also a strong brand image in rural and urban areas. Distribution channel of Keya Beauty Soap is given below:



## **Promotion:**

Keya Soap creates different tools to promote their brand. They offer different advertisements in numerous commercials. Their different tools for promoting is given below:

### **Personal Selling:**

A procedure of assisting and inducement one or more projections to obtaining a good or service or to perform on different impressions through the use of a verbal presentation. Like: Sales performances, encouragement program, sales teaching, sales conferences and for the intermediate salesperson, models, and telemarketing that can be done by telephone or via face to face conversation. Keya soap has directed personal selling. The Sales Officer of Keya spread out their retail shop to identify their goods and also to accumulate many orders.

### **Sales Promotion:**

Motivations considered encouraging the buying or trade of a product, generally in a short time of period. Like:

- Sweepstakes
- Tie-Ins
- Coupons
- Product Samples
- Contests
- Rebates
- Self-Liquidating Premiums
- Trade Shows
- Trade-Ins
- And Exhibitions.

### **Trade Oriented Transactional Promotion:**

It is targeted to marketing mediators such as distributors, wholesalers, retailers, Price deals, sales contests, distributors, etc. are some of the promotional tools. Keya sometimes offers free

products for their promotional purpose. Such as: sometimes they give an offer like buy one get one. This means if a consumer buys a laundry soap he/she can get a detergent soap-free.

So that people feel encouraged to buy this soap and it is thought that the consumers are the asset so that, if one consumer can motivate another consumer for getting an amazing advantage by using Keya then it will be many beneficiaries for their business. Moreover, they make their prices at an affordable range so that almost upper middle, lower middle classes people can easily use it. A non-personal and non-paid incentive of demand for items or goods for eating, service, or commercials unit by embedding important news about it or an advantageous arrangement of it on the television.

For example: Magazines, articles, radio representation, Seminars or meetings, charitable assistances, speeches or vocalizations, some issue publicity etc.

**2.4.5: Promotion in Social Media:** Keya beauty soap does some activities to promote in social media. These are given below:

**A. Make different Contest on Social Media to Attract Consumers Attention:**

Competition is a delicate way to promote a product without truly marketing it. Successively competitions on social media stages can effort viewers' attention to the product. To gain aids from the competition, make it funny, and offer indications to the contestants. Because this will make reliability to the product in consumers. Thus, Keya does their task because it will assist to generate the product in the long run.

**B. Run some agreements and advertisement programs on social media**

Recently familiarized but recognized to be a worthy way to promote the products on social media is taking away some agreements and advertisement codes. Offer special transactions to the consumers on social media frequently so that, it remains involved at any time. Keya soap also does slight thinking on how they can identify the whole thoughts of proposing discounts & and the code to make their customers feel exceptional.

Follow Share Save ...

**Keya**  
September 28 · 🌐

সারাদিন ফ্রেশ ও অ্যাকটিভ থাকতে ব্যবহার করুন লেবু, কোকোয়া বাটার ও ভিটামিন-ই সমৃদ্ধ কেয়া সুপার লেমন সোপ।  
ফ্রেশনেস ও সজীবতায় কাটুক সারাদিন।  
কারণ, তুমি সাহসী তুমি সুন্দর...!

বিস্তারিত জানতে ভিজিট করুনঃ  
[www.keyacosmetics.com/KeyaSuperLemonSoap...](http://www.keyacosmetics.com/KeyaSuperLemonSoap...) See More

⚙️ Provide translation to English



**Keya**  
Health/Beauty

Send Message

### C. Share Inventive Graphical Content for Well Arrangements

Some pictures, videos other graphical contents have established the most active for pleasing the users on social media. So, by placing creative photos or product sample videos on different social media, Keya beauty soap brings massive attention to the product.

#### 2.4.6: STP of Keya Beauty Soap:

- **Segmentation of Keya:**

Keya group created a different soap named Keya Super Beauty Soap. Firstly they split the total market into suburban, rural and urban people. Next, they have divided the public into three sections like the middle class higher class and lower class. Then they had taken two elements **Demographic and Geographic.**

## **Geographic:**

Regions or Cities: This sector they target Urban, rural and sub-urban people.

State: In-state they mainly target middle-class people or middle class, customers.

## **Demographic:**

Age: There is no age obstacle to using Keya soap because soap is a necessary item that is compulsory for our daily use. But mainly young people like a teenage to adults are Keya's main target consumers.

Gender: There is also no obligation to use this soap either male or female. But usually, female customers prefer this soap mostly.

Religion: It is said undoubtedly that Keya is a 100% halal soap. So it also fulfills the want of the Islamic minded customers.

Generation: This soap deals with the beauty conscious people. Also, young, energetic people are their main concern.

Occupation & Income: Customers buying systems mostly depends on profession and salary which in turn discloses the socioeconomic level of the customers. Keya is pointing the lower middle class and upper-middle-class people generally.

### **▪ Targeting of Keya soap:**

Keya is mostly targeting the rural, suburban and urban people. They are targeting the female beauty conscious people. They are also targeting the middle-class people. Those persons who are aware of their beauties, they are mostly purchasing this product. So, it said that their product is used mainly by the beauty conscious people in our country.

### **▪ Positioning of Keya soap:**

Keya soap made their commercials by using the models who are associated with media in Bangladesh. For example, Mim, Monalisa, Noble, Mow, Tisha are a famous model in Bangladesh. They are the artists of the TVC of Keya super beauty soap. Keya soap produces its advertisement based on young boys' and girls' in Bangladesh.

They are fascinated by middle and higher class people in their advertisement. Keya Company is expanding a term which is “beauty”. It means when people consider their beauties, they retell the name of Keya beauty soap. Keya beauty soap also follows the “keep in touch” method of positioning on consumers' mind such as Ityadi is a widespread television show in Bangladesh. People are used to like this program, they can see Keya’s add and they participate in this program and get a gift hamper, books, etc. These things are fascinated by people. Thus Keya creates a position in the consumers' minds.

#### **2.4.7 Differentiation Strategy of Keya Beauty Soap:**

By hearing the name of Keya Beauty Soap one thing comes to the customer's mind that is "Quality Comes First". So their differentiation from other soap brands is maintaining superior quality. Their price range is not so high, rather than they maintain an affordable price to their products. They think that if the consumer finds out that their soap has high quality, and this soap is useful to them then the consumers are very much willing to buy their product. So Keya Beauty Soap doesn't compromise with their quality. This is their differentiation strategy.

## **2.5 LIFEBUOY**

Lifebuoy is a renowned soap brand that is known by almost everyone. This soap brand is promoted by Unilever. Nowadays Lifebuoy is industrialized under its brand. This soap doesn't hold phenol. Presently Lifebuoy has many deviations.

### **2.5.1 Company Profile of Lifebuoy Soap:**

In 1895 Lifebuoy was announced by "Lever Brothers" in England. Lifebuoy remained one of the most standard soaps in the United States from 1923 to the middle era, at what time fragrant soaps seized over the market. It is known as the medicated or health soap. Lifebuoy is well-known for its aristocrat packaging. Like its red colors, yellow colors and many different colors can easily attract the consumers' minds. It has a different shape also like: it is very much popular for its carbolic aroma, octagonal shape, etc. In 1951 and 1952, because of decreasing sales, Lever Bros investigated through adding exclusive fragrance in the soap & also created a permanent change in 1954. Previous investigates from 1936 to 1940 added a non-natural smell to the soap. Lifebuoy was formally fully dragged from the American market. Lifebuoy's reputation extended its top between 1932 & 1948. Lifebuoy was drawn from American abandons which were starting in 2003. In 2008 or 2009, Unilever creates Lifebuoy Standard as a contemporary soap with unique wrapping and made it a medicated soap.

Though Lifebuoy is no longer made in the UK & US, it is now mainly manufactured by Unilever. This soap is also made in Indonesia & India for other marketplaces like South East Asia has been reorganized to practice other colors especially red colors with fresh scents.

### **2.5.2: Mission of Lifebuoy**

Lifebuoy has a mission to ensure the pure, safe and secured health. It keeps consumer's health free from germs. A person can be attacked by various disease like: Diarrhea, pneumonia, Jaundice etc. lifebuoy protects people from these types of disease because their ultimate mission

is to create consciousness about health issue of a person as well as to create a healthy environment.

**2.5.3: Vision of Lifebuoy:** Vision means long time statement. Lifebuoy soap has some fruitful visions. These are:

- To create long term awareness about health issue among people
- Create a hygiene society
- Spread consciousness about a “hygiene life” to the people
- Create a sustainable position in the society
- Make themselves as a top leading soap brand

#### **2.5.4 4 p’s of Lifebuoy soap:**

##### **Product:**

We all know that Lifebuoy is the prominent soap brand of Unilever. It is accessible in numerous variations with superior efficiency, colors smell and so on. It mainly thinks of hygiene and health issue. It protects people from germs and infections. Some of the well-known products of Lifebuoy are given below:

##### **Lifebuoy Bars:**

❖	Lifebuoy Soap bar total
❖	Lifebuoy Soap bar neem
❖	Lifebuoy Lemon and Lemon fresh with Active 5
❖	Lifebuoy total 10 with Active 5
❖	Lifebuoy Soap bar active silver formula
❖	Lifebuoy Cool Fresh and Menthol with Active 5
❖	Lifebuoy Active fresh soap Bar
❖	Lifebuoy soap bar turmeric
❖	Lifebuoy bar soap attar protect

**Lifebuoy Handwash:** It is presented not only in restocks but also in hand pushes.

❖	Lifebuoy Natural Hand wash
❖	Lifebuoy Active fresh Hand wash
❖	Lifebuoy handwash care pump
❖	Lifebuoy Classic or total of 10 Hand wash
❖	Lifebuoy Handwash total refill
❖	Lifebuoy handwash lemon-fresh pump
❖	Lifebuoy Fresh Cool Hand wash

**Price:**

Lifebuoy retains its prices comparatively lower than other competitors. Therefore, their pricing strategy in the marketing mix is mainly determined by the competition. It is the most favorite soap in India. But the soap is also very renowned in Bangladesh. In both rural and urban area it is a well-known soap brand. Maximum soap bars of Lifebuoy in Bangladesh pricing range from 100 gm BDT 30-35. And the hand wash of Lifebuoy pricing from 170/180 ml BDT 45-52. Here prices of some of the popular hand wash and soap bars of Lifebuoy are given below by a table:

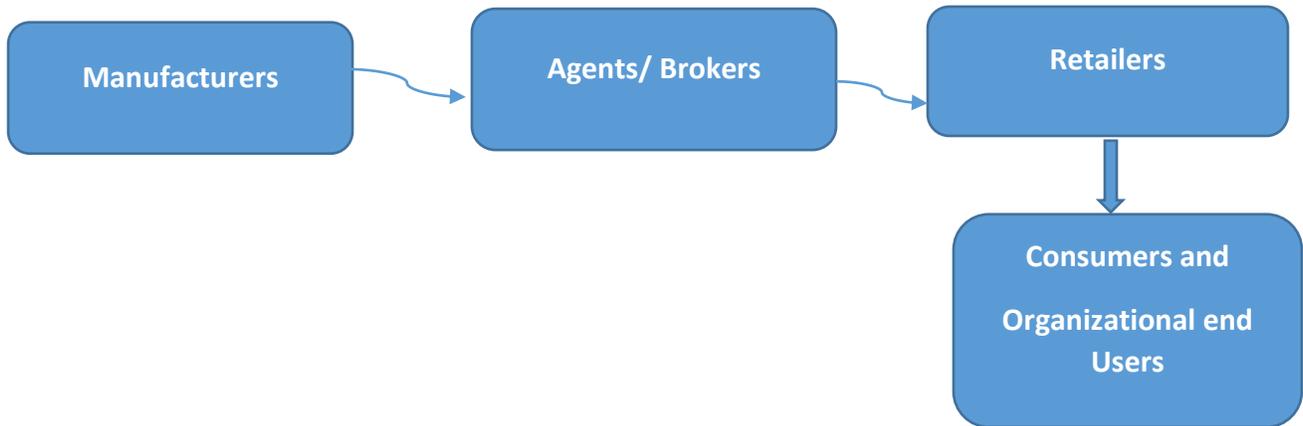
Lifebuoy Soap Bars	Prices	Lifebuoy Hans Wash	Prices
Lifebuoy Soap Bar neem	75 gm BDT 35	Lifebuoy Care Hand wash	170 ml BDT 45
Lifebuoy Soap Bar Total	100 gm BDT 30	Lifebuoy Handwash total refill	170 ml BDT 45

Lifebuoy Soap Bar Lemon Fresh	100 gm BDT 32	Lifebuoy handwash care pump	200 ml BDT 90
Lifebuoy Soap Bar Turmeric	75 gm BDT 35	Lifebuoy handwash lemon-fresh pump	200 ml BDT 90
Lifebuoy Soap Bar Active Silver Formula	100 gm BDT 32	Lifebuoy handwash care refill	180 ml BDT 100
Lifebuoy bar soap attar protect	75 gm BDT 34	Lifebuoy natural hand wash	200 ml BDT 85

### **Place:**

Lifebuoy is a very popular soap. In England, it was first established. Then it was very much widespread in the United Kingdom. It was fully dragged out of US marketplaces in 2003 and the present day it formed on a bigger rate by Unilever, which is Lifebuoy's owner company. It is now widespread everywhere like Brazil, Tobago, and Trinidad, etc. And in the Asian market like India, Mumbai, Chennai, Indonesia, Bangladesh it is the most popular soap. Lifebuoy has trades offices in many places. Among them, Mumbai, Kolkata, Mumbai Chennai are most well-known. Lifebuoy has a distribution channel that is most favorable to consumers. It has a strong distribution channel network. Wholesalers, retailers, distributors are their most common distribution channels. They distribute to consumers through superstores, convenience suppliers, discount shops, curve shops, etc. In Bangladesh, both in rural and urban areas this soap is widely found. It has also many competitors. By maintaining its pricing policy wisely as well as maintaining its quality it has been greatly doing its business and also they can satisfy its consumers.

**Distribution Channel of Lifebuoy is given below:**



### **Promotion:**

Lifebuoy is mainly popular for its health consciousness. Even it has mostly expanded because it has a defense against the germ. It is a safe soap. In the global market, it is most renowned. It has created different campaigns for promotional activity. It has promoted by giving advertisements on magazines, newspapers, billboards, radio, televisions, etc. Moreover, they have created an imperative project named “Global Handwash Day” on 15 October to create consciousness about the necessity of using regular hand wash, it is specially made for rural areas. Lifebuoy has been associated with different CSR events and delivers bars during natural catastrophes and emergencies. “Help a Child Reach 5” is a creative campaign that is launched by Lifebuoy. And it also helps to create awareness about cleanness, the usefulness of handwashing & it also protects people from several diseases.

The **branding promotional strategy** of Lifebuoy is as follows:

Lifebuoy practices innovative promotional and marketing strategies to create a strong position in the marketplace. It generally practices taglines, promotional campaigns, advertisements, etc.

✚ It is a health developing soap. It has promoted its campaign by distributing their soaps and hand washes in rural areas and giving advice to the rural people to use it regularly.

✚ It should mention that Lifebuoy has started an exercise of Global Handwash Day which is held on 15 of October. It creates consciousness to the people of using hand wash and how it protects us from the germ.

✚ Besides these lifebuoys sometimes arranges some promotional campaign.

✚ To re-establish itself as a spearhead in the cleansing section Lifebuoy involved in an exclusively inventive way to remind the consumers about their brand. They started a different hot stamp which was included a message that “did you wash your hands with Lifebuoy?”

✚ Besides these activities, Lifebuoy has made a motivational campaign which is “Help a Child Reach 5”. It helps to promote encouragement about washing hands which can protect life from germs.

Lifebuoy has implemented numerous wide marketing plans to uphold its products in the global market. It has done with radio, newspapers, and ad campaigns on television billboards, magazines, and online media.

**2.5.5: Promotion in Social Media:** Lifebuoy soap has some special activities on social media.

1. They create some live program frequently to attract the consumers
2. They try to show the positive sides of their products again and again so that it can make positive vibes to the consumers' minds.
3. They make advertise with the renowned models so that it can create trustworthiness to the customers.
4. By Facebook group or messenger, the consumers can easily give orders to their desired product and by the very short period they can get it at their home
5. Besides, they create such an opportunity that is, who has shared their offers can get a product free by a lottery system, etc. So, people share their product and Lifebuoy can be easily focused on the customers. These all are their promotional activities online.



After analyzing their social media like Facebook pages, their other promotional activities on social media is given below.

- A. Understand the Target Audience of Social Media:** Not all social media viewers or audiences are similar types. Lifebuoy sets their goals in such a way that they present those materials which the consumers are willing to see. They first find out their target audience. Then they build up a strong network with them. They consider that whose audience matches their target market.
  
- B. Consider How Their Competitors Approaches on Social Media:** Most companies don't function in separating. Every brand will generally have competitors who will also do a social policy. So, Lifebuoy always tries to consider what they are focusing on, what they are doing? What key slogans are they trying to control? Whom are they targeting? In a word Lifebuoy always tries to research its audience on social media.



**C. Engage with Their Audience:** People don't just go on social networks to watch content, read or look at. They go to social media for interacting with other people. Prosperous businesses do not just attract their social audiences, they involve with them too. Lifebuoy exactly maintains this fact. They think that by directing their attention to the social network they target the market frequently, and can use their resources effectively.

**D. Track Their Outcomes and Adapt:** This is no matter how much one plans their social efforts, there is also no guarantee that things will work as people expected. If people don't track their outcomes they will never see the achievement of their social campaigns. Lifebuoy always finds out their outcomes. They begin the procedure by setting their goals and then they determine their most applicable metrics. They keep a constant eye on how these metrics are developing. They consider that is their social campaigns having the desired outcomes on these metrics.

## E. Uphold the Product on Social Media Societies

Linking with social media groups significant to the position that can help as a decent way to feast consciousness about the soap. The product advancement determinations in social media societies or groups will indirectly convey healthier consequences since the members are concerned about a related product. It is vital for connecting with group member's glowing, contrary in their welfares, and be clear when providing facts of the product. Thus Lifebuoy soap upholds its product

### 2.5.6 STP (Segmentation, Targeting & Positioning)

#### ▪ Segmentation of Lifebuoy:

Popular, Economy, and Premium are the three price ranges of segmentation. Segmentation of Lifebuoy can be divided by these three criteria. An example is given below:

Prices for 100 GMS:

Popular	Rs. 11 to 14	
Premium	Rs. 15 or more	
Economy	More than Rs. 10	

Then the segmentation can be divided another 4 sectors. These are:

-  Demographic segmentation
-  Geographic segmentation
-  Psychographic segmentation &
-  Behavioral segmentation

**Demographic segmentation:**

The age limit of this sector is usually counted from 6 to 50+. It means this range of area people usually use this soap. Then the income rate of people approximately 10000+ people is generally seen to use this soap.

**Geographic segmentation:**

They promote in Asia region. India, Pakistan, Bangladesh are their main geographic segmentation area. Moreover, they target mainly in urban and semi-urban areas.

**Physiographic segmentation:** In this segmentation, there are two sectors. One is social class another is a lifestyle. In lifestyle segmentation, they refer to outdoor-oriented and sports-oriented. And in the social class, they prefer their middle-class people and lower-class people.

**Behavioral segmentation:** Benefits and user status are the main criteria of the behavioral segmentation of Lifebuoy. All we know is a total protection antiseptic soap & it is for regular use.

- **Targeting of Lifebuoy:**

It is known to almost everyone that Lifebuoy is a hygiene and healthy soap. Their main consciousness about people's health care. So they mainly target those people who are health sensitive. Their target is to create the soap which can protect people from the germ. Their main goal or target is to arrange for reasonable and reachable cleanliness and health resolutions. They also target to provide 100% anti-bacterial soap.

- **Positioning strategy of Lifebuoy:**

Besides health consciousness, Lifebuoy soap also focuses on natural beauty and freshness which is desirable by everyone. We know that we have to go outside for different tasks, necessities, etc. almost daily. So are affected by dust, germs, fumes, etc. So we have to protect ourselves from these unhygienic things. Lifebuoy exactly gives the surety of its consumers to get relief from those germs and gives us healthy solutions to our body. Moreover, it gives consumers

refreshment. Thus Lifebuoy soap can easily attract its consumers and gains a strong position in the market.

### **2.5.7: Differentiation Strategy of Lifebuoy:**

Every soap brand has a different differentiation strategy to promote themselves. As everywhere there is a competitive environment. So every soap company creates a diverse strategy to attract consumers as not all the consumers have the same criteria. By thinking about the health-conscious people Lifebuoy targets on the healthy issue mean germs protective soap. And this is their main differentiation strategy from others. Moreover, they transform their red soap to the "Lifebuoy Active Red" soap which is part of their differentiation strategy. They create many flavors that work differently like; Deofresh, active cool in blue color, gold care and especially they made such a special flavor that has Multani Mitti which gives a creamy color to the skin. They do such activities for creating a differentiation strategy.

## Chapter Three

### 3. SIMILARITIES & DISSIMILARITIES

#### **How Soap Brands Match To Each Other & How They Don't Match:**

There are some similarities as well as some dissimilarities among Lux, Keya, and Lifebuoy. They have minimum similarities because they all follow their own differentiation strategy. Among these three soap brands, the common thing is they are very much known soap brands in Bangladesh. Their other **Similarities** are: Lux and Lifebuoy are the famous soap brands of Unilever. Their segmentation is mainly for urban and semi-urban people. They have also similar in their pricing system. On the other hand, there are many similarities in the distribution channel of Lux and Keya. They both are quality conscious soap brands. They both are conscious of demographic and geographic segmentation. But these three have the biggest similarity is the age criteria. Though these soap brands are used by anyone they mainly target the young generation of the country. They have many **dissimilarities** among them. Keya is not the soap brand of Unilever on the other hand Lifebuoy and lux are renowned soap brands of Unilever which has been mentioned before. Keya has fallen in the recent some years but another two (Lux & Lifebuoy) is trying to develop themselves day by day. Lifebuoy has a different distribution channel. They all have an individual promotional strategy. Their promotional strategy is not similar. Lux and Keya are mainly used for shower, but Lifebuoy is popular for washing hands. Moreover, their biggest dissimilarity is their differentiation strategy. They follow individual differentiation strategies. Like, Lux attracts its consumers by providing numerous flavors. People use their soaps mainly for sweet fragrance, Lifebuoy is a health care soap. They have created a differentiation strategy by providing their consumers' health assurance. They protect a person from germs. And lastly though Keya has fallen nowadays, but they attract their target consumers by their quality. They usually don't compromise with their product's quality.

# Chapter Four

## 4. RECOMMENDATIONS

Perfection is a difficult term. These soap brands also have some lacking. They should follow some recommendations to overcome their limitations. These are very much crucial for doing the successful operation in Bangladesh. The recommendation for the individual soap brand is given below:

**Lux:** We know Lux is a favorite soap in Bangladesh. But they have some lacking. By following some recommendation they can overcome those lacking. These are:

- ✓ They should do their promotional activities more in rural areas.
- ✓ Should maximize social awareness more.
- ✓ They mainly target the female, so they should focus on male customer and children so that they can expand their market more and can attract huge customers.

**Keya:** Keya Beauty Soap has fallen recently. They have a huge limitation. As a result, they can do well in some recent years. They must take some steps. Necessary steps for doing well in today's market place are given below:

- ✓ Their supply should be increased to satisfy the consumer's need.
- ✓ Should provide more offers.
- ✓ Should increase their promotional activities in social media.
- ✓ Product campaign is essential to do well in the market.
- ✓ Product offers should be increased.
- ✓ Find out their competitors properly.
- ✓ Should increase the advertisements.

**Lifebuoy:** Some recommendation for Lifebuoy soap is given below:

- ✓ The product offers to the consumers should be increased.
- ✓ Should do more promotional activities in the rural area.
- ✓ Can create more fragrance to attract the consumers.
- ✓ Should make their product more available everywhere.

## **Chapter Five**

### **5. CONCLUSION**

The marketplace of toilet soap in Bangladesh is a disjointed and motionless one due to the numerous local & international brands challenging for market share. The renowned brands like Lifebuoy, Lux, Savlon, Dettol, Keya, Meril, etc. are competing in the market segments of health soap, beauty soap, etc. Based on the population of Bangladesh, internet users, young people, tech-savvy consumers, mobile phone subscriptions and more it can be said that to stay pertinent in the nonstop developing and competitive market, firms and companies need to be inventive and advanced in their customer acquirement efforts. Keya soap is lacking nowadays in its promotional efforts as well as digital marketing. This brand has not released new TVCs in recent years. On the other hand, many international competitors and local competitors have created innovative advertisements and promotional activities. So they should take effective promotional activities immediately to regain their position in the market place. On the other hand, Lux & Lifebuoy are so popular soaps in Bangladesh as they create a strong position in the competitive market. But their activities in rural areas are not up to the mark. So they have to create more and more rural promotional activities so that they can retain their position in the market.

Additionally, Bangladeshi consumers use foreign products for better quality. In that case, multinational brands are finding the consumer's demand and trying to provide high-quality products. As Lux and Lifebuoy are the products of a multinational company and Keya is a local brand, their marketing strategies are not the same. Social media will continue to play a vital role in marketing as more and more consumers are revolving to the Internet to follow the modern trends and trying to follow them. Therefore, to sustain in the digital world of today's market place digital marketing should be followed more and more. As Bangladeshi people use toilet soap as their daily needs, it is high time to create a sustainable position in the market as well as fulfill the consumer's needs. Except for some problems it is considered that the soap brand of Bangladesh is satisfactory. At least they are trying more and more for their betterment. Not only social marketing they also use display marketing, affiliate marketing so that they can compete easily and fulfilling the consumer's demand. But above all, it can be said that it is the era of

competition. Most of the popular brands are aware of this matter. And there is no limit for updating products.

So every soap brands especially the mentioned soap brands Lux, Lifebuoy and Keya shouldn't stop updating themselves, otherwise, they may not retain their position in today's market place. Following the different tactics and policies help to create a strong position in this competitive and dynamic markets.

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