

Internship Report
On
Marketing Strategy and Customer's Perception - Savlon
Hand Wash & Hospital Assistant Items



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Course Title: Internship

Internship Report
On
**Marketing Strategy and Customer's Perception –
Savlon Hand Wash & Hospital Assistant Items**

Submitted To

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Letter of Transmittal

19th January 2020

Mohammad Touhidul Islam Miya

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Subject: Submitting an Internship report on Marketing Strategy and Customer's Perception – Savlon Hand Wash & Hospital Assistant Items.

Dear Sir,

I have submitted a report on Marketing Strategy and Customer's Perception – Savlon Hand Wash & Hospital Assistant Items for Internship, which had been a great experience for me to work with such a real-life experience about FMCG products market study. The report illustrates the experiences that I have gathered during my internship. I tried the highest level to make and let it look like a complete one. From my end, it is a great experience and thank you so much for giving me for a nice opportunity to work for this organization.

Sincerely,

Sadia Afrin Samanta

Sadia Afrin Samanta

ID- 111151218
School of Business & Economics
United International University

Acknowledgement

This internship report is based on Marketing Strategy and Customer's Perception – Savlon Hand Wash & Hospital Assistant Items at ACI limited, Consumer Product Department over the last three months, my Supervisor Mr. Shahed Kamal, General Manager, Sales Development, ACI Consumer Brand has been guiding me, whom I got the encouragement and supervision to do "Branding Idea and tools". I strongly believe that works like this one will confidently help me to progress & make us better improved as well as skilled to cope with the topics & real-world exposures in this field.

My next honest & heartiest gratitude goes to **Mohammad Tohidul Islam Miya** Course Instructor, *School of Business, and United International University* for his sincere & utmost guidance to prepare this report & to collect realistic knowledge & help me to prepare this term paper.

I am thankful to other resource persons, Md. Razib Hossain Rion, Market Development Executive, Amitabh Sarker, Senior Market Development Executive, Md. Mohaiminul Azad Shaon, Market development Executive of ACI Consumer Brand.

Executive Summary

As part of Internship at United International University, I have been assigned for doing an internship project at ACI Limited, Consumer Brand department. One of the leading FMCG company in Bangladesh is Advanced chemical Industry (ACI) Limited. It started its journey with some household products. One of the prestigious and market-leading product is Savlon and I was doing my internship under the direct supervision of the Savlon and Hospital Accessories item team. As a part of preparing my internship report, to the market scenario, some of the competitors of Savlon had identified by visiting the market and surveyed more than 100 Hospitals for hand wash and Hospital items through one to one meeting and an online survey. During that time, I also analyze the market portion and customers opinion regarding Savlon hand wash and hospital items.

In the time of my internship, most of the questionnaires were made by me and some were given by my supervisor Mr Shahed Kamal, General Manager, Sales Development, ACI Consumer Brand. For accomplishing my task throughout that time, I have tried my best which was allocated to me and come up with some results. These results have been assisted me to prepare this report.

Table of Content

Parts no.	Content	Page no.
	Internship Report	1
	Report Title	2
	Letter of Transmittal	3
	Acknowledgement	4
	Executive Summary	5
	Table of content	6
Part-1	Introduction	8
	Company Overview	9
	Origin of the report	9
	Objectives	10
	Limitations	10
	Company Background	10
	Vision and Mission	11
	Organogram	11
	The Marketing Strategy	13
	Savlon Hand Wash and Hospital Items	14
	Product History	14
	Liquid Antiseptic	15
	Antiseptic cream	15
	Antiseptic Banded	15

Part-2	Current Market Scenario	16
	SWOT Analysis	16
	Segmentation Strategy	18
	Targeting Strategy	18
	Positioning Strategy	18
	Marketing Mix Strategy of Savlon	18
	Product Strategy	18
	Pricing Strategy	19
	Promotional Strategy	20
	TVC	21
	Communication media	21
	Banner Advertising	21
	School Campaigns (Hand Wash Activations)	21
	Trade Offers	22
PART-3	Customer`s Perception Towards Savlon Hand Wash & Hospital Assistances	23
	Short List of Survey - Hospital	24
	Types of Data	25
	Primary Data	25
	Secondary Data	25
	Data Collection Inspection	25
	Data Collection Methods	25
	Data Analysis Method	25
	Frequency of Hand Wash Usage	26

	Preferred Brand of the Consumers	26
	Segmentation, Targeting and Positioning	28
	Distribution	28
	Trade price & Distributor price & Maximum retail price	29
Part-4	Experience	30
	My Experience in ACI	31
	Regular office job	32
	Visiting local hospitals	32
	Most Important things I have gained from my internship	33
Part-5	Recommendations	34
	Recommendations Should Be Followed	35
Part-6	Conclusion	36-37
	Reference	38
	Appendix-A	39-40

Part 1

Introduction

Industry and the Organization

Company Overview:

At the time of the establishment of ACI company, Savlon is one of the prominent domestic products especially in personal hygiene. Besides the popularity in Bangladesh Savlon is as a well familiar brand all over the world and bringing such a domestic name to your home is an achievement for ACI. While starting the main motive of this brand was to keep people of Bangladesh safe from the germ. For achieving the goal Savlon innovate so many product ranges to follow its slogan.

Different variants of Savlon Household & Medical items provide more flexibility and pleasure in regular hand washing of customers.

Savlon Household, Medical items are mostly used product in Bangladesh. There are a lot of Savlon stuff are available in the marketplace. Almost every Hospital and household use this product every day.

Nowadays, Children's healthy and germ protection is the main concern of family and parents because of excess environment pollution.

Origin of the report:

As a student of BBA (Bachelor of Business Administration), we learn about the theoretical perspective of modern-day business at University and all the related activities that take place in a business. However, real-world knowledge is essential to create a bridge between our theoretical understandings and the exact situation of the business environment. For this reason, we go through a system called

'Internship' where we get the opportunity to learn about the business by actively working under an organization for a time under the supervision of a university faculty. I've completed my internship at ACI Consumer Brand Ltd. It was a prodigious experience for me as a business undergraduate to complete my graduation process thoroughly, I learned a lot of practical insights regarding FMCG industry in Bangladesh, and the branding strategy of

FMCG products produced by ACI.

Objectives

The all-encompassing objective of this report is to comprehend the consequence of the country at this present time and the way by which the customer brands of ACI Ltd are being incorporated with this ever-growing business network. Some of the detailed objectives had to be achieved as well, to achieve this which contains:

- To analyze the international and local condition of this area
- To discovery out ACI Ltd.'s association in this business
- To catch on the future movements, the concern can take to reinforce its station in this business area.

Limitations:

There are so many limitations faced while formulating this report are:

- Enough records and journals along with modernized information every so often were not readily accessible for study.
- Quite a lot of website were not ready to flexibly exchange about their industry techniques.

Company Background and Industry Perspective

Background and Inception

The subsidiary of Imperial Chemical Industry (ICI) in East Pakistan in 1968 was the initiator of ACI. After liberation war 24th of January 1973, the company has been incorporated in Bangladesh as ICI Bangladesh Manufacturers Limited and it is a Public Limited Company. This also developed entry in Dhaka Stock Exchange on 28 December 1976 and for the first time, the trading of segments took place on 9 March 1994. Far ahead on 5 May 1992, 70% of its shareholding to native administration. Lastly, the company was listed in the name of Advanced Chemical Industries Limited. The company registered with (CSE) Chittagong Stock Exchange which was on 22 October 1995.

Vision and Mission

Mission:

- ✓ To augment the quality of life of society through by ensuring the responsible application of knowledge, skills and technology.
- ✓ To provide the utmost level of contentment to its customers by crafting of superiority through world-class products, pioneering methods and empowered employees.

Vision: To realize the mission ACI will:

- Attempt to reach a position of leadership in each category of its businesses.
- Inspire and contribution to the qualitative progress of the facilities of its providers and distributors
- Offer goods and facilities of peak and trustworthy quality, guaranteeing value for money to its clients.
- Progress its employees by encouraging empowerment and rewarding innovation.
- Indorse superior environmental accountability and form a robust relationship with the community within its possibility of creativeness.

Values

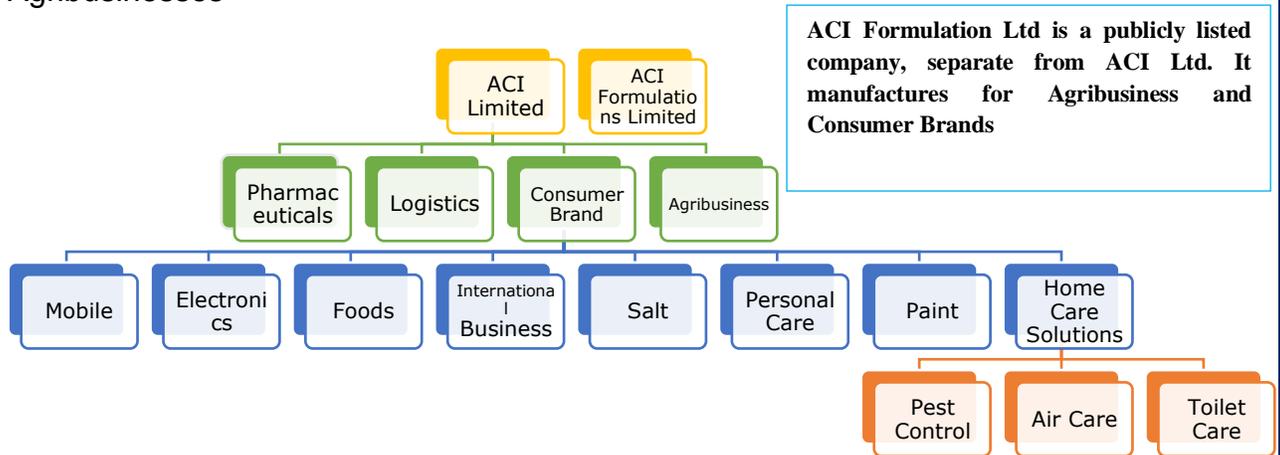
1. Quality
2. Client Concern
3. Justice
4. Transparency
5. Regular Improvement
6. Innovation

Organogram

The company has diversified into four major Planned Business Units.

- Pharmaceuticals

- Consumer Brands & Commodity Products
- Retail Chain
- Agribusinesses



Consumer Brands division consists of a few categories, one being Household Care Solutions. ACI Aerosol, ACI Mosquito Coil, Angelic Air Freshener and Vanish Toilet Cleaner are the products of the Home Care category.

The marketing team for Homecare products consists of one Business Manager, one Senior Marketing Manager, one Brand Manager, two Assistant Brand Managers, four three Product Executives and one Product Officer. This team is led by a Business Manager. The Business Manager reports to the Executive Director, ACI Consumer Brands.

Part-2

The Marketing Strategy: Savlon (Hand wash and Hospital Assistants)

The Marketing Strategy:

Savlon Hand Wash and Hospital Items

As a part of the internship report, I was assigned to prepare a report on Savlon Hand wash and Hospital assistant items. These segmented items leave consumer's germs free and it ensures 'complete family protection' against microbes in an amiable way by providing smooth, soft, and refreshed skin.

Savlon has successfully created a lot of interest among consumers through the safety issue and attractive fragrance, colour, and efficacy. Savlon antiseptic gives total protection from germs. Savlon antiseptic spread 3 product sections, Liquid antiseptic and antiseptic cream. ACI has another antiseptic product Hexisol. Savlon Hand wash is a very common and most popular item at hospitals in Bangladesh. Savlon active hand wash is an exclusive blend of most active cleansing inventions that purifies and defends skin from microbes. Savlon Ocean Blue is glittery fresh, providing a fresh and hygienic feeling as encouraging as a slope in the ocean.

Product History

Almost 74% of the market segment in the liquid germ-killing category is covered by SAVLON and the germ-killing cream category it has almost 79%. This Antibacterial has proven a strong professional in the antiseptic type, which possesses the leading position of the market in both liquid germ-killing and germ-killing cream.

Following products of **Savlon Antiseptic**:



Liquid Antiseptic

There are five different pack sizes of SAVLON in Liquid category: 56 ml, 112 ml, 500 ml, 1000 ml and 5000 ml. There is an outstanding SKU named 'Hospital Concentrate (HC)' in 5000 ml pack size offered for hospital purposes.

Antiseptic Cream



In Cream Grouping, SAVLON has 2 SKUs in 30 gm and 60 gm pack scopes. It offers a 2-step way out for germ safety. It heals the wound quicker by speeding-up the 3 phases of injury closing- Inflammation, Tissue Creation and Tissue Makeover.

Antiseptic Bandage



In the first-aid category, SAVLON has Antiseptic Bandages with a 100pcs and 40pcs carton size. Benzalkonium Chloride made Savlon Antiseptic Bandage, which has antiseptic assets provided to give better safety to cuts and wounds.

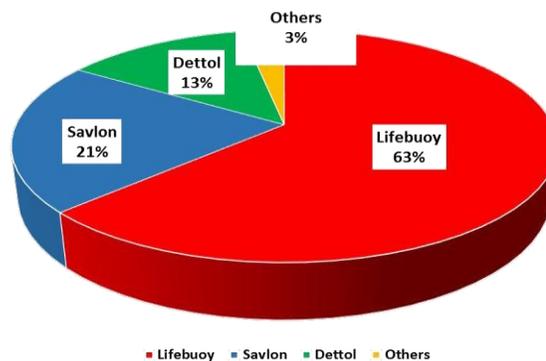
Savlon hand wash entered in the market with their regular hand wash lines in 1998. Savlon Active is the first handwash produced under the Savlon brand. Later on, Savlon again launched Savlon Ocean Blue and Savlon Aloe Vera hand wash as an extension to their Savlon Active in 2010. After that, Savlon launched back to back Herbal hand washes along with 200 ml refill pack in 2016. Savlon's diversified product lines have enabled it to capture a noteworthy position in the hand wash market.

Current Market Scenario

Almost 74% of the market segment in the liquid germ-killing category is covered by SAVLON and the germ-killing cream category it has almost 79%.

Though there exists a range of hand wash brands in the market. Only 3 brands rule the entire hand wash market. At present, this market is dominated by Unilever Bangladesh Limited Company. Unilever's signature brand 'Lifebuoy' is currently the market leader in hand wash market holding 63% market share as of 2017. Savlon holds the second position in this market by 21% market share which is one-third of the market share of Lifebuoy. RB- Reckitt Benckiser holds the third position by their signature brand 'Dettol' owning only 13% market share. The rest of the 3% market share is accrued with several numbers of global brands.

Market Share of Hand Wash



Sources: Financial Express

SWOT Analysis of Savlon Personal & Antiseptic

SWOT analysis stands for a particular company's study of strengths, weaknesses, opportunities, and threats. SWOT analysis portrays how a brand can balance its internal environment's strengths and weaknesses with external environment's opportunities and threats. SWOT analysis of Savlon hand wash is discussed below:

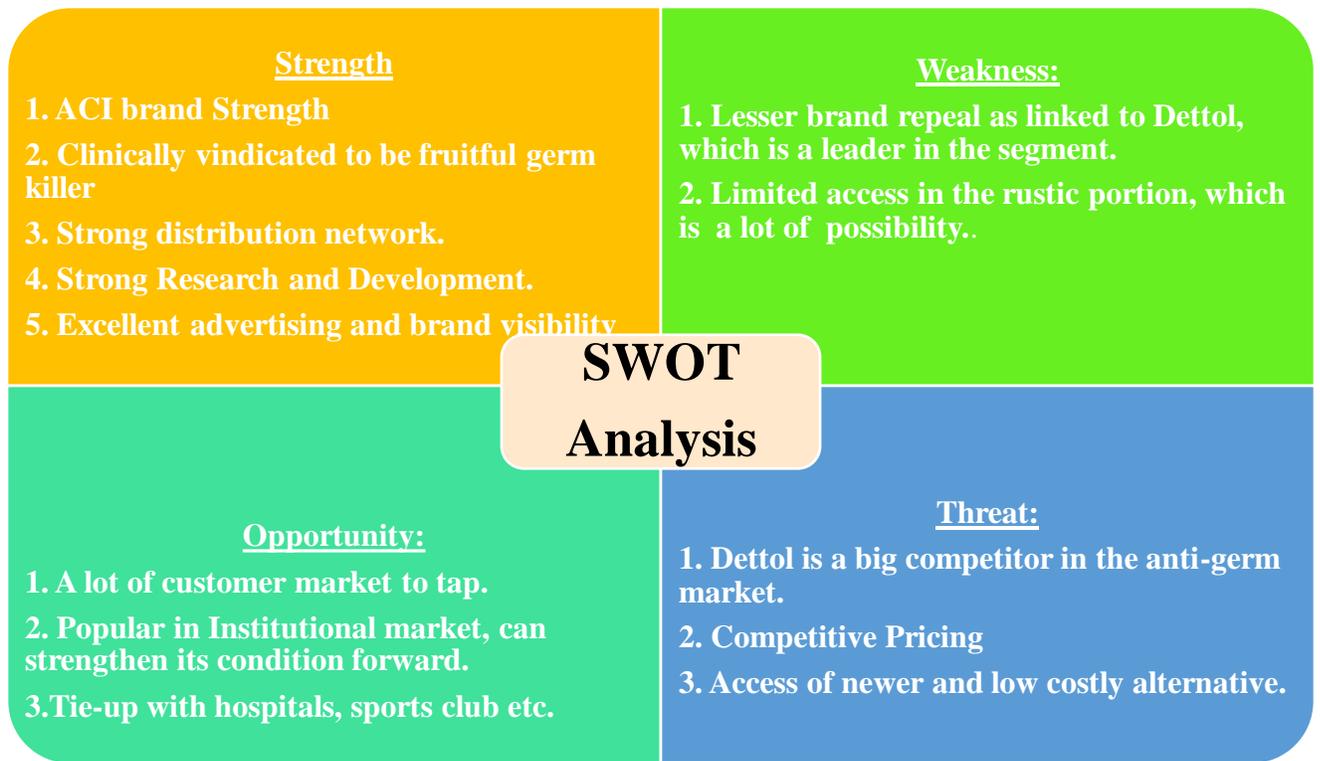


Table: SWOT Analysis of Savlon Personal Care and Antiseptic

Segmentation Strategy

Savlon's segmentation strategy follows two alternatives. These are product variant based segmentation, and the other one is SKU size based segmentation. In product variant based segmentation, categories include Savlon antiseptic Liquid, Antiseptic Cream, antiseptic Bandage, Savlon regular hand wash (Active, Ocean Blue, and Aloe Vera), Savlon Herbal hand wash, and Savlon Foaming hand wash. In SKU based segmentation, products can be categorized in 200ml, 250ml, 500ml, 1litre etc.

Targeting Strategy

Savlon's target market includes people dwelling in major cities, towns etc. Based on the income level, savlon's target market falls in the category of the middle class, upper-middle class, and higher-class people.

Positioning Strategy

Positioning strategy tends to achieve a unique position in the customers' mind for a company or a brand in comparison to other companies or brands. Savlon's positioning strategy focuses on convincing people that Savlon provides superior protection against germs and harmful bacteria's. It also accompanies that it is a trusted hygiene brand that provides 360-degree hygiene solution. Lastly, only savlon produce transparent bottles so that people can have a visual image of what they are using.

Marketing Mix Strategy of Savlon Personal Care and Antiseptic

Marketing mix strategy simply comprises 4Ps; product, price, place, and promotion strategy. Savlon has its own distinctive marketing mix strategy that enables Savlon to gain a competitive edge in the marketplace. The 4P strategy of Savlon is discussed below:

Product Strategy

However, Savlon provides more enthusiasm and will in day by day hand washing rehearsal of users by its three steady dissimilar variants: Active, Aloe Vera, Ocean Blue and Liquid antiseptic, antiseptic cream and bandage. The new three Herbal line variants of hand wash include Marigold, Irish, and Lavender hand wash. Apart from that, Savlon

also has a foaming hand wash and hand sanitizer.

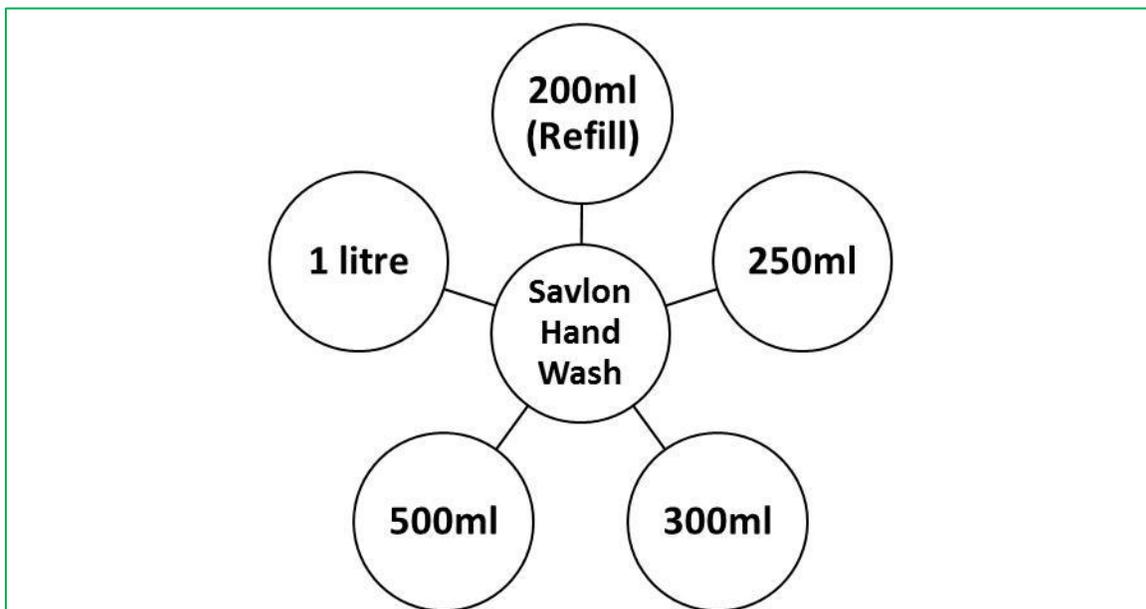
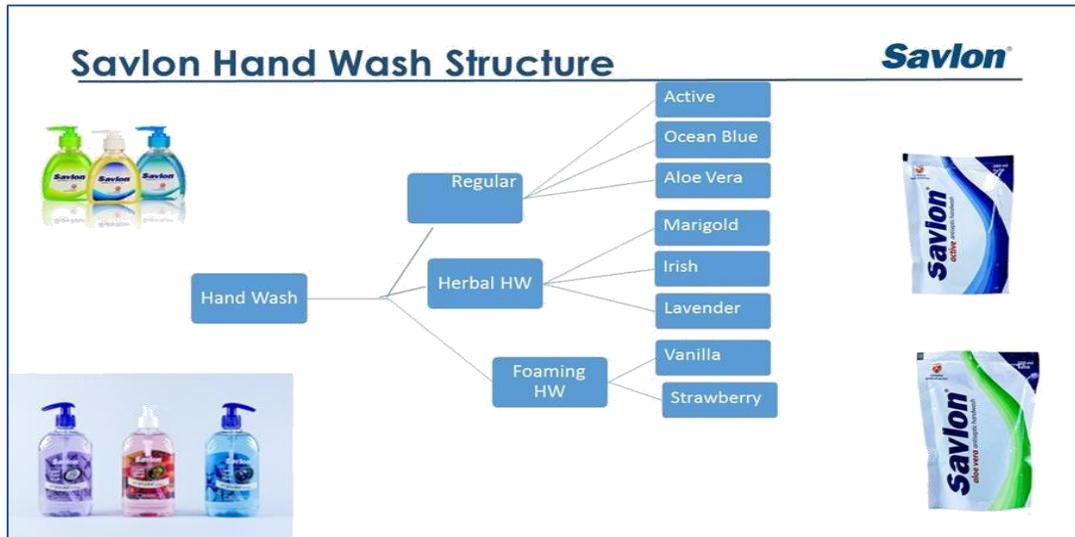


Figure: Savlon Hand Wash Available SKU

Pricing Strategy

Pricing strategy is the process of setting up a perfect price for a certain product or a brand. Different companies follow different pricing strategy based on their business conditions. Even in the hand wash market, different companies follow different pricing strategy. The pricing structure of the three major players in the hand wash market is given below:

Lifebuoy	180	ml	50
Lifebuoy	200	ml(pump)	85
Dettol	175	ml	55
Dettol	200	ml(pump)	90
Dettol	135	ml	65
Savlon	200	ml	50
Savlon	250	ml(pump)	85
Savlon	500	ml	150
Savlon	1000	ml(pump)	210

Figure: Pricing Structure of Major Hand Wash Brand

Based on this data, it can be concluded that Savlon hand wash follows market penetration pricing strategy. In the market penetration strategy, a company tries to set a comparatively low price in relation to their major competitors in order to attract a large number of buyers and a large market share.

Promotional Strategy

Savlon is a personal and antiseptic oriented product and it follows some competitive promotional strategies to gain a competitive advantage in the hand wash market. The promotional activities are given below:



TVC

For the first time, the company have to brand a video commercial which will announce Savlon goods as a domestic brand providing maximum protection from germs and harmful bacteria. Therefore, the TVC theme is family oriented. Savlon brand has also prepared such type of TVCs wherever kids are in concert with colour and create their hand dull. Afterwards, they are cleaning their hands with Savlon hand wash.

Communication media

After assuming the product and the environment, then they will plan to spread the product to its consumer group. Here some communication media

- Billboard
- Advertising
- Television
- Commercial
- Activation
- Program at Schools
- Print Media
- Newspaper

Banner Advertising

Savlon uses banner advertising for promotional deeds. Those activities take place ahead of the super shops, schools, government hospitals and clinics so buyers can straightforwardly categorize the product.

School Campaigns (Hand Wash Activations)

Savlon held school activation programs in schools. Most of the schools had annual sports competition during this time and Savlon took the opportunity to launch their campaign in some of the reputed schools in Dhaka.



Trade Offers

Trade offers are one kind of agreement which is delivered to the retailers by the corporation. From time to time the company contributes these types of proposals for the advertising purposes of their brands. Savlon also provides the trade proposal like:

- 2% revenue for salespersons in the per container of hand wash
- Free umbrella during the wet season
- One hand wash free for the trades of 20 hand wash

PART-3

Customer`s Perception

Towards Savlon Hand Wash & Hospital Assistances

Customer's Perception towards Savlon Hand Wash and hospital assistance:

Short List of Survey - Hospital

Advance Doctors care, Ahmed Medical Centre Ltd, Aichi Hospitals, Al- Ahsraf General Hospitals

Al-Anaiet adhunik hospital, Al-Bruin Hospitals, Al-fateh Medicals services, Al-Helal specialist Hospitals, Al-Jebel-E-Nur heart ltd, All-Noor Hospitals, Al-Manner Hospitals, Al-Medina General Hospitals Pvt Ltd, Al-Merciful Islam hospitals, Al-Mohite General hospitals, Al-Rajhi Hospitals, Al-Sami Hospital, Amri Hospitals, Kolkata BD inf. Centre, Islami Bank Centre Hospital, Apollo Hospitals, Dhaka, Appolo Hospital, Islamia Eye Foundation, Arogya Nike ton Hospitals, Assania Mission Cancer Hospitals, Ayesha Memorial Hospitals, B.D.F Hospitals, BAAIGMA, Badda General Hospitals, Bangkok Hospitals Office, National Institute of Diseases of the Chest and Hospital, Bangladesh Telemedicine services, Baraka General Hospitals, Bari-lizarov orthopedic center, BDN Hospitals, Nursing Home Service In Bangladesh, BIRDEM, BSMMU, Bumungrad Hospitals House, Cancer Home Cancer & Brest Clinic, Care Medical Centre, Centre for Health and Development Medical, Chandshi Medicals Centre, China-Bangla Hospitals, Cholera Hospitals (icddrb), Christen Medical Hospitals, City Dentals College Hospitals, City Hospitals pvt ltd, CMH, Comfort Hospital, Community Eye Hospital, Control of Diarrheal disease program, Cosmetic surgery Centre, Crescent gastoliver & General Hospitals, Crescent Hospitals & Diagnostic Complex, CRP, Delta Medical Centre, Dhaka ENT Hospitals, Dhaka National Hospitals It, Dhaka orthopedic Hospital, Reliance General& Renal Hospital, Dhaka Shishu Hospital, Dhanmondi Hospitals Pvt. Ltd, Diabetic Associate of Bangladesh, Maryland Hospitals, Maula Buksh Sadder Hospital, Prime orthopedic Hospitals, Medicine Pont, Medinova Medical Services, Medistine Hospital, Meditate General Hospital, Mental Health care, Milford Hospital, Millennium Heart & general Hospital, Mina Laboratories, Mirpur General Hospital and so on.

Types of Data

A good exploration requires such evidence for influencing on research objective and should be placid from an authentic source and properly considered. I strongly guarantee that all conclusion of this research will be satisfactory and be unbiased. The critical findings of the report will provide a flawless picture of the current marketplace situation of hand wash. The diverse types of evidence sources are enlarged in the following passages:

Primary Data

The following information is collected from different sources in primary data collection. I have together with the information ahead of those Hospitals by making a personal interview with dedicated personnel. Secondly, I have also occupied some information from Consumers. I have made a questionnaire to conduct a consumer response review. This survey is one kind of a random sampling process because of the several areas in Hospital.

Secondary Data

For the collection of this data, I have used various sources of evidence from various journals, websites of ACI Limited etc.

Data Collection Inspection

A questionnaire is made for the surveying purpose which I have provided directly to the customers and collected the data. I have already attached a copy of that questionnaire in the appendix part.

Data Collection Methods

The type of my data collection technique was an individual interview and questionnaire based. Firstly, I have taken interviews by going to the different areas of Dhaka. I have selected the samples randomly but most of them were the purchaser of these products. I have also taken a short interview to gather more information about this.

Data Analysis Method

I have studied the data by using various charts. For the purpose of analysis, I input the data in Microsoft Excel and made different charts to analyze that.

Most of the user is using hand wash for more than 3 years. However, all the numbers of usage duration are near one another. This may conclude that the rate of hand wash usage may have been increasing in the urban and suburban area.

Frequency of Hand Wash Usage

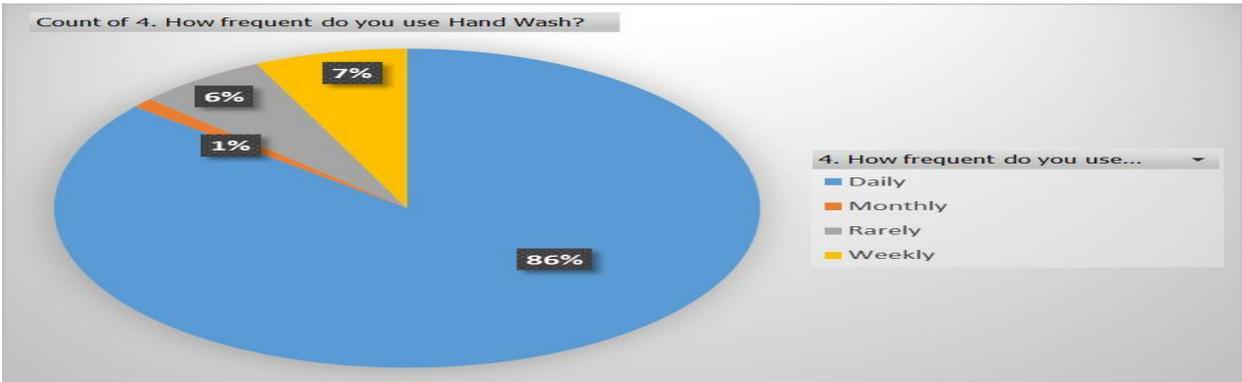


Figure: Frequency of Hand Wash Usage

Preferred Brand of the Consumers:

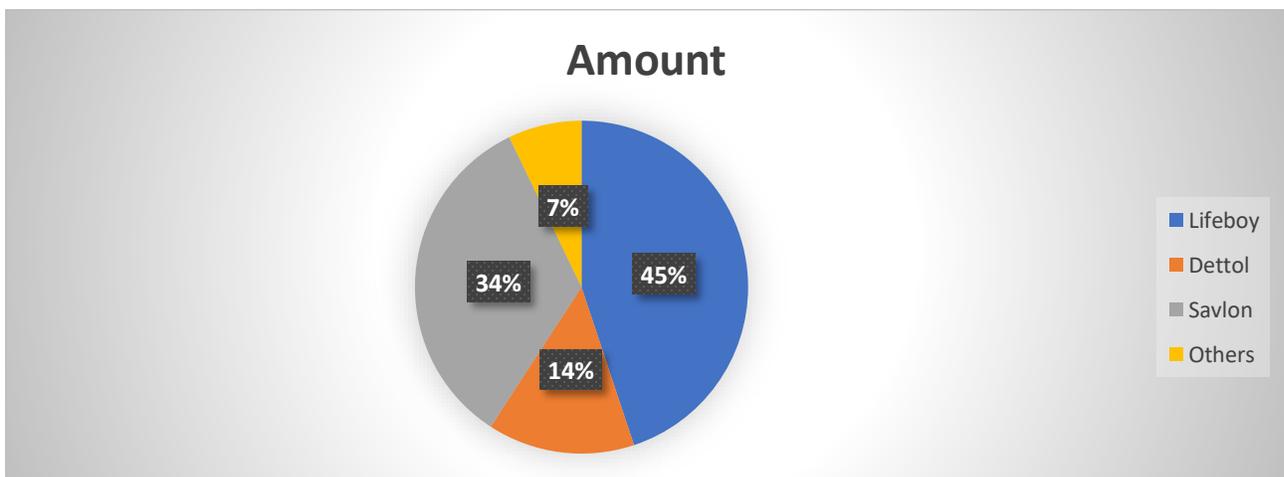


Figure: Preferred Brand of the Consumers

As we can see, Lifebuoy is the most preferred brand both as well as in this sample size. Savlon holds the second position with 33% market share and Dettol is in the third

position. However, the sample size is still ruled by the three giant brands that rule in the actual marketplace.

<6 Months	< 6 months, 3 years. <	1 year- 2 years	2 years- 3 years	2 years-3 years, 3 years <	3 years- <	6 months- 1 year
23	1	21	12	2	27	14

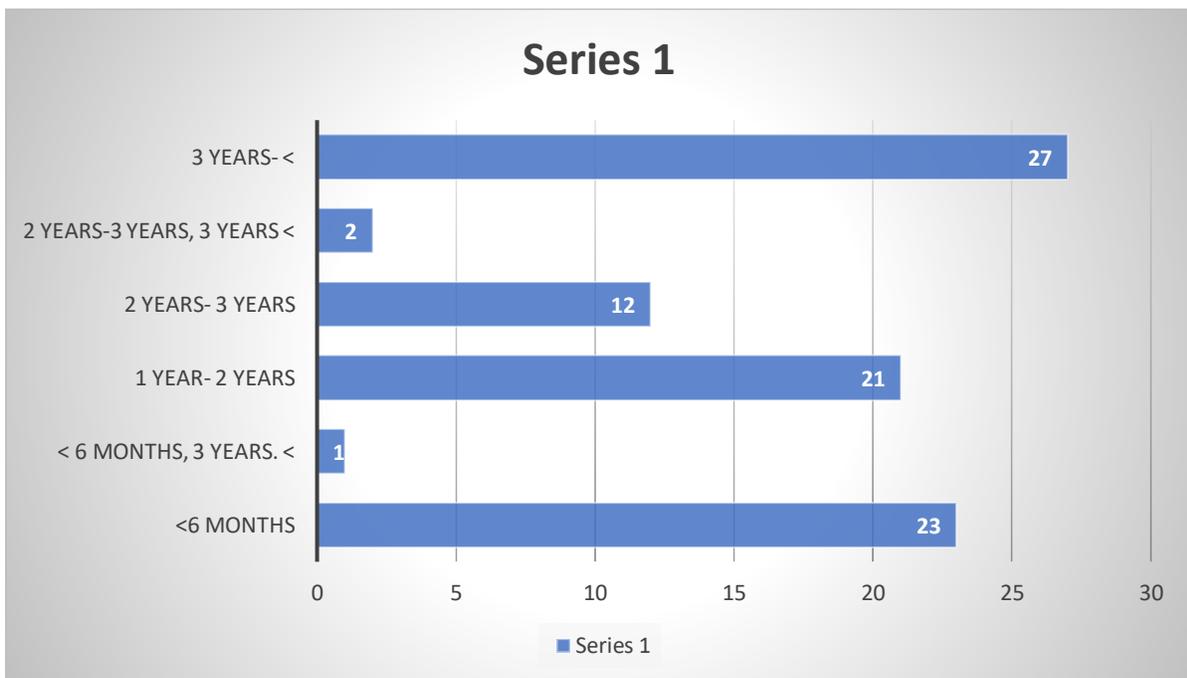


Figure: Consumer Retention Rate

The Consumer who is using the same brand for over 3 years has a higher level of retention rate.

However, the data suggests that there is no certainty of consumers' loyalty status. But consumers tend to use a single brand for a time being. Maximum consumers seek germ protection from their desired brand. Some consumers prefer the scent of the hand wash.

Segmentation, Targeting and Positioning:

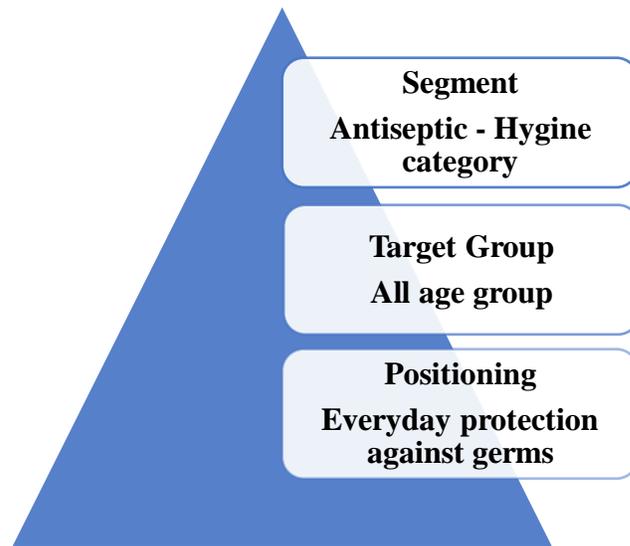


Figure: STP of Savlon Hand Wash and Hospital Assistants

Distribution

Savlon is a very well-known brand in Bangladesh under the company of ACI. Today's market is one of the leading brands in this country. The process of soap marketing is at first the company to create the customer's health awareness and make them feel safe from germs. The all process happens in the Savlon factory or warehouse. After this, the company sells the soap to the distributors. Distributors sell the product to the whole seller and retailers. The process is given below:



Figure: Distribution Process

Product selling process in terms of price

Through this process, the company can determine the distributor price. That means the company only know the price which they are selling to the distributors. But it is true that the company give the distributors a minimum price to sell the products to the retailers. Before analyzing these things we should know about the trade price, distributor's price and MRP.

Trade price (TP):

Trade price is that price which the distributors sell the products to the retailers or wholesaler.

Distributor price (DP):

The price which company sells the product to the distributors is called the distributor's price.

Maximum retail price (MRP):

The price which consumers buy products from the whole seller or retailer is called MRP.

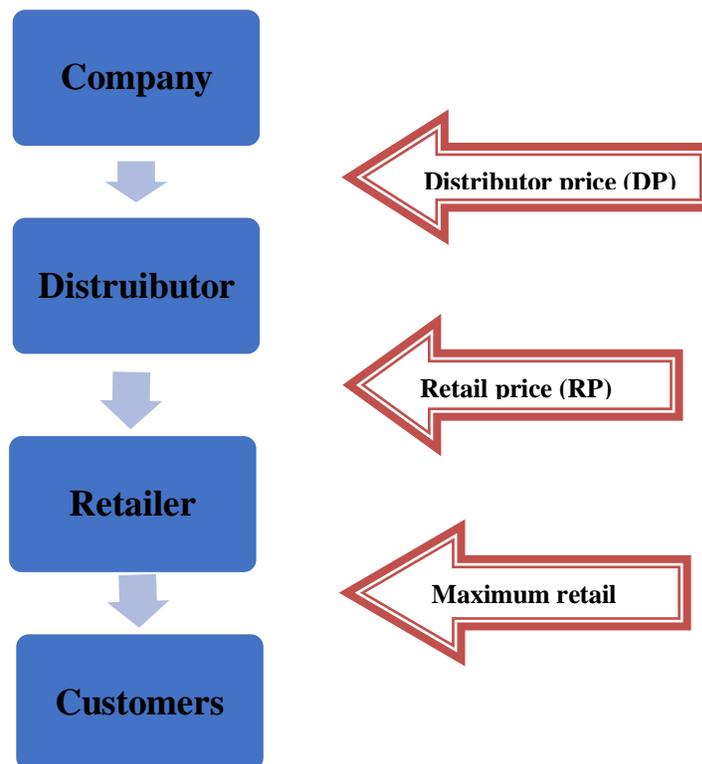


Figure: DP, RP, MRP

Part-4
Experience

My Experience in ACI:

The experience of my internship has been a boon. I have learned how to be disciplined, learned about work ethic, how to honor and respect, how to cope up with the corporate environment. This internship taught me how to build myself, how to react when a new situation arrived, how to face challenges, how to be strong every time. This internship helped me build up not only the professional skills but also helped me to enlighten my interpersonal skills. I have learned how to work in a team as a team member, how to build up a friendship as I am a very shy kind of girl it's really hard for me to make new friends but internship helped me to overcome this problem. Punctuality is another thing which I have learned from my internship. In ACI our office time was 8.30 am to 6 pm and here time maintenance is a must. These three months internship helped me to be more punctual and time-maintained person.

In the corporate world, you will never get enough time to prepare yourself. you must be ready all the time for dealing with new challenges. If you want to overcome these challenges in time, you have to be a well-equipped person and for that learning is must stuff. My supervisor always said, "Learning is power". You must catch up knowledge if you distinguish yourself from others. In the office, my colleagues respected me for keeping up with where I was made-up to be. They treated me as a dependable person. Never afraid of asking any question which was another lesson. I have cultured as it is better asking a question than making a mistake. If you make a mistake, it can affect others not just yourself. I tried my best to do the job. I gave my full concentration on my assignment until the job was done. At the time of doing my duties diligently, I had known myself in a better way, I had discovered new skills that already possessed in me.

In ACI my responsibilities were divided into two aspects:

- ❖ One was regular office job.
- ❖ Another was visiting the local hospitals fixed by my supervisor.

Regular office job:

Day to day job was a new experience for me. As entrance time was 8.30 am, I had to wake up early in the morning around 6 am. Every morning in the office my first task was to meet my supervisor. Mr. Shahed Kamal was my supervisor, in the morning he gave me instructions. Most of the time in office I had to analyse market data in excel, sometimes I had to prepare presentation on my product (Savlon). I always got the best instruction and inspiration from my supervisor. As I was new and had little knowledge about excel my supervisor and colleagues helped me how to use excel professionally. Sometimes I had to go for marketing campaigns held by ACI. It was another new understanding for me. I was tremendously blessed that I had some very helpful colleagues. They always helped me when I felt difficulties. They never said no. They always appreciated me, encouraged me. For the minor problems like preparing presentation or facing difficulties in excel they always helped me out. They never let me down. They assisted me to be a team member, to be a good friend and ultimately to be a better person. These three months I have created a lot of remarkable memories with them. Whenever I think about them my face shines with a smile. I had to spend about nine to ten hours there, but I never felt bored. Every moment was elated.

Visiting local hospitals:

Visiting the local hospital was another part of my job. This visit to different hospitals was really exciting for me. Before my internship, I had no hospital-related experience, so it was a new kind of experience for me. From my very childhood, I love to travel and explore new places. Visiting new hospitals were like fulfilling my dream. I had to visit pre-decided hospitals at least two days in every week. Location and time were fixed by my supervisor. I had visited more than a hundred hospitals. I had to collect data about Savlon and antiseptic from those hospitals by asking questionnaires. These questions were set by my supervisor. I used to go to the hospitals and asked for the purchasing department.

The questions I used to ask:

- ❖ Which antiseptic product do you use?
- ❖ Which handwash brand do you use?
- ❖ From Where You purchase your antiseptic products?
- ❖ Which market you prefer for purchasing these product retail or local market?
- ❖ How frequent do you purchase antiseptic?
- ❖ What is the time lap you are using this current Antiseptic brand?
- ❖ What is your preferable brand?

Using these questions, I used to collect data. After collecting these data, I had to input them in excel in order to analysis them. Visiting new hospitals, facing difficulties helped me finding myself.

Most Important things I have gained from my internship:

- ✓ I have learned something new which enhanced my skills and how to apply them.
- ✓ Professional communications are another important thing. Working with professionals for the first time is hard but as soon as you get used to with it you will find yourself in an upper stage.
- ✓ If you build up your career in the corporate world you have to build up your networking power.
- ✓ Always work hard no matter how tiny or unimportant your task is.
- ✓ You are more significant than you ponder. Don't underestimate yourself.
- ✓ Welcome every challenge and keep open your mind for new things.
- ✓ No one like to be criticized but the criticism is constructive, take it as a lesson. Trust me it will help you in the future.

If I want to express my whole internship experience in one line, I must say it was a life changing experience for me. It helped me to be a better person.

Part-5
Recommendations

Recommendations Should Be Followed:

- The present marketing follows by ACI for savlon antiseptic soap retailers should be inspired to endorse the products to the end line consumers.
- Company should add more facilities to the retailers for the growth of the sales.
- Savlon soap should communicate with their final customer.
- Positive sides of using third party distributor.
- It would be cost effective if company use third party distributor.
- ACI should introduce another antiseptic product according the world trend.
- ACI should lunch some different global product which is more popular.
- ACI should increase representative salary or commission.
- They should promote some of social issues based on product.
- They should promote different days-based product features.
- Social and digital media should more proactive according to the recent trend.

Part-6
Conclusion

Now a days all classes of people are health conscious. This leads to the huge opportunity to the antiseptic brand to grab the opportunity. Savlon is very popular brand among the people but still it is a new brand compare to its competitors. Based on research people switch to multinational brands. This reached was done so that ACI can get better market knowledge and take better decision. ACI should move to new consumer based on their need as well as existing consumers by support their desire based. If ACI gives more focus on hospital assistance they can grab maximum market share because in Bangladesh maximum low-quality hospital assistants and others price are very high as they are foreign brands.

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Appendix-A

Survey Questionnaire

Hospital Name:

Address:

What kind of Hand Wash do you usually use/ Existing Hand Wash?

- ❖ Savlon
- ❖ Dettol
- ❖ Lifebuoy
- ❖ Others

What kind of Antiseptic do you usually use/ Existing Hand Wash?

- ❖ Hexisol
- ❖ Phynile
- ❖ Dettol
- ❖ Lijol

How frequent do you Purchase antiseptic?

- ❖ Daily
- ❖ Weekly
- ❖ Monthly
- ❖ Yearly

Which Antiseptic Liquide brand do you like?

- ❖ Savlon
- ❖ Dettol
- ❖ Others

What is the time lap you are using this current Antiseptic Brand?

- ❖ Less than 6 Months
- ❖ 6 Months to 1 year
- ❖ 1 year to 2 years
- ❖ 2 to 3 years
- ❖ More than 3 years

From which source have you gotten this brand's information?

- ❖ Television
- ❖ Social Media
- ❖ Friends & Family
- ❖ Newspaper
- ❖ Others

10. What are the qualities you look for an Antiseptic?

- ❖ Germ Protection
- ❖ Texture
- ❖ Scent
- ❖ Others

11. Do you have any price issue buying of antiseptic?

- ❖ Yes
- ❖ No