



**Market Development Activities of Angelic Air
Freshener. A Hands-on Initiative of ACI
Consumer Brand Division.**

Internship (INT 4399)



**Internship Report on
“Market Development Activities of Angelic Air Freshener. A Hands-on
Initiative of ACI Consumer Brand Division.”**

Submitted To
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Letter of Transmittal

Date: 24th October, 2018

Mr. Sarker Rafij Ahmed Ratan

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Sir,

I would like to submit my internship report as part of completing a three month internship period at a renowned FMCG of the country named ACI limited. The report title “Market development activities of Angelic air freshener. A hands on initiative of ACI consumer brand division.” Throughout the report I tried to put my best learning and insights which I have gone through at the internship period. I would like to thank my supervisor Mr. Sarker Rafij Ahmed Ratan for supporting me in the whole internship period I also thank Md. Jisan Rahman, Product Group Manager, Consumer Brand for giving the chance to do internship at ACI limited and helping me to learn things.

I have gathered as much information as possible from the Advanced Chemical Industries (ACI). Three months work and effort on this company was a worthwhile understanding for me as it was in such a famous business organization. It is a very big opportunity for me to present the report as a requirement of the Bachelor of Business Administration. I trust that this internship program has enhanced both my academic knowledge and practical experience.

Sincerely yours,

Sadia Sharmin

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Preface

At Faculty United International University, students are expected to be immersed not only in the theoretical aspects of business, but also in practical experiences. After the completion of 12 semesters of studies, students must complete a mandatory 3 months' internship project to complete Bachelor of Business Administration.

I was lucky enough to get an opportunity to complete my internship in ACI Consumer Brands. The company is not only one of the leading Bangladeshi conglomerates with leadership in many categories, it is also a company with a heart. From the uncompromised values of excellence to the willingness to invest in the development of its employees- ACI has provided me the best avenues to apply the theories I learned from Department of Marketing.

As an Intern, I was responsible for not just marketing but the overall business performance of Angelic air freshener, a chance to gather knowledge and expertise in different steps of the value chain. This provided me a much needed holistic view that was required for this report.

This report analyses different aspects of the Air Care industry to determine whether ACI should expand Angelic market development activities. My reporting supervisor at ACI, Md. Jisan Rahman, Product Group Manager, ACI Consumer Brands, have guided me in every step of the research.

After the data was collected and analyzed, it required theoretical perspective to make it a coherent flow of information to reach a conclusion. My faculty advisor, Mr. Sarker Rafij Ahmed Ratan, Assistant Professor, provided the much needed academic wisdom, theoretical know-how and most importantly, avenues to apply theoretical framework to estimate the reality from a much smaller sample.

Acknowledgement

It has been a great opportunity to work on the report under the guidance and supervision of my honorable faculty supervisor, Mr. Sarker Rafij Ahmed Ratan, Assistant Professor, School of Business & Economics. I am greatly indebted to him for having taught me the foundation of business theories.

I would also like to convey my special note of acknowledgement to Md. Jisan Rahman, Product Group Manager, ACI Consumer Brands for providing me with guidance on my job responsibility of Colgate ACI. He enlightened me on the general circumstance of the business and furthermore giving an administrative and managerial viewpoint for a businesslike and marketing.

At long last, I stretch out my appreciation to each one of the individuals who helped me during the time spent finishing this report either by furnishing me with profitable information and data or only by their gigantic help and consolation.

Executive Summery

ACI Limited is one of the most leading FMCG's of Bangladesh. Besides manufacturing own products, ACI imports many globally acclaimed products. ACI Angelic Air Freshener is one of the home care products around our country. The company holds 60.75% share whereas the Government of Peoples Republic of Bangladesh holds 39.25% share moving fast as its current market share is increasing day by day.

This report includes market development activities of Angelic air freshener and hands-on initiative of ACI consumer brand division. Thus it includes all the strategy that ACI follows to promote its brand and distribute it successfully. Moreover, competitors' systems are thoroughly break down dependent on retailers' and consumers' opinion.

Here I have found the variation of Angelic air freshener, how it can develop our competitive market, its product innovation, branding strategy, distribution and quality policy. Here I have found some strength, weakness, opportunity and threat. According to those weakness and threat I have recommended some issues which may help ACI to hold their leadership for home care products.

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Chapter 1
Introduction

1.1 Introduction

ACI is the trusted brand in Bangladesh. To extend its business class ACI imports universal items. Moreover, they import Colgate brand in Bangladesh which is extremely fruitful in India and going admirably in Bangladesh too. To complete my BBA program, I need to finish internship program thus that joined Angelic Air Freshener Department in ACI Consumer Brand. Here I have discussed about market development activities and a hands on initiative of Angelic Air Freshener. A market advancement strategy infers broadening the potential market through new customers or new occupations. New customers can be described as: new geographic pieces, new measurement segments, new institutional bits or new psychographic portions. Another route is to extend deals through new uses for the item. Here I analyze how Angelic can expand its market through new uses and new users.

1.2 Origin of the Report

This report entitled “Market Development activities of Angelic Air freshener. A hands on initiative of” ACI consumer brand division has been prepared as a requirement for the BBA Internship Program by Sadia Sharmin, Intern, ACI Consumer Brands. The readiness of the report has filled in as an acceptance into the market improvement system of the organization and has likewise given a more prominent comprehension of the FMCG and Home Care industry in Bangladesh. The report has been prepared under the supervision of Md. Jisan Rahman, Product Group Manager, ACI Consumer Brands, along with the assistance and instructions of Mr. Sarker Rafij Ahmed Ratan, Assistant Professor, Department of Marketing, and United International University.

1.3 Scope of the Report

The study is based on the activities, analysis and observation as an Intern in ACI Consumer Brands from June 04, 2018 to September 03, 2018. During this 12 weeks’ period, access too many consumers, customers, industry experts and publicly available online data were gained, on which the report is based on. The scope of the report was limited to the home care market of Dhaka, especially its market development activities and what are the initiatives they have taken.

1.4 Limitations

- Confidentiality issues of some information and less information about air freshener.
- Reluctant behavior when taking interviews.
- Time.

1.5 Objective of the Report

- To develop a market develop activities.
- To determine the most effective strategy how they can expand their market.
- To figure out the brand leader in the market place and reason of the customer's preference
- To evaluate Promotional mix to find the effectiveness.

1.6 Methodology

The study requires an orderly system from choice of the subjects to prepare the report. To set up the report information sources are to be recognized and gathered, information to be ordered, investigated, translated and exhibited methodically and it is must to discover the key focuses. This overall process of methodology is given in the beneath which has been pursue to set up the report.

1.7 Topic Selection

With the discussion with our course coordinator, we decide to make our report on Market Development Activities of Angelic Air Freshener. A hands on initiative of ACI Consumer Brand Division.

1.8 Identifying Data Sources

The report is prepared by using both primary and secondary data

1.8(1) Primary Data

Some required & important information came from primary sources. These sources are: Interviews and conversations with Product Group Manager of Consumer Brand Division and different customers.

1.8(2) Secondary Data

Some of the parts of the report and conceptual part have been collected from different secondary sources.



Chapter 2
Company Overview

2.1 Background of Advanced Chemical Industries Limited

In 1968 ACI was developed as the reinforcement of Royal Substance Ventures (ICI) in the then East Pakistan. After independence the association has been solidified in Bangladesh on the 24th of January 1973 as ICI Bangladesh Producers compelled and besides as Open Restricted Organization. This Organization in like manner procured posting with Dhaka Stock Trade on 28 December, 1976 and its initially trading of offers happened on 9 Walk, 1994. Later on, 5 May, 1992, ICI plc. Stripped 70% of its shareholding to neighborhood organization. Hence, the association was enlisted for Cutting edge Synthetic Businesses Restricted. Posting with Chittagong Stock Trade was made on 22 October 1995.



2.2 ACI Consumer Brand

In 1995 ACI Consumer Brands was initiated with two noteworthy brands of the organization named ACI “Aerosol” and “Savlon”. These are two of most esteemed and significant items and those are getting a charge out of the initiative position in the market. The division initiated to take new organizations through seaward exchanging and also neighborhood fabricating. In this process

ACI Consumer Brands presented numerous new items and furthermore fortified with Joint Venture business associations with 'Dabur India' and 'Tetley UK' and achieved universal collusions with widely acclaimed organizations. This CB Division gloats in having an unequivocal nearness in shoppers' heart with the market driving brands like ACI Aerosol, Savlon, ACI Mosquito Coil and ACI Pure Spices and Flour. ACI Aerosol and Savlon are the relentless entertainers in keeping the family perfect and free from germs and terrible bugs, with near 80% piece of the overall industry in claim classes. The ACI mosquito curl additionally risen as an impressive and frightful adversary to both the mosquito and the opposition, by giving useful and moderate answer for the cognizant individuals of Bangladesh. We know that, "A sound personality runs with a sound body" and ACI confides in this deep rooted adage. Our young age who will lead the country in future needs to grow up with solid constitution and sound personality. With this conviction, ACI has begun the product nourishment business with "ACI Pure" Brand. The point is to give most perfect of the nourishment items to Bangladeshi purchasers at moderate cost for which ACI has put resources into substantial scale in best in class producing offices for every day kitchen necessities like vacuum dissipated palatable Salt, Spices and Flour. The items are charming the buyers by giving 100% earth free, unadulterated and normal nourishment fixings which can go up against any global items.

ACI Consumer Brands effectively serving the purchaser interest for remote items to family and individual consideration class with the universally famous item scope of COLGATE, NIVEA and DABUR. The world's number one tea mark "TETLY" is currently accessible to the purchasers of Bangladesh, with the powerful appropriation and showcasing by ACI shopper marks. A fruitful business named ACI Consumer Brands is centered around attaining the reliable development required to proceed with the achievement and to consider ACI a significantly more grounded organization. The Consumer Brands trust this is the most ideal approach to serve and advantage the purchasers, individuals, financiers of this organization.

Strategic Business Unit of ACI Consumer Brand Division is going by the executive director named Mr. Syed Alamgir. He is considered as a dictator image in the region of Sales and Marketing in Bangladesh showcase. His reputation has numerous fruitful brands which achieved telling position in various classifications in FMCG advertise. He is upheld by effective gathering of experts working in the Marketing and Sales activities.

Profile of the Company	ACI Limited
Years of Establishment	1968
Head Office	Tejgaon Industrial Area, ACI center 245, Dhaka-1208, Bangladesh .
Nature of the Organization	Public Limited Company
Product and Services	Consumer Brands, Motors, Pharmaceuticals, Electronics, Fertilizer
Number of Employees	8,364
Customer	Corporate and Individual Customers
Corporate Slogan	Advancing Possibilities

2.3 Mission, Vision and Values

Mission

ACI's principle objective is to advance the individual fulfillment of people through proficient utilization of learning, capacities and development. ACI is centered around the journey for enormity through world class things, innovative strategies and connected with laborers to give the most raised measure of satisfaction to its customers.

Vision

To realize the mission ACI will-

- Endeavor to accomplish a place of authority in every classification of its organization.
- Attain a higher level of profitability in the entirety of its activities through powerful and productive utilization of assets, reception of proper innovation and arrangement with our center capabilities.
- Develop its workers by empowering strengthening and compensating advancement.
- Promote a domain for learning and self-awareness of their employees.
- Provide items and administrations of great and steady quality, guaranteeing an incentive for cash to its clients.

- Encourage and aid the subjective change of the administrations of its providers and wholesalers.
- Establish amicable association with the network and advance more prominent ecological duty inside its range of prominence.

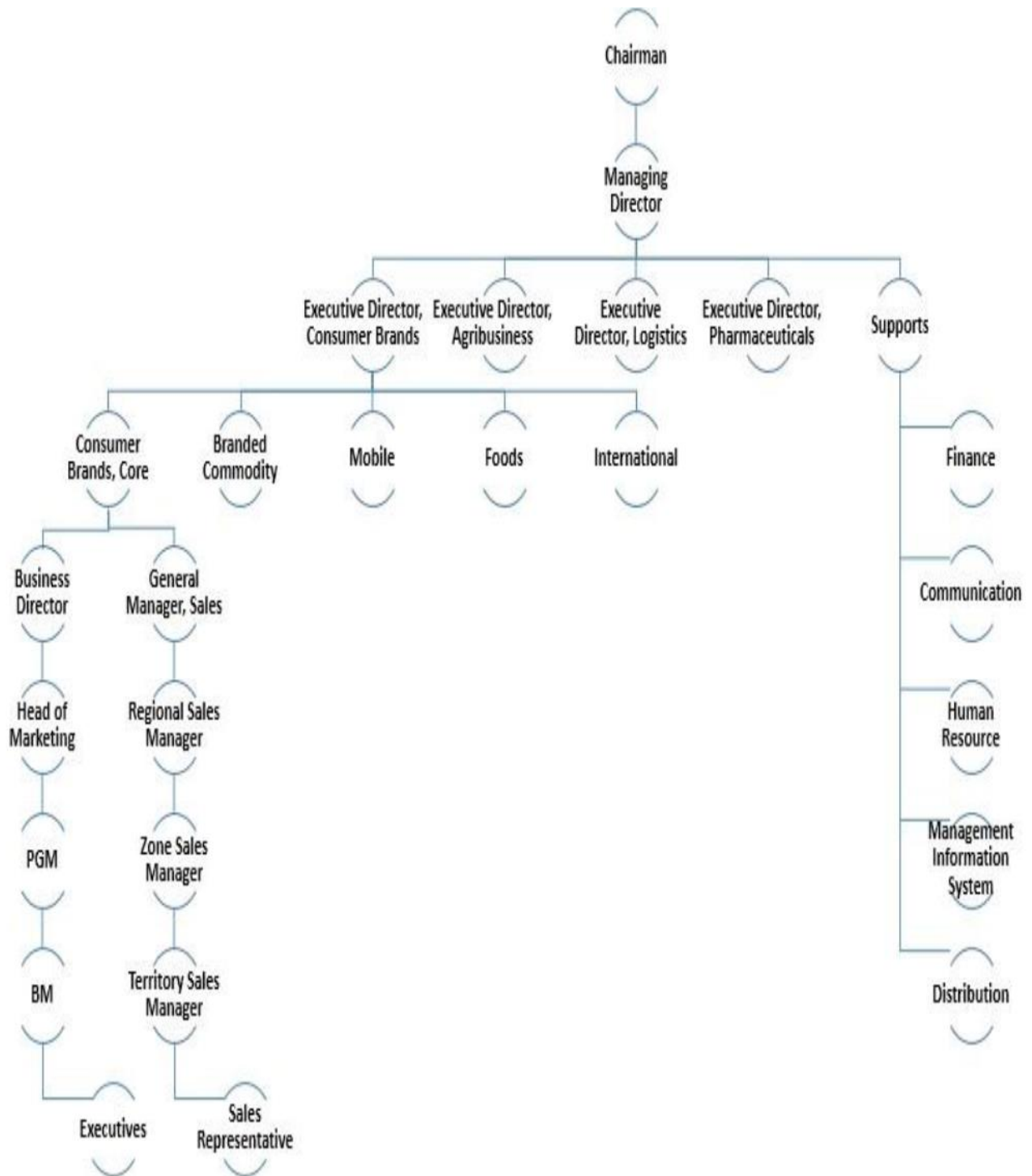
Values

- Quality
- Customer Focus
- Fairness
- Transparency
- Continuous Improvement
- Innovation

2.4 Corporate Division

Pharmaceuticals	Pest Control	Edible Oils
Salt	Levorotary Control	Agri Machinery
Antiseptics	International Brands	Agro links Trading
Kitchen Care	Female Hygiene	Infra. Dev. Machinery
Fabric Care	Men's Grooming	CC & PH
Surface Care	Baby Care	Foods
Herbal Care	Electronics	Flour
Air Care	Electrical	Seeds
Tea	Fertilizer	Auto mobiles
Rice	Paints	Mobile
Flexible Packaging	Information Technology	Chemicals Trading
Animal Health	Feed & Inte. Poultry	Retail Chain (Shwapno)

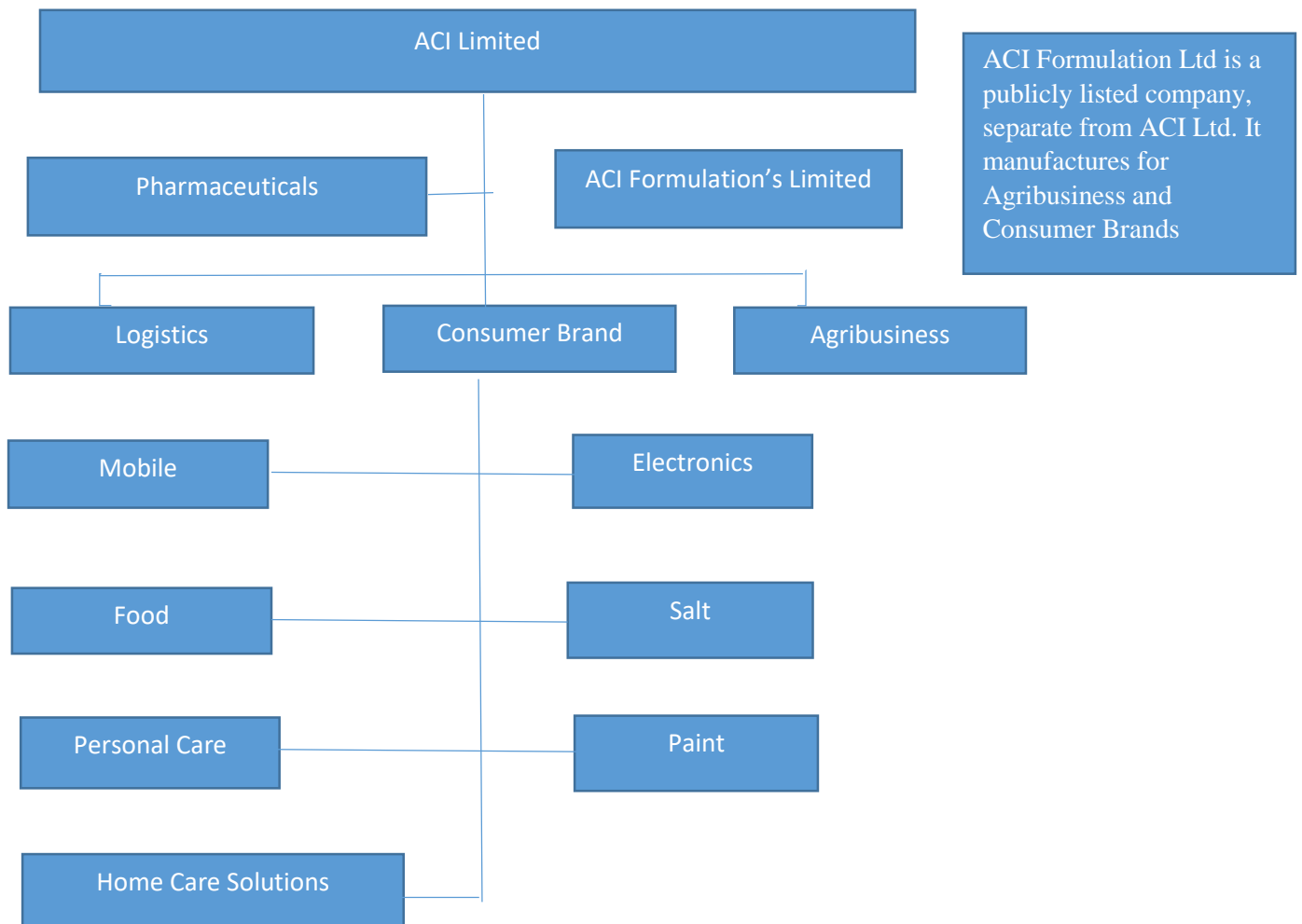
2.5 Organogram of ACI



2.6 Detail Product Line or Service

The company has diversified into **Four Major Strategic Business Units**.

- Pharmaceuticals
- Consumer Brands & Commodity Products
- Retail Chain
- Agribusinesses



Subsidiaries

- ACI Formulation Limited
- ACI Logistic Limited
- ACI Pure Flour Limited
- ACI Foods Limited
- ACI Salt Limited
- ACI Motors Limited
- ACI Agro links Limited
- ACI Edible Oils Limited
- ACI Health Care Limited
- ACI Chemicals Limited
- Creative Communication Limited
- ACI Biotech Limited

Joint Ventures

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

Associate Company

- Stochastic Logic Limited.

2.7 Important and Milestone Dates of ACI Limited

1968	In the East Pakistan Imperial Chemical Industries Pakistan Manufactures Limited (ICI Pakistan) was set up.
24.1.1973	Establishment of ICI Bangladesh Manufacturers Limited.
24.1.1973	Inauguration of Business.
5.5.1992	Imperial Chemical Industries Pakistan Manufactures Limited stripped 70% of its shareholding to nearby administration.
5.5.1992	From ICI Bangladesh manufacturers Limited, name of the company has been changed to Advanced Chemical Industries Limited.
9.3.1994	The company has been listed with Dhaka Stock Exchange.
22.10.1995	The company has been listed with Chittagong Stock Exchange.
2018	ACI has received “Super Brand Award” for ACI Pure Salt and ACI Aerosol.



Chapter 3

Discussion of Angelic Air Freshener

3.1 Angelic Air Freshener

Angelic Fresh Air Freshener

Air Care is amazingly, one more item class ACI improves for its clients with. This Air Freshener; the leader among privately made air freshener is the pioneer in the class. This can be the ideal method to fill your house, workplace, auto with a cool delicate scent and also to make nature loose and quiet. Fundamental oils extricated from natural products, blossoms are used for producing appealing scents that lift the state of mind high and take to the universe of creative energy. The variants which are available in Angelic fresh air freshener are citrus burst, orchid breeze, sparkling Orange, fruit punch, misty wood, Amazonia, anti-tabaco and green valley.



Angelic Auto Dispenser Air Freshener

This is a battery worked instrument that ensures visit release of aroma which will make the air new, quiet, beguiling and individuals around at home and at working environment. This air freshener guarantees more splendid, more joyful and happy with living spot or workplace. With the decision of two superb aromas to lift up tendency, it will make ones house smelling radiant and brilliant. Also, this savvy type of instrument will make within more present day. One container may comprise 3,000 showers that props up to 120 days. One may change the release amount of aroma to precisely the manner in which he need with 3 time interim levels to browse.



Angelic Aqua Fresh

This air freshener conveys up to 12 hours of purification of house or workplace and it is a one kind of gas free, water based air freshener. Once you sit, stroll over or come in contact some other route with the splash buildup that will blast to give you a mellow scent. That air freshener "STAYS" in our space to keep us in state of mind and this is stunning. The light and stimulating fog enables us to fell quickly savor a wonderful house aroma which scents as crisp as environment planned. This air freshener is so good and refreshing so that one will need to utilize in each room. Moreover, one may shower around 680 times from a single jug. Other-worldly this air freshener comes in two variations such as zesty jasmine and rain forest. This is ideal for using on auto, workplace, house, couch, window ornament, cover, pad, comforter, upholsteries, in closet and so on.





Chapter 4

Market Development Activities of Angelic Air Freshener

4.1 What are Market Development Activities

Extending the potential market through new clients or new employments is considered as market development activities. New geographic sections, new statistic portions, new institutional fragments or new psychographic portions can be distinguished by new clients. Another route is to expand deals through new uses for the item. The supervisor and manager for the certain position is responsible for both increasing profit and volume for the company. Market development manager maintains relationship with distributors, customers, sales team members. Through market development activities he can ensure organizational success. Market development manager focuses mainly on relationship management between multiple accounts. ACI has done all through the business arrangement process, frequent business research, monetary information that move towards them to success. It implies pursuing industry declarations, notices, going to different kinds of business trips, occasions, discovering what are those organizations that are performing excellent and how our manager can hold our leadership position and achieve success. Market development managers can stay up to date with recent aptitude and identify particular segments by keeping up with frequent research.

4.2 How Can Angelic Develop Market

Now, in current world almost every one of the general population know about air freshener. Air freshener is produced using different sorts of components such as ethanol, fragrant synthetic substances, deionized water, etc. Air freshener can conceal the terrible stench by conveying the scent, in order to lighten the awkward inclination due to the bothersome smell. As air freshener is a substance item, it is utilized in the field of ecological sanitation from the twentieth century. Two primary elements are used for making Angelic air fresheners. One is antiperspirant and other is cleanser. There are so many positive sides of Angelic air freshener by which they can develop market like flexible, naturalistic, numb, suitable, plan/model, mood change positively, removing bad smell, keep scented and carves positive frame of mind. Now these positive features that helps to develop market have been described below-

Flexible

Heavenly the service of air freshener can be introduced essentially anyplace in office or home. It is not only utilized for bathrooms as well as for use in regions, for example, workplaces, discussion rooms, homes, lodgings, gathering territories, classrooms or anyplace. This comes outfitted with a fan which can be utilized in drastic rush hour gridlock zones, killed in less visited regions so that anyone can know the ideal measure of scent flowing in that location on establishment or splash.

Naturalistic

To make their fragrance Angelic air freshener uses normal fundamental oil. This purifier does not comprise unstable natural mixes or vaporized items. As Angelic air fresheners are solid and overwhelming, they provide light, crisp aroma. Buyers don't need to stress over for getting one fragrance. Because Angelic has various aroma choices for their customers so that they can get their favorable fragrance that they want.

Numb

Heavenly deodorizers basically cover the smell of noxious scents as opposed to killing them; nonetheless, this deodorizers are accessible in almost all super shops that expel smells totally as to abstain from combining uncomplimentary scents. This air freshener really makes new, clean fragrance totally drained of loathsome whiffs and scrunching noses.

Suitable

Someone who choose or pick up a good air freshener like Angelic, he or she will get advantage of whole establishment, upkeep and refill by administration professionals. There is no extra charge for the changes of battery. Moreover, experts ensure you that freshener won't run out.

Model/ plan

Nowadays there may have various plans or models, smooth and tasteful and not antiquated of Angelic air freshener accessible. For dangling, reductions robbery their shut framework is perfect. The plan provides additionally security so that kids can't mess and creatures can't achieve it.

Mood change

There must have some circumstances when any person is in gigantic off state of mind. Indeed, even he or she crave breaking his or head. Be that as it may, assuming abruptly on the off chance that the person get fresh odor of lemon or regular blossom, it will immediately swing somebody's temperament and he or she can without much of a stretch get in to moon on in light of saltiness and peace. One can undoubtedly focus on his work or address everybody without ruining mind-set. Other-worldly deodorizers are extremely all around related with prosperity of individual with a lift to uplifting state of mind.

Removing bad smell

When any person comes into home or bathroom everyone will dislike if wicked smell catch them. For this reason, various types of air fresheners of numerous flavors has been produced by cosmetic producers. They produce these air fresheners according to customers wants and demand. It will make us enable to kill every single unwanted smell from home, washroom, closet, nature.

Keeps scented

An individual can avoid the terrible stench on the off chance that the person is not utilizing Angelic deodorizers. House will truly be smelled with the great scent. The air will revive too. Individuals can apply this in illustration room where they will elegance their visitor. Relatives and companions visiting house would be enchanted.

Carves positive form of mind

On the off chance that anyone is having awful state of mind, the scent can without much of a stretch give an extraordinary change over the disposition. Indeed, the great aroma gives positive

state of mind to each person. In the event that one have issue of emotional episode, Angelic air freshener can turn them into better.

4.3 Angelic VS Other Air Freshener Innovations

Innovation	Angelic has the widest range of 8 LPG, 2 Aqua and Dispenser.
In Products	Fay has 12 variants of LPG
	Spring has 4 variants of LPG
	Wave has 6 variants of LPG
	Other imported brands have 1-4 variants of LPG
	Odonil is the major player in PDCB block market.
	Few gel, car, dispenser are imported

Angelic	Fay	Spring	Wave	Other
<p>Hardly present in media.</p> <p>Has trade activities.</p> <p>Strong distribution.</p>	<p>Zero presence in media.</p> <p>Has trade activities</p>	<p>Has the highest media presence through TVC, RDC, Press and outdoor.</p> <p>Has good distribution network.</p>	<p>Has a good digital presence, with over 2 lakh subscribers.</p> <p>Magazine ads.</p>	<p>Imported products.</p> <p>Distributed from wholesale and importers.</p> <p>No media communication.</p>



4.4 Branding Strategy of Angelic Air Freshener

In order to achieve specific targets brand strategy is a whole deal plan for the progression of a successful brand. An especially described and executed brand strategy impacts all parts of a business and is particularly connected with purchaser wants, emotions, and centered circumstances. Marking procedures are the activity designs that associations use to separate their items, administrations, and personalities from their rivals. Basically, a brand technique is your long haul mark, which distinguishes what sort of picture you need to work for your clients. This implies contemplating what sort of sentiments and desires you need your gathering of people to connect with your organization. In this year Advanced chemical Industries (ACI) have got super brand awards and prove itself that they are efficient for making branding strategy.

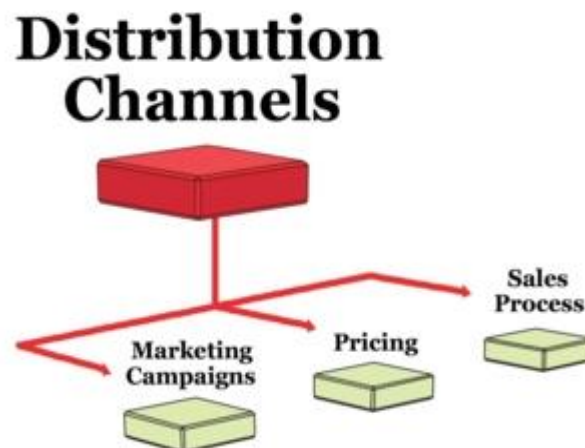


In the air freshener category, ACI can achieve success by creating brand image and launching products which provide smell battling capacities and make freshness in house. These characteristics offer purchasers feeling that they are enjoying the most value for their money as they know now they may rely upon item's execution. Finally, the most vital thing is Angelic air freshener can provide the practical and enthusiastic advantages so that the company can utilize their air freshener most eminently to ladies, youthful buyers and so on. With the end goal to enable excellent to comprehend regarding air freshener shopper, make items and also informing that move towards development. Moreover, it alludes focused classes that what are those features and characteristics that may use in opposite to aggressive ones. We can also know how competitive brands have attained their goals in spite of the economy being in a condition of recuperation, how

retail sales have performed in last few years and how market forecasts. To know how buyers are buying air freshener, how they use their items and what fragrance they are searching for ACI Angelic air freshener examine and observe customers personality, buying habit, income and so on.

4.5 Distribution Policy of Angelic Air Freshener

Distribution is a process which may break or make a company. The strong distribution system refers when the organization has more possibility to sell its products than their competitors. When a company can able to place its products faster and broader at lower cost in the competitive market than their competitors they will achieve higher margin of profit successfully. Distribution is not so easy for any business industry and administration. If the product is not available from where the consumers can buy, promotion, reasonable price product, people come to nothing. In current market situation, direct marketing is also known as possible distribution channel.



ACI Angelic air freshener keeps up deliberately found deals focuses in nineteen unique areas the nation over. Through more than 200 specialist and trained manpower and good amount of vehicles ACI has developed strong distribution system. Distribution systems of ACI maintains sustaining volume of numerous types of items from different merchandises and its distribution system is highly automated, computerized and dynamic. It becomes possible to handle and maintain different types of products only because of flourished and leading function, capacity and capabilities. ACI's distribution channel offers salesmanship, enhances distribution efficiency, assist in merchandising, assist in executing the price mechanism between the firm and the final customers and they assist in stock holding.

4.6 Quality Policy of Angelic Air Freshener

The main aim of ACI is to attain business brilliance and success through quality and attribute by realizing, responding, visiting, recovering and overcoming clients wishes and fulfillment. To accomplish and sustain customers loyalty this organization pursues International Standards on Quality Management System to promise constant and faithful nature of items and services. Identifying with its current organizations and promise that current GMPs that mean Good Manufacturing Practices suggested by World Health Organization, ACI also meets all national administrative necessities.

Quality is the main concern of all business decisions for ACI. To promise and maintain consistence with quality rules and guidelines all specialists of the company must have to pursue recorded system. Through systematic training, planning and participating for continuous development for work methods and strategies, ACI improves, develops and enhances their human resources skills frequently.



Chapter 5

SWOT Analysis of Angelic Air Freshener

5.1 SWOT Analysis of Angelic Air Freshener

Strength

- Strong brand image and product development strength.
- Strong distribution network and an exclusive supply chain network.
- Reasonable price.
- Available in a variety of exciting fragrance.

Weakness

- Angelic has stiff competition from international brands.
- Availability of cheaper substitute.

Opportunity

- Tie up with hotels, restaurants, airlines companies.
- Develop customized fragrance for smoking areas.
- Increasing purchasing power of people thereby increasing demand.

Threat

- Intense and increasing competition amongst other FMCG companies.
- New entrants.



Chapter 6
Recommendation, Conclusion
And References

6.1 Recommendation for Angelic Air Freshener

Air Fresheners radiate scent to give a fragrance to space, to cover smell, or both and it is the most familiar consumer items. Showers, gels, oils, fluids, solids, modules, hanging plates, dots, blend, wick diffusers, and scented candles are the various forms of modern air fresheners. Angelic air freshener is a product of Advanced Chemicals Limited (ACI). It has 3 types of air freshener such as angelic fresh air freshener, angelic auto dispenser air freshener which is battery based and angelic aqua fresh which is water based air freshener.

- ✓ Angelic has no scented candles, oils, beads, potpourri and gel based air freshener. Angelic should expand its brand as other competitive local and international brand comes with their new features.
- ✓ It should increase media presents to promote their brand. Media communication will increase their target market.
- ✓ As competition increases day by day so Angelic has to come with new designs, new versions and new fragrance like organic and chemical free and so on.
- ✓ Lucrative trade offer should be provided.
- ✓ Moreover, they should go for international business also to hold their leadership position in the competitive market through continuous market survey.

6.2 Conclusion

From 1968 ACI is the conspicuous and trustable organization in Bangladesh. This company is responsible for satisfying customer's need and making a strong and sustainable relationship with every parties of the organization. This company provides quality items with reasonable price. Presently, ACI consumer brands are considered as the best name for serving their authoritative clients, in 1995 the company was begun with two critical brands such as ACI Aerosol and Savlon. Through off shoring exchange and additionally neighborhood producing this division started to take new business. Angelic Air Freshener is a part of ACI consumer brand ltd. ACI has to find out their gap in air care market and how to reduce those gaps. Now ACI must take necessary initiatives to survive in the recent competitive business world and make their air freshener brand unique one.

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