

Project Report on
Measuring Effectiveness of Different IMC Tools for Consumer Goods:
A study on ACI Foods Ltd

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Letter of Transmittal

15th December, 2021

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Subject: Project Report Submission on Measuring the Effectiveness of different IMC tools on Consumer Goods: *A study on ACI Foods ltd.*

Dear Sir,

With a due respect to notify you that I have finished this project report which is a complete research on measuring the effectiveness of different IMC tools on consumer goods at the ACI Foods ltd. I am glad to inform you that it has been great experience for me to observe and study the different marketing tools and techniques for placing the consumer goods in the awareness of target consumer. It has been an amazing experience for me to prepare my project report under your compassionate supervision.

In preparing this project report, I tried to give my best effort and worked with patiently and attentively for making it complete informative without any error as well as in a structured way. I hope that, this project report will help me to know briefly about the IMC tools and its effective implication on consumer mind in a competitive market place with real life experience.

I would be very grateful if you appreciate my project report and consider as an informative and unique work according to your preference.

Thank you

Regards

Rubaya Ismat Shithila

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Acknowledgment:

First of all I feel to express my gratefulness to the almighty Allah who gives me mental strength and ability to prepare and accomplish the project report within the given projected period schedule.

I would also like thank my respectable and honorable project instructor Mr. Sarker Rafij Ahmed Ratan, Assistant Professor of United International University for all valuable guidelines in addition supervision. His continuous encouragement as well as supervision throughout the time of preparing this report work as great motivation for me to accomplish the task.

Also I would like show my gratitude to the participant to participate in survey and help me to find out actual finding of measuring effectiveness of IMC accordingly the ACI Foods Ltd. perspective. A heartfelt gratitude to ACI Foods Ltd. hotline and help center services which helped me a lot by giving the valuable information about IMC tool practicing also the effective positive implication it by the telephone communication.

Overall the coordination of each communication highly helpful for me to accomplish the actual perspective of completing the project report without any confrontation.

Abstract:

Project report is a complete research paper writing concept which is a fundamental course during under-graduation period of BBA program. The theoretical based education including classroom based education is merely not enough for learning the basic concept of business studies. A vast concept of business marketing is the one of the core topic of discussion; taking marketing as a major subject during the BBA program I learned different types of marketing concepts through the time. It's a great opportunity for me not only me even though for all student of BBA program to learn the brief theory the course. As this project report is prepared for fulfilling the requirements of university's program context. The topic of my project is the measuring the effectiveness of different IMC tools on consumer goods a study of ACI Foods Ltd. the central persistence of this report is to discuss the different marketing tools specially the IMC- the integrated marketing communication and utilization in product positioning for targeting the actual mind set of target consumer.

This report content is about the brief introduction of background study with limitation and problem statement along with scope of the limitation about using IMC tools using in product placing most importantly the brand value creation for target consumer.

As well as focus on the conceptual framework in a descriptive roles and dimensions of IMC tools castoff in marketing communication such as *advertising, direct marketing, sales promotion, publicity/public relation and personal selling* along with the discussion of barriers and limitation. Overall a study justification and content literature review described in this report to make strong and informative study.

The core focus in this study based development process also in a non-probabilistic sampling method which is used to distinguish the research design with a frame work for analyzing. For sampling it has been used 50 people as respondent with self-administrated questionnaires for collecting the data and proper analyzed with effective appropriate instruments, which supported the report immensely.

An overview of consumer goods and its industry perspective in Bangladesh was included to determine marketing promotional activities. Not only promotional factors as well as the product market place, market segmentation, stakeholders and sector, decision making process, and the customer growth opportunity and potentiality in the great economy of Bangladesh mentioned carefully.

Also, the brief marketing operation in promotional divisional of ACI foods ltd also mentioned for in depth knowledge of integrated marketing communication implication along with barriers and opportunities through SOWT analysis and other findings from critical analysis by the performance and integrity of the organization accordingly IMC implication along with necessary recommendations also added in this report.

In a nutshell the IMC practice by using various tools accordingly product dimension in the placement is ensured with the value proposition of the target consumer as well as highly concern for the competitive market place also for highly profit growth organization in the growing economy in Bangladesh.

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Chapter 1:

Introduction

1. Background of the Study:

Communication is the practice of interpreting of sharing opinions, views and ideas to interact with the each fellow individuals or any group of people. In marketing concept communication depends on two parties where one shares their views towards other on the perspective of product selling and buying. Communication in marketing can be functioned as process through influential information and this function of communication processes within the marketing terms is an important issue from the both side theoretical and managerial perspective. Marketing communications mainly represent the procurement of all kind of products and brands elements for marketing mix that promote the exchanges to build a shared meaning among the stakeholders for the products or brands of an organization. Both the fragmentation of traditional and non-traditional promotion strategy are used by the marketers in product position; marketers not only used the proper tools during the product promotion but also should careful about to integrate them for the target consumer along with generating the maximum profitable communicative synergy in the competitive market place.

Promotion is vital elements in marketing communication as well as for the marketing mix. It is equally important in displaying and placing the product in the consumer mind to create an immersive impact on purchasing decision. Promotion is used for creating and building a brand image for a company through the target consumer whose are going have brand product both in short and long run scenario. When the promotional mix terms is used there are lots of tools and elements of this mix comes up like sales promotion, publicity/public relation, personal selling, advertising the traditional form of message in business, on the other hand the different type communication elements like direct marketing, internet marketing, telemarketing etc. leads the different dimension of marketing mix.

One of the most widespread integral parts of marketing communication is advertising for most of the organization. Over the decade organization are highly using different form of advertising tools to maintain and utilize the communication with consumers for distributing their product through the effective market place and to earn the ultimate customer satisfaction as well creating products brand value, utility and reliability. The basic functions of marketing combine with the traditional marketing mix 4ps-product, price, place and promotion but today marketing new era marketing mix add three additional element physical environment, process, productivity and quality are core comprehensive program for facilitating the exchange with target market place. For the many years basically modern business world

performing promotional functions in many organization and work as a dominator factor of mass-media advertising tool. Most importantly more and more organization valuating the significance of IMC and synchronizing additional elements of marketing programs along with the promotional elements are utilizing more effective and efficient in mass-communication program.

From the 1980s many organization willing engage themselves in many strategic tools of marketing to observe the market situation and attempt to integrate the promotional program for communication. Integrated marketing communication is the conceptual program for the marketers to introduce the product itself and maintain the relationship with effective communication with the firm's target consumer. Belch and Belch mentioned that "IMC program is also compelled by the fluctuations such a way that marketers market the company's product and service. Numerous numbers of companies are also trying to improve the integrated marketing tools in an innovative way from the traditional advertising tools and its agencies also looking for the different types of promotional specialist for developing and implementing the new procedures in promotional planning activities.

On the other context consumer good industry are repaid going business in today's time. Numerous types' consumer goods based organization in Bangladesh willingly coming out to serve the consumer with their goods or service. Consumption of this goods and services is defined as the private consumption or household consumption, on the basis of consumption the consumer goods industry classified as fast moving consumer goods business and slow moving consumer goods business. Fast moving consumer goods business like food and beverage companies, toiletries selling companies and drug or medicine selling companies are the most. On the other hand slow moving consumer goods industry concern about domestic appliances, furniture and home decorating products. In the concern of fast moving consumer goods or service industry in Bangladesh accordingly recent report around 69.6% are contributing in GDP growth of economy (FMCG industry review of Bangladesh).

The main and foremost objective of the consumer goods industry is to providing goods and services safely to the consumer for earning ultimate customer satisfaction from them. As early mentioned fast moving consumer goods industries and there main focus is to have the short shelf life product and for this consumer need to notify about the goods and services. These type industries incredibly using the both traditional and non-traditional promotional tools for grabbing the consumer attention which means conveying the message process are

changing with the growing modern technologies. ACI Foods Ltd. is a fast moving consumer goods based organization and they are also attempting various promotional tools for utilizing the integrated marketing communication (IMC) activities. For this study is highly concern about the using of integrated marketing communication tools of ACI Foods Ltd. and how effective the tools and methods are for the firm as well for the target consumer.

1.1 Objective of the Study:

The core purpose of this report is to accomplish my BBA program requisite. I have done this report on the ACI Foods Ltd a study based research paper and try to cover it in an informative way that how this profitable business are effectively using the new technologies and sources for providing the readymade quality food product to customer and satisfying them by fulfilling huge demand.

Comprehensive Objective:

For precedent, the board objective of this project report is to determining the subject line “measuring the effectiveness of integrated marketing communication for consumer good based business in the framework of ACI Foods Ltd.

Specific Objective:

- To find out the right IMC tools implication in ACI Foods Ltd.
- To know the advertising strategy of ACI Foods Ltd.
- To find out the advertising activities ACI Foods Ltd.
- To analyze the stage of promotional development strategy of ACI Foods Ltd.
- To know the customer manipulation over buying processes of ACI Foods product
- To know the customer satisfaction.
- To learn the effectiveness of each IMC tools.

1.2 Significance of the Study:

Bangladesh is an insignificant but growing economic centric country, here lot of opportunities are available in the modern business era. Bangladesh is a country focusing on various types of business sector and establishing a competitive environment for contributing

the nations GDP sector. The consumer goods based industries are most common and profitable business sector of our country. However this kind of business sector is rapidly growing and keeping the developmental work in a high profitable way that is helping our total GDP in positive manner. Moreover the investment in this sector is increasing as well as competitor involvement also remarkable because of increased level of stakeholder's awareness. The involvement and consumption power of each and every classes of society also increased due to the lots of option in consumption area from different organization of the country. In this scenario GOV. and other private sector are taking initiatives in promotional sector to reach the ultimate consumer of the country.

In the present time many different types of promotional tools are using for different consumer goods business to share and communicate the product knowledge with consumer. Consumer goods based business are very profit oriented business sectors and this sectors are utilizing the IMC tools for getting more positive outcome from over all perspective.

1.3. Scope of the Study:

While I was preparing the this study based report on measuring the effectiveness of IMC tools on consumer goods, I found out lots functional information of marketing in terms of communication with consumer goods through the proper promotion along with setting a brand image on the target customer mind that how effectively a brand and its product can reach the target consumer by utilizing some important functional element. I came to know that how the marketing terms especially the IMC functions are correlated with grand economy functions of Bangladesh as well as how it helps us to determine growth of GDP rate for our country. Today's world market channel relays on product building and distributing the product in prominent manner with a specific product line up. IMC functional tools help that product line up to reach the ultimate goal of marketing concept by focusing on the competitive market place.

1.4. Limitations of the Study:

It can be demanded that this study can remained 99.99% based on unusable information, indisputably it has developed selected limitation concerning to prepare and demonstration of the key factor this study which are mainly collected from the customer point of view, communication with working people of the company via both mails and phone calls. To

prepare this report I found out lots difficulties for the data collection study, so far I have been facing the following complications and these are.-

- ***Lack of Time Management:*** Time management one most genuine limitation most the time for any researcher for detailing the study and for finding out the gist problems. Proper collaboration of communication with timing leads a thoughtful and effective study for identifying the problems which later on leads connective recommendations also.
- ***Sample Size:*** As I mentioned in the abstract that the random sample size I took 30 respondents which was not enough for me to study also it was very problematic to find out proper result for make this report more informative.
- ***Lack of interest of customers:*** During the time of data collection respondents were having lack of interest in communication among the respondents also they didn't pay much attention to answering the question of survey questionnaire.
- ***Challenging topic:*** Due to study a lot about marketing as a subjective study I noticed that, the IMC and its tools as a functional concept is very rear, erratic and informal brief topic to mention and show the effectiveness of particular consumer goods organization like ACI Foods limited in a broad criteria as a study based project report.

Chapter 2:

Literature Review

2.1. Literature Overview:

In this chapter tries to make some point of views by see the sights of main described figures on the most valuable parts of treatise subject by appraising preceding research report, records, volumes, related articles as well as thesis paper. Current readings and previous theories effectively relating to these treatise subjects remain accessible. On this note discusses philosophies will be the substance on behalf of the described critique.

Meanwhile the most important discussion of this report is measuring the effectiveness of IMC tools on consumer goods; the review of some renowned literature will revolve these.

Everett Martin *It's no fluke: companies may not have all of its components coordinated quite yet, but integrated marketing is an idea that won't go away, Sales and Marketing Management, 146 (1994):6.* key subject of this reading stood that confrontation can remain marked as activeness to the mangers' comprehension condition that they want to have advantage from integrated marketing communication, so that they obligating for contribute to some degree, whether its money, control, a certain vision of market ,or the wellbeing that comes with undertaking belongings the equal ancient approach.

Matthew, Gonring, "*putting integrated marketing communication to work today.*" "*Public Relations Quarterly, 39(1994):45;* **Don Schultz**, "*some agencies find dip in IMC pool too cold,*" *Marketing News (April 28, 1997): 9.* In this broadsheet analysis the author desired to mention here tons of obstacles there as instrument of the IMC. Alongside by way of the collective obstacles several obstacles are there for implementation which quoted in a collective works were ordered firms have some absence of catalogue expansion, temporary planning, and mass-media disintegration.

Mitchell Alan, "*A clear message,*" *Marketing (February 17, 1994): 175.* The author establishes that the exposed statement of addition has assistances centering on crucial topics rather than focused exclusively on their personal accepted wisdom. The collaboration permits all and sundry to impression rights in the finishing design and encourages the activities. He also assumed that integration's is systematic philosophy where it is more authoritative instead of distinct philosophy.

Linton, L and Marley, k, (*Integrated Marketing Communication (Oxford: Bulleworth Heinmann, 1995).* Linton and Marley quoted extra noticeable welfares of integration

containing dependable messages, more operative media usage, budget reserves, and functioning proficiency.

Mitchell, Alan, “A clear message” *Marketing* (February 17, 1994): 17S. Mitchell cited that, Jonathan Choat, managing director of Cameron Choat and partners, “PR has an inherent overview. It touches anything that will broadly affect the role of the client or the people he is trying to sell to, **Clarke Caywood** suggested that public relations professionals will supervise the integration since they alone are the “experts in managing communication”. Author pointed this specific matter of management sequencers does not contain slightly thoughtful side by side of message exercise while linked to PRs.

Schultz Don, “*Should students learn IMC? Marketing News (September 25, 1995):10.*” Author visionary was the usage of Integrated Marketing Communication (IMC) in the specialists repossess turn into progressively ordinary, many queries are nearby there for the learning of the afterward era bracket of communiqué specialists. In 1995, **Don E. Schultz** obtained the simplest questions that can IMC is educated at colleges and universities? Supposing IMC should be educated and trained at what extend? Can old-fashioned advertising or PR or mass-communication sequencers merely enhance vitality of IMC deprived of altering fundamental prospectus?

Miller, Delara and Rose, Patricia, *Integrated Communication: a look at reality instead of theory, Public Relation Quarterly, 39(1994):13-17.* Major emphasis of this thesis statement stood by, many educationalists, above all in the PRs restraint, remained existence expended by both promotional and marketing mix.

Case: “*Integrated Marketing: is it PR’s nemesis or salvation?*” **O’Dwyer’s PR Service Report (January 1998).** In this thesis the argument remained, IMC is the greatest obliged through in-built uniformity of viewpoints delivered by presentation and PR while individuals gatherings endure distinctive- organized up till now not cohesive.

V. Clarke, L, “**PR can gain from IMC**” (*Letter to the editor*), *Advertising Age (May 16 1994):36* **Clarke Caywood** associate professor and chair of the integrated marketing communication programs at Northwestern University, in doubt of this anxiety through enlightening the conventionally acknowledged as PR, containing concerns management, financier relationships, catastrophe administration, employee communication and mass-media relationships. Author mentioned that, “What is discouraging about traditional public relations

education has been its failure to recognize the power and budget leverages public relations gains in a strategic alliance with advertising and marketing.”

Consumers are fascinated and trustworthy by the organizations good and service, whenever organizations provide their expected goods and services at exceptional rate and sophisticated worth that must be superior from the competitor within good promotional and advertising process in terms of IMC and its tools also. So it's proven that IMC tools meet the all prerequisite to communicate the consumer with right product in the right place to create the value of organization goods and service through modern consumption marketing relationship strategy.

Chapter: 3

Methodology

3.1 Methodology:

This study demands a constitutional structure from sorting the theme for preparing of the ultimate project report. To carry out the study, the facts and information roots were to be acknowledged and composed; to be categorized, scrutinized, construed and presented in a organized way and emphasis themes were to be found out. Complete in all parts the process of methodology has been given as below:

- For the purpose of learning and the practical tactics, this narrative study based project report has been prepared and central objective viewpoints about this report stands for reaching to measure the effectiveness of IMC tools on consumer goods in the context of ACI Foods Limited.
- Target Respondents: All clients of ACI Foods Limited.
- Sampling Method: Simple Random Sampling.
- Sample Proportions: 30 approachable respondents.
- Data Collection Methods: Data was collected and composed in cooperation with primary and secondary sources.

Primary Source: Primary data approaches beginning with interrogating individuals over questionnaire and easy going discussions with the consumer goods marketing specialists in terms of both promotional and advertising team moreover experts from ACI/ACI Foods Limited. The author's personal reflection, living and conversation with the specialists through various ways like phone calls and e-mails communication are the particular bases of primary data collection.

Secondary Sources: Secondary data arises after diverse circulated bases like examination report, research based studies, brief project reports, Consumer goods related various market valued documentations and different literatures on consumer goods companies internal drafts and annual reports, Articles on numerous print media along with documentaries, efficiency and effectiveness of IMC related publication on reputed journal, Descriptive marketing mix related websites etc.

- ***Operational Definition, Classification, Analysis, Interpretations, Measurements of variable and Presentations of Data:*** some pictorial tools are used in the project report for analyzing the collected data and to classify those to elaborate them in a clear and

understandable manner. The gathered data anatomized and were briefed out and represented as findings. Few recommendations are also made for betterment of the current situation. On the basis of the suggestions of the supervisor, some corrections were made to present the report in form descriptive way.

Chapter-4

Conceptual

Framework

4. Integrated Marketing Communication:

In historical era marketers finalized the art of mass marketing- selling vastly ascertained goods to masses of customers. In this progression they developed actual mass-media communications methods to support their specific approaches. Big organizations now regularly invest millions or even billions of dollars in television, magazines, or the other mass-media advertising, reaching tens of millions of customers with a single advertisement. Numerous key aspects are exchanging the appearance of today's marketing statement.

First customers are moving in this digital wireless age, they are better well-versed and more communications empowered rather than depend on on single marketer provided information, they can use multiple media through the internet and other tools to seek out information on their own. Moreover they can more easily connect with other customers to altercation brand related information or even to create their own marketing communications.

Secondly, marketing tactics are fluctuating and developing as mass markets fragmented, marketers are moving away from mass marketing. They more and more focused on emerging marketing programs planned to form a faster association with consumers in more hardly well-defined micro markets. Today's marketers can assemble comprehensive buyer information, preserve quicker track of user needs and adapt their contributions to board clusters.

Finally comprehensive fluctuations in communications technology are initiating significant modifications in that way so corporations and consumers can interconnect with each other's. The modern digital era formed a congregation of new evidence and communication implements from android cell phones and ipods to satellite and cable television schemes to the numerous aspects of the internet like email, social media, blogging platform, brand web sites and so much more. Communication expertise give enterprises electrifying medium for networking with targeted clients as well as they give consumer more control over the fact how natural the timing of a message so that they can relate and choose to receive and send.

Perhaps no other area of business centric world bring drastic change rather than marketing is changing till now so profoundly as a term of integrated marketing communication (IMC) for generating equally stimulating and terrifying periods for marketing communications. This organization conception is planned to brand all features of marketing communication such *advertising, sales promotion, public relations, and direct marketing* effort composed equally an integrated strength, somewhat allowing both to perform in segregation.

4.1. What IMC define?

Integrated marketing communication (IMC) define as a progression used for handling consumer's relations that purpose is to deliver product worth predominantly from side to side statement or communication attributes . Such attributes occasionally embrace crosshatch practices which generate as well nurture cost-effective relations with clients and other investors by deliberately monitoring or manipulating all messages that have been shown to the clusters and inspiring data-driven, significant discussion using their self. IMC contains a harmonization along with a combination of altogether marketing communication tools, places, also foundations contained by an organization into an unified sequencer so that exploit the influence on end operators at a negligible budget. It ensures that entirely custom of statement and communications are sensibly associated together which combination moves all steady business to business, marketing network, customer intensive, as well as within rapt of communications.

4.2. Integrated Marketing Communication (IMC) Tools; Promotional Mix:

Promotion has been designated as the synchronization of seller initiated hard work to set up networks of facts and encouragement in order to trade goods and services or uphold the idea. While embedded communication arises through the several fundamentals of the marketing mix, most of the firms' communications held with the marketplace proceeds as span of a sensibly prearranged and controlled promotional program. The elementary tools generally used to acquire organizations communication purposes which denoted as the IMC tools or promotional mix.

In a traditional manner the IMC tools has included 4 foundations: *advertising, sales, promotion, publicity or public relation, and personal selling*. However in this context interpretation describe that direct marketing as well as the digital/internet based media meets as major IMC elements in these modern eras' marketers which truly practice to converse with their board audience. All meaningful elements of promotional mix are regarded as an

integrated marketing communication tools that shows a unique starring character in an IMC related topic. It may possibly receipts taking place diversity of customs which has positive effective benefits.

Fig 1-2, Elements of the IMC Tools/promotional Mix:



4.3. IMC Tools:

Advertising:

A well-defined concept of advertising compensated with non-physical form of communication almost for a business, manufactured goods, service, or impression by a recognized promoter. It refers to provide the most influential probable retailing message to the right projections at final possible budget. Kotler and Armstrong (2003), describe an

alternatively “Advertising is any kind of paid form of non-personal presentation and promotion of ideas, goods, and services through mass media such as newspaper, magazines, television, or radio by an identified sponsor”. The non-personal factors means the advertising contains mass-media that can convey a memorandum to enormous clusters of personalities, often at the unchanged period. Since there are numerous arrangements and usages of advertising, it’s challenging to simplification. Yet the ensuing potentials can be distinguished:

- Communal Demonstration: Advertising’s communal landscape discusses a gentle form of acceptability that continuously manufactured goods and moreover recommends identical contributions.
- Extensiveness: Advertising that comes with the badges for a retailer to repeat a conversation lot of times. This as well allows the purchaser toward obtain also associate the messages that comes with countless challengers. It’s all about traders proportions, influence, and accomplishment.
- Intensified Articulacy: In this advertising offer chances used for sensationalizing an enterprise as well as its goods over crafty customized design, sound and shade.
- Impersonality: They are spectators who do not have sensation to necessitate giving devotion or reacting on advertising. Advertising is an organized speech in the presence of audience, instead of an information flow by means of an audience.
- Advertising also do castoff to construct up an extended span of appearance for manufactured goods or elicit speedy transactions. Advertising can professionally influence geologically discrete purchaser. Thus marketers occasionally progress ad for firms that aid both marketplaces to categorize the most common forms of advertising for consumer market and business professional market.

Cataloging of advertising:



Fig: 1-4

Advertising to Consumer Markets:

National Advertising:

Advertising is prepared by bulky corporations on a coast-to-coast basis or in most areas of the country. Most of the ads for well-known companies and brands that are perceived leading time on TV or in other major national or regional broadcastings are patterns of national advertising.

Retail/Local Marketing:

Advertising prepared by sellers/native traders that buoy up consumers to purchase from a particular merchant point, local service, or utilize a particular formation. Retail or local advertising be likely to highlight a particular drives such as price, hours of setups, service, environment, appearance or merchandise assortments.

Prime vs. Selective Demand Advertising:

This advertising stands to motivate the demand for the common manufactured goods, all-inclusive business. Selective- demand advertising emphasizes proceeding constructing demand aimed at a particular corporation's brands. Maximum advertising for goods and services is apprehensive through exciting selective demand and give emphasis to motives for obtaining the unique brand.

Advertising to Business and Professional Markets:

Business to business advertising:

These kinds of advertising focus every single personality who buy or encourage purchasing of firms goods or services for their companies. Firm's goods and products that can be a physical fragment of another product like raw material or module fragments are used in manufacturing other belongings or are used to support an enterprise to conduct its commercial.

Professional Advertising:

Advertising mainly performed for professionals such as doctors, lawyers, dentists, engineers, or professors to encourage them to use organization goods in their own business setups.

Trade Advertising:

Advertising targeted to marking channel members such as wholesalers distributors, and retailers. Its main focus point is to encourage channel members to stock, promote and resell the manufactures brand product to their customers.

Direct Marketing:

In this profligate –developing division's direct marketing is which connections where organizations connect directly using marked clients to create a reaction or a transaction. However, direct marketing is not consider apparently the main component of promotional mix, it has become such a vital portion of the IMC substance many groups and often involves distinct purposes, financial plan and schemes, for interpretation this concept is essential module of the promotional/marketing mix.

DM remains considerably other than through mail in edict to provide directories. The aforementioned contains with diversity accomplishments mainly containing database management; direct selling, telemarketing, and direct reaction advertisements via direct mail, the internet, and numerous transmission and print media. One of the main implements of direct marketing is direct reaction advertising, where goods are manufacture. Conventionally, direct mail is the primary mediocre for direct reaction advertising even though television and magazines come to be progressively central mass media. There are many procedures of direct marketing – direct mail, telemarketing, internet marketing share four distinctive characteristics. Direct marketing is:

1. Privatized: Memorandum focus usually mentioned to specific individual.
2. Personalized: Memorandum basically organized to appeal for addressing individuals.
3. Brand new: Memorandum that can be arranged exact rapidly.
4. Communicating: Memorandum that transformed liable taking place for individual's reaction.

Internet/Digital Marketing:

World is coming into contact with the most vigorous and groundbreaking fluctuations of any period in the olden times of marketing practice as well as advertising and promotional. These fluctuations remain to carries determined via enlargements in expertise and enlargements that obligate directed on the road to vivid progress of communication over and done with internet/online/cooperative media, predominantly the internet. It is becoming a hot topic in every commercial area and progressively show business a truly important role in any concern's multi-channel marketing scheme and uses the connectivity of internet conveying the promotional marketing messages to users. It includes different positions to fulfill like:



And the tools that major promotional activities elements of all this form of internet marketing directly rely on those are:

- ✓ Display advertising
- ✓ Web banner advertising
- ✓ Frame/Traditional banner advertising
- ✓ Pop-up and pop-down advertising
- ✓ Floating advertising
- ✓ Expanding advertising
- ✓ Interstitial/ interruption advertising
- ✓ Text advertising
- ✓ Search engine Marketing (SEM)
- ✓ Search engine optimization (SEO)
- ✓ Sponsorship advertising

Sales Promotions:

The net movable in the promotional mix or IMC tools is sales promotion, which is commonly distinct as those marketing actions that responsible for additional importance or enticements to the sales strength, the distribution or the final customer and can inspire speedy sales. Sales promotion is usually fragmented into 2 major sets: consumer oriented and tread-oriented actions.

Consumer oriented sales promotions exists with associating the final users of goods/facility which contains couponing, test group, bonuses, refunds, tournaments, lotteries and several fact that influence buying and accordingly can inspire undersized span deals.

Trade oriented sales promotion remains directed to marketing mediators like agents, distributors as well as vendors. Publicity moreover retailing allowance, value agreements, auctions play-offs, line of work demonstrations is the numerous promotional tools which is used to encourage the line of work and endorse firm's product.

Sales promotion tools-

- ✓ Coupons
- ✓ Contest
- ✓ Premiums

Rest of 3 typical benefits:

- Communication: They increase responsiveness and which lead the consumer for having the goods.
- Incentives: They integrate specific concern, incentive/involvement that contributes worth the final users.
- Invitation: They consist of a divergent incitement to involve in the operation.

Enterprises usage sales promotions gears that work for appealing a tougher moreover faster consumer reaction. Sales promotion also used as shot ride possessions to exaggerate product proposals and speedy bending sales.

Publicity/Public Relations:

The significant factor of firm's promotional/marketing mix/ IMC tools is publicity or PR (Public Relation). Its mentions to formal and informal communication concerning for association, goods, services, or else ideas that not involve direct compensated for or under recognized sponsorship. It is generally originates with the usage of a story, editorial, or declaration, about an organizations or its product and services. Like advertising, publicity involves non-personal communication to mass spectators, but unlike advertising, publicity is not straight funded for the company.

Demand of public relation/publicity is established on 3 variable potentials:

- High credibility: Update sections moreover structures which are more dependable as well as reliable to those people who reads than watch ads.
- Ability to catch buyers of guard: PR/Publicity can spread scenarios that choose to escape sales-person and advertisement.
- Dramatization: PRs has the prospective meant for sensationalizing the firm/product.

Markets incline in for practicing public relation, well believed on view program co-ordinate by means of promotional mix/IMC tools that tremendously operative.

Personal Selling:

Ultimate component of an organization's promotional mix/IMC tools is personal selling; a practice of individuals to individual's communiqué in a way that a retailer tries toward supports/encourage prospective buyers for purchasing the industrial goods and service that can act on idea. Personal selling indulges straight interaction among purchaser and retailer having face to face or through some practice of telecommunication such as mobile marketing. This kind of informative collaboration helps marketers to have flexible communication the retailer can realize or perceive the potentiality of buyer's response so can revise the communication consequently. Personal selling is the most real instrument at well along point of the purchasing practice mainly in constructing up purchaser liking, principle and accomplishment. Personal selling has 3 dominant potentials:

- Personal Confrontation: it contains an instant and collaborative connection between two/more individuals. Every single revelry is capable to detect the others responses.
- Cultivation: personal selling mostly authorizes totally gentle form of connection that spiral, alternating starting a substance or else concept of retailing connection for profound companionship.
- Response: often personal selling creates a purchaser impression under some requirement for having some important sales talk.

4.4. Welfares of IMC:

Integrated Marketing Communication (IMC) involves tons of determination it brings many welfares. It can generate reasonable benefits, increase transactions and revenues, while currency protection, phase and pressure.

- IMC squashing communication all over the place the consumers and helps those to transfer through the numerous step of the purchasing process.
- The business altogether combines its appearance to develop a conversation for a fully grown connection with consumers.
- The relationship/connection marketing accordance a connection of loyalty with consumers which can defend them from the unavoidable offensive of challenges.
- IMC also increase revenues through improved effectiveness at the most plain level a cohesive memorandum that has more impact than a disjointed uncountable of message. In this hectic sphere reliable, united and clear message has best opportunity of having though cutting the five hundred profit-making messages that hits consumers on the daily basis.

Finally IMC protects currency as it reduces repetition in extents such as graphics and filmmaking since they can be united and recycled in saying that, publicizing, exhibition and sales writings. Organization subscriptions are merely reduced by consuming a particular organization for all communication. Though some numerous assistances, interval are protected once conferences that take along with the institution composed for seminars, innovative assemblies, calculated or tactical forecasting. Decrease capability and consequent hassles is one of the most efficient benefits or welfares of IMC.

4.5. Obstacles to IMC:

Numerous beneficial acts, Integrated Marketing Communication or IMC have many obstacles. The usual confrontation to alteration and distinct complications of communication with an extensive selection of spectators, there are many others obstacles which makes restriction to the IMC. Which refers the efficient silos; silent creativity, interval balance clashes and also lack of managerial information which know how.

- It shouldn't substance that whose artistic knowledge it is, but over and over again, it does. An organization which provides advertisement assessment probably not going to be so passionate about emerging a creative idea that created accordingly PR or a direct marketing professional.
- IMC often limits inventiveness. Most likely harsh and weird sales promotions except them are appropriate for whole promotion message scheme.

- Add not the same time measures into innovative brief will make time prospects which arrange one better for IMC. For example, appearance form of advertising is to cultivate the brand above the extended span, possibly will conflict with diminutive span advertising. However the two intents can provide somewhere to stay within IMC which sensibly deliberate.

For now accepting the obstacles first step is to effectively executing the IMC within the comparative industries.

Chapter-5

Overview of

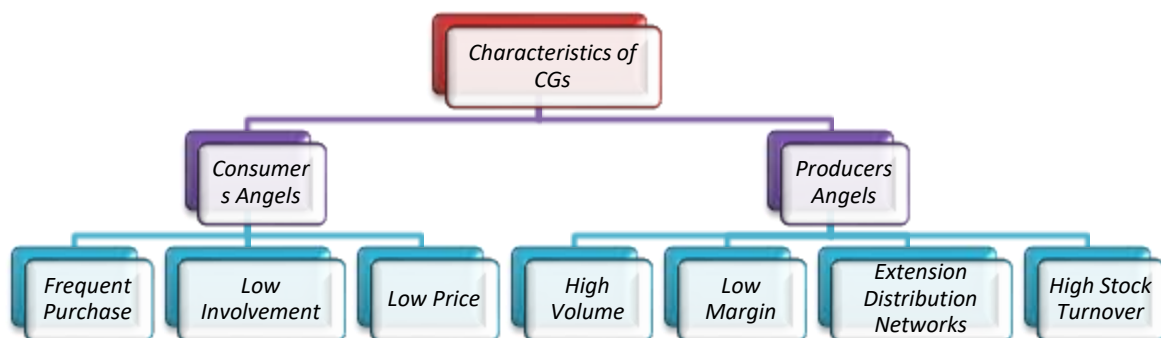
Consumer Goods

Industry

5.1. What are Consumer Goods?

Consumer goods mention towards the finishing goods and services which are used up everyday usage and not used in manufacture procedure of additional goods and services. Ingesting of these goods and services is well-defined as per the private consumption or domiciliary ingestion. On the other and these are the products that are retailed speedily and at moderately minor budget. For example CGs is bundled foods, beverage, toiletries, over the counter drugs similar consumables. Usually CGs has the tiny layer existence. Some are extremely delicate such as fruits, meats, vegetables, dairy products and baked goods. Other product like toiletries, packaged food, soft drinks, household goods have extraordinary revenue proportions. Profits margin form CGs remains moderately insignificant because these goods are commonly retailed in huge amounts to create substantial collective incomes.

Characteristics of Consumer Goods;



Consumer goods business is one of the firmest developing fragments of the current marketplace. The people of Bangladesh were 167.64 million in the close year of 2019. This amount of residents of the country creates the consumer goods business very potential. With the significant progression of GDP in the private ingesting progression has also enlarged over the year. GDP progression rate was 8.15% associated to 7.86% in FY 2017-18 whereas private ingesting growth rate in FY 2018-2019 was 11.3% to 10.2% in 2017-2018.

5.2. Consumption Nature in Bangladesh:

Private consumption which is recognized such as domestic consumption is sponsorship of the stable progression of the economy of Bangladesh. In FY 2017-2018, private consumption was 68.6% of GDP likened to 70.2% 2016-2017. The private consumption movement is transferring since FY 2010-2011 where it was 74.3% of GDP. GDP at current market price was roughly 20,567 in 2017-2018 whereas ingesting at present-day prices was BDT 13,213 billion in the similar dated.

5.3. Factors Rushing the Progression of Consumer Goods Division of Bangladesh:

Metropolitan Residents of the Country:

For the distended metropolitan resident of a country devises inspired realistic progression for the food and consumer goods and has affected comfortable essentials used for correlated goods. The development of metropolitan residents of our country is significant for the forthcoming years. According to Bangladesh bureau of statistics (BBS), the metropolitan residents of the country will be 85.95 million within 2030 and will be 111.88 million within 2040.

Middle Class Income Category:

As metropolitan residents, middle class people have donated also expected to donate in the progression of speedy growing customer goods business. According to Boston Consulting

Group, 2 million Bangladeshi remain assembly overgrown of middle as well as wealthy class (MWC) in a year. Presently the amount of MWC is around 12 million which is expected to be 34 million by the year 2025. Rendering to Bangladesh development studies (BIDS), 20% of the entire residents in Bangladesh are going for middle class income group which is associated with 24.1% in India. Scholars rely on 25% of total evolving residents will be appropriate to the middle class income group within 2025 and 33% will be go within 2030 in Bangladesh.

Labor Force and Participation Percentage:

Hence the labor force, which is also recognized by work force, is the population of able-bodied, keen people who are presently working or searching for work. Labor force is mainly portrayal of the labor group of a definite well growing country. Students, housewives, and individuals who are exceeding the age of 64 are not considering the actual labor force. Contribution frequency which refers to the overall number of individuals who are currently in a job or in search of job in Bangladesh ,the labor force are growing day by day and this huge functioning residents is main component to the progression of consumer goods business within the forthcoming year.

Rural consumption:

Consumption in countryside/rural zones is measured as the unique major components of the progression which refer ultimate consumer productiveness. Rendering to BBS, rural consumption spending was 103% of total earnings in 2017 where urban consumption was 86% of the total consumption. In last 15 years, consumption spending for rural zones increased meaningfully and extended at 103% from 81%. This rural marketplace segment has enormous vision appealing whole consumer goods businesses progression.

Availability of Raw Materials and Low Labor Cost:

The demographical circumstances of Bangladesh is appropriate intended for the manufacture of livestock, milk, rice, wheat, maize, sugarcane, fruits, and vegetables which creates an enormous rare substantial base for many consumer goods firms. Besides, trade in necessary raw materials is very budget competent for the ecological position of Bangladesh. In addition the readiness of raw materials as well as low labor cost in Bangladesh is additional

component using in progression of CGs industry in our country. Low labor cost maintenances low cost of manufactures which makes Bangladesh an auspicious venture last stop for CGs business.

5.4. Major Classification of Consumer Goods Industry in Bangladesh:

In the context Bangladesh, the consumer business can classified in 3 major classifications- Foods, and Beverage, Personal Care and Household Care. Food & beverage business include all food items such as milk, soft drink, tea, dairy product, spices, biscuits or bakery items, frozen food, ice-cream, coffee, baby foods, soft drinks, tobacco and others.

Personal care business contains those items which are used for personal care like soap, perfume, cosmetics, toiletries as well as other relatable essentials.

Household goods consist of the products which are worthwhile to keep the household like cleaning and decorating. It comprises room secants or spray, sanitizer, detergent powder, liquid soap, shampoos, toilet cleaner etc



5.5. Overall of Consumer Goods Companies operation in Bangladesh:





Before 1979



1980 to 1999

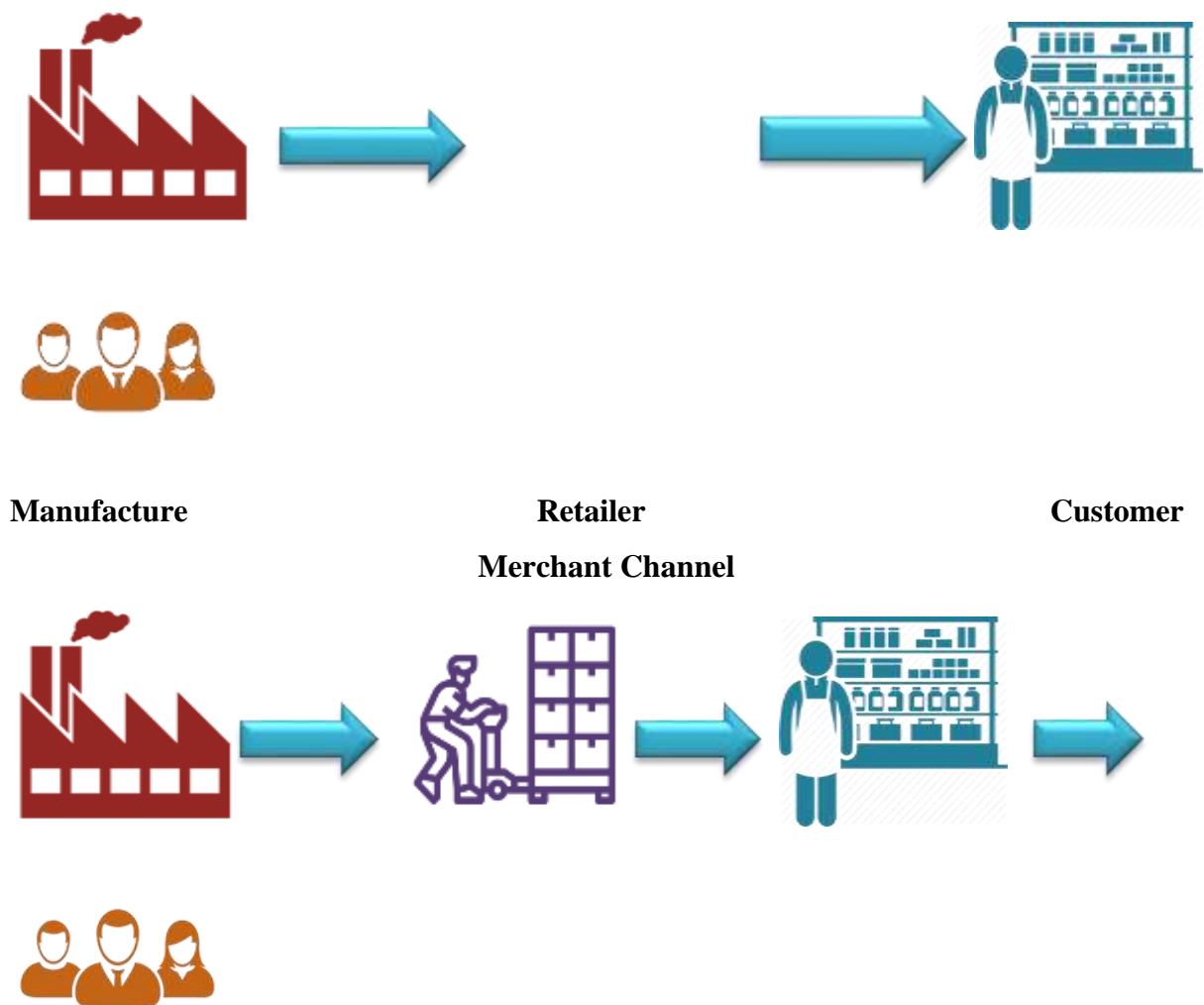


2000 to 2017



5.6. Supply Chain Management of Consumer Goods:

In Bangladesh, maximum consumer goods are circulated by wholesaler channel and merchant channel. Goods similar to household care business distributed through wholesaler channel. In merchant channel food and beverage industry circulated via mediator channel or broker who supports to allocate essentials to the wholesalers and merchants. Essentials/goods for example plastic goods, refrigerator, footwear, paints, cement and tiles products also distributed in a same kind of procedure.



**Manufacture
Customer**

Wholesaler

Retailer

Wholesaler Channel

5.7. Potentiality of Consumer Good Industry:

In broad area our business extensive examination well-thought-out global developments crosswise the demand horizontal such as the increase of the worth concerned with customer. On the other hand supply horizontal progressively impulsive input expenditures and the outward situation educating the line of work trade barriers while not comprehensive this slopes comprises the major services possible to have emotional impact the consumer goods business as whole. One this antagonistic personalized for a specific firm would comprise specific local or segment inclinations, such as food-industry guidelines to avoid heaviness. After enormous prospective brief examination, conversation and exploration some phases has been place in order that sized the market stream according to its probable impact on consumer goods businesses. Though this sifting procedure, we recognized five potentiality that are extremely probable and possible to have huge influence on business revenues.

- Billion fresh middle-class consumers in emerging markets
- Rise of the digital consumer
- Shift to value
- Impact of demographic shifts(includes aging on ingestion configurations)
- Increasingly violated input costs, driven by natural resource shortages and the emergence of fewer, bigger supplies.

According to above mentioning consideration not clearly says that other potentiality doesn't substance in the span onward. For example, emerald consumption may possibly conglomerate by means of directive to apt consumer goods businesses for decreasing their effect going on the leftover creek using impressively decreasing, wrapping, however hip modeling scheme, firms essential detail created way to rampant and enumerate probable for their in the offing influence on earnings.

Billion Fresh Consumers in Emerging Markets:

In this era an inscription is leaning point in vital extended term commercial balancing. In the approaching years progression of developing marketplaces resolve for continuing to overtake that established world using a widespread boundary. Despite the fact developing countries in Asia- most outstandingly China, India as well as Indonesia at present had a noteworthy fluctuating in Bangladesh GDP percentage throughout the past era. As results the worldwide middle class will be increased intensely by 2030 in attendance to estimate more than 1 billion new consumers will spend \$10 to \$100 per day. Approximately everyone come to an understanding on the significance consumer goods nevertheless accepting the new consumers and gathering their desires can be no modest substance for consumer goods salespersons. Individuals are getting the correct standpoint to receive remarkable reasonable improvement. Accomplishment aspects embrace the assortments groups as well as marketplaces in the direction of confirm that firm forms prominent station in all places it show commercial as well as dividing the billion fresh consumers and modernizing to encounter their needs.

The Rise of the Digital Consumer:

While tools have engaged in recreation a vital part in the consumer goods business's progression, it will be actually troublesome in the upcoming era. Assuming out exactly how to gain in these new digital world consumer goods firms encounter certain foremost tactical enquiries containing exactly how to construct an effective commercial through online promoting channel, in what manner to construct brands and classifications now a socially interacted world as well as to exploit expertise focused prospects toward appreciate consumer more profoundly in addition to associate using them supplementary often. Nearby it may be have a chance for retailing straight towards consumers. Manufactures popular the further consumer encrustation in firms obligate magnificently moved customers to e-commerce, sanctioning to conduct operation and even convert goods taking place patented places. Consumer goods enterprises requisite to create a deliberate choice on whether and how to monitor ensemble. Original mass media involves new competences, containing arduous presentation pursuing, broad digital marketing analytics and flexible salesperson supervision. Wining consumer goods organizations will be those that capitalize in these abilities to hold onto harmony with digital customer.

The Shifts to value:

The worldwide economic disaster obsessed with consumers to worth aids as well as it's a probable leaning which is possible to stick. Latest exploration recommends that 70% of world users remain considering for ways to protect money .15% are dealing down to inexpensive products for the duration of collapses as well as nearly partial of consumer about their understanding using inexpensive products containing secretive brands, takes go above consumers beliefs. Having change in importance takes most important association for the consumer goods business's revenue procedure. Not least, it could wear away the rating control over brands. Indeed the researcher proposes that reserved brand sellers are raising the value development to become thoughtful force crosswise consumer goods groups. The moving value will create measure an even better reasonable help than before. The prominent Consumer goods firms have already connected their global balance to decrease expenses, assertive exertion toward low-slung budget insides in addition to spend permanent expenditures above a boundary corporate.

The Impact of Demographic Shifts on Consumer Patterns:

Whereas customer marketplaces focus on importance that move inescapably in a direction of the emerging sphere terminated in the approaching era, there will be also have an intense demographic fluctuations crosswise entirely marketplaces. In specific, the global population stands mature rapidly. CGs businesses will essential to discover new ways to encounter the desires of mature customers. Furthermore regardless of the universal elderly development, compartments of fresher buyers remain rising now in the main marketplace. Overall the world salesperson forecasts that less than 50% populations will raise 23% reaching about 800 million by 2030. These micro demographic changes construct supplementary assessment for CGs businesses to detention progression.

Increasing Supply Chain Volatility:

We have measured 4 claim side leanings, just as troublesome; on the other hand, will be from the resource side progressively instabilities involvement expenses, focused via the appearance of better, a smaller amount of providers and regular source of absence. For the utmost up-and-coming CGs firms globalized exchange has signified a massive prospect to enlarge into innovative markets and associate supply and manufacture. Yet globalization united with gaining in-depth knowledge, has also elicited a severe growth in the global explosive nature of article of trade effort costs. International quantity restraints that ensured

to create so much worth in the past that could be wide-open to greater explosiveness in the future. In approaching eras CGs firms in the case both demand and supply margin will meet as basic moves from that are expected troublesome than any other that seen in the topical times gone by.

Chapter: 6

Organizational

Overview



6.1. Company Profile:

Imperial Chemical Industries (ICI) Bangladesh manufactures Limited is a subsidiary of renowned multinational pharmaceutical ICI Plc., established in Dhaka 1973 and was a listed public limited company under Dhaka stock exchange on 1976. In 1992, ICI Plc. divested its shareholding through the local management takeover and the

company name change was change to Advance Chemical Industries (ACI) limited. ACI aims to follow the international standards on quality management system to ensure the frequency in maintaining the quality of vast range product and services to attain the ultimate customer satisfaction and feedback. The organization also meets the all necessary national regulatory requirements that relates to run all its current business operation and confirms that company properly maintain the current Good Manufacturing Practices (cGMP) recommended by the World Health Organization. This all possible for ACI limited because of the aim to achieve business excellence through quality management by understanding, accepting, meeting and exceeding customer expectations (ACI limited, 2016).

6.2. History:

In 1926, imperial chemical industries (ICI) was incorporated in the United Kingdom as four companies namely Novel Industries Limited, British Dyestarts Corporation, Brunner Mond and Company Limited and it merged with United Alkali Company. Since then ICI Plc. has been operating worldwide as multinational company. In the year of formation, ICI Started operation in the Indian subcontinent in the name of ICI (India) limited. After separation of India and Pakistan in 1947, the Karachi office of ICI (India) renamed by ICI (Pakistan) limited.

After the independence of Bangladesh, the company has been incorporated in Bangladesh on January 24, 1973 as ICI Bangladesh manufacturers limited and also as Public Limited Company. The company also got listed with the Dhaka Stock Exchange on December 28, 1976 and its first trading shares took place on March 9, 1994. Subsequently the business registered under the name of Advanced Chemical Industries (ACI) limited on October 22, 1995 as the listed company with Chittagong Stock Exchange (2016).

ACI Limited with a multinational heritage today is one of the prominent and biggest multinationals in Bangladesh. The company is differentiated into four concentration business groups and they are Pharmaceuticals, Consumer Goods Brand, Logistic (Swapno) and Agribusiness (ACI Limited 2016).

In addition, ACI limited is the principal company in Bangladesh who accomplished both ISSO9001 Certification of Quality Management System in 1995 and ISIO14001 certification for Environment Management System in 2000. With the belief of business excellence, ACI maintain a congenial and supportive relationship with the health care community of Bangladesh, with the belief of business excellence can only be achieved through pursuit of quality by understanding, accepting, meeting and exceeding customer expectations. ACI has competent team of professionals; therefore the company is being operated with a progressive attitude to provide effective solutions to satisfy the customers' needs and desires, through its quality products and services (ACI Limited, 2016).

6.3. ACI Foods Limited:

A consumer goods brand contains wide range of commodity products that requires a person's day to day life. ACI Limited consists of market leading brands like ACI Aerosol, ACI Mosquito Coil, Savlon, Freedom, Cleanit, Smart and many more. These products are tenacious performers in keeping one's households clean and live a healthy germ-free life.

Besides these products ACI limited ensured leading consumer food product which is a separate consumer goods brand moreover subsidiaries name as ACI Foods Limited and they follow the International Standards on Quality Management to ensure the consistent quality products to achieve the customer satisfaction.

The necessity of pure foods in consumer mind especially in the commodity foods business ACI just pushed the market to fill up the market and consumer demands by producing and distributing good quality food products. ACI Foods Limited is engaged in manufacturing, marketing and distribution foods product and condiment under the brand names PURE and FUN. The portfolio of these two brands covers mainly basic spices, mixed spices, cereals, edible oils, snacks and some confectionary items. They are:

“PURE” products:



- PURE Basic Spice.
 - PURE Ata
 - PURE Maida
 - PURE Suji
 - PURE Mixed Spice.
 - PURE Thai Noodles.
 - PURE Aromatic Rice.
 - PURE High Portion Mixed Dal.
 - PURE Gold Coffee.
- PURE Toast.
 - PURE Puffed Rice.

- PURE Mustered Oil.
- PURE Lachcha Semai.
- PURE Halim Mix
- PURE Garam Masala
- PURE Biriani Masala
- PURE Kheer Mix
- PURE Peajo Mix
- PURE Borhani Mix
- PURE Beson
- PURE Mango Pickles
- PURE Olive Pickles
- PURE Mixed Fruit Pickles



“FUN” Products:

- Xtra FUN Plain Cake.
- Xtra FUN Extruder Chips.
- Xtra FUN Cake.
- Xtra FUN Potato Crackers.
- FUN Chanacur
- FUN Candy
- FUN Mango Drinks
- FUN Chutney
- FUN Fried Snack
- FUN Fried Peas
- FUN Fried Dal
- FUN Mango Bar
- FUN Peanuts with Spices

ACI Foods Limited mainly focus on improving the food quality and the habit of regular consumption of consumer through providing more ready to cook foods and ready eat as well. ACI foods Limited exports PURE and FUN brand products to Australia, UAE, Kuwait, Saudi Arab, Bahrain, Qatar, and many more countries which are going add very soon according to their recent online portal update.

6.4. Mission and Vision:

ACI limited/ACI Foods Limited focuses on delivering uncompromised quality products and services in all possible areas of consumers' needs and desires with the aim of providing additional value to shareholders investments and offer highest possible benefits to its entire consumer.

Mission:

ACI's mission is to enrich the quality of life of people through responsible application of knowledge, skills and technology. ACI is committed to the pursuit of excellence through world-class products, innovative processes and empowered employees to provide the highest level of satisfaction to its customers. (ACI Limited).

Vision:

To achieve the mission, ACI limited will.

- Endeavor to attain a position of leadership in each category of its business
- Attain a high level of productivity in all its operations through effective and efficient use of resources, adoption of appropriate technology and alignment with our core competences.
- Develop its employees by encouraging empowerment and rewarding innovation.
- Promote an environment for learning and personal growth of its employees.
- Provide products and services of high and consistent quality, ensuring value for money to its customers.
- Encourage and assists in the qualitative improvement of the services of its suppliers and distributors.
- Establish harmonious relationship with the community and promote greater environmental responsibility within its sphere of influence.

6.5. Values of ACI limited/ACI Foods Limited:

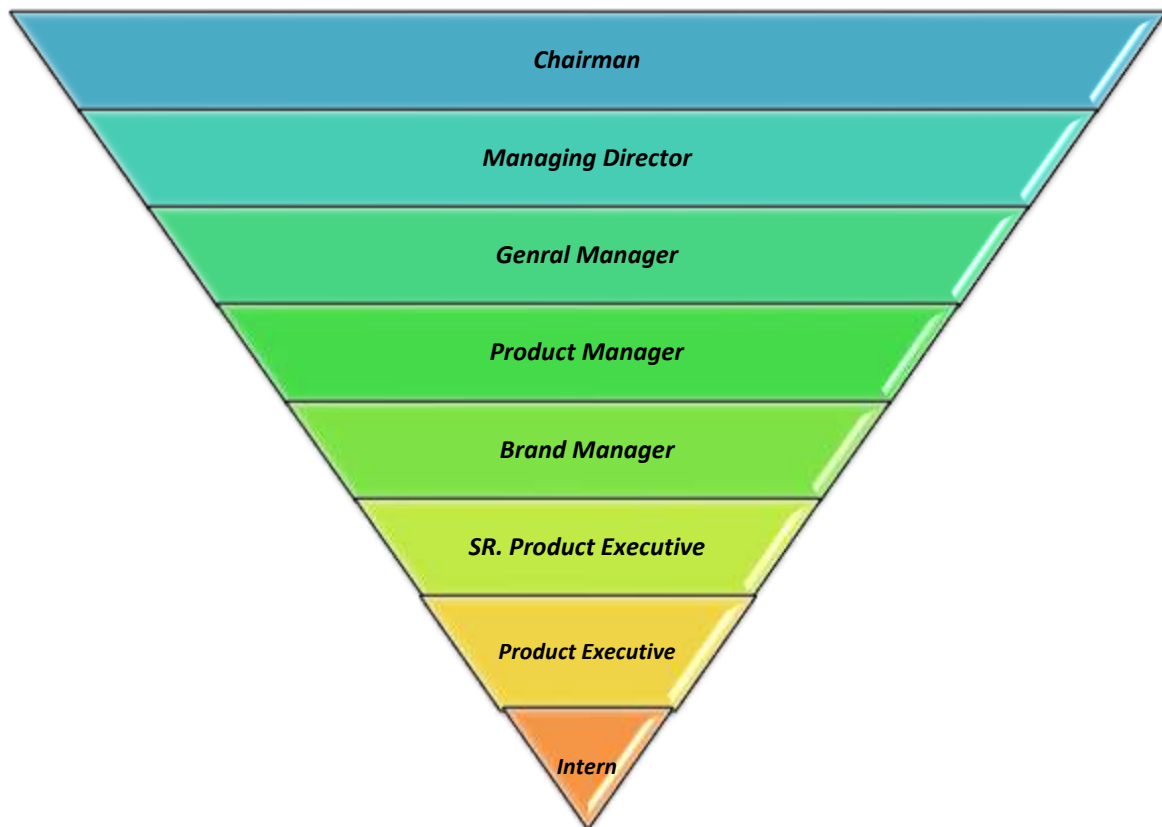
ACI Limited maintains the following values for own-self and consumers.

- Quality;
- Customer Focus;
- Fairness;
- Transparency;
- Continuous Improvement and
- Innovation.

6.6. Fundamental Department of ACI Ltd:

- Administration Department
- Commercial Department
- MIS Department
- Finance Department
- Training Department
- HR Department

6.7. ACI Food: Organogram of ACI Foods:



6.8. IMC- Tools Used by ACI Foods Limited:

Advertising:

For the potential perspective of making the valuable strong appearance of brand, ACI Foods limited having diverse host for advertising.

- Foremost Bangladeshi daily newspapers like The Daily Star, The Prothom Alo, The Daily Kalerkontho and The Daily Shamakal etc. are the main medium of ACI Foods ltd. advertising their goods on the day-to-day source of advertising.
- Foremost Weeklies and Monthly magazines are also used for perfect promotional advertisement.

- Project Board, Bill Board, Fence Board, Bus Branding, Wall Paint Branding is also great source of advertisement method for getting the consumer attention for purchasing the goods or ACI food products.





Personal Selling and Direct Marketing:

Generally ACI Foods ltd. performs the actual job of personal selling/direct marketing. The dealers directly contacts with customers and personally informs the product quality to approach for buying the goods. The retailers collect the goods from the warehouses the distributor distributes to seller for performing the direct selling. For the sake of personal selling sellers attract both existing and new clients for approaching the good by via transitions from companies to seller points in the local market as well as international market and for consumer product selling every seller used their own personal techniques.

Internet/Digital Marketing:

ACI Foods ltd. also used the internet or digital marketing as tools in huge potential way to perform the integrated marketing communication (IMC). For that presently they are using Facebook, YouTube, Instagram for marketing the goods. They have Facebook page for their PURE and FUN brands. They doing different Facebook event in page. They have marks their presence in social media long ago, and continuously trying to improve the presence more in social media. In the below there have been given where it has shown that ACI Foods have their presence in online.




ACI PURE FOODS

- 300,000+ Page Likes
- 200,000+ Page Reach



PURE Presence in Digital

Digital Presence- Recipe videos on Facebook and YouTube  

- To utilized Ramadan we made 10 short recipe videos by using our products
- This would allow us to create proper brand associations
- Already posted videos on social media getting good response



Digital Presence- Recipe videos on Facebook and YouTube



Digital Presence- Every Day Ramadan Posts



Sales Promotions:

Sales promotion is vital appealing customer. It refers to ambition or else attraction to the natural surroundings which straight otherwise by the use of intermediaries. Sales promotion is significant for growth the transactions plus to provide inducements arbitrators towards create them satisfied. ACI Foods product the PURE and FUN is generous sellers and suppliers numerous types of sales promotions like gorgeous commissions, cash enticements.

Publicity or Public Relation:

The most important physical characteristics of public relation are extraordinary trustworthiness, tainted protector and adaptation. People agree to take the PR movements as news, not as paid production. That's the reason they reliance to the PR messages ACI Foods product utilizing this tool as integrated marketing communication (IMC) to avoid the basic problems that PR movements are conduct with the short side by side control on what, where and when is said. ACI Foods increase speed the brand worth in the extremely economical marketplace.



Chapter-7

Findings and Analysis

7.1. Analysis of the Survey Questionnaire:

The collective survey data was composed with help of 30 respondents accordingly the questionnaire which added in the appendix part distributed to the respondents. Underneath here is the demonstration the analysis of the prospective findings assembled over and done with survey questionnaire using a support of tables also figure.

For instance the mission stands for measuring the effectiveness of the IMC for the Consumer Goods a brief study on ACI Foods ltd. that's why I took the IMC related question to prepare the questionnaire so can make a clear analysis.

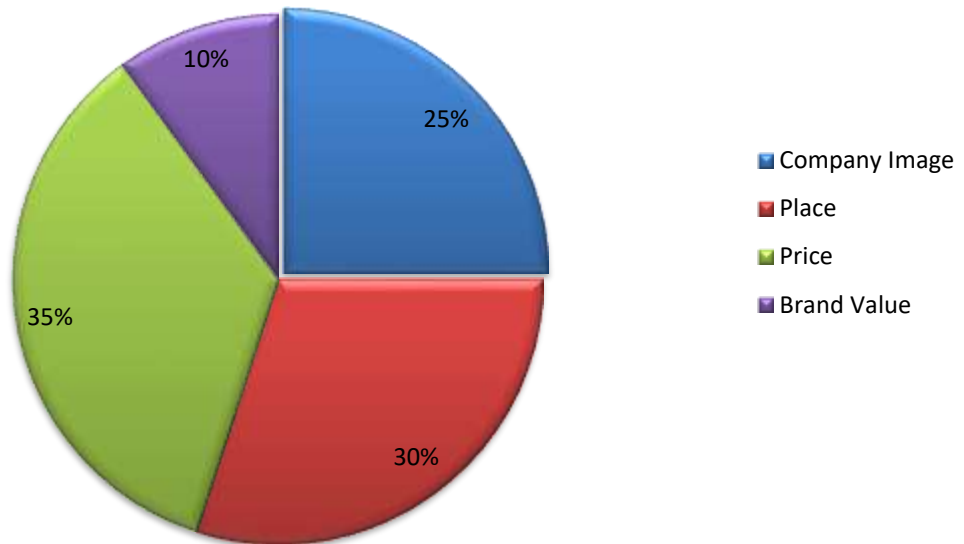
Analysis-1:

Which are the succeeding dynamics you habitually consider before purchasing “Consumer Goods”? Question-5

In this question of questionnaire was asked to know the factors that are consider by the consumer for buying the consumer goods.

The result given in the pie chart that shows 25% of concern individuals said company image is their concerning features. 30% said location, 35% said price, 10% brand value as allowing for aspect.

Considering Factors

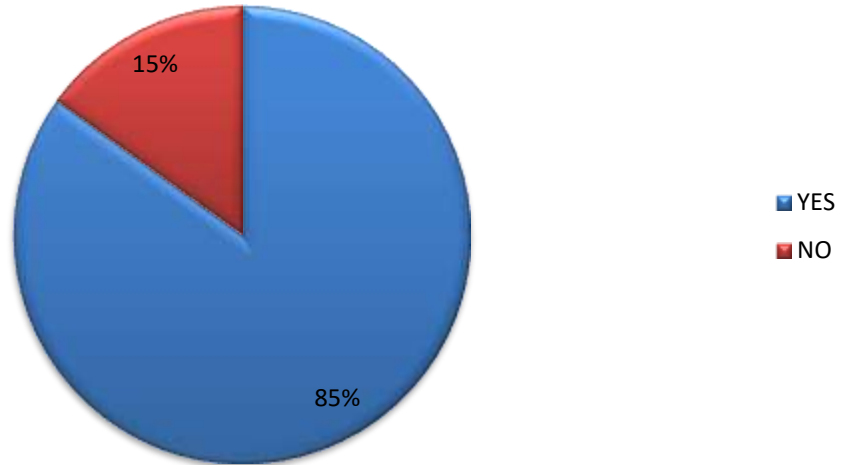


Analysis-2:

In the question 6 have any one heard about PURE and FUN brand from ACI Foods has been asked.

The result is quite like 85% respondents said yes and rest of 15% said no about knowledge of ACI Foods ltd.

Knowledge about ACI Foods ltd.

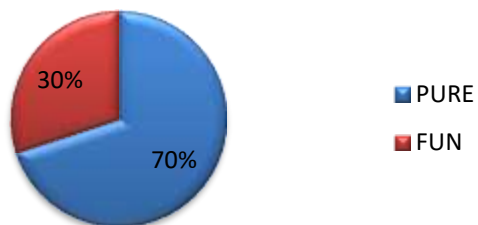


Analysis-3

From both brands of ACI Foods ltd. which brand consumer are going chose in the question 7 has been asked.

The result is in figure that 70% respondents said PURE is their preferable brand and rest 30% said FUN

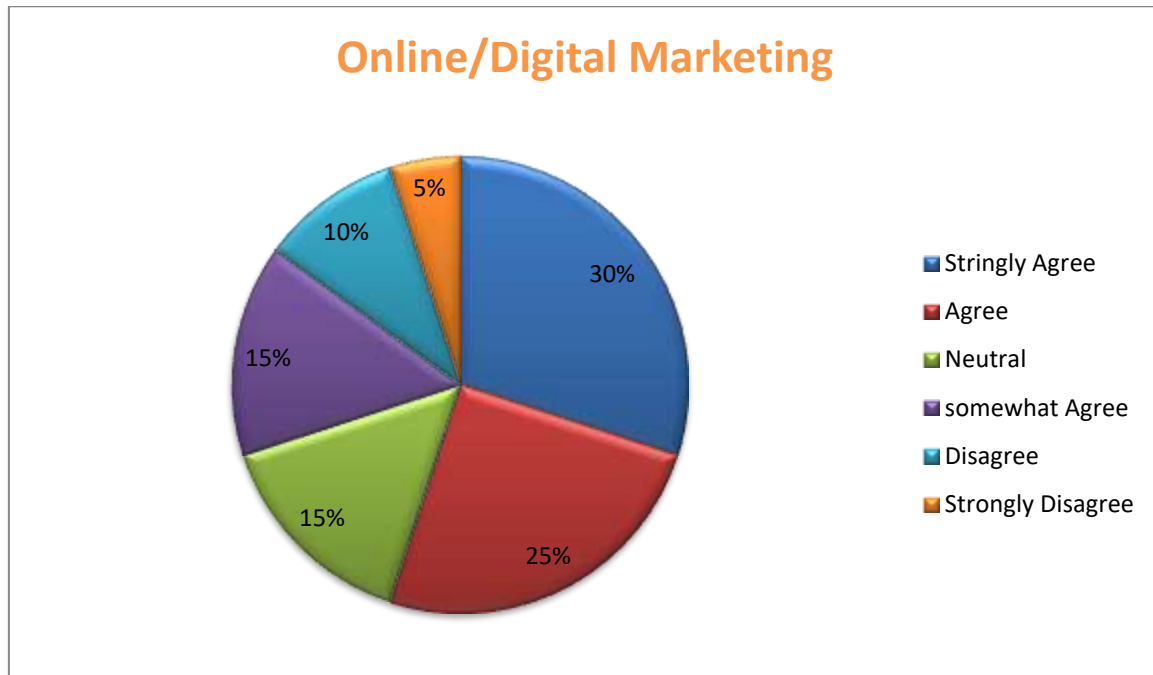
Preferd Brand



Analysis-4:

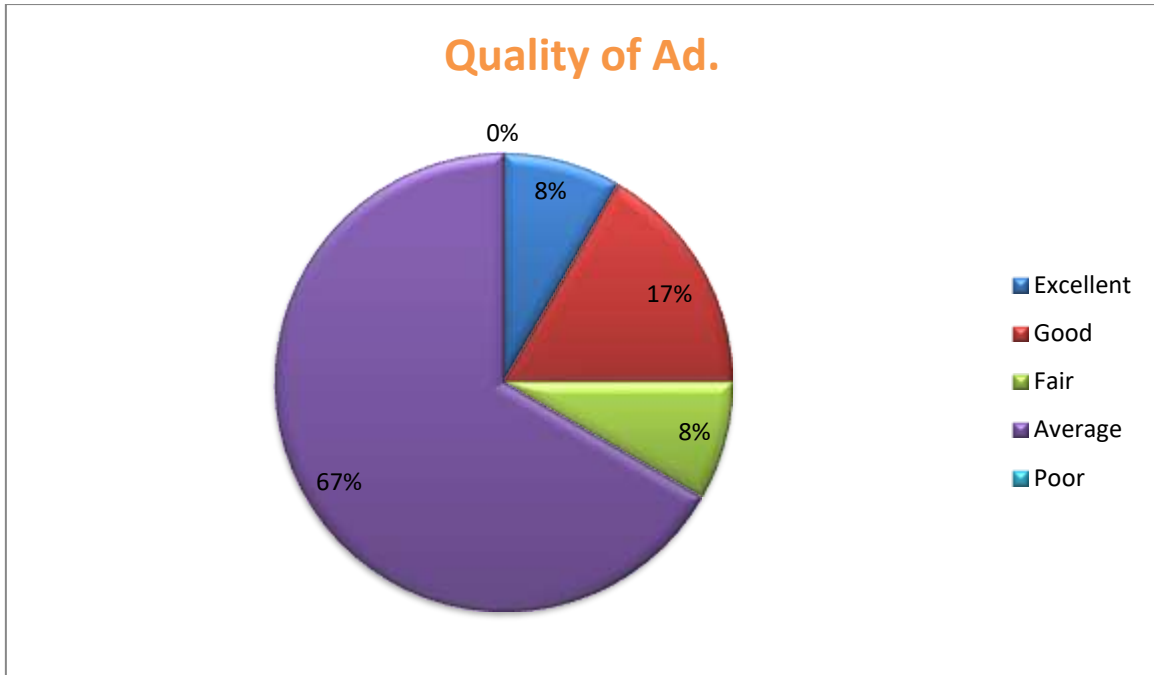
The question no. 8 about the online/ digital marketing that “Are the both brands provide attractive advertisement through TVC, AVC, ACI Foods ltd official FB page and YouTube”

The result shows that 30% said strongly agree, 25% said agree, 15% was neutral, 15% was somewhat agree, 10% disagree and rest of 5% said strongly disagree.



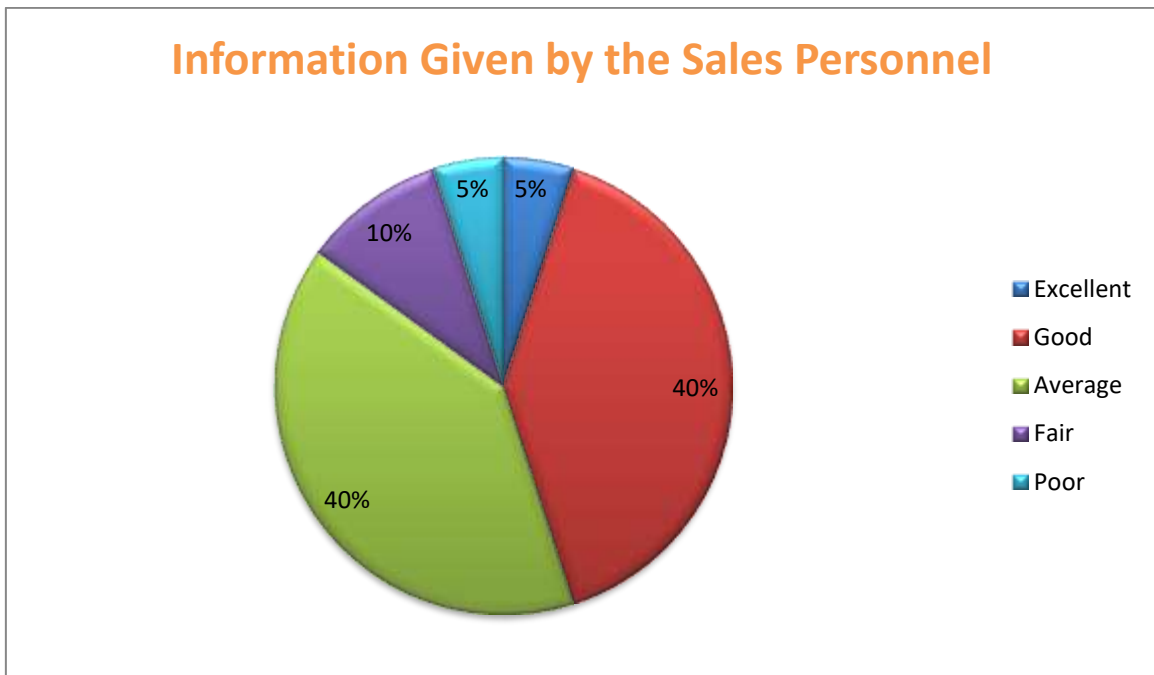
Analysis-5:

In the question 9 “Exactly how is the quality of advertisement?” has been mentioned. In the result there are 45% respondent said average, 40% said good, 10% said fair, 5% said excellent, 0% said poor.



Analysis-6:

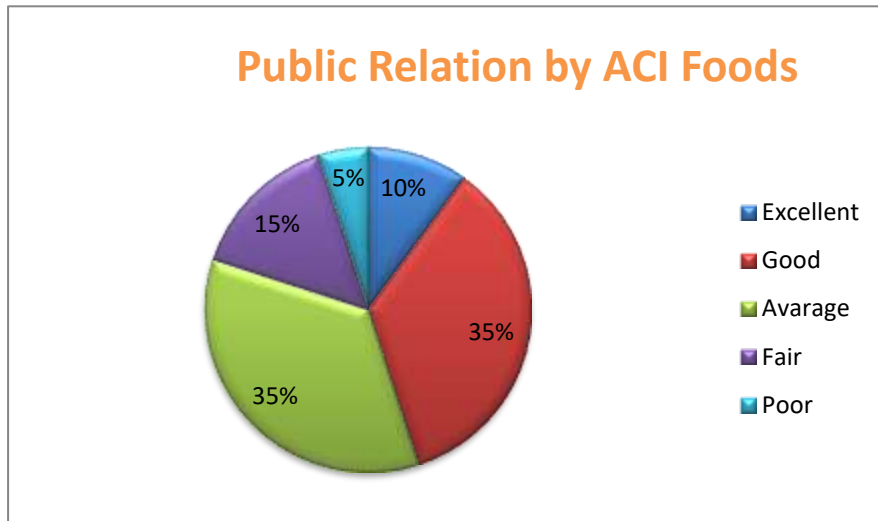
The question 13 “By what means would you consider the information of ACI Foods given by the sale persons?” questioned to distinguish that, have anyone personally communicate with them or not? The result here below the pie chart show that 40% average, 40% said that good, 10% that fair, 5% said excellent and rest of 5% said poor.



Analysis-7:

In the question 16 was requested to know that in general customer service and PR circumstances within ACI Foods Ltd.

While the in view of the fact, there 35% have said that was average, 35% said that good, 15% said fair, 10% said excellent and rest 5% said was poor.



7.2. Findings:

For the purpose of convincing consequence, I have examined the survey by using the effective questionnaire outcomes and by the conversation with the individual respondents, and the respected consumers of ACI Foods Ltd. it is speciously appears in the middle of the tools of IMC which is advertising acting as important part in the consumer goods business and the rest of tools are in a same way important for the consumer goods business specifically public relations.

Chapter-8

Recommendations

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Conclusion

8.1. Recommendations:

In the development, the world constantly mandate and create all categories of personal property and service area, however by no means satisfied we query for more altered belongings. Consumer goods apprehension the manner individuals living, labor and originates and as a result most powerfully clarifies the values and progress. In Bangladesh viewpoint, it is nearly unbearable to control for making certain lavish possessions for the commoners but in case of plain essential the consumer goods are the more trustworthy belongings ever by the government official. Currently ACI Foods ltd. have ongoing, generating and marketing essential excellence of food products like basic spices, some ethnic snacks like halim, chatpati, kheer. Besides these, trademark allowance in assembly and advertise mix in expressions of numerous food and drink substances in forthcoming. Presenting a decent image for this business situation of ACI Foods ltd. In the below there are some recommendations mentioned:

- Elsewhere customarily concentrating taking place determinations also capitals proceeding allocation a comparatively contracted, wealthy fragment.
- They can also mark user of an urbanized market, make ordered voyages to the store and chemist, with not as much of normal expeditions to a hype market or else supermarket.
- To develop their industry through purchaser a customer goods businesses may influence heavyweight dosages of profession also customer advertising although pursuing for developing cooperation by selling consumers for supporting distribute functioning competences.
- ACI foods ltd. must attempt for arranging popular consumer awareness also assist marketplace via the aforementioned identifiable variety significance as well as attractive good reputations companies.
- ACI foods ltd. at present devises widespread assortment of goods within the marketplace. Also make known to particular supplementary fresh item for consumption using different conception.

8.2. Conclusion:

Ensuing Keller (2003) which can be mentioned firms marketing infrastructures subsidize to product presentation and auctions. Where the actual communiqué allows interpretations for product consciousness also an affirmative product appearance. At these points from the brand awareness constructions, which trendy opportunity to initiate the distinguished reactions that create brand equity and brand sales. Rendering to Schultz (2004) IMC tactic stands with the customary of progression that consist of planning, enlargement, implementation and evaluation of harmonized, computable, influential brand statement package over the period with users, visions, personnel, subordinate, and other directed, significant external and internal spectators. As a result effective IMC is an essential portion of an operational trademark impartiality approach. In addition, one of the most stimulating odd jobs that brand managers expression in any officialdoms is to proceeds a appeal on the optimum persuasive amount to be financed. IMC expenditures and sales returns on purchaser performance, encompassing the consumer goods firm in Bangladesh above more than 10 years has to proposal. Consequently management should appeal a tactical strategy for some funding program to be executed. Initially note, we can accomplish that operational IMC hypothetically heighten the effectiveness of the company's assortment and henceforth could confidently impact on brand equity.

Chapter-9

Appendix

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Reference

9.1. Survey Questionnaire for Data Assembly:

Determination of this survey questionnaire is to progress the project report on “Measuring the effectiveness of Integrated Marketing Communication (IMC) tools on Consumer Goods a partial requirement of my Graduation from reputed private university United International University, Bangladesh. Express gratitude designed for your precious time also persistent to conclude this questionnaire.

Name: _____

Address: _____

Mobile No. (If Possible):-----

1. Age of the respondent (In Years):

- | | |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> 20-30 | <input type="checkbox"/> 51-60 |
| <input type="checkbox"/> 31-40 | <input type="checkbox"/> 60> |
| <input type="checkbox"/> 41-50 | |

2. Occupation:

- | | | | | | |
|--------------------------------|--------------------------------|---------------------------------|------------------------------|--------------------------------|-------------------------------|
| <input type="checkbox"/> Servi | <input type="checkbox"/> Busin | <input type="checkbox"/> Househ | <input type="checkbox"/> Ban | <input type="checkbox"/> docto | <input type="checkbox"/> othe |
| ce | ess | old | k | rs | rs |

3. Regular Earnings (In TK):

- | | |
|--|--|
| <input type="checkbox"/> 5,000-15,000 | <input type="checkbox"/> 25,000-30,000 |
| <input type="checkbox"/> 15,000-20,000 | <input type="checkbox"/> 30,000-35,000 |
| <input type="checkbox"/> 20,000-25,000 | <input type="checkbox"/> 40,000> |

4. Do you purchase “Consumer Goods” on the daily basis for day-to-day life?

- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

5. Which are the succeeding dynamics you habitually consider before purchasing “Consumer Goods”

- | | |
|-----------------------------------|--|
| <input type="checkbox"/> Price | <input type="checkbox"/> Company Image |
| <input type="checkbox"/> Position | <input type="checkbox"/> Brand Value |

6. Have you heard about PURE and FUN from ACI Foods ltd.?

<input type="checkbox"/> Yes	<input type="checkbox"/> No			
7. From both brands which brand do you going to prefer?				
<input type="checkbox"/> PURE	<input type="checkbox"/> FUN			
8. PURE & FUN properly provide attractive advertisement by TVC,AVC, ACI Food FB official page and YouTube:-				
<input type="checkbox"/> Strongly agree	<input type="checkbox"/> Somewhat agree			
<input type="checkbox"/> Agree	<input type="checkbox"/> Disagree			
<input type="checkbox"/> Neutral	<input type="checkbox"/> Strongly disagree			
9. Exactly how is the worth of the advertisement?				
<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Average	<input type="checkbox"/> Fair	<input type="checkbox"/> Poor
10. PURE & FUN gives informative message through colorful packaging:-				
<input type="checkbox"/> Strongly agree	<input type="checkbox"/> Somewhat agree			
<input type="checkbox"/> Agree	<input type="checkbox"/> Disagree			
<input type="checkbox"/> Neutral	<input type="checkbox"/> Strongly disagree			
11. PURE & FUN provides quality assurance:-				
<input type="checkbox"/> Strongly agree	<input type="checkbox"/> Somewhat agree			
<input type="checkbox"/> Agree	<input type="checkbox"/> Disagree			
<input type="checkbox"/> Neutral	<input type="checkbox"/> Strongly disagree			
12. Ensure any sales person of ACI Foods ltd. communicate with you?				
<input type="checkbox"/> Yes	<input type="checkbox"/> No			
13. By what means would you consider the information given by the sales persons?				
<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Average	<input type="checkbox"/> Fair	<input type="checkbox"/> Poor
14. Price of PURE & FUN products is reasonable?				
<input type="checkbox"/> Yes	<input type="checkbox"/> No			
15. Are you sure about PURE & FUN products easily available in your nearest retailer?				
<input type="checkbox"/> Strongly sure	<input type="checkbox"/> Somewhat sure			
<input type="checkbox"/> Sure	<input type="checkbox"/> Not sure			
<input type="checkbox"/> Neutral	<input type="checkbox"/> Strongly not sure			
16. In general consumer service and public relation situation of ACI Foods ltd.:-				
<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Average	<input type="checkbox"/> Fair	<input type="checkbox"/> Poor

17. Do you consider that firm's promotional mix should be revised?

Yes

No

If affirmative, then give pleasure to advice about the best revision.

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--The END--

