

INTERNSHIP REPORT
On
Evaluating Marketing Mix and Sales Performance: A Case Study on
ACI Coil

An Internship Report Submitted to the School of Business and Economics in Partial Fulfillment
of the Requirements for the Degree of Bachelor of Business Administration.

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Letter of Transmittal

July 22, 2019
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Subject: Submission of Internship Report.

Sir,

It is a pleasure to take the opportunity to submit this report, which has been prepared as per the requirement of Internship. This report has been created in accordance to your requirements as well as the requirement of the host organization. The title of the report is “Evaluating Marketing Mix and Sales Performance: A Case Study on ACI Coil.”

The internship program, which is of three months, helped me to learn a lot. It also enabled me to gain practical knowledge on dealing with customers and to perform different tasks using specialized software. This report is based on an overview of the organization and the experience I have gained during my internship program at ACI Limited.

Despite the difficulties I faced while preparing this report mainly due to time constraints, I have tried to be as critical and analytical and the information provided are accurate to the best of my knowledge.

Sincerely,

Abjit Saha
ID: 111142164
Bachelor of Business Administration
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Acknowledgment

First of all, I want to praise Almighty Allah for offering me the power to finish my internship for duration of three months with connection to ACI Limited. Next, I would like to reward all the individuals who have made an important commitment to supporting me throughout my internship and meeting the United International University's internship program criteria. Firstly, I'd like to give thanks to my academic supervisor, Md. Kaium Hossain sir for leading me and continue assisting me to complete my internship successfully over the previous three months.

My thanks to my supervisor, Md. Zakir Hossain Sarker, Business Analyst Officer Abu Hana Khaled Mostofa and Assistant Manager, Sales Administration for overseeing me and offering numerous important data and offering me the way to create a fruitful post. Samusr Rahman Rimon to offer me a wonderful guide in making a loyal post, and it is a wonderful joy for me to create a change to my study and to always offer the right answer. I also appreciate him that it was an excellent chance for such an organization as ACI Limited to do internships. I always thought I was guided by extremely skilled and seasoned staff. The memories I have collected in my life are going to be very useful.

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Executive Summary

This internship report presents my practical experience in ACI Limited. This report focused on the marketing mix and sales performance of ACI coil. I was very interested in knowing about an FMCG company's sales, marketing, and advancement operations before operating or doing my internship program. ACI Limited is one of the country's biggest conglomerates with pharmaceutical, farming, consumer products, etc. companies. ACI was called Advance Chemical Industries. This report is designed to have practical knowledge while passing through theoretical understanding. The report is the result of three months working with ACI Limited.

After analyzing the ACI coil's sales performance, it is evident that ACI Mosquito Coil's products performance is weak than their other products. The company needs to focus on developing the sales as well as they must encourage their item utilizing radio, channels, journal, online marketing and other policies that will assist boost their revenues of coils. The study referred to some results at the start of chapter three, which were centered on the assessment. Some suggestions for ACI Coil are suggested in section four on what operations they need to follow to boost the revenues of their coil. Finally, in my perspective, the overall result is provided.



CHAPTER ONE

Introduction

1.1 Introduction

This study is an internship document prepared to complete my United International University BBA program. The internship's primary objective is to provide learners with a commercial knowledge and an opportunity to translate theoretical teaching into real-life situations. An apprenticeship is a duration of job expertise provided by an employee to expose learners to the job setting, often within a particular sector related to their area of research. Students are put in organizations, institutions of studies, and initiatives of growth. The program conceals 12-week duration of organizational auxiliary and 2 to 3 weeks of finalization reporting job. Following the accomplishment of the four-year BBA academic program, the duration of my organizational portion started from March 3, 2019, by law 12 quarters. I was put for the internship program in the Consumer Brand Division (Sales) of ACI Limited, Dhaka.

1.2 Objectives of the Study

The research will be aimed at fulfilling the following objectives-

- To develop an understanding of Marketing Mix and an overview of ACI Coil.
- To understand the pricing factors influencing on consumption of ACI Coil.
- To identify the reason for which ACI Coil current promotional activities are not providing desire result.
- To recommend specific measures focused on findings to enhance ACI Coil's marketing efficiency.
- To describe the process of implementing the effective distribution network and distribution channel of ACI Coil.

1.3 Methodology

Methodology is the process, technique or method of observation, survey and analysis. For Smooth and accurate study everyone has to follow some rules and regulation.

1.3.1 Data Sources

While I was conducting the study, I have collected various types of primary and secondary data. Data has been collected through different sources like by taking interviews to the customers. The questionnaire contains only Liker scale. Secondary information has been collected through different journals, books, research publications and organizational website.

I collected my whole data based on two sources. These sources are given below

Primary Data

By three months Internship project time I observed and collected the primary data from Employees and Clients of ACI Limited through structured questionnaires. How I collect my informations from them is given below-

- ✚ by talking with my Spervisor
- ✚ discussing with the managers and staffs
- ✚ face to face conversation with the customers.
- ✚ Personal discussion with Sales and office employees.

Secondary Data

Secondary data had been collected from various report like-

- + website of ACI Limited
- + prospectus
- + Published documents
- + Some important files.

Research Approach

- Survey

Type of research

- Quantitative

Research Instrument

- Questionnaires with Structure question.

1.3.2 Research Design

Sampling Plan: After deciding my research approach I design a sample on two decisions including sampling Frame as follows-

Sample Frame: My sampling populations are those people, who are employees & customers of ACI Limited. Here Sample size, $n = 42$

Sampling Procedure: The respondents have been chosen from different sources and the procedure was Probability Sampling (Simple Random Sampling).

Develop Independent Variables and Dependent Variables

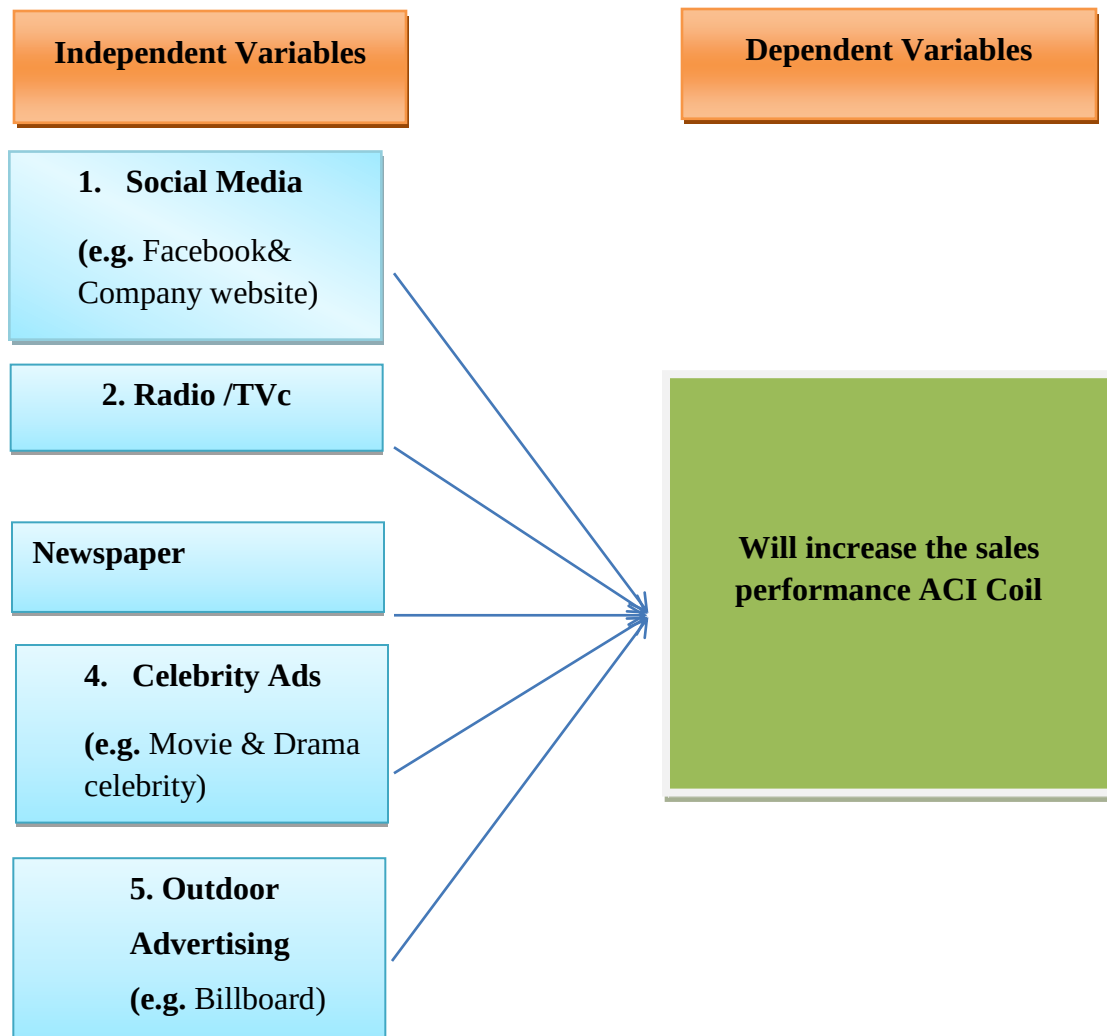


Diagram 1.4 Independent Variables & Dependent Variables

1.3.3 Data Analysis

- **Hypotheses Test:** Z test

The following formula has been followed:

We know that,

$$\text{Z test} = (\bar{X} - \mu) / (\sigma / \sqrt{n})$$

Where,

μ = Mean Value

n = Sample Size

σ = Standard Deviation

$\bar{X}$ = Average

1.3.4 Questionnaire Scale & Hypothesis Development

A very crucial segment of a survey is hypothesis development and testing. The hypothesis is just a general statement with in-depth significance. It is presented before the respondents as a form of 5 Liker Scale. The hypothesis is very useful to figure out the thoughts of people regarding any particular issue.

Questionnaire Scale:

In order to analyze the responses a 5-point Liker Scale has been used.

Options to Respond	Weight
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

Table 1.4.6: Questionnaire Scale

Hypothesis Development:

H1:	Using social media Ads (e.g. Facebook& company Website) will increasethe sales of ACI Coil.
H2:	Using Radio/ TVc Ads will increase the sales of ACI Coil.
H3:	Using Newspaper (e.g. Bangle &English) Advertisement will increase the sales of ACI Coil.
H4:	Using popular face on TVc (e.g. Movie & Drama celebrity) will increase the sales of ACI Coil.
H5:	Using Outdoor advertising (e.g. Billboard ads) will increase the sales of ACI Coil.

Table 1.4.6: Hypothesis Development

H1) Ho: Using social media Ads will not increase the sales of ACI Coil

Ha: Using social media Ads will increase the sales of ACI Coil.

H2) Ho: Using Radio/ TVc Ads will not increase the sales of ACI Coil.

Ha: Using Radio/ TVc Ads will increase the sales of ACI Coil.

H3)Ho: Using Newspaper Advertisement will not increase the sales of ACI Coil.

Ha: Using Newspaper Advertisement will increase the sales of ACI Coil.

H4)Ho: Using popular face or celebrity on TVc will not increase the sales of ACI Coil.

Ha: Using popular face or celebrity on TVc will increase the sales of ACI Coil.

H5)Ho: Using Outdoor advertising will not increase the sales of ACI Coil.

Ha: Using Outdoor advertising will increase the sales of ACI Coil.

1.4 Scope of the Study

The report's range includes organizational summary and composition, context, goals, fundamental features, sales efficiency, product assessment, sales promotion, competitor analysis, commercial marketing through pull and merchandising items for global packaging market research with distinctive through ACI Consumer Division's Sales and Marketing department. And that data within the organization was very limited because this brand is supposed to be a very complete brand. Hence, the main focus was on the major activities carried out by the CB (Consumer Brand) sales department. During my internship, I tried best to learn the strategy and techniques followed by the experts of ACI Limited. I am really thankful to the employees of all departments for keep supporting and inspiring me during my Internship.

1.5 Limitations of the Study

ACI Limited is an excellent location to obtain practical understanding. Although I made an intense attempt to write this study, I had to encounter some barriers while planning the study. Which are as follows–

- As we know that the internship's duration is only 3 months which is very short time for collecting all type of data about the organization. For this reason, I am not able to find efficient information what are needed for this report. This was not enough. So, I could not go in-depth analysis.
- While doing an internship, my achievement was stuck in some areas of my investigation due to an absence of knowledge.

1.6 Ethical Considerations

The whole report completed by my hard work. I got maximum information from my authorized supervisor, Staff and their website. I was very much regular during my internship period also kept regular communication with my supervisor.

1.7 Context of the Study

ACI is one of the biggest FMCG Company in Bangladesh who has been serving in Bangladesh and outside of the country to develop the country's economy. Currently more than 10K people working at ACI and their growth rate has been increasing in a remarkable rate.

“ACI is one of the largest Bangladeshi conglomerates. The company operates through three reportable segments: Pharmaceuticals, Consumer Brands and Agribusiness ACI established as the subsidiary of Imperial Chemical Industries (ICI) in 1968”.

“It has been incorporated as ICI Bangladesh Manufacturers Limited on 24 January 1973. The company was renamed as Advanced Chemical Industries Limited (ACI Limited) on 5 May 1992. The company sold its insect control, air care and toilet care brands to SC Johnson & Son in 2015”.



HAPTER TWO

The Organization

2.1 Background of the Organization

ACI was established as the additional of Imperial Chemical Industries (ICI) in the then East Pakistan in 1968. After independence the company has been incorporated in Bangladesh on the

24th of January 1973 as ICI Bangladesh Manufacturers Limited and also as Public Limited Company. This Company also obtained listing with Dhaka Stock Exchange on 28 December, 1976 and its first trading of shares took place on 9 March, 1994. Later on, 5 May, 1992, ICI plc divested 70% of its shareholding to local management. Consequently the company was registered in the name of Advanced Chemical Industries Limited. Listing with Chittagong Stock Exchange was made on 22 October 1995.

Bangladesh is a country which is tiny in size but large in population. ACI Limited is one of the most popular corporate names in Bangladesh. It is the most trusted brand as well as ensured best type of quality product supplier. ACI Ltd plays an important role as a provider to national economic condition. Along with this, they have left their footsteps in international platform through foreign investments, joint ventures and brand affiliations. ACI has been acknowledged as a founding member of the community of Global Growth Companies by the World Economic Forum which is the most prestigious and demanding business networking organization.

ACI Limited stands for the name “Advanced Chemical Industries limited” which refers that they started their business with Pharmaceutical goods. After that they spread dissimilar brunches and sectors of product lines within their operation.

Logo

The logo of ACI Ltd is very mesmerizing. It is green in color and there are waves in the logo.



Figure 2.1: Logo of ACI Ltd.

2.1.2 Historical Background

ACI Limited is one of the leading companies in Bangladesh. It was recognized as a subsidiary of Imperial Chemical Industries (ICI) place, U.K. in 1968. At that time, it was one of the

oldest Industrial units in our country. After the liberation war, the enterprise was stated 'abandoned'. Then it had been incorporated in Bangladesh on the 24 of January 1973 as ICI Bangladesh Manufacturers limited as a subsidiary of ICI. On 24 June 1973, the factory again started its operations under the name ICI Bangladesh Manufactures Limited. On the 5 of May 1992, ICI Placed invested 70% of its share to local (Bangladeshi) management and hence ACI Limited came into existence. At present ACI is a foremost corporate figure in Bangladesh. It is a Public Limited Company with a total number of 15,550 shareholders, among which there are six foreign as well as fourteen local institutional shareholders. The company is diversified in to six major's businesses. Besides, the company has a large list of international associates and partners with trade and business agreement.

2.2 Different Business Units of ACI

The figure below illustrates the different Business units of ACI Ltd.

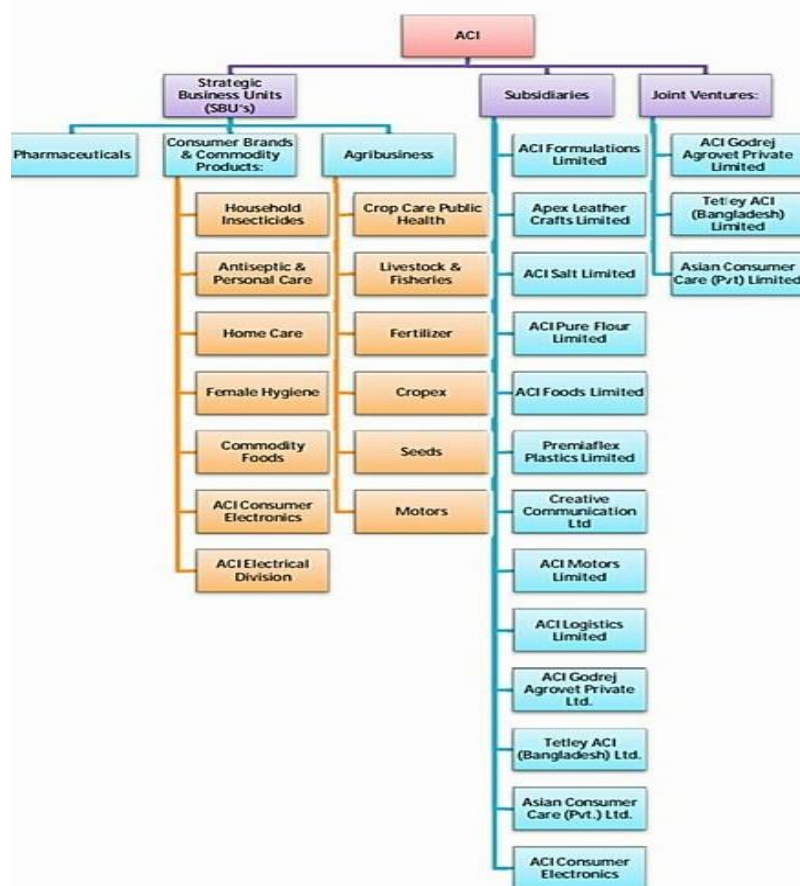


Figure 2.2: Business Unit of ACI Limited

1 Strategic Business Units

My particular department exists under the ACI Consumer Brands Department.

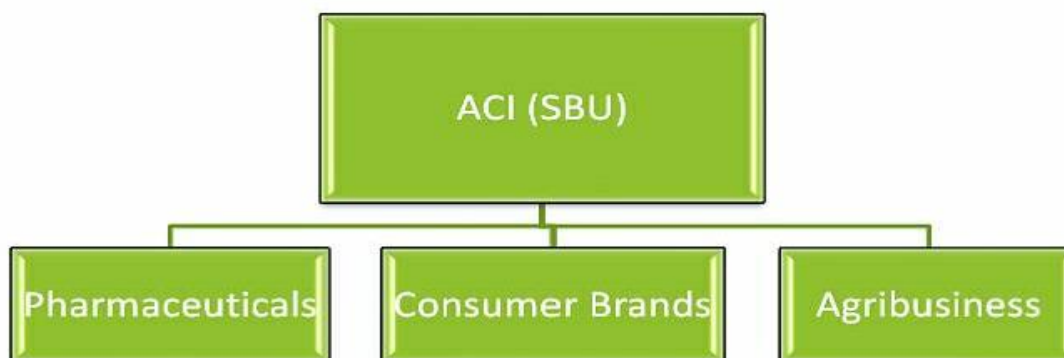


Figure2.3: SBUs of ACI Ltd.

2.3 Corporate Information:

ACI Place UK had a Bangladesh-based pharmaceutical company. The company was handed over to the leadership in 1992 and then the company's title shifted to Advanced Chemical Industries (ACI) Limited. ACI has developed and remains to nurture the wealthy ICI culture of brand supremacy, customer service and social responsibility. ACI is also Bangladesh's first company to receive ISO 14001 Environmental Management System certified in 2000. The job history, business ethics and environmental awareness of ACI staff are pompous.

2.4 The Management Committee and Board of Directors

The Management Committee

Name	Designation
Dr. ArifDowla	Managing Director
Dr. F H Ansarey	Executive Director, Agribusiness
Mr. Syed Alomgir	Executive Director, Consumer Brands
Mr. M. MohibuzZaman	Chief Operation Officer, Pharmaceuticals
Mr. PradipKarChowdhury	Executive Director, Finance and Planning
Mr. SabbirHasanNasir	Executive Director, Logistics
Mr. PriyatoshDatta	Director; Quality Assurance, Pharma
Mr. AbdusSadeque	Director, Marketing & sales, Pharma
Ms. Sheem Abed Rahman	Director, Corporate Affairs
Mr. Md. MonirHossain Khan	Financial Controller
Mr. Imam Ahmed Istiak	Director, Operation, Pharma

Table 2.2: The Management Committee

2.5 Mission and vision of ACI Limited

2.5.1 Company Mission

The mission of ACI is to create people's standard of lives through accessible information, equipment and abilities implementation. ACI is committed to pursuing excellence through world-class products, innovative procedures and motivated staff in order to provide our clients with the greatest rate of fulfillment.

2.5.2 Company Vision

To achieve the mission ACI will,

- ☐ Present elevated and safe quality goods and facilities to ensure value for cash for our customers.
- ☐ Endeavor to attain a leadership position in each of our business groupings.
- ☐ Develop our staff through empowerment shouting and development gratification.
- ☐ Promote a knowledge-building atmosphere and personal growth.
- ☐ Achieve a strong standard of effectiveness in all of our activities through efficient resource usage and appropriate technology recognition.
- ☐ Promote extensive development by promoting and promoting effectiveness improvements for our retailers and vendors.
- ☐ Ensure higher yield on capital, using our core competencies, through reasonable use of funds and competent activities.

2.6 Company Values

The core values of ACI are:

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

2.7 Company Policies

Quality Policy

“ACI is the first company in Bangladesh who obtained ISO 9001 certification for quality management system in all categories”.



Figure 2.8: ISO 9001 Certified for Quality System

One of the important features offered by the products is a high range of facilities and secure performance, providing price for cash for their clients.

Environmental Policy

ACI is Bangladesh's first corporation to obtain ISO 14001 Environmental Management System Certification.

ACI is committed to formulating and performing all of its activities in an environmentally friendly way, preventing pollution or environmental degradation, and providing continuous enhancement in resource utilization.



Figure 2.9: ISO 14001 Certified for Environmental Management



CHAPTER THREE

Analysis and Findings

3.1.1 Definition of Marketing Mix

The showcasing blend alludes to the arrangement of activities, or strategies, that an organization uses to advance its image or item in the market. The 4Ps make up an ordinary advertising blend - Price, Product, Promotion and Place. Be that as it may, these days, the promoting blend progressively incorporates a few different Ps like Packaging, Positioning, People and even Politics as fundamental blend components.

3.1.2 Elements of Marketing Mix: What are the 4Ps of marketing?

Product refers to the item actually being sold. The product must deliver a minimum level of performance; otherwise even the best work on the other elements of the marketing mix.

Price refers to the value of the product. It depends on production cost of the product, targeted segmentation; distribution cost of the market and other direct and indirect cost are included here. The pricing strategy can be several types sometimes it's totally depend on the overall business plan. Pricing can be also used to differentiate one product to another and can occupy the final image of the product.

Place refers to the point where product are placed for the sale. In every industry, wants to display their and try to catching the eye of the consumer and this will be possible by finding a good distribution place where customer can able the product easily, it's also called 'place' strategy. Choosing a right location is a mantra of a retail business. In fact, retailers pay a premium amount only for suitable place.

Promotion refers to all the activities which is taken to make the product or service known to the customers and trade. This can include advertising, word of mouth, press reports, commissions and awards to the trade and other different promotional strategy. It can also include consumer schemes, direct marketing, contests and prizes what can help people to attract about the product.

3.1.3 The Importance of Evaluating Marketing Mix

Marketing mix is a tool which can create the implementation of it through the effective process and make the best marketing strategy. The marketing mix can assess the overall process of the product, price, place and promotion plays a vital role in the overall marketing approach.

Marketing mix helps to finding out all type of strategy related with the marketing and right for the organization. This step is very first step for making a marketing plan and also the business plan. Marketing mix is the mixture of the positioning, targeting, segmenting which is also another valuable part of the marketing mix.

It can make the decision which is regarding of based on the products while positioning plan also decided on the basis of the price targeting and segmentation. The marketing mix decisions also have an impact on the decision-making regarding on the pricing strategy and promotion. Therefore, the marketing mix strategy goes hand in hand solution through the positioning, targeting, and segmentation.

All the elements, which are included in the marketing mix and the complete marketing mix, have the major bonding with one another.

3.2 Marketing Mix of ACI

The marketing mix is the set of controllable, tactical marketing tools that a company uses to produce a desired response from its target market. It consists of everything that a company can do to influence demand for its product. It is also a tool to help marketing planning and execution.

Every successful company need to create a successful mix of the right product at right price at the right place through the right promotional tool. Thus, marketing mix is mixture of 4Ps: product, price, place, and promotion. ACI Consumer brands have also followed a good marketing mix to market into their product and most importantly they used all of the Ps and try to interrelate all the mix elements. Now I would like to discuss about the 4Ps of ACI Consumer brands.



Picture 3.1: Marketing Mix

1. Product

Products are the key elements for the ACI Limited. ACI Limited is proud of the products that consist of the part of their Consumer Brands division. The Consumer Brands Division having the obvious and clear presence in consumers' heart and capture their mind with the market leading Commodity Products. Household Insecticides, Antiseptic and Personal care, Home Care, Female Hygiene, Commodity Foods, ACI Electronic Division. But I am going to describe only the part of household insecticides products.

Household Insecticides

The home care products of the Consumer Brands division make proud of the ACI Limited. I choose only one product of ACI Mosquito Coil.

ACI Mosquito Coil:

ACI Mosquito Coil is another significant item in the ACI Consumer Brands Home Care range. ACI Mosquito Coil has various brands depending on form, colour and aroma and cost. ACI Mosquito coil has the following brands:

- ACI Hi Power.
- ACI Super.
- ACI High Booster and
- ACI black fighter



Picture 3.2: ACI Mosquito Coil

2. Price

Price has a major role in developing a product. It's also an important element in marketing mix because it is directly related to the revenue generation and all other parts of marketing mix. Pricing decisions are influenced by many objectives like profit, costs, organizational and marketing objectives and so on. To set the price of the ACI Coil follow the product carton-based pricing strategy. Though ACI is providing better quality than anyone in Bangladesh, they impose the same price for the customers. So, it makes them able to grab the highest market share in the country. However, the trade price differs based on the market demand of the product in various locations of the country.

◆ CB Based Price List

Given below the Household Insecticides Products Price List-

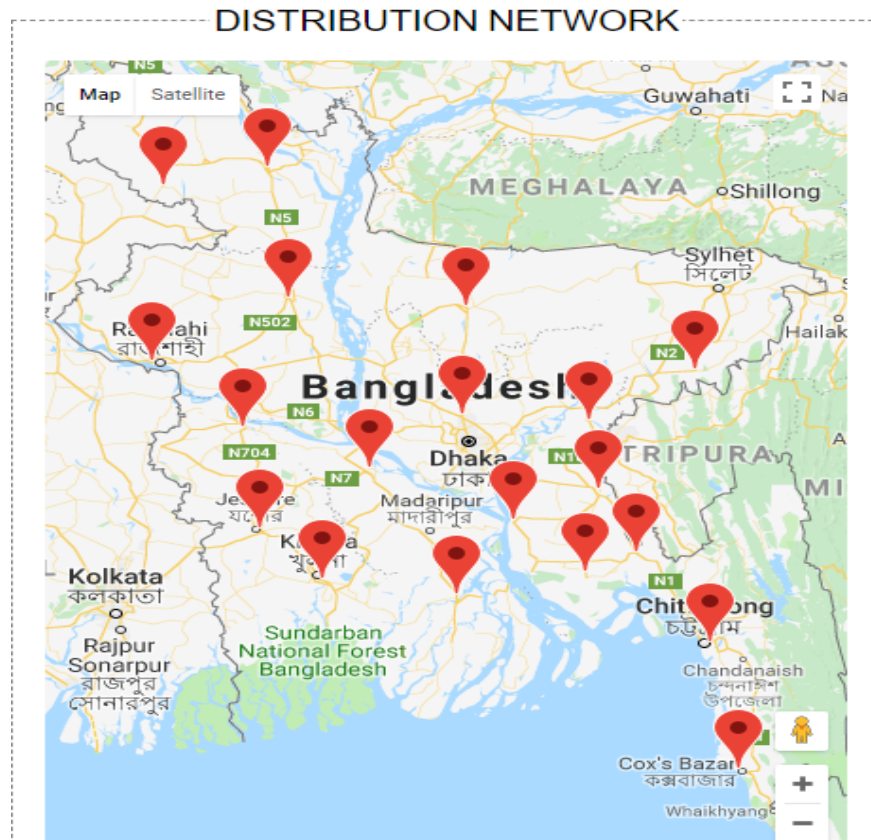
	A	B	C	D	E	F	G
1	SKU	Carton Size (Pcs)	CODE	NSI	DP	TP	MRP
2	ACI Mosquito Coil:						
3	Black Fighter Double Power 10's	60	MC29	29.5	33.93	35.2	40
4	Black Fighter Jumbo Double Power 10's	48	MC30	43.46	49.98	51.85	70
5	ACI Mosquito Coil (Hi-Booster)	60	MC27	23.47	26.99	28	35
6	ACI Mosquito Coil Hi-Booster Jumbo	24	MC28	34.16	39.28	40.74	55
7	ACI Black Fighter Mosquito Coil 10s		MC14		27.58	28.34	35
8	ACI Hi Booster Mosquito Coil 10s		MC13		24.58	25.5	32
9	ACI Jumbo Mosquito Coil 10s	48	MC19	33.52	38.55	40	60
10	Soonami Mosquito Coil 10s	48	MC22	44.57	51.25	53.22	80
11	Tornado Mosquito Coil 10s	60	MC23	32.17	37	38.33	60
12	Tornado Mosquito Coil 2s	60	MC24	10	11.5	11.9	15
13	ACI Hi Power Mosquito Coil 10s		MC03		12	12.42	16
14	ACI Super Mosquito Coil 10s		MC10		19.3	20	22

Picture 3.3: ACI Mosquito Coil

3. Place

The place is the crucial part which is making the available where the customers demand are high and the uses of the product also very high on that area. It is therefore worried with the shops or showrooms that display products and sell their item straight. ACI Limited has a country-wide delivery chain. In almost every district in Bangladesh, ACI Limited has its delivery levels and each national delivery location has its sub-depots through which products are delivered by neighboring distributors.

Regional Distribution points are: “Dhaka,Savar,Dinajpur, Faridpur, Jossore, Rangpur, Bogra, Rajshahi, Maymensingh, Tangail, Gazipur, Chittagong,Comilla,Bandarban, Majdi, Coax’s Bazar, Narayangang, Comilla, Kustia, Khulna, Sreemangal, Sylhet, Chandpuretc”.



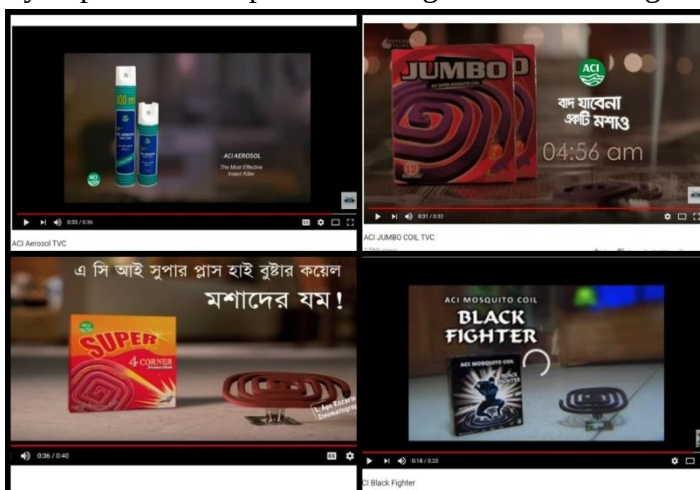
Picture 3.4: Distribution Network of ACI Limited

4. Promotion

Promotion is the method of interacting with clients and providing all kinds of data needed to lure them when deciding to purchase the products. The price of offers is linked to represent a significant percentage of the total price of the product of manufacturing. A most successful marketing approach, however, helps to increase female products and also helps to create long-term relationships by expanding the amount of sales for this efficient marketing. ACI Limited has TV Ads, Activation, and Event, Conference program, corporate publication, social media and corporate advertising they do for the promotions of their brands.. Again, very often the distributors and retailers are provided various trade offers, incentives and commissions to boost up the sales. Many people are not concern about the brand but only used that product which is available the market most and purchase it. So, if ACI provide offers and commissions the retailer or sellers to motivate them and increase the sales too.

TV Ads

Television Ads is a span of television programming produced and paid for by an organization which conveys a message, typically to a market a product or service Limited made TV based on their products. ACI Coil try to publish their product through the Advertising.



Picture 3.5: ACI Coil TV commercial Ads

Activation:

ACI Coil use their product promotion activation method to bring a brand message to life through a strategic, integrated campaign that leverage the full potential of a wide range of marketing communication tools in order to maximize results and provide the greatest return on their customer marketing investment. ACI Limited does different kinds of activation like- Market Activation, corporate activation etc.



Picture3.6: Black Fighter Coil Promotion Activation

Conference Program:

A typically meeting of people with a shared interest, typically one that takes place over several days. Actually, it's an idea sharing forum and conservation that includes experts who advice how to species in captivity. On last 19th February ACI Consumer Brands arranged CB Sales and Marketing conference with their sales peoples and employee. They are also going to be held press conference. The news show on the GTV Channel.

● Display promotion in Super shop:

ACI places great emphasis on various types of advancement of trade. ACI drives the item to shops, super shops and provides discounts and other advertising deals. These were quite effective as distributors show ACI's coil, aerosol and other products easily. The advertising bids job and inventory accessibility of ACI products was seen quite strong during the business audits I performed. Recently, ACI has performed a moist industry implementation program across Dhaka City in various moist sectors. This prompted distributors to continue to sell more products.



Picture 3.8: Display proportioning Super shop

3.3 Sales performance

Sales performance uses raw data concerning the number of customers a sales associate speaks to compared with the number of actual sales. By reviewing the sales performance of an employee, a sales performance manager can determine his strengths and weaknesses. Sales performance is the practice of monitoring and guiding personnel to improve their ability to sell products or services.

Promotional Mix

The **Promotional Mix** refers to the blend of several promotional activities used by business to create, maintain and increase the demand for a product. (**Business Dictionary**)

The Promotion Mix is the batch of certain marketing activities such as advertising inclusion, personal sales, sales promotion, public relations and direct marketing. In order to have a healthy mix of these promotional tools, marketers need to look at the previous issues.

3.3.1 Elements of Promotional Mix



Figure 3.1: Elements of the promotional mix

3.3.2 Advertising

The word advertising comes from the Latin word "advert ere meaning" to turn the minds of towards". Advertising is used for connecting with the business information to the present and the future Customers and attract the customers about the product sometimes advertisement can raise the customers unwanted demand.

Advertisement normally supplies information about the advertising firm, quality of the product, available place of its products, etc. Advertisement is necessary element for both the buyer and the sellers. However, it is more important for increasing the sales performance. In the modern era the large-scale production, organization cannot even think to maintain the sale performance of their products without provide advertising. Advertisement supplements personal selling to a great extension. Advertising has gathered great importance in the recent world where tough competition in the market and fast changes are happening. It is Technology, where makers are find fashion and taste sense of the customer.

TV advertisements at the time of news and sponsoring TV programs that are watched by target markets. Also adds in radio, web sites, posters, labeled boxes, and also the product will promote itself with the attractive packing.

3.3.3 Direct Marketing

With the full blessing of science and technology, businesses can reach their customers directly without paying for any intermediaries or medium. E-mails, text messages, faxes are some sort of direct marketing tackle. If they need to be familiar with the latest products or the sales promotion strategy, the organization can deliver mails and emails to clients.

Now a day's direct marketing as an additional factor of the Promotional Mix. Direct marketing is much more than sending direct mail and choose order catalogs scheme. It involves a diversity of activities, including database maintenance, direct selling, print medium and direct response through the ads or respond on direct mail, and different transmit and telemarketing.

One of the main instruments of immediate advertising is the advertisement's straight response, whereby an item is displayed through an ad that requires the consumer's eye to buy directly from the maker. Direct mail has traditionally been the main or less expensive means of direct-response advertising, although broadcasting and newspapers have gradually become more significant sources.

3.3.4 Internet Marketing

As the new millennium has started, we are discovering the most energetic and revolutionary changes of any period in the history of marketing, as the advertising and promotion are making. These changes are being determined by growing up the technology and improvements that have led to significantly growth of communication through interactive media mainly the medium of Internet. Interactive media permit for a back-and-forth stream of information whereby users can involve there self easily and recreate the form and content of the information they collect in real time. Unlike traditional types of marketing links such as advertising, which are one-way in essence, the new media allows consumers to perform a variety of tasks such as obtaining and modifying any data and metaphors, investigating, answering inquiries and, of course, also making acquisitions. Other types of digital entertainment include CD-ROMs, kiosks, and educational broadcasting in addition to the Internet. The educational tool that has the greatest effect on marketing, however, is the Internet, especially during the World Wide Web section.

3.3.5 Sales promotion

The next component of the promotional mix is sales promotion, which is commonly defined as those kinds of marketing actions that provide additional value or incentives to the sales persons, the distributors, or the final consumer and can encouragedirect sales. Sales promotion is usuallybusted into two major categories: consumer-oriented and trade-oriented activities.

- **Consumer-oriented sales promotion** is aimed at the essential consumer of a item or service and involves couponing, testing, premiums, competitions, sweepstakes, and various types of point-of-purchase facilities. These advertising instruments convince customers to make an instant purchase and can therefore promote short-term revenues.
- **Trade-oriented promotion of purchases** is aimed at marketing mediators such as wholesalers, distributors and retailers immediately connected to revenues. Promotional and allowances, cost agreements, marketing competitions and trade displays are some of the advertising approaches used to encourage trade in order to store and grow the goods of a company.

3.3.6 Publicity/Public Relations

Another vital element of an organization's promotional mix is publicity/public relations.

- **Publicity**

Advertising is non-personal messages about an organization, brand, utility, or ideas that are not immediately compensated for and operated under acknowledged patronage. It typically occurs in the form of an organization's press tale, chief, or magazine, and its products and facilities. Promotions, like advertising, are linked non-personal communication to a mass crowd, but unlike advertising, the business does not pay for advertising straight for its item. The firm or organization is involved in finding the press to cover up or operate a favorable tale about a item, service, purpose, or incident that affects consciousness, familiarity, views, and/or behavior. Advertising techniques include news releases, press conferences, feature papers, photos, movies and videotapes.

- **Public Relations**

Differentiating the distinction between advertising and public relations is crucial. When an organization planes and distributes data analytically in an effort to regulate and handle its number and the essence of the advertisement it gets, it is actually engaged in a function recognized as public relations. Public relations are described as' the leadership feature that evaluates government behavior, defines an person or organization's decisions and processes with the public interest, and executes an intervention program to gain government knowledge and recognition.

Public affairs use ads and a variety of other approaches— including unique journals, involvement in cultural operations, donations, personal event promotion and multiple parts of public affairs improve the picture of an organization.

3.3.7 Personal Selling

The ultimate but another significant aspect of the promotional mix of an organization is personal selling, "a type of person-to-person communication in which a vendor tries to help and/or convince potential customers to buy the item or service of the company or behave on an concept. Advertising, personal selling includes direct contact between customer and vendor, either face to face or through some type of telecommunications such as telephone purchases. This software provides the marketer elasticity in communication; the vendor can see or hear the responses of the potential buyer and subsequently alter the signal. In private buying, personal, individualized interaction enables the vendor to tailor and mimic the signal to the particular requirements or status criteria of the customer.

Personal selling also includes more immediate and particular feedback as it is usually possible to assess the effect of marketing results from the responses and buy efforts of the customer. The salesperson can change the signal if the input is inauspicious. Personal sales attempts can also be aimed at precise sectors and kinds of customers which are the greatest forecast for the item or delivery of the company.

3.4 Hypothesis Testing & Graphical Representation

Likert Scale		H 1	H 2	H 3	H 4	H 5
Strongly Disagree (1)		6	7	5	8	8
Disagree (2)		5	4	7	7	3
Neutral (3)		2	3	10	4	9
Agree (4)		7	8	9	14	12
Strongly Agree (5)		22	20	11	9	10
Calculation	Total	172	156	140	135	139
	Average	4.09	3.72	3.33	3.21	3.30
	Standard Deviation	1.57	1.53	1.35	1.44	1.40
	Z Test	6.63	5.17	3.81	5.84	3.63

Table 3.4.1: Hypothesis Testing (Summary of the Survey Respondents)

Hypothesis #1

H₀: Using social media Ads will not increase the sales of ACI Coil.

H_A: Using social media Ads will increase the sales of ACI Coil.

In other words,

$$H_0: \mu = 2.5$$

$$H_A: \mu > 2.5$$

$$n = 42$$

Since the sample size $n > 30$ so, I may use z - test.

Here,

$$\left(\bar{X}\right) = \frac{172}{42} = 4.09$$

Standard deviation

$$= \sqrt{\frac{6(1 - 4.09)^2 + 5(2 - 4.09)^2 + 2(3 - 4.09)^2 + 7(4 - 4.09)^2 + 22(5 - 4.09)^2}{42}}$$

$$\sigma = 1.57$$

Z calculation:

In a 5point scale μ is 2.5

$$Z = \frac{\bar{x} - \mu}{\frac{s}{\sqrt{n}}} = (4.09 - 2.5) / (1.57 / \sqrt{42}) = 6.63$$

It has been observed that the tabulated value of $Z_{0.05} = 1.645$ and the calculated value of $z_{cal} = 6.63$ which is not within acceptable region so the Null hypothesis is rejected. And at 5% significance level, it can be said that using social media Ads will be increased the sales of ACI Coil.

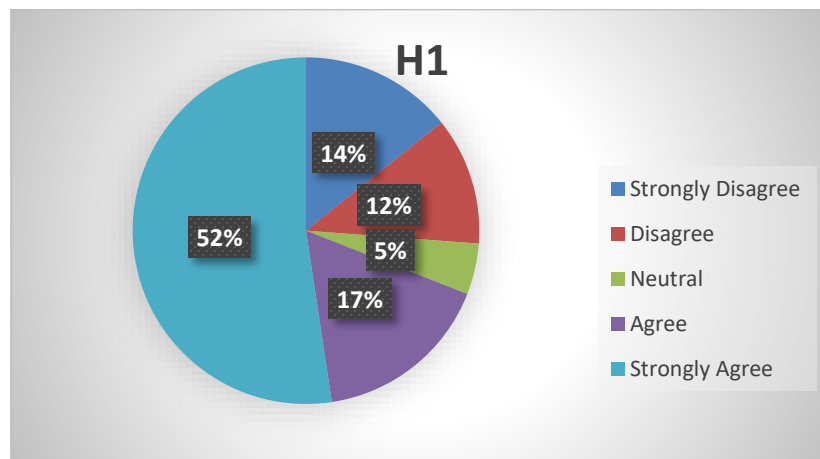


Figure 3.2: H#1, Respondent's percentage towards using social media Ads will increase the sales of ACI Coil.

Hypothesis # 2

H₀: Using Radio/ TVc Ads will not increase the sales of ACI Coil.

H_A: Using Radio/ TVc Ads will increase the sales of ACI Coil.

In other words,

$$H_0: \mu = 2.5$$

$$H_A: \mu > 2.5$$

$$n = 42$$

Since the sample size $n > 30$ so, I may use z - test.

Here,

$$\left(\bar{X}\right) = \frac{156}{42} = 3.72$$

Standard deviation

$$\sigma = 1.53$$

$$= \sqrt{\frac{7(1 - 3.72)^2 + 4(2 - 3.72)^2 + 3(3 - 3.72)^2 + 8(4 - 3.72)^2 + 20(5 - 3.72)^2}{42}}$$

Z calculation:

In a 5 point scale μ is 2.5

$$Z = \frac{\bar{x} - \mu}{\frac{s}{\sqrt{n}}} = (3.72 - 2.5) / (1.53 / \sqrt{42}) = 5.17$$

It has been observed that the tabulated value of $Z_{0.05} = 1.645$ and the calculated value of $Z_{cal} = 5.17$ which is not within the acceptable region so the Null hypothesis is rejected, and at 5% significance level, it can be said that using Radio/ TVc Ads will increase the sales of ACI Coil.

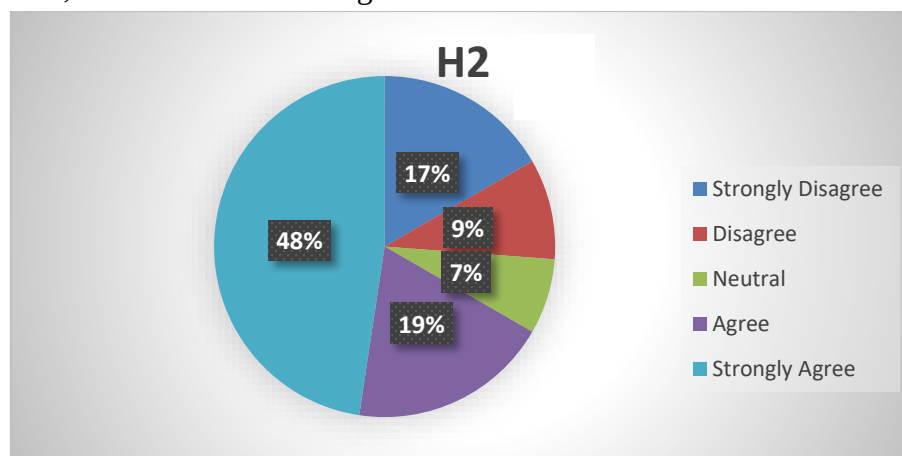


Figure 3.3: H#2, Respondent's percentage towards using Radio/ TVc Ads will increase the sales of ACI Coil.

Hypothesis # 3

H₀: Using Newspaper Advertisement will not increase the sales of ACI Coil.

H_A: Using Newspaper Advertisement will increase the sales of ACI Coil.

In other words,

$$H_0: \mu = 2.5$$

$$H_A: \mu > 2.5$$

$$n = 42$$

Since the sample size $n > 30$ so, I may use z - test.

Here,

$$(\bar{X}) = \frac{140}{42} = 3.33$$

Standard deviation

$$\sigma = \sqrt{\frac{5(1 - 3.33)^2 + 7(2 - 3.33)^2 + 10(3 - 3.33)^2 + 9(4 - 3.33)^2 + 11(5 - 3.33)^2}{42}} = 1.35$$

Z calculation:

In a 5 point scale μ is 2.5

$$Z = \frac{\bar{x} - \mu}{\frac{s}{\sqrt{n}}} = (3.33 - 2.5) / (1.35 / \sqrt{42}) = 3.81$$

It has been observed that the tabulated value of $Z_{0.05} = 1.645$ and the calculated value of $Z_{cal} = 3.81$ which is not within the acceptable region so the Null hypothesis is rejected, and at 5% significance level, it can be said that using Newspaper Advertisement will increase the sales of ACI Coil.

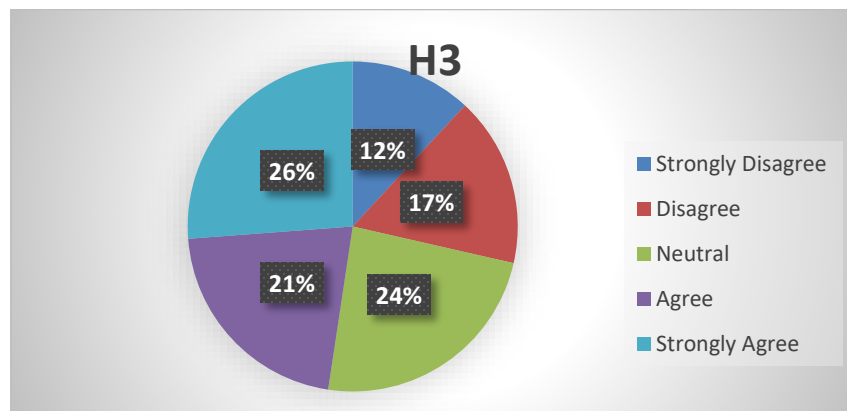


Figure 3.4: H#3, Respondent's percentage towards using Newspaper Advertisement will increase the sales of ACI Coil.

Hypothesis # 4

H₀: Using popular face or celebrity on TVc will not increase the sales of ACI Coil.

H_A: Using popular face or celebrity on TVc will increase the sales of ACI Coil.

In other words,

$$H_0: \mu = 2.5$$

$$H_A: \mu > 2.5$$

$$n = 42$$

Since the sample size $n > 30$ so, I may use z - test.

Here,

$$(\bar{X}) = \frac{135}{42} = 3.21$$

Standard deviation

$$= \sqrt{\frac{8(1 - 3.21)^2 + 7(2 - 3.21)^2 + 4(3 - 3.21)^2 + 14(4 - 3.21)^2 + 9(5 - 3.21)^2}{42}}$$

$$\sigma = 1.44$$

Z calculation:

In a 5 point scale μ is 2.5

$$Z = \frac{\bar{x} - \mu}{\frac{s}{\sqrt{n}}} = (3.21 - 2.5) / (1.43 / \sqrt{42}) = 5.84$$

At 90% confidence level it has been observed that the tabulated value of $Z_{0.05} = 1.645$ and the calculated value of $Z_{cal} = 5.84$ which is not within the acceptable region so the Null hypothesis is rejected. And at 5% significance level, it can be said that popular face or celebrity on TVc will increase the sales of ACI Coil.

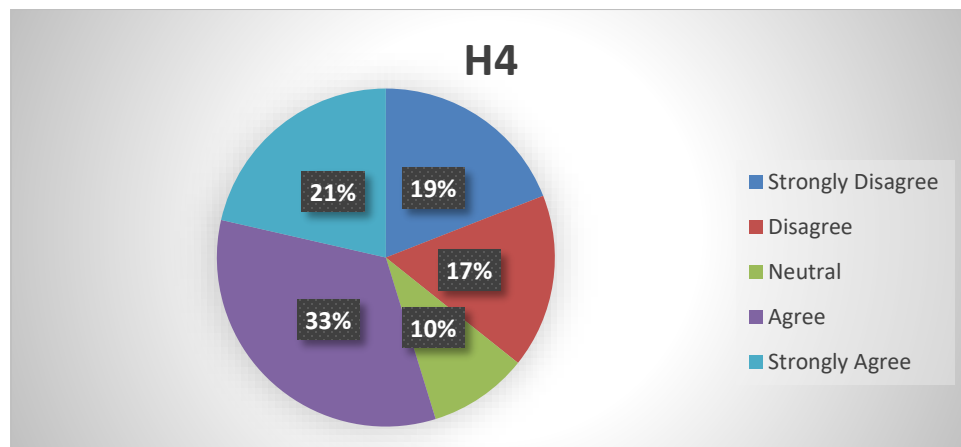


Figure 3.5: H#4 Respondent's view towards using popular face or celebrity on TVc will increase the sales of ACI Coil.

Hypothesis # 5

H₀: Using Outdoor advertising will not increase the sales of ACI Coil.

H_A: Using Outdoor advertising will increase the sales of ACI Coil.

In other words,

$$H_0: \mu = 2.5$$

$$H_A: \mu > 2.5$$

$$n = 42$$

Since the sample size $n > 30$ so, I may use z - test.

Here,

$$\left(\bar{X}\right) = \frac{139}{42} = 3.30$$

Standard deviation

$$\sigma = \sqrt{\frac{8(1 - 3.30)^2 + 3(2 - 3.30)^2 + 9(3 - 3.30)^2 + 12(4 - 3.30)^2 + 10(5 - 3.30)^2}{42}} = 1.40$$

Z calculation:

In a 5 point scale μ is 2.5

$$Z = \frac{\bar{x} - \mu}{\frac{s}{\sqrt{n}}} = (3.30 - 2.5) / (1.40 / \sqrt{42}) = 3.63$$

It has been observed that the tabulated value of $Z_{0.05} = 1.645$ and the calculated value of $Z_{cal} = 3.63$ which is not within the acceptable region so the Null hypothesis is rejected. And at 5% significance level, it can be said that using Outdoor advertising will increase the sales of ACI Coil.

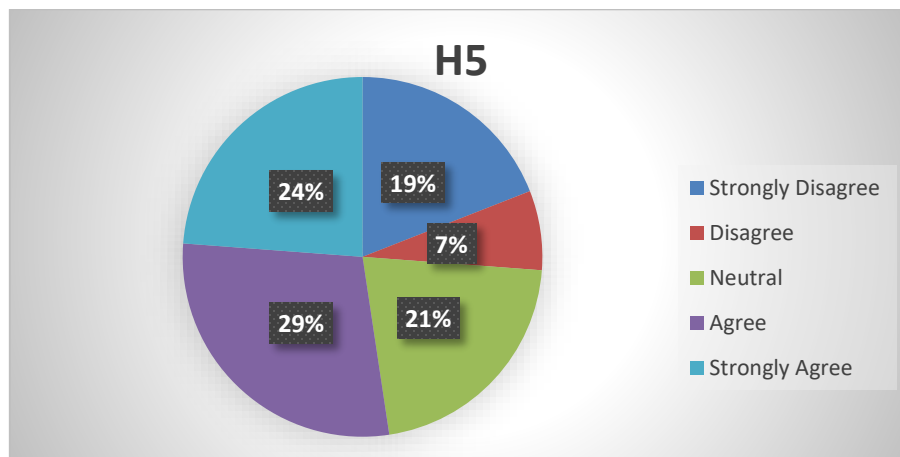


Figure 3.6: H#5 Respondent's view towards using Outdoor advertising will increase the sales of ACI Coil

3.5 Findings

- Hypothesis 1 shows that 14 percent of participants disagree heavily, 12 percent of participants disagree, 5 percent of participants are positive, 17 percent of participants are satisfied and 52 percent of participants are highly satisfied.
- It is reported from hypothesis-2, 17 percent of participants disagree heavily, 9 percent of participants disagree, 7 percent of participants are indifferent, 19 percent of participants are satisfied and 48 percent of participants are highly decided.
- Hypothesis 3 reveals that 12% of participants disagree heavily, 17% of participants disagree, 24% of participants are indifferent, 21% of participants are satisfied and 26% of participants are highly convinced that using Newspaper Advertisement will boost ACI Coil's revenues.
- Hypothesis 4 shows that 19% of participants disagree heavily, 17% of participants disagree, 10% of participants are indifferent, 33% of participants are satisfied and 21% of participants are highly convinced that using famous faces or celebrities on TVc will boost the revenues of ACI Coil.
- From hypothesis-5 it can be seen that 19 percent of participants disagree heavily, 7 percent of participants disagree, 21 percent of participants are indifferent, 29 percent of participants are satisfied and 24 percent of participants are highly satisfied.



CHAPTER FOUR

Conclusion and Recommendations

4.1 Conclusion

ACI Limited Bangladesh is one of the renowned organization in our country. The product I have choose actually ACI Mosquito Coil, the Marketing Mix elements have proper use of it but the reasons of Mosquito Coil performances are weak because of lake of promotion, competitors, quality etc. But now they are try to improve their products. By their effective marketing strategy, the cause behind their achievement can be defined. This approach is individually defined in this study in the form of item, distribution, positioning, manufacturing and advancement. ACI Coil should strive relentlessly to raise the brand to become Bangladesh's top 1 customer brand business. Their goal is also to give comfort to individuals throughout the nation by establishing a big and comprehensive retailer network. ACI Coil is constantly increasing the lines of delivery. Improving normal performance by maintaining high standards and dedication to generating exceptional career development possibilities so that employees can attain their greatest capacity. They now concentrate on improving their business revenues and promotional mix. They are now following some marketing strategy. Ultimately they want to increase their sales by persuading marketing activities. They need to promote their products in various ways. In order to become the market leader, they must develop their strategy. However, ACI limited also faces many challenges in the near future. Specially need a big plan to promote their Coil products and grab the highest market share. Though they are doing some promotional activities for Coil but they should come up with even more ideas for their promotional mix. The business must concentrate on marketing development as well as promoting its item through radio, channels, journal, online marketing and other approach. If ACI Coil can solve all the above-mentioned problems, there is no question that the business will have insurmountable business benefits within a brief span of moment. This is how ACI Coil achieves its daily success.

4.2 Recommendations

From my point of view, I have given some recommendations that may improve ACI Limited.

They are given below:

- From hypothesis-1, it can be seen that 52% respondents were strongly agreed that using social media Ads will increase the sales of ACI Coil. But still 14% respondents were strongly disagreed. For this reason, ACI Limited should be using social media Ads (e.g. Facebook & company Website) that will increase their sales of coil.
- Radio/TVc ads also effective advertisement that can increase the sales which has been found from hypothesis-2, 9% of the respondents were disagreed on this statement. So, ACI Limited should that be using Radio/ TVc Ads will increase their sales of Coil.
- It has been noticed from hypothesis-3, Newspaper Advertisement will increase the sales but still there were 17% respondents who were disagreed on it. So, ACI Limited should keep working on newspaper advertising to improve their sales.
- It's already seen from hypothesis-4, by popular face or celebrity on TVc will increase the sales of ACI Coil but still 17 % of the respondents were disagreed on it. So, ACI should keep their eyes on this matter for their continuous improvement.

Outdoor advertising will increase the sales of ACI Coil but it has also found from hypothesis-5 that 7% of the respondents were disagreed with it. So, ACI should get to find out the reason behind of this for improving their Billboard ads



Appendix

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Survey Questionnaire

Evaluating Marketing Mix and Sales Performance: A Case Study on ACI Coil

Dear Respondent,

Good day. I am a student of Bachelor of Business Administration from International University of Business Agriculture & Technology. Please go through the following questionnaires and identify the appropriate response for each of them. Here I am doing my research on the following topic: “Evaluating Marketing Mix and Sales Performance: A Case Study on ACI Coil”. Please complete the following questionnaires.

Name.....

Age.....

Gender.....

Cell No.....

[Please put a tick mark for the following questions. Thanks a lot for your co-operation]

Question	Strongly Disagree (1)	Disagree (2)	Neither Disagree nor Agree (3)	Agree (4)	Strongly Agree (5)
Do you agree that using social media Ads will increase the sales of ACI Coil?					
Do you agree that using Radio/ TVc Ads will increase the sales of ACI Coil?					
Do you agree that using Newspaper Advertisement will increase the sales of ACI Coil?					
Do you agree that using popular face or celebrity on TVc will increase the sales of ACI Coil?					
Do you agree that using Outdoor Advertising will increase their sales of ACI Coil?					

Abbreviation

ABBREVIATIONS	ELABORATION
BBA	Bachelor of Business Administration
Pvt.	Private
ACI Ltd	Advanced Chemical Industries Limited
SR	Sales Represented
ZSM	Zonal Sales Manager
ASM	Area Sales Manager
SS	Sales Supervisor
ISO	International Organization for Standardization
GP	General Product
SP	Special product
CP	Cleaning product
DP	Distributor Price
TP	Trade Price
MRP	Market Price
SKU	Stock keeping Unit
μ	Mean value
n	Mean value
σ	Standard deviation
$\bar{X}$	Average



Advanced Chemical Industries Limited



এডভান্সড কেমিক্যাল
ইন্ডাস্ট্রিজ লিমিটেড

২৪৫, তেজগাঁও ইন্ডাস্ট্রিয়াল এরিয়া
ঢাকা ১২০৮, বাংলাদেশ
টেলিফোন ৮৮৭ ৮৬০৩
ফ্যাক্স ৮৮৭ ৮৬১৯-২০

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Your ref

Our ref

Date

ACI-HR/SR/06-2019

13 June 2019

TO WHOM IT MAY CONCERN

This is to certify that Mr. **Abjit Saha** from United International University (UIU) has successfully completed his **03 months** internship in **Consumer Brands Sales Department** under the supervision of General Manager, Sales with effect from 03 March 2019 to 02 June 2019 and did his internship project on " **Evaluating marketing mix and increasing sales performance by improving promotional mix: A case study on ACI Coil.**"

We wish his continued success in life.



Sayed Ahmed Razu
Assistant Manager, HR