

Impact of Trade Program Strategy on Sales Target Achievement in **Square Toiletries Limited**





United International University

A REPORT ON

Impact of Trade Program Strategy on Sales Target Achievement in *Square Toiletries Limited*

**SUBMITTED BY
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SCHOOL OF BUSINESS AND ECONOMICS

**SUBMITTED TO
MD. SHARIFUL ALAM
ASSOCIATE PROFESSOR**

SCHOOL OF BUSINESS AND ECONOMICS

DATE OF SUBMISSION: 22.12.2024

Letter of transmittal

22 December, 2024
MD. SHARIFUL ALAM
Associate Professor
School of Business and Economics
United International University

Subject: Submission of Internship Report on “Square Toiletries Limited”.

Respected Sir,

With humble respect, I am submitting my term paper on the Impact of trade program strategy on sales target Achievement in Square Toiletries Limited, while preparing this term paper, I have followed your instructions and guidelines with attention and diligence. To complete this report, I have collected what I believe to be the most relevant information and solutions to make this report more meaningful, relevant, and reliable. I found this study quite interesting and insightful and I surely believe that the experience I gathered from preparing this report will assist us in future life.

It was an honor and pleasure to work under your cordial guidelines. I have tried my level best to complete the report concerning desired requirements. However, I would be honored to oblige if any explanation were required. I would love to express our gratitude for your tremendous support, mentoring, and guidance throughout the plan. I will be pleased to answer any sort of query you may have regarding this term paper.

I hope with great anticipation that you will like and accept my term paper.

Thank You, Sir.

Sincerely Yours,
Asfara Rahman Orthy– (111 202046)
Major: Marketing
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Acknowledgment

I convey my sincere gratitude to my honorable faculty, MD. SHARIFUL ALAM, our course supervisor at United International University. Without the direction and the proper guidance, this project would have been a little success. His supervision and guidance made this report complete perfectly in every project phase. He also supported us by showing us different methods and strategies to make this project fruitful. He never got tired of helping us when we needed it the most and gave me the right direction toward completion.

Thank you, sir. We are grateful to you. Your effort inspired us to improve our plan sustainably. You inspired us to be better.

Thank you, Sir.

Declaration

I am Asfara Rahman Orthy, a student of the School of Business and Economics (Marketing) of United International University, hereby declare that the internship Report on “Impact of trade program strategy on sales target achievement in Square Toiletries Limited” is original and has not ever submitted before.

Asfara Rahman Orthy

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Executive Summary

Square Toiletries Limited is Bangladesh's most reputed fast-moving consumer goods manufacturer and seller. STL is a concern of Square Group. But it functions as a separate entity. From skincare to household cleaning products, it hosts 20 different brands. The market has also grown exponentially, because, all over Bangladesh, it has hundreds of distributors and an increasing number of customers.

This report will give details of an intern's day-to-day activities at Square Toiletries Limited. To give students a view of corporate life & how the sales department of an FMCG company works, the sales department of Square Toiletries Limited has started hiring interns. This internship program gave me an experience of how corporate life works rather than an internship.

However, this report will provide the details of Square Toiletries Limited as an organization, its vision, mission, employee practices, financial performance, marketing practices & many more. Square Toiletries is very flat & transparent as well as accountable as an organization. Their products are competing with international brands due to good corporate practices.

Furthermore, there will be an in-depth analysis of the trade program strategies of Square Toiletries. It will provide the details on the "Impact of Trade Program Strategy on Sales Target Achievement in Square Toiletries Limited". After conducting the research, it was clear that trade program strategies are a crucial part of achieving sales targets. Trade program strategies are used to gather the retailer's attraction and increase their purchase intensity to meet the sales target. But other factors also play vital roles and trade programs always don't result in success. But, it is an important factor that has a significant impact on achieving sales targets.

Keywords: Sales, Trade, Square Toiletries Limited (STL), Retailers.

Table of Contents

Letter of transmittal.....	iii
Acknowledgment.....	iv
Declaration.....	v
Executive Summary.....	vi
Chapter 1: INTRODUCTION	1
1.1 Background of the report.....	2
1.2 Objectives of the report	2
1.3 Scopes and limitations of the report	2
1.4 Overview of the internship	3
1.5 Internship Outcomes	4
Chapter 2: The Organization	9
2.1 Introduction	10
2.2 Company Overview	10
2.2.1 Vision of STL	11
2.2.2 Mission of STL	11
2.2.3 Slogan of STL	11
2.2.4 Values of principle	11
2.2.5 Corporate Social Responsibility	12
2.2.6 All brands and products of STL	14
2.2.7 Departments of Square Toiletries Limited.....	21
2.2.8 Hierarchy of Sales & Trade Marketing Department.....	22
2.3 Customer Mix of STL	23
2.3.1 Marketing Practices of STL	24
2.4 Industry and Competitive Analysis	26
2.4.1 Porter's Five Forces Analysis for Square Toiletries Limited.....	26
2.4.2 SWOT Analysis	28
Chapter 3: The Report Part.....	30
3.1 Introduction	31
3.1.1 Literature Review.....	32
3.1.2 Objective of the report.....	33
3.2 Methodology.....	33
3.3 Findings & Analysis.....	35
3.3.1 Market Research Process.....	36
3.3.2 Motivation for Other Incentives	39
3.3.3 Trade programs of STL.....	40

3.3.4 Evaluating the role and impact of the trade program in STL	42
CHAPTER 4: Conclusion & Recommendation	44
4.1 Conclusion.....	45
4.2 Recommendation	45
References.....	46

Chapter 1: INTRODUCTION

1.1 Background of the report

STL is known for its quality and commitment to its customers, and its quality and committed to its customers STL is one of the leading FMCG companies in Bangladesh. Offering innovative trade programs, the company has established a strong reputation in the market. This report will show the effectiveness of STL's trade programs and focus on achieving sales targets. This study will provide insights into the trade program's contribution to sales. This program helps students develop analytical skills and a scholarly attitude.

I have worked with "Square Toiletries Limited" for 3 months as an intern. This report is based on "Impact of trade program strategy on sales target achievement in Square Toiletries Limited.

1.2 Objectives of the report

The primary objective of the report is to evaluate the role of trade programs in STL. And the resource allocation for trade programs, identifying suitable trade programs for enhancing retailer engagement, And the effectiveness of trade programs.

1.3 Scopes and limitations of the report

Scope

Focuses on the strategies of the STL trade program and their effectiveness. Qualitative and quantitative aspects of trade program outcome covering, Sales department insights and market research analysis.

Limitations

The time frame was very limited for data collection because the report is based on my 3 months of internship period. Some research and analysis were restricted and may not present the actual data because of the sensitive nature of STL so that's why some data could not be included.

1.4 Overview of the internship

Information of the student

Name: Asfara Rahman Orthty

Student ID: 111202046

Program: Bachelor of Business
Administration

Major: Marketing

Internship Information:

Information about the internship

Duration: 3 Months (26th July,2024 – 26thth September,2024)

Name of the Company: SQUARE Toiletries Limited

Department: Sales Department

Company Address: Rupayan Center (11th Floor). 72 Mohakhali CA Dhaka-1212

Information about the company supervisor

Name: Reza Rabby

Designation: Executive, Trade Marketing, Square Toiletries Limited

Job Scope- Job Description, Duties and Responsibilities

Being a sales intern, my primary duty was to assist trade marketing professionals in their regular tasks. The responsibilities I had to fulfill at Square Toiletries Limited are mentioned below-

- Monitoring in-store displays for Senora, Maya, Meril Baby, and Kool all over Bangladesh to ensure brand visibility and compliance.
- Supervising 25 merchandisers to maintain consistent display standards in stores.
- Verifying display compliance through daily store photos and reports from 25 merchandisers.
- Participating in Maya's trade programs to learn effective display strategies.
- Building and maintaining relationships with retailers to support STL's trade programs.
- Assisting in implementing retailer incentives like commissions and bonuses.
- Contributing to brand visibility initiatives by supporting strategic display setups.
- Communicating retailer feedback and displaying effectiveness to the sales team.
- Performing any other tasks required by the supervisor & the management.

1.5 Internship Outcomes

Contribution to the company by the students

- **Enhanced Display Compliance and Brand Presence:** By actively monitoring in-store displays and ensuring that merchandisers are following STL's guidelines, I helped create a consistent brand presence throughout multiple retail locations. This boosted the awareness of customers of key products like Senora, Maya, Kool, and Meril Baby, positively impacting brand perception and sales.
- **Improved Retailers Relationships:** Through regular communication and engagement with retailers and with the support of trade programs, I played a key role in strong relationships with retailers. And by addressing retailer needs and helping the team to

implement trade incentives, for example, STL uses the term, “Commissions, slabs, and bonuses, contributed to building loyalty, for long-term market presence.

- **Improved the efficiency and the performance of Merchandisers:** I provided oversight to a team of merchandisers, improved task coordination, and ensured the timely and accurate execution of the strategies of display. This streamline minimized display inconsistencies and enabled STL to maintain a strong brand image across diverse locations.

- **Improving the impact of the trade program:** With the participation and the execution of trade program strategies, I could directly have supported STL’s objective of sales. Their work in the implementation of trade program displays, gathering insights into the market, and ensuring the engagement of retailers helped increase the commitment of the retailers and also the reach of the customers, With the trade program it attract more customers and drives higher sales volume.

- **Gathered most valuable Feedback and Insights into the market:** I Gathered the most important feedback from our retailers and insights, then, provided data to the sales team and made them understand what strategies will resonate most effectively. This feedback allowed the STL sales team to redefine and adapt its trade marketing approach and also improve future program outcomes.

- **Brand Visibility Strategies Innovation:** I gathered insights from daily store monitoring, and I contributed creative ideas for optimizing in-store displays, which enhanced the attraction of the consumer to STL brands like (Senora, Maya, Kool, and Meril Baby). And the strategic input played a crucial role in differentiating the brand from competitors within the retail spaces.

- **On-the-Ground Problem Solving:** I actively addressed challenges in real time, such as troubleshooting display issues or managing retailer concerns. Their problem-solving efforts helped maintain smooth operations, ensuring STL’s trade programs achieved the intended impact without disruption.

Benefits to the student

The three-month period of my internship at Square Toiletries Limited (STL) in the Sales Department was an amazingly valuable experience that shaped me and my career path and learning journey. Choosing this company, which is a part of the renowned Square Group, was undoubtedly a great decision in my life. Working in one of Bangladesh's largest FMCG companies gave me real experience in the corporate environment and it allowed me to see firsthand the dynamics of the fast-moving consumer goods (FMCG) industry of Bangladesh. Before this internship, I never fully understood the environment of corporate life and how a sales department, not only sales but also marketing, HR, and Product development departments operate, like how separately they operate but also work with each other, and my time at STL changed that.

During these three months, my communication skills increased, and I learned how to formally communicate with colleagues and supervisors. I also communicated with the field force, and I made numerous phone calls to the field force, which not only improved my verbal and language skills but also taught me how to engage professionally. Working in STL's high-paced sales environment, I quickly adapted to meeting strict deadlines and handling the pressure to achieve sales targets.

This experience also gave me a deeper understanding of corporate culture. STL's structured working hours (8:30 AM - 5:30 PM) helped me become more organized, disciplined, and punctual. I learned to manage my time efficiently, which increased my perseverance and commitment to my work.

I never felt like I was just an intern, because at STL, interns are also treated just like regular employees, which helped me integrate smoothly into the team and boosted my confidence. They are very friendly and open to any question and very open to help, they helped me also understand different departments. To do my daily work, I used Microsoft Office daily which helped me improve my proficiency in Excel tools. I learned to perform various functions and calculations in Excel like Sum, Sum if, If, If error, Index match, V lookup, H lookup, Pivot Table, and Conditional Formatting, it enhanced my technical skills and increased my typing speed as

well in both English and Bengali. Because I used to make the daily report of 25 Merchandisers. My supervisor, manager, and every executive were very supportive, guiding me at every step and encouraging my growth in every aspect of the job.

Over time, I became more efficient and results-oriented, sharpening both my soft skills and interpersonal abilities. My supervisor's positive attitude and encouragement inspired me to continuously improve, making this internship a milestone in my personal and professional development.

Problems or Difficulties faced during the internship period

Working with this very renowned and big organization like STL comes with its benefits and also difficulties and challenges. Because this experience was very new to me, I had never experienced the corporate vibe before. But coping with these types of challenges is a part of work life. At the very first I faced some difficulties in my internship program and also some problems need to be considered as I am very new.

The environment and the culture were very friendly but as a fresher, I was very afraid to communicate with my supervisor and the management. It took a while to adapt to the environment and to be normal with all. As I didn't have any idea how the FMCG departments work so I was very nervous when work was assigned to me. However, my supervisor was very helpful and friendly in encouraging me and that's why so early I overcame the challenges and learned very fast. I had to make a lot of phone calls to the merchandisers, TSO, and ASM so, at first, I wasn't confident enough, but with time everything was easy for me. The company has 9 hours of working time from 8:30 to 5:30 and they strictly maintained that.

Recommendations to the company on future internships

I had a great experience with STL and I'm very thankful that I got the opportunity to do my internship in a FMCG company like Square Toiletries Limited. They offered a very nice atmosphere environment and culture to learn in such a short time. But I have some recommendations. Firstly, they treat the interns like regular employees, so, their contribution to the organization should also be noted and recognized in such a manner.

My everyday primary activity was monitoring the merchandisers and the display of Maya, Senora, Meril baby, Kool, to call the field force also. But I think a better and more organized prospect can be made for the interns to learn more of the sales department. If an intern can learn about the different aspects and different sections in the departments then it would be more helpful.

Chapter 2: The Organization

2.1 Introduction

Samson H Chowdhury along with his three friends founded Square Group in 1958. From being a small firm over the years it has become a large conglomerate of 56,000 employees working all over the country. Square Toiletries Limited is a concern of Square Group which functions separately as a private limited company. An overview of the company Square Toiletries Limited (STL), is provided in this chapter. Additionally, it covers STL's management procedures. Furthermore, this chapter will also give a view of their marketing strategies. Here we will also briefly discuss the financial performance as well as accounting procedures maintained by STL. It will also cover STL's management of information systems and operations management methods. On the other hand, the market and the competition will also be analyzed. Finally, recommendations are included along with the summary and conclusions.

2.2 Company Overview

Square Toiletries Limited is one of the largest fast-moving consumer goods (FMCG) producers & known to everyone. Square Toiletries was founded in 1988 and it was a part of a division of Square Pharmaceutical Limited, but in the year 1994 it registered itself as a separate independent company. Till that time STL has seen rapid growth in its product line as well as market share. In that context, STL currently has twenty different brands for different consumers & segments along with a product line of fifty, which also contains different stock-keeping units (SKU). Their factory is situated in Rupshi & Pabna, and their products are also manufactured there. Brands of the company are Meril, Kool, Senora, Chaka, Jui, Supermom, Zerocal, Xpel Aerosol, & Revive. All these brands have different sorts of products and many of the products have different sorts of SKUs. For the last 34 years, as a consumer brand, STL has been serving its customers with skin care products, hygiene products, and lastly home cleaning essentials. Its products relentlessly cover children to adults & from male to female with sustainability & affordable prices.

2.2.1 Vision of STL

We attempt to understand the consumer's needs and satisfy them by providing unique, quality products and services and reasonable cost ranges significantly to improve the consumer's quality of life.

2.2.2 Mission of STL

- We work hard to understand our customers' changing needs to provide them with the best products and services because we value our customers as they are our greatest strength
- Through constant research and innovation, we ensure our products meet global standards and we aim to offer high-quality products but at a very reasonable price.
- We always motivate our employees by creating a friendly and supportive environment, so that they can give their 100% in their work and they can give their best for the customers.
- We do care for the environment and we avoid any harmful activities or businesses that could be harmful for the society to build a better society.

2.2.3 Slogan of STL

"We share, we care and we go beyond together".

2.2.4 Values of principle

Square Toiletries Limited (STL) always believes in taking care of its customers, employees, and the community. The company always feels that it has a responsibility to make society better. STL is a business of earning profit but STL never puts money first, for STL, instead of focusing on money it gives more focuses on being socially responsible. STL always creates a supportive

environment for its employees and it also follows ethical and sustainable practices for the benefit of the society. STL also works hard to provide good quality products for its customers. These values also have an impact on everything from daily work to maintaining the quality of products and making a positive difference for others.

2.2.5 Corporate Social Responsibility

Corporate Social Responsibility means the responsibility for society that businesses have to give back and the commitment to look out for the environment. Helping to better communities through different systems, also includes working on social problems and supporting sustainability, following fair work practices, and committing to taking care of the environment.

Chaka



Chaka is the leading detergent brand of STL. Promoting cleanliness and hygiene in daily life focuses on especially women. To educate rural and urban households on the importance of maintaining proper hygiene to prevent diseases, the brand runs campaigns. By providing free detergent samples during natural disasters like floods, to ensure cleaning products during challenging times it also supports underprivileged families.

Kool



STL's men's grooming brand is Kool. Kool is actively involved in campaigns that promote confidence and self-care for men. To teach young men the importance of personal grooming and hygiene it has introduced grooming workshops at universities and colleges. And the workshop is also for building confidence and preparing men for professional opportunities. It also encourages a sense of responsibility among its consumers by participating in events like blood donation.

Meril Baby



For new babies and new mothers, Meril Baby focuses on ensuring their safety and well-being. In partnership with pediatricians to offer free check-ups for babies and guidance for new parents, STL organizes health camps. By offering eco-friendly packaging for its products, and encouraging families to adopt greener practices, meril baby promotes environmental sustainability.

Sepnil



Sepnil is a hygiene brand of STL. It plays a vital role in promoting the health of people. To teach children about proper hygiene practices for example teaching children how to wash their hands, has led to awareness programs. Sepnil distributed free hand sanitizers and soaps to hospitals and low-income communities during COVID-19 and any natural disasters. It helped to spread awareness about hygiene and reduce the risk of diseases.

2.2.6 All brands and products of STL

STL believes that we deserve to stay healthy and safe. That is why they have this amazing product line under different brands to ensure the care we need.

Pride of Womanhood

Brands	Products
 Senora	• Senora Belt and Panty System Sanitary Napkin • Senora Confidence Sanitary Napkin • Senora Teen Confidence • Senora Bio • Senora Long

 Meril Milk Soap Bar	• Meril Milk & Rose • Meril Pure Milk • Meril Milk & Kiwi • Meril Milk & Bel
 Jui	• Jui Extra Virgin Coconut Oil • Jui Haircare Oil
 Revive	• Revive Cooling Prickly Heat Powder • Revive Moisturizing Lotion • Revive Talcum Powder • Revive hair fall Fight Shampoo

Man zone

 Kool	• Kool Shaving Foam • Kool Shaving Cream • Kool After Shave Gel & Lotion • Kool Deodorant Body Spray
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Baby Care



Supermom Baby Diaper

- Supermom Baby Diaper
- Supermom Baby Wipes



Meril Baby

- Meril Baby Lotion
- Meril Baby Shampoo
- Meril Baby Toothpaste
- Meril Baby Soap
- Meril Baby Olive Oil
- Meril Baby Powder
- Meril Baby Toothbrush
- Meril Baby Brushing Training Kit
- Meril Baby Top To Toe wash

Health & Hygiene



Maya

- Maya True Herbs Marula Oil
- Maya All Natural Moroccan Argan Oil
- Maya All Natural Hair & Scalp Oil
- Maya 100% Cold Pressed & Organic Olive Oil
- Maya 100% Cold Pressed & Organic Castor Oil



Sepnil

- Sepnil Face Mask
- Sepnil Hand Wash
- Sepnil Hand Sanitizer
- Sepnil Disinfectant Spray



ZeroCal

- ZeroCal Tablet
- ZeroCal Sachet
- ZeroCal Stevia



Select Plus

- Select Plus with Its 1.99% Ketoconazole Formulation



Magic

- Magic Tooth Powder
- Magic Herbal Toothpaste



Meril

- Meril Petroleum Jelly
- Meril Lip Balm
- Meril Olive Oil
- Meril Lip Gel
- Meril Rose Water Glycerin
- Meril Glycerin



Rain Shower Gel

- Rain Shower Refreshing Bath & shower Gel



WhitePlus

- WhitePlus Pro Sensitive
- WhitePlus Fresh Fast



Meril Tangerine Orange

- Meril Tangerine Orange Shampoo
- Meril Tangerine Orange Conditioner

Home Care

 Xpel Aerosol	• Xpel Natural Mosquito Repellent Spray • Xpel Dual Action Aerosol
 Spring Air freshener	• Spring Lemon Fresh • Spring Orange Fresh • Spring Lemon Grass • Spring Floral Fresh
 Shakti	• Shakti Liquid Toilet Cleaner
 Max clean	• Max clean Antibacterial Dish wash

Fabric Care



Chamak

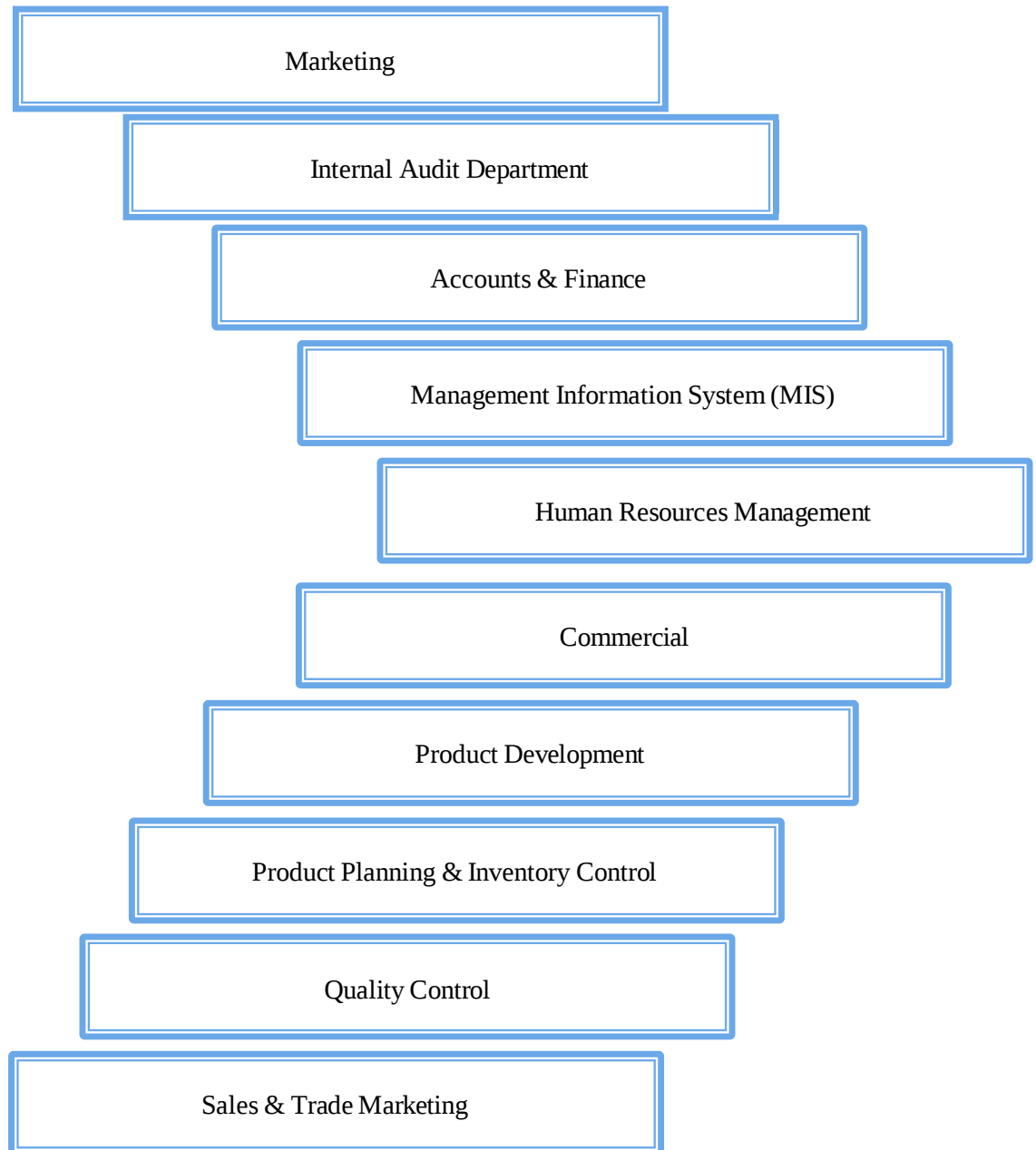
- Chamak Fabric Brightener



Chaka

- Chaka Super White Premium Detergent Powder
- Chaka Advance Detergent Powder
- Chaka Ball Soap

2.2.7 Departments of Square Toiletries Limited



2.2.8 Hierarchy of Sales & Trade Marketing Department

Management Hierarchy-



Sales &
Trade

Marketing Field Force-



2.3 Customer Mix of STL

Customer Mix- STL serves a wide range of customers all over Bangladesh. The segmentation is based on Lifestyle, demographics, and specific needs.

Customer Segments	Key Products	Features
Women	Senora, Jui, Maya	Focuses on Hygiene, Natural Care, Women empowerment
Men	Kool grooming range	Focuses on younger & professional men and their confidence & style
Families	Chaka, Magic	Affordable products for daily use
Children & Babies	Meril Baby, Supermom	Gentle, caring, and safe products for babies
Hygiene Maintained Consumers	Sepnil	To maintain a super healthy life
For Urban & Rural Populations	All Products	Premium and affordable products and anyone can find these products easily

2.3.1 Marketing Practices of STL



1. Product:

By identifying customers' needs STL offers a wide range of products across all over Bangladesh. And each product is designed with quality, affordability, and customer satisfaction.

- **Personal Care:** With natural ingredients, Jui provides hair care solutions and Kool offers a range of grooming products that focus on younger and professional men including shaving creams, deodorants, and aftershaves.
- **Hygiene:** STL cares about hygiene through sanitary napkins which are Senora and also Sepnil sanitizers, soaps, and wipes which ensure cleanliness and safety for all.
- **Baby Care:** STL always cares about its customers. So for that, STL comes with Meril Baby and Supermom diapers for Gentle and safe solutions for babies' skin and also for hygiene.
- **Household Care:** For everyday essentials, STL comes with Chaka detergent and magic dishwashing liquid which simplify the cleaning task and ensure efficiency.

STL focuses on delivering value for the product to the customers and offering many more options with affordability and high-quality products.

2. Price:

As STL cares about its customers STL adopts a flexible pricing strategy to accommodate customers from different economic backgrounds.

- **Affordable Pricing:** For budget-conscious and rural areas products like Chaka detergent are priced low.
- **Premium Pricing:** Customers who are willing to pay for benefits and who are very much conscious about ingredients or special care for those customers, products like Kool and Meril Baby which are slightly higher prices because of their added benefits.
- **Promotional Pricing:** To encourage more purchases or attract new customers STL offers discounts, bundles, promotional offers during festivals, or any special occasions.

3. Place:

STL makes sure about their availability everywhere. It has a very well-established distribution network.

- **Local Stores:** As they have a very well-established distribution network you can find them in any local stores like in any supermarket, Grocery shop, or pharmacy.
- **Online:** STL products are sold on the e-commerce platform also. To make shopping easy, easy to get the products and to improve the life of customers.
- **Special Locations:** Nowadays you can find products like Senora, sepnil, and Supermom in hospitals, schools colleges also, and they use this distribution to reach some specific customers.

4. Promotion:

STL uses different and creative ways to introduce its products to the customers.

- **Advertisement:** By creating thoughtful TV advertisements, Social Media advertisements, radio, and billboard ads highlighting the benefits of their products.
- **Campaigns and Awareness:** They organize many types of programs to educate or aware people of health and hygiene and how people can make their lives easy and safe by using STL products and by doing good for the society they promote their products.

- **Discounts & freebies:** STL offers discounts, Free samples, and combo offers to encourage to buy their products and to reach more customers.

2.4 Industry and Competitive Analysis

2.4.1 Porter's Five Forces Analysis for Square Toiletries Limited

This analysis will help to understand that in the FMCG market in Bangladesh what challenges or competition that STL faces.



1. **Threat of New Entrants:** The threat of new entrants is moderate because though new companies can enter the FMCG market very easily STL holds a strong position and it makes it harder for them to compete. First of all, starting a new FMCG company requires a lot of money and resources and it's very difficult for a smaller company. Well-known brands of STL like Meril Baby, Chaka, Senora, Sepnil, and Kool will make it harder for new companies to gain trust. Also, STL produces higher quality products a very budget-friendly prices and it's an advantage of STL. Government rules on product safety and quality should also be noted. However, smaller local businesses can still create competition in specific areas.
2. **Bargaining Power of Suppliers:** The bargaining power of suppliers is low to moderate because as we know, suppliers provide raw materials to STL but STL works with many suppliers so one supplier doesn't have much power. So, STL can easily switch suppliers if needed but STL might face challenges if the prices of raw materials go up globally.

- 3. Bargaining Power of Buyers:** The bargaining power of buyers is high because customers have many options to choose from so they have a lot of influence in the FMCG market. STL has both premium and budget-friendly prices products because people in Bangladesh are very price-conscious. Customers always expect good quality products from a company so any compromises can lead them to switch them to competitors. Nowadays we can easily compare products because we can easily access information online. STL sometimes offers promotions and offers discounts to attract new customers.
- 4. Threats of Substitutes:** Threats of substitutes are high because there are many alternatives to STL's products in the market and they also offer similar products at a lower price. Also, international Brands like Unilever and Marico, attract premium customers and some customers also prefer homemade or natural remedies it's so easy for customers to switch as others also offer low-priced products.
- 5. Industry Rivalry:** Industry rivalry is high because Unilever, Marico, and local brands also offer similar products and STL competes with them. Many products like hand wash, soap, and detergents don't differentiate themselves much so, STL focuses on branding and the loyalty of customers. STL expends more in rural areas because urban markets are very crowded and there STL's strong distribution network doesn't help that much. STL has to be more careful about its competitors because sometimes competitors offer aggressive promotions.

2.4.2 SWOT Analysis



- **Strength**

1. Nowadays Senora, Sepnil, and Meril Baby are well-established and more trusted brands all over Bangladesh.
2. STL always offers a variety of products, they have personal care, hygiene care, baby care, and different types of products that are needed for everyday use.
3. STL has a wide range of distribution networks that help to reach their products to customers.
4. STL continuously invests in research and development to reach customer's needs.
5. STL takes the initiative to arrange social activities and educate about menstrual education.

- **Weakness**

1. By ensuring profitability STL faces challenges in maintaining competitive pricing because Bangladesh is highly price-sensitive in the FMCG market.
2. STL's revenue sources are limited because it primarily operates in Bangladesh so it is vulnerable to domestic economic changes.
3. For international brands like Unilever or Marico, sometimes overshadow STL in terms of brand presence or the budget of marketing.

4. STL's wide distribution network also increases operational costs.
5. The growth opportunities are limited because STL has not yet established its presence internationally.

- **Opportunities**

1. The purchasing power of rural areas is rising so for these markets, STL can increase its penetration by tailoring products and marketing strategies.
2. In South Asia, the demand for quality products is growing, so STL can explore internationally.
3. After the pandemic, there is an increased demand for hygiene products, and that can be capitalized by STL for products like hand wash and sanitizers. People already trust Sepnil.
4. Nowadays online shopping is a rising trend, So, STL can expand its digital presence and can reach more customers.
5. People are more conscious about the environment now, so, investing in eco-friendly products can attract more consumers.
6. Brand reputation can be increased if STL collaborates with NGOs or government initiatives.

- **Threats**

1. In terms of market share and customer relations, local businesses or FMCG companies both pose significant challenges.
2. If any type of economic downturn happens in Bangladesh, then it can affect STL sales because customer spending will decrease by that time.
3. STL will have to continuously adapt its products and strategies if customer tastes and preferences change rapidly.
4. If any changes in the prices of raw materials happen then it will increase production costs and also it will affect profitability.
5. Herbal or homemade solutions can also affect STL sales.

Chapter 3: The Report Part

Impact of Trade Program Strategy on Sales Target Achievement in

Square Toiletries Limited

3.1 Introduction

For serving consumers, the FMCG industry is one of the most competitive markets. A firm needs to show diligence not only in its work but also in its offering to maintain a competitive edge over other companies or competitors. Providing superior value to the consumers is important in terms of selling and distribution but when it comes to the retailers then it's different. To take one's product to the consumers a firm needs to convince the retailers to take their products first hand. Because end consumers don't purchase their desired product directly from the company, they visit their local shops or stores to get it. A company needs to think about satisfying the retailer first to capture the desired shelf space to get the shelf in retail premises. This action is called the trade program strategy.

Rather than focusing on the consumers, the trade program strategy has primarily engrossed the retailers or distributors. STL, as an FMCG manufacturer, also practices this strategy to attract retailers to make their products available to the end consumers. STL promotes & arranges various trade programs all year around to keep the attraction of retailers to keep their products on the shelves. The trade marketing department carefully develops these programs, considering not only retailer preferences but also competitive insights. And they also analyze their competitors and what steps they are also taking and then they set their strategy.

STL's field force employees are approximately 1,135, and they work very hard so the success of these programs relies heavily on them who work tirelessly to engage retailers, secure purchase orders, and promote products. To bridge the gap between the company and retailers, the field employees play a vital role in ensuring the execution of a successful trade program.

And I got the opportunity to work closely with the trade marketing team and I have gained hands-on experience in promoting and executing trade programs. I communicate with the field force employees to ensure the display program and assist the executives in execution to achieve monthly sales targets. I have observed how these programs are implemented and how these programs contribute to meeting sales.

From this experience, I learned valuable insights into how trade programs drive retailer engagement and support overall sales performance.

3.1.1 Literature Review

The sales department is vital to any business, as it drives the company to revenue and ensures operational sustainability. Enhance the product's visibility, gain market share, attract customers, help companies secure shelf space, and trade programs are often utilized to differentiate products in competitive markets. In the 1990s trade marketing became more prominent when retailers started playing a very important role in brand promotion. Trade program focuses on maintaining or building relationships with retailers and offering them discounts, bonuses, and incentives to stock their products and promote their products.

In the current business market, managing trade programs has become complex because of the domination of digital tools and multiple distribution channels. Due to poor planning and alignment with market demand, many trade programs struggle to achieve their goals. Understanding retailer's needs is very important while also addressing consumer preferences because retailers are the intermediaries and they connect companies with consumers and also influence consumers purchasing decisions. Retailer plays a vital role in company's success.

Companies must invest in market research to remain competitive in the market and also analyze their competitor's steps. Trade programs are not always about promotions of the products and increasing sales but also about maintaining long-term relationships with retailers by providing them value and support. Business can enhance their chances of achieving sales targets by leveraging insights from data and aligning trade programs with market trends. Companies need to continuously adapt their strategies to ensure the effectiveness of their trade programs.

Trade program focuses on engaging retailers and distributors and also operates as a form of B2B marketing. Trade programs are designed to create demand and also strong brand presence. If the company wants to succeed in this area, then a strong data analysis is a must.

And to be creative can also come with success, understanding the insight of the market is also a must. If companies can achieve successful trade programs in the market, then can also achieve a competitive advantage while maintaining strong relationships across their distribution networks.

3.1.2 Objective of the report

The primary objective of the report is to find out how the trade program strategy is impacting achieving sales targets at Square Toiletries Limited.

Specific Objectives

- Analyzing how STL allocates and utilizes its resources to execute trade programs. For a successful trade program, budgeting and resource management are important.
- Understanding retailers and what takes them to the attention of STL products. STL can maximize retailer participation and product visibility by identifying the right programs with market research.
- To evaluate the effectiveness of how well the trade programs are designed and executed to achieve their goals. Analyzing the efficiency of these trade programs will help determine their contribution to meeting sales targets.

3.2 Methodology

A qualitative research approach was applied to conduct this report study. Through primary interviews, surveys, and observations within the STL corporate head office sales department, most of the data were collected internally. By interviewing key executives and their experiences, distributing questionnaires, and observing daily and also with daily activities in the 3 months of period. By using Google Forms, surveys were conducted and gathered responses from employees and also direct interactions because they provided detailed insights.

Employees and their experience in the STL sales department

Employees in the sales department, there were

- 5 Officer
- 3 Management Trainee
- 3 Sales Executive
- 1 Sales Admin
- 3 Executive Sales Operation
- 4 Executive Trade Marketing

Role	Experience Range(Years)
Officer	3-5 Years
Management Trainee	0-1 Years
Sales Executive	1-2 Years
Sales Admin	1-3 Years
Executive Sales Operation	2-4 Years
Executive Trade Marketing	3-5 Years

3.3 Findings & Analysis

Trade Bonus

Retailers qualify for trade bonuses when they purchase a product bundle in a single invoice. There are two prices or factors in this process (TP) trade price, (ETP) effective trade price. When a company charges the price that's called TP and the actual price that the retailer pays after factoring in bonuses that's called ETP.

For example, if the TP of soap costs 20 Taka for 1 piece then for 12 pieces it will cost 240 Taka, and if you take 12 pieces then you will get 13 pieces. So, retailers are getting 13 pieces in the price of 12 pieces. So, ETP will be $240/13=18.46$ Taka. So for 1 piece, it will cost 18.46

A lower ETP makes the product more appealing to stock and sell and increases the profit margin for retailers. Retailers' preferences are ETP, and they prioritize brands that provide ETP because it ensures higher earnings.

Normal Bonus

One of the primary bonuses offered by the sales department is the normal bonus. To encourage retailers to purchase the products in bundles rather than individually. When retailers buy 12 products or a dozen or bundles of an SKU in one invoice then they get an extra 1 product, 13 products in the price of 12. So they are getting 1 free product. So, here comes the ETP calculation. Because the TP price for the product is 20 Taka for 1 piece. So for 12 pieces, it would be 240 Taka. Retailers are getting 1 piece for free, so they are getting 13 products at the price of 12. So we can say, for 13 pieces the price is 240. So for 1 piece, the price is $(240/13) = 18.46$ Taka.

The benefits for retailers- they are getting products at a lower cost per unit so here their profit margins are increasing when they are selling at MRP (Maximum Retail Price). And they are getting immediate incentives as well.

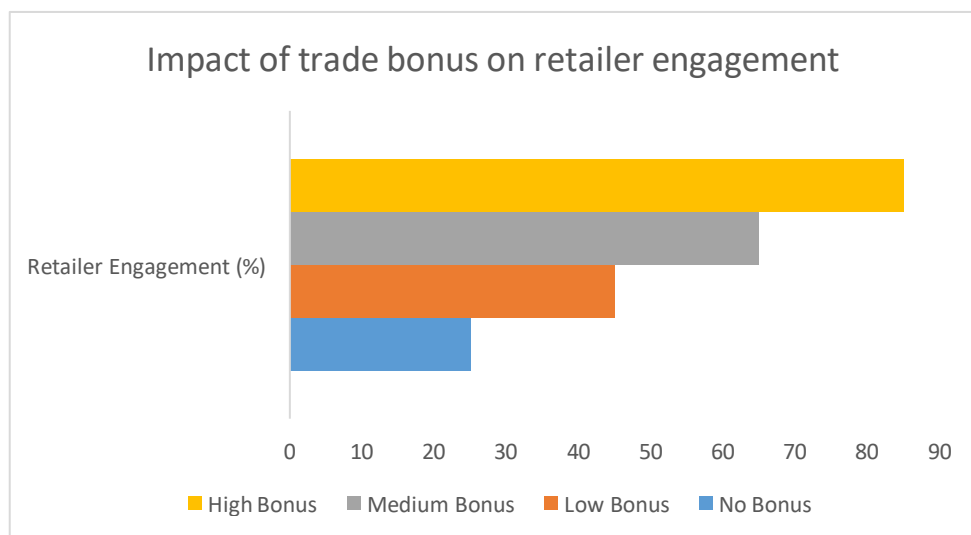
Slab Bonus

The slab bonus is designed to provide greater benefits and enhanced incentives offered to

retailers than normal bonuses. It targets the larger retailers by slightly lowering the ETP. Slab means greater benefits so; it is applied when a retailer purchases a higher amount or higher quantity. Suppose a retailer purchases 36 soaps then they will receive 3 extra soaps as this is part of the normal bonus. But with the slab bonus, they will receive 6, instead of 3. So, they are getting an extra 6 soap. Only a few products fall under this restriction.

3.3.1 Market Research Process

I conducted field research to gain insight into the trade program's effectiveness and impact on sales. I visited several retail outlets, engaged directly with the retailers, and asked them to gather their perspectives on trade bonuses, why they stock a company product, and what influenced them to make the decision. I also analyzed their purchasing behavior before and after the trade program to provide a clear view.

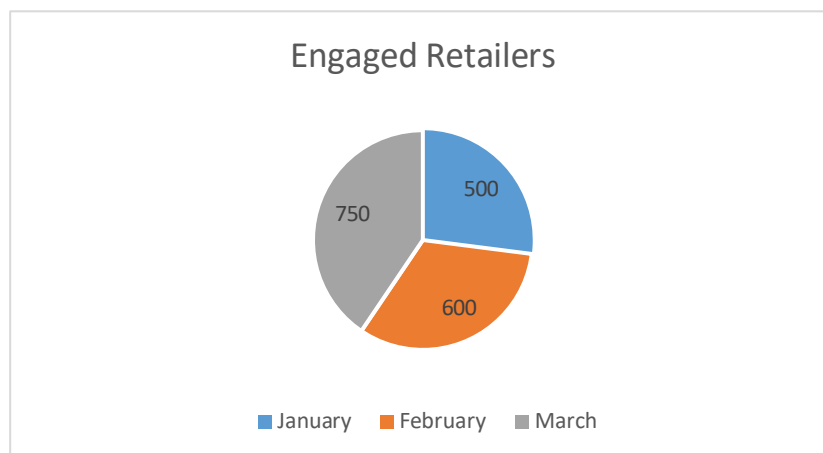


From the figure we can see that when there is no bonus, the retailer engagement is very low which is only 25%, when there is a low bonus, the retailer engagement increases to 45%, when there are medium bonuses then the retailer engagement increases to 65%, indicating a significant boost. And when there is a high bonus, there is the highest level of retailer

engagement which is 85%.

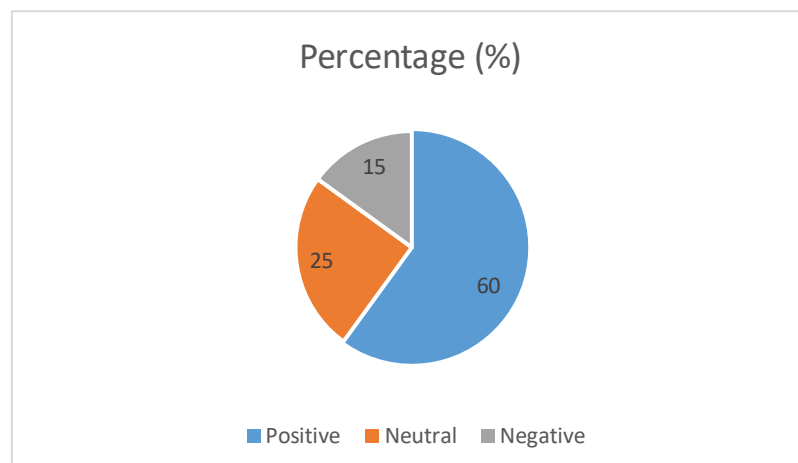
This graph highlights the effectiveness of trade bonuses because for trade bonuses, retailer engagement increases and we found out that higher bonuses lead to stronger engagement and loyalty.

Retailer engagement level over time



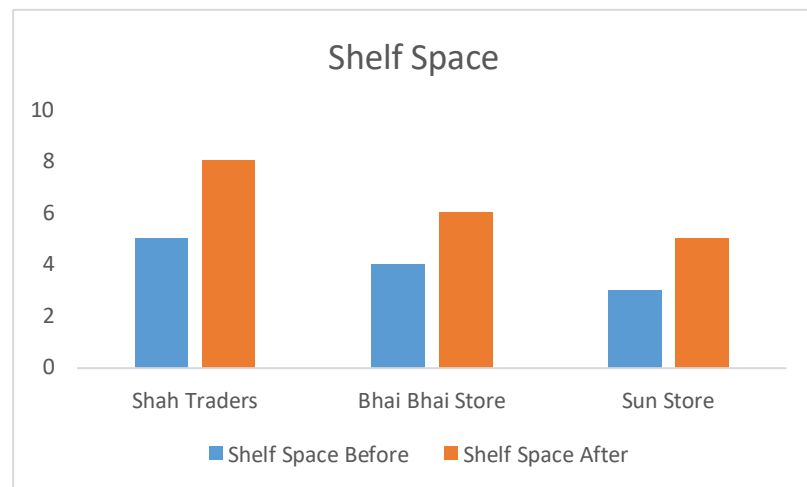
This figure shows that after the trade program, retailers' engagement increased over time. In January it was 500, In February it increased to 600 and in March it increased to 750. So day by day the engagement of retailers is boosting.

Customer Feedback Analysis



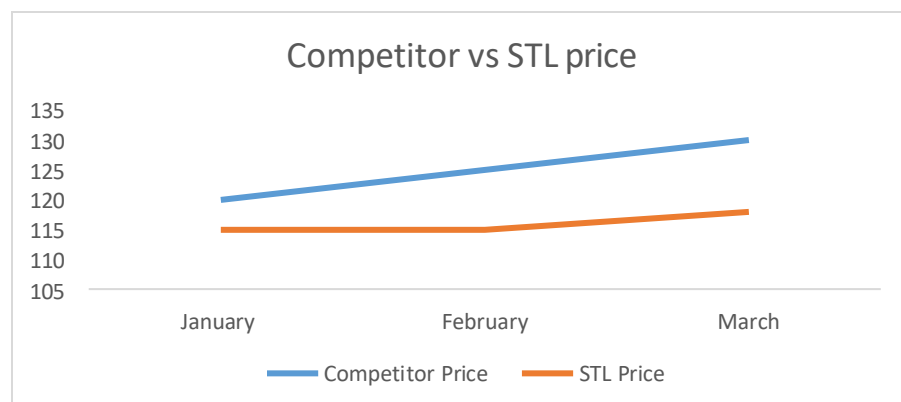
This graph shows how satisfied customers are with using STL's products. And we can see that more than 50% of people have a positive impact on STL's product. So, there are 60% of people who are satisfied by using STL's product. And 25% of people are neutral and 15% people are not positive about STL's products.

Shelf space distribution



We can see in this graph how shelf space increased in a store after the trade program. After offers or discounts retailers are showing more interest. In Shah Traders, the space was 5 before, and now it's 8, In the Bhai Bhai store it was 4 before and now 6, In the Sun store it was 3 before, and now it increased to 5.

Competitors pricing VS STL's pricing

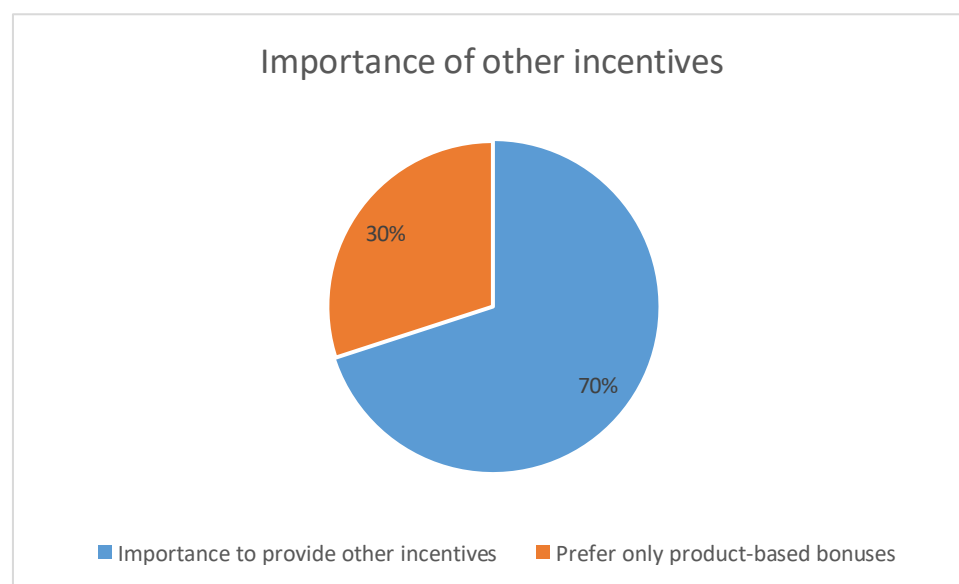


We can see in this graph that STL always maintains an affordable pricing strategy for everyone. And they always analyze their competitors. They also care about consumers, so also take care about the quality of products. They give high-quality products at an affordable price. We can see that if the competitor's price is 120, STL's price is 115, If the price is 125, STL's price is 115, If the price is 130, STL's price is 118.

3.3.2 Motivation for Other Incentives

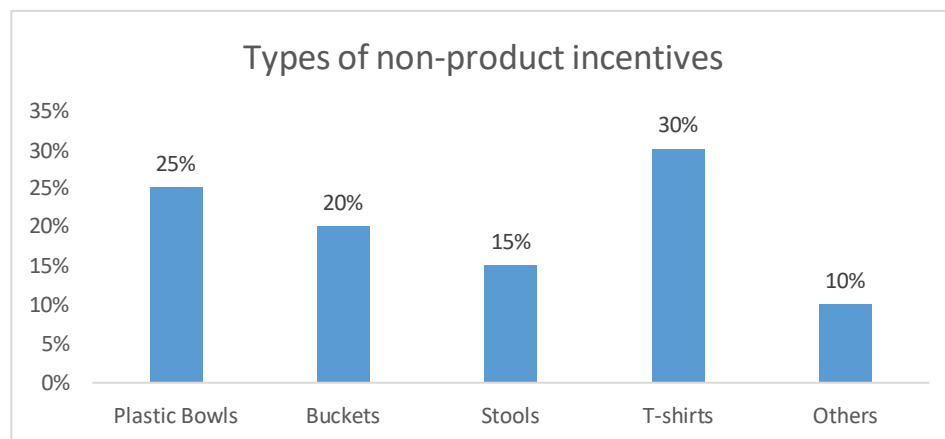
Alternative incentives focus on offering other types of gifts, with regular bonuses and slab bonuses where retailers receive additional products as rewards. Extra products like plastic bowls, buckets, T-shirts, and mugs, these things motivated more retailers and this helped to increase the purchase behavior of retailers. Sometimes for these gifts, they purchase larger quantities. To evaluate this, respondents were asked whether these gift offerings hold more retailers or the traditional trade bonuses.

Importance of other incentives to retailers-



This figure highlights the retailer's preferences for non-product incentives and traditional trade bonuses. From this figure, we can see that 70% of retailers believe in the importance of providing other incentives rather than product-based bonuses like plastic bowls, mugs, and buckets because these gifts boost their motivation more. And other 30% prefer traditional product-based trade bonuses, this indicates the strong demand of providing other incentives.

Preferred types of non-product incentives



The bar chart describes the preferences of retailers for non-product-based incentives. We can see, here, that the most demanding product is T-shirts, which is 30%, then plastic bowls which is 25%, then stools which is 15%, and for other products 10% such as umbrellas, and calendars.

3.3.3 Trade programs of STL

1. Short-Term Trade Programs

This trade programs are designed for instant sales boosting and provide quick incentives to retailers. This is for shorter durations.

- **Single Trade Program**

These trade programs are designed for instant benefits for retailers to attract retailers. For example, Bonuses are offered for a special occasion where retailers

are purchasing a specific SKU for that day. And it drives to the immediate sales.

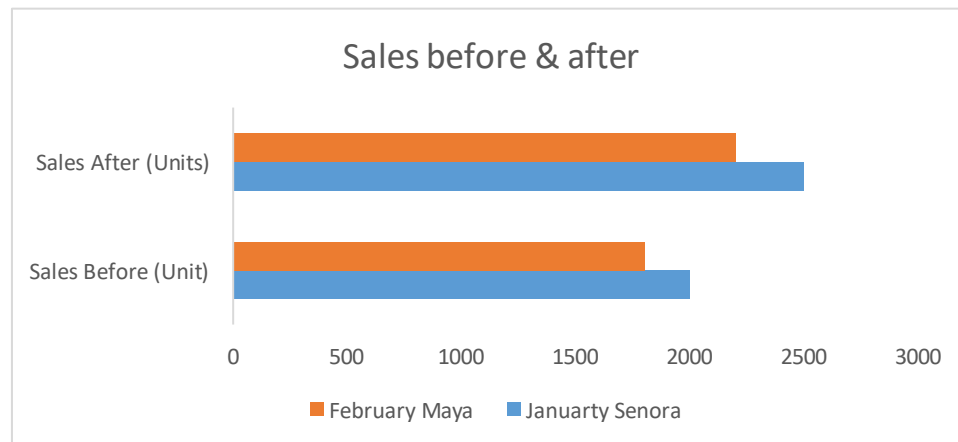
- **Monthly Trade Program**

This program is designed for the entire month to achieve sales targets with incentives for buying a certain quantity. For example, based on a retailer's monthly purchase, they are getting bonuses, discounts, or free products. This program focuses on retailers to make them used to a company's product.

2. Long-Term Trade Programs

This program is designed for a longer duration to establish stronger relationships with retailers. So, there is a quarterly trade program under a long-term trade program. Companies usually create habits with their products for retailers. Bonuses and cash incentives are generally given to retailers.

Before & After Sales Comparison in 2 months for Senora & Maya

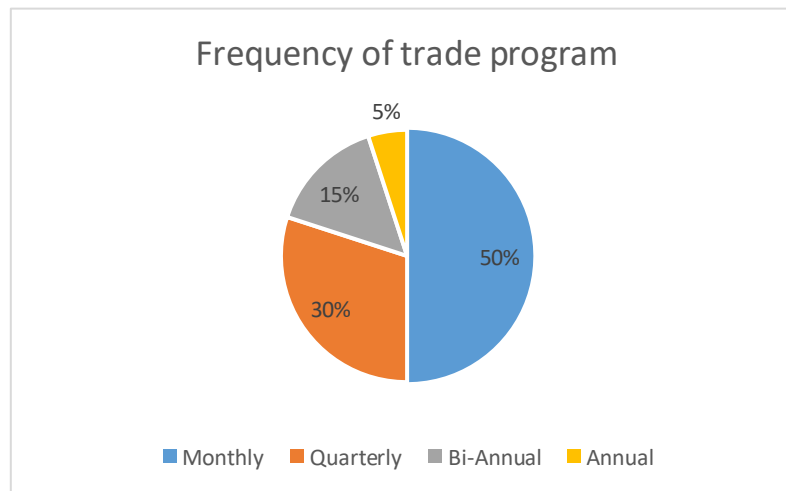


In this graph, we can see that sales have increased after the trade program. In January, the sales were lower, but after the trade program, they increased. Also, in February, the sales were lower, but after the trade program, they increased.

3.3.4 Evaluating the role and impact of the trade program in STL

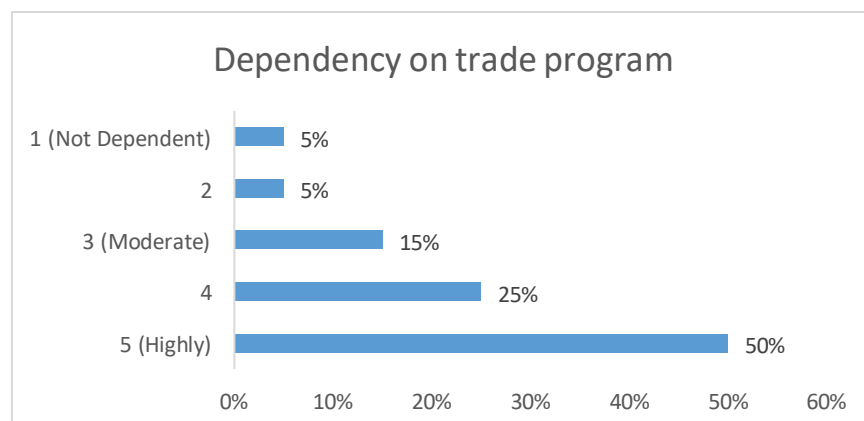
To understand the impact of trade programs in achieving sales targets, several factors should be considered. The frequency of providing trade programs is one of them. This understanding will help the sales department to achieve targets.

Frequency of introducing trade program



This figure shows the beliefs of the retailers about how frequency trade programs should be introduced. Here, 50% of retailers believe that trade programs should be introduced monthly, 30% of retailers believe trade programs should be introduced quarterly, 15% of retailers believe in bi-annual, and 5% believe in Annual.

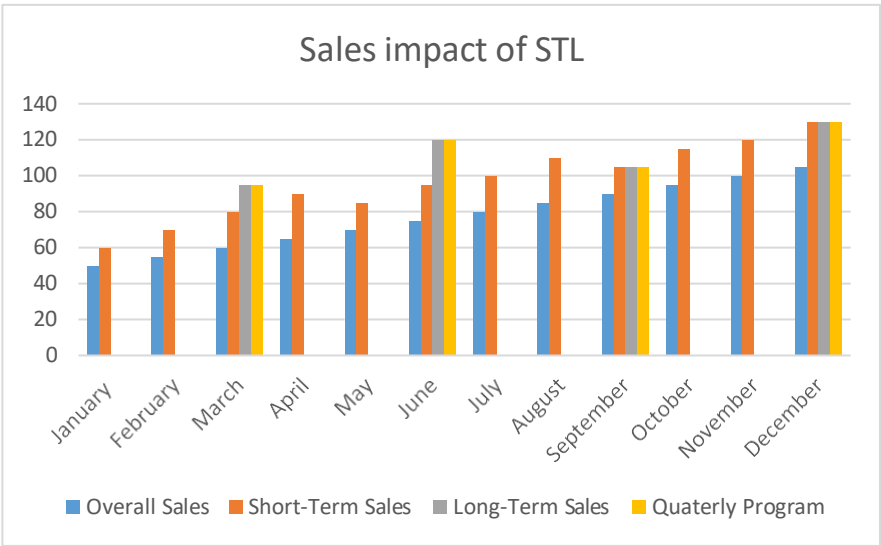
Dependency on trade program for achieving sales target



This figure shows that the majority of the sales team considered trade programs essential for hitting their targets.

Illustration of STL trade programs and sales impact

Due to the sensitive nature of STL, they could not provide the exact data but they gave some idea of STL trade programs in sales impact.



This chart shows how STL trade strategies encourage retailers' engagement and how it drives sales growth. Here, the blue line is the overall sales which represents the sales performance without a trade program. The red line which represents short-term trade programs represent, sales increase during the monthly trade program, the shaded area represents the increased area when the long-term trade program, and lastly the gray area represents quarterly program influence sales.

CHAPTER 4: Conclusion & Recommendation

4.1 Conclusion

STL is the strongest company in the FMCG market and it has proven its place always by providing quality products. It always competes in the market where it's so easy for the consumers to switch easily to another product. STL has implemented effective trade programs to attract customers, they not only understand consumer preferences but also customer preferences and also ensure its products reach the consumer's hand efficiently. Their trade program strategies are well aligned and they play a vital role in achieving sales targets. STL's well-planned trade programs always play a successful role in the market. These strategies help STL to differentiate itself from others.

4.2 Recommendation

Square Toiletries Limited is one of the most reputed & trustworthy companies in Bangladesh. STL has been providing valuable & quality products to its consumers for the last two decades. In conducting its operations, STL is adequately experienced & efficient. A company operating so long & competing in the market established themselves. But they should also consider new methods and come up with new techniques to differentiate more in the market. They should also build their brand in retailers' minds though they are very careful about retailers too. They should also change their strategy frequently. They should also focus on merchandising more because if a product in the store is not organized well then a downfall can also happen as a beautiful outlook is also a good sign. They can also retail their products through their platform because now many companies are focusing on establishing their retail chain as well as building their e-commerce platforms. In a competitive market like fast-moving consumer goods staying focused & first a mover advantage can be a good thing to have.

References

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