



Marketing Strategy & Reaching Potential Customers of Kool Brand of Square Toiletries Limited

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

Letter of Transmittal

Date: 19th August, 2023

Mr. Muhammad Rehan Masoom
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Subject: Submission of Internship Report on “Marketing Strategy & Reaching Potential Customers of Kool Brand of Square Toiletries Limited”.

Dear Sir,

With all due respect, I would like to express my gratitude for the opportunity to complete the INT 4399 Internship Course and earn my Bachelor of Business Administration degree by writing and presenting the internship report titled “Marketing Strategy and Reaching Potential Customers of Kool Brand of Square Toiletries Limited.” This report contains my findings and observations during my internship. The internship program and preparing the report, which included both theoretical and empirical examinations of actual business problems, were invaluable learning experiences for me.

I have completed this report, which was a worthwhile experience for me. I eagerly hope that you will find this report worth reading and I believe that this report will meet your approval. It was a privilege to have given the chance to work on this particular topic.

I want to show my gratitude to you for your encouragement, effective guidelines, and support.

I hope you will appreciate my hard work and I apologize for the unintentional errors.

Yours Sincerely,

Irfaan Mhamud Bhuiyan

ID - 111 182 073

Acknowledgment

During my internship, I have been fortunate to get support, guidance, and encouragement from various number of people. Firstly, I would express my gratitude to Almighty Allah (SWT) for enabling me the ability to complete this report efficiently and effectively. With the help of Almighty Allah, as well as the blessings of my parents, faculty, and elders, I was able successfully finish my three-month internship at Square Toiletries Limited in the Marketing department from June 1st to August 31st, 2023. As part of the INT 4399 course, the final report for the internship is prepared.

Firstly, I would like to convey heartfelt appreciation, respect and cordial thanks to my Internship Supervisor Mr. Muhammad Rehan Masoom, Assistant Professor of the School of Business and Economics at United International University, who has provided me with invaluable advice, encouragement, guidance, inspiration, valuable supervision, and constructive suggestions throughout my internship. I consider myself fortunate to have been able to write my internship report while being monitor and instructed by him. I am grateful and honored to express my heartfelt gratitude to Mr. Malik Mohammed Sayeed, Chief Operating Officer, and Jesmin Zaman, Head of Marketing of Square Toiletries Limited. In addition, I would like to thank my organizational supervisors, Mr. Fazal Mahmud Roni, Senior Marketing Manager, and Mrs. Tehsina Khanom, Assistant Marketing Manager of Square Toiletries Limited, who supervised me during the internship. I am grateful to them for their helpful assistance and, more significantly, for giving me the opportunity to learn throughout my internship. I would like to thank the officials of Square Toiletries Limited for not only assisting me but also giving me their valuable time and providing me with the most relevant facts on which to base this report. Finally, I would want to thank United International University. My institution is responsible for the fact that I am currently on the edge of completing my bachelor's degree.

Despite the fact that I worked extremely hard on this report, it is probable that some inaccuracies exist. I truly apologize for any such oversights that may have occurred.

Irfaan Mhamud Bhuiyan

Executive Summary

The internship report focuses on “Marketing Strategy and Reaching Potential Customers of Kool Brand at Square Toiletries Limited.” First, chapter one covers the introduction, origin, objective, and scope of the report. The report has a literature review that emphasizes the significance of marketing strategies in men’s grooming, recent marketing trends, and successful ways to reach potential customers. Chapter two summarizes Square Group and Square Toiletries Ltd.’s (STL) product range in the FMCG industry, along with the mission, vision, and quality policy of STL, departments within STL, corporate social responsibility (CSR) initiatives by STL, and media and research team details. Chapter three is about the internship experience at Square Toiletries Ltd. The report encompasses an analysis of the job responsibilities, learning opportunities, the quality of relationships with co-workers and the employer, expectations, and expected future outcomes. Chapter four is dedicated to discussing the objective of the assigned project on marketing strategies for Kool, with a focus on reaching potential customers of the Kool brand at Square Toiletries Limited. It includes background, problem statement, and statement of the project, digital marketing strategies for Kool, and physical marketing strategies for Kool, SWOT, PESTEL analysis and Porter’s Five Forces Model analysis for Kool, data analysis conducted online survey questionnaire, findings, recommendation and implementation for Kool as a brand of STL. The intern analyzed the topic and related practical experience with theoretical knowledge and findings from investigations in this chapter. Chapter five of the report covers the importance of marketing strategy, the intern’s experience, and a detailed analysis of the Kool brand marketing strategies at Square Toiletries Limited.

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Chapter 1

Introduction

1.1 Origin of Study

This report meets the internship requirement of the “Bachelor of Business Administration (BBA)” program. While participating in their internship program, the intern worked at Square Toiletries Limited. This report is prepared for the completion of his internship at Square Toiletries Limited as an intern in the marketing department. A report on “Marketing Strategy & Reaching Potential Customers of Kool Brand of Square Toiletries Limited” was completed by the intern during their three-month internship with the company. This study was academically overseen by Muhammad Rehan Masoom, who is an Assistant Professor at United International University and also the academic supervisor of the research.

1.2 Objectives of the Report

1.2.1 Broad Objective

To learn how the Kool brand of Square Toiletries Limited’s can develop marketing strategy and reaching potential customers and increase awareness.

1.2.2 Specific Objectives

1. To comprehend the activities, departmental processes, and commercial profile of Kool brand of Square Toiletries Limited.
2. To investigate the Kool brand of Square Toiletries Limited is operating environment with concern to current market competition.
3. Examine the positioning strategy, target market, and segmentation of the Kool brand of Square Toiletries Limited.
4. To analysis the SWOT, PESTEL, Porter’s Five Forces Model for Kool brand products of Square Toiletries Limited.
5. To provide advice on Kool brand products of Square Toiletries Limited marketing strategies and techniques.
6. Understand the current brand positioning and perception of Kool among male consumers in Bangladesh.

7. Research into the consumer essence, understanding their needs, preferences, and factors influencing their purchase decisions.
8. Create a comprehensive marketing strategy that effectively bridges the gap between Kool and its potential male consumers across Bangladesh.

1.3 Scope of the Report

Completion of the Bachelor of Business Administration (BBA) degree necessitates actual job experience gained through an internship. A business organization can help students become more familiar with the workplace by offering them real-world work experience through a business-related subject, an internship report, or an assignment. Applying his classroom learning to actual business situations is an opportunity for him. The overall report focuses on marketing strategy along with customer awareness and perception of the Kool brand at Square Toiletries Limited is the topic of this research.

1.4 Literature Review

1.4.1 Importance of Marketing Strategy in Men's Grooming Sector

The global men's grooming market, once overshadowed by its female counterpart, has grown exponentially in recent years. Brands are recognizing the untapped potential and are investing heavily in research, product development, and marketing tailored to male consumers (Aaker, 1991). The significance of a well-created marketing strategy in this sector cannot be overstated. With increasing competition and evolving consumer preferences, brands need to be agile and adaptive (Kotler & Armstrong, 2010).

In Bangladesh, the men's grooming sector is still in its nascent stages but shows promising growth. The young, upwardly mobile population, coupled with increasing global exposure, presents a ripe market. However, the cultural fabric of Bangladesh, deeply rooted in tradition, adds a layer of complexity. This makes the role of a culturally sensitive marketing strategy even more crucial (Schiffman & Kanuk, 2004).

1.4.2 Current Trends in Marketing Strategies

The digital revolution has reshaped the marketing landscape globally, and Bangladesh is no exception. Digital marketing is becoming more important due to more internet and smartphone

usage. Social media campaigns, influencer partnerships, and online advertisements are becoming the norm.

However, traditional marketing methods still hold influence in regions with limited digital access. Television commercials, radio jingles, and print media advertisements play a significant role in influencing consumer choices, especially in semi-urban and rural parts of Bangladesh (Keller, 1993).

A successful marketing strategy in today's Bangladesh would be a blend of the digital and the traditional, ensuring wide reach and deep engagement in order to grab more customer attention and create awareness among the target audience.

1.4.3 Effective Methods of Reaching Potential Customers

Understanding the consumer is at the heart of any successful marketing strategy. In Bangladesh, where cultural distinctions play a significant role in shaping consumer behavior, this becomes even more critical. Engaging with consumers, understanding their needs, preferences, and key points can offer invaluable insights.

Digital engagement methods, like online surveys, social media polls, and interactive content, can be effective in urban areas. Simultaneously, on-ground engagement methods like local market surveys, focus group discussions, and participation in local events can offer deeper insights into the semi-urban and rural male consumer psychology.

1.4.4 Case Studies of Successful Marketing Strategies in Similar Sectors

Learning from success stories can offer a roadmap for creating an effective marketing strategy. Brands for both local and international, that have successfully penetrated the Bangladeshi market, can offer valuable lessons. Their marketing methods, engagement tactics, product positioning, and consumer feedback can provide actionable insights for Kool products.

For instance, the success of brand AXE in Bangladesh, despite being an international brand, can be attributed to its localized marketing campaigns, culturally resonant product positioning, and effective consumer engagement strategies.

1.5 Research Methodology

1.5.1 Research Design

The study adopts a descriptive research design to comprehensive understand the perception and awareness of the Kool brand among male consumers in Bangladesh. This design provides a snapshot of the prevailing conditions and attitudes, allowing us to capture the current scenario without manipulating any variables.

1.5.2 Data Collection Methods

Primary Data:

- Online Survey: Online questionnaires distributed among male respondents across various age groups and regions in Bangladesh. These surveys included both open-ended and close-ended questions to understand brand awareness, product preferences, and factors influencing purchase decisions.

Secondary Data:

- Relevant data collected from market reports, academic journals, brand publications, and other reputable sources to understand the market dynamics, competitor strategies, and industry trends in the men's grooming sector in Bangladesh.

1.5.3 Sampling Design

- Population: The study focused on male consumers in Bangladesh, spanning various age groups, socio-economic backgrounds, and regions.
- Sampling Method: A stratified random sampling method employed, ensuring representation from different levels like age groups, urban vs. rural regions, and socio-economic backgrounds.
- Sample Size: 54 male respondents surveyed, ensuring a mix of different demographics to enhance the study's representativeness and accuracy.

1.5.4 Data Analysis Methods

Both quantitative and qualitative data analysis methods employed:

- Quantitative Analysis: Statistical tools used to analyze the survey data. Descriptive statistics like means, medians, and modes helped in understanding general trends.

- Qualitative Analysis: The data from in-depth interviews transcribed and subjected to thematic analysis. This helped identify recurring themes, sentiments, and patterns in the responses.

1.5.5 Research Limitations

While the study aims to provide comprehensive insights, certain limitations exist:

- Geographical Limitations: Due to logistical constraints, certain remote regions of Bangladesh might have underrepresented in the study.
- Response Bias: As with any self-reported data, there is potential for response bias, where respondents might give answers, they perceive as socially desirable.
- Temporal Limitations: The study captures a snapshot of the current scenario. The rapidly evolving market dynamics mean that the findings might need periodic updating to stay relevant.
- Time: To prepare a successful report requires a long time. Moreover, I did not get enough time to complete the report. Time was limited to prepare this report.
- Confidentiality: The level of confidentiality associated with the company's information processing has been a constraint for carrying out the planned activities. Much information not disclosed and its presence would have enhanced my internship report contents but the organization was highly confidential to present in this report.

Chapter 2

About Square Group

2.1 Overview of Square Group

Mr. Samson H. Chowdhury was born on September 25, 1925. In 1952, he started a small pharmacy in Ataikula. Together with three of his colleagues, Mr. Samson H. Chowdhury founded a pharmaceutical business in 1958. Although the business was once a partnership, it changed its status to a public limited company in 1991. Since 1958, Square has grown into a diverse, publicly listed company with 60,000 employees. The group's current yearly income is USD 1 trillion.

SQUARE is a name and a state of thinking currently. The road to its growth and wealth has not been simple, either. It has expanded to rank among the top corporations in Bangladesh since its inception in 1958. Since 1985, Bangladesh's pharmaceutical sector by the company's flagship, Square Pharmaceuticals Ltd., which is currently on its path to becoming a high-performance worldwide player.

Over fifty years of arduous labor, passion, and commitment since 1958, when Square Pharmaceuticals Ltd., the main firm of the Square Group, have led them to where they are now. Square Group has developed into one of the most prominent companies in Bangladesh today. With only one product, Square Toiletries Ltd. began its operations in 1988 as a distinct branch of Square Pharmaceuticals.

SQUARE is now an institution as well as an organization. It has been a leader in the growth of local companies in a variety of industries during the course of a 45-year career, including pharmaceuticals, toiletries, apparel, textiles, information technology, health products, food products, hospitals, etc. With an average yearly sale of over US\$200 million and a staff of over 3,500, Square Group is a true symbol of the Bangladeshi business sector.

One of the top pharmaceutical firms in Bangladesh today, Square started as a pharmaceutical company. Today, it is a prominent corporation in Bangladesh as well as a pharmaceutical firm. Pharmaceuticals, hospitals, textiles, toiletries, fast-moving consumer goods, herbal medicines, agro-vet products, television channels, and more are now included in this category.

SQUARE is now more than just a brand name; it is also a symbol of excellence across several markets, including consumer goods including food and drink, personal care, health, textiles, agro-vet, and information technology. His original thinking, unceasing efforts, tenacity, and self-assurance all played a part in his success and enabled him to achieve these feats. Now, the word "SQUARE" evokes trust, faith, and confidence. SQUARE governed by him and has the resources to keep growing internationally.

2.2 About Square Toiletries Limited (STL)

Among the top fast-moving consumer goods (FMCG) companies in Bangladesh is Square Toiletries Limited (STL), a division of Square Group. As a branch or subsidiary of Square Group, Square Toiletries Limited started operating in 1988. In 1994, it split off as a separate private limited company. Distributor of numerous types of cosmetic and toiletry products. Cosmetic Contract Manufacturing & Packaging. In 1994, STL converted to a private limited company. Through commitment and tenacity, Square Toiletries Limited capitalizes on customer confidence and gains from the reputation of Square Group.

An established and well-known Bangladeshi business called Square Toiletries Limited works in the personal care and toiletries sector. They are renowned for producing and selling a variety of goods, such as soaps, shampoos, lotions, skincare products, and more.

Square Toiletries Limited was ISO 9001:2015 accreditation. The official Square Toiletries Limited website is located at squaretoiletries.com. With 21 brands and more than 55 products spanning a variety of categories, including baby care, fabric care, skin care, hair care, health & hygiene, oral care, personal care, home care, male grooming, and others with international standards, STL is the leading manufacturer of cosmetics and toiletries in the nation.

Kool, Chaka, Chamak, Jui, Senora, Magic, Meril Milk Soap Bar, Meril Protective Care, Meril Baby, Xpel, Select Plus, Sepnil, Shakti, Super White, Revive, Rain Shower, WhitePlus, Spring, Supermom, Zerocal, and Maya are some of the most well-known products offered by the STL. A wide variety of consumer toiletries are produced and distributed by STL, including:



Square Toiletries Limited was once a major player in the Bangladesh market, and its goods were well known and accessible to customers. The precise brand awareness indicators, such as brand recognition, recall, or market share, may, however, alter with time and may differ depending on marketing activities, product quality, and market rivalry.

In addition, Square sells its finished products to 13 nations, including Malaysia, the United Arab Emirates, Germany, the United Kingdom, and Australia.

Square Toiletries Limited has its unique nationality. We are just a small portion of its population, despite having an unmatched history of cultural legacy, respect for our mother language, a victorious liberation movement, and stunning nature and animals. The uniqueness of ours also has a strong connection to each person's affinity, zeal, needs, desires, and dreams. Being a concern of Square Group, the most prestigious local conglomerate in Bangladesh, helps the company acquire experience and keep its genuine excitement for providing high-quality product lines that satisfy client expectations. They see each of their customers as having specific needs, and to provide those needs, STL has put together a diversified team of passionate workers and stakeholders. The goal of Square Toiletries Ltd. is to be "as unique as you." In 2016, "SQUARE TOILETRIES LTD."

Concerns of Square Group are:

1. Square Pharmaceuticals Limited
2. Square Hospital Limited
3. Square Toiletries Limited
4. Square Food and Beverages Limited
5. Square Textile Limited
6. Square Apparels Limited
7. Square Spinning Limited
8. Square Agro Limited
9. Square Herbal and Nutraceutical Limited
10. Square Informatix Limited
11. Square Fashion Limited
12. Mediacom Limited
13. Maasranga Production Limited
14. Maasranga Communications Limited
15. Sabazpur Team Company Limited
16. Aegis Securities Limited

Beyond business, STL embraced and promoted "Care-Based Marketing," which emphasizes people's well-being. The goal of STL is to help individuals "look well, live well" by influencing their life. Two automated, cutting-edge plants in Rupshi and Pabna produce STL. To guarantee top-notch product quality, raw ingredients from renowned international producers such as Symrise, Hercules, Dow Corning, and BASF.

Among the few Bangladeshi companies that successfully export their goods overseas is Square Toiletries Ltd. In addition to servicing the people of Bangladesh, STL exports its goods to nations in the Middle East Asia region, such as Saudi Arabia, the United Arab Emirates, Bahrain, Qatar, Kuwait, Jordan, Oman, and Lebanon, as well as to countries in Asia (India, Bhutan, Nepal, Malaysia, Myanmar, Japan, Singapore, and

the Maldives). The United Kingdom, Germany, Sweden, Italy, Ireland, the United States of America, and Canada are some of the European nations. Australia, South Africa, and Djibouti are African nations.

Now, STL produces its goods at its two automated plants in Pabna and Rupshi. They provide the greatest quality for their consumers with their cutting-edge manufacturing facilities, cutting-edge equipment, and premium raw materials. To handle a range of goods, formulas, and packaging, STL has product-specific equipment. Additionally, a staff of skilled workers is constantly on hand to guarantee that all machines are running well. For usage in all of its products, STL obtains the best quality raw materials from overseas vendors. Every step of the manufacturing process, which adheres to GMP (Good Manufacturing Practice), is through rigorous testing to guarantee that it satisfies global standards.

The mission of Square Toiletries Ltd.'s Research and Development Department (R&D) is to create new products and improve current ones. The demands of customers in Bangladesh and overseas met by STL's goods, which met international standards.

Therefore, the primary goals of Research and Development are:

- ✓ An in-depth comprehension of customers, their habits, and their product demands.
- ✓ STL has a diverse range of competencies in the acquisition, development, and implementation of technology throughout its wide array of product categories.
- ✓ The ability to make “connections” between customer preferences and the functionalities of existing technology.

2.3 Vision

STL articulates a vision that emphasizes the comprehension of distinct client requirements and the subsequent translation of those demands into high-quality goods, exceptional service, and a reasonable price range, all delivered distinctively.

2.4 Mission

To realize their overarching objective, the individuals involved duly considered the following mission statement:

- ✓ Recognizing customer understanding as a pivotal asset, our organization strives to have diligently understand the evolving wants of consumers, aiming to provide optimal pleasure.
- ✓ The objective is to provide consumer goods at an affordable price point while maintaining high-quality standards. Our company strives to develop goods that adhere to global quality standards by continuously engaging in research and development activities and fostering a culture of innovation.

- ✓ To promote the development and nurturing of STL's most important resource, its workers, it is essential to keep a conducive and agreeable working atmosphere. Furthermore, it is important to pursue elevated levels of employee engagement and satisfaction.
- ✓ To sincerely up-hold the responsibility to the government and society with the highest ethical standards, and to make every effort for a social order devoid of mistakes, anti-environmental behavior, and dishonest and corrupt transactions.

2.5 Quality Policy

- ✓ Dedicated to learning about their customers so they may meet or exceed their expectations and take the lead in their industry.
- ✓ Maintain an optimal level of quality control by the international standard ISO 9001: 2008, and work toward improving production technology regularly.
- ✓ Dedicated to reaching the quality goal by providing ongoing training opportunities for staff and fostering a positive work environment.

2.6 Values and Principles

The welfare of customers, workers, and society forms the trifecta of STL's guiding principles and values. In STL's view, doing well for the greater good is a moral imperative. STL is a for-profit company, but it does not always put profits first. Rather, it has a strong feeling of duty toward its customers, its workers, and society as a whole since it seeks to be even more devoted to fulfilling its commitments to society. These beliefs and principles inform all aspects of STL's work, from daily operations to quality assurance.

2.7 As Unique as You

STL acknowledges the value of attention and cleanliness as one of the most fundamental parts of being human. Similar to how no two snowflakes are the same, no two people are the same either. In our ways, we are all special. However, STL also needs conveniences like soap and shampoo. STL understands that each customer has specific requirements and always aims to be 'as unique as you' by developing new, high-quality care products at reasonable costs.

2.8 Departments of STL

Several departments structure Square Toiletries Limited. I appointed in the marketing department since it was my major area of undergraduate program. The following departments:

- ✓ Marketing
- ✓ International Marketing
- ✓ Accounts and Finance
- ✓ Management Information System (MIS)
- ✓ Human Resource Department

- ✓ Product Development
- ✓ Commercial
- ✓ Production Planning and Inventory Control
- ✓ Quality Control
- ✓ Sales and Distribution
- ✓ Engineering
- ✓ IT and Technical Services

Departments belonging to Square Toiletries Limited. Human Resources, Sales and Distribution, Marketing, Production, Commercial, Accounts, and Finance, as well as the MIS, are all now based in Gulshan -1, Dhaka, while International Marketing and the rest of the company's functions are based in Mohakhali, Bangladesh. Rupshi, Narayanganj, and Pabna are where you will find the factories.

2.9 Corporate Social Responsibility (CSR)

While STL and its brands have just recently begun promoting their regional presence, they are the biggest maker of cosmetics, hygiene, and toiletries items in Bangladesh and a crucial part of the worldwide Square Group. CSR is not a separate goal at STL; rather, it is something we do every day as part of our “care-based marketing approach,” which attempts to better the lives of our customers.

STL has successfully used tactics for altering customer perception into its most important brand projects. Brands may make a long-term difference in customers' lives by funding activities and taking tactics that address both corporate and social concerns.

2.10 Media and Research Team

The marketing team's exploration team conducts several primary and secondary forms of exploration to provide the marketing team with useful data. Customer checks, product checks, slice checks, and other forms of investigation are all within their purview as they attempt to decipher the request dynamic and customer behavior patterns. For Square Toiletries Limited, the media and research team also coordinates open forums and focus groups.

The marketing department's preparations greatly aided by these details. It also expedites the creation of new items and improves upon those already in production or the works. The media team collaborates closely with the exploration team to make the most use of all available media outlets to target specific audiences with specific messages at certain times. By fine-tuning the media fusion, the media team plays a significant role in amplifying the impact of the venture undertaken by the marketing team.

2.11 Marketing Practices of STL

As the leading manufacturer of personal care products and amenities, STL implements a marketing strategy that enables the company to achieve its goals and remain profitable in a highly competitive market. The following section discusses the marketing team's implementations:

Product:

The product is the primary focus of the 4 Ps. STL offers 55 distinct products under 21 brands, each of which has been developed in detail through an extensive procedure. Due to their uncompromised quality, the organization is presently concentrating on manufacturing health and hygiene products and amenities that have acquired a high brand value. Typically, the company's target demographic ranges from the lower middle class to the upper class. Modern automation, unbiased market research, and continuous consumer feedback ensure the quality of the products. Additionally, STL invests in the allure of its products through modern and alluring designs and packaging. As a result of adhering to quality control policies, STL products enjoy global credibility. STL is currently investing significantly in R&D to introduce new product lines to consumers that are in high demand, such as the Herbal products line.

Price:

STL focuses on making its products affordable to all consumers of Bangladesh, from the lower middle class to the upper class. Having multiple lines of care products allows STL to concentrate its pricing, giving it a competitive advantage in the market. In addition, STL utilizes its diverse array of products to implement sales strategies such as mass offers, discounts, and gifts, allowing the company to fulfill its promise of providing customers with affordable, high-quality care products.

Place:

STL prioritizes the convenience of its customers and endeavors to make Kool products as accessible as feasible. As a result, STL employs the tried-and-true distribution channel: manufacturer-distributor-retailer-consumer. STL partners with 261 commissioned distributors to deliver its products to every corner of the country, from convenience stores on the street to massive retail centers. All of STL's distributors use modern and efficient modes of conveyance to ensure on-time product delivery. STL's products are also available on e-commerce websites such as Daraz, Chaldal, etc.

Promotion:

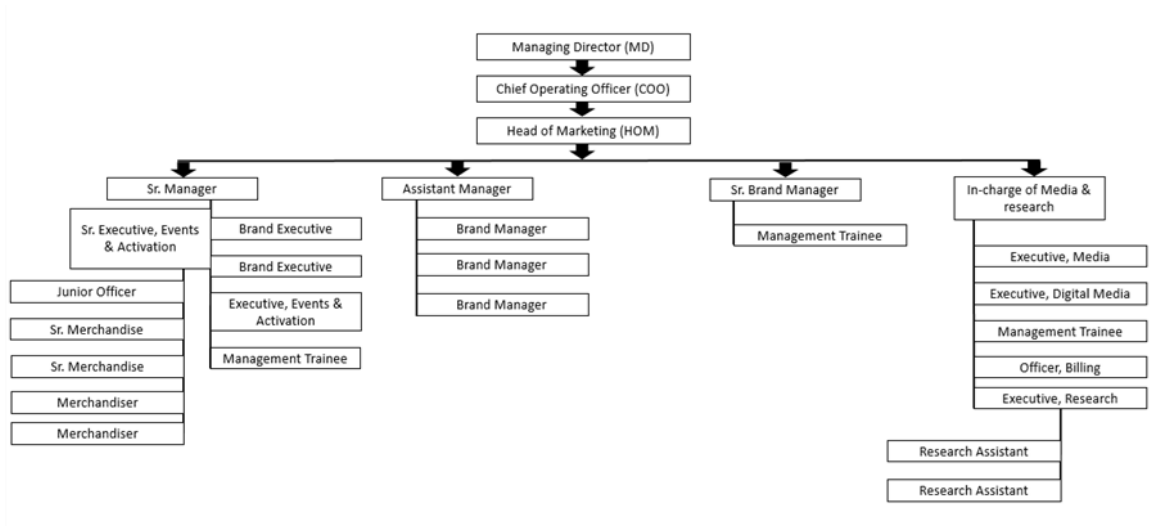
STL promotes Kool products through a combination of strategies concentrated on advertisements emphasizing positivity and concern. This not only helps advertise products but also combats social stigmas and raises awareness of social misconceptions. STL promotes Kool products via television, radio, newspapers, sponsorships in the athletics industry and sales representatives. In order, to implement an integrated marketing strategy, both ATL and BTL methods, thus TTL, are utilized. Regardless of the promotional medium, STL emphasizes consumer social responsibility as a central component of all promotional content.

Chapter 3

Internship at Square Toiletries Limited (STL)

3.1 Organogram of STL Marketing Department

The STL Marketing Department operates according to the hierarchy shown below:



3.2 Job Responsibilities

From June 1st, 2023 through August 31st, 2023, I will be interning at Square Toiletries Limited. As a student working on a Bachelor of Business Administration with a concentration in marketing, I see marketing as a great way to put what I have learned in the classroom into practice.

Thanks to Square Toiletries Limited, I was able to put into practice the many concepts I had learned in my academic studies about the working world. Even though I spent a great deal of time witnessing the marketing department in action, I was nonetheless given a number of tasks to do during my internship.

The tasks assigned mentioned below:

- ✓ Construct a questionnaire in a manner appropriate for achieving STL marketing and market research objectives.
- ✓ To keep an eye on all available research databases.
- ✓ To keep an eye on every single budget database.
- ✓ Check the data for accuracy and get in touch with local experts if there are any questions or gaps in the market.
- ✓ Analyze the information that has entered by comparing it to the forms.
- ✓ To sort and enter data into SPSS for all survey researchers and hand them off to the supervisor on time.
- ✓ Making reports based on surveys conducted inside STL, consumers and retailers.

- ✓ Make routine using online shopping sites.
- ✓ When required, conduct telephone interviews with responders and customers.
- ✓ To understand the trends in print media, keep track of STL and rival product advertising that appears in newspapers and magazines.
- ✓ To follow the department's directions for carrying out the day-to-day tasks.

3.3 My Contribution

Being a marketing intern, my contribution to STL was minimal and insignificant. However, I would like to call attention to the following contributions:

- ✓ Recognize and work with the interdependence between my supervisor and team members of the marketing department, it also includes the cross-functional departmental task.
- ✓ By comprehending the desired outcome, I can make better decisions, reduce perplexity and redo work.
- ✓ Seek opportunities and be willing to collaborate in day-to-day tasks.
- ✓ Asking inquiries and providing updates both establish communicating with co-workers and coordinating schedules.

3.4 Learning Outcomes

I have picked up a lot of knowledge through my internship. The most crucial of them all was learning how to operate inside a large company like STL. I gained knowledge on how to encourage my teammates and function in a team-working environment. I also gained knowledge on how to properly interact with customers and retailers when doing field surveys in a market. Overall, this expenditure has been beneficial in my development of professional behavior.

3.5 Relationship with Supervisor and Co-Workers

Meeting new people was one of the most crucial things I could do throughout my internship. An internship is a fantastic opportunity to get exposure to a work environment, allowing you to observe from a safe distance how tasks are completed, how co-workers get along, and how to succeed. I get to put these abilities to use, make errors, and learn from them in my temporary intern position. I received a lot of cooperation and friendliness from the completely marketing department senior colleagues. My supervisor assigned me major duties. Additional brand-related responsibilities were delegated to my coworkers, including the brand manager and brand executive. Finally, I would like to mention how amazing my interactions with my supervisor and co-workers were throughout the internship period.

3.6 Personal Difficulties

I encountered the following challenges during my internship with STL:

- ✓ Despite having a large staff and being an FMCG (First Moving Consumer Goods) organization, STL has some unfriendly workers.
- ✓ Sometimes there was so much work that I had to work hard to finish each day's assignments and turn them in on time to my supervisor.
- ✓ At the beginning of my first month of work with STL, they gave me a study subject to focus on. As a result, I was periodically compelled to go outdoors or to perform surveys and interview customers and retailers. I found it challenging to do the assignment quickly. Few people took part in the poll since neither customers nor retailers wanted to spend the time filling out the lengthy questionnaires.
- ✓ My assigned topic was not an easy one. Even though the inquiry was extremely broad, there was not enough time to finish it.
- ✓ Sometimes, my supervisor's directives were imprecise and unclear. As a result, I was concerned, and the work took some time to complete.
- ✓ I did not get any internal information from the department of the organization. I was unable to gather lot of data for my report as a result.
- ✓ I did not have enough time during the internship to fully comprehend the duties carried out by the department, thus I also ran across a few challenges.

3.7 Expectation versus Experience

I have always wanted to finish my internship in the marketing department of a prestigious and well-known company as a Bachelor of Business Administration (BBA) undergraduate student with a Marketing concentration to get real-world experience in the marketing industry. I had the good fortune to ultimately have the chance to finish my internship in STL's marketing department. My expectations were met after I finished the internship program. I have learned a lot about marketing in the real world, which is in line with my expectations. The most important part was figuring out how to function in a business organization like STL.

I gained newfound efficiency and effectiveness in teamwork, as well as knowledge on how to support more experienced teammates. Additionally, I developed my field research surveying skills and improved my ability to interact with customers and retailers. This experience has given me the opportunity that I need to develop professionally and learn new things. The globe is continually changing in this age of globalization because of technological breakthroughs. To do this, STL must become more effective in the commercial sphere. I have sometimes run across several problems during my internship period.

3.8 Future Outcome

A successful internship gives you experiences, lessons, and skills that will ultimately demand full-time employment, which is possibly most crucial. An internship is a chance to test-drive a profession without making any permanent obligations.

- ✓ One of the most significant lessons I can acquire from an internship is the newfound information I have gained, which includes the ability to do activities related to the professional path I want to pursue.
- ✓ It goes without saying, but having an internship on my resume is one of the nicest things about finishing one.
- ✓ If I performed an excellent job and made a good impression on my supervisor and upper-level coworkers, I should not have any problem locating references for potential future employment.
- ✓ It may be challenging to become used to working in an office, and the best way to learn how to get about in the working world is via genuine, practical experience.
- ✓ Through internships, I may get to know a variety of individuals from other departments and outside the firm while working closely and building professional ties with a particular management and team inside the organization.

Chapter 4

Assigned Project: Marketing Strategies for Kool

4.1 Background

The global men's grooming market has witnessed a notable transformation over the past few decades. As the idea of masculinity evolves and societal acceptance of men's grooming expands, the industry has seen significant growth. Men around the world are now more investing than ever in personal care, grooming routines, and the products they use.

Bangladesh, despite its unique socio-cultural dynamics, is not an exception to this global trend. Urbanization, increased exposure to global media, and the rise of a young, aspirational middle class have fueled this shift. Men in Bangladesh are now more open to exploring grooming products, breaking away from traditional norms.

Kool as a brand that has recognized this shift and aims to cater to the modern Bangladeshi man. Manufactured by Square Toiletries Ltd., Kool offers a range of grooming products, including shaving cream, shaving foam, aftershave lotion, and deodorant body spray, positioning itself as a brand that understands and caters to the evolving needs of Bangladeshi men.



4.2 Problem Statement

While the grooming market offers vast potential, it is also fraught with challenges. The Bangladeshi market, in particular, presents a unique blend of opportunities and challenges. Urban centers like Dhaka and Chittagong are fast becoming cosmopolitan hubs, with consumers exposed to global brands and trends. However, a significant portion of the male population resides in semi-urban and rural areas, where traditional beliefs and limited exposure create a different consumer profile.

Kool, despite its comprehensive product range and market presence, faces the challenge of effectively reaching and resonating with these diverse segments of male consumers. Designing a marketing strategy that is both universal in its appeal and localized in its approach is the need of the hour.

4.3 Statement of the Project

“In the dynamically evolving grooming market of Bangladesh, this study aims to develop a holistic marketing strategy for the Kool brand, leveraging both digital and physical regions to optimize reach and engagement with potential male customers.”

4.4 Digital Marketing Strategies for Kool

4.4.1 Social Media Marketing

Given the rising importance of social media in Bangladesh, especially among the male population:

- ✓ Develop custom-made content that resonates with Bangladeshi male sensibilities.
- ✓ Collaborate with local male influencers to enhance brand reach and authenticity.
- ✓ Execute targeted ads, leveraging user data for precision targeting on platforms like Facebook, Instagram, and YouTube and other social media platforms.

4.4.2 Search Engine Optimization (SEO) & Search Engine Marketing (SEM)

- ✓ Optimize the Kool website with relevant keywords that Bangladeshi men might use when seeking grooming products.
- ✓ Invest in pay-per-click campaigns to feature prominently in search results.

4.4.3 Email Marketing

- ✓ Segment the male subscriber base and offer personalized product recommendations.
- ✓ Share grooming tips, product launches, and special promotions to stimulate brand loyalty.

4.5 Physical Marketing Strategies for Kool

4.5.1 On-ground Events

- ✓ Organize grooming workshops or product launch events tailored for men.
- ✓ Set up pop-up stalls at male-centric events or local festivals in Bangladesh.

4.5.2 Collaborations and Partnerships

- ✓ Collaborate with local businesses, gyms, or events that attract a male audience.
- ✓ Offer special discounts, bundle deals, or promotional offers in partnership with these entities.

4.5.3 Traditional Media Campaigns

- ✓ Design culturally resonant TV commercials, radio jingles, and print media advertisements.
- ✓ Focus on reaching male audiences, especially in semi-urban and rural areas of Bangladesh.

4.5.4 Retail Presence

- ✓ Ensure Kool products are available in local stores and identified by target audience.
- ✓ Consider exclusive Kool kiosks or stalls in popular shopping areas.

4.5.5 Product Sampling

- ✓ Distribute product samples in places or events frequented by men, allowing them to experience the product quality before making a purchase decision.

4.6 SWOT Analysis for Kool

Strengths:

- ✓ **Diverse Product Line:** Kool offers a wide range of grooming products, catering to various needs of the modern Bangladeshi man.
- ✓ **Strong Brand Recall:** Due to effective marketing campaigns, a significant portion of respondents remember and recognize the Kool brand.
- ✓ **Affordability:** Compared to international brands, Kool offers competitive pricing, making it accessible to a broader demographic.
- ✓ **Local Understanding:** As a Bangladeshi brand, Kool understands the local tastes, preferences, and climate, adapting products accordingly.

Weaknesses:

- ✓ **Digital Presence:** Kool's presence on popular digital platforms, especially social media, is not strong as some of its competitors.
- ✓ **Consistency in Availability:** Some respondents pointed out occasional stock-outs in local stores.
- ✓ **Limited Scent Variants:** Despite having multiple products, the range of fragrances or scents is limited, which might not cater to all consumer preferences.



Opportunities:

1. E-commerce Growth: With the rise of online shopping platforms in Bangladesh, there is an opportunity to strengthen online sales and visibility.
2. Expand Product Range: Introduction of new product lines like skincare or haircare specifically for Bangladeshi men.
3. Sustainability: Adopting eco-friendly packaging and sustainable practices can resonate with the environmentally conscious segment of target consumers.
4. Collaborations: Collaborating with popular Bangladeshi celebrities or influencers for brand endorsements.

Threats:

1. Intense Competition: The men's grooming market in Bangladesh is becoming crowded with both local and international brands competing for consumer attention.
2. Changing Consumer Preferences: Rapidly evolving tastes and preferences might require Kool frequently adapt its product line.
3. Economic Fluctuations: Economic downturns or instability can affect consumers' purchasing power.
4. Counterfeit Products: Presence of fake or counterfeit products can diminish the brand's image and trustworthiness.

4.7 PESTEL Analysis for Kool

This analysis focuses on the macro-environmental factors affecting Kool.

Political:

1. Regulatory Environment: Considering Bangladesh's regulatory position on cosmetics and personal care products, Kool must ensure all products meet safety and quality standards.
2. Import/Export Policies: Since Kool might source ingredients or technologies internationally, changes in import/export policies can affect production costs.

Economic:

1. Purchasing Power: The economic growth of Bangladesh has led to increased disposable income, leading to more spending on grooming and personal care products.
2. Inflation: Fluctuations in inflation rates can affect the cost of raw materials and hence the pricing strategy for Kool.

Social:

1. Changing Gender Norms: As grooming, becomes more mainstream among Bangladeshi men, the market potential expands for Kool.
2. Urbanization: Rapid urbanization in cities like Dhaka and Chittagong has led to increased exposure to global grooming trends.

Technological:

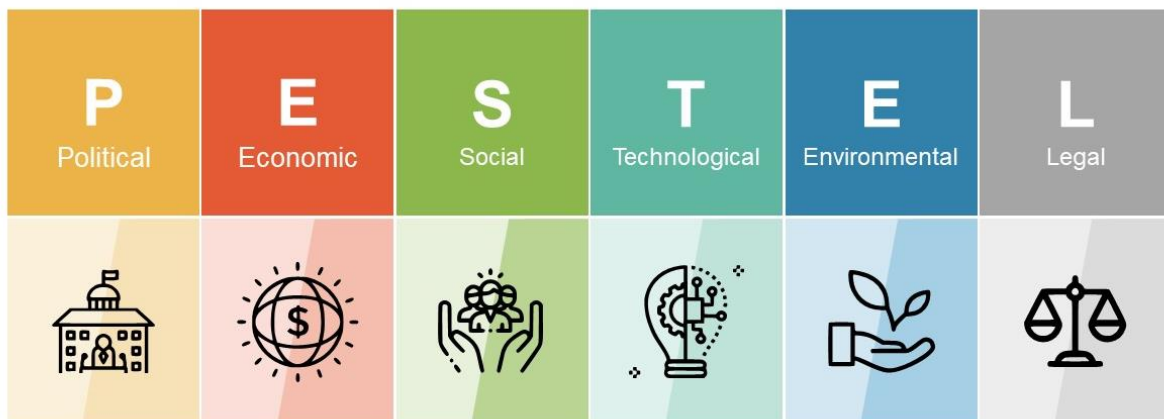
1. E-commerce Boom: The rise of online shopping platforms offers Kool an opportunity to expand its digital footprint.
2. Production Technology: Advancements in production technology can lead to better product quality and efficiency.

Environmental:

1. Sustainable Practices: There is a growing global trend towards eco-friendly products. Kool can capitalize on this by adopting sustainable practices in production.
2. Waste Management: Proper disposal of production waste to ensure minimal environmental impact.

Legal:

1. Intellectual Property: Ensuring patents and trademarks protect Kool's innovations and brand identity.
2. Advertising Standards: Adhering to guidelines set by advertising standards authorities in Bangladesh.



4.8 Porter's Five Forces Model Analysis for Kool

This analysis provides insights into the competitive dynamics of the men's grooming market in Bangladesh.

Threat of New Entrants:

- ✓ Moderate: While the grooming market is growing, setting up a brand requires significant investment in marketing and distribution.

Bargaining Power of Suppliers:

- ✓ Low to Moderate: Kool, being a significant player, likely has multiple suppliers. However, specialized ingredients or technologies can give some suppliers higher bargaining power.

Bargaining Power of Buyers:

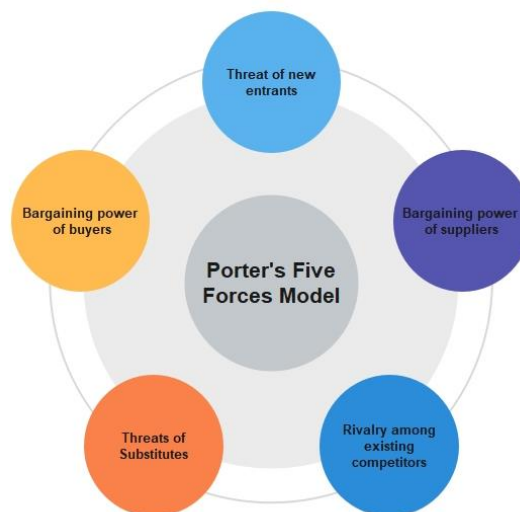
- ✓ High: With many brands available in the market, consumers have multiple choices, giving them significant bargaining power.

Threat of Substitute Products:

- ✓ High: There are various grooming products available, and consumers can easily switch between brands or alternative grooming solutions.

Rivalry among Existing Competitors:

- ✓ High: The men's grooming market in Bangladesh is becoming increasingly competitive, with both local and international brands competing for market share.



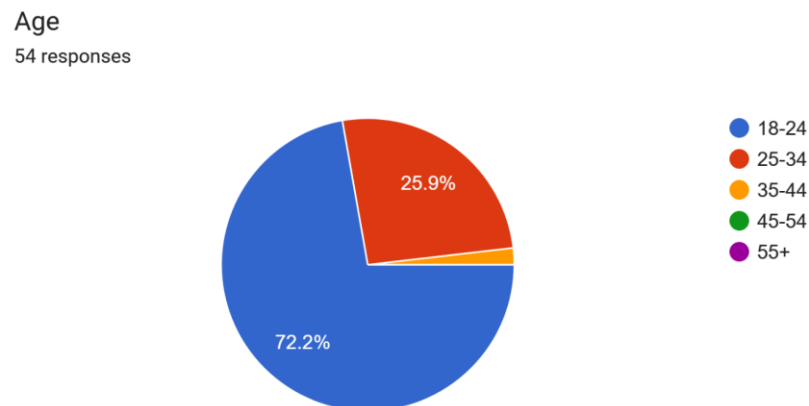
These analyses provide a comprehensive view of the external factors and competitive dynamics that Kool faces in the Bangladeshi market. They can be instrumental in informing strategic decisions and anticipating challenges.

4.9 Data Analysis

4.9.1 Demographic Profile of Respondents

The survey conducted among a diverse group of 54 respondents, providing a broad perspective on the Kool brand.

- ✓ **Age:** The majority of respondents fall into the 18-24 age group (38 respondents), indicating a strong presence of the brand among young adults. This group typically characterized by a willingness to try new products and an affinity for trends, suggesting that Kool's product innovation and marketing strategies are likely resonating well with this demographic. The presence of respondents in the 25-34 age group (16 respondents) indicates that the brand also has traction among more mature consumers. The single respondent in the 35-44 age group suggests that Kool might need to strategize its appeal to older demographic groups.

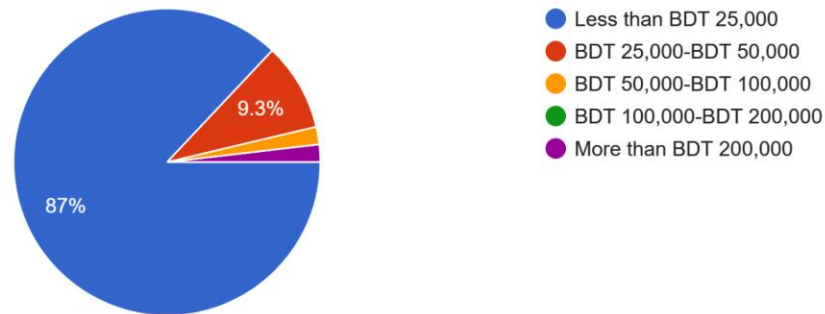


- ✓ **Gender:** The respondents were all men (54 out of 54) might be indicative of the brand's appeal to this demographic. However, given that Kool is a men's grooming brand, this could also suggest that women are purchasing Kool products for the men in their lives, implying that the brand's marketing strategies should also consider this consumer behavior.
- ✓ **Income:** The majority of respondents earn less than BDT 25,000. This suggests that Kool's affordable pricing is likely an attractive factor for these consumers, fitting their budget

constraints. The brand may need to continue ensuring that its products offer value for money to maintain this demographic's loyalty.

Income

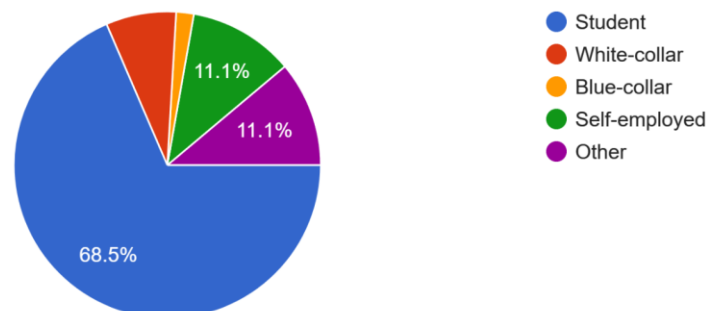
54 responses



- ✓ Occupation: With most respondents being students, the data suggests that the brand is popular among this group, possibly due to factors like affordability, availability, or the brand's image. The presence of self-employed and white-collar workers among the respondents implies that the brand has a wider appeal beyond students.

Occupation

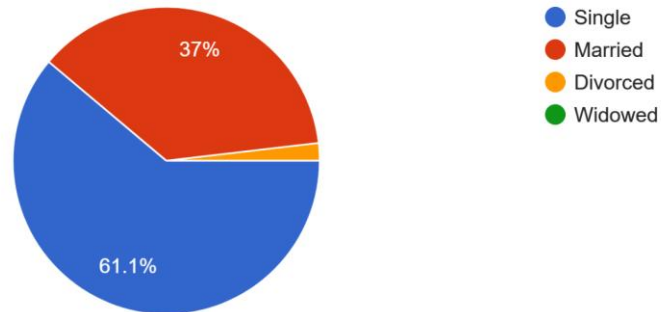
54 responses



- ✓ Marital Status: Most respondents are single, which aligns with the younger age demographic of the respondents. It is possible that lifestyle factors associated with being single, like socializing and dating, could make these consumers more interested in grooming products.

Marital status

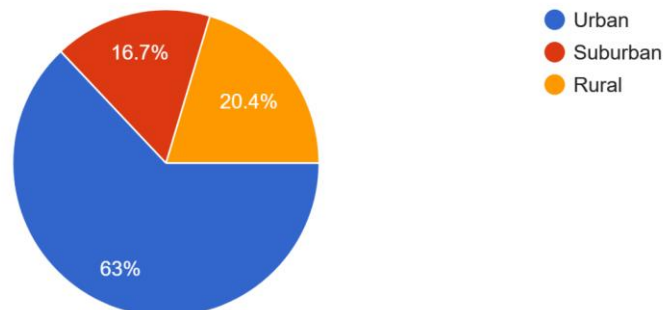
54 responses



- ✓ Location: The majority of respondents live in urban areas, suggesting that Kool's brand awareness and accessibility might be higher in these regions. The brand might need to explore strategies to enhance its reach in suburban and rural areas.

Location

54 responses

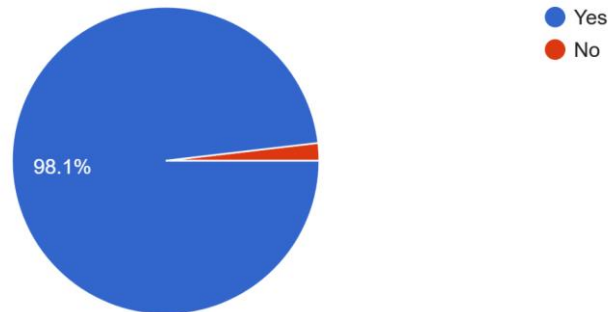


4.9.2 Consumer Awareness about the Kool Brand

Brand awareness plays a crucial role in consumer decision-making processes. The fact that all respondents reported being aware of the Kool brand reflects its strong market presence and effective brand communication strategies. This 100% awareness rate is a positive indicator of the brand's visibility and reach among the consumer base.

Have you heard of the Kool brand?

54 responses

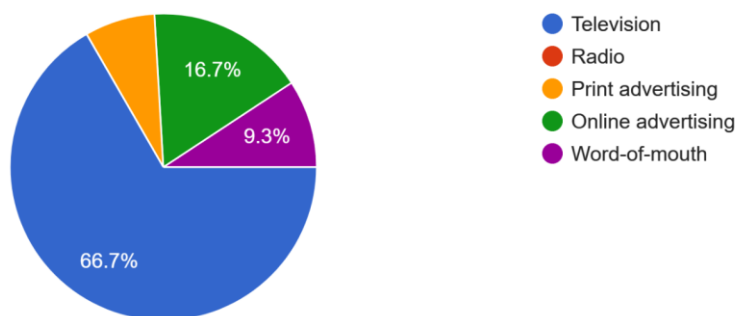


4.9.3 Sources of Brand Awareness

Understanding how consumers first learned about the brand can provide valuable insights into the effectiveness of different marketing channels. The most common sources of brand awareness reported by respondents were television and word-of-mouth. This suggests that Kool's television advertising campaigns have been successful in capturing consumer attention. Additionally, the significant role of word-of-mouth indicates a strong organic reach for the brand, likely driven by positive consumer experiences and recommendations.

If yes, how did you first hear about it?

54 responses



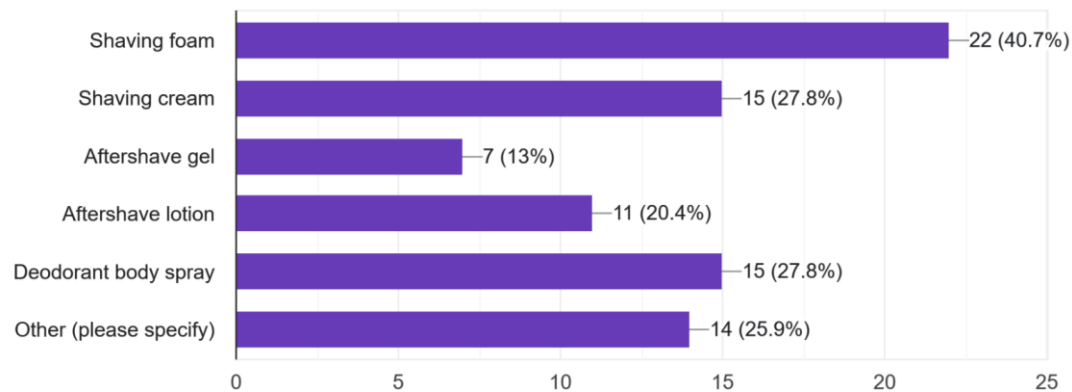
4.9.4 Consumer Perceptions of the Kool Brand and Its Products

- ✓ Associated Products: Respondents most commonly associate the Kool brand with deodorant body spray, shaving foam, and shaving cream. This indicates that these products

are likely the brand's flagship offerings, resonating strongly with consumers and possibly driving the brand's image.

What products do you associate with the Kool brand?

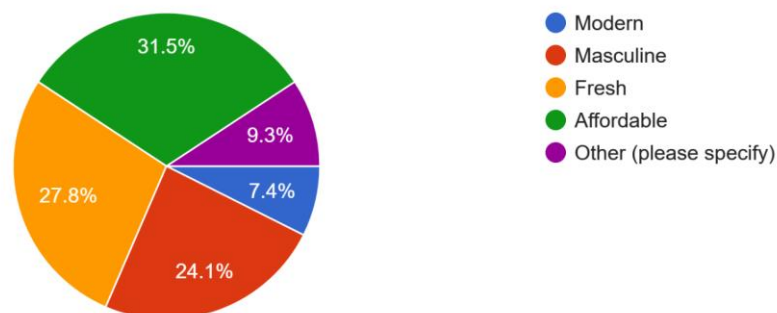
54 responses



- ✓ Brand Image: The brand perceived as being affordable, fresh, and masculine. These attributes suggest that Kool's branding and positioning strategies have been successful in conveying these desired brand qualities. This strong brand image can influence consumer-purchasing decisions and foster brand loyalty.

What do you think of the Kool brand image?

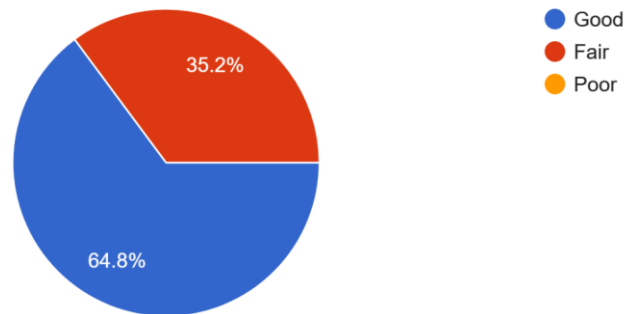
54 responses



- ✓ Product Quality: The majority of respondents perceive Kool products as being of good quality. This positive perception can enhance consumer trust in the brand and its products, influence repeat purchases, and encourage recommendations.

What are your thoughts on the Kool product quality?

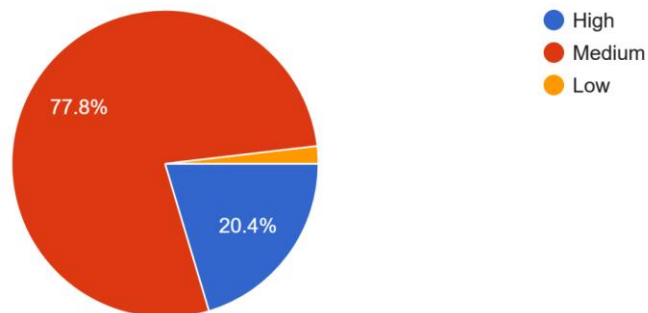
54 responses



- ✓ Brand Value: Most respondents perceive the brand value as high, indicating that they believe Kool offers good value for the price. This is a crucial factor in purchasing decisions, especially in price-sensitive markets, and can drive brand preference and loyalty.

How do you rate the Kool brand value?

54 responses

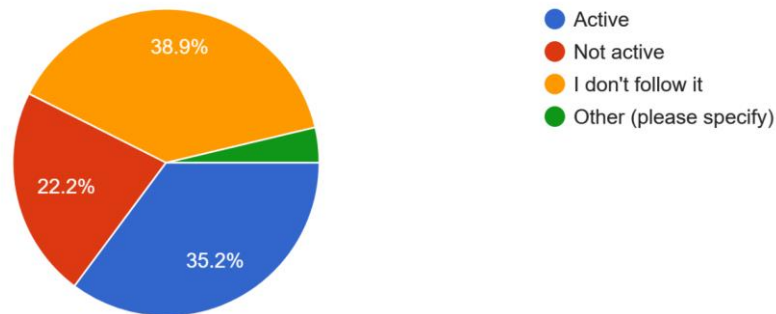


4.9.5 Consumer Attitudes towards Kool's Advertising and Social Media Presence

The majority of respondents perceive Kool is advertising to be effective, suggesting that its advertising campaigns are resonating with consumers and successfully communicating the brand's message. Furthermore, a significant number of respondents reported being active on Kool's social media platforms. This high level of engagement can provide the brand with opportunities to foster a community, enhance brand-consumer relationships, and gain valuable consumer insights.

What are your thoughts on the Kool brand's social media presence?

54 responses

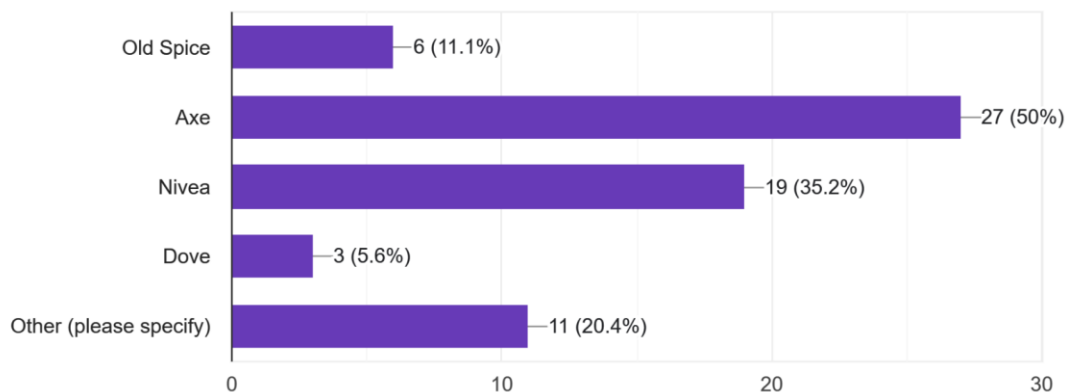


4.9.6 Perception of Kool's Competitors

The most commonly mentioned competitors of Kool are Axe and Nivea. This suggests that consumers perceive these brands as offering similar products or targeting the same market segment. Understanding these perceived competitors could provide insights into Kool's competitive landscape and guide its competitive strategies.

What other men's grooming brands do you consider to be competitors of Kool?

54 responses



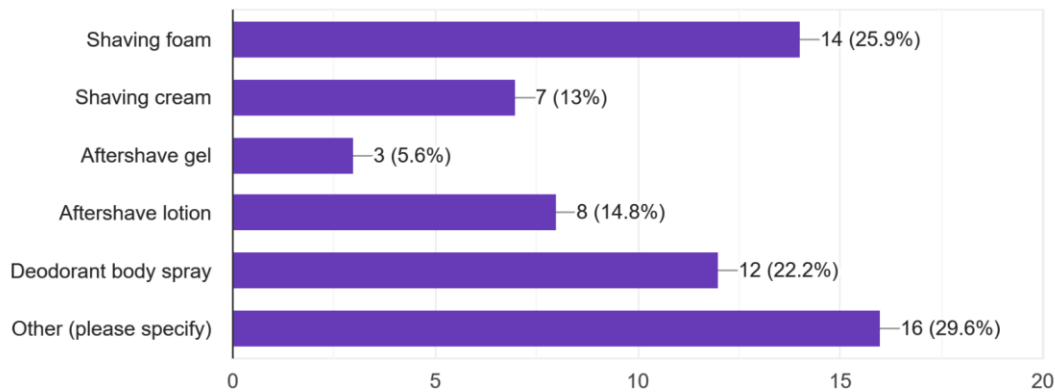
4.9.7 Favorite and Least Favorite Products

Respondents most commonly identified the deodorant body spray and shaving foam as their favorite Kool products, indicating high consumer preference for these products. Interestingly, these products also identified as the least favorite among some respondents. This divergence in opinions might be due to individual differences in preferences and needs, and suggests that Kool

could benefit from understanding these differences to cater to a wider range of consumer preferences.

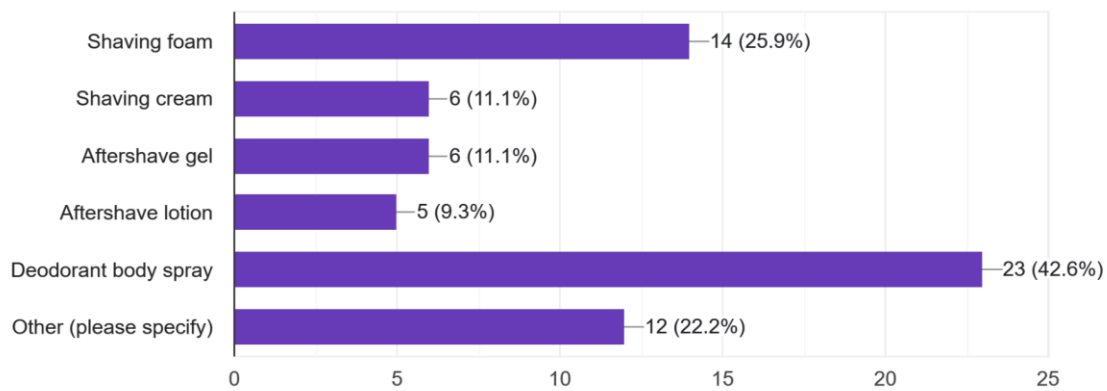
What are your least favorite Kool products?

54 responses



What are your favorite Kool products?

54 responses



4.9.8 Likelihood of Recommendation

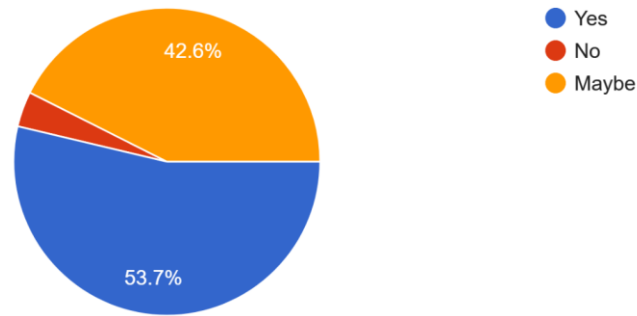
The majority of respondents indicated that they would recommend Kool products to others. This is a strong positive indicator for the brand, as recommendations can enhance brand credibility, reach, and influence, and are often considered a key determinant of a brand's success.

These findings provide a comprehensive understanding of the consumer awareness and perceptions of the Kool brand among the survey respondents. They reveal areas where the brand is performing well, such as product quality and brand image, and areas where there may be room

for improvement or further investigation, such as understanding the reasons behind the varying product preferences.

Would you recommend Kool products to others?

54 responses

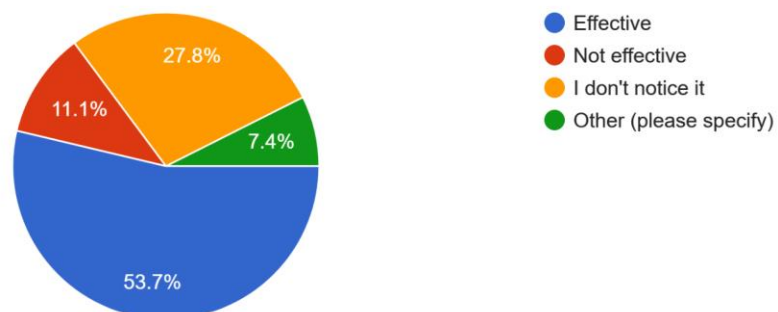


4.9.9 Advertising

Respondents asked to share their thoughts on Kool's advertising. Most respondents find Kool is advertising to be effective, suggesting that the brand's advertising messages are resonating with its target audience. This implies that Kool's current advertising strategy is working well, but it is important to keep in mind that consumer preferences can change over time. It would be beneficial for Kool to continually monitor and adjust its advertising strategy to ensure it stays relevant and effective.

What are your thoughts on the Kool brand's advertising?

54 responses



4.9.10 Overall Findings on Consumer Awareness & Perceptions of Kool as a Brand

The study's primary objective was to gauge consumer awareness and perceptions of the Kool brand, a prominent player in the men's grooming market in Bangladesh. Through comprehensive survey analysis, the following overarching findings emerged:

✓ **High Brand Awareness:**

A substantial majority of the respondents are familiar with the Kool brand, denoting a high level of brand recognition in the market. This high awareness underscores the brand's successful reach and visibility within its target audience.

✓ **Diverse Sources of Brand Discovery:**

Television remains a dominant medium for brand awareness, indicating the continued efficacy of TV advertising for Kool. However, the notable presence of online advertising and word-of-mouth as sources of discovery suggests a shift in consumption patterns, with digital platforms playing an increasingly significant role.

✓ **Positive Brand Perception:**

The majority of respondents perceive Kool products as of good quality. This positive perception is a testament to the brand's commitment to delivering quality products that resonate with its consumers.

✓ **Value Proposition:**

Most respondents view Kool's product offerings as delivering medium value for money. While this indicates a general satisfaction with the product pricing, there is potential to enhance this perception further.

✓ **Varied Product Preferences:**

The deodorant body spray stands out as a clear favorite among Kool's product range. However, the varied responses for products like the shaving foam - being both like and dislike by different respondents - highlight the diverse consumer preferences and experiences.

✓ **Digital Influence:**

The rising influence of online platforms, as indicated by online advertising being a significant source of brand awareness, suggests that digital channels are crucial for shaping contemporary consumer perceptions.

In essence, the Kool brand enjoys high awareness and generally positive perceptions in the men's grooming market of Bangladesh. However, there are areas of improvement and potential growth,

especially in strengthening the brand's digital presence and fine-tuning its product offerings based on consumer feedback.

4.10 Findings

Demographics:

- All 54 respondents were male, reflecting the target demographic of Kool's product line. This offers a focused perspective on the brand's core audience.
- The majority of respondents belonged to the age group 18-35, highlighting the younger demographics' inclination towards grooming products in Bangladesh.

Brand Awareness:

- There is a significant awareness of the Kool brand among respondents. Many recognized Kool through its diverse product offerings, distinctive packaging, and the freshness of its scents.
- Digital marketing, particularly on social media platforms, emerged as a crucial tool for brand awareness. However, there is potential for Kool to increase its online engagement.

Product Usage and Preferences:

- The respondents, indicating their popularity, frequently used products like the aftershave lotion and shaving foam.
- Variants such as Frosty and Monsoon were particularly favored, pointing towards a preference for refreshing and soothing scents.

Consumer Perception:

- The perception of Kool is largely positive, with respondents appreciating the product quality, affordability, and the brand understands of local tastes and preferences.
- Some feedback suggested an expansion in scent variants and the introduction of skincare products tailored to the Bangladeshi climate.

Market Dynamics:

- The men's grooming market in Bangladesh is experiencing rapid growth, driven by urbanization, increasing disposable income, and evolving societal norms.
- Kool, as a local brand, has the advantage of understanding local preferences, but also faces intense competition from both local and international brands.

Marketing Strategy Insights:

- Digital marketing, especially campaigns that foster community engagement like “Kool Moments”, can significantly boost brand visibility and consumer engagement.
- Physical marketing, through in-store promotions, pop-up events, and collaborations with local influencers, offers tangible touchpoints for consumers to experience the brand.
- E-commerce platforms present a lucrative opportunity, given the rising trend of online shopping in Bangladesh.

SWOT and Other Analyses:

- The SWOT analysis highlighted Kool’s diverse product line and strong brand recall as key strengths, while areas of improvement included enhancing digital presence and ensuring consistent product availability.
- External opportunities like the e-commerce boom and sustainability trends, contrasted with threats from intense market competition and changing consumer preferences, give a comprehensive view of Kool’s strategic landscape.

4.11 Recommendations and Implementation for Kool

4.11.1 Recommendations for Enhancing Brand Awareness

Digital Initiatives:

- **Tailored Online Campaigns:** Develop digital campaigns addressing common grooming concerns of Bangladeshi men. Utilize platforms such as Facebook, YouTube, and Instagram, given their popularity among the targeted demographic audience.
- **Engage with Influencers:** Collaborate with local male influencers whose values align with Kool. Their endorsement can lend authenticity and expand reach.
- **Interactive Content:** Host webinars or live Q&A sessions addressing grooming challenges, product usage, and tips.

Physical Initiatives:

- **Local Events & Workshops:** Organize grooming workshops in urban and semi-urban areas. Offer product demonstrations and free samples to attendees.
- **Leverage Traditional Media:** A consistent presence on radio, TV, and print media targeting male audiences can enhance brand recall.
- **Retail Collaborations:** Partner with local retailers to create dedicated Kool sections, offering a holistic brand experience.

4.11.2 Recommendations for Enhancing Brand Perception

Digital Initiatives:

- **Customer Testimonials:** Highlight real-life testimonials from Bangladeshi men on digital platforms. Authentic experiences can foster trust.
- **Address Negative Feedback:** Actively monitor digital feedback. Address negative comments promptly and professionally, displaying the brand's commitment to customer satisfaction.

Physical Initiatives:

- **Quality Assurance:** Ensure consistent product quality. A positive product experience can significantly enhance brand perception.

- **On-ground Engagement:** Host on-ground feedback sessions, allowing customers to share their experiences and suggestions. Such initiatives can portray the brand as consumer-centric.

4.11.3 Steps for Implementation

- **Market Research:** Before initiating any strategy, understand the evolving preferences of male consumers in Bangladesh. This can guide the tailoring of marketing efforts.
- **Pilot Programs:** Test new initiatives on a smaller scale before a full-fledged rollout. This allows for real-time feedback and adjustments.
- **Regular Monitoring:** Use analytics tools for digital campaigns to monitor performance. For physical campaigns, seek direct feedback or conduct short surveys.

4.11.4 Potential Challenges and Solutions

- **Digital Divide:** While urban male consumers might be digitally aware, rural regions might lag.
 - Solution: A balanced approach, combining digital strategies with traditional marketing, ensures comprehensive coverage.
- **Cultural Sensitivities:** Marketing campaigns must resonate without offending traditional values.
 - Solution: Ensure cultural experts review campaigns before launch.

Chapter 5

Conclusion and Future Prospects

5.1 Conclusion

The men's grooming market in Bangladesh is controlled for significant growth, driven by changing perceptions of masculinity, increased exposure to global trends, and a young, upwardly mobile demographic. Within this dynamic landscape, Kool stands as a brand with tremendous potential, offering a diverse range of products tailored to the modern Bangladeshi man.

My study has investigated into the complex web of marketing strategy and reaching to potential customers about Kool brand. The insights garnered underscore the importance of a distinction, balanced marketing strategy that combine the digital with the traditional, ensuring Kool resonates with its target audience across Bangladesh's varied demographic.

While challenges exist – from navigating the digital divide to addressing regional and cultural distinctions – the opportunities far outweigh them. With the right strategies in place, Kool cannot only strengthen its market position but also surface the way for other brands in this increasing male grooming segment.

5.2 Future Prospects

Bangladesh's grooming market is still in initial stages, offering vast opportunities for brands willing to innovate and adapt. For Kool, the future beckons with several exciting prospects:

- **Product Diversification:** As consumer preferences evolve, there is potential for introducing new product lines, such as skincare or haircare tailored for Bangladeshi men.
- **Sustainability Initiatives:** With global trends leaning towards sustainability, Kool can consider eco-friendly products or packaging, resonating with a more environmentally conscious consumer base.
- **Digital Expansion:** As internet penetration in Bangladesh grows, Kool can further amplify its digital presence, in emerging platforms and technologies to engage with consumers.
- **Global Outreach:** Given its strong foundation in Bangladesh, Kool could explore opportunities in similar markets abroad, tailoring its offerings and strategies to resonate with international audiences.

In summary, while the journey for Kool in the Bangladeshi men's grooming market presents challenges, it is one filled with promise and potential to the customers. With the right moves, Kool can set itself up not just as a market leader in Bangladesh but also as a global contender in the men's grooming arena.

5.3 Recommendations for Further Study

While this research provides a comprehensive analysis of the current marketing landscape for Kool in the Bangladeshi men's grooming sector, several possibilities can be explored further:

- **Regional Analysis:** A more detailed study focusing on regional differences within Bangladesh could yield insights into localized marketing strategies.
- **Product-specific Perception:** This study provides an overall brand perception. Further research could delve into perceptions about individual products within the Kool portfolio.
- **Competitive Analysis:** A comparative study, Kool with its competitors in the Bangladeshi market, could offer insights into areas of differentiation and potential improvement.
- **Longitudinal Study:** Tracking consumer perceptions over an extended period can help in understanding evolving trends and adjusting strategies accordingly.
- **Impact of Cultural Shifts:** As Bangladesh undergoes socio-cultural changes, studying their impact on consumer behavior in the men's grooming sector can be invaluable.

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Appendix: Survey Questionnaire

Consumer Awareness & Perceptions of Kool as a Brand

* Indicates required question

1. **Age ***

Mark only one oval.

- ☐ 18-24
☐ 25-34
☐ 35-44
☐ 45-54
☐ 55+

2. **Gender ***

Mark only one oval.

- ☐ Male
☐ Female

3. **Income ***

Mark only one oval.

- ☐ Less than BDT 25,000
☐ BDT 25,000-BDT 50,000
☐ BDT 50,000-BDT 100,000
☐ BDT 100,000-BDT 200,000
☐ More than BDT 200,000

4. **Occupation ***

Mark only one oval.

- ☐ Student
☐ White-collar
☐ Blue-collar
☐ Self-employed
☐ Other

5. **Marital status ***

Mark only one oval.

- ☐ Single
☐ Married
☐ Divorced
☐ Widowed

6. **Location ***

Mark only one oval.

- ☐ Urban
☐ Suburban
☐ Rural

7. **Have you heard of the Kool brand? ***

Mark only one oval.

- ☐ Yes
☐ No

8. **If yes, how did you first hear about it? ***

Mark only one oval.

- ☐ Television
☐ Radio
☐ Print advertising
☐ Online advertising
☐ Word-of-mouth

9. **What products do you associate with the Kool brand? ***

Check all that apply.

- ☐ Shaving foam
☐ Shaving cream
☐ Aftershave gel
☐ Aftershave lotion
☐ Deodorant body spray
☐ Other (please specify)

10. **What do you think of the Kool brand image? ***

Mark only one oval.

- ☐ Modern
☐ Masculine
☐ Fresh
☐ Affordable
☐ Other (please specify)

11. **What are your thoughts on the Kool product quality? ***

Mark only one oval.

- ☐ Good
☐ Fair
☐ Poor

12. **How do you rate the Kool brand value? ***

Mark only one oval.

- ☐ High
☐ Medium
☐ Low

13. **Would you recommend Kool products to others? ***

Mark only one oval.

- ☐ Yes
☐ No
☐ Maybe

14. What are your favorite Kool products? *

Check all that apply.

- ☐ Shaving foam
- ☐ Shaving cream
- ☐ Aftershave gel
- ☐ Aftershave lotion
- ☐ Deodorant body spray
- ☐ Other (please specify)

15. What are your least favorite Kool products? *

Check all that apply.

- ☐ Shaving foam
- ☐ Shaving cream
- ☐ Aftershave gel
- ☐ Aftershave lotion
- ☐ Deodorant body spray
- ☐ Other (please specify)

16. What are your thoughts on the Kool brand's advertising? *

Mark only one oval.

- ☐ Effective
- ☐ Not effective
- ☐ I don't notice it
- ☐ Other (please specify)

17. What are your thoughts on the Kool brand's social media presence? *

Mark only one oval.

- ☐ Active
- ☐ Not active
- ☐ I don't follow it
- ☐ Other (please specify)

18. What other men's grooming brands do you consider to be competitors of Kool? *

Check all that apply.

- ☐ Old Spice
 - ☐ Axe
 - ☐ Nivea
 - ☐ Dove
 - ☐ Other (please specify)
-