

Internship report
On
Marketing Practices of Twinkle Baby Diaper of ACI Limited

Submitted To:

Md. Kaium Hossain
Assistant Professor, Marketing
School of Business and Economics (UIU)

Submitted By:

Md. Yashir Salman
ID: 111 151 373
Major in Marketing
School of Business and Economics



United International University

Submission Date: 29th August 2019



Marketing Practices of Twinkle Baby Diaper of ACI Limited



ACI Limited



Letter of Transmittal

29th August 2019

Md. Kaium Hossain

Assistant Professor

School of Business and Economics

United International University

Subject: Submission of Internship Report.

Dear Sir:

With due regard, I am illuminating you that I have finished my Internship report on "Marketing Practices of Twinkle Baby Diaper of ACI Limited" in the wake of finishing 90 days temporary job at ACI Ltd. In this report, I have attempted to consolidate the experience, perception and getting the hang of during the temporary job time frame to set up the report. Every one of the guidelines and recommendations given by you are followed in my report which I found entirely profitable while doing the report. I have attempted my best to make this report as extensive and enlightening as could be expected under the circumstances and accept this report will give students complete and clear picture of advertising and special systems of ACI Ltd.

I will be profoundly committed in the event that you acknowledge this report being caring enough to acquit the undesirable blunders and missteps of the report.

Sincerely yours

Md. Yashir Salman

ID- 111 151 373

Major in Marketing

BBA Program

School of Business and Economics

United International University

Acknowledgement

Most importantly, I'd offer my thanks to Allah the Almighty, who helped me with His quality, gave me shrewdness and tolerance to finish this report. This report would not be practiced without the liberal commitments of numerous people. I am particularly appreciative to them for their boundless assistance and backing.

ACI Limited gave me huge help and direction for my report to be finished effectively. I might want to thank my Internship Instructor Md. Kaium Hossain, Assistant Professor, Department of Marketing, University International University. The ethical rules, unending exertion, and consolation by him helped me a great deal recorded as a hard copy this report.

I additionally might want to thank my temporary job boss Md. Sharifuzzaman for his caring supervision and backing all through my temporary job period. Once more, I might want to offer my principal thanks to different authorities of ACI Limited who helped me and gave me their profitable time, furnishing me with the most applicable data based on which I have arranged this report.

At long last, I might want to give a unique gratitude to Mr. Khandakar Ishtiak Ahmed, Md. Mahfuzur Rahman Rashed, Mr. Sharifuzzaman and Ms. Tabinda Shamarukh, Mrs. Sadia Sameera, Mr. AseerAwsaf for their numbskull support while gathering information required for my report. I might likewise want to thank to my folks, individual understudies for their helps, support during the temporary job time frame. I might want to say in all seriousness.

Executive Summery

The report is based on market practices of Twinkle Baby Diaper of ACI Limited. The purpose of this report is to identify the ways ACI Limited used to market their new product baby diaper and used in doing their business. As Twinkle Baby Diaper is launched in 2017 still now, it cannot cover the whole country. In a barrier free-market environment, alluring customers is highly challenging. It prompts to build a competitive marketing and promotional strategy. The strategy must be aligned with time, demand for the product, and conditions of the competitors.

Before launching Twinkle Baby Diaper, ACI Limited has used several types of marketing strategies such as segmentation, targeting, differentiation, and positioning. In taking these strategies, it has different analysis aspects like PESTEL analysis, SWOT analysis of the product, etc. This report also provides a promotional mix used by ACI Limited. The report finds out the impacts of marketing tools on the brand equity of Twinkle Baby Diaper. Different promotional strategies are taken to increase the revenue of a company. Without adopting proper tools, it's not possible to enhance the presence of the product into the customers' mind. The more inculcation the brand could be, the more successful the promotional strategy is considered. ACI Limited back to one year made the inclusion of Twinkle Baby Diaper into its Hygiene Product Division. After launching, the brand has witnessed several promotional techniques to keep its presence in the market. The promotional strategy is detailed in the report.

Marketing strategies tries to provide the products that the customers' needs. Promotion builds relationship between a marketer and the publics. The success of the strategy depends on the strength of the communication channel. The stronger the channel is, the more successful the strategy is deemed. Proper selection of marketing strategy and promotional mix brings success into the strategy.



Contents

1.0	Introduction	4
1.1	Origin of the study	4
1.2	Purpose of the study.....	4
1.3	Objectives of the study	5
1.3.1	Broad Objectives:	5
1.3.2	Specific Objectives:	5
1.4	Methodology of Data Collection	5
1.4.1	Primary Sources	5
1.4.2	Secondary Sources	6
1.5	Limitations of the study	6
2.1	Company Profile.....	8
2.2	Mission	8
2.3	Vision.....	9
2.4	Organizational Structure	9
2.5	Strategic Business units	10
2.5.1	Pharmaceuticals:.....	10
2.5.2	Consumer Brands and Commodity Products:.....	11
2.5.3	Agribusinesses:.....	11
2.5.4	Subsidiaries & Joint Ventures of ACI Limited:.....	12
	Subsidiaries of ACI Limited:.....	12
	Joint Ventures of ACI Limited:.....	12
2.6	Department Activities	12
2.6.1	Administration Department.....	12
2.6.2	Finance and Planning	12
2.6.3	Commercial Department	13
2.6.4	MIS Department.....	13
2.6.5	Distribution Department.....	13
2.6.6	Training Department.....	13
2.6.7	HR Department	13
2.7	SWOT analysis.....	13
3.0	Analysis	16
3.1	Diaper:.....	16
3.2	Diaper Industry in Bangladesh:.....	17
3.3	Diaper Industry in the World:	18
3.4	Market Segmentation:	19
3.5	Market Targeting:	20
3.6	Differentiation and Positioning:.....	21
3.7	Marketing mix (4Ps) of Twinkle	22

3.7.1 Product.....	22
3.7.2 Price	23
3.7.3 Place	24
3.7.4 Promotional Activities:.....	26
3.7.5 Push and Pull Strategies:.....	26
3.7.6 Push Strategy:	26
3.7.7 Pull strategy:	26
3.7.8 Promotional Mix:	26
Advertising:	27
Personal Selling:	28
Direct Marketing:	28
Sales Promotions:	29
Public Relations	31
3.8 Findings	32
3.8.1 Less Number of Employees:.....	32
3.8.2 Vulnerable Distributors:.....	32
3.8.3 Less Media Activities:.....	32
3.8.4 Competitive Market:.....	32
3.8.6 Budget Constraints:.....	33
4.1 Conclusion	35
4.2 Recommendations	35
4.2.1 Ensure Proper Placement:	35
4.2.2 Increasing Media Activities:	35
4.2.3 Recruiting Employees:	36
4.2.4 Keeping the Product Available:.....	36
4.2.5 Consulting SR Regularly:	36
4.2.6 Product Display:	36
4.2.7 Government Initiatives:	36
References	39

CHAPTER- 01

INTRODUCTION

1.0 Introduction

From the youth till now, we have just gained from the book. It is our training framework which does not enable any understudy to accumulate down to earth learning. In this way, Internship is the main possibility for us to accumulate functional experience by getting included ourselves as an internee with an association. Temporary job is a significant and unavoidable part for finishing the graduation in Business Studies. It can assist the understudies with acquiring down to earth information about specific learning's. For the four years BBA program, entry level position is a noteworthy necessity for social affair and sharing information. Under this Internship program the understudies are sent to accumulate functional information about the workplace and exercises. Perceiving the significance of useful experience, I finished my temporary job in ACI Limited to take genuine presentation of the exercises of the organization. In such situation, the present targeting breaking down the experience of useful direction identified with different parts of advertising technique and special exercises in the ACI Limited. This report titled 'Showcasing Practices of Twinkle Diaper of ACI Limited'. The theme for this report was settled on after endorsed by director Md. Kaium Hossain, division of promoting, partner teacher, United International University.

1.1 Origin of the study

The principle goal of the examination is to break down the advertising systems and Twinkle Baby Diaper of ACI Limited. Other than this there are numerous issues identified with the point that can be appended to the report, for example, production network process both inbound and outbound, planning, estimating and putting approaches of Twinkle Baby Diaper.

1.2 Purpose of the study

The report centers around client driven promoting procedure of Twinkle Baby Diaper of ACI Limited. In the main part of the report there are targets, techniques, restrictions of the report. In the subsequent part there are diagram of the organization, brief history, vision and mission, association structure and general exercises of ACI are talked about. In the third section there are client driven showcasing procedure of Twinkle Baby Diaper and their adequacy.

The report will give hypothetical Knowledge, assessing the ongoing exhibition, whole idea of client driven promoting system of Twinkle Baby Diaper to the understudies exploring about Twinkle Baby Diaper of ACI Limited. Analysts dealing with client driven showcasing technique will likewise get help from this report.

The representatives of ACI in general the association will get a few issues that the organization is confronting and a few proposals to take care of those issues.

1.3 Objectives of the study

There are two types of objectives in preparing this project. There are main objectives and specific objectives.

1.3.1 Broad Objective: The main objectives of this report are

- To break down the client driven advertising systems taken by ACI Limited for Twinkle Baby Diaper.
- To discover the special exercises utilized by ACI Limited to build the mindfulness among the clients.

1.3.2 Specific Objectives:

- To examine the present market circumstance of infant diaper in Bangladesh and worldwide and market position of Twinkle Baby Diaper.
- To realize the effect of successful limited time exercises on Twinkle Baby Diaper.

1.4 Methodology of Data Collection

System alludes to the far-reaching activities of research in my entry level position report. To accomplish the expected outcomes to build up the goal, a few strategies are utilized. This segment will explain strategies I used to do this venture.

1.4.1 Primary Sources

- Key source meeting of analyst and representatives.
- Key data meeting of retailer and shopper.

- Relevant documents and different materials as given by the concerned administrator.
- Selective field visits and discussions with present and potential clients.

1.4.2 Secondary Sources

- ACI web sites
- Different web pages
- Prior reports of the office.
- Different text books.
- Relevant journals and articles available in website.

1.5 Limitations of the study

There were some limitations that I had faces to prepare this report. Those limitations are discussed below:

- Resources were limited.
- Research time frame was very short.
- It was difficult to get the relevant papers and documents for the report.

CHAPTER – 02

THE ORGANIZATION

2.1 Company Profile

ACI LIMITED

Imperial Chemical Industries (ICI) Bangladesh Manufacturers Limited is a backup of famous worldwide pharmaceutical ICI Plc., built up in Dhaka in 1973 and was a recorded Public Limited Company under Dhaka Stock Exchange on 1976. In 1992, ICI Plc. stripped its shareholding through a neighborhood the executive's takeover and the organization name was changed to Advanced Chemical Industries (ACI) Limited. (ACI Limited, 2016)

ACI means to pursue International Standards on Quality Management System to guarantee the consistency in keeping up nature of the wide scope of items and administrations to achieve purchaser fulfillment. The organization additionally meets all vital national administrative prerequisites that identifies with maintain all its present business and affirms that organization appropriately pursues the present Good Manufacturing Practices (cGMP) suggested by World Health Organization. This all feasible for ACI Limited as it has the mean to accomplish business perfection through quality by understanding, tolerating, meeting and surpassing client desires. (ACI Limited, 2016)

In 1926, ICI was consolidated in the UK as four organizations in particular Novel Industries Limited, Brunner Mond and Company Limited and it converged with United Alkali Company. From that point forward ICI Plc. has been working worldwide as a global organization. In the time of arrangement, ICI began activity in the Indian subcontinent for the sake of ICI (India) constrained. After partition of the India and Pakistan in 1947, the Karachi office of ICI (India) Limited renamed to be ICI (Pakistan) Limited. After the freedom of Bangladesh, the organization has been joined in Bangladesh on January 24, 1973 as ICI Bangladesh Manufacturers limited and furthermore as Public Limited Company.

2.2 Mission

ACI's mission is to enhance the personal satisfaction of the individuals through mindful utilization of information, innovation and aptitudes. ACI is focused on the quest for perfection through world-class items, imaginative procedures and engaged workers, to give the most elevated amount of fulfillment to our clients.

2.3 Vision

To understand the Mission, ACI will:

- Provide items and administrations of high and steady quality, guaranteeing an incentive for cash to our clients.
- Endeavour to achieve a place of administration in every classification of our organizations.
- Develop our workers by empowering strengthening and remunerating advancement.
- Promote a situation for learning and self-awareness.
- Attain and abnormal state of efficiency in the entirety of our tasks through successful use of assets and selection of fitting innovation.

2.4 Organizational Structure

The Management Committee of ACI Ltd. Are given following table:

Dr. ArifDowla	Managing Director
Dr. F H Ansarey	ManagingDirector, Agribusinesses, ACI Motors
Mr. Syed Alamgir	Managing Director, Consumer Brands
Mr. M. Mohibuz zaman	Managing Director, Pharmaceuticals
Mr. PradipKarChowdhury	Executive Director, Finance and Planning
Mr. SabbirHasanNasir	Executive Director, Logistics
Mr. PriyatoshDatta	Director, Quality Assurance, Pharma
Mr. AbdusSadeque	Director, Marketing & Sales, Pharma
Ms. Sheema Abed Rahman	Director, Corporate Affairs
Mr. Md. MonirHossain Khan	Financial Controller
Mr. Imam Ahmed Istiak	Director, Operations, Pharma

The Board of Directors of ACI Ltd. Are given following table:

Mr. M. Anis Ud Dowla	Chairman
Dr. ArifDowla	Managing Director
Mr. Waliur Rahman Bhuiyan, OBE	Director
Mr. Golam Mainuddin	Director
Mr. Md. Fayekuzzaman	Director
Mrs. Najma Dowla	Director
Ms. Shusmita Anis	Director
Mr. Abdul Mueyed Chowdhury	Director
Mr. Juned Ahmed Choudhury	Director
Ms. Sheema Abed Rahman	Director

2.5 Strategic Business units

The activities of ACI Limited are sorted out into four noteworthy key specialty units or SBUs.

These units are ACI Pharmaceuticals, ACI Agribusiness, ACI Consumer Bands and ACI Logistics.

Under these SBUs are different item gatherings and under every item gathering are individual brands.

Each gathering comprises a type of items or administrations.

2.5.1 Pharmaceuticals:

In 1973, the UK based worldwide pharmaceutical organization, ICI plc, set up a backup in Dhaka, known as ICI Bangladesh Manufacturers Limited. In 1992, ICI plc stripped its offer to nearby administration, and the organization was renamed Advanced Chemical Industries (ACI) Limited.

ACI plans and markets a far-reaching scope of in excess of 387 items covering all significant remedial zones, which come in tablet, case, powder, fluid, cream, salve, gel, ophthalmic and infusion structures. ACI additionally advertises incredibly famous marked pharmaceutical items like Arimidex, Casodex, Zoladex, Atarax and so forth from world-class global organizations like ASTRAZENECA, UK and UCB, BELGIUM in Bangladesh.

2.5.2 Consumer Brands and Commodity Products:

The Consumer Brands Division brags in having an unequivocal nearness in shoppers 'heart with the market driving brands like ACI Aerosol, Savlon, ACI Mosquito Coil and ACI Pure Spices and Flour. With near 80% piece of the overall industry in possess classifications, ACI Aerosol and Savlon are the constant entertainers in keeping the family spotless and free from germs and hurtful bugs. The ACI mosquito curl has likewise risen as an imposing rival to both the mosquito and the challenge, by giving successful and moderate answer for the cognizant individuals of Bangladesh.

2.5.3 Agribusinesses:

ACI agribusiness is the biggest integrator in agriculture and livestock and fisheries. These organizations have subunits like crop protection, seed, fertilizer, and animal health. These organizations have celebrated nearness in Bangladesh. CC and PH supplies crop, seed supplies hybrid rice, vegetables and maize seeds, fertilizer supplies micronutrient and fouler compost, Agri apparatuses supplies tractors, power tiller and harvester and animal health supplies amazing nutritional, veterinary and poultry prescriptions and antibodies.

ACI Agribusiness has a huge, learned and exceptionally talented Field Force gives preparing and specialized advices to the ranchers. ACI is fundamentally adding to national sustenance security through its Agribusinesses division, which is the main farming integrator of the nation. ACI Agribusinesses is giving finished answer for the ranchers need. Ranchers have created trust in our items for quality and financial aspects. Ranchers have additionally generally expected legitimate information-based administration from our field power.

2.5.4 Subsidiaries & Joint Ventures of ACI Limited:

Subsidiaries of ACI Limited:

- ACI Formulations Limited
- ACI Salt Limited
- ACI Pure Flour Limited
- ACI Foods Limited
- ACI motors Limited
- ACI HealthCare Limited
- ACI Chemicals Limited

Joint Ventures of ACI Limited:

- ACI Godrej agro vet Private Limited

2.6 Department Activities

2.6.1 Administration Department

Organization office uncommonly works to keep up cordial condition through appropriate observing with the organization arrangement.

2.6.2 Finance and Planning

The Finance and Planning capacity of ACI Ltd. is the operational hub of the combination. The significant zones of its exercises include:

- Corporate Finance
- Treasury
- Insurance and hazard the executives
- Costing
- Accounts payable administration
- General bookkeeping
- Taxation

2.6.3 Commercial Department

- Commercial division of ACI guarantees all RM and PM to run smooth business.
- Also keep up a decent contact with the client both national and worldwide.

2.6.4 MIS Department

- MIS branch of ACI guarantees the general IT related backings for the organization.
- Manages a smooth activity of software's, equipment inconvenience shooting and business databases identified with deals and stock.

2.6.5 Distribution Department

- The Company keeps up deliberately found deals focuses in nineteen distinct areas the nation over.
- Distribution framework through it's in excess of 300 gifted and prepared labor and an enormous armada more than eighty vehicles.
- Capable of keeping up a virus chain for antibodies and insulin.

2.6.6 Training Department

- Training movement of ACI is to develop for all individuals from ACI family through the preparation, aptitude advancement, and workshop.

2.6.7HR Department

- HR Policies and methods for Recruitment and Selection, and progression arranging.
- The mix of subjective viewpoints and Score Card for execution evaluation.
- profit support subsidizes during various occasions inside a year.

2.7SWOT analysis

SWOT represents Strengths, Weaknesses, Opportunities and Threats. SWOT examination is a vital arranging strategy used to support an individual or association distinguish qualities, shortcomings, openings, and dangers identified with business rivalry or undertaking arranging.

It is expected to determine the destinations of the business adventure or venture and recognize the interior and outer components that are good and horrible to accomplishing those goals.

Strengths	Weaknesses
• Strong brand image. • Customer loyalty. • Has a strong customer preference in big Cities. • Strong supply chain and distribution Channel. • Production Quality • Decentralize decision making structure	• Poor access to distribution. • Conflicts for SBU. • Weak inventory management in depot. • Limited sales force. • Defect products from factory • Absence of quick customer solution system
Opportunities	Threats
• Growing consumer demands. • High potentially in both domestic and International market. • Introducing new variant of the diaper. • Opportunity to enter in the biggest market. • Diverse market segments	• Political violence. • Retailer is increasing. • Entry of new competitor. • Existing brands

CHAPTER-03

ANALYSIS AND FINDINGS

3.0 Analysis

3.1 Diaper:

A diaper is one kind of wearable thing by which the wearer can pee on it without any problem, this diaper can absorb the wastage and the wearer cannot feel any hesitation.

Diapers are made from special fabric which can absorb the wastage. Material diapers are made out of layers of texture, for example, cotton, hemp, bamboo, microfiber, or even plastic filaments, for example, PLA or PU, and can be washed and reused on various occasions.



Diapers are principally worn by newborn children, little children who are not yet potty prepared, and by kids who experience bedwetting. They are additionally utilized by grown-ups with incontinence, in specific conditions where access to a can is inaccessible or for mental reasons. These can incorporate those of cutting-edge age, patients' bed-bound in an emergency clinic, people with particular kinds of physical or mental handicap, diaper fetishists, and individuals working in outrageous conditions, for example, space travelers.

The main competitors of Diaper in the market are:

No.	Competitor Name	Tag line
1	Super Mom Baby Diaper	Ensures max happiness
2	Pampers	Give your child the gift of guaranteed dryness
3	Molfix	Happy today happy tomorrow
4	Huggies	Inspired by a mother's hug
5	Mamypoko	Easy to wear easy to buy



3.2 Diaper Industry in Bangladesh:

As we know that baby skin is soft so the companies always tries to produce comfortable products for the babies. Parents are always much tensed for their babies and that's why they always want to buy the best products for their babies. Now at present baby diaper industry have emerged as a new business opportunity for the organizations so various companies come forward to produce the diapers.

According to news the baby diaper industry is about 400 crore and day by day it increases. This industry is emerging day by day and last year it increased about 50%. From a news source we come to know that the local companies produce 30% diapers and the rest is provided by the international brands. So this is the current situation of diaper industry of Bangladesh.

At now four companies such as Supermom, Twinkle Baby Diaper of ACI Limited, Bashundhara of and Chu-Chu of are producing baby diapers. The baby diaper is now very competitive because of this brand.

Day by day the economic condition is increasing so the buying power of the humans is increasing day by day. The birth rate is increasing the globalization effect and the rapid growth of industry is also the main factor of people economic power so that they can buy more products from before. Now-a-days the working numbers of the woman's is increasing day by day so that they have to work outside and cannot take care of their babies then before so they prefer baby diaper and they want the best. Besides, purchasing power of our citizens has increased. Now people have more money in their pockets. That prompts them to seek for comfort. It turns into using baby diapers for their infants. Other factors also play crucial role forcing parents to be used to with baby diapers. People have nowadays become highly urban centric. Urban settlement has increased dramatically in recent years. Rapid urbanization could be seen a factor for spurring growth of diapers in Bangladesh. Besides, strong vigilance of UNICEF, WHO, BRAC, and other

Organizations have made improvement in birth rate. The more birth rates the country will see; the more growth will happen for the diaper industry.

3.3 Diaper Industry in the World:

The worldwide infant diapers market was esteemed at \$48,121.00 million of every 2017, and is anticipated to reach \$78,420.00 million by 2025, enlisting a compound yearly development rate (CAGR) of 6.3% from 2018 to 2025. In 2017, the U.S. created the most astounding income, representing more than one-fifth offer in the worldwide market. Various sorts of diapers produced far and wide incorporate material diapers, dispensable diapers, preparing nappy, swim pants, and biodegradable diapers. Fabric diapers are additionally sectioned into level material diapers, fitted material diapers, pre-overlap fabric diapers, across the board material diapers, and others. Consistent ascent in discretionary cashflow and different activities taken by the producers to expand mindfulness among guardians for child cleanliness in the rising economies has

powered the development of the worldwide infant diapers Industry. In addition, diaper banks have a critical impact in making wellbeing mindfulness among the purchasers.

3.4 Market Segmentation:

Market division is the real procedure of recognizing sections of the market and the way toward partitioning a wide client base into sub-gatherings of buyers comprising of existing and planned clients. Market division is a shopper arranged procedure and can be connected to practically any sort of market. In separating or fragmenting markets, analysis normally search for shared attributes, for example, regular needs basic premiums, comparable ways of life or even comparative statistic profiles. Thus, advertise division accept that various fragment requires distinctive showcasing programs, as assorted clients are generally focused through various offers, costs advancements, conveyances or a mix of promoting factors. The traditional variables that may be used for market segmentation can be grouped into four main categories:

- **Demographic** (Age, gender, income, occupation, family size, religion and nationality)
- **Geographic** (Climate, terrain, natural resources and population density)
- **Psychographic** (Personality traits, social class, values, motives, interests and lifestyles)
- **Behavioral** (Occasion, benefits, user status, usage rate, loyalty status)

ACI Limited uses statistic criteria to section the market which incorporates age, sexual orientation, pay, occupation, family size, religion and nationality factors by defending quantifiability, significance, openness, noteworthiness. As Twinkle Baby Diaper is a child item, ACI uses age criteria and furthermore salary criteria by giving different kinds of SKU (Stock Keeping Units).

ACI Limited used these criteria's when evaluating the market segments:

- Segment size and growth
- Competitive position
- Cost of reaching the segment
- Compatibility with the organization's objectives and resources

3.5 Market Targeting:

When the market segmentation has been accomplished, ACI Limited was conscious about of the needs and wants of its goals. For the benefit of the company an organization should realize its customers and also know about their competitors .It is vital to know that which segment is more profitable. There are three market coverage alternatives which can be applied:

- **Undifferentiated marketing**
- **Differentiated marketing**
- **Concentrated marketing**

ACI Limited uses concentrated advertising as it just spotlights on infant diaper instead of infant and grown-up diaper. As Hygiene Products Department is new division of ACI Limited, it wouldn't like to go out on a limb of covering the entire market portions as a result of the commanding intensity of remote diaper organizations. The organizations with restricted assets will ordinarily target only one or a couple submarkets. In the event that a portion is effectively picked, there is a probability that the firm may procure a high pace of profit for its venture. Be that as it may, this type of showcasing could likewise include a high-chance factor. On the off chance that the chose portion fizzles, the organization can encounter robust misfortunes. In whole, ACI Limited chose the proper market inclusion procedure was dictated by various variables:

- The kind of administration which is to be offered: among grown-up and child diaper, ACI Limited needs to serve just infant diaper showcase.
- Diversities inside the market: ACI Limited needs to comprehend their clients' prerequisites first, at that point it will choose to serve different sections of the diaper showcase.
- Competitors advertise inclusion methodologies: If the contending diaper organizations are effectively applying division procedures; likely, it would not bode well to utilize an undifferentiated showcasing technique for ACI Limited.

Which portion ought to be chosen? Organizations should just consider those market portions that are gainful. In this manner, they should target beneficial clients inside those fragments and sustain a dependable association with them, so ACI Limited select concentrated promoting.

3.6 Differentiation and Positioning:

Differentiation and Positioning are depending on each other. Situating, which is the way toward masterminding an item to involve a reasonable, particular and attractive spot in respect to contending items in the brains of objective clients, relies upon the separation. ACI Limited uses SWOT and PESTEL examination to separate itself from the contenders.

Right off the bat, ACI Limited required an arrangement on what position they needed to accomplish with their item Twinkle Baby Diaper in the brains of the objective clients. The position is the principal thing a client would consider hearing the name of the item or the brand. This position ought to be picked so it is recognized from contending items to the best degree conceivable and lead to the best bit of leeway in the objective market. ACI Limited separated the Twinkle Baby Diaper by giving preferred highlights over different organizations items, for example, Super Mom of Square Toiletries, Chu-Chu of Bangladesh Silicon Corporation, Bashundhara Baby diaper of Bashundhara Group, and Neo Care of Incepta Pharmaceuticals. Exceptional highlights of Twinkle Baby Diaper include:

- Wetness pointer.
- Elastic midsection band.
- Side tape.
- Velcro belt.
- Comfortable embellished plan.
- Anatomic Shape.

Twinkle Baby Diaper is as delicate and delicate as a mother's touch and as careful and watchful as a mother's impulses. It soothes mother's pressure by guaranteeing zero spillage and its wetness pointer will reveal to her when diaper should be changed. A mother does the best employment in sustaining her sparkling little star. ACI loans hands to be there for moms.

3.7 Marketing mix (4Ps) of Twinkle

Brand Name	Product Type	Product Size
------------	--------------	--------------

3.7.1 Product

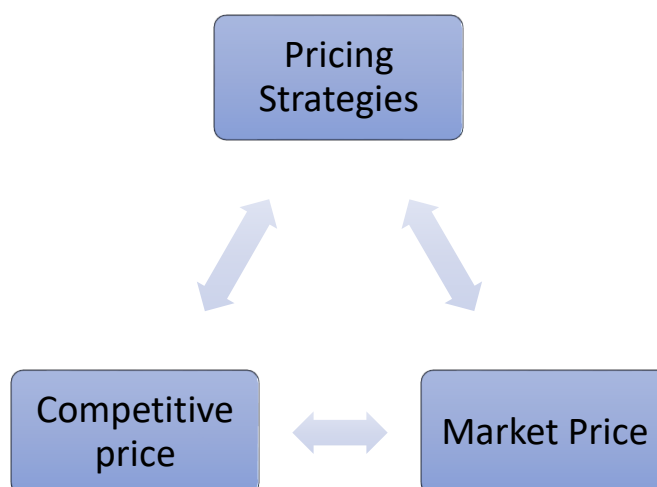
The main purpose of Twinkle diaper is to provide the best quality diaper to its valuable consumers. Sophisticated machineries and manufacturing plant are used to make twinkle diaper and to meet the customer needs. The twinkle baby diaper has variations as per customer needs.

Twinkle	Baby Diaper	Small 3 to 7 Kg Medium 5 to 9 Kg Large 8 to 15 Kg Extra Large 15+ Kg
---------	-------------	---

.

3.7.2 Price

The pricing of twinkle baby diaper is very reasonable so that the all classes of people can easily buy it. For setting up the twinkle use two types of policies. They are:



Competitive price: Because of high competition in the market twinkle baby diapers price is near to competitors' price. If this is not happens then it might lose market share.

Market oriented price: Twinkle baby diaper considers market-oriented price using a single price in around the country.

Brand	SKU	Maximum Retail Price	Wholesale Price
Twinkle baby Diaper	Small 44 pcs	950 tk	621.43 tk
	Medium 40 pcs	950 tk	621.43 tk
	Large 36 pcs	950 tk	621.43 tk
	Extra-large 32 pcs	950 tk	621.43 tk

3.7.3 Place

ACI Ltd has one of the most efficient and effective distribution channels in all around the country. The reason behind making Strong distributions channels is to develop to reach to the customers very easily and for the convenience of the distributors so that they can distribute products easily of every district in Bangladesh. Twinkles effective distribution channel makes them reliable and unbeatable than other diaper producers. ACI also has strong supply chain team and logistics team to operate every operation easily.

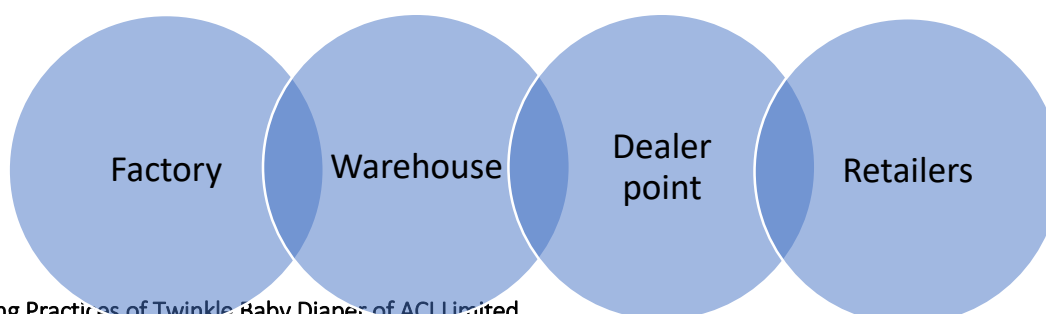


Figure Name: Supply Chain Team

Twinkle trusts that only delivering the certain product to client hands isn't enough to satisfy or bring loyalty to the customers for bringing loyalty they have to promote more too various places. For making potential customers into actual customers they have to develop their distributor channel. There are warehouses from where twinkle is distributed in whole country. For Dhaka, the warehouse is in Gulshan. When any client want product then the twinkle management team distribute their product throughout these warehouses. Here, the administrative firms divide organization into few units who are keen about the business partner of ACI ltd. ACI has divided the whole Bangladeshi market into regions and areas for its business deal purpose.

Twinkle	D2D Activation (Dhaka)
	D2D Activation (Outside Dhaka)
	Amusement Park Activation (Eid)
	Hospital Activation (2nd Phase)
	Market Activation
	DITF-2019
	CITF-2019
	Day Care Centre Branding
	Transport Hub Activation (Eid-UI-Fitr)
	Highway Restaurant Activation (Eid-UI-Fitr)
	Staff Sales
Total	

From this table we came to know about that in which places twinkle promote and sale their products. At first, they do D2D activities in both Dhaka and outside Dhaka. Then activation dome in amusement park. Hospital activities also occurred. Activation done in Dhaka International Trade Fair and Also Chittagong International Trade Fair. Besides this there were also transportation activities and staff sales happened to promote the twinkle brand in various places.

3.7.4 Promotional Activities:

For the success of an organization they need to undertake effective promotional activities. Only effective strategies for the promotion make a brand successful. The promotional activities of various brands are different because of the customer demand. The uniqueness of promotions makes a brand loyal to the customers and they will buy the products on and on. The tactics are undertaken to retain the customers. ACI Limited is using plenty promotional activities for making the customers, retailers, distributors wary and to purchase Twinkle Baby Diaper.

3.7.5 Push and Pull Strategies:

Push and pull strategies are different for the promotional activities. These two strategies must be unique and tactical. For sustainability the differentiation must be realized carefully.

3.7.6 Push Strategy:

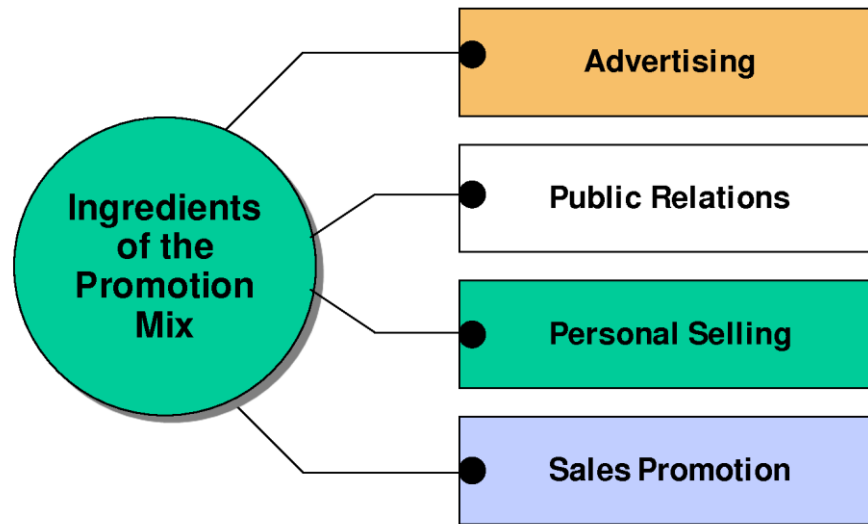
Twinkle Baby Diaper is a new product line in the industry. It has only 2% market share in the highly competitive industry. There is no bottleneck in the industry, the companies are facing competition within. Various marketing blueprint are made to push the products to the retailers. Push strategy demand is made to downstream of the supply chain process. ACI Limited is the manufacturer. The company creates demand by producing quality product. After the invention of the product, the company has launched various innovating marketing blueprint. The schemes are Quality Purchase Scheme (QPS), Quantity Purchase Display Scheme (QPDS), and Winter Dhamaka.

3.7.7 Pull strategy:

Besides pull strategy the company invests huge money on advertisement and other pull strategy. Advertisements are broadcast on TV and print media. The traits of the products are then instilled into customers mind. The commercials are useful for customers to enrich the knowledge about the products. ACI spend less money in commercial in TVC.

3.7.8 Promotional Mix:

Elements of the Promotion Mix



Advertising:

Advertising became highly popular in this century. The progress in printing and packaging, industrial growth led popularity of advertising. Recent times without advertising promoting product aren't possible. Advertising is vital element. This promotional mix is paid by sponsors. The sponsors bear expense for this product. This is costly. Print media is less expensive. Advertising in television media is much costly compared to others. When a product is in growth phase, then advertisements doesn't create much impact on revenue. Twinkle Baby Diaper is in the early growing stage. Twinkle Baby Diaper uses several media to advertise their product that contains (TVC), Outdoor advertising, print media.

Under this tool the activities Twinkle Baby Diaper undertakes are:

- Television Commercial (TVC) TVC are shown in televisions and billboards and other media.



Personal Selling:

Personal selling is to sell product meeting face to face with the customers. The sales force meets with the potential customer base and focus to sell their products to the customers. It makes two-way communication between the seller and the buyer. As under the tool sales people have the chance to interact with the customers, they get flexibility to adapt the messages according to the customers reaction. it creates relationship with the customers. But this tool of promotional mix is very costly (Meunier-Fitzhugh & Piercy, 2007). Product activation in hospitals and door to door selling is a kind of personal selling used by Twinkle Baby Diaper. It creates brand promotion directly to the toddler's mothers and also creates brand awareness among them. Ultimately mothers are the influencers in purchasing diapers.

Direct Marketing:

Direct marketing is of marketing mix where companies directly communicate to customers via a different of media including phone, messaging, email, websites, online adverts, promotional letters and targeted television, newspaper and magazine advertisement, it is also known as direct response. After the activation programs some employee of ACI Limited used to call the customers those they actually sell product during the activation to take feedback about the product.



Sales Promotions:

Sales promotion is promotional mix that make demand among the t customers but sales promotion provides incentives to channel for buying products. Via advertisingcustomer intend to buy products. Sales promotion tool is used to attainmultiple objectives. It is useful to attract new customers, to make loyal customers.By giving incentives marketers keep the customers with them. Sales promotion allow manufacturers to experiment with varying prices. Samples, Rebates, Coupons, Price Packs, Point of Purchase (PoP), Cross Promotions are taken for making sales promotion.

A) **Consumer Promotions:** The consumer promotions used by the ACI Limited are given below:

- **Samples:** Give samples in hospital activation
- **Point of Purchase (PoP):** Products are displayed to seek attention.

- **Gifts:** In stay in competition free gifts are provided with purchase of twinkle products.

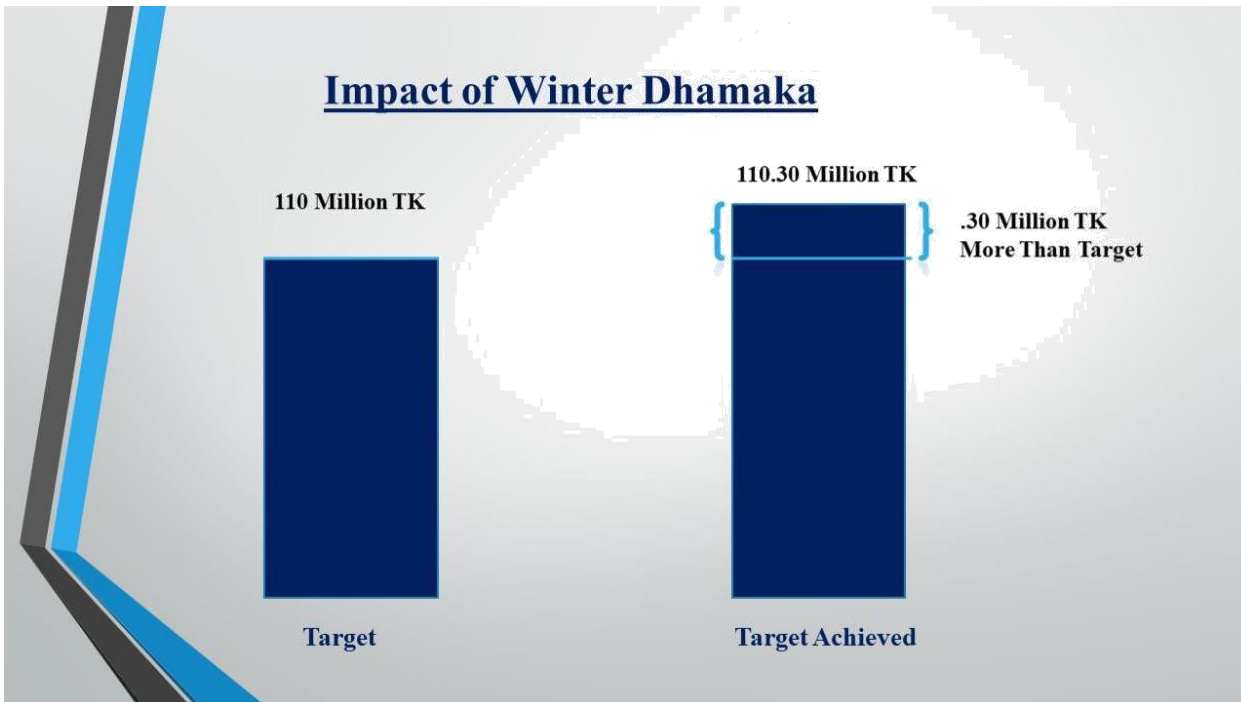


B) **Trade Promotions:** The trade promotions used by the ACI Limited are given below:

- Allowances: Proper allowance is given with every particular programmed.

Impact of Winter Dhamaka:

ACI authority of Twinkle Baby Diaper set a target of 110 million taka for the three months (November-January). It has achieved 110.3 million Taka in these three months. It has achieved .30 million Taka more than its targeted amount.



Public Relations

Public relations (PR) are the practice to manage spreading the information between an individual organization. This differentiation of marketing communications. Public relations are created to cover the clients for free rather than marketing or advertising.



Public Relation

ACI Limited sometimes make article too attract the customers.

The target of public relations is to maintain the public, investors, partners, employees, and other stakeholders and ultimately persuade them to maintain a positive or favorable view.

Public relation is actually for convincing the people. The PR officers actually talk with customers and tell them about the products and take feedback about the product. If any improvement is needed then they take note about that and give it to the twinkle team.

3.8 Findings

Subsequent to examining my perceptions during my entry level position period, I have a few discoveries.

These discoveries are totally from my own perspective. Those are given below:

3.8.1 Less Number of Employees: Although Consumer brand is a huge company but the hygiene products department is started its journey from 2017 and there is a smaller number of employees (11 employees in the head office and approximately 250 employees in the sales force) to conduct their business and making the product available in national wide.

3.8.2 Vulnerable Distributors: During the internship period I have seen that the sales people are continuously changing the distributors. So, the smooth flow of supply of product isn't possible and it also increase the cost of the product. Adding new distributors and building loyal and profitable relationship with them are also so much difficult.

3.8.3 Less Media Activities: ACI is one the top rated company of hygiene product but is not viewable to the customers. As the income of the people are increasing and women participation in the work are recently booming, parents need more comfort in taking care of their children. So ACI limited needs to promote their 'Twinkle Baby Diaper'.

3.8.4 Competitive Market: Diaper market of Bangladesh is so much competitive. 70% of the whole diaper market is served by the foreign companies and only 30% is served by local companies. As government of Bangladesh is trying to make a comfortable business environment for the foreign companies and reducing import taxes in some sectors which is giving challenges the local companies.

3.8.6 Budget Constraints: As the Hygiene Products Department is launched in 2017, it has budget constraints. Twinkle Baby Diaper has only 2% in the diaper market and the product has not properly accepted by the customers. So, ACI authority don't want to take risk of investing too much money.

CHAPTER-04

CONCLUSION & RECOMMENDATIONS

4.1 Conclusion

There are many companies operating in the diaper industry of Bangladesh. The market is highly competitive and it really hard to get response from the market. Consumer product Industry has grown in Bangladesh in the last two decades at a considerable rate. ACI Limited is a well reputed corporate in Bangladesh. But now a days the market is so much competitive. So, consumer brands companies need much greater coordination in taking any promotional activities and understanding customers in introducing any kinds of marketing strategy. By conducting image analysis, ACI Limited can better target and segment customers, select the proper combination of marketing channels, and precisely measure the impact of promotional programs. ACI Limited is a follower in the diaper market so it needs to take many necessary steps to exist in the market.

4.2 Recommendations

Here are some suggestions are given that ACI Limited can use to reduce their weakness to compete with the market rival and improve their market positions. These are:

4.2.1 Ensure Proper Placement: Distribution procedure ought to be smooth and arrangement ought to be guaranteed across the nation. Inside clash inside channel ought to be taken leveled out for level dissemination framework. Powerless dissemination issue ought to be settled through keeping up great business association with the wholesalers by giving impetuses to them.

4.2.2 Increasing Media Activities: Diaper market is so much focused and is commanded by the remote brands. Along these lines, the best way to contend with those brands and rule the market is making the clients, retailers, merchants mindful about the indigenous brands through forceful limited time and media exercises.



4.2.3 Recruiting Employees: As the Hygiene Products Department has less quantities of representatives, they ought to fortify their business power so they can make the item accessible all through the nation. Enlistment of new workers who are knowledgeable about cleanliness items part may include additional worth.

4.2.4 Keeping the Product Available: ACI Limited must keep their item accessible. They ought to keep up their entire appropriation chain appropriately and keep it smooth to meet the longing of the clients.

4.2.5 Consulting SR Regularly: SR (Sales Representative) is the individual working at the root level and in charge of extreme handling. Next to this, Sales agents are increasingly educated about the root level market. In the event that ACI needs 100% productivity, they should give sufficient preparing and examine increasingly more steadily with them to create advertising techniques and special exercises. Other than this Area Sales Managers/Territory Managers need preparing. Without a decent territory chief, the Sales Representative can't be effective enough as they will get legitimate interview.

4.2.6 Product Display: Window show is one of the strategies that sells quietly, increment store's picture and help to settle on choice. It is so powerful to youth. In this way, item show or window show could be another methodology for ACI to spell.

4.2.7 Government Initiatives: Foreign brands lead the pack in the market. The nearby organizations should converse with the Ministry of Commerce about their worries so the administration find a way to lift up the neighborhood organizations.

APPENDIX

Internship Offer Letter



Advanced Chemical Industries Limited



Private & Confidential

Mr. Md. Yashir Salman
S/O Mr. Md. Serajul Islam
2/A, Ganaktuly Lane, Hazaribagh
Lalbag Dist: Dhaka -1205

এডভান্সড কেমিক্যাল
ইন্ডাস্ট্রিজ লিমিটেড

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

**Advanced Chemical
Industries Limited**

245, Tejgaon Industrial Area
Dhaka 1208, Bangladesh
Telephone (8802) 887 8603
Fax 887 8619-20
Email: info@aci-bd.com
Web : www.aci-bd.com

Your ref

Our ref

Date

ACI-HR/SR/05- 2019

28 May 2019

INTERNSHIP

Dear Mr. Salman,

Welcome to ACI Limited for internship program. Your internship program begins with effect from 26 May 2019 for a period of 03 Months till 25 August 2019 under the following terms and conditions:

- You will be working under the direct supervision of Sr. Executive, E & A (HP) in Consumer Brands, HP Marketing Department and in the special project assigned by your supervisor. Apart from your project work you are also required to assist your Supervisor by doing the job assigned to you from time to time.
- Your work station will be located at Dhaka.
- Your working hours will be Sunday to Thursday from 8:30 A.M. to 6:00 P.M.
- You will be given a monthly allowance of Tk.5,000 (Five Thousand Taka) only.
- You will conduct yourself in a manner, which is not detrimental to the Company's interest.
- On completion of the program you are required to submit a report on the project within the agreed time to Human Resources Department. At the end of your internship program the company will issue a completion certificate in your name.

If the above terms and conditions are acceptable to you then please return the duplicate copy of this Agreement duly signed.

Yours sincerely,



Saved Ahmed Razu
Assistant Manager, HR

CC: Sr. Executive, E & A (HP); Sr. Executive Compensation; Internship file.

Internship Completion Letter



Advanced Chemical Industries Limited



এডভান্সড কেমিক্যাল
ইন্ডাস্ট্রিজ লিমিটেড

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

**Advanced Chemical
Industries Limited**

245, Tejgaon Industrial Area
Dhaka 1208, Bangladesh
Telephone (8802) 887 8603
Fax 887 8619-20
Email: info@aci-bd.com
Web : www.aci-bd.com

Your ref

Our ref

Date

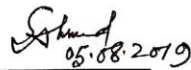
ACI-HR/SR/08-2019

05 August 2019

TO WHOM IT MAY CONCERN

This is to certify that Mr. Md. Yashir Salman from United Internation University (UIU) has successfully completed his **03 months** internship in **Consumer Brands, HP Marketing Department** under the supervision of Sr. Executive, E & A (HP) with effect from 26 May 2019 to 25 August 2019 and did his internship project on "**Marketing Practice of Twinkle Diaper of ACI Limited.**"

We wish his continued success in life.


05.08.2019

Sayed Ahmed Razu
Assistant Manager, HR

References

- Kotler, Philip, & Armstrong, Gray. (1980). Principles of Marketing. London, UK. Pearson Education.
- Chandra, Prasanna. (1995). Projects: planning, analysis, selection, implementation, and review. New Delhi, India. McGraw Hill Education (India) Private Limited.
- Kotler, Philip, & Keller Kelvin. (1988). Marketing Management. Edinburgh gate, England. Pearson Education.
- K. Malhotra, Naresh, & Dash, Satyabhusan. (2007). Marketing Research. U.P, India. Pearson Education.
- Research Leaf. (2016, January). Exploring the value and process of marketing strategy: review of literature. Retrieved from <https://researchleap.com/exploring-the-value-and-process-of-marketing-strategy-review-of-literature/>
- Allied Market Research. (2018, September). Global diaper market. Retrieved from <https://www.alliedmarketresearch.com/baby-diapers-market>
- Marketing Insider. (2015, February 9th). The marketing strategy: segmentation, targeting, positioning and differentiation. Retrieved from <https://marketing-insider.eu/marketing-strategy/>
- The Daily Star. (2015, October 28th). Locally made baby diapers gaining popularity. Retrieved from <https://www.thedailystar.net/business/locally-made-baby-diapers-gaining-popularity-163297>
- Dhaka Tribune. (2014 November 30th). Baby diaper open new business window. Retrieved from <https://www.dhakatribune.com/uncategorized/2014/11/30/baby-diapers-open-new-business-window>