

***“ From Strategy to Execution: Optimizing Territory’s
Sales Effectively at Unilever Pureit Bangladesh ”***



United International University

A Report On

***“From Strategy to Execution: Optimizing Territory’s Sales Effectively at Unilever
Pureit Bangladesh ”***

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Letter of transmittal

December 24, 2024

MD. SHARIFUL ALAM

Professor

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Subject: Submission of report on “From Strategy to Execution: Optimizing Territory’s Sales Effectively at Unilever Pureit Bangladesh ”

Dear Sir,

It gives us great pleasure to provide a report on Unilever Pureit’s effective territory management and its sales strategy to execution. During my internship, I worked in the business development department. To complete the course requirements and write the report, I worked hard and tried my best to adhere to all the instructions my supervisor gave.

I attempted to adhere to the guidelines while also following my organization's supervisor's directives. Writing this report allowed me to gain knowledge in a variety of areas, including sales, marketing, and communication techniques. I’d be pleased to address any important points brought up in the report.

I sincerely appreciate your invaluable counsel and unwavering attention throughout my internship and, as needed, in the planning of this research. Thank you.

Sincerely,

Muntasir Mamun Abir

ID: 111201053

Acknowledgement

I want to sincerely thank Unilever Pureit for giving me the priceless chance to work as an intern for such a distinguished company. In the last six months, I have acquired professional experience, real-world knowledge, and insights that have greatly improved my comprehension of sales optimization and business development.

I want to express my sincere gratitude to Mr. Shariful Alam, whose constant direction, encouragement, and mentoring have been crucial to my internship experience. In addition to assisting me in overcoming obstacles, his knowledge and support have motivated me to pursue greatness.

The entire Unilever Pureit Business Development Department has my sincere gratitude for their cordial welcome, unwavering support, and priceless insights into the complexities of territory administration and sales. Their openness to sharing knowledge and the collaborative atmosphere made it the ideal setting for my career and personal development.

I've gained practical experience putting plans into practice, comprehending sales dynamics, and streamlining procedures to produce measurable outcomes thanks to this internship. It has been a fulfilling experience to work on this paper, "From Strategy to Execution: Optimizing Territory's Sales Effectively," and it would not have been feasible without everyone's assistance.

I am thankful to all the people who assisted me in organizing this report, as well as their cooperation and wise counsel. I would like to take this opportunity to express my gratitude to the many people who have given me advice and support.

Executive summary

All the experiences I encountered during my internship for the period of six months in the Business Development Department, Unilever Pureit is presented in this paper titled, “From Strategy to Execution: Optimising Territory’s Sales Effectively”. In my role as a Territory Manager, I was able to apply theoretical knowledge in practicing the management of sales activities, achievement of sales results and designing strategies for effective territory management.

The major objective of my internship was to employ market research, strategic analysis and develop strong relationships with the key stakeholders to achieve and exceed the set sales target in the specific territories. The challenges that were faced, the strategies that were employed and the lessons learnt in the course of this time are presented in this study.

It included the understanding of market conditions, analysis of the sales numbers, identifying the potential for growth, and ensuring that the sales team as well as the distributors coordinated were in well their work. Also, I aimed at enhancing the existing sales approaches and increasing the sales goals by employing data analysis. Some of the responsibilities that I had to handle included the management of operational issues, regions. monitoring of One the of availability the of most the successful product, achievements and of ensuring my that internship the was brand identification standards of were inefficiencies within met the across distribution the channel and the design of effective strategies to enhance the sales coverage and the awareness of the products. I also engaged in the planning of promotions that address the needs of the various territories to enhance customer satisfaction and business growth. In the report, I have detailed all the possible sales operational processes of Unilever Pureit and how the business and technologies are involved in the business.

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CHAPTER I: INTRODUCTION

I.1 Broader Objective

The main objective is to optimize the sales force, cutting costs, monitoring performance, and comprehending the function of the route to market were the primary goals. Moreover, how to develop the business in specific area/market which enhances the business's overall performance of a territory. Additionally, how the route to market contributes to increased sales by ensuring secondary sales.

I.2 Objectives of the Report

- To evaluate how well Unilever Pureit's sales & marketing departments are aligned.
- To learn how marketing at all levels is supported by the route to market.
- To find out how outlets are being affected the reward modality and KPI.
- to find out Unilever Pureit's sales & marketing planning strategies.

I.3 Scope and limitations of the Report

During preparing the internship report, several limitations I have faced:

- **Study limitations:** I have certain limitations when it comes to writing the report.
- **Time:** I lack enough time for collecting additional important facts for a report.
- **Data collection:** As Unilever Bangladesh LTD is super concern on their data privacy and have strict corporate policy, some of it is not public.
- **Data Analysis:** During my internship, I started analyzing data using several tools which I have faced some difficulties in preparing the report.

I.4 Methodology of the report

Report Type : The analysis is to be qualitative in character. Direct market observation and in-person conversations with customers, sales representatives, and promoters are all part of this technique study.

Primary Data Source :

- Individual observation
- Ask territory officers and sales representatives for their opinions.
- Customer comments.
- Compile information from different sales reports.

Secondary Data Source :

- Official website of Unilever Pureit Bangladesh
- Internal data source

Using the following data sources, the report is being prepared for more accuracy and analysis.

CHAPTER II: COMPANY AND INDUSTRY PREVIEW

2.1 Company Analysis

2.1.1 Overview and history

About Unilever & Pureit Bangladesh

One of the top consumer products corporations in the world, Unilever, launched the well-known water purifier brand Unilever Pureit. In Bangladesh, where water contamination is a major public health concern, the Pureit brand was introduced to meet the growing demand for clean and reasonably priced drinking water solutions.



In Bangladesh, Unilever launched Pureit as part of their mission to promote health and wellbeing. Pureit water purifiers ensure that people have access to safe and clean drinking water by eliminating dangerous pollutants like bacteria, viruses, and heavy metals using cutting-edge purification technologies. From sophisticated electric models with multi-stage filtration systems to non-electric gravity-based purifiers, the product line offers solutions to suit a variety of needs and price ranges.

After being first launched in India in 2008, the Pureit brand swiftly expanded into other regions, including Bangladesh, thanks to its ability to provide reasonably priced water purifying solutions. Unilever introduced Pureit in Bangladesh to fight waterborne illnesses, which are common there because of tainted drinking water sources. Pureit has established a solid market position since its launch and has come to represent safe drinking water.



Under the "Unilever Sustainable Living Plan," which focuses on lowering environmental impact and enhancing health outcomes, Unilever's foray into the water filtration industry is consistent with its global sustainability objectives. Unilever's attempt to address regional health issues while promoting long-term social effect is demonstrated by the launch of Pureit in Bangladesh.

In Bangladeshi homes, Pureit has significantly decreased the risk of waterborne illnesses. It has enabled millions of families to embrace healthier lifestyles by offering creative solutions at a reasonable cost. A wider awareness of the significance of safe drinking water has also been facilitated by the brand's emphasis on consumer education and awareness efforts.

In Bangladesh, Unilever Pureit is still a well-known brand because to its robust distribution system and ongoing innovation, which is dedicated to making sure that everyone has access to clean drinking water.

2.1.2 Trend and growth

In Bangladesh's water purifier business, Unilever's Pureit has been a major player, especially in the gravity-based sector. The market for gravity-based water purifiers in Bangladesh has grown significantly, and in 2023, it will be worth about US\$ 86.5 million. According to projections, the market is expected to increase at a compound annual growth rate (CAGR) of 11.2% from 2024 to 2032, reaching US\$ 230.7 million.

Growing consumer awareness of the health hazards linked to tainted water, improvements in filtration technology, and the arrival of foreign water purification firms into the Bangladeshi market are the main drivers of this expansion. Government initiatives promoting the need for clean and safe drinking water have also played a crucial role in this expansion.



A. O. Smith, a well-known international water technology company, purchased Unilever's water purifying division, Pureit, in July 2024. On November 1, 2024, this strategic move was finalized, encompassing Pureit's activities in several nations,

including Bangladesh. The purchase of Pureit by A. O. Smith is anticipated to have a further impact on Bangladesh's water purifier business. The country's water purifier industry may continue to flourish as a result of improved product options and a wider market reach made possible by A. O. Smith's resources and experience.

2.1.3 Customer mix

Because Unilever Pureit wants to serve a wide range of consumers, its customer base in Bangladesh is diversified. Its clientele includes the following important segments:

1. Middle-Class Urban Families

Demographics: Especially in cities like Dhaka, Chattogram, and Sylhet, this segment makes up a sizable section of the clientele.

Needs: They favor cutting-edge water purification systems since they are worried about waterborne illnesses and the quality of tap water.

Preferences: Because of their efficiency and practicality, electric purifiers with multi-stage filtration systems are well-liked by this market.

2. Professionals Aware of Their Health

Demographics: Young families and professionals in cities are spending more money on wellness and health-promoting goods.

Needs: To guarantee water safety, they search for cutting-edge equipment and certifications from international health organizations.

Preferences: This group is drawn to high-end electric purifiers with features like germ-kill kits and fashionable styles.

3. Institutional Buyers Demographics:

Pureit's clientele also includes offices, small enterprises, and schools.

Needs: By guaranteeing access to clean drinking water, these establishments put the

health of their patrons, staff, and students first.

Preferences: Multiple-user purifiers with larger capacities are preferred.



2.1.4 Product/service mix

Product Range:

Non-Electric Water Purifiers Using Gravity

Households in rural and semi-urban areas with sporadic electricity and piped water supplies are the target audience.

Important Features: Doesn't need running water or electricity. eliminates germs, viruses, and contaminants using a multi-stage purification process that includes germ-kill kits.



inexpensive and simple to keep up.

Models:

Pureit Classic

Water Purifiers using Electric Power



Urban middle-class families and health-conscious adults are the target audience.

Key Features: Cutting-edge purification methods, such as ultrafiltration (UF), ultraviolet (UV), and reverse osmosis (RO) , multi-stage filtration to eliminate dissolved salts, hazardous microorganisms, pesticides, and heavy metals designs that are both stylish and small enough for contemporary households.

Models:

RO+UV Pureit Marvella

Ultima Pureit RO+UV+MF

RO (Reverse Osmosis) Water Purifiers

Target Audience: Areas with high Total Dissolved Solids (TDS) in water.

Key Features:

Removes dissolved impurities like arsenic, lead, and other heavy metals. retains essential minerals for safe and healthy drinking water.

Popular Models:

Pureit Classic RO

Pureit Eco RO+MF

UV-Based Water Purifiers

Target Audience: Urban households with access to treated water but concerned about microbial contamination.

Key Features:

Uses UV technology to deactivate harmful bacteria and viruses which is compact and cost-effective option for moderately safe water sources.

Popular Models:

Pureit Classic UV

Pureit Compact UV



Services Range :

Installation Services

Details: All variants of electric water purifiers come with free installation.

Procedure: Trained professionals carry out the installation to guarantee correct configuration and operation.

There is operating and maintenance guidance available.

Upkeep and Repair Services

Details: After-sale services to keep the product functioning well.

Qualities:

plans for routine maintenance to guarantee the purifier operates efficiently.

Filters and germ-kill kits should be replaced as necessary.

On-demand repair services for problems like as broken devices, leaks, or decreased water flow.

Customer Service

Details: Online assistance and a dedicated helpline are available to answer consumer questions.

Features: Help with problems and product selection.

Support for replacements and warranty claims.

advice on when to replace the filter and germ-kill kits.

2.1.5 Operations

The Activities of Unilever Pureit in Bangladesh

As a division of Unilever Bangladesh Limited (UBL), a division of Unilever, Unilever Pureit works in Bangladesh, specializing in water purification products to meet the urgent need for safe and clean drinking water in the nation. Here is a thorough rundown of how it functions:

Establishment and Launch of Market Presence :

Introduction: Taking advantage of Pureit's popularity in India and other markets, Unilever launched the brand in Bangladesh in the early 2010s.

Targeting both urban and rural homes in the nation, the goal is to offer water filtration systems that are economical, efficient, and easy to use.

Market Growth & Sales Operation:

Pureit is currently conducting the sales operation by 13 local territories where major cities like Dhaka, Chattogram, Sylhet, Khulna, and Rajshahi, as well as semi-urban and rural areas, have easy access to Pureit products.

Territories :

- Water Dhaka
- Water Chittagong
- Water Rajshahi
- Water Khulna
- Water Barishal
- Water Narsingdhi
- Water Comilla
- Water Sylhet
- Water Narayanganj
- Water Kustia
- Water Bogra
- Water Mymensingh



- Water Feni

Supply Chain and Manufacturing Operations Infrastructure:

The majority of Pureit goods for the Bangladeshi market are produced in regional centers (India), guaranteeing both quality and adherence to regional regulations. Products and consumables (such as germ-kill kits) are consistently available nationwide because to Unilever's sophisticated supply chain.

Local Collaborations:

works together with regional distributors and merchants to guarantee product availability in both urban and rural regions. Moreover, collaborates with government organizations and non-governmental organizations (NGOs) to increase public awareness of water safety and health issues.

Service Centers:

To provide post-purchase assistance, Unilever runs a network of approved service centers throughout Bangladesh. For support with installations, maintenance, and troubleshooting, a dedicated helpline is available.

2.1.6 SWOT analysis

SWOT Analysis of Unilever Pureit in Bangladesh

Strength :

- **Brand Reputation:** Supported by Unilever, a well-known and reliable brand in Bangladesh.
wide range of solutions, including both non-electric and sophisticated electric purifiers, are available to suit different budgets.
- **Broad Distribution Network:** Accessibility in both urban and rural areas is guaranteed by a strong retail and e-commerce presence.
- **Affordable Solutions:** Price-conscious customers can purchase products thanks to competitive pricing and financing alternatives.
- **Put Health First:** Consumer confidence in product safety is ensured by certification from international agencies such as the EPA and WHO.



Strengths

Weakness :



Weaknesses

- **High Maintenance Costs:** For those with limited incomes, replacing filters and cartridges can be costly.
- **Limited Knowledge:** Despite initiatives, some rural communities continue to be ignorant of the advantages of water treatment.
- **Dependency on Imports:** Some components or technologies may rely on imports, affecting costs and availability.

Opportunities :

- **Growing Demand:** The market for water purifiers is expanding due to rising consumer awareness and health concern.
- **Rural Market Penetration:** There is a lot of unrealized potential in semi-urban and rural regions.
- **Technological Developments:** To appeal to tech-savvy customers, there are chances to launch intelligent and app-controlled purifiers.
- **Collaborations & Partnerships:** Supporting clean water solutions through government initiatives and non-governmental organizations.



Opportunities

Threats :



- **Market Competition:** Increasing rivalry between domestic and foreign companies selling comparable goods.

-

Economic instability: Purchasing power may be impacted by inflation and shifting incomes.

-

-

Infrastructure Challenges: In rural locations, inadequate energy and water supplies may restrict the usefulness of the product.

-

Environmental Concerns: Product design is increasingly being scrutinized for environmental sustainability and plastic waste.

The strengths Pureit may use, obstacles to overcome, and prospects to investigate in Bangladesh's expanding water purifier industry are highlighted in this straightforward SWOT analysis

2.2 Industry analysis

2.2.1 Specification of the industry

Unilever Pureit is one of the water purification brands under the Home Care division of Unilever, striving to offer safe drinking water solutions. In Bangladesh, Pureit had products such as the Pureit Classic 23L, a non-electric water purifier designed to provide clean water without electricity or continuous water supply.

2.2.2 Size, trend, and maturity of the industry

The water purifier market in Bangladesh has been experiencing significant growth, particularly in the gravity-based segment.

Market Size and Growth:

- In 2023, the Bangladesh gravity-based water purifier market was valued at approximately **US\$ 86.5 million**.
- Projections indicate that this market will reach around **US\$ 230.7 million** by 2032, exhibiting a compound annual growth rate (CAGR) of **11.2%** from 2024 to 2032.

2.2.3 External economic factors

External economic factors affecting the cost and availability of water purifiers in Bangladesh include inflation, changes in currency values, and disruption to the global supply chain. Rapid urbanization coupled with climate change increases demand for solutions to provide clean water, while government policies and subsidies favor market growth. These forces immediately affect the competitive landscape and product innovation within the sector.

2.2.4 Technological factors

The technological development of water purification systems brought the introduction of gravity-based, UV, and RO systems to Bangladesh, making efficiency and affordability rise. This has also opened up online sales, smart water purification technologies that enhance consumer accessibility and convenience with growing digitalization. Innovations in eco-friendly designs and low-energy solutions also respond to sustainability trends and limitations of the local infrastructure.

2.2.5 Barriers to entry

High investment in manufacturing and distribution infrastructure is a barrier to entry in the water purification market. The high demand for strict regulatory compliance and advanced technology required to manufacture these systems puts off new entrants in this category. Established brands with robust distribution networks and consumer trust further raise the competitive stakes for new entrants.

2.2.6 Supplier Power

The bargaining power of the suppliers in the water purification market is moderate. That is a market characterized by special components, such as filters and membranes. The dependence on imported raw materials can increase costs and risks from currency fluctuations or supply chain disruptions. Large companies, such as Unilever, can negotiate better terms owing to their scale, thereby reducing supplier influence compared to smaller players.

2.2.7 Buyer Power

In the water purification market, the bargaining power of buyers is high because several brands and alternatives are available, which gives consumers a wide array of choices. Price sensitivity among buyers, especially in emerging markets like Bangladesh, compels companies to make reasonably priced solutions available. Brand trust and after-sales service also play a critical role in influencing buyer decisions.

2.2.8 Threat of Substitutes

The availability of boiled water, bottled water, and local filtrations creates a moderated threat of substitutes in the water purification market. More than likely, any of these options would either not be as convenient, sustainable, or as cost-effective in the long run as having a dedicated purifier. The demand for purifiers is strengthened by consumer awareness of health risks from untreated water.

2.2.9 Industry rivalry

The rivalry in the water purification market of Bangladesh is intense, with various well-established brands competing against each other for market share. Some key players are ****Unilever Pureit****, ****Kent RO Systems****, ****Eureka Forbes****, and ****Livpure****, offering a range of products at different prices. The competition in the sector is very high due to product innovation, pricing strategy, brand loyalty, and increasing demand for safe drinking water.

Brand	Product Type	Price Range (BDT)
Unilever Pureit	Non-electric gravity-based	2,000 - 5,500
Kent RO Systems	RO water purifiers	7,000 - 20,000
Eureka Forbes	RO & UV water purifiers	6,000 - 25,000
Livpure	RO & UV water purifiers	7,000 - 22,000
Walton	RO water purifiers	5,000 - 18,000



CHAPTER IV: INTERNSHIP EXPERIENCE

4.1 Position, duties, and responsibilities

Role and core responsibilities of Business development Executive (Territory Manager)

The Business Development Executive deals with a lot of obstacles, but they can overcome them with their own plans & strategies. Every day in the AM, TM will set up a meeting with all SR (PPRO) to gather market input. Any issues that PPRO may encounter will be resolved by TM, who will also offer advice on how to get beyond them and make some calculated sales. The daily summary report will then be sent, and the distribution house will be managed. When there is any problem faced by the PPRO/ distributor TM will then go to the market and watch the market and the PPRO's operations.

Primary Activity of Territory Management role:

- Ensuring Primary in the Distributor's houses
- Monitoring stock Availability
- Ensuring daily secondary (RR wise)

Role of an SR/PPRO:

They will visit the outlet and place some orders in the market as an SR/PPRO. They will pressure the store owner to follow the memo order and SKU as closely as possible.

Role of a Distribution Operator:

The Distribution operator must print out the note after SR finishes his job. He also confirmed the sales after the items were brought by the delivery man.

Role of a Delivery man :

The delivery man will deliver the items based on the memo and collect the money from the outlet owner the following day after SR picks up the order in the market. They have a significant function since they handle money, which is a delicate matter.

4.1.1 Sales operation of Pureit

It was well-understood that with the support of various modules, Route to Market had the ability to enhance the automation of sales force. Being under the direct command of head of sales -Pureit, it is a department of sales section.

There are two initiatives to sell products of Pureit:

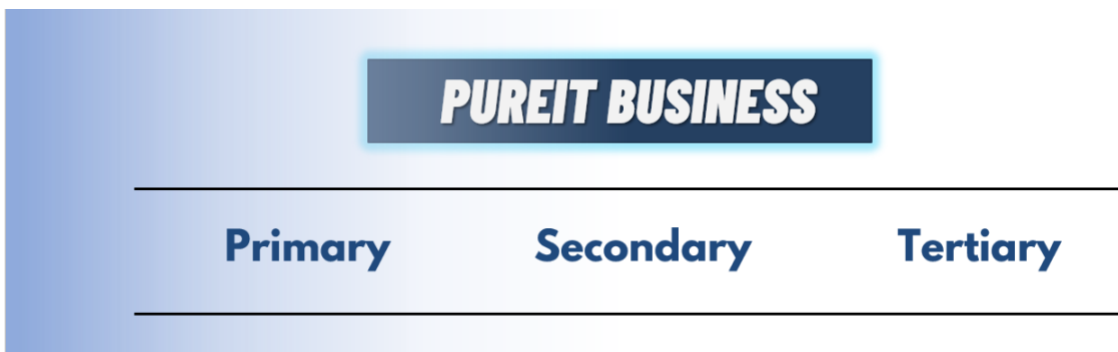
- Primary Sales
- Secondary Sales
- Tertiary Sales

Primary Sales: To begin with, the primary sales are defined as the sale that has taken place between the company and its distributor. As we have discussed earlier, companies do not provide a product to its customer. DB Homes initially buys products from company for various prices. Distributors are the people who purchase the product within the company and in the sales market for the end customer named Primary sales.

Secondary Sales: Secondary sales refers to when distributors sell the product to outlets in the market. An outlet refers to retail outlets in the market. A sale occurs when distributors sell the product to retailers. The purpose of the route to market is to ensure quality delivery and ensure the transportation of goods while reducing costs.

Tertiary Sales

The Tertiary Project aims to support the Safe Water Advisors in the direct sales of the Pureit water purifier to customers. The experience shared by the SWAs in educating and informing the potential consumers about the relevant Pureit products and information concerning water safety. These sales are carried out in some strategically selected places for a definite audience in which consumers' confidence is gained over the use of the Pureit water purifier.



4.2.2 Field Force Operation Of Pureit

Though sales are a very exciting and challenging job, it is highly demanding, and the sales force is under tremendous pressure to generate revenue. They often work till eight or nine o'clock in the evening and spend most of their time in the market. Most FMCG and durable goods companies give sales incentives to Salesforce. It inspires the sales force to work harder. To motivate the SRs, Unilever Pureit Bangladesh offers different types of reward programs along with some unique incentives. In the following some types of Incentive modalities are attached :

DFF JBP salary and Eid Bonus (PPRO)

PPRO Grade	Target			JBP Incentive / month			
	KPI-1	KPI-2	KPI-3	KPI-1	KPI-2	KPI-3	Amount / Month
	ROBI SFA Attendance	Classic volume	Service	Taka (mln)	Taka (mln)	Taka (mln)	Taka (mln)
A	1	20	70% within 48 hours	6000	6000	6000	18000
B	1	20	70% within 48 hours	5500	6000	6000	17500
C	1	20	70% within 48 hours	5000	6000	6000	17000
D	1	20	70% within 48 hours	5000	5500	6000	16500
E	1	10	70% within 48 hours	5000	5500	5500	16000
F	1	10	70% within 48 hours	5000	5000	5500	15500
G	1	10	70% within 48 hours	5000	4500	5500	15000
H	1	10	70% within 48 hours	4500	5000	5000	14500
I	1	10	70% within 48 hours	4000	5000	5000	14000
J	1	10	70% within 48 hours	3500	5000	5000	13500

DFF JBP salary and Eid Bonus (PPRO)

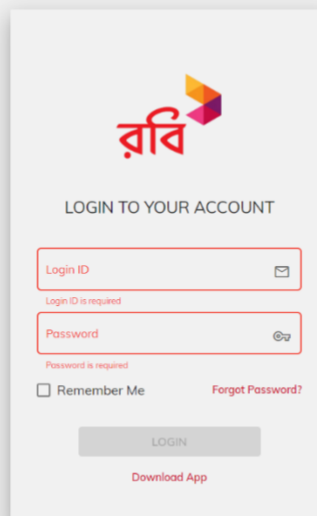
PPRO Grade	Eid UI Adha	
	Service	Taka (min)
A	80% within 72 hours	7000
B	80% within 72 hours	6750
C	80% within 72 hours	6500
D	80% within 72 hours	6250
E	80% within 72 hours	6000
F	80% within 72 hours	5750
G	80% within 72 hours	5500
H	80% within 72 hours	5250
I	80% within 72 hours	5000
J	80% within 72 hours	4750

PPRO Grade	Eid UI Fitr	
	Service	Taka (min)
A	80% within 72 hours	7000
B	80% within 72 hours	6750
C	80% within 72 hours	6500
D	80% within 72 hours	6250
E	80% within 72 hours	6000
F	80% within 72 hours	5750
G	80% within 72 hours	5500
H	80% within 72 hours	5250
I	80% within 72 hours	5000
J	80% within 72 hours	4750

The following incentives motivate the Field Force to be operational in the field daily and earn additional incentive achieving the KPIs.

4.2.3 Robi SFA Operation

Pureit uses Robi SFA (Sales Force Automation) solution for the optimization of its sales processes. It helps to track daily orders and deliveries of different towns and regions with the help of logistics and hence manages daily activities and attendance of SRs and claims that enhance overall operational effectiveness and sales results.



The image shows a mobile application login screen for Robi SFA. At the top is the Robi logo, which consists of the word 'রবি' in red and a colorful geometric shape. Below the logo, the text 'LOGIN TO YOUR ACCOUNT' is displayed. There are two input fields: 'Login ID' with a red border and a small envelope icon, and 'Password' with a red border and a small eye icon. Below the 'Login ID' field, the text 'Login ID is required' is shown in red. Below the 'Password' field, the text 'Password is required' is shown in red. There is a checkbox labeled 'Remember Me' and a link labeled 'Forgot Password?'. At the bottom, there is a grey 'LOGIN' button and a red link labeled 'Download App'.

4.2 Training & Development

During the DFF training in Pureit, I arranged and taught several key issues to the PPROs. Much emphasis has been placed on service quality during this training so that PPROs would be able to provide the best service possible to their clients. Much product knowledge is stressed to help the PPROs understand characteristics and benefits of Pureit water purifiers. I introduce new gadgets and train them in their internal operations for efficient troubleshooting and supporting the customers by the PPROs. Localized support and expertise are thus guaranteed since the training is done in the area. In this way, the training will help the PPROs enhance client interaction with better technical know-how, product comprehension, and service skills.



4.3 Special Initiatives to Develop Market at Kishoreganj

During my internship period, I initiated a special program in order to develop the market for electric products in Kishoreganj Town. Shopboys from several nearby shops joined this session and gained more knowledge about Pureit products and the importance of pure water. To educate the consumers better and sell Pureit products, the project aimed at increasing their knowledge regarding water purification solutions. This will help Pureit get a strong position in the area and increase market awareness.



Special Initiative

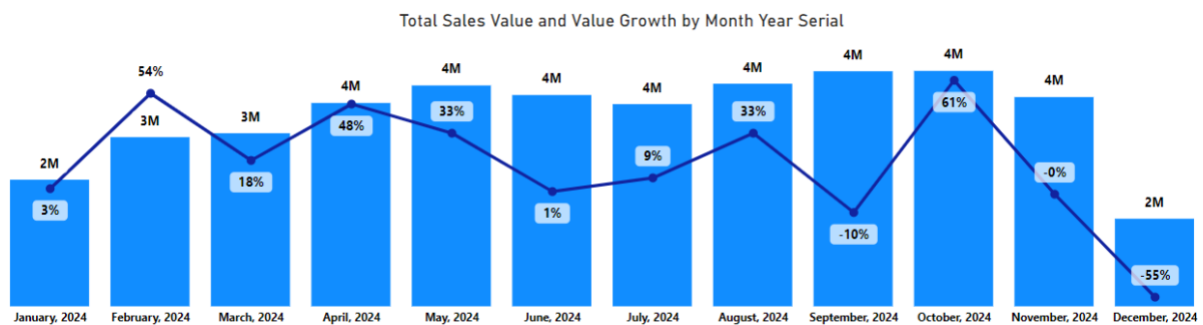
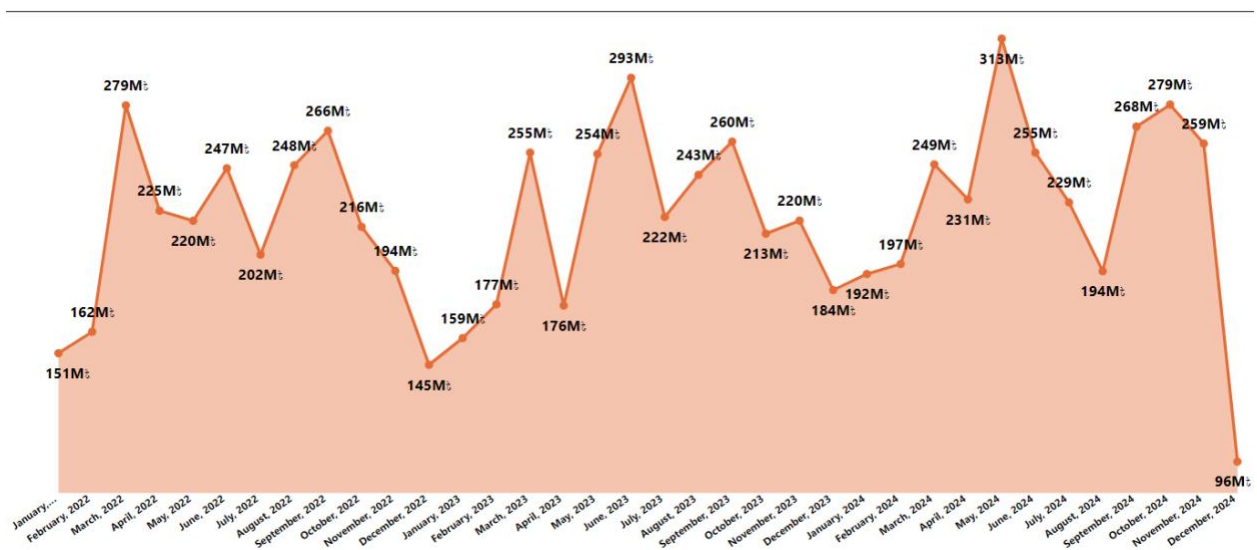
Empowering Pureit in Kishoreganj

An Initiative by Water Narsingdhi Territory



4.4 Overall Business growth of Territory

During my Internship from 2024, I tried to expand the business growth of all 6 towns of Narsinghi Territory . However, as durable business's products are not fast mover like FMCG, some specific months territory's sales are degrowth in MOM and YTD level. The following data reflects ytd business performance (2022 – 2024)



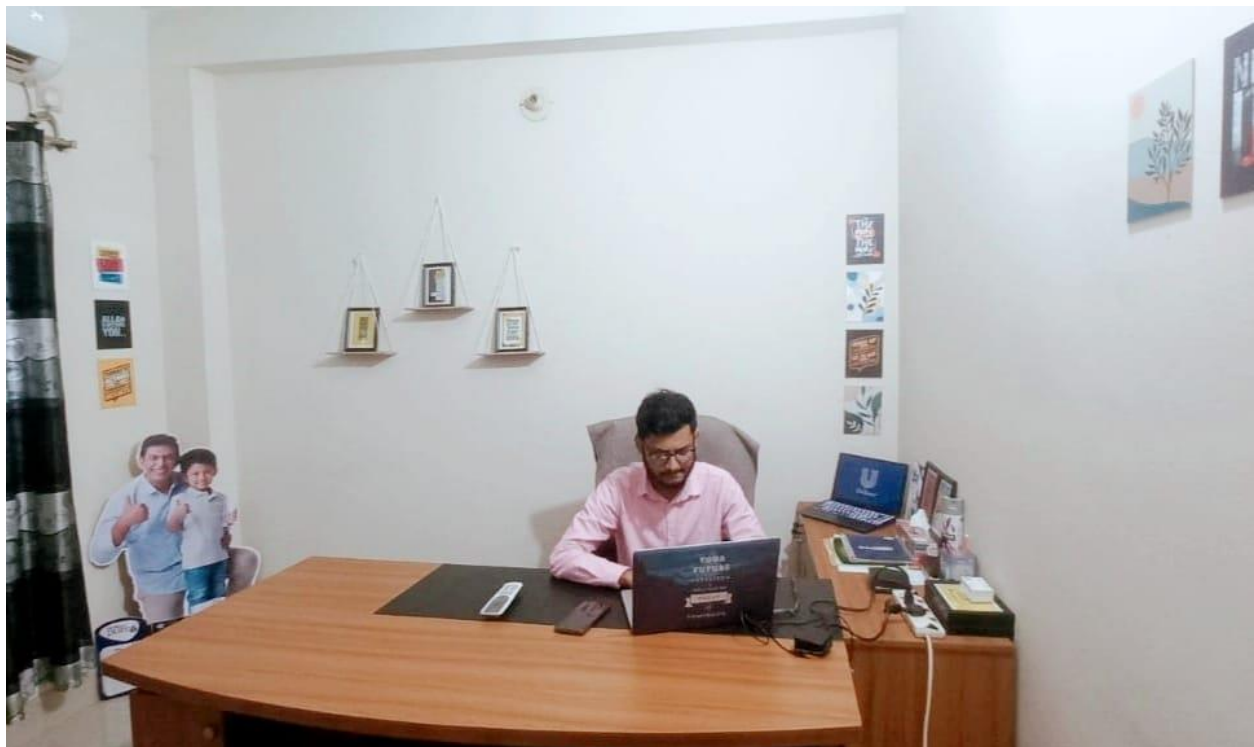
4.5 Skills applied

In order to contribute to the team during my internship at Unilever Pureit, I used a number of critical talents. When it came to explaining complicated product details and training materials to Sales Representatives (SRs) and clients, my communication abilities were essential. In addition, I showed excellent leadership by directing the territory's SRs through day-to-day tasks and making sure they complemented the company's objectives. I made use of my technical expertise to comprehend and describe the workings of new devices so that SRs could properly troubleshoot and help consumers. Other benefits of my emotional intelligence were in the ability to inspire the team, to build a good atmosphere in the workplace, and to manage difficulties with empathy. These competencies have provided me with the possibility of standing up against various tasks within work and assured efficient operations within the region. Generally speaking, they contributed much to the success of the internship both at the individual and team levels.



4.6 New skills developed

During my internship Period, additional competencies gained from Unilever Pureit In handling and analyzing large volumes of datasets, decision-making improved, proficient usage of Microsoft Excel and Power BI. Now, I am able to look at the analysis of sales data so that I am in a position to give practical insights into enhanced sales tactics. Furthermore, I developed my ability to communicate information effectively and persuasively to senior management through a variety of analytical business presentations for a number of National and Area meetings. This taught me the importance of making sure that data-driven insights align with business objectives. I also developed resilience and focus on the task at hand, mainly under pressure, by learning how to work under pressure, especially during high demand and sales pressure.



CHAPTER V: CONCLUSIONS AND KEY FACTS

5.1 Recommendations for improving departmental operations

Here are some findings and recommendation that I found during my internship:

- **More Outlets:** Increasing the number of retail outlets for Pureit would help reach a wider customer base and grow as a national company. The growth of outlets within urban and rural areas greatly contributes to ensuring that the brand name is accessible and visible.
- **Improve Product Visibility:** Pureit items need to be showcased in each store outlet. Product placements that are more visible-like, special shelves or in-store promotions-are guaranteed to attract more clients, hence increased revenues.
- **Advertising on a Continued Basis:** Greater consumer reach can be made by building concentrated advertising and continuously distributing the same through various media types. Regular advertising, whether in traditional or digital form, makes consumers remember and build long-term loyalty for the brand.

5.2 Conclusion

In short, increasing urbanization, growing consumer awareness, and concern about water quality-all significantly contribute to the phenomenal growth that the market for water purification sees in Bangladesh, especially when Pureit is factored in. The market was further strengthened by the DFF training program, wherein I taught PPROs on technical elements of new technologies, product knowledge, and service quality. My intervention in Kishoreganj Town also aimed at strengthening the market outreach for electric devices by increasing awareness of Pureit and safe water among shopboys in the market. Utilizing these tools, I have made strategic decisions and worked through complicated sales data. Meeting deadlines during the moments of high sales challenged me and helped me in perfecting my resilience and problem-solving abilities.

Other suggestions for better growth include an increase in the number of outlets for better reach, improved product exposure at retailers, and regular advertising for capturing more customers. This will help Pureit establish a better position in the competitive water-purifying market in Bangladesh.

Reference

- [Pureit Water Bangladesh 【 OFFICIAL 】 Buy Best Water Purifiers Online](#)
- [pureit bangladesh - Search Results | Facebook](#)