

Internship Report on Distribution Logistics and Marketing Integration: Driving Territory Growth

Md. Yeasin Ebina Faruck



This report is submitted to the School of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration

Internship Report on Distribution Logistics and Marketing Integration: Driving Territory Growth

Submitted to:

Dr. Md. Shariful Alam

Professor, School of Business & Economics (SoBE)

United International University

Submitted by:

Md. Yeasin Ebine Faruk

111202100

Supply Chain Management

Summer 2026

School of Business and Economics



United International University

Date of submission

25th July 2026

Letter of Transmittal

25.07.2026

Dr. Md. Shariful Alam

Professor

School of Business and Economics

United International University

Subject: Submission of Internship Report on “Distribution Logistics and Marketing Integration: Driving Territory Growth”

Dear Sir,

With due respect, it is my pleasure to submit my internship report entitled “Distribution Logistics and Marketing Integration: Driving territory Growth” as a prerequisite to complete my Bachelor of Business Administration programme at the United International University. This report is based on my applied working knowledge as an Intern of A. O. Smith Bangladesh Private Limited where my main focus was on Distribution Logistics, Sales Management, Territory Management, RTM (Route-to-Market) execution, and Marketing Incorporation of Pureit products.

Academic learning was able to be applied at work level in making sales and logistics decisions during the Internship period. I think this report demonstrates my practical knowledge, trials, achievements and professional development throughout the task. I have done my best to make the report with the relevant information, proper study and proper construction of the report as per the agreed internship guidelines. Thank you for your guidance and support along the way. I thus request you to kindly accept this report and give your valuable assessment.

Sincerely,

Md. Yeasin Ebina Faruck

ID: 111 202 100

Certification of Similarity Index

It is to certify that an Internship Report entitled “Distribution Logistics and Marketing Integration: Driving Territory Growth” has been written by the student for submission to the School of Business and Economics, United International University. Similarity checking of the report will be carried out using the above-mentioned System for checking similar reports. The last similarity percentage will be added when the Turnitin report is generated.

Similarity Index:

Supervisor Signature: _____

Date: _____

Declaration of The Student

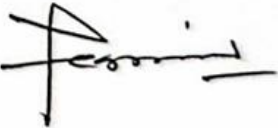
I hereby declare that this internship report titled “Distribution Logistics and Marketing Integration: Driving Territory Growth” has been written by me as an obligation for the degree fulfillment of Bachelor of Business Administration at United International University. The report is based on my own internship experience, field observations, organization-related knowledge, and secondary information collected from relevant organizational and public sources.

I further declare that this report has not been submitted previously to any other institution for any academic degree or certificate. All sources used in this report have been recognized in the reference section.

Md. Yeasin Ebina Faruck

ID: 111 202 100

Signature:

A handwritten signature in black ink, appearing to read 'Yeasin', is written over a light blue rectangular background.

Acknowledgement

At the outset, I would like to express my sincere appreciation to Allah SWT for His infinite patience, strength and opportunities to successfully complete my internship and prepare this internship report. I am also thankful to my family and friends for their continuous encouragement and support throughout this journey.

I would like to express my heartfelt thanks to Dr. Md. Shariful Alam sir, from United International University, for his academic guidance, suggestions and constant support to prepare this report. The academic learning I received from the BBA program enabled me to understand business situations better from a practical perspective, and use appropriate concepts in the real world.

I would also like to express my gratitude towards A. O. Smith Bangladesh for providing me with the opportunity to perform my internship in a dynamic environment and also to the team of Pureit for providing the same. As an Intern, I had opportunities to work with sales, RTM execution, and distributor and field force management. Through this experience I have become more work wise and am looking forward to a long-term career in sales.

Last, however, I would like to thank all the colleagues, coordinators, sales representatives, service workers, safe water advisors, dealers and retail partners who helped me in the internship period.

Executive Summary

This internship report titled “Distribution Logistics and Marketing Integration: Driving Territory Growth” is prepared based on my practical experience at A. O. Smith Bangladesh, focusing on the Pureit water purifier business. The report inspects how distribution logistics, RTM (Route-to-Market) execution, sales management, and marketing activities are included to drive territory growth in a competition driven water purifier market.

A. O. Smith is a global water technology organization with a heritage beginning in 1874 in Milwaukee, Wisconsin. The organization has extended from metal machinery and automotive frames to water heaters, boilers, and water treatment solutions. In recent years, A. O. Smith has reinforced its water treatment portfolio through tactical acquisitions, including Pureit in South Asia in 2024. In Bangladesh, the Pureit brand has strong market recognition due to its earlier presence under Unilever. After the acquisition, A. O. Smith had to transform the RTM (Route-to-Market) structure from a much wider Unilever supply network to a leaner stockiest-based model, while preserving service commitments and market coverage.

The report focuses particularly on the Mymensingh territory, where I worked with districts and markets such as Mymensingh, Tangail, Kalihati, Madhupur, Netrokona, Sherpur, Jamalpur, Bhaluka, Joydevpur, Kaliakoir, Manikgonj and related route points. My work included making sure primary sales from the organization to dealers, secondary sales from dealers to retail outlets, and tertiary sales from outlets to end consumers through Brand Promoters (Safe Water Advisor). I also worked on compliance, hygiene standards, daily sales tracking, indent preparation, route planning, claim verification, field attendance, and coordination with back-office support functions such as IT, finance, and administration.

Overall, the internship journey helped me connect academic knowledge with real business methods. It improved my knowledge of sales management, supply chain, consumer service, market execution, leadership, and data-driven decision-making. The report summarizes with recommendations for improving distributor efficiency, service coverage, reporting, route planning, and integrated marketing execution.

Table of Contents for Internship

Table of Contents

Letter of Transmittal	ii
Certification of Similarity Index	iii
Declaration of The Student.....	iv
Acknowledgement.....	v
Executive Summary	vi
List of Figures	ix
List of Tables	x
List of Abbreviation	xi
CHAPTER I: INTRODUCTION.....	1
1.1 Background of The Report	1
1.2 Objectives of The Report	2
1.3 Motivation of The Report	3
1.4 Scope and Limitations of The Report	4
1.5 Definition of Key Terms	5
CHAPTER II: ORGANIZATION AND INDUSTRY PREVIEW	6
2.1 Organization Analysis	6
2.1.1 Overview and History	6
2.1.2 Trend and Growth	7
2.1.3 Consumer Mix.....	9
2.1.4 Product/Service Mix	9
2.1.5 Operations	11
2.1.6 SWOT Analysis	13
2.2 Industry Analysis	15
2.2.1 Specification of the Industry	15
2.2.2 Size, Trend, and Maturity of the Industry	15
2.2.3 External Economic Factors	16
2.2.4 Technological Factors	16
2.2.5 Barriers to Entry	16
2.2.6 Supplier Power.....	16

2.2.7 Buyer Power	17
2.2.8 Threat of Substitutes	17
2.2.9 Industry Rivalry	17
CHAPTER III: INTERNSHIP EXPERIENCE.....	19
3.1 Position, Duties, and Responsibilities	19
3.2 Training	21
3.3 Contribution to Departmental Functions	22
3.4 Evaluation	23
3.5 Skills Applied	24
3.6 New Skills Developed	25
3.7 Application of Academic Knowledge	25
3.8 Market Survey and Takeaways	26
CHAPTER IV: CONCLUSIONS AND KEY FACTS	29
4.1 Recommendations for Improving Departmental Operations	29
4.2 Key Understanding	30
4.3 Conclusion	30
Reference	32
Appendix-A: Quantitative Consumer Survey Questionnaire	33

List of Figures

Figure 1: Pureit at Households.....	1
Figure 2: Territory Growth/Degrowth	7
Figure 3: Market and Territory Performance Overview	8
Figure 4: Existing Territories	9
Figure 5: How Pureit Works	10
Figure 6: Available SKUs of Pureit.....	11
Figure 7: Pureit Classic	12
Figure 8: Pureit Premium Devices.....	13
Figure 9: SWOT Analysis.....	14
Figure 10: Biggest Competitor of Pureit	17
Figure 11: Mymensingh Territory and Highlights	19
Figure 12: Job Responsibilities	21
Figure 13: Customer Perception and Market Awareness	27
Figure 14: Product Attribute Importance Analysis	27
Figure 15: Futures Purchase Intention.....	28
Figure 16: Customer Behavior	28

List of Tables

Table 1: Definition of key terms.....	5
Table 2: SKU wise Technology and target segment	10

List of Abbreviation

PJP	Permanent Journey Plan
RTM	Route to Market
SWA	Safe Water Advisor
PRO	Pureit Relationship Officer
PPRO	Pureit Promotion & Relationship Officer
SKU	Stock Keeping Unit

CHAPTER I: INTRODUCTION

1.1 Background of The Report

Internships are a notable part of the Bachelor of Business Administration program as it creates a prospect for learners to connect academic knowledge with real business practice. Lecture hall knowledge provides the grounds of business concepts, but internship involvement allows a student to figure out how sales, logistics, distribution, marketing, service, and consumer management work in a competitive consumer market.



Figure 1: Pureit at Households

This report is based on my experience of doing the internship at A. O. Smith Bangladesh in the Pureit water purifier business. The title of the report is “Distribution Logistics and Marketing Integration: Driving Territory Growth.” The report mainly focuses on how territory growth can be achieved through proper coordination among distribution logistics, RTM (Route-to-Market) planning, sales execution, marketing activities, service support, and consumer relationship management.

AO. Smith is a global water technology organization. In Bangladesh, the organization entered the Pureit business through acquisition from Unilever. Pureit was already a recognized water purifier brand in Bangladesh. After the transition, A. O. Smith had to manage the challenge of continuing market confidence, service promise, and sales growth with a structured distribution model. This created an important knowledge opportunity for me because I was privileged to see and be part of the transition of a large supply network to a more concentrated stockiest-centric RTM (Route-to-Market) network.

1.2 Objectives of The Report

The general goal of this report is to present and discuss what I learnt during the internship period and the impact of distribution logistics and marketing integration on the growth of the territory in the water purifier industry.

The specific objectives are:

- To explain the role and responsibilities performed during the internship as an Intern to Territory Manager/Territory Manager.
- To analyze how primary, secondary, and tertiary sales flows work in the Pureit business.
- To examine the role of dealers, stockist points, route planning, and Permanent Journey Plan in ensuring product availability and service efficiency.
- To assess the application of academic learning in the areas of marketing, sales management, supply chain and business communication in a hands-on business environment.

- To identify the key tasks faced during the transition from the Unilever distribution model to the A. O. Smith distribution model.
- To present recommendations for upgrading departmental and territory-level operations.

1.3 Motivation of The Report

My motivation for preparing this report comes from both professional and personal interest. When I entered the organization, Pureit was a well-known brand under the Unilever umbrella. Later, after A. O. Smith acquired the Pureit brand, I observed a major revolution in business formation, distribution, logistics, and service execution. This transition motivated me to study how a global water technology organization can operate in Bangladesh by combining international expertise with local market experience.

Another important motivation is the social value of the business. Safe drinking water is an essential need for every household in Bangladesh. Working with water purifier products made me feel that I was contributing to a meaningful cause. The idea of helping households receive safe water through proper product availability, service assurance, and consumer education encouraged me to take my internship responsibilities seriously.

This internship also had strong career motivation. I was fortunate to continue from a one-year intern/third-party payroll experience to a permanent payroll position as a Territory Manager at A. O. Smith. This transition increased my confidence and helped me understand how academic discipline, field knowledge, and professional commitment can support career growth.

1.4 Scope and Limitations of The Report

- The report covers my internship experience in A. O. Smith Bangladesh, particularly the Pureit water purifier business.
- The report focuses on territory growth, distribution logistics, sales management, service support, and marketing integration.
- The geographical focus is mainly the Mymensingh territory and related markets such as Tangail, Kalihati, Madhupur, Netrokona, Sherpur, Jamalpur, Bhaluka, Gazipur and surrounding route points.
- The report includes primary sales, secondary sales, tertiary sales, distributor appointments, route planning, stockist points, and service execution.
- The report also includes organization overview, industry analysis, SWOT analysis, internship responsibilities, knowledge outcomes, recommendations, and conclusions.

Limitations of the Report:

- Some internal business data was restricted due to privacy and organization contract.
- The analysis is mainly based on available sales information, field experience, and supervisor-approved observations.
- Time limitation restricted the depth of some external market research.
- The findings are mainly based on the Mymensingh territory and may not fully represent all other territories in Bangladesh.
- As a new job holder in a fast-moving sales and logistics business, adjustment to the pace of field operations was initially challenging.

1.5 Definition of Key Terms

Key Term	Definition
Primary Sales	Sales from A. O. Smith/organization to the distributor. It reflects stock purchase by the distributor from the organization.
Secondary Sales	Sales from distributor to retail outlets, electronics shops, crockeries shops and brand showrooms such as Singer, MK Electronics Rangs E-mart, Best Buy RFL, etc. or market channels. It does not mean sales to the final consumer.
Tertiary Sales	Sales from outlet or brand promoter to the end consumer and Direct to Consumer sells from careline team (16627). This is the final stage of consumer purchase.
Distributor	A business partner responsible for purchasing products from the organization and supplying them to market outlets.
Stockiest Point	A point where products or spare parts are kept supporting faster market delivery and service response.
PJP	Permanent Journey Plan; a structured route plan for market visits and delivery optimization.
RTM	Route to Market; the commercial model used to reach dealers, outlets, and consumers efficiently.
SWA	Safe Water Advisor; a brand promoter stationed at outlets to educate consumers and support tertiary sales.
PRO	Pureit Relationship Officer; a service technician stationed at every district for service purposes only.
PPRO	Pureit Promotion & Relationship Officer; a sales representative stationed at every district for both service & sales purposes.
SKU	Stock Keeping Unit; a specific product variant such as Pureit Classic, Wave, Marina, Marvella, Ultima, or Ultima Pro.

Table 1: Definition of key terms

CHAPTER II: ORGANIZATION AND INDUSTRY PREVIEW

2.1 Organization Analysis

2.1.1 Overview and History

A. O. Smith Corporation is a premier water technology company in the world. Founded in 1874 in Milwaukee, Wisconsin by Charles Jeremiah Smith as a small machine shop C. J. Smith, Machinist. It started manufacturing hardware specialties, two-wheel bicycles, and metal parts for baby carriages. It gradually grew to become utilized in automotive frames, pressure vessels, glass lined products, water heaters and eventually passed to world wide water technology.

One of A. O. Smith's most significant contributions to history was in the field of automobiles. In 1899, Arthur O. Smith invented a light-weight pressed steel automobile frame. In 1908, over 60 percent of new passenger cars built in the US were on A. O. Smith frames. In 1921, the group developed Mechanical Marvel, the first completely automatic line for creating automobile frames, which would turn out 10,000 frames a day. Later it expanded to Brewery tanks (glass lined), Water treatment units (Residential/Commercial), Electric motors and water treatment solutions globally.

In 2011, the organization's current strategy was consolidated after they divested of their electrical motor division and shifted their focus to becoming a leading global water technology company. It grew by acquisitions like Aquasana, Aqua-USA, Hague Quality Water, Water-Right, Master Water Conditioning, Atlantic Filter, Water Tec, Impact Water Products, and Pureit. According to the history document by A. O. Smith, Pureit was introduced in South Asia in 2024, augmenting the company's water treatment presence. The organization overview also indicates that A. O. Smith's headquarters are in Milwaukee, WI; employees are over 12,700; manufacturing facilities are located in over 25 countries; and has sales and distribution in over 60 countries.

A. O. Smith's direct relevance in Bangladesh is in the water purifier segment, with the acquisition of Pureit, which was previously part of the Unilever portfolio. The brand was already well known and trusted among the consumers in Bangladesh. Thus, the buy-in 7

enabled A. O. Smith to penetrate the Bangladesh market with a proven and reputable brand and further introduced global knowledge of water technology, discipline and business practices with a focus on providing service.

2.1.2 Trend and Growth

The Pureit business in Bangladesh is operating in a growing water purifier market. According to internal business information shared for this report, the current Bangladesh water purifier market size is approximately BDT 5,000 crore. A. O. Smith/Pureit currently contributes around BDT 300 crore and is targeting BDT 365 crore this year. Last year, the business grew from around BDT 250 crore to BDT 300 crore, indicating significant commercial drive.

The year-to-date national growth table shows 15% value growth nationally. At the same time, Mymensingh territory achieved 29% value growth and 76% total electric product growth. This indicates that territory-level execution, proper distributor setup, and route planning can create growth above national average. The organization is also working with a target to expand household penetration. Currently, the business has reached around 2 lakh families, which is still very small compared to the total household potential of the country. This gap creates a strong opportunity for future expansion.

	Growth/ Degrowth-YTD-MBC-06													
Territory	Classi c	GKK 1500L	GKK 3000L	TTL GKK	Ultima	RO+MF	Maruell a	Vital Max	Wave	Marin a	Ultima Pro	Total Electric	MFM	Value (GSV)
DHAKA	29%	-6%	-12%	-9%	-50%	0%	-59%	12%	23%	28%	1362%	23%	4%	12%
NARAYANGANJ	15%	-28%	-12%	-19%	-49%	0%	100%	-30%	21%	32%	1214%	16%	-21%	4%
MYMENSINGH	22%	-11%	10%	1%	-47%	0%	300%	46%	83%	54%	0%	76%	19%	29%
GAZIPUR	51%	121%	134%	128%	-24%	0%	0%	125%	211%	157%	6900%	150%	161%	89%
SYLHET	-5%	-22%	-15%	-19%	-41%	0%	120%	233%	-4%	0%	2800%	32%	-22%	-1%
BHAIRAB	8%	0%	9%	5%	-48%	0%	-50%	58%	-16%	9%	7200%	26%	6%	16%
RAJSHAHI	42%	21%	24%	23%	-46%	0%	200%	28%	115%	38%	9400%	61%	10%	44%
BOGRA	10%	18%	14%	15%	-35%	0%	-25%	10%	0%	-12%	2600%	2%	14%	15%
RANGPUR	28%	16%	1%	7%	9%	0%	-50%	900%	40%	-19%	4500%	85%	48%	46%
COX'S BAZAR	55%	-10%	40%	14%	0%	0%	-100%	238%	73%	467%	0%	184%	-30%	45%
NOAKHALI	-2%	-30%	3%	-13%	-32%	0%	-93%	-29%	9%	-9%	1025%	13%	-7%	0%
CHITTAGONG	37%	5%	26%	17%	-45%	0%	-77%	6%	67%	73%	1315%	33%	27%	24%
COMILLA	50%	30%	38%	34%	20%	0%	-44%	57%	51%	-5%	418%	48%	29%	51%
BARISAL	54%	24%	23%	23%	-41%	0%	-50%	50%	67%	14%	3250%	31%	17%	34%
FARIDPUR	8%	40%	34%	37%	-44%	0%	0%	629%	-10%	-19%	367%	56%	12%	40%
KHULNA	2%	10%	-1%	3%	-48%	0%	-14%	75%	-1%	7%	0%	21%	9%	9%
MODERN TRADE	-6%	10%	7%	8%	-68%	0%	-100%	-18%	2%	5%	840%	-2%	-8%	4%
National	24%	1%	2%	1%	-48%	0%	-57%	28%	26%	27%	1406%	27%	2%	15%

Figure 2: Territory Growth/Degrowth

Market and Territory Performance Overview

A. O. Smith / Pureit – Bangladesh & Mymensingh Highlights

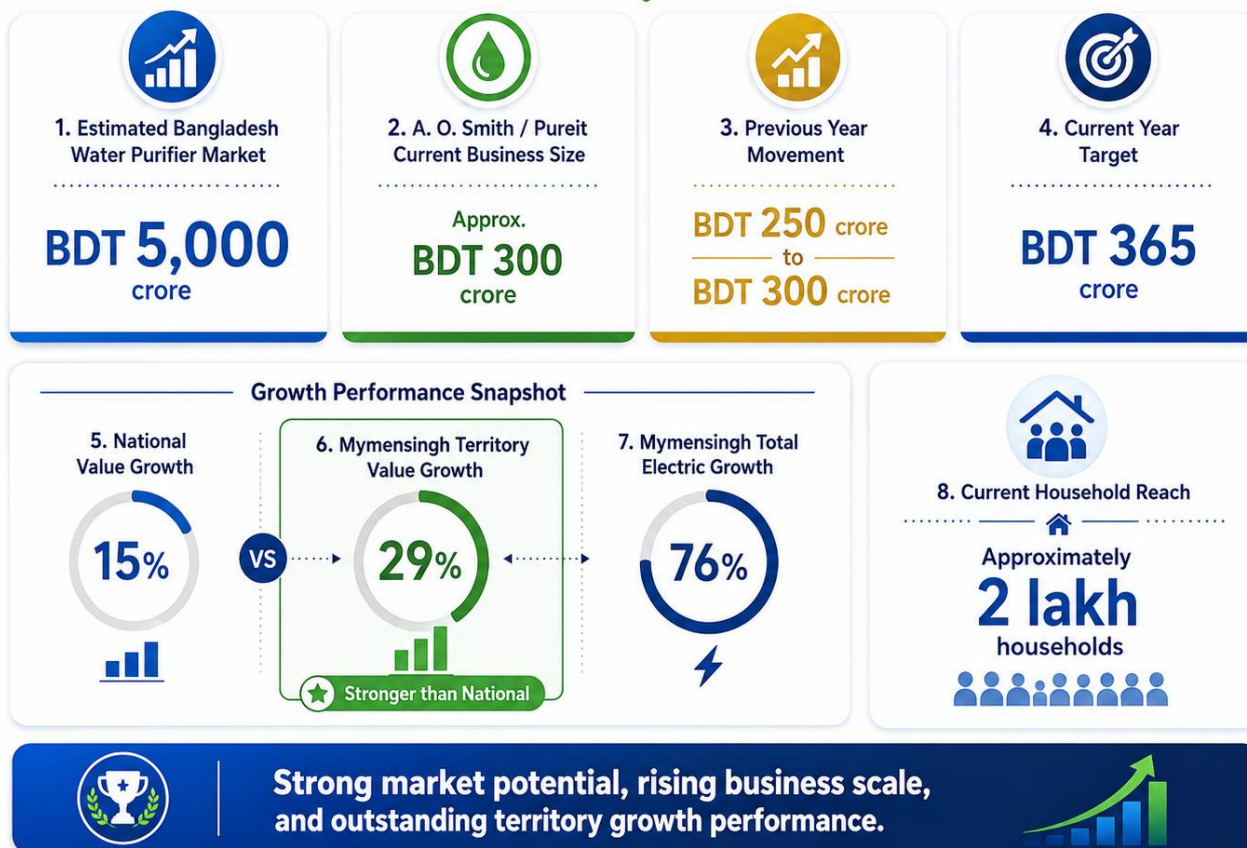


Figure 3: Market and Territory Performance Overview

2.1.3 Consumer Mix

The consumer mix of A. O. Smith/Pureit in Bangladesh includes households, retail outlet consumers, electronics shop consumers, property-based outlet consumers, and consumers reached through brand promoters. The organization serves both entry-level and premium consumer segments through a wide product range. Entry-level consumers can purchase affordable gravity-based products, while higher-income and urban consumers can purchase electric and RO-based devices.

The business trades through a national territory structure consisting of two regions, six areas, and 17 territories. These territories include Dhaka STM, Narayanganj, Sylhet, Bhairab, Gazipur, Chittagong, Cox's Bazar, Noakhali, Comilla, Bogra, Rajshahi, Rangpur, Faridpur, Khulna, MT KAM, Dhaka KAM, Barisal, and Mymensingh. This structure

Dhaka	Narayanganj	Sylhet	Bhairab
Gazipur	Chittagong	Cox's Bazar	Noakhali
Comilla	Bogra	Rajshahi	Rangpur
Faridpur	Khulna	Barisal	Mymensingh

Figure 4: Existing Territories

helps the organization divide market responsibility, allocate sales manpower, monitor service reach, and manage territory-wise sales growth.

2.1.4 Product/Service Mix

Pureit offers a product mix that allows the organization to serve different income groups and consumer needs. The price range begins at approximately BDT 4,999 for Pureit Classic and goes up to around BDT 35,000 for premium products such as Pureit Ultima Pro. This creates a strong product ladder from bottom-level consumers to premium urban consumers.

SKU	Technology / Category	Target Segment
Pureit Classic	Gravity technology	Entry-level household consumers
Pureit Wave	Electric purifier	Middle-income household consumers
Pureit Marina	Electric purifier	Family users seeking better storage and convenience
Pureit Vital Max	Electric purifier	Health-conscious households
Pureit Marvella	Electric / advanced purification	Upper-middle segment
Pureit Ultima	RO / electric technology	Premium households
Pureit Ultima Pro	RO technology / premium model	Premium and high-income consumers

Table 2: SKU wise Technology and target segment



Figure 5: How Pureit Works

The service mix is also an important part of the organization's value proposition. A. O. Smith/Pureit focuses on after-sales service and aims to ensure service support within 24 to 48 hours. This is supported by stockist points, spare parts availability, route planning, service executives, and field coordination. The ability to deliver service within a short time is essential because water purifier consumers expect quick support for installation, maintenance, filter change, and product issues.



Figure 6: Available SKUs of Pureit

2.1.5 Operations

The operation of the Pureit business depends on management and seamline execution among organizations, distributors, retail outlets, service teams, BPs (brand promoters), and consumers. The sales flow can be explained in three stages. First, primary sales occur when the distributor purchases Pureit devices or main SKUs from A. O. Smith. Second, secondary sales occur when the distributor sells products to retail outlets such as electronics shops and property outlets. Third, tertiary sales happen when the shop or Safe Water Advisor sells the product to the final consumer.

After the acquisition from Unilever, the organization faced a major distribution transition. Under the Unilever umbrella, Pureit had access to approximately 155 distribution houses across the country. After moving under A. O. Smith, the structure became much leaner, with around 17 main dealers/stockist points nationally. This required careful RTM (Route-to-Market) planning. Instead of having a distributor in every small town, the organization

designed delivery routes and Permanent Journey Plans to cover multiple markets through one vehicle movement.

For example, in the Mymensingh area, routes can be planned in a way that one delivery trip covers Madhupur, Kalihati, and Tangail, or Sherpur and Jamalpur. If a pickup can carry approximately BDT 4 lakh worth of Pureit devices in one trip, then combining orders



Figure 7: Pureit Classic

from two or three markets makes delivery more cost efficient. This type of route planning supports both primary and secondary sales because the distributor can place larger planned orders while the market receives products more reliably.

A major operational contribution in Mymensingh was identifying and appointing a distributor after searching among many potential dealers from companies such as BAT, Unilever, Nestle, local FMCG companies, and other businesses. Finally, M/S Shulov Store, proprietor Shankar Basak, was selected as a

distribution house. This distributor already has experience with Nabil Food Product, RSPL, and other businesses, making it appropriate partner for the new A. O. Smith distribution model.



pureit | Wave



pureit | Ultima Pro

Figure 8: Pureit Premium Devices

2.1.6 SWOT Analysis

The SWOT analysis highlights that Pureit has a strong position in the Bangladeshi water purifier market due to its established brand reputation, wide product portfolio, and consumer trust built through reliable service commitments. The integration with A. O. Smith provides access to advanced global water technology and corporate expertise, creating opportunities to strengthen its market presence.

However, the transition from Unilever's larger distribution network to A. O. Smith's smaller structure creates challenges in market reach and operational efficiency. Limited brand familiarity with A. O. Smith and dependency on distributor support may also affect future profitability.

The growing demand for safe drinking water, increasing health awareness, and expansion of e-commerce provide significant growth opportunities. By improving its route-to-market strategy, digital presence, and customer engagement, Pureit can capture more households.



Figure 9: SWOT Analysis

At the same time, the company faces strong competition from both local and international brands, price sensitivity among consumers, and pressure to maintain service quality. Overall, Pureit's future growth depends on leveraging its strong brand foundation while improving distribution strength, service sustainability, and market competitiveness.

2.2 Industry Analysis

2.2.1 Specification of the Industry

The industry analyzed in this report is the water purifier and water treatment industry in Bangladesh. This industry includes gravity-based purifiers, electric purifiers, UV purification, RO purification, filter replacement, spare parts, installation, maintenance, and after-sales service. The industry is directly connected with public health, household safety, urban lifestyle, and consumer durable goods marketing.

2.2.2 Size, Trend, and Maturity of the Industry

The estimated market size of the Bangladesh water purifier business is around BDT 5,000 crore. A. O. Smith/Pureit currently holds around BDT 300 crore in business value, with a target of BDT 365 crore. This indicates that the industry still has large, untapped potential. The country has a large population and a significant number of households that still need safe and convenient drinking water solutions. The present reach of approximately 2 lakh families shows that market penetration is still at a growth stage.

The industry is not fully mature. It is moving from basic boiling and traditional filtration habits toward branded purification solutions. Consumers are becoming more aware of water quality, technology, filter replacement, and after-sales service. Therefore, the industry is expected to grow further as consumers become more health-conscious and as companies improve product affordability and service reach.

2.2.3 External Economic Factors

The demand for water purifiers is influenced by household income, inflation, consumer purchasing power, urbanization, and health awareness. When disposable income increases, consumers are more willing to purchase electric and premium purifier models. However, inflation and price sensitivity may push some consumers toward lower-priced gravity products. Therefore, a product mix from BDT 4,999 to BDT 35,000 helps the organization serve different income segments.

2.2.4 Technological Factors

Technology is one of the strongest factors in the water purifier industry. Pureit Classic uses gravity-based purification technology for entry-level consumers. Other models such as Wave, Marina, Marvella, Ultima, and Ultima Pro use electric and advanced purification technologies, including RO technology in premium models. Consumers often compare technologies such as gravity, UV, RO, and mineral retention before purchase.

Technology also affects service operations. Filter replacement, spare parts availability, claim upload, delivery tracking, and service scheduling require coordination between sales, service, and back-office teams. Efficient use of technology in reporting and claims can improve consumer service and territory performance.

2.2.5 Barriers to Entry

The barriers to entry in this industry include brand trust, technology know-how, service capability, distribution network, spare parts availability, and investment in field teams. A new organization may introduce products, but it is difficult to build consumer trust without reliable service. Pureit's existing brand equity and A. O. Smith's global expertise provide an advantage, but the organization must continue to strengthen distribution and service reach to protect this advantage.

2.2.6 Supplier Power

Supplier power is moderate to high because water purifier products require technology, components, filters, spare parts, and quality control. If imported components or

specialized parts become costly or delayed, service and product availability may be affected. Stockist points and proper inventory planning can reduce this risk.

2.2.7 Buyer Power

Buyer power is high because consumers have many choices in the water purifier market. Consumers compare price, technology, warranty, service time, filter cost, and brand reputation before purchase. Retailers also influence consumer decisions because many buyers depend on electronics shops and brand promoters for product explanation. Therefore, strong training of Safe Water Advisors and retail engagement is important.

2.2.8 Threat of Substitutes

The threat of substitutes is significant. Consumers may use boiled water, bottled water, traditional filters, local purifier brands, or alternative technologies. However, branded purifiers can reduce this threat by offering convenience, assured purification, warranty, and after-sales service. The 48-hour service commitment is therefore a major differentiator.

2.2.9 Industry Rivalry

Industry rivalry is high because the market includes multiple local and international brands. Competition occurs in price, technology, retail visibility, warranty, replacement filter cost, service speed, and brand



Figure 10: Biggest Competitor of Pureit

promotion. Pureit has an advantage due to its market leadership and legacy under Unilever, while A. O. Smith adds global credibility and water technology expertise. To remain competitive, the organization must combine strong distribution, integrated marketing, service reliability, and consumer education.

CHAPTER III: INTERSHIP EXPERIENCE

3.1 Position, Duties, and Responsibilities

During my internship, I worked as an Intern to Territory Manager in the A. O. Smith/Pureit business. My role was positioned under the Area Manager, followed by the Regional Manager and Head of Sales in the sales hierarchy. As a Territory Manager, I worked as a bridge between the organization, distributor, retail market, service team, brand promoters, and end consumers.

Mymensingh Territory Performance Highlights

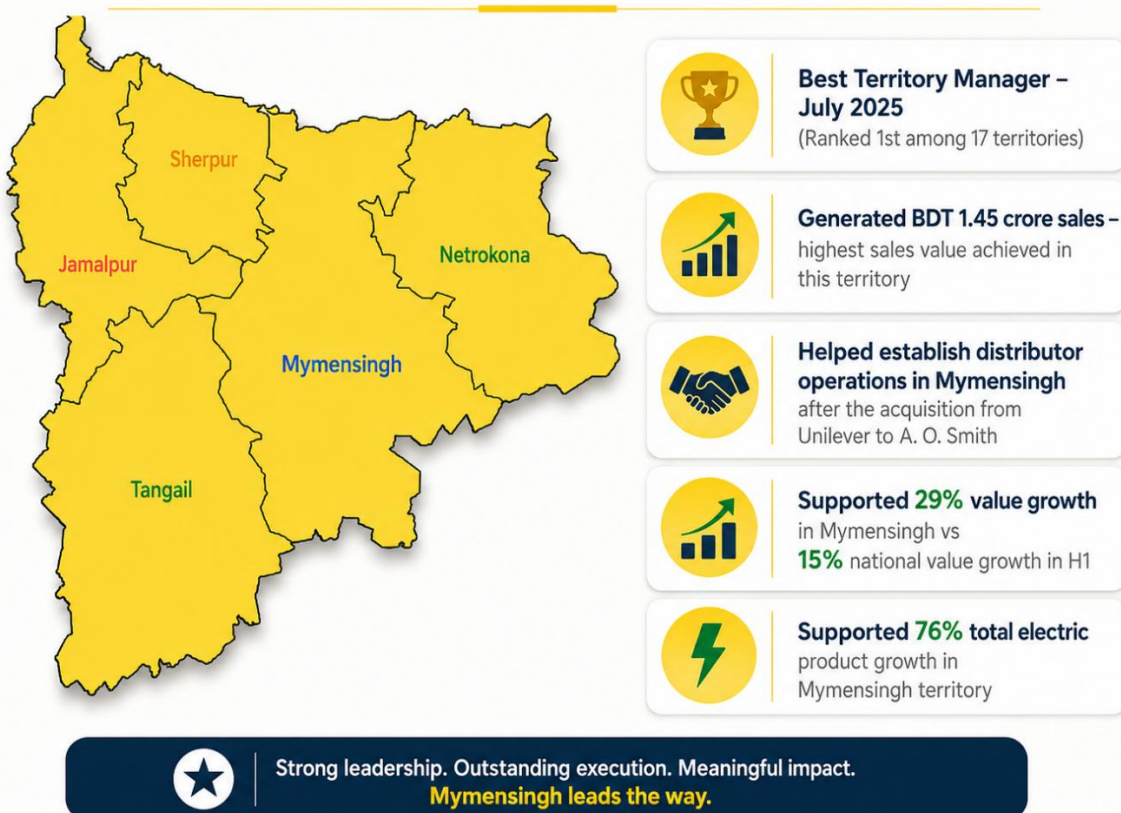


Figure 11: Mymensingh Territory and Highlights

My assigned territory included Mymensingh and surrounding districts/markets such as Tangail, Kalihati, Madhupur, Netrokona, Sherpur, Jamalpur, Bhaluka, Joydevpur, Kaliakoir, Manikganj and related route points.

My main responsibilities were:

- Monitoring primary sales from A. O. Smith to the distributor.
- Doing market visits to ensure eye level visibility, developing stakeholder relationship and solving bottleneck challenges
- Preparing purchase indents for primary stock orders when required.
- Tracking secondary sales from distributor to retail outlets.
- Monitoring tertiary sales through Safe Water Advisors and outlet-level activities.
- Checking compliance issues and ensuring that sales and service activities were performed in the right and hygienic way.
- Conducting daily morning briefings with field team members and aligning their daily sales plan.
- Checking attendance and market presence of sales representatives, BPROs, and brand promoters.
- Coordinating with one secondary sales coordinator and one tertiary sales coordinator.
- Supervising nine people under secondary sales coordination and five Safe Water Advisors under tertiary sales coordination.
- Following up on PJP delivery, claim uploads, and verification of daily operational documentation.
- Coordinating with back-office teams such as IT, finance, and administrative support for issue resolution.
- Supporting distributor setup, market visit planning, and RTM (Route-to-Market) execution.



Figure 12: Job Responsibilities

3.2 Training

The internship provided both formal and informal training. The most important training came from field exposure and daily business execution. I learned how territory is managed, how dealers are handled, how route planning is done, and how retail outlets are developed. I also learned how the sales team communicates nationally through daily morning meetings, where sales plans, market challenges, targets, and execution priorities are shared.

Key training areas included:

- Understanding the sales hierarchy and reporting structure.
- Knowledge primary, secondary, and tertiary sales flow.
- Knowledge of distributor management and order planning.
- Understanding product SKUs, technology differences, and consumer segments.
- Knowledge compliance, hygiene, and service quality standards.
- Understanding field reporting, claim upload, and sales tracking.
- Knowledge team briefing, communication, and performance monitoring.
- Understanding the importance of ethical sales and marketing communication.

A. O. Smith's corporate values also helped shape my understanding of professional conduct. The organization emphasizes profitable growth, innovation, preserving its good name, being a good place to work, and being a good citizen. These values encouraged me to work with discipline, honesty, consumer focus, and responsibility.

3.3 Contribution to Departmental Functions

My contribution was mainly connected to sales management, logistics execution, distributor development, and field team coordination. One of my major contributions was helping the territory operate under the new A. O. Smith distribution model after the transition from Unilever. When Pureit was under Unilever, the business had access to approximately 155 distribution houses across Bangladesh. After the acquisition, A. O. Smith operated through a leaner model with around 17 dealers/stockist points. This required stronger route planning and distributor selection.

In Mymensingh, I contributed by searching for and identifying a suitable distributor. I approached and evaluated more than 100 potential dealers from companies such as BAT, Unilever, Nestle, SCI and other local companies. Finally, M/S Chulow Store, proprietor Shankar Basak, was selected as a distribution partner. This was important because the territory needed a reliable distributor to support product availability, secondary sales, and service operations.

I also contributed to route optimization. For example, instead of sending separate vehicles to every market, the delivery route could combine markets such as Madhupur, Kalihati and Tangail as route 1; Sherpur and Jamalpur as route 2. If a vehicle can carry approximately BDT 4 lakh worth of products in one trip, then collecting orders from two or three route points improves cost efficiency and supports distributor profitability.

Important achievements during the internship include:

- Became the Best Territory Manager among 17 territories in July 2025.
- Generated BDT 1.45 crore sales in the territory, which was the highest sales value achieved for the organization in that territory.
- Help establish distributor operations in Mymensingh after the acquisition from Unilever to A. O. Smith.
- Supported 29% value growth in Mymensingh territory compared with 15% national value growth in H1 (1st six months).
- Supported 76% total electric product growth in Mymensingh territory.

3.4 Evaluation

The internship experience can be evaluated as highly effective because it provided direct exposure to a fast-moving sales and logistics environment. The work was challenging because I had to manage sales performance, distributor coordination, field team monitoring, compliance checking, and service support at the same time. However, these challenges helped me become more confident and professionally mature.

The evaluation of my internship performance can be summarized through the following points:

- **Sales Achievement:** Territory sales performance improved and reached record value.
- **Distributor Development:** A suitable distribution partner was identified and operationalized.
- **Team Coordination:** Secondary and tertiary teams were managed through daily briefings and follow-up.

- **Market Execution:** Route planning and stockist point coordination supported better market coverage.
- **Service Orientation:** The territory worked to protect the 24–48-hour service commitment.
- **Professional Growth:** I moved from intern/third-party payroll experience to permanent payroll position as Territory Manager.

3.5 Skills Applied

Several academic and personal skills were applied during the internship. Marketing knowledge helped me understand consumer segmentation, product positioning, and brand promotion. Sales management concepts helped me understand target setting, sales tracking, and performance monitoring. Supply chain and logistics knowledge helped me understand distributor planning, stock movement, route optimization, and service efficiency. Business communication helped me interact with dealers, coordinators, retail outlets, supervisors, and back-office teams.

- Marketing and consumer segmentation.
- Sales planning and sales performance analysis.
- Distribution and logistics coordination.
- Team leadership and daily briefing.
- Communication and negotiation.
- Problem-solving field operations.
- Data interpretation from growth and sales reports.
- Time management and priority setting.

3.6 New Skills Developed

The internship helped me develop new practical skills that are difficult to learn only from textbooks. I learned how to manage a territory independently, how to handle dealers, how to maintain service standards, how to work under pressure, and how to motivate field teams. I also learned that sales growth depends not only on targets but also on execution discipline, product availability, service reliability, and retailer confidence.

- Practical RTM (Route-to-Market) planning.
- Distributor appointment and distributor relationship management.
- Field force monitoring and attendance checking.
- Claim verification and operational documentation.
- Service coordination through stockiest points and spare parts availability.
- Handling real-time sales pressure and market challenges.
- Managing communication between organization, distributor, outlet, and consumer.
- Understanding how brand promoters influence consumer purchase decisions.

3.7 Application of Academic Knowledge

The internship clearly showed how academic knowledge supports practical business decisions. Courses related to marketing helped me understand consumer needs, product positioning, and retail visibility. Sales and distribution concepts helped me understand how primary, secondary, and tertiary sales are connected. Supply chain knowledge helped me understand route efficiency, stock management, and distributor profitability. Management courses helped me supervise team members, coordinate meetings, and solve operational problems.

For example, the concept of segmentation was visible in the Pureit product portfolio. Pureit Classic serves entry-level consumers, while Wave, Marina, Marvella, Ultima, and Ultima Pro serve progressively higher segments. Similarly, the concept of channel management was visible in the sales flow from organization to distributor, distributor to outlet, and outlet to consumer. The concept of logistics optimization was visible in route planning, where one delivery vehicle could cover multiple markets to reduce costs and improve efficiency.

3.8 Market Survey and Takeaways

A survey was conducted to identify consumer perception, awareness, and future intention regarding Pureit water purifiers. A total of 102 respondents took part in the survey, with most respondents coming from urban areas, while a smaller portion came from rural areas. The results show that most people already know the Pureit brand, which indicates the brand has strong recognition in the market. However, many respondents were less aware that Pureit is now operated by A. O. Smith, which suggests that more communication is needed about the brand shift.

The survey also indicates that Pureit is the most frequently used purifier brand among the respondents. In terms of future behavior, many people said they would either continue using Pureit or upgrade to a better Pureit model, while a good number of respondents also showed interest in buying Pureit for the first time. When deciding on a water purifier, customers gave the highest value to purification technology, brand reputation, and product warranty. Overall, the survey indicates that Pureit has a strong market position and good future potential, but the company can improve customer communication and perception about its current ownership and service strengths.

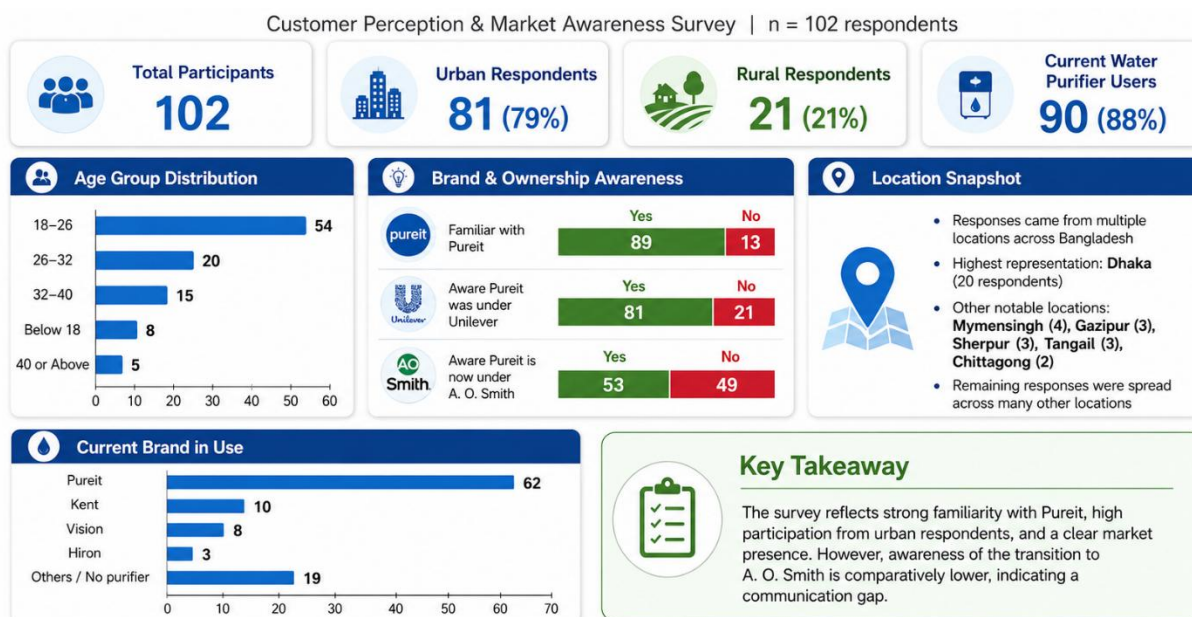
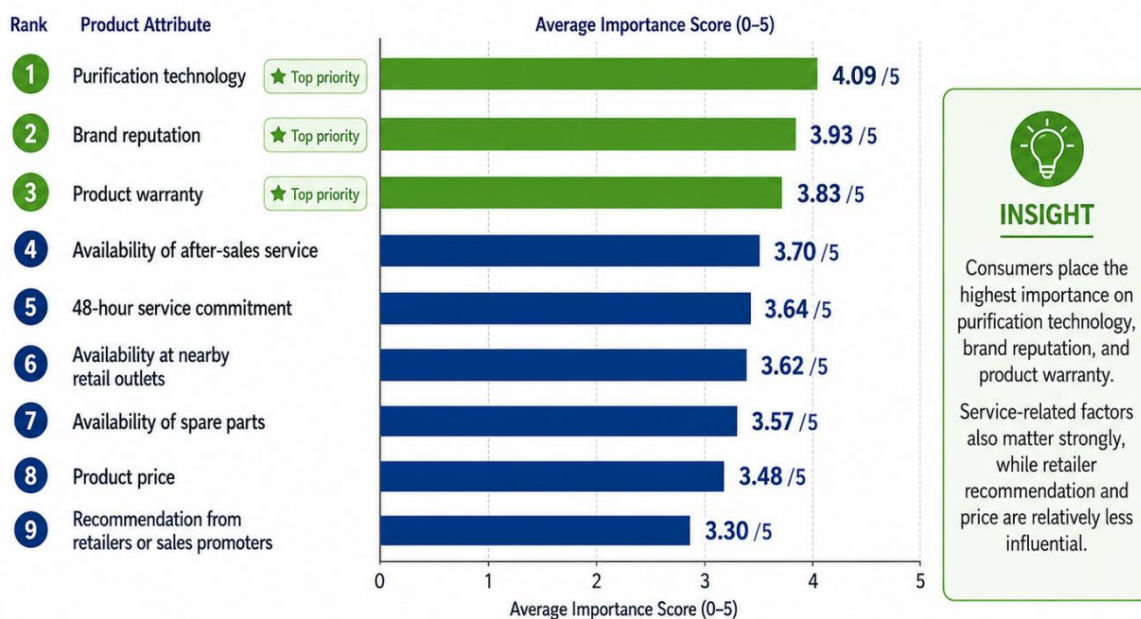


Figure 13: Customer Perception and Market Awareness

Product Attribute Importance Analysis



Consumer evaluation of key purchase factors for Pureit water purifiers | n = 102 respondents



Technology, trust, and warranty are the strongest drivers of customer preference.

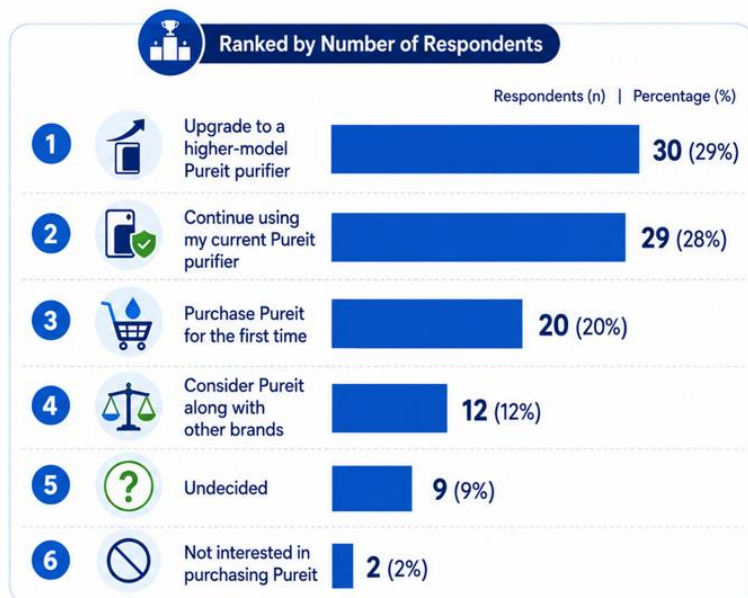
Figure 14: Product Attribute Importance Analysis



Future Customer Behavior Toward Pureit



n = 102
respondents



KEY TAKEAWAY

The strongest future behaviors are **upgrade** and **continued use**, showing strong retention and upselling potential, while **first-time purchase** interest also indicates expansion opportunity.



INSIGHT

Pureit enjoys high loyalty, with more than half of respondents planning to upgrade or continue using their current purifier. Meaningful first-time purchase interest signals strong growth potential in new customer acquisition.

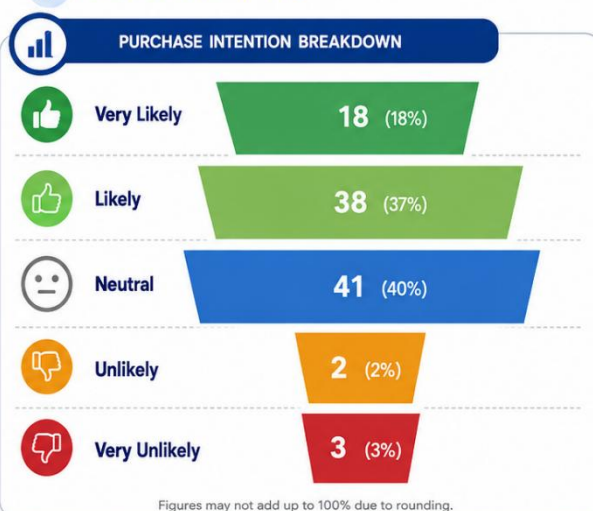


Figure 15: Customer Behavior

Future Purchase Intention for Pureit



Survey Overview: n = 102 respondents



INTENTION SUMMARY



POSITIVE INTENTION
(Very Likely + Likely)

56
(55%)



NEUTRAL

41
(40%)



NEGATIVE INTENTION
(Unlikely + Very Unlikely)

5
(5%)



KEY INSIGHT

Positive purchase intention equals Very Likely + Likely = **56 respondents (55%)**, neutral = **41 respondents (40%)**, and negative intention equals Unlikely + Very Unlikely = **5 respondents (5%)**.



TAKEAWAY

More than half of respondents show **positive future purchase potential**, while a large neutral group can be **converted through stronger marketing and service communication**.



Figure 16: Futures Purchase Intention

CHAPTER IV: CONCLUSIONS AND KEY FACTS

4.1 Recommendations for Improving Departmental Operations

Based on my internship experience, the following recommendations may help improve departmental and territory operations:

- Strengthen distributor coverage in high-potential territories where market reach is still limited.
- Improve route planning through data-based Permanent Journey Plans so that delivery vehicles can cover multiple markets cost effectively.
- Maintain sufficient spare parts at stockiest points to protect the 24–48-hour service commitment.
- Develop a stronger digital dashboard for tracking primary, secondary, and tertiary sales in real time.
- Provide regular training to Safe Water Advisors so that they can explain product technology, warranty, service, and consumer benefits more effectively.
- Reduce dependency on subsidies by improving distributor productivity, sales volume, and route efficiency.
- Increase awareness campaigns to communicate that Pureit is now under A. O. Smith while maintaining the trust of the Pureit brand.
- Use consumer satisfaction surveys with Likert-scale questions to measure service perception, brand awareness, and recommendation intention.
- Strengthening coordination among sales, service, IT, finance, and administration to reduce claim and delivery delays.
- Improve outlet visibility through merchandising, product display, promoter presence, and retailer relationship management.

4.2 Key Understanding

The key understanding from this internship is that territory growth is not created by sales activity alone. It requires integration among distribution logistics, marketing execution, service support, and team coordination. If products are not available at the right outlet, if service is delayed, or if the brand message is not properly communicated, sales growth becomes difficult. Therefore, a Territory Manager must work as a bridge between strategy and execution.

The transition from Unilever to A. O. Smith showed that distribution structure can change significantly after acquisition. A large network of 155 distribution houses provided easy market access, but a leaner structure of around 17 distribution points required more disciplined route planning. This made PJP, distributor selection, vehicle load planning, and market clustering very important.

Another key understanding is that brand trust and service trust must work together. Pureit is a strong brand, but consumers also expect quick service, spare parts availability, and proper guidance. Safe Water Advisors play an important role in educating consumers and converting interest into tertiary sales. Finally, data-based sales tracking helps identify which territory, SKU, and product category are growing or declining.

4.3 Conclusion

The internship at A. O. Smith Bangladesh was a valuable knowledge experience that helped me identify the real-life connection between supply logistics, marketing integration, and territory growth. Throughout this time, I learned how primary, secondary, and tertiary sales flows are managed, how dealers support business growth, how stockiest points ensure service readiness, and how field teams influence consumer conversion.

The Pureit business has strong growth potential in the country because safe water is an vital need and the current household reach is still very low compared to the national prospect. The market size of approximately BDT 5,000 crore and the organization's target of BDT 365 crore shows a strong future growth ambition. However, to achieve sustainable growth, A. O. Smith must continue improving distribution reach, service efficiency, brand communication, and distributor profitability.

On a personal level, this internship helped me develop professional confidence, leadership ability, communication skills, sales analysis capability, and practical understanding of logistics. I am grateful to Almighty Allah, my family, friends, faculty supervisor, and partners for their support throughout this journey. The experience not only helped me complete academic requirements but also helped me for my professional career as a Territory Manager in a raising sales and logistics business.

Reference

A. O. Smith Corporation. (2024). History Timeline updated 2024. Internal/organization publication.

A. O. Smith Corporation. (2025). Our Guiding Principles: Code of Conduct. Ninth Edition.

A. O. Smith Bangladesh website. Product and organization information.

Internal sales and territory growth data provided by the student for internship report preparation.

Internship guideline of School of Business and Economics, United International University.

Appendix-A: Quantitative Consumer Survey Questionnaire

The following questionnaire may be used through Google Forms to collect quantitative consumer feedback about Pureit/A. O. Smith brand awareness, service quality, and recommendation intention. The questionnaire avoids qualitative/open-ended answers and mainly uses Yes/No or Likert-scale responses.

No.	Question	Response Type
1	Do you currently use a Pureit water purifier?	Yes / No
2	Did you know Pureit was previously under Unilever?	Yes / No
3	Are you aware that Pureit is now under A. O. Smith?	Yes / No
4	How familiar are you with the Pureit brand?	1 = Not familiar, 5 = Very familiar
5	How satisfied are you with Pureit product quality?	1 = Very dissatisfied, 5 = Very satisfied
6	How satisfied are you with Pureit/A. O. Smith after-sales service?	1 = Very dissatisfied, 5 = Very satisfied
7	Was your service completed within 48 hours?	Yes / No / Not applicable
8	How important is 48-hour service support when selecting a water purifier?	1 = Not important, 5 = Very important
9	How convenient is spare parts availability through local stockist points?	1 = Not convenient, 5 = Very convenient
10	Compared with earlier service experience, Pureit service is now:	Worse / Same / Better
11	How satisfied are you with product price compared to value?	1 = Very dissatisfied, 5 = Very satisfied
12	How likely are you to recommend Pureit to others?	1 = Not likely, 5 = Extremely likely
13	Do you prefer gravity-based purifier or electric/RO purifier?	Gravity / Electric / RO / Not sure
14	Does brand reputation influence your water purifier purchase decision?	1 = Not at all, 5 = Very strongly
15	Does availability of a brand promoter/Safe Water Advisor influence your purchase decision?	1 = Not at all, 5 = Very strongly

Here is the result of the survey given below:

https://docs.google.com/spreadsheets/d/1Ru-sSQ7B_Tj6CuLTkxGSfrmiNYxvBzOG1TPAYpUpKQM/edit?usp=sharing