Air Freshener Purchase and Utilization Behavior: The Case of Fantastik



Submitted To

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August 18, 2022.

Rehan Masoom

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School of Business and Economics

United International University

Subject: **Submission of Internship report on "Air Freshener Purchase and Utilization Behavior: The Case of Fantastik''.**

Dear Sir,

I have the great pleasure and honor to submit my internship report entitled **"Air Freshener Purchase and Utilization Behavior: The Case of Fantastik''**. I was working in healthcare & hygiene as it is one of the concerns of Akij Venture. Where I was analysing on purchase behaviour of consumer on Air Freshener called **"Fantastik''**. During my internship period I learned to balance my time and learn how to convince others, how to present yourself, and how to meet up the overall challenges.

Working for three months in Akij Venture Ltd was very inspiring and a great learning experience for me. I hope this real-life experience will help me to build up my upcoming future career.

I am also thanking to your support and patience with me and give an appreciation to the opportunity provided by United International University to give me a chance to work on this report.

I have a great hope that the report will meet your expectation. I would be glad to furnish you with any clarification if required.

Sincerely yours,

Jannat Afrose
ID: 111 171 258
School of Business & economics
United International University

s

Fantastik


Fantastik


Fantastik
Air Freshener
1
Month of Freshness
Jasmine
ODOUR BLOCK

Acknowledgments

As we know that the theoretical knowledge that is gathered from the educational institution is not sufficient to be aware the subject matter rather the practical knowledge. I would like to thank you the people who helped me throughout my internship journey.

First of all, I would like to thank you to almighty Allah for giving me the opportunity and the strength to terminate the assigned job within the schedule time.

Secondly, I would convey my cordial gratitude to my supervisor **"Muhammad Rehan Masoom"** Sir, United International University, due to his generous and gracious guidance during my internship period. He was very generous with his time in providing me with his humble counsel, stimulating views, and sufficient and applicable directions for the successful completion of this report.

Then I would like to reimburse my profound respect to the **"Syed Alamgir"** sir, **MD & CEO** of Akij Venture Ltd for guiding me throughout my journey as an intern at the company. He helped me s by showing the right and effected path to mean by motivating me to implement my theoretical knowledge on marketing.

I am very much thankful to the Senior Manager **"Md. Mazharul Islam"** sir for providing me with all necessary information and assistance in order for me to complete my report.

I would also like to express my gratitude and respect for my family and friends for their unwavering support and assistance throughout the process of creating this report.

Executive Summery

The report is the outcome of an intern student working in healthcare and hygiene, one of the concerns of Akij Venture. This is about analyzing the purchase behavior of consumers. Recently, the company has introduced their first product in healthcare and hygiene that is named **"Fantastik"** Air Freshener. The study was centered on a survey of consumer behavior. This included their behavior patterns, usage patterns, perceptions, and buying patterns. As a marketer, the intern should put customers first. During her internship, she did research on how people feel about these air fresheners and what makes them different from other products. She also collected the total market share of air fresheners' usage and also what competitors are offering. As we know, due to COVID 19, people are very concerned about their health and hygiene. Self-cleaning is now becoming a very essential part of our daily lives. By working on consumer behavior for air fresheners, she has learned the importance of air fresheners for eliminating odor and also the bacteria that surrounds us. According to the survey, the usage of air fresheners is increasing day by day because it not only removes bad odor but also helps to give instant refreshment and relieve stress. Besides doing a survey on consumer behavior for air fresheners, she also did branding activities for their product.

She has chosen the topic for her internship report based on her job responsibilities area, which is titled **"Air Freshener Purchase and Utilization Behavior: The Case of Fantastik"** on air fresheners by Akij Healthcare & Hygiene Ltd. Her main concern with this report is to understand and know the perception of air freshener users. She was also assigned to analyze the air freshener's packaging. She did a consumer survey on air fresheners for internal employees. She was also assigned in the event of a sales campaign for air fresheners, where her responsibility was to monitor the brand promoters and check whether the sales unit and sales amount were matched or not. During this sales campaign, it was also her job to figure out how people usually buy things.

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Company Overview

Introduction

For the past 50 years, the Akij Group, one of Bangladesh's largest corporations, has provided the country with a wide range of activities and products. The most popular unit, valued $70 million and formed in 2006, is Akij Food & Beverage Ltd. It produces a wide variety of snacks and beverages for both the domestic and foreign markets. In just three years after its founding, the majority of its brands have risen to the top of their respective categories or are on the verge of doing so. The first part of this report shows the detailed overview of company Akij Food and Beverage Ltd, company's glorious history, its products and services. The number of employees is 300. It consists of 31 units. Akij food & Beverage is the most respected food & beverage company in Bangladesh. It has produced high-quality products using the most up-to-date automation, and has a wide range of items such as carbonated soft drinks, juices, energy drinks, snacks, chips, dairy products, and drinking water. "AFBL" snacks and beverages have a national and worldwide reputation, and are sold in markets throughout Southeast Asia, East Asia, the Middle East, and Africa. This is an incredible feat for a Bangladeshi company.

As it enters a boom phase in 2018, Bangladesh's food and beverage industry faces significant obstacles. The food and beverage industry encompasses all businesses involved in the handling of food raw ingredients, packaging, and distribution. It includes fresh and processed meals, as well as alcoholic and non-alcoholic beverages. This component affects any element intended for human use, including pharmaceutical items. There is a split in the food and beverage business. The production in this section is split between a few distinct companies, but none of them has a high enough market share to influence the detection of area or value levels.

Bangladesh's food and beverage enterprises perceived an essential job in both national and international markets. The rise in food exports around the world demonstrates the global impact.

Origin of the study

In the FMCG sector, AFBL is one of the most well-known and top local soft drink makers in the country. It is quite difficult to compete in these soft drinks in the age of globalization and free trade, with the competition style of this sector changing on a daily basis. With the changing competitive climate, the AFBL is constantly improving itself. Customers' demands and tastes change on a daily basis, and rivals respond by delivering changed items, which is how this business describes itself. As a result, success in this industry is primarily dependent on the constant improvement of marketing operations; AFBL has a significant and positive impact on digital marketing.

Vision

By means of commitment and never-ending work, to become the number one pioneer brand in the food and beverage sector in terms of quality, excellence, marketing, creativity, honesty, and proper service to the consumers.

According to visionary Entrepreneur late Mr. Sheikh Akij Uddin, he said –

"We will not only manufacture and provide high quality products in the market for consumers but also for our family's usage as well; and thus, not to let our family to consume foreign products."

Mission

- To develop innovative products and services with a focus on customer pleasure.
- To establish a strong communication link between customers, employees, and business partners.
- To bring quality to the market by delivering high-quality food and beverages.

As a result, Akij Food and Beverage's mission is to become a market leader in the quality food and beverage industry by identifying and satisfying the network's cravings, needs, and wants while working cooperatively with its current and potential clients, representatives and colleagues, and business collaborators.

Core Values of the Company

- Innovation and transformation
- Teamwork and cooperation
- Integrity and righteousness
- Customers focus
- Trust and respect.

Product & Service

- Cola- Mojo
- Cloudy Lemon-Lemu
- Orange Drink- Twing
- Clear Lemon- Clemon
- Energy Drink- Speed, Houston
- Spicy Drink- Aafi jeera pani, Clemon masala
- Mineral Water-Spa, Rivera, Aafi
- Juice-Frutika (Mango, Red, Grape, Apply, Pineapple, Guava.
- Dairy- Farm Fresh UHT milk.
- Malt Beverage- Wild Brew
- Snacks-Cheese Puffs, Aafi Chanachur
- Fruit Bar- Aafi Mango bar

Akij food and beverage market segments

The food and beverage industry is divided into alcoholic beverages, soft drinks, cereals, bakery products, confectionery, frozen fruits and vegetables, newspapers, meat, chicken, and submarines, syrup, spice, oil, and general food, food for pets, and tobacco products.

a. Alcoholic Industry: The alcohol segment organizes alcohol manufacturing through the aging process as well as refined wheat manufacture.

b. Non-Alcoholic Industry: Bases for generating alcohol-containing beverages for espresso, tea, soft drinks, ice water, and filtration are examples of non-alcoholic beverages.

b. Grain Section: The grain section comprises the logic for cleaning up the process of making a flour mixture or flour mixture, wiping the plant or Farena, and collecting koji grains, rice, and other cereals.

d. Confectionery and Bakery sector: The Confectionery and Bakery sections contain the raw materials for baking and confectionery items.

e. Meat, Poultry, and Seafood: the meat, poultry, and seafood sections include the fundamentals of slaughtering and handling living objects, birds, handling, and preparation, as well as packaging items.

f. Dairy Industry: Dairy delivery entails laying the groundwork for a collection of consolidated dairy goods that are dispersed, as well as the creation of dry milk products that are ready for some substitute milk slag and trash.

g. Frozen, Fruits, and Vegetables Industry: Frozen and canned fruits and vegetables contain the foundation for attaching frozen meals. Non-frozen and natural fruits and vegetables, which are part of the agricultural market, are not included in this market.

h. Syrup, oils, and general foods: This category contains syrup, spices, oil, and common foods, as well as syrup, spice, vegetable oil, and general food composition.

i. Pet Food: The foundation for manufacturing dog, cat, and other living things food is found in the pet food section. Cattle, pet, and poultry foods are examples of other animal feeds. This market also produces pig and turkey feed-producing microbes.

j. Tobacco Industry: An organization that scoops and disassembles snuff and basically manufactures snuff like cigarettes and other related items is one of the tobacco-related associations.

Overview of Bangladesh food and beverage industry

The food and beverage business is a rapidly growing sector in Bangladesh, employing a significant portion of the workforce. The food and beverage sector in Bangladesh grew at an annual rate of 7.7% on average between 2016 and 2020. The 2016 Economic Census was conducted by.

According to the Bangladesh Bureau of Statistics, there are approximately 246 medium-sized food and beverage enterprises in Bangladesh that employ 19% of the mechanical assembly workforce.

Bangladesh's workforce accounts for 8% of the country's total. The food business employs 2.45 percent of the country's total labor force, and its GDP contribution was 2.01 percent in 2017. In addition, there are numerous small businesses and municipal units engaged in the food and beverage industry around the country. According to some industry experts, Bangladesh's food and beverage business is worth 4.5 billion dollars. Bangladesh exported $700 million worth of processed foods and beverages in 2017, with shrimp and fish accounting for more than 60% of the total.

The food and beverage business in Bangladesh is undergoing significant changes as it enters a boom period in 2018. All organizations involved in the handling of raw materials for food, packaging, and distribution are considered part of the food and beverage sector. This covers both freshly prepared and packaged foods, as well as alcoholic and non-alcoholic beverages. This component affects any element intended for human use, including pharmaceutical items. There is a split in the food and beverage business. The production in this section is split between a few distinct companies, but none of them has a high enough market share to influence the detection of area or value levels.

Local or privately owned firms utilize basic handling for the protection and treatment of crude farming goods as food and food in Bangladesh, where there was traditionally a small selection of food and beverages. In the 1960s, business scale food handling was demonstrated by using new inventions for the development of wheat and rice processing, mustard seed squashing, and highly restricted bread and treatment methods, in the development of this region until the energy scale was not adopted until the scale of 1980. Lately, one of the industry's distinguishing characteristics has been the preparation of increasingly diverse commodities to fulfill the changing demands of Bangladesh's population. Noncorporate dairy, edible oil, sugar, rice, wheat, soil products, tea, poultry/hamburger, heartbeats and flavors, and fish handling activities are the real food preparation sub-divisions in Bangladesh.

The food preparation sector is anticipated to see further substantial expansion in the next years, fueled by the lively growth of Bangladesh's varied white collar class population and growing requests for additional utilization.

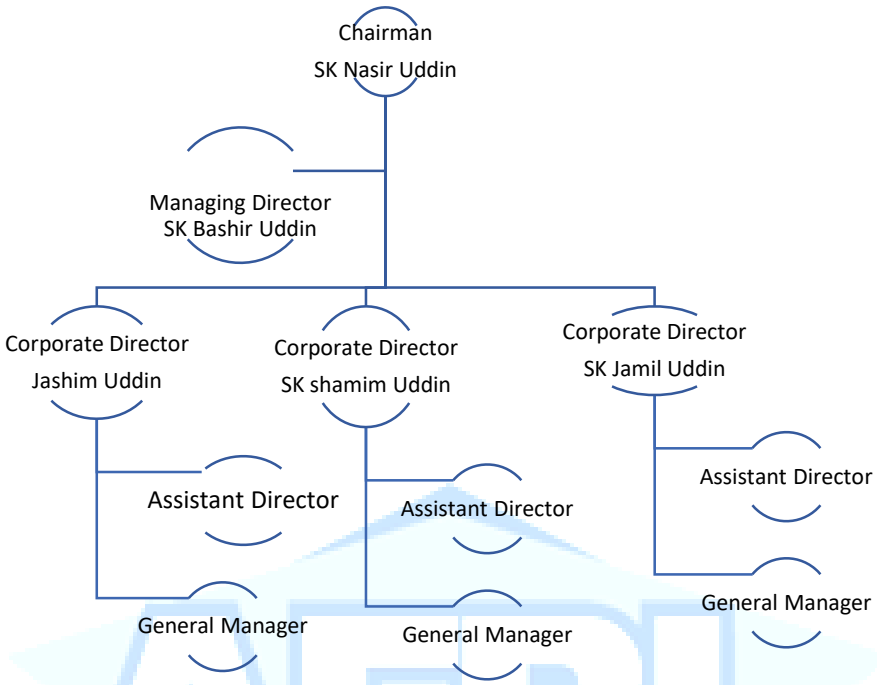
Best Brand Award 2019

Since its inception, Akij Food and Beverage Ltd (AFBL) has struggled to maintain and improve Speed's quality. Speed has also become the number one brand in the CSD Alternative category in the local market for the first time.



Bangladesh Brand Forum hosted a program called "The Best Brand Award" on December 8, 2019. On behalf of Akij Food and Beverage Limited, Chief Marketing Officer (CMO) Hindol Roy, Assistant General Manager (AGM) Maidul Islam, and Assistant Brand Manager Muntasir Mamun earned the Best Brand Award at this event held at La Meridien. This significant achievement aids Speed in gaining a competitive advantage and increasing brand value in a competitive market.

Board of Directors



Service Offering

Akij Food & Beverage Ltd's home delivery business brand is called Call Aladdin. Delivering all of the company's products, as well as daily necessities. However, only a small percentage of people use this service.

Channel Message

You may now get all of your favorite Akij foods and beverages from the comfort of your own home or office. Choose from a wide range of food, beverage, and dairy goods and place your order by dialing 16609 or 08000. (toll free).

Export

Country: Southeast Asia, Easter Asia, Middle East and Africa.

local sales	**95%**
Export Sales	**5%**
Total	**100%**

Factory

The facility is located 50 kilometers outside of Dhaka, in Dhamrai, and covers an area of more than 100,000 square meters.

Head Office

Akij House 198, Bir Uttam Mir Showkat Road Gulshan Link Road Tejgaon Dhaka where the main office of AFBL is situated and all the work is directed from here.

Product Quality

Akij Food and Beverage Limited produces high-grade products with the phrase "bring quality into your life." The following characteristics can be found in their products:

- ❑ Good performance
- ❑ Attractive Feature
- ❑ Reliable
- ❑ Good conformance
- ❑ Positive aesthetics
- ❑ Desire serviceability

Conclusion

AFBL maintains a professional image in their commercial operations. Its digital marketing initiatives are becoming more popular by the day, and customers are happy with the company's terms and conditions as well as the quality of service. After completing this report, I was able to gain a better understanding of digital marketing and its activities, as well as the promotional campaigns they perform. It aided in the development of my theoretical knowledge as well as my understanding of how these digital marketing efforts operate in the actual world. It aided me in comprehending its significance in current digital age. The "AFBL" digital marketing team is working hard to make the campaigns successful, but they were also quite helpful in preparing the report. All of their efforts and workers' hard work have resulted in a very successful corporation throughout time. AFBL now has the largest market share and is performing well in the market. In the future, AFBL will have the largest market share and will certainly succeed. Actually, the digital marketing team is doing a great job with the AFBL brands' digital marketing efforts. They recently completed one of Bangladesh's most successful campaigns.

To conclude my report, I was lucky to work for a firm that is still in its early stages of development and is growing rapidly, as well as an organizational culture that is very conducive to learning. I've gained practical knowledge of digital marketing and how it's done, as well as how to use tools and successfully execute a campaign. Which will be a good support for my future studies and career, and which I may apply in my professional spheres.

Part 2

Introduction of the Fantastik Air Freshener

Introduction

I did my internship on analyzing about consumer purchase behavior on Air Freshener. Recently the company has introduced their first product in healthcare & Hygiene Unit. I was assigned for surveying on consumers purchase pattern, perception and behavior while they are taking purchase decision of air fresheners. By working on consumer behaviour for Air freshener I have learned the importance of air fresheners for eliminating odour and also the bacteria which surrounds us. As we know due to Covid 19 people are very concerned about their health and hygiene. Self-Cleaning is now becoming very essential part of our daily life. Through the internship period I have learnt how the company serves to the customers. As we know that consumer behaviour is defined all psychological, social and physical behaviour of potential consumer as they become aware, evaluate, purchase, consume and tell to others about the product and service. I started my work in this organization on air freshener. Here I have learnt about Consumer perception while they are going to buy Air freshener. I worked on the purchase and usage behaviour of consumers for Air Freshener. I also did analysis on how various air freshener brands have impact on consumer's perception, what competitors is offering to the customers and what is the characteristic of the primary group of consumers who purchase the air fresheners, what type of retail store should be considered for placing the air freshener at first. I also studied that as a marketer we need to specify an age group who purchase the Air fresheners frequently. Then identify the disposal income of those group of consumers. During my internship period the Company has launched their Fantastic Air freshener. I have assigned for monitoring the event. My duty is to check whether the total sales unit and total sales in amount are equal or not. I also communicated about the event related activities to the brand promoters which actually helped me to become more extrovert and expressive. I have learnt about the consumer buying pattern during this event launching day. I was also assigned for working on packaging, taglines, claims, unique selling proposition (USP).

Purpose of the study

The main moto of this internship report is to find out what consumers care about while they are buying Air fresheners. Air freshener is a primary source of indoor air pollutants and personal exposures. My analytical parts are included how the air freshener has impact on consumer's perception, what competitors is offering to the customers. This is my first study to examine the multiple dimensions of exposures related to fragranced products and effects in the consumer's purchase decision. This report entails to identify major challenges to serving customer's needs. It also helps me to know properly how company satisfy consumer's needs and wants effectively and efficiently.

Broad Objective

- To understand the purchase behaviour of the consumer for air fresheners.
- To understand the usage behaviour of the consumer for air fresheners.

Specific Objective

- Which class of people use more Air fresheners?
- What is the characteristic of the primary group who purchase the air fresheners?
- Find out that from which types of retail stores keep the air fresheners.
- Are urban area's people are using more Air Fresheners?
- Which location of people use and purchase more air fresheners.
- To identify the factors of affecting consumer attitude.
- To measure the consumers attitude towards '' Air Fresheners''
- Understanding consumer's usage moments and drivers.
- To understand the perception about competition brands.
- Details understanding on consumer purchase behaviour and usage behaviour.

Methodology

I collected my information from both primary and secondary data. And also, relevant documents related to the study as provided by the office source. I followed semi structured method. Many information got from secondary sources because air fresheners is newly launched in the company so most of the information came from officers who is working already in this field. There are other ways I collected my information it includes personal observation, phone calls and official records and survey. Internet is widely used here. Different kinds of information like market share of the air fresheners, competitors of this filed, customers purchase pattern which are collected from various source of internet.

Furthermore, the research mostly involves in a quantitative analysis of 20 questions contains either yes or no as the answer or more than that. Respondents were asked to indicate the option which, best defined their opinion about the brand and their consumer behaviour. The questionnaire was also personally asked to a few people face to face before filling up the form, on their end too. The online questionnaire was created on Google forms for the respondents, as they fill out the survey and conduct the research.

I did al so my survey by doing direct interview to the office employees. I didn't get real authentic information due to Air Freshener is newly launched. In addition, assumption came out wrong. We thought that lemon will be highest selling but lavender fragrance air freshener was the highest selling in Sales Campaign.

Scope of the report

As I mentioned in the above that this air freshener is newly launched in the company so it is really difficult to assume what will be the real picture of the product in front the consumers. As an industry of air fresheners, I have been able to do less formal tracking. So, Scope of getting information about consumer buying behavior on Air Fresheners was very limited. When the Air Freshener will sell in market that time, we will get a chance of understanding more about consumer's perception on Air fresheners.

Limitation

- Due to new launched product so whether the Study has been fully generalized or not it is too early to say.
- Most of the information got from office record and officers so if they have done any mistake in the information then it is come in my report as well.
- As I use simple statistical tool here so it may be more accurate if I will use more complex statistical tools.
- Assumed that women use Air freshener less but the assumption came out. The usage patter both men and women of air freshener is increasing day by day.
- Due to it is newly launched product that's why it was very difficult to get real and authentic information.
- We thought that in family only father, mother, teenage people make their purchasing on Air freshener, but children feel happy when they get the fragrance of Air Fresheners.
- We assumed that according to the social class, people who earn (15000- 50000) they are using and purchasing less Air fresheners and Above 50000 the income class people are using and purchasing more Air fresheners. But unfortunately, the assumption came out wrong people who earns around (15000-50000) they purchase and use more Air fresheners.
- Since company has not yet send the Air freshener to the retail store. as a result, it was very tough to get and understand the real scenario or picture of the whole situation of the marketplace.
- Though it was only a three-month internship program, the marketing department's activities are so diverse that three months would not be enough to gain a complete understanding and experience of all of the department's activities.
- This time frame is insufficient to complete the research. Despite the numerous constraints, I attempted to provide the best report possible.

Marketing Mix

Product

Ingredients: Butane. Propane, specially denatured (SD) Alcohol, Glycol & Fragrance.

Product name is Fantastik Air Freshener. It has four fragrance such as lemon, lavender, orchid and Anti-tobacco.

Price

Price is the value that is put to a product or service and is the result of a complex set of calculations, research and understanding and risk-taking ability. Its MRP is 225. because the company has newly launched this product that's why company doesn't have wide range of distributer channel that's why company sells the Air freshener at the distributor price DP to the retail party directly. Air freshener's DP price is 175.

Competitive Price: As it is newly launched product and company wants to set the standard price. So, they impose the price is close to the competitor's price. So, company keeps the MRP (Maximum Retail Price) same.

Place

As I mentioned in the above that Fantastik air freshener is a new in Healthcare & Hygiene unit that's why they don't have distributorship but they sell their product directly to the party or retailer at an adjusted distributer price. Adjusted distributer price means if the company doesn't have any distributer channels for giving their product in the market so company can give discount price which is also given by the competitors for getting a market advantage to the retailers. During my analyzing time on adjusted DP, I learnt that company first saw which price has been given by the competitors to the retailers. Competitors gave air fresheners to the retailers at a 175 taka. So, company also gave fantastic Air fresheners at a 175 taka. Company has crested their distributer channels in 8/9 areas but still they have to open distributer channels in many areas.

Promotion

Company has not started their promotional activities because they newly launched the product. As a result, product has not come in the market so company didn't need to do promotional activities. But company did some promotional activities internally for their internal employees because the product was available in the fair shop.

Packaging

Packaging means that the wrapping or bottling of products to make them safe from damages during transportation and storage. It helps to keep a product safe and marketable and helps in identifying, describing, and promoting the product.

The company has done lots of working on packaging. First of all, they analysed what the competitors did on their packaging, how they set their logo and select their brand name and also described their other descriptive information on the packaging. Company also analysed what types of brand name the competitors used for their products. While I was working on fantastik air freshener's packaging I focused many things such as the brand name should be larger than other information. Marketer should be more focus when they use red colour on packaging because Red is a very eye catching and attractive colour. Then I also learnt that what type of font should be used for brand name. I also read the rules and regulation of the packaging which should be followed by all the companies who work on packaging.

Sales Campaign

During my internship period the Company has launched their Fantastik Air freshener. I have assigned for monitoring the event. My duty is to check whether the total sales unit and total sales in amount are equal or not. I also communicated about the event related activities to the brand promoters which actually helped me to become more extrovert and expressive. I have learnt about the consumer buying pattern during this event launching day.

Consumer Survey

I started my work in this organization on air freshener. Here I have learnt about Consumer perception while they are going to buy Air freshener. I worked on the purchase and usage behaviour of consumer for Air Freshener. I also did analysis on how various air freshener brands have impact on consumer's perception, what competitors is offering to the customers and what is the characteristic of the primary group of consumers who purchase the air fresheners, what type of retail store should be considered for placing the air freshener at first. I also studied that as a marketer we need to specify an age group who purchase the Air fresheners frequently. Then

identify the disposal income of those group of consumers. Through doing consumer survey on Air freshener, I had known many things about the consumer's perception. There were come lots of changing on packaging after doing survey on fantastic air freshener. Because consumers said the positive as well as the negative things about the air freshener's packaging. According to the consumer's negative feedback company had brought changing on packaging.

Branding

Brand is something with unique identity. Through brand a company can attack to the competitors. It makes differentiate them from those of competitors. Through name, symbol, term, sign, design and logo it creates distinct perception in customer's mind. It means all marketing communication process. It helps to build loyal customer's base.

Taglines

It is also called slogans. It is basically a few words of sentence which actually represents the meaning of the product in front of Customers. It should be more functional. There are many companies have become famous because customers are attracted by their taglines. During my internship, I am also analyzing about taglines of Air fresheners, hand wash and hand sanitizers. As I worked on fantastik air freshener, so I had to collect a list of fantastik air freshener's tagline. From that list my supervisor has selected the final tagline of the Fantastik air Freshener. Fantastik Air Freshener's tagline was '**Have a Fantastic Day'.**

Unique Selling Proposition

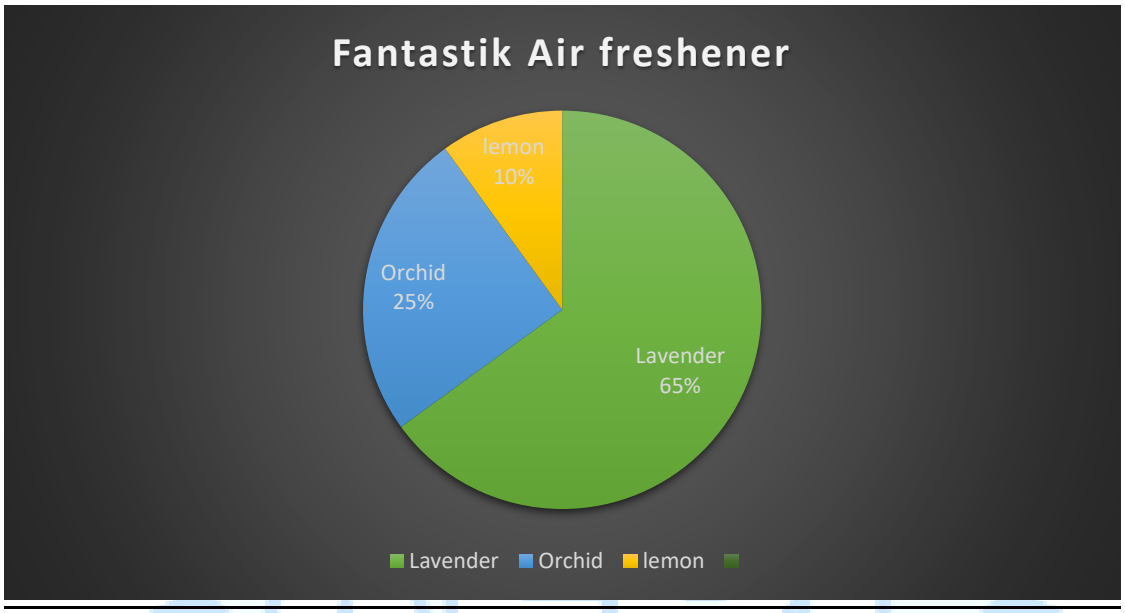
Unique Selling proposition means the quality in which one company's product is differentiated than other company's product. For this USP a company can make a distinctive place in customer's mind. I am working to find out the USP of our company's product by seeing the ingredients of the product in this case we need to add such an ingredient which is not used by the competitors and will be helpful to the customers.

“Fantastik” Air Freshener

Company gave the name of the Air freshener is “Fantastik’’. Its tagline is “Have a fantastic Day’’. Fantastik Air freshener instantly and effectively spread a fresh inviting fragrance in your rooms, halls and offices. It is a stain free freshener which is perfect for using on cushion, carpet, bedspread, curtain, upholstery and wardrobe etc. it is marketed and brand ownership by Akij Healthcare & hygiene Ltd. Initially the company launched only one pack size which is 300 ml. Its MRP is 225. because the company has newly launched this product that’s why company doesn’t have wide range of distributer channel that’s why company sells the Air freshener at the distributor price DP to the retail party directly. Air freshener’s DP price is 175. It basically is used for eliminating bad odor and bringing the refreshment in the air.



Consumer's Feedback on 3 variants of Air fresheners



We can see from the chart on the above is that 65% consumer purchased lavender fragrance Air fresheners and 25% people purchased and liked orchid fragrance and the rest of 10% consumers purchased lemon fragrance. Company launched these 3 variants in the launching event. This event is basically called sales campaign of Air Fresheners. During this sales campaign, company tried to understand the sales procedure and the perception of the consumers. This calculation showed that consumer purchased more the lavender fragrance so the company will increase the production of lavender fragrance. as we can see that people liked and purchased more the lavender variant so definitely, they will purchase this lavender fragrance in future as well that's why company will keep this thing in their mind and do the production accordingly. Another fragrance that is Anti-tobacco didn't produce yet. But the company will also launch Anti-Tobacco fragrance very soon.

Part 3

Discussion & finding of the Fantastik Air Freshener

Competitors of the Fantastik Air Freshener

- There are other companies' air freshener in the market which are competing with fantastik air freshener. A good company always focus on what will be the next step of the competitors. As we said in the above that Fantastik is a newly launched product in Akij Healthcare & Hygiene that's why Company has to be very much focused and concerned about the other brands. They first analyzed about the competitor's brand. Then they tried to bring an air freshener which can be compete with the competitors.

  - **Angelic**
  - **Fay**
  - **Spring**
  - **Odonil**
  - **Fresh N Fresh**
  - **Fresh N Garden**
  - **Aer**

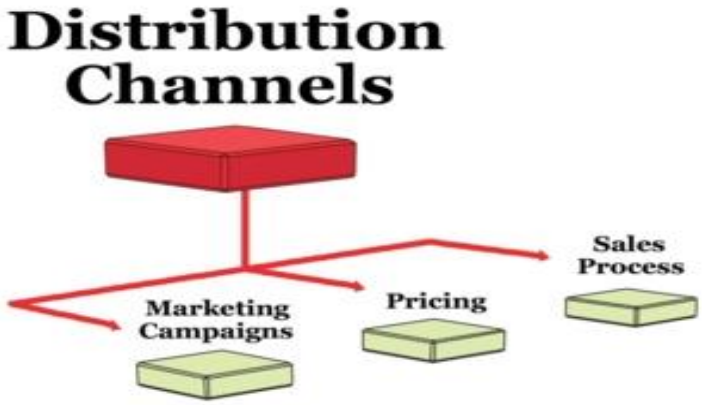








Fantastik Air Freshener's Distribution Policy:



Distribution is a procedure that can make or kill a business. When an organization's distribution system is powerful and effective, it means it has more opportunities to sell its products than its competitors. If a company's major goal is to place its items in the competitive market faster and wider at a lower cost than its competitors, it will succeed in achieving a bigger profit margin. Direct marketing is also regarded as a feasible distribution method in the current market condition.

Fantastik is a newly launched product in Akij Healthcare & Hygiene Ltd. That's why it doesn't have any distribution channel yet. But the company has opened 7/8 distribution channel in 7/8 areas in Bangladesh. But those distribution channels have not operated yet that's why company has supplied their air freshener through direct retail party. Retail parties directly ordered the air freshener to the company then company has sent the product them. Gradually the company has broadened up their channels.

Quality Policy of Fantastik Air Freshener

Quality is the most important concern of the Akij group. The company gives its first priority to the quality. And its main slogan is that Quality First. The main aim of Akij Group is to gain business brilliance and success through quality and allocate by realizing, responding, visiting, recovering and overcoming clients wishes and fulfilment. To accomplish and sustain customers' loyalty this organization pursues International Standards on Quality Management System to promise constant and faithful nature of items and services. Quality is the main concern for the Akij Group. To promise and maintain consistence with quality rules and guidelines all specialists of the company must have to pursue recorded system. Through their systematic training, planning and participating for continuous development for the work methods and strategies, Akij Company continously improves, develops and enhances their human resources skills and technology frequently.

How can Fantastik Air Freshener Market Develop

There are so many effective sides of Fantastik air freshener by which they can develop market such as flexile, realistic, insensate, acceptable, style, fluctuating mood positively, eliminating bad smell, keep fragrance and positive form of mind. Now these positive features that encourages to develop market have been described below-

Flexile

Air freshener service is heavenly and may be used anywhere in the office or at home. It is not just utilized in toilets, but also in locations like offices, conference rooms, houses, hostels, gathering areas, classrooms, and anywhere else. This is equipped with a fan that can be employed in congested areas during rush hour or destroyed in less traveled areas so that anyone may determine the exact amount of smell flowing in that location on establishment or splash.

Realistic

They use regular basic oil to make their aroma Fantastik air freshener. This purifier does not accept vaporized or unstable natural mixtures. Fantastik air fresheners have a light, crisp aroma because they are natural and not overpowering. Purchasers do not have to be concerned about acquiring the same aroma. Because Fantastik offers four different aroma options to its consumers, they can choose their favorite and most favored scent.

Insensate

Heavenly deodorizers merely mask the odor of unpleasant odors rather than ruining their mood; however, these deodorizers are widely available in practically all supermarkets and eliminate odors completely, preventing them from merging

unpleasant odors. This fantastic air freshener gives off a fresh, clean scent that is free of foul odors and scrunching noses.

Style

Nowadays, there are many different kinds or models of Fantastik air freshener available, all of which are smooth, stylish, and not outdated. Their closed framework is ideal for dangling and robbery. The plan also includes additional security measures to ensure that neither children nor animals are able to access it.

Fluctuating Mood

There must be times when a person's mental state is completely out of whack. He or she, too, want to smash his or her head. However, if a person is suddenly hit by the scent of lemon or normal flower, it will quickly change his or her mood, and he or she will be able to easily moon on in light of saltiness and calm. Without destroying one's thinking, one can easily focus on his work or address everyone. Otherworldly deodorizers are frequently linked to individual prosperity and a boost to a positive state of mind.

Eliminating bad smell

Everyone dislikes it when they enter a house or a bathroom and are greeted by a foul odor. As a result, cosmetic companies have started producing a variety of air fresheners in a variety of flavors. They make these air fresheners in response to the needs, wants, and demands of their clients. It will enable us to eliminate any unpleasant odors from our homes, bathrooms, closets, and even nature.

Keeps Fragrance

If a person does not use Fantastik deodorizers, he or she may be able to overlook the offensive odor. The house will be filled with a wonderful smell. The air will also be revitalized. Individuals might use this in their illustration room to impress their visitors. Visitors' relatives and companions would be enchanted.

Acceptable

Anyone who chooses or purchases a decent air freshener, such as Fantastik, will benefit from complete installation, maintenance, and refill by administration pros. There is no additional price for battery swaps. Furthermore, specialists guarantee that the freshener will not run out.

Positive form of mind:

If someone is in a bad mood, a little change in smell can make a huge difference. The proper aroma does, in fact, put everyone in a pleasant mood. If someone is experiencing an emotional episode, Fantastik air freshener might help them to feel better and more positive.

Part 4

Swot Analysis of Fantastik Air Freshener

Swot Analysis of Fantastik Air Freshener

Strength

- Strong and positive brand image, as well as product creation capability.
- powerful distribution network and an exclusive supply chain network.
- Price of Fantastik air freshener is imposed so reasonable.
- Available in a variety of attracting and exciting fragrance.
- Fragrance is so good and liked by the users.

Weakness

- Availability of a less expensive alternative.
- There is no use in employing people from all social classes.

Opportunity

- Bind up with hotels, restaurants, airlines companies.
- Evolve customized fragrance for smoking areas.
- Enhancing purchasing power of people thereby growing demand.

Threat

- Enormous and growing competition amongst other FMCG companies.
- Beginner in the marketplace.
- Competitor's intensive activation with retailer.

Part 5

Recommendation & Conclusion

Recommendation for Fantastik Air freshener

Air Fresheners beautiful scent to give a radiant aroma to space, to cover bad smell, or both and it is the closer item to the consumer. Showers, gels, oils, fluids, solids, modules, hanging plates, dots, blend, wick diffusers, and scented candles are the various frame of modern air fresheners. Fantastik air freshener is a product of Akij Healthcare & Hygiene Ltd which is a part of Akij Venture Ltd. It has 4 variants of air freshener such as lavender, orchid, lemon and anti-tobacco. Fantastik air freshener's fragrances are related with the floral scent. Company made one of the two air fresheners with lavender flower and orchid flower because flowers have great impact of eliminating bad odour in the environment. There are some recommendations which we can suggest to the company for improving its brand.

- There is no smell of candles, oils, beads, potpourri, or gel-based air freshener in Fantastik air freshener under the Fantastik trademark. Fantastic should broaden its brand as other local and international competitors introduce additional features.

- It should improve media presentations in order to promote their brand. Their target market will be expanded thanks to media communication.

- As the rivalry heats up, it's more important than ever for Fantastik to come up with new designs, styles, versions, and variants, such as organic and chemical-free options.

- A compelling trade offer should be made.

- Furthermore, they should pursue worldwide business in order to maintain their market leadership position by continual market research.

Conclusion

The report analysis finally concludes. The report is based on how consumer usage and purchase behavior is affected by Fantastik Air Freshener. We did research on the relation between marketing and consumer perception of the Fantastik air freshener. Fantastik air freshener is a newly launched product in the Akij Healthcare & Hygiene Ltd which is one of the units of Akij Venture Ltd. It has 4 variants such as Lavender, natural orchid, lemon and anti-tobacco. Company will soon supply the air freshener in the marketplace. They have already opened 8/9 distribution channels. Through this distribution channels. Company will soon lunch the Fantastik Air Freshener in the market. Company has planned to do immense advertising, promotional activities to make the Fantastik air freshener as the most popular air freshener in the market. They made the air freshener in such a way so that company can sell it internationally. Company provides quality product with reasonable price. Because it is a freshly launched product, the company must take significant steps to run and compete in today's competitive market, and to make their air freshener unique and popular. By implementing the recommendations in this research, your organization may compete with other brands.