

Effects of Trade Promotion on Company Sales: A Case Study on Square Toiletries Limited

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As part of the requirements for the Bachelor of Business Administration degree, this report has been submitted to United International University's school of Business and Economics.

Effects of Trade Promotion on Company Sales:

A Case Study on Square Toiletries Limited



School of Business and Economics

United International University

Course Name: Internship- INT 4399

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Letter of Transmittal

1st June, 2023

Dr. Khandoker Mahmudur Rahman
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Subject: Submission of the Internship Report on “Effects of Trade Promotion on Company Sales: A Case Study on Square Toiletries Limited”

Dear Respected Sir:

I would want to submit my internship report, which is titled “Effects of Trade Promotion on Company Sales-A Case Study on Square Toiletries Limited”, which has been prepared as a requirement for the completion of the BBA Program of United International University.

Square Toiletries Limited is one of the largest fast-moving consumer goods (FMCG) company in Bangladesh & it is a subsidiary of Square Group. Square Toiletries Limited have 20 brands in different segments like health, hygiene, oral care, hair care, fabric care etc. It is also producing more than 50 products.

I have made an effort to abide by each and every recommendation you have made while working on the report. I had a wonderful internship with Square Toiletries Limited and had a great experience working in the FMCG industry. When necessary, Square Toiletries Limited's leadership has also extended their cooperation.

Sincerely,

Jannatul Firdaus Keya

ID- 111 181 090

ACKNOWLEDGEMENT

I would like to thank the internship supervisor Dr. Khandoker Mahmudur Rahman who has guide me in every step of my internship period. I want to express my gratitude to the sales team of Square Toiletries Limited for giving me the chance to learn about their company and working there as an intern. I have no doubt that anyone will be inspired by their dynamic managerial activities to develop their careers effectively.

Additionally, I want to thank my line manager Mr. Sabbir Ahmed (Regional Category Executive), Mr. Rezhanul Rakin (Trade Marketing Executive) and Mr. Syed Bodruzzaman (Trade Marketing Officer) and all employees of the Square Toiletries Limited, for their support that they has been provided for preparing the report. In 3 months, I practically work with sales team and try to understand their perception and on the basis of my understanding and learning, I prepared report from my own point of view. Finally, I will express my gratitude to all who read this report and will benefit from it in the present and the future.

DECLARATION

I am Jannatul Firdaus Keya, student of School of Business and Economics (Marketing & Human Resource Management) of United International University, Bangladesh, do hereby declare that the internship Repot on “Effects of Trade Promotion on Company Sales-A Case Study on Square Toiletries Limited”, is an original work and has not been previously submitted for any degree, diploma, title, or recognition.

Jannatul Firdaus Keya

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School of Business and Economics

United International University

Executive Summary

Square Toiletries Limited is the most renowned and esteemed fast-moving consumer goods (FMCG) manufacturer & seller in Bangladesh. It is a concern of Square Group but its functions as a separate entity. As a branch of the Square Group, Square Toiletries Limited was established in 1988. In 1994, it became a distinct private limited company. As a FMCG manufacturer it hosts 20 different brands, from skin care to household cleaning products. It has two hundreds of distributors all over Bangladesh & with the increasing number of customers their market has also grown exponentially.

This report will give insight of trade program effect on company sales in Square Toiletries Limited. Recently, the sales department at Square Toiletries began hiring interns to give them a glimpse of corporate life and how the sales and trade marketing department of an FMCG company runs.. This internship program gave employee-like experience rather than an internship.

Furthermore, this report will provide sight & overview on Square Toiletries Limited as an organization, its vision, mission, employee practices, their marketing practices & many others. Square Toiletries Limited is an extremely accountable, flat, and transparent corporation. Due to good corporate practice & consumer-based products their products are competing with international brands.

Moreover, there will be in-depth analysis of the trade program strategies of Square Toiletries. It will provide insight on “Effects of Trade Promotion on Company Sales in Square Toiletries Limited”. After conducting the research, it was obvious that trade program methods are essential for hitting sales goals, it is gather the retailer's attraction as well as increase their purchase intensity to meet the sales quota. Additionally, it was discovered that the sales department is not completely dependent on trade program plans because other elements are equally important & trade programs always don’t result in success. However, it is an important factor which has a significant impact in achieving sales targets.

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Chapter 1: BACKGROUND OF THE REPORT

1.1 Introduction

Due to constantly changing customer tastes, preferences, and other factors, as well as technical advancements and intense competition, modern business is extremely complex. The competition is becoming more widespread as globalization progresses. Therefore, every organization should be international standard. Every organization wants to make his or her loyal customer group. Each organization would like to gain maximum profit through consumer's satisfaction. Today, each company has to face extreme competition. There are two types of environment, external and internal environment.

Soap is a cleaning product that is used for personal hygiene. People usually use soap for removing dirt and to maintain cleanliness. Soap is also help to remove oils and sweat that can accumulated on the skin and cause body odor. Soap is the one of the most essential thing for the consumer life. The demand of soap is always high. In summer time its demand become very high. There is a wide demand and high prospects for the Soap. Meril soap is the one of the popular soap brand in Bangladesh. Meril soap is known for its high quality and effectiveness in cleansing the skin. Meril soap is several different variants & sizes. It is very affordable for the consumers. Meril soap is one of the popular items to meet the demand of new and existing consumers. It has abilities to clean the skin without causing irritation or dryness.

This study tries to focus on trade program effects on company sales of Meril Soap. Meril is the one of the popular soap brands in Bangladesh. It is manufactured and marketed by “**SQUARE TOILETRIES LIMITED**” from **SQUARE GROUP**. Meril soap is the one of the best-selling product in Square Toiletries Limited.

1.2 Topic of the report

A topic needs to be chosen for the report. What will be covered throughout the report is revealed by a well-defined topic. The topic has been assigned “Effects of Trade Promotion on Company Sales of Square Toiletries Limited”.

1.3 Origin of the report

In today's society, a student's ability to compete effectively and accomplish their goals is hindered if they solely rely on academic education without gaining real-world experience. The research has provided the chance to learn how a company can improve its sales through a trade program in order to meet its organizational sales target.

1.4 Background of the Report

The internship program is a crucial component of the BBA curriculum as it plays a vital role in helping students gain practical knowledge of business activities. During the internship, students work closely with professionals in an organization, allowing them to learn about the various functions and operations of the organization. This program helps students develop analytical skills and a scholarly attitude. Completing an internship is necessary to obtain a BBA degree and is highly beneficial for students seeking practical experience in the business world.

For the completion of this internship program, I have been placed in the “Square Toiletries Limited” as an internee for 3 months. It located Samson Centre, Gulshan-1. This report would be base on- Effects of Trade Promotion on Company Sales of Square Toiletries Limited.

1.5 Objective of the Report

A realistic and useful subject to comprehend the situation almost completely is an internship program. In essence, it is a career development activity that aids students in developing their careers. It produced chances to develop a professional network, experience firsthand, and a genuine perspective of the sector. The following benefits are provided to me by the internship program:

1.5.1 General Objective

The report's completion is the study's main goal. Obviously, which will provide us with the necessary market information. To achieve this goal, it is crucial to establish our own objectives to guide us through the report's process. These objectives will provide us with a clear framework to follow, ensuring that we stay on track and obtain the desired outcomes.

- Discuss with responsible person to know details about trade program
- To establish a connection between academic study and the world of actual practice.

- To be able to compete head-to-head with industry leaders by having real market knowledge.
- To increase my understanding of the marketing and sales industries in order to advance my career in the industry in the future.

1.5.2 Broad Objective

To understand and analyze the current market scenario and trade program effect on trade sales. How Meril soap created its brand image in Bangladesh market. And how trade program effect on trade sales.

1.5.3 Specific Objective

As a marketing student, the report I prepare needs to have a set of defined goals. The specific objective of the report is to explore the Trade Program effects on company sales of Square Toiletries Limited.

- To analyze the impact of the trade program on sales performance in different places
- To identify strengths & weaknesses of the trade program in terms of sales promotion
- To assess effectiveness of the trade program in increasing market penetration & product visibility
- To evaluate the effect of the trade program on consumer buying behavior & brand loyalty
- To compare the sales performance of the company before and after the execution of the trade program
- To find the correlation between the trade program & sales growth in the short and long term
- To examine the role of various factors such as pricing, packaging, and distribution in the success of the trade program
- To suggest recommendations for continue the trade program to increase sales performance and overall profitability

1.6 Scope of the Report

This report has been prepared through extensive discussion with Square Toiletries Limited employees & honorable line manager. I got a fantastic opportunity to gain in-depth understanding of all STL's sales strategies when I prepared this report.

1.7 Methodology of the Report

Everyone needs to adhere to a few norms and regulations for efficient & accurate study. The inputs for the study were gathered from two distinct sources:

1.7.1 Primary Sources

- Practical knowledge about trade marketing & sales
- Observed sales & trade marketing activities
- Face to face conversation with the Internship Supervisor
- Observing the situation directly
- Surveys and interviews
- Face to face conversation with the sales & trade marketing department employees

1.7.2 Secondary Sources

- Report of the STL
- Internet
- Google Scholars
- Website of STL
-

1.8 Limitations

There were a few limitations in the preparation of this report:

- Information verification was hampered by insufficient sources.
- The analysis provided here might differ from the viewpoints of subject-matter specialists.
- The organization might see some report details as being confidential.

Chapter 2: ORGANIZATION PART



2.1 Overview of the Organization

One of the biggest manufacturers of fast-moving consumer goods (FMCG) in our nation is SQUARE Toiletries Limited, which is well known to all. Square Toiletries was established in 1988 as a division or subset of Square Pharmaceutical Limited, but it registered as a separate entity in 1994. Up to that point, STL's product line and market share both grew quickly. In that regard, STL now has and markets twenty different brands for various consumer & market sectors in addition to a fifty-product line that also includes various stock keeping units (SKU). The majority of the products are made in Rupshi & Pabna, where their plant is located. The company's top brands include Meril, Kool, Senora, Chaka, Jui, Supermom, and Zerocal, Xpel Aerosol, & Revive. All these brands have different sorts of products and many of the products have different sorts of SKU's. As a consumer brand SQUARE Toiletries Limited is serving its customers with skin care products, hygiene products & lastly home cleaning essentials for the last 34 years. Its products relentlessly cover children to adults & from male to female with sustainability & affordable price. Square Group's sister companies-

- **Square Pharmaceuticals Limited**

The largest pharmaceutical firm in Bangladesh is SQUARE Pharmaceuticals Limited.

- **Square Textiles Limited**

SQUARE Textiles Ltd. began operations in 1997. A second unit was formed a year later. Excellent vertical integration is present. SQUARE Spinning, SQUARE Fashions, and SQUARE Yarns Ltd.

- **Square Toiletries Limited**

The 1988 launch of SQUARE Toiletries Ltd. as a division of SQUARE Pharmaceuticals. Founded in 1994, SQUARE Toiletries Ltd. STL manufactures 50 cosmetics and toiletries for export. STL produces goods in Rupsi & Pabna. Equipment designed for a certain product is produced, created, and packaged by STL. Dragoco, Firmeuich, etc. are used by STL.

- **Square Food & Beverage Limited**

One particular business was Square Food & Beverage. Customers have favored SCPL because of its superior goods and services.

- **Square Agro Development and Processing Limited**

To advance the country's agricultural industry, SQUARE established a plant tissue culture facility. Agro Biotech will offer high-quality planting supplies all year round. Agro Biotech provides farmers and nurserymen in this agriculturally based nation with high-yielding, disease-free, stress-free seed and seedlings

- **Aegis Services Limited**

The Aegis Services Limited of the SQUARE Group. Square Pharmaceuticals established "Aegis Services Limited" to safeguard businesses, industries, construction sites, and residences. Aegis is an invulnerable shield. The company will be shielded from security risks by Aegis. Square Group and other clients are safeguarded by Aegis.

- **Square Air Limited**

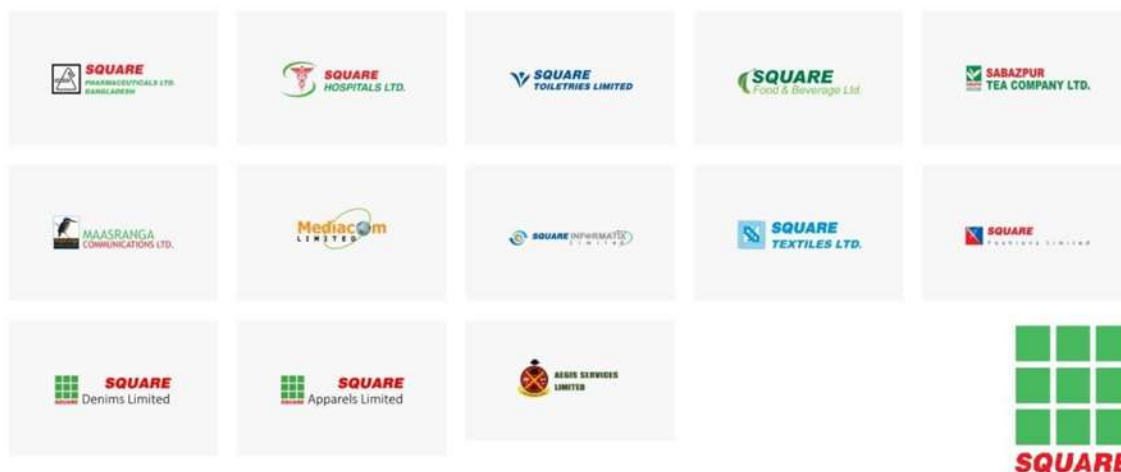
Square Air has begun helicopter service. To transport executives and offer EMS for Square Hospital, Square Air purchased a brand-new Bell 407 helicopter.

- **Square Hospitals Limited**

The 300 bed hospital in Square Hospital. Methodist Healthcare in Memphis has connections to Christian Medical College-Vellore in India as well as Care IVF Centre in Singapore. Dhaka is served by the hospital. Two structures on Panthapath are connected by bridges. The 18-story hospital is 450 000 square feet in size. The ASTRAS building, which has 136,000 square feet. Both structures adhere to American building & fire codes. There are 60 exam rooms & 1,200 outpatients every day at this facility. Wait times for admissions, emergencies, and outpatient clinics are monitored.

- **Square Securities Management Limited**

The Dhaka and Chittagong Stock Exchanges' capital market trust is managed by Square Securities Management Limited. CDBL's DP is SSML. Since 1998, SSML has provided knowledgeable, committed service and first-rate technical assistance. To better serve business clients, wealthy individuals, and financial institutions, it is growing.



2.1.1 Vision of STL

We make an attempt to understand the distinct desires of the customer and translate those needs into products that satisfy them in a distinctive way with high-quality goods, excellent service, and reasonable prices.

2.1.2 Mission of STL

- We prioritize the importance of consumer understanding as a valuable asset and strive to continually grasp the evolving needs of consumers, aiming to deliver the utmost satisfaction.
- To offer consumer items with a high level of quality and fair pricing. We endeavor to make our products compliant with global quality standards through ongoing R&D and innovation.
- To keep a friendly workplace so that STL can grow and develop its employees, which is its greatest asset. In addition, we aim for high levels of employee satisfaction and motivation.
- To honestly honor our obligations to the government & society while maintaining the high ethical standards. We must also make effort to ensure that society is free from corruption, unethical behavior, and anti-environmental actions.

2.1.3 Values and Principles

The welfare of the customer, the employee, and the community is the foundation of Square Toiletries Ltd.'s beliefs and principles. Square Toiletries Ltd. believes it is their duty to contribute to society's well-being. Despite being a for-profit company, STL do not always put revenue first. Instead, it aspires to be even more dedicated to upholding social responsibilities. So it has a strong sense of duty towards its consumers, employees, and society at large. All aspects of STL's operations are consistent with these values and beliefs. from day-to-day business activities to quality policies.

2.1.4 Corporate Social Responsibility

Corporate Social Responsibility (CSR) is the term used to describe the moral and charitable obligations that businesses have to society and the environment in which they operate. These obligations include dealing with social and environmental problems, advancing sustainability, moral labor standards, and community improvement projects.



Senora: Over the years, Square Toiletries has been actively promoting menstrual education through its Senora brand advertisements, which has contributed to its widespread acceptance among both men and women. The company's messaging not only emphasizes the importance of menstrual hygiene, but also raises awareness about the negative consequences of early marriage. Square Toiletries' efforts have also included a menstrual helpline, providing confidential support for those who are hesitant to discuss their concerns with others. As a result, the company has been successful in disseminating important information about menstruation and promoting public awareness and understanding of this important topic.



Senora Confidence: To make it simpler for women to get menstruation products,

Square Toiletries recently announced a project that will install digital vending machines in several educational institutions. This program aims to address the common misunderstandings and stigmas surrounding menstruation, which often discourage girls from seeking assistance. By providing discreet & convenient access to menstrual products, Square Toiletries hopes to create a more accepting and natural environment, where women can feel comfortable & confident during their periods. More people learning about this program will make it easier for people to embrace it naturally rather than making other women uncomfortable with their existing opinions, which will benefit students in difficult situations.



Supermom: It has been nine years since STL created a call center system to help women of all ages and expectant mothers via their counseling team in order to sell their brand and goods. The system is aimed at promoting the company's brand and products, and it enables people to speak with Dr. Mehtab Khanam, a renowned family physician and psychologist, about physical and mental health issues and also those of their children. Square Toiletries offers a policy that covers their Supermom Baby Diaper up to 20,000 takas. Customers who purchase a large pack of diapers are eligible to register for the coverage for a month. The insurance policy covers hospital costs, diagnostic bills, life insurance, and other benefits for both parents and one child. Square Toiletries' initiative is noteworthy and unique.



JUI: JUI is a well-known brand in Bangladesh and they have created several educational TV ads to promote their products, empower women, and educate them on their rights. The company also motivates women to stand up for their safety and rights, which is crucial for breaking free from cultural biases. These initiatives play a crucial role in empowering women to emerge from the stigma of social discrimination.

2.1.5 All Brands & Products of Square Toiletries Limited

Each of the brands owned by Square Toiletries Limited has a tagline, and the company releases its products under different categories. Meril, Xpel, Senora, Kool, Shakti, Chaka, Supermom major brand of Square Toiletries Limited.

The following lists the Brands:

Health and Hygiene Products

Brands	Products
Senora 	• Senora Confidence • Senora Confidence Teen • Senora Anti-Infection Sanitary Napkin Belt • Senora Anti-Infection Sanitary Napkin Panty • Senora Ultra-Thin • Femina Antibacterial Sanitary Napkin- Panty & Belt
Zerocal 	• Zerocal Tablet-6.5mg • Zerocal 100+100= 200 Tablet Pack • Zerocal Sachet

Sepnil



- Sepnil Sanitizing Hand Wash
- Sepnil Hand Sanitizer Spray
- Sepnil Instant Hand Sanitizer
- Spenil Hand Rub
- Sepnil Alcohol Swab
- Sepnil Face Mask

Select Plus



- Select Plus Anti-dandruff Shampoo
- Select Plus Anti-dandruff Shampoo

Supermom



- Supermom Mild Baby Wipes
- Supermom Baby Diaper (Small)

Toiletries Products

Brands	Products
Meril 	• Meril Milk Soap • Meril Milk & Beli Soap Bar • Meril Milk & Kiwi Soap Bar • Meril Conditioning Nail Polish Remover • Meril Baby Lotion • Meril Baby Soap • Meril Baby Olive Oil • Meril Baby Toothbrush • Meril Baby Gel Toothpaste • Meril Baby Powder • Meril Baby Shampoo • Meril Lip Balm (Strawberry) • Meril Glycerine • Meril Lipgel • Meril Olive Oil • Meril Petroleum Jelly
Revive 	• Revive Moisturizing Lotion • Revive Talcum Powder • Revive Shampoo

JUI



- Jui Pure Coconut Oil (Tin)
- Jui Pure Coconut Oil (Plastic)
- Jui Hair Care Oil

Super White & Chaka



- Chaka Advanced Washing Powder
- Super White

Chamak



- Chamak Fabric Brightener

White Plus & Magic



- Magic Extra Fresh Tooth Powder
- White Plus Kids Toothpaste
- White Plus Toothpaste

Xpel & Spring



- Xpel Aerosol
- Xpel Natural Mosquito Repellent Spray
- Spring Air Freshener (Orange Fresh)
- Spring Air Freshener (Floral Fresh)
- Spring Air Freshener (Lemon Fresh)
- Spring Air Freshener (Lemon grass)

Kool



- Kool After Shave Moisture Gel
- Kool After Shave Lotion
- Kool Deodorant Body Spray
- Kool Deo Talc
- Kool Shaving Cream (Frosty)
- Kool Shaving Foam
- Kool Football Fan Kit

Shakti



- Shakti Toilet Cleaner

Maxclean 	• Maxclean Antibacterial Dishwash Bar • Maxclean Antibacterial Dishwash Liquid
Rain Shower 	• Rain Shower Refreshing Bath and Shower Gel

Herbal Product

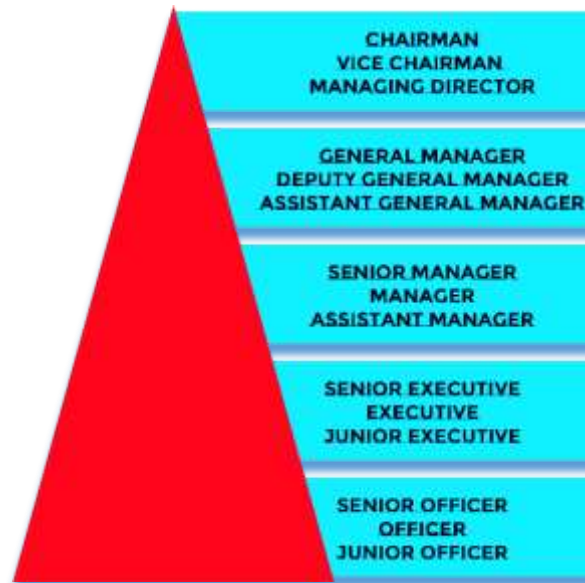
Major Brand	Product Offering
Maya Naturals 	• Maya All Natural Hair & Scalp Oil • Maya True Herbs Marula Oil

2.1.6 Departments of Square Toiletries Limited

Internal Audit Department
Marketing
Accounts and Finance
Management Information Systems (MIS)
Human Resources Management
Product Development
Commercial
Production Planning and Inventory Control
Quality Control
Sales and Trade Marketing

2.2. Hierarchy and Organogram of Sales & Trade Marketing Department

Management Hierarchy of Square Toiletries Limited -



STL Sales & Trade Marketing Department Field Force Organogram:



2.3 Sales & Trade Program Practices of Square Toiletries Ltd

By creating and fulfilling sales goals with the aid of several distribution channels, partners, trade programs, and other strategies, the sales department for FMCG can be seen as the source of energy that keeps the money machine running. Wholesalers, retailers, e-commerce, modern traders, super stores, distributor point owners, delivery drivers, etc. are important distribution channel partners for Square Toiletries Ltd. The end users of STL's products are reached by means of these channels after leaving the manufacturing facility. In order for the business to maintain and hit its sales goals, around 1200 field sales representatives work all across the nation to gather orders, ensure delivery, resolve, collect bills, and offer incentives. Each day, responsible sales officers visit markets and gather orders from retailers and wholesalers. They have a daily target of 30 memos per sales officer that they must meet in order to maintain their KPI grades. To reach their goal, STL uses trade promotion offers to target each chain in their distribution network and attract their attention in order to increase demand for STL products. STL makes the following offers to its partners:

- **Normal Bonus-** When a shop owner purchases 11-13 of the same product SKUs in one invoice, he receives 1 product for free.
- **Slab Bonus-** A store receives a slab bonus when it buys more than 72 pieces. For instance, a store owner will earn 8-10 extra pieces as a standard bonus if he orders 65-72 pieces product in a single invoice. However the shop owner will receive 8-10 pieces as part of the Slab bonus.
- **Trade Program Bonus-** In contrast to the regular or slab incentives, the trade bonus is not a specific bonus. STL does not offer free products during this limited time period, they provide monetary rewards or gifts. These trade programs have specific name such as Meril soap plastics high stool Program, Jui & Meril soap upohar Program, Jui & Meril soap plastic gamla Program etc. Few programs last an entire season, which lasts between 3 and 4 months, and even fewer last just one month. A wholesaler or retailer will earn financial incentives or gifts, including a stool or gamla among other rewards, if they purchase certain amount of items and reach the goal

under the core structure of these schemes. These types of promotions actually motivate store owners to stock STL products, which is quite beneficial for the business. Additionally, STL provides incentives to all drivers, distributors, and delivery personnel who meet their individual work goals, which is a great way to keep everyone motivated to increase sales.

These Trade Sales Programs are created by people in the sales department, who also oversee them, interact with the field force to motivate them to meet their goals, monitor their whereabouts, produce reports on their key performance indicators, collect and distribute payments, and manage the entire sales department and its operations.

2.4 Contribution of Management Information System (MIS) in Sales & Trade Marketing

Organization's trade marketing program and achievement of sales targets are overseen by the MIS department. By managing the database and supplying the appropriate information, this department is essential in boosting sales and reducing losses. It examines and verifies invoices to make sure the business can properly and promptly carry out promotional initiatives. They create concise spreadsheets that summarize the distributor's payment claim and the incentives given to retailers and wholesalers. So that after checking and using software. So that the company can quickly get the right amount to pay the wholesalers, retailers, and dealers. Occasionally, wholesalers, retailers, and distributors request higher payments than the quantity of ordered goods that was invoiced. However, due to the computerized verification procedure used by the MIS department, such flaws can be quickly identified, allowing the sales and finance departments to take the proper action. Through an automated service, it also keeps tabs on all sales, transactions, profits, and stock levels. On a regular basis, it checks for and fixes all errors in the automated service. The MIS division also evaluates sales reports and sets sales goals for sales representatives. Any training related to sales automation falls under the purview of this division. This is the repository for all data pertaining to trade initiatives, sales expansion, and losses.

2.5 Marketing Practices of Square Toiletries Limited



One of the largest manufacturers of cosmetics and toiletries in Bangladesh, to accomplish their objectives and maintain a profit, Square Toiletries Limited needs a unique marketing approach. I'm going to check out their existing marketing tactics right away.

- **Product:** Presently, Square Toiletries Limited produces 50 unique products under 20 of its own brands. This variety contains goods so caters to various markets. Their steadfast dedication to their quality policy assures that the things they produce are of the highest caliber possible. In addition to that, the packaging is excellent for a product from Bangladesh. They largely focus on selling items related to winter. Thus, STL's brand value is greatly influenced by the quality of their products and packaging. Their operations for research and development are being actively expanded, and new strategies are being implemented. Instead of creating a whole new product, businesses are focusing on differentiating their current offers by evolving packaging or tastes.
- **Price:** Since they follow benchmark prices established by other international businesses in the same category, the prices of all the items are fairly fair given their quality. They ensure that the high class and lower middle class people of our society

can afford the costs. Their more targeted pricing gives them an advantage over rivals in the marketplace. They employ a number of strategies, such as discounts and freebies, to increase sales thus, consumers who purchase STL items are in a win-win position as they get high-quality products at a reasonable cost.

- **Place:** Businesses must develop their logistical systems in a way that makes it easier to deliver goods to their target customers. Ensuring the buyers' comfort when making purchases, to put it another way. The things must be visible and reachable in every area in order to reach customers. For this reason, STL has a system in place to distribute its products around the country. The traditional manufacturer-distributor-retailer-customer distribution chain is still used. With 261 approved distributors, they can guarantee delivery precision in each area. STL is able to deliver its goods on schedule because to the accessibility of state-of-the-art and sophisticated transportation networks.
- **Promotion:** STL always picks constrained promotional strategies, such advertising, television commercials and many different way to sell its products. They emphasize care when selling their products during the campaign. Identifying and removing social stigmas are two examples of societal misconceptions. The main ways STL advertises are on radio, television, and through its own sales representative. So where consumers are informed about offers, incentives, etc. One of the most basic facets of its advertising operations is the constant consideration of the social obligations of its clients.

2.6 Industry & Competitive Analysis

2.6.1 Porter's Five Forces Analysis for STL



1. **Industry rivalry among existing competitors:** As an FMCG manufacturer, STL faces intense competition from both domestic and multinational companies. Kohinoor chemicals, Keya cosmetics, and ACI are STL's local rivals. On the other side, major MNCs with significant resources & brand value, such as Unilever, Reckitt Benkiser, and Marico, are among its main rivals. These companies produce & sell similar kinds of products in the market.
2. **Bargaining power of suppliers:** Since there are plenty of suppliers, STL has to deal with low supplier bargaining power when acquiring raw materials. To obtain the product at a low cost while still keeping their costs down, companies must bargain with the suppliers.
3. **Bargaining power of buyers:** As there are many same organizations in the market who are offering similar kinds of products, so thsat switching cost is low to none. That's why the bargaining power of consumers is very high in this case for STL's

products. Therefore, STL tries to offer products to customers at a lower price in order to maintain its competitive advantage.

4. **Threat of new entrants:** In order to succeed, the fast-moving consumer goods sector for cosmetics needs a lot of funding & brand value. As a result, it can be claimed that STL faces a relatively low danger from new competitors because to its strong brand recognition and high quality. Additionally, brand loyalty is crucial to the FMCG industry and the success of convenience products.
5. **Threat of substitute products:** Because any large company with enough resources can develop products of a similar nature, this threat is only moderate. However, STL has an R&D division that is constantly working to increase product quality and develop new products.

2.6.2 SWOT Analysis



Strength

- Comparatively lower price for every product
- Product from different categories
- Strong Brand Recognition
- Brand Reputation & Loyalty
- Strong financial resources
- Strong distribution channel

- First Mover Advanced

Weakness

- The R&D department is primitive
- Confined product line
- Lack of new product development
- Inadequate brand revitalization
- Inner operation problems
- A lack of awareness of current fashion trend

Opportunity

- Can extend the market with international certification
- Can gain market share by expanding the product line
- Can create own ecommerce platform
- Meeting the increasing demand of buyers
- Utilizing first mover advantage, meeting rising consumer demand

Threat

- Many organizations sell similar products
- Consumers switching costs are comparatively very low
- New trends change its consumers preference
- Barrier to entry is low

2.7 Summary & Conclusion

Square Toiletries Limited is the oldest company in Bangladesh, the position on the market that it has earned through years of effort and honesty. The company STL's tagline is "we care for you," and they have demonstrated this for long time by being devoted to providing top-notch goods that are made in our nation yet are of a high caliber on a global scale. The main factors influencing their success are their executives' skills and contributions to the company. They became a market leader because to their constant efforts to create novel and necessary products for all client tiers. Because of the high-quality, automated machinery used in their facilities to produce products with a high degree of versatility, they can able to connect with a variety of consumers. In summary, they provide products for every age group, which is a great deal considering the present condition of our country.

But considering improvements take time, STL is also updating and making an effort to change the product formula to reflect the recent changes in the commercial sector. They will soon see the results of their commitment to servicing the client and leading the market as they improve themselves in every aspect of company.

2.8 Recommendation for Square Toiletries Limited

During my time working with the Sales team as part of my internship at Square Toiletries Limited, I became aware of a few things that made me want to impart a few suggestions that they would find utilized.

- They should have a more structured & organized work plan for the interns which will help the intern as well as the line managers for performing tasks.
- Every time feedback should be given to the interns like other employees so that they can understand where they need to improved.
- The organization is very flat, which is a good thing. Nevertheless, there should to be more managerial positions available with the opportunity for employee experience.
- If interns regularly have the chance to network with different departments, their internship experience will be more enjoyable and their learning curve will be deeper.

Chapter 3: PROJECT PART

3.1 Introduction



When it comes to satisfying customers, the FMCG sector has some of the highest levels of competition. A company must be diligent in both its work and its offerings in order to maintain a competitive edge over other competitors. Providing customers with superior value is vital in terms of selling and distribution, but the rules are different when it comes to merchants. To put it more specifically and broadly, a company must persuade retailers to carry its items directly to consumers in order to market its goods. The reason is that customers visit their local shops or stores to buy the products they want rather than buying them directly from the business. As a result, in order to obtain the shelf in a retail location, organization must first consider how to please the retailer. The trade program strategy is used to carry out this line of action. Rather than focusing on the

consumers, trade program strategy is mostly concerned for the retailers or distributors. It is also emphasized as B2B marketing, where the manufacturer offers incentives and benefits to the dealers in order to expand their product chain and improve the effectiveness of the campaign. As an FMCG producer, STL use this type of approach to attract retailers to stock and sell their goods to consumers. Therefore I will discuss about STL's Meril Soap trade program/bonus tactics, how trade programs effect on the achievement of company sales goals.

3.1.1 Objectives of the Report

The main goal of the study is to determine how Square Toiletries Limited's trade program is effecting the achievement of company sales goals.

- To determine how to allocate resources for trade programs.
- To identify potential trade programs that are suitable for achieving retailer concentration.
- To evaluate the Square Toiletries Limited trade programs effectiveness and strength.

Because establishing programs would be impossible without funding and resources, the first specific objective will assist in understanding how resources are allocated and used to carry out trade strategies in the sales department. Second, the second goal will aid in understanding the methods used to carry out the trade programs. Finally, we can determine how it contributes to meeting sales targets by examining the level of effort and efficacy.

3.1.2 Methodology

Several strategies were used to carry out the study and accomplish the goals in order to get the desired results. Most of the data gathered for this study came from within the company itself in order to find the information for the objectives. Basically the information is gathered from STL corporate head office sales department. Therefore, it can be declared that the study is based mainly on primary research and that a qualitative method to data collection was used. By using interviews and observation, the qualitative approach to data

collection involves gathering information through description and conceptual conclusions. Therefore, during my internship, interviews with the executives of the sales department were conducted and ask several question to collect their opinion, and regular detailed inspection of their work was conducted.

3.1.2 Limitations

Regardless my best efforts to make this report thorough and useful, there will always some limitations to take into consideration. Around 1200 field salespersons are employed by STL across the nation. Due to the distance and the fact that some of them didn't have the best academic credentials, I wasn't able to contact everyone to get their thoughts. I was able to collect data solely from my coworkers who are familiar with the procedure and work at the headquarters as a result of this. Several facts have been omitted in order to follow organizational regulations due to these restrictions and to protect the company's privacy. Furthermore, given the short time of the internship, it was challenging to properly understand trade program effect on company sales and its results.

3.2 Literature Review

Square Toiletries Limited's ability to sell to retailers depends mostly on its trade promotion methods. The sales department is the engine that powers any business forward and brings in the financial resources needed for ongoing operations. A company's products can stand out in the market, gain the required market share, and enhance the market structure because of trade programs (Kasulis et al., 1999). Trade promotion is an indirect method of encouraging consumers to purchase a specific producer brand that is targeted towards retailers (Plaza & State, 2022, Poddar, A., & Donthu, N. 2011). Even though they were misunderstood by a lot of marketers in the 1980s, trade marketing and trade programs took center stage in the 1990s as merchants gradually obtained the power to promote brands (Drèze & Bell, 2003). Companies invest a lot of capital in trade programs, however 50% of trade promotions fail in modern times and with an increasing number of distribution channels (Nwielaghi Michael & Ogwo, 2013). Because the goal of trade program strategy is to improve the level of demand in connection with brand promotion, the promoting activity through trade programs or trade marketing is one stage further & one phase more challenging than standard consumer marketing or proposition (Chintagunta & Rao, 2001). This has been an important part of marketing strategy for organization's growth (Rahman, 2019). The most significant issue with the trade program plan is that only retailers are taken into consideration, but retailers can't sell the products if end users don't buy them, since demand is the only thing that influences supply. However, because they may perform last-minute marketing for the business and encourage customers to buy the products, retailers play a crucial role in selling to end consumers (Cui et al., 2008). Retailer might demonstrate the competitiveness of one's items in a market when many different product categories and companies are selling similar goods (Oyedapo et al., 2012). Through the trade marketing division's price offer, STL aims to secure the appropriate shelf placement. However, the situation changes when a customer purchases from a super store and the conversion is managed by a POS system, in this scenario retailers have no responsibilities to accomplish (Janssen & Reshidi, 2023). On the other side, developing a trade program strategy that

meets product demand is essential and gives you an immediate advantage over rivals (Ezekiel et al., 2020). Conducting market research and getting an overview of competition pricing and offers are both vital to the success of trade programs. Competitor analysis helps in being more proactive and improves the capacity to make the best decisions and offering while conducting trade programs (Student et al., 2021). Therefore, STL gathers information about its competitors and regularly modifies its trading program. Because everyone in the market prefers the best offer possible in the context of buying and selling. It not only helps to increase sales but also makes the goods available and strengthens the brand. Trade programs and marketing have a positive and lasting impact on retailers by adding value to them and making them feel unique (Clarysse & Bobelyn, 2013). The trade program strategy essentially increases supply chain demand by acting as B2B marketing for retailers and wholesalers (Giot & Schwienbacher, 2005). It is the most popular strategy that has been used by all companies since the 1990s to survive in the FMCG sector. STL depends heavily on their MIS department to give them the information they need for data analysis. Because the major goal of this program is to provide superior value in B2B over competitors, conducting thorough market research and competition analysis is important to the strategy's success (Wilkinson & Brouthers, 2006). The design should be data-driven and closely related to the product offering to get the maximum impact of the programs (Van Biesebroeck et al., 2015). Trade promotion is crucial for boosting regional sales. But STL didn't target region wise sales promotion. Effective sales promotions can increase brand visibility and create a sense of urgency among consumers. Offering regional wise promotion can help increase trade sales (et al., 2020). STL follows a few policies to offer trade promotion to the retailer and also gives them some rules; only retailers that fulfill the rules can get the trade offer. Trade promotion policies are essential for organizations since they set out plans for boosting revenue, engaging clients, and enhancing brand recognition. These guidelines on promotional activities, budget allocation, and target market ensure that marketing efforts are consistent and successful. They support increasing sales, retaining customers, and maintaining market competitiveness (Beaulieu et al., 2020). So concluded that trade promotion is important for increase sales, attracting customers & increasing brand visibility. It creates customer engagement, and boosts market competitiveness for businesses (Claro et al., 2021).

3.3 Findings & Analysis

Normal Bonus

It is the most straightforward and fundamental benefit offered by the sales division of STL. In the standard bonus, a retailer will receive one product free if they purchase a certain number of an SKU, such as 12/13 pieces product in a single invoice. If a retailer buy 12/13 pieces of soap in one invoice and there is a bonus offered on soap, the store will receive one additional soap free of charge. In other words, the shop is getting 13/14 soaps for the price of 12/13. As a result, people are buying a single item for less money than the business is charging. This encourages the retailer to buy in larger quantities rather than separately, attracting more attention & boosting sales.

Slab Bonus

A slab bonus benefits the store more and lowers the ETP more than a regular bonus does. In this instance, if a retailer buys more soap than, say, 72 pieces, the retailer will receive 8-10 soaps in addition to the usual incentive. On the other hand, the store will also receive 8-10 more soaps as part of the slab bonus in addition to the slab bonus. Only few products fall under this restriction. This method essentially entices large retailers to buy more products since, for the price of 72 products, the retailer receives 80/82 pieces of merchandise, resulting in a greater decline in ETP and more benefit for them.

Trade Program

In contrast to the normal bonus or slab bonus, the trade bonus is not a specific bonus. STL does not offer free products during this limited time period, they provide financial incentives or gifts. Those programs have different names such as Meril soap plastics high stool Program, Jui & Meril soap upohar Program, Jui & Meril soap plastic gamla Program. Reseller attracted more to

buy bulk amount of product when they get that type of attractive offer.

Statistical Analysis of Meril Soap 75g, 100g & 150g:

Statistical Analysis of Meril Soap 75g:

Case Processing Summary^a

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Sales_Meril75	12	100.0%	0	0.0%	12	100.0%

a. Limited to first 100 cases.

Case Summaries^a

	Sales_Meril75
1	21200000
2	17400000
3	24700000
4	31100000
5	25300000
6	33800000
7	25800000
8	38900000
9	23700000
10	22500000
11	31700000
12	34100000
Total	N 12
	Mean 27516666.67
	Std. Deviation 6328267.511
	Skewness .267

a. Limited to first 100 cases.

From the Case processing summaries and skewness are looked into to understand the data characteristics. For Meril Soap 75 g, the skewness is found to be positive, meaning that the peak

data are concentrated more on the first half of the year-wise cycle. It makes sense since we compared and found that bonuses and slabs were more attractive in the first half of the year, as these incentives were reduced from the month of September onwards. In the first half of the year, STL offers three types of trade programs. Such as Meril soap plastics high stool Program, Jui & Meril soap upohar Program, Jui & Meril soap plastic gamla Program. And also give more attractive trade bonus. Maximum time retailers get 8–10 pieces of free product when they buy 72 products in a single invoice. That offer motivates the seller to stock more Meril 75-gram soap.

Statistical Analysis of Meril Soap 100g:

Case Processing Summary^a

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Sales_Meril100	12	100.0%	0	0.0%	12	100.0%

a. Limited to first 100 cases.

Case Summaries^a

	Sales_Meril100
1	69800000
2	64600000
3	77300000
4	112400000
5	93300000
6	122300000
7	86200000
8	114800000
9	90000000
10	84000000
11	101400000
12	108200000
Total	N 12
	Mean 93691666.67
	Std. Deviation 18423229.326
	Skewness -.020

a. Limited to first 100 cases.

On the other hand, the case summaries for Meril Soap 100 g, show that the trend is negative; therefore, peak data points are after the second half of the year. It also makes sense since, overall, more bonus and incentive slabs were concentrated in the second half of the year for Meril 100 g soap. In the second half of the year, STL offers more attractive bonuses, such as when sellers buy 144 pieces of product and get 18 pieces free. That offer motivates sellers to stock soap and sell it by getting more benefits.

Statistical Analysis of Meril Soap 150g:

Case Processing Summary^a

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Sales_Meril150	12	100.0%	0	0.0%	12	100.0%

a. Limited to first 100 cases.

Case Summaries^a

	Sales_Meril150
1	14300000
2	21400000
3	23200000
4	19700000
5	18400000
6	25600000
7	14800000
8	20000000
9	13100000
10	13500000
11	16400000
12	16300000
Total	N 12
	Mean 18058333.33
	Std. Deviation 4011451.411
	Skewness .506

a. Limited to first 100 cases.

In the case of Meril Soap 150 g, the skewness measures show that the pick data points are centered more on the first half of the yearly cycle (positive skewness). It is also plausible because the first half of the year contains fewer bonuses and offers compared to the second half of the year. In the first half of the year, STL offers three types of trade programs. Such as Meril soap plastics high stool Program, Jui & Meril soap upohar Program, Jui & Meril soap plastic gamla Program. And also give more attractive trade bonus. Maximum time retailers get 8–10 pieces of free product when they buy 72 products in a single invoice. That offer motivates the seller to stock more Meril 150g soap.

Overall, it appears that the bonuses and offers, along with their time, has statistically traceable effect on sales.

3.4 Summary & Conclusion

Square Toiletries Limited, an organization that manufactures and sells FMCG goods, deserves praise for challenging major multinational corporations. In a market where the switching cost for the consumer is so cheap or almost nonexistent, it is incredibly challenging to compete. It is quite amazing how STL adopts an ongoing plan to attract retail stores and deliver its goods to final customers. Their trade program techniques are purposefully helping them to reach their targeted sales target as they are perfectly connected with their sales objective. Even though there are many things to take into consideration while trying to meet sales goals, such as company reputation, brand value, customer perception, and many more, the trade program strategies that STL's sales department implements also play a big part in their sales activity.

3.5 Recommendation

Square Toiletries Limited is one of the most well-known and reliable businesses in our nation and has been giving its customers valuable and excellent goods for the past 20 years. Firstly, consider promoting the trade bonus offer more actively through targeted marketing campaigns. Utilize various channels such as social media and in-store displays to create awareness to customer and generate excitement among both existing and potential retailers. Additionally, STL can explore the possibility of extending the trade bonus offer to different product lines or introducing limited-time promotions on specific items. This will provide an opportunity to attract a wider range of retailers and encourage them to purchase more products in order to avail the additional bonuses. Furthermore, to incentivize bulk purchases, you can introduce a tiered system for the trade bonus offer. For example, instead of the current threshold of 12 products, consider offering a higher bonus for purchases of 24 or 36 products in a single invoice. This will encourage retailers to buy more products in one go and ultimately increase sales volume. Lastly, gather feedback from retailers about their experience with the trade bonus offer. This will help you understand the aspects that have been most effective and identify any potential areas for improvement. By continuously evaluating and optimizing the offer based on feedback, you can ensure that it remains relevant and appealing to retailers.

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