



Internship Report On

Corporate Sales Analysis of Cosmo Consumer Product LTD



Inspiring Excellence

Internship Report On

Corporate Sales Analysis of Cosmo Consumer Product LTD

Submitted to

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Submission Date

20th April, 2017

Letter of transmittal

April 20, 2017

Iffat Tarannum,

Lecturer,

BRAC Business School,

BRAC University,

66, Mohakhali, Dhaka-1212.

Subject: Submission of Internship Report.

Dear Madam,

With due respect, I am submitting herewith my internship report as per your instruction to fulfill the BUS 400 course requirement of undergraduate Bachelor's in Business Administration program of BRAC University. I have completed my internship program from Cosmo Consumer Product Limited. To make this report up to the standard I tried my best to fulfil the requirements and to draw out an important knowledge inside the imperatives. The report contains a comprehensive study on "Corporate Sales Analysis of Cosmo Consumer Product LTD". It was a great delight for me to have the opportunity to work on the above-mentioned subject. . Despite many limitations, I have tried my best to make this report accurate and reliable while maintaining the criteria that you have set.

I can assure you the legitimacy of this report. Moreover, I sincerely hope that this report will merit your approval. If you have any further enquiry concerning any additional information, I would be very pleased to clarify that. Thank you.

Thank you.

Sincerely yours,

Nourin Jamil

ID: 12204026

BRAC Business School

Acknowledgement

First of all I would like to thank the almighty because of successful completion of this term report. Then I sincerely thank my honorable academic supervisor Iffat Tarannum, Lecturer in BRAC Business School for the guidance and encouragement in finishing this report. Without her precious support it would not possible to finish this report so confidently within the specific time.

I would like to show my warm hearted gratitude to the whole Department of Cosmo Consumer Product LTD which has provided me with great deal of information's, adequate data and finally cooperated me for the accomplishment of the report successfully. I would like to thank each staffs of the different Department. I am especially grateful to Md. Zaheer Rayhan for his invaluable support and direction that lead me to the successful completion of my internship report. I have done my whole internship period under him and really grateful to him for a big time for helping me in my each and every step of work at office.

Without all of them it would not possible for me to complete this difficult task. I got all necessary guidelines, cooperation and advice from them to complete this complicated task.

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Executive Summary

This is a report on the corporate sales analysis of Cosmo Consumer Products LTD. Cosmo Group started its journey with Garments Accessories & Packaging Sector in 1994. The mother concern of Cosmo group is Cosmo synthetic industry Ltd which started its journey in 1997. Among the six sister concerns of Cosmo Group I have done my internship at Cosmo Consumer Products LTD. In this report all the information about the company and my contribution during internship is thoroughly described. The first chapter of the report contains about company profile and overviews. Here I also mentioned my job responsibilities in the internship period. The second chapter of the report gives a clear overview of Cosmo Consumer Products Ltd. It is the main part of the report where I mainly focused on the analysis of the project. In this part mostly I talked about our valuable clients and also mentioned the findings, limitations, recommendations and conclusion. The limitations that I faced which are also mentioned in the report. Hence some of the suggestions are also given to improve their performance. The third part of the report is the interview questions part and also included the references part.

Chapter -1

1.1: Company Profile

Cosmo Group started its journey with Garments Accessories & Packaging Sector in 1994. The mother concern of Cosmo group is Cosmo synthetic industry Ltd which started its journey in 1997. Now it's one of the leading manufacturers as a trading Business for Garment's accessories in Bangladesh. This Success become possible only because of our products quality, promising delivery in time and our working performance according to customer required preference.

Presently we have five Factories in Gazipur, two in Uttara and different location in Keranigonj. We have total 80,000 squares fit area in Gazipur for manufacture. Here we have use many foreign equipment for best production and also try to import the raw materials for best quality Product. In the Factory we have separate specialized manufacturing building and each building consist of large warehouse in operation. Cosmo group now has one of the largest and strong sales force and large distribution network of its own, operated from 70 different locations throughout the country. A most dynamic skilled and dedicated marketing team comprising of consumer goods is the core of the marketing operation.

We have six sister concern in Cosmo group. We always try to serve our best to our customers and also very welcoming for our new customers. Customers are our growth partners. So, we believe establishing good relationship with our valued customer. We always try to serve our best to our customers and also very welcoming for our new customers. We are committed to ensure best service, best quality, competitive price, prompt delivery, 24 hour personal services to meet our honorable customer. Our customer co-operation gives us support and strength to launch new product, new industry for their new requirement. We keep developing our strategic planning, technical excellence, swift and timely decisions that helped us achieve our objectives leading to much faster growth. We produce standard quality products and our finish goods qualities are very high. Also, we are very sincere at in time delivery and we are so caring about our customer feedback and satisfaction about our service.

Sister Concerns of Cosmo Group:

1. Cosmo Synthetic Industry Ltd
2. Apposite Packaging & Accessories Ltd
3. Cosmo Tissue Ltd
4. Cosmo Consumer Products Ltd
5. Cosmo Beauty Care Products Ltd
6. Loparex Coating Industry

1.2: Mission, Vision, Goal and Objective of the Company

Mission:

Our mission is to enrich the quality of consumer products through responsible application of knowledge, skills and technology.

Vision:

We want to be the best quality of products and service provider through world-class products, innovative processes and empowered employees to offer the highest level of satisfaction to customers.

Goal:

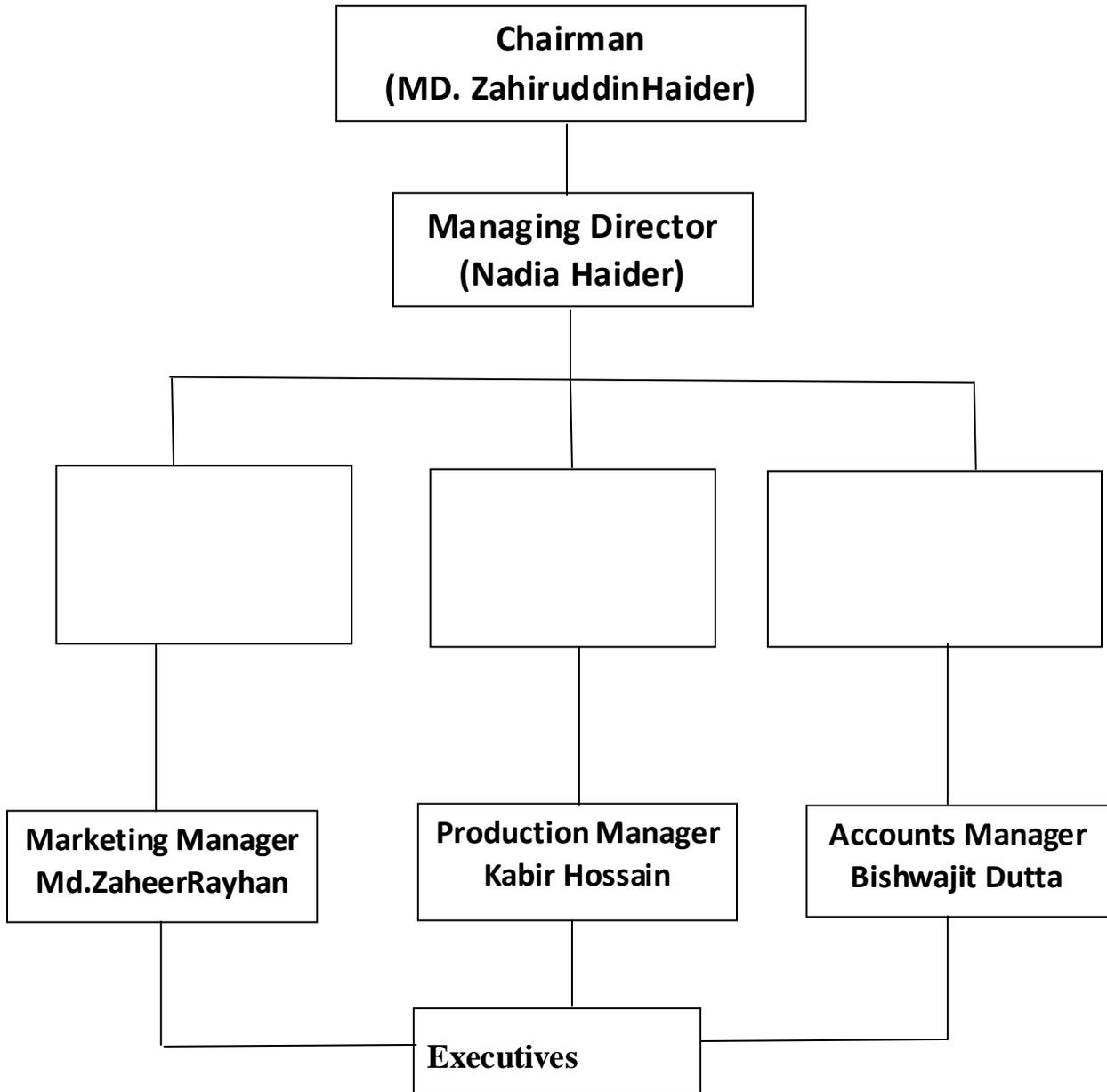
To be the world-class consumer products manufacturer in Bangladesh by ensuring intrinsic quality products and customer services with modern technology and motivated employees.

Objective/Purpose of the Company:

- To continue to provide the very best of what the consumer desires
- To explore new segments of market and to accommodate to it
- To continue to assure intrinsic quality of products and services
- To ensure that the products are available at consumers' doorsteps
- To enhance the strength and skill of the organization that will contribute to company's increasing growth both in domestic and global markets

1.3: Organization Organogram

Every Company have their own organogram. Here is the organogram of Cosmo Group.



1.4: Products and Brands of Cosmo



1.5: Internship Assignment

I am assigned to be an intern in Cosmo Consumer Product for the corporate selling. To be more precise, I was under the supervision of Mr. Zaheer Rayhan who was the Marketing Operation Manager. The main responsibilities of this is to meet the new corporate buyer and try to convince them for buy our products by building good relationship with them.

1.6: Contributions to the Organization

My contribution was high in terms of organizational output. As my capacity as an intern was limited but I increased the sales rate of Cosmo Group by selling their products in corporate level. Moreover, I do believe my presence lessened the burden on the other employees in the department. I helped them with their duties, helping the work get done faster and increasing the overall efficiency of the department.

There were several tasks that I was delegated to do. Firstly I took the report from the dealer in B2C market for any kind of problem in our Product and Services. Then I gave that report to the senior officer so that they can try to solve the Problem directly. Moreover I would check and update dealer file including dealer list, SR (Sales Representative) list and their details information (address, phone number).

Secondly, I was maintain the secondary sales information daily. That is related to sales report. Recording documentation was a regular part of my time at Cosmo Group, something that I had to do in between all the other work that I was assigned to do. I did that for the months of February, March and April.

In every Thursday we deliver our product in different districts based on the order. For this, accounts manager prepared all the bills separately. There was huge pressure on that day so I also helped him to prepare and check the bills.

Finally, the work that I was involved with for the entire second half of my internship was that I made a list of different organizations like hospital, bank, hotels, universities etc. Then weekly we were going to different organizations. There we meet the people of purchase department and introduced them with our different product's price and packages. By this we persuade them for

buying our products. However, through the interview session we collected many information regarding corporate sales analysis.

Those were the main tasks that I had to complete while I was an intern at Cosmo Consumer Product Ltd.

Chapter -2 **Project Analysis**

2.1: Corporate Sales Analysis of Cosmo Consumer Product LTD

B2B marketing is about fulfilling the needs of other businesses, although ultimately the demand for these products and services made by these businesses are likely to be driven by their consumers. In our organization I did B2B Selling for our consumer products like tissue, hand wash, dish washer etc. but specially I focused in the toilet cleaner name “Harpy”. Through this internship I worked with the sales team to identify the opportunities and benefits of this product.

2.2 Problem Statement

As other typical reports, I did not conduct a survey on the customers of Harpy for corporate selling. So I took interview from the clients in different organization’s purchase department. Through this report, I tried to bring forward all the benefits and drawbacks of the new entrant due to the implemented marketing strategies to attract the targeted customer base.

2.3: Objective of the Report

The purpose of this report is to find out all the benefits of corporate selling as a new entrance in the corporate market due to the marketing strategies applied in the market by Cosmo Consumer Product Ltd. The objective of my internship report can be seen from two different perspectives. They are:

- Broad Statement
- Narrow Statement

Broad Statement:

The broad objective of this report is to study the corporate Sales analysis of Cosmo Consumer Product Ltd.

Narrow Statement:

- To provide company information and overview
- Describing my job as an intern at Cosmo Consumer Product Ltd.
- Giving details information about the corporate sales of Cosmo Consumer Product Ltd.
- Knowing customer preference through Interview
- Finding out which things should be improved by Cosmo to gain more success.

2.4: Source of Data**Primary Sources:**

- Interview Session: Face to face conversation with the clients. I choose this method to get detail idea about the customer's views.
- Direct Observation: I observed both the sellers and the customers on the basis of which marketing strategies they are more inclined to and get more attracted.
- Practical desk work: practical desk work helped me to learn about the different marketing strategies and the behavioral strategies required to communicate with the sellers and the customers.

Secondary Sources:

- Internal server and external websites of Cosmo.
- Different documents provided by the concerned officers of the organization
- Relevant books, research paper, Websites.

2.5: Our Clients

As a new in Business to Business market firstly we were target different hospitals, hotels, Banks, restaurants and varsities. Initially we just targeted utara area which is near to our office so that we might save our transportation cost. By this we could give discount to our customer and also made profit. Because in the consumer market we have to spend a lot for deliver our products in different district. Firstly we made a list of hospitals, hotels, Banks, restaurants and varsities. Here we collected their name, address and phone number. We need to take appointment from the purchase department officer for taking their interview and tried to collect some product based information which will help us to sale our toilet cleaner Harpy. Then we talk to them about our products and offerings. Before taking interviews we get proper knowledge about our products and packages and also the overall information about our competitor's product and pricing strategy. After taking different interviews we realized that different organizations has different needs and demand for buying toilet cleaner. If we talk about varsities, restaurants and hotels they were more focusing about reasonable price. So based on their requirements we were offering them different attractive packages which would be beneficial for both of us. However the hospital was more focusing about quality. For them we emphasized more about quality. Now we also have corporate buyer in other district like Chittagong. Our other team members went there through different link. By all this things we were trying to build up a good relationship with our valuable clients and convert them to our loyal customers. Some of the name of our very well recognized clients who are our current B2B customers are mentioned here:

- ✓ Hotel Hajj Camp
- ✓ Holyday Express
- ✓ Shin Shin Japan Hospital
- ✓ IUBAT (University)
- ✓ Ahsania Mission Cancer Hospital
- ✓ Chotto Metro
- ✓ Nawabi
- ✓ Sadia Kitchen

2.6: Promotional Offers for Corporate Customers:

In the corporate selling there are no chance to use newspaper, TV, billboard etc. for giving promotional offers. Here what we have to do is taking face to face interviews. In the face to face sessions with them we got the chance to let them know about each and every details of our product, discounts and promotional offers available for them. Our attractive promotional offers are as follows:

➤ **Startup offer:**

At the begging of our starting business with our clients, we give 10%discount to all of them. It is our introductory offer. This offer will be applicable for first 6 months of our entry in the corporate market. When one clients got the offer first time they will not get this offer for second time.

➤ **Combined offer:**

Besides Harpy we also have other products for corporate. So we are offering 15% discount if any organization order our all the products like harpy, facial tissue, napkin tissue, lime dish washer etc. but the carton number should be equal for every products. Through this strategy our clients have the chance to get maximum percentage of discount and we can also sell our variety of products in a balance way.

➤ **Free Products Offer:**

As a Bangladeshi people we are always attracted in free offers. If there is free offers with the main products then it would be more focused in the consumer mind. So we also use this strategy for grab the customer attention. The offer is we give one harpy free if they buy one carton of harpy and each carton has twelve piece harpy. Another offer is that we give one plastic mug in every piece of 750ml harpy. I think these offers could be an effective offer for the customer.

➤ **Customization Facility:**

I have said earlier that, we give a free plastic mug with every piece of 750 ml harpy for the customer. But if any customer in the corporate side have to say that they don't want

the mug then we reduce the costing price of the mug from the total amount of product price. We give this kind of customization facility for Harpy. When the customer realize that we can do anything for them then they will more encouraged to buy our products

➤ **Buy one get another in 5% discount:**

As we always try to capture the new market, we give the facilities to our clients to buy maximum items from us. For this reason we made an offer that if any customer buy a carton of harpy from us then they will offer for buying another item like one carton facial tissue from us for 5% less. It will be helpful for the publicity of other products to the same clients.

➤ **Product Return Guarantee:**

After delivered the products if there are any problem or damages find out by the customer then we are fully accountable to change the products with a new one. It is our contractual deal with our customers. So there is no chance to refuse this thing. It is indicate that we are creating quality products for them.

2.7: Price List of Harpy in Cosmo

SL No.	Product Name	Description	Corporate Price (Per Piece)	M.R.P. (Per Piece)	Corporate Price /Carton	M.R.P. (Per Carton)
1	Harpy 500 ml	12 Piece/Carton	65 TK	85 TK	780 TK	1020 TK
2	Harpy 750 ml	12 Piece/Carton	85 TK	105 TK	1020 TK	1260 TK

2.8: Factors Determined in Corporate Sales of Harpy

Low-Cost Focus

Mainly we focus low cost strategy. Though we are new in corporate market, we are trying to capture the targeted clients for our product. The M.R.P. rate of 500 ml harpy is 85tk and 750ml is 105tk which is less than the market leader Harpic. But as a new in B2B market we reduce the price for them. Our CP (Corporate Price) rate is 65tk per 500 ml and 85tk per 750ml rate. At this time gaining profit through high price is not the main factor for us rather we are giving emphasis on increasing our B2B customer and ensure their satisfaction so that we can make them our permanent customer.

Quality Assurance:

As we are new into this sector we give the outmost priority on the quality of our products. To ensure the best quality we have our own factory where the production is handled by experienced workers and supervisors. Thus, there is no scope for any compromise in quality. Cosmo takes this accountability incredibly sincerely and never give the chance to the clients to be disappointed.

In Time Delivery:

Another factor that we focused on deliver our product just in time. We have our own pickup van for deliver the products. We also have enough products available in the store. So we are always prepared to supply the products on time.

Interpersonal Relationship:

We all know that marketing and selling is really about relationships. Now a days there are huge Competition in B2B market. But when there is a good relationship of a company with the marketer then the company must purchase their products from that specific seller. Moreover, there are not that much customer involvement of buying this kind of products like toilet cleaner, tissue, dish washer etc. So if we create a loyal customer then it will be a great benefit for both of us. Because having a customer whose loyalty is solid is one of the best defenses we can have

against our competitors and gaining that loyalty is all about building a relationship with that customer.

2.9: Success of the Name

Our product name is “Harpy” which is similar to the name of the market leader “Harpic”. When our company create the trade license and give the name of our product Harpy for the customer, they use a market strategy for it. The main thing is that, toilet cleaner is customer low involvement product. So people are not bother about the name of the product. Moreover, most of the people have a mindset that toilet cleaner means a blue color bottle which name is harpic. So to compete with the market leader in an entry level stage they use this technic that the name, shape and color of our toilet cleaner is almost similar with Harpic.

2.10: Findings:

During my internship in Cosmo I observed various things of Cosmo and its corporate market operations through working here, taking interviews and doing my project work. Based on my observation, the findings are as follows:

- In the corporate market, how we present our products is more important rather than brand.
- When we present our all the different products from same brand in the corporate sectors, clients are satisfied and encourage to buy the package offer from us.
- As toilet cleaner is a low involvement product so customer does not want to switch their brand frequently.
- If they understand that we are providing best service to them then they will be our loyal customer.
- Most of the clients of Cosmo Consumer Product Ltd are satisfied with the products and services from us.
- Basically in corporate, they want reasonable price and packages for the toilet cleaner rather than high quality.
- Cosmo Group has already established a favorable reputation in the export sector of their garments accessories but in the consumer product market they are trying to fully establish their market

- Number of employees in Cosmo is fewer than the volume of work which creates problem in prompt service.

2.11: Limitations

In every work there are some limitations and unwillingly we need to face this type of problems and try to handle the situation. In my interns period I also had some problems because it is not possible to get all the datas or information so smoothly in every time. Moreover everything of this was not because of the association rather it for the most part was because of some individual issues. Those limitations are as follows:

- First of all I would like to mention the limitations from my own part. I started my internship program from 1st february, 2017 and it will end up in 30th april. But my report submission date is 19th april. For this reason it was very time consuming and difficult to manage the whole things perfectly.
- Secondly the limitations of information. Basically when I started my intern, in that time my organization Cosmo Group also started to establish there plan of corporate sales only for their consumer product and I also assigned for this task. So they had not enough documantery information about corporate selling. For this I have prepared this report mostly based on my experiences and very few of the informations are taken from the websites. Since I had to prepare it all by myself, it was very challenging for me.
- Besides all the information that I included in the report, there are some other information that i could not itroduced in front of others because that were very confidential. Specialy the information based on market performance due to its confidential nature.
- As I was taking interview from Corporate level, it would be difficult to contact with the purchase department. moreover some corporation had no specific purchase department so that we just meet with the HR for the interview.
- Furthermore, it was difficult to get the accurate answers from the respondent. Most of them were unwilling to answer the questions and also are very disturbed when they are questioned because of they were busy with other works.

- We also have some clients outside the Dhaka. Due to time constraints and distance, as a female worker it was very challenging for me to conduct interviews from the clients outside of Dhaka and get their appointments.

2.12: Recommendations

After finishing my internship for long three months in Cosmo group, I have learned lots of things from them. Besides of this there are some issues which need more emphasis and improve as my point of view. Those things are given below:

- **Establish Current Product First**

In the Cosmo Consumer Product Ltd there are different products like toilet cleaner, dish washer, different types of tissue, coil, hair oil etc but without proper establishment of these products' market they are trying to introduce new products like floor cleaner, liquid dish washer etc. and also some food items in their new sister concern which is Cosmo Food and Beverage. I think that if they establish one by one sector properly then it will be more successful journey for them.

- **Strong HR Department Needed:**

In my opinion, the HR department of Cosmo Group needs to be more strong regarding their employee performance. When a company creates a suitable working environment and builds up a good relationship with their other employees then the employees should be motivated to do their work more passionately.

- **Effective Selection and Training:**

My three months experience in Cosmo group, I observed that some of the sales representatives would not be that much trained up to do their work. For this reason they did not achieve the targeted sales point. For this our company should give more importance on their employee trainings.

➤ **Try to Create Unique Products:**

Which products our company have those are already established by other market leader. So there are less chance to gain the maximum market share from this consumer product's sector. In my point of view, if they create some unique products which will be the subsidiary of this traditional products then it will be more helpful to grab the customers and try to be the leader of this sector.

2.13: Conclusion

I joined in Cosmo Group for doing my internship. Mainly I worked here with the sales executives team in their sister concern of Cosmo Consumer Products Ltd. I got so many practical knowledge from here. I did different types of work which is related to the sales and marketing. But I am mainly assigned for their new business strategy to sell their products directly in the corporate market. Here we are trying to capture the corporate clients with every possible benefits and also offering very attractive marketing promotions to establish our impression in this sector. As they are already have so many established brand for this products, we were facing so many challenges for this reason. So we give more effort to attract our clients through different discount offer, multiple package offer etc. By providing best service we try to making long term relationship with our customer. However I had very good team to work with as well as bunch of some good works to perform. Therefore I am really happy to work here and sharing my experience through this report.

Chapter 3 (Supplementary Part)

3.1: Interview Questions

1. Currently which toilet cleaner do you use?

Respondents:

- a. Harpic
- b. X-Tra Power Liquid Toilet Cleaner
- c. Shakti Liquid Toilet Cleaner
- d. Harpic
- e. Harpic

2. Which thing is more important for you to buy a toilet cleaner?

Respondents:

- a. Brand
- b. Low price
- c. Reasonable price with quality
- d. High quality
- e. On time Delivery

3. Why it is important?

Respondents:

- a. Harpic is very popular in the market.
- b. As we are also doing a business so our expense is already very high. For this reason we are now mainly focusing on the cost effective products and this X-Tra toilet cleaner is very low rather than others.
- c. I think Shakti is a good quality products with reasonable price

- d. The quality of the Harpic is very high based on the their price
- e. Harpic is always available in the market

4. For how long have your organization been using this particular brand?

Respondents:

- a. For two year
- b. For six months
- c. For 1 year
- d. From the beginning
- e. For 1 year

5. How we can satisfy you by giving promotions?

Respondents:

- a. Giving Discounts
- b. Free Products offer
- c. Discount offer
- d. Package offer
- e. Free Products Offer

3.2: Reference

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