

SHOPPER'S STUDY OF ACI PURE SALT





Inspiring Excellence

Internship Report On
Shoppers Study of ACI PURE SALT

Submitted to

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Sub: Submission of the Internship Report

Dear Madam,

I am satisfied to present this report, which has been set up for the prerequisite of temporary job program. I have attempted my best of my capacity to finish the report legitimately and to draw out an important understanding inside the requirements. I needed to confront a few troubles while picking up data for the venture. During report preparation, I have learnt many things regarding the relationship of supply chain, customer response, shopper's attitude and distribution system.

I value your kind exhortation, participation, tolerance and recommendations with respect to this report which will help me to proceed as a splendid rule. I will be accessible for any inquiry and elucidation in regards to this report at whatever point essential.

Sincerely yours,

Md. Moin Uddin

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Ms. Iffat Tarannum

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ACKNOWLEDGEMENT

I am appreciative to numerous people for finishing my entry level position report effectively. As a matter of first importance, I might want to express gratitude toward BRAC Business School and ACI restricted for giving me the chance of having an Internship program. I have accumulated a tremendous arrangement of experience while experiencing the temporary job time frame and planning of this report.

I am appreciative to my Internship Supervisor, Ms.Iffat Tarannum Lecturer in BRAC Business School, BRAC University; for controlling me and urging me to deal with this energizing subject for my entry level position paper. I emphatically trust that, these will help me a great deal to make me more experts and building my future expert vocation.

I might want to delight my outside administrator Mr. Mazharul Islam, Sr. Product Executive, ACI Ltd for his direction and participation to set up this report. He has enhanced me with the important thoughts and idea for unremitting change of the report.

At last, my heartiest much gratitude goes to other people who were included and helped straightforwardly and in a roundabout way to set up this report. Without them all these wouldn't have been made conceivable.

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Executive Summary

This report has been prepared for knowing the attitude of retailers to the ACI super salt. It is based on shoppers study on ACI super salt. The report has started with a brief discussion about company nature, business areas and policies. Quistoneer method was selected for knowing shoppers attitude. Sample questioner list has been attached with this report. Throughout the project work some major problems has come out. Lack of monitory policy and high price are the main reasons for negative attitude of shoppers. It was pretty much difficult to do field survey in several local market places. From the output of the project work it is cleared that ACI might need to include monitory policy and reconsider about their trade price. Shoppers study was a big initiative to get these important issues regarding ACI super salt.

ACI Consumer Brands was started in 1995 with two noteworthy brands of the organization – ACI Aerosol and Savlon. These are two of most esteemed items which are getting a charge out of the initiative position in the market. The division began to take new organizations through seaward exchanging and in addition neighborhood producing. In this procedure ACI Consumer Brands propelled numerous new items and furthermore reinforced with Joint Venture business associations with „Dabur India“ and „Tetley UK“ and achieved universal partnerships with incredibly famous organizations.

A sound personality runs with sound body-ACI trusts in this well established precept and youthful era needs to grow up with solid constitution and sound personality who will lead the country in future. With this conviction, ACI has entered in to the ware sustenance business with "ACI Pure" Brand. The point is to give purest of the nourishment items to Bangladeshi customers at moderate cost for which ACI has put resources into expansive scale in best in class producing offices for day by day kitchen fundamentals like vacuum vanished palatable Salt, Spices and Flour. The items are charming the buyers by giving 100% earth free, unadulterated and normal sustenance fixings which can go up against any worldwide items.

Corporate vision, mission, qualities, objectives and goals of ACI Limited have been examined in entry level position report. Also, every one of the items and administrations that ACI Ltd offers to the clients has been described. A short outline and portrayal of the work procedure have been incorporated with a diagram. A compact depiction about the division is likewise given in the organization profile section. In work profile section, there have dialog about the idea of the employment and the particular obligations that needed to do all through the entry level position period in ACI Limited.

As company cannot access directly with the trader after distribution and cannot ask about their service to the retailer it is difficult to know shoppers opinion. There is a big mismanagement behind this. For example ACI is giving discount for per sack, giving discount on display or any other trade offer but shoppers don't know about that. It happened because of distributor and sales representative.

Pricing strategy is a very vital part of marketing and product itself. Though ACI is providing qualitative salt but higher price than competitor is making a drawback for them. ACI should rethink on their trade price. Company can take initiative steps to make learn SR and field level employee because they should have proper knowledge about current trade price and discount offers. As ACI are more concern about distributor's offer and privilege it could be to do something for the retailer also.

Moreover, Consumer investigation has been made for limited time systems to make sense of a portion of the finding with respect to the execution of ACI unadulterated salt. In the interim proposals and suggestions were incorporated into request to destroy the shortcomings of their specialization. At long last, the report is wound up through including references and sources that have been utilized to set up this report.

Company overview

ACI Limited was set up as the auxiliary of Imperial Chemical Industries (ICI) in the then East Pakistan in 1968. After freedom, the organization was consolidated in Bangladesh in 1973 as ICI Bangladesh Manufacturers restricted as a Public Limited Company. In 1992, the organization was stripped to neighborhood administration and the name of the organization changed to Advanced Chemical Industries (ACI) Limited. ACI acquired the rich ICI culture of item quality, client administration and social obligation. At first in 1992, ACI began essentially with pharmaceutical business with a turnover of BDT 80 million just yet later the new administration achieved basic changes in the arrangements and in the year 2008 turnover developed to over BDT 7,365 million. The Company has differentiated business enthusiasm for pharmaceuticals, rural including fishery and domesticated animals and purchaser brands. At introduce, ACI has three key specialty units alongside 11 auxiliaries, 3 joint endeavors and 1 relate. ACI is the principal organization in Bangladesh to accomplish ISO S001 in 1995 for quality administration and furthermore the main organization to accomplish ISO 14000 of every 2000 for natural administration framework. ACI is additionally the principal organization from Bangladesh to end up noticeably the fair individual from United Nation Global Compact. It is the main Bangladeshi organization which was announced as an eminent COP (Communication on Progress) perceived by UNGC (United Nation Global Compact). ACI has been acknowledged as an establishing individual from group of Global Growth Companies by the World Economic Forum which is the most esteemed business organizing association on the planet.

Mission

ACI's Mission is to advance the personal satisfaction of the general population through dependable use of learning, innovation and aptitudes. ACI is focused on the quest for greatness through world-class items, creative procedures and enabled representatives, to give the largest amount of fulfillment to our clients.

Visions:

- Give items and administrations of high and steady quality, guaranteeing an incentive for cash to our clients.
- Attempt to accomplish a place of authority in every classification of our organizations.
- Build up our representatives by empowering strengthening and remunerating advancement.
- Advance a domain for learning and self-awareness.
- Accomplish an abnormal state of profitability in every one of our operations through compelling usage of assets and reception of suitable innovation.
- Advance comprehensive development by empowering and helping our merchants and providers in enhancing effectiveness.
- Guarantee prevalent rate of profitability through wise utilization of assets and proficient operations, using our center abilities.

Values:

- Quality
- Client Focus
- Advancement
- Decency

- Straightforwardness
- Nonstop Improvement

Activities of the Organization:

ACI Limited is focused on giving clients a wide scope of value items from its business operations. It has differentiated its business in different areas, for example, the social insurance division, consumers' brands division, and agribusiness division. Other than its 3 noteworthy vital specialty units, it has 11 backups, 3 joint endeavors and 1 relate.

They have thirty seven businesses. Major businesses are Pharmaceuticals, Consumer Brands, and Agribusiness. Along with these they have some global coalition. Brief descriptions about their major businesses are given below:

Pharmaceuticals:

ACI figures and markets an extensive scope of more than 400 items covering all real remedial regions, which come in tablet, container, powder, fluid, cream, treatment, gel ophthalmic and infusion shapes. ACI additionally advertises incredibly famous marked pharmaceutical

Items imported from world-class multinational organizations like ASTRAZENECA, UK and UCB, BELGIUM. ACI is effectively occupied with presenting more current particles and Novel Drug Delivery Systems (NDDS) to address the issues of present and future. ACI presented the idea of value administration framework by being the principal organization in Bangladesh to accomplish ISO 9001 affirmation in 1995 and takes after the strategy of nonstop change in every one of its operations. Lined up with the idea that a pharmaceutical must guarantee viable administration of condition, ACI agrees to standard condition administration arrangement, in this way embellished with EMS 14001 of every 2000. ACI keeps up an amiable and strong association with the human services group of Bangladesh, with the conviction that business magnificence must be accomplished through quest for quality by understanding, tolerating, meeting and surpassing client desires.

Consumer Brands:

This business section has three noteworthy classifications of item extend home care, air care and cleanliness mind. Items under home care class incorporate ACI Aerosol, ACI Mosquito Coil. ACI Aerosol is advertising pioneer in the mosquito repellent class having piece of the pie of 85%. ACI Coils appreciates exceptionally overwhelming position and endeavoring to wind up plainly total pioneer in the commercial center. ACI has likewise exceptionally alluring item go in this Air Care classification with Angelic Fresh Air Freshener. This is the principal at any point privately made Air Freshener of this nation whose scents has been acclaimed by the clients and has moved toward becoming business sector pioneer in two years" time. ACI has another extremely solid scope of items in its Hygiene Product class. Savlon Liquid Antiseptic is the most elevated offering sterilizers in the nation. It has over 75% piece of the overall industry of its classification. Items like Savlon Antiseptic cream, Savlon Family Protection Soap and Savlon Femme Sanitary Napkin, Vanish Toilet Cleaner are additionally 9 under this class. ACI Consumer marks likewise manage results of universally acclaimed organization like Colgate Palmolive and Nivea. As of late ACI Electronics a sub unit of ACI Consumer Brands has propelled Panasonic Audio visual things in the nation.

Agribusiness:

ACI Agribusiness is the biggest integrator in agrarian division of Bangladesh. ACI Agribusiness manages animals and fisheries, edit assurances, seeds, manure and agri-apparatuses. Under Agribusiness, the accompanying specialty units are as of now working:

Crop care and public health:

Yield mind and Public wellbeing is managing all sort of product assurance things. It is giving an entire scope of practical items which can give suitable answers for the agriculturists through bug sprays, herbicides, and fungicides. This business has been exchanged to ACI Formulations

Limited frame first January of this current year. ACI Formulation Limited has been inclined to Dhaka Stock Exchange and Chittagong Stock Exchange as of late.

Seeds:

Seeds division is managing half breed rice, vegetable and maize seeds. It has organization with famous HYV seed organizations of the world. ACI began the seed business in 2006. It has its own particular innovative work stations in Gazipur and Bangladesh Agricultural University, Mymensingh.

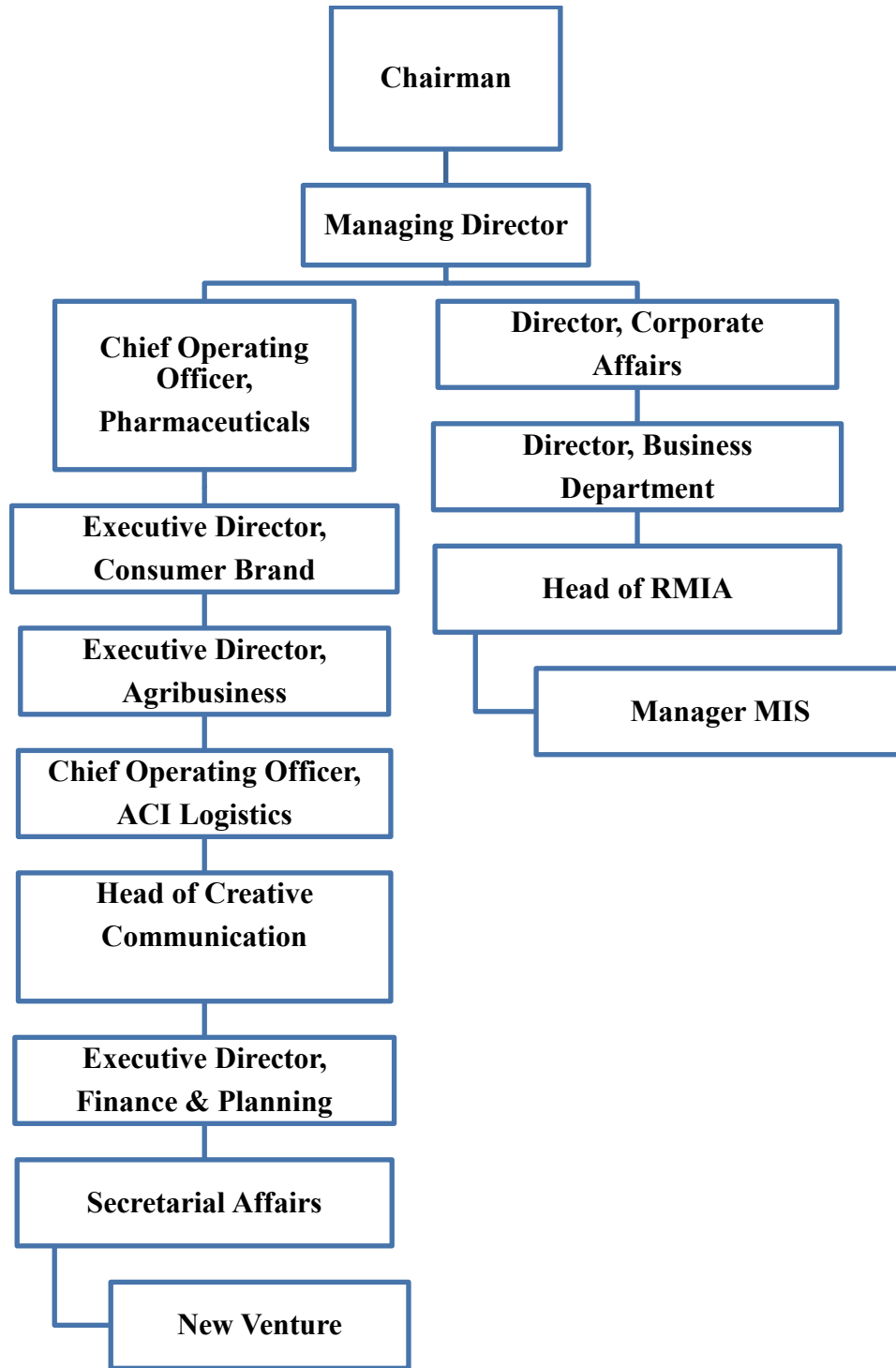
Cropex:

Cropex is dealing with commodity buying, storing, preserving and selling. ACI Cropex is a remarkable addition to the agricultural advancement in the country. The project assists the farmers in various ways - exchanging their crops at the time of their necessity, providing them with technological assistance and advisory services and so on.

Fertilizer:

This unit is managing chiefly with miniaturized scale mainland and foliar compost with a concentration in essential manure. It propelled micronutrient manures like Zinc Sulfate, Magnesium Sulfate, Ammonium Sulfate, Boron, Sulfur 90% and Sulfate of Potash. They are being foreign made from China, U.S.A, Canada, Taiwan, Argentina, and Turkey and so on. ACI Agribusiness makes progress toward giving "one stop arrangement" to ranchers by giving a wide range of exercises with respect to farming. ACI Agribusiness is having a solid organization with national and universal R&D organizations.

Organizational Structure:



My job Description:

Predominantly I worked at ACI Limited as a Market Auditor of Consumer Brand (ACI Salt). My administrator was Sr. Product Executive Md. Mazharul Islam. He regulated my inspecting. I went to various retail markets to think about the piece of the overall industry of ACI salt and others salt brand. Besides, I specifically spoke with retailers to screen the exchange cost and exchange offerings and also supply of the item. At that point, I would present my review answer to my GSM (General Sales Manager) Md. Zahidul Alam. He in a flash would make a move to extemporize the ACI Salt piece of the overall industry. More or less, I would brief the general situation of ACI Salt in various retail advertises.

Different aspect of job performance:

The market review is portrayed as a precise, thorough, goal, and autonomous approach which can help the director to comprehend the working of the individual parts of the association and their commitment to the aggregate framework intended for the accomplishment of the authoritative destinations. An observational investigation of the advertising review can give some knowledge into management's view of the advantages of the promoting review and additionally the current procedural parts of the showcasing review, which are as of now ailing in the writing.

In 1967, Kotler distinguished the promoting review as something separated from as more extensive than the other control endeavors of the firm. It was demonstrated that a reasonable comprehension and assessment of the whole promoting operation would be useful to abstain from managing side effects as opposed to tending to the key authoritative showcasing issues.

Steps in a Marketing Audit

How is a showcasing review performed? Advertising examining takes after the straightforward three-stage technique appeared in Figure.



Setting the Objectives and Scope:

The initial step requires a meeting between the organization officer(s) and a potential reviewer to investigate the idea of the showcasing operations and the potential estimation of a promoting review. In the event that the organization officers are persuaded of the potential advantages of a showcasing review, they and the examiner need to work out a concession to the destinations, scope, profundity, information sources, report configuration, and day and age for the review.

Data collection:

The main part of a reviewer's chance is spent in social occasion information. Despite the fact that we discuss a solitary reviewer, an inspecting group is normally included when the venture is expansive. A nitty gritty arrangement with respect to who is to be met by whom, the inquiries to be solicited, the time and place from contact, et cetera, must be painstakingly arranged so reviewing time and cost are kept to a base. Day by day reports of the meetings are to be composed up and looked into with the goal that the individual or group can spot new zones requiring investigation while information is as yet being accumulated.

Making and showing the report:

The promoting inspector will be creating speculative conclusions as the information comes in. It is a sound system for him or her to meet a few times with the organization officer before the information accumulation finishes to plot some underlying discoveries to perceive what responses and recommendations they create. At the point when the information gathering stage is finished, the showcasing evaluator gets ready notes for a visual and verbal introduction to the organization officer or little gathering who employed him or her. The introduction comprises of repeating the targets, demonstrating the primary discoveries, and exhibiting the real suggestions. At that point the examiner is prepared to compose the last report, which is to a great extent a matter of putting the visual and verbal material into a decent composed correspondence. The organization officer(s) will more often than not request that the examiner show the answer to different gatherings in the organization. On the off chance that the report calls for profound open deliberation and activity, the different gatherings hearing the report ought to arrange into subcommittees to do catch up work, with another meeting to happen a little while later. The most important piece of the showcasing review regularly lies not such a great amount in the examiner's particular suggestions but rather in the process that directors start to experience to acclimatize, wrangle about, and build up their own particular idea of the required advertising activity.

Significant observation:

An advertising review can be characterized as a methodical, occasional and an exhaustive system of looking at the showcasing exercises of a worry. A portion of alternate advantages and preferences of showcasing review are as per the following:

- The review furnishes the advertisers with an inside and out perspective of the showcasing exercises that are going around in the worry. It draws out a total photo of the whole operations of the worry. While uncovering the different downsides the review procedure likewise prompts productivity. This procedure can likewise be utilized to set out an enhanced promoting plan.

- A promoting review can enable an organization to refine its business hones and enhance its efficiency and benefit.
- Marketing review serves to advertising officials, top administration and financial specialists to guarantee that they are doing the correct things to help drive development for their associations.
- A promoting review is a watchful examination and assessment of advertising practices and results. It offers a pattern for execution estimations and a structure for compelling business intending to amplify positive outer recognition and request era.
- A review enables the organization to decide the estimation of a deal and a prospective customer.
- There are no perpetual "right" answers in promoting. Clients' needs and needs are moving targets, and promoting programs require testing and retesting to locate the most gainful equation. An advertising review is the best approach to make progress by giving a between time report card to enable the organization and their staffs to take advantage of intrinsic asset.
- Marketing reviews frequently prompt vital showcasing change. Cautious evaluation of the evolving condition, clients, channels, and contenders may prompt a reassessment of firm heading.

Major learning from my Job:

- I learnt to maintain organization rules and etiquette.
- I have gathered experience on taking direct interview of common people on product, brand and their day to day life.
- My job gave me huge experience on field survey in different areas. Now I know the probable complexity to take any interview. “How should I start, how should I take break, how should relate my topic to their speech, how to stop interview” all are now known to me.
- After completing my internship now I know about company’s working system on collected data and information. I just knew about data collection and analysis but there are so many steps within this two. After collecting data I had to show my supervisor, after his approval I could make a report out of that. Then my supervisor took those data and went to the department head. If he saw those data as important to make a decision then he would call for a meeting immediately. Therefore, in that meeting they used to give approval for further in-depth analysis.
- Finally I have learnt to assemble the research data and how to prepare formal report in a proper way for analysis. Every company has its own analysis format and input system. I had to maintain those format and command.

Project work

Every company has some limitation in many areas. Some may have problem in communication internally and externally, some may have distribution problem or some cannot understand customer's problem or need. Most of the cases big company like ACI cannot get information beyond the distribution process. They can just keep tracking till their distribution process. As a result they can't get any idea about after sales situation of market, shopper's attitude and customer's reaction to their product. Therefore, it is a big problem for giant organization.

Market Overview:

I have visited several areas in the Dhaka city and outside of the city also. I have observed on salt stocks and market price. The numbers of ACI super salt were good enough. Actually they are the present market leader. Though ACI is doing good job in terms of product quality and delivery but still there are some problems regarding delivery in some areas. Recently Confidence and Fresh are not that much concern about availability. I have heard from lots of shoppers from different market that Fresh and Confidence SR do not come timely and they can't order for salt. These are big drawbacks for them. In the mean time ACI pure salt are available in most of the shops. As it is commodity product availability is very important so ACI is maintaining that theory.

People usually don't want to spend on these types of product to identify and quality. Absence for a short time of period makes that commodity product unpopular. For example in some markets I have found that shoppers are complaining about Confidence salt for their improper delivery system. When consumers wanted those brand products they could not provide them as a result customer got detached from their shop's product and lose loyalty. End of the day shoppers also have to suffer for this irregularity.

Visited areas in Dhaka city: Gulshan, Badda, Mirpur, Uttara, Dhanmondi, Airport.

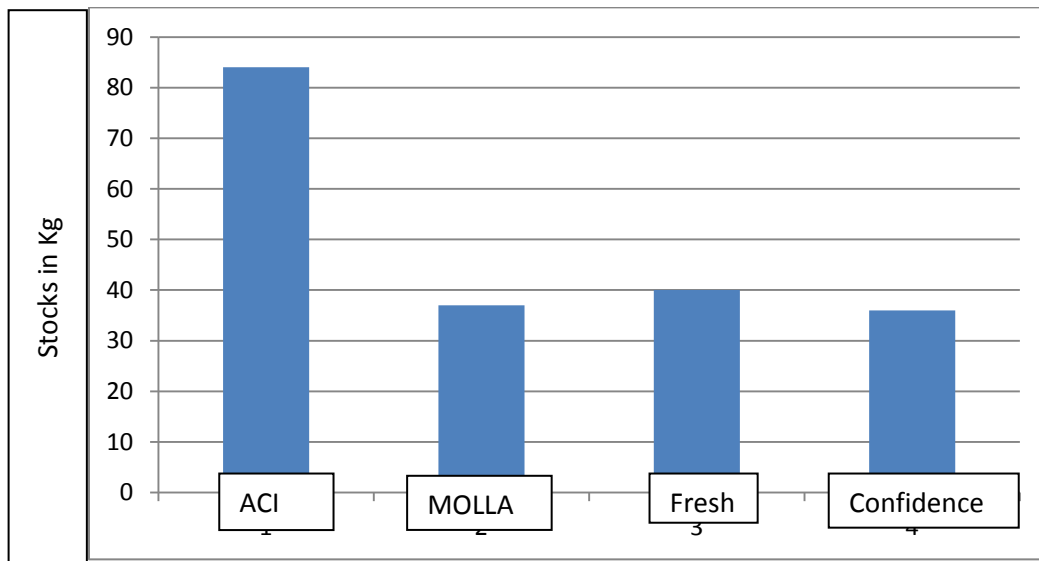
Visited areas outside Dhaka : Savar, Gazipur



There are some raw data based on my interviews with the shoppers:

		ACI Super salt Market Visit			
Market	Uttara				
Visitor	Moin				
Date	19-4-2017				
		Stock In Kg			
SL#	shopers name	ACI	Molla	Fresh	Confidence
1		15	12		
2		30	3		4
3		12	6	23	
4		5	12	4	6
5		6	4	6	7
6		8			7
7		3		7	12
8		5			
		84	37	40	36

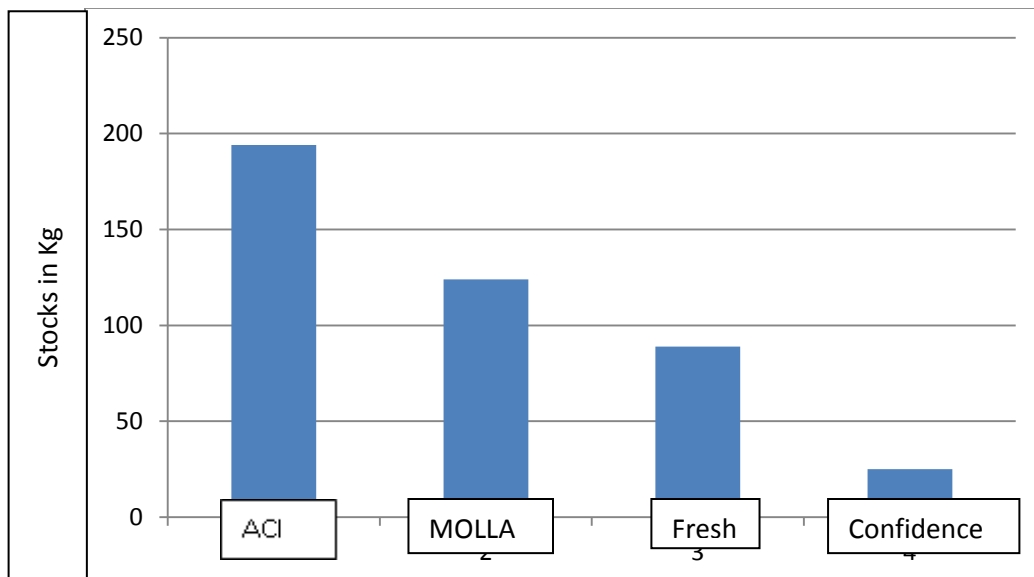
This is a field visit report of ACI pure salt from Uttara area. It seems that the number of ACI salt stocks is higher than other Brands and it is 84. I have found ACI pure salt in almost every shop. Whereas, competitor’s salt were missing totally in some shops. Its graphical presentation will be like:



Area No 2 : Gulshan

		ACI Super salt Market Visit			
Market	Gulshan				
Visitor	Moin				
Date	16-5-2017				
		Stock In Kg			
SL#	shoppers name	ACI	Molla	Fresh	Confidence
1		2	12		
2		25	3		
3		50	17		12
4		17		12	
5				25	
6				7	
7		23	25	6	
8		4	19	16	4
9		55	23		9
10		6	25		
11		12		23	
		194	124	89	25

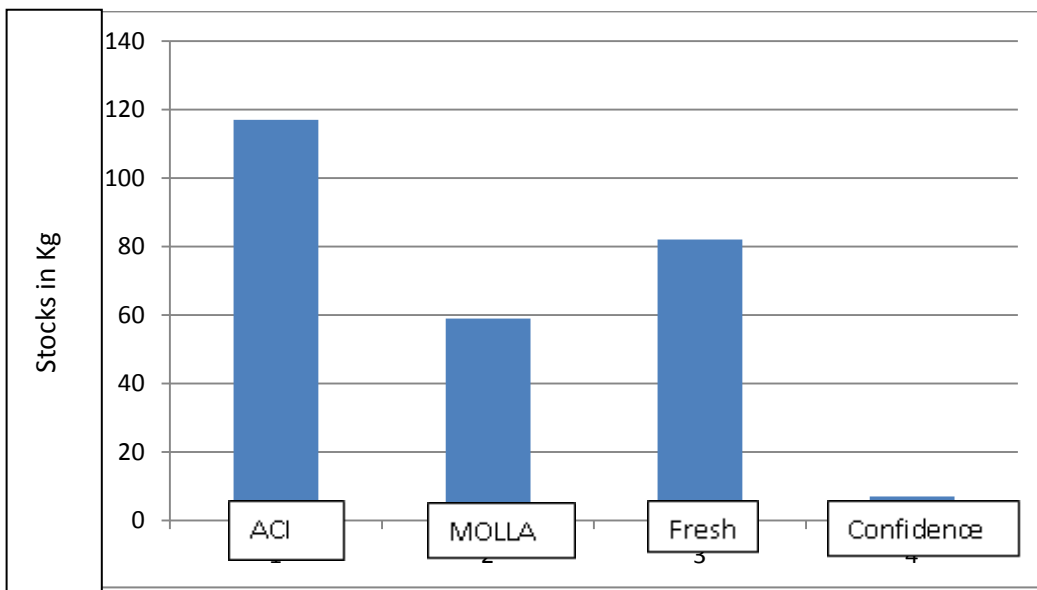
ACI Pure salt is also dominating in Gulshan area. The number of stocks of ACI pure salt is higher than other brands and it is 194. It seems Mollah is the main competitor here. Its graphical presentation is given below:



Area 3 : Bashundhara

		ACI Super salt Market Visit			
Market	Bashundhara				
Visitor	Moin				
Date	30-4-2017				
		Stock In Kg			
SL#	shopers name	ACI	Molla	Fresh	Confidence
1		4		19	
2		14	12	5	
3		4	3		2
4		25		6	
5		3	4		5
6		17		25	
7		25	15	27	
8		25	25		
		117	59	82	7

Even in Bashundhara ACI pure salt is in the highest position in terms of salt stocks. Graphical view of this report is :



Problem:

As company cannot access directly with the trader after distribution and cannot ask about their service to the retailer it is difficult to know shoppers opinion. There is a big mismanagement behind this. For example ACI is giving discount for per sack, giving discount on display or any other trade offer but shoppers don't know about that. It happened because of distributor and sales representative. They don't give that news and offer. For instance, they don't want to take ACI product and even they take our product stop selling because of high trade price. Shopkeeper doesn't sale ACI's product.

Purpose of the project:

The main objective of this project was to know about the market situation and shopper's attitude.

In specific objectives are:

- To know about market price of others brand salt.
- For knowing about the number of stocks of ACI salt as well as competitors salt.
- To know retailer's opinion.

Market price of other brand:

This was a one of the main objective to know about others market price. As it is a commodity product whenever brands change the MRP others also try to cope up with that. So it is mandatory to know about others MRP.

For example, when ACI increases its salt price Fresh also does the same thing. They try to be competitive in the market through pricing. Fresh also follow premium pricing like ACI. They also think that they are offering best quality salt so they can demand high price. If they do not change the price people will think their quality has gone down that is why they charge high price with competitor ACI.

Inventory of ACI salt and competitors brand:

This was the main objective to know the number of stocks of ACI salt and competitor's salt. We had to know whether they have our product or not. If they have our product stocks then the number of the stocks also important. Therefore we will be able to know the problem regarding delivery. Along with that "why they do not want to keep our product, what do they want for displaying our product" this confusion will be cleared. Finally we will know the customer preference also through the number of stocks availability and market situation also.

Retailers demand:

In business every person or vendor is important. We can not only rely on production and distributor. People who are selling to our end customer they are also important for our business. If they do not sale our product or do not want to sale it can be a big problem for us. It is easy for them to set the customers mind into different product rather than ACI.

So it is our duty to know about their demand and problem regarding our service and product quality. If others competitors give discounts then we also have to arrange discount and other benefits for them. Most of the cases they complain about delivery man and service. If we do not take care with ourselves then it will create great dissatisfaction and eventually turn down the sales volume of our product.

Time period: For this project I got 20 days of my thirty days internship program. In the mean time I had to do research and make report presentation on the basis of my task.

Limitations:

I have done my report with all my experience and knowledge that I got from my three months Internship program at ACI. After leaving ACI they did an extra research project on customer's opinion. As I had to leave I have missed that opportunity to involve with their last task. It would be better for me to combine all data and make a healthier report.

Along with that I had to face some problem regarding my research during interview with common people and specially shopkeepers.

Methodology:

I have used Convenience sampling and judgmental sampling.

Convenience sampling is utilized as a part of exploratory research where the specialist is keen on getting a reasonable estimate of reality. As the name suggests, the specimen is chosen since they are helpful. This no probability technique is regularly utilized amid preparatory research endeavors to get a gross gauge of the outcomes, without bringing about the cost or time required to choose an arbitrary example.

Judgment testing is a typical no probability strategy. The specialist chooses the example in light of judgment. This is typically an augmentation of accommodation examining. For instance, an analyst may choose to draw the whole specimen from one "delegate" city, despite the fact that the populace incorporates all urban areas. When utilizing this technique, the scientist must be sure that the picked test is really illustrative of the whole populace.

This project was based on questioner with shoppers. I used to carry a set of structured questions which are made by my Supervisor. I had to ask those questions to the shoppers in a given market place. After that I used to give those questions list to my supervisor. Based on those questions Executive director of consumer brand understood the market situation and trader's attitude towards ACI pure salt. There is a sample questions list that I used to carry out during my research period. In a day I had to take interview selected people of a market area. Per day I could take interview of one or two market's shoppers. As I didn't say my company name and brand name most of the answers were unbiased. I used to present myself as an NGO worker.

Sample questions of my interviews with shoppers for knowing the MRP and Salt stocks:

Shoppers Name:	Date:
Mobile Number:	Market:
Trade name:	SR Name:
<p>How many brands (salt) you have in your shop?</p> <p>What is the quantity of those brand salt including ACI pure salt?</p> <p>Which brand is giving maximum profit?</p> <p>Which is the best in terms of ordering and delivery?</p> <p>Do you have any demand regarding pricing or display?</p> <p>Do you face any problem with our SR and product quality?</p> <p>What are the trade prices of competitor's salt?</p> <p>Is there any complain from customer regarding ACI pure salt?</p>	

It's a type of **open-ended** question. An open-ended inquiry is intended to energize a full, important answer utilizing the subject's own insight and additionally emotions. It is the inverse of a shut finished inquiry, which energizes a short or single-word reply.

First of all, my supervisor used to select an area as a sample market to do interview of shoppers. Then I took interview from those selected market area with this sample interview questions with a stocks survey paper.

Major Findings:

➤ Higher trade price than others
➤ No special offers for retailers
➤ Lack of monitoring method
➤ Competitors get chances to serve better than ACI in terms of delivery
➤ Two or more distributors in a same area create confusion among retailers
➤ SR doesn't tell about trade offer to the retailers
➤ Retailers keep stock of last price product

Higher trade price than others:

ACI super salt uses **premium pricing** strategy. They think that they are providing best quality salt in our country. As others are not giving these types of qualitative product ACI can charge higher than its competitors.

Premium valuing is the act of keeping the cost of an item or administration misleadingly high with a specific end goal to support positive observations among purchasers, construct exclusively in light of the cost. The training is proposed to misuse the (not really reasonable) inclination for purchasers to accept that costly things appreciate an extraordinary notoriety, are more solid or attractive, or speak to remarkable quality and refinement. Also, an exceptional cost may depict the importance of better quality according to the customer.

Buyers will pay more for patterns, which is a key rationale in premium valuing, and are not anxious on how much an item or administration costs. The curiosity of customers needing to have the most recent patterns is a test for advertisers as they are entertaining their purchasers.

The goal of shoppers and the sentiment treating them is the key factor of buying a decent or administration. Customers are searching for steady change as they are continually developing and moving.

Trade price for shoppers:

Trade Price for Shoppers	
Salt	Price(per sack)
ACI	925
MOLLAH	800
FRESH	890
CONFIDENCE	900

Usually ACI pure salt price is higher than other branded salt in the market. ACI demands this high price because of their salt quality. Therefore, it has become a problem also for them to fight with other competitors. Retailers actually don't get that much profit in selling ACI pure salt to the customers. For example they buy one sack from distributor at 925 taka. in a sack there are 25 packets of ACI pure salt. That means, every packet salt price is 37 taka for them and the MRP is 40 taka. as a result they get 3 taka profit on every packet. On the contrary other branded salt are providing more profit than ACI. For instance, retailers don't encourage or don't want customer to buy ACI pure salt. Even sometimes don't show ACI pure salt in front of customer intentionally.

No special offers for retailers:

This is very important area for ACI. They don't have any special plan to do something for retailer in terms of trade offer and discount. ACI just have plan for distributors. On the contrary other company like Confidence, Fresh have different discount and offer specially retailers. Therefore, this a big gap where ACI is in the back foot.

Lack of monitoring method:

Another surprising thing is that they don't have any monitory policy to check the market and retailers attitude. ACI just create planning till their distributors. After that they don't have any plan or team to audit delivery or other problems.

Competitors get chances to serve better than ACI in terms of delivery:

Numerous retailers can't get their salt on time. In this manner, others mark makes preferences for sporadic supply of salt.

Two or more distributors in a same area create confusion among retailers:

This is also a major problem in the market place. As there are more than one distributor in a single market it create misconception among traders about exact salt price. Different distributors offer different trade price according to their profit. As a result retailers got puzzled and get negative opinion on the mother company. For example one distributor are giving one sack salt at 900 other distributors are offering same sack at only 875. In the end it becomes a major issue for little income retailers.

SR doesn't tell about trade offer to the retailers:

It's a very bad side of lack monitoring by the company. As ACI don't have any monitory policy local distributors get chances to sale salt with different pricing strategy. Even SR doesn't know exact price and offer. As a result he can't offer to the retailers. Sometimes they don't give any offer and sale those offered product in somewhere else.

Retailers keep stock of last price product:

Sometimes before any price inflation or any occasion retailers keep stocks of present trade price salt. As a result they don't take new order from Mother Company and get more profit. This problem is related with retailers.

Recommendations:

- Pricing strategy is a very vital part of marketing and product itself. Though ACI is providing qualitative salt but higher price than competitor is making a drawback for them. ACI should rethink on their trade price.
- ACI could have a suitable area based monitoring team for visiting local market and trade.
- It might be better for them to settle a general trade price and offer for all distributors in a single area.
- Company can take initiative steps to make learn SR and field level employee because they should have proper knowledge about current trade price and discount offers.
- As ACI are more concern about distributor's offer and privilege it could be to do something for the retailer also.

Conclusion:

ACI Limited is one of the main aggregates in Bangladesh, with a multinational legacy. ACI Administration Department is the blood course for the entire ACI Center. By along these lines ACI Administration Department gives every one of the offices to the ACI Center and tries to take care of a wide range of issue that can influence the association. The organization has enhanced into four noteworthy organizations. FMCG business is one of them. There is innumerable SBU under the FMCG items. ACI unadulterated salt is one of them. It is the principal VE salt in Bangladesh. Step by step, VE salt market extended. It is in this way, Competition turned out to be more intense. Be that as it may, ACI unadulterated salt would keep its image picture and reliability by guaranteeing its item quality. Subsequently, it turned into the market pioneer in Bangladesh. More or less we can state, If ACI unadulterated salt continue remaining the market pioneer, its organization framework should be solid at retail advertises.

Sample Product of ACI Salt and Survey Sheet



ACI Salt Market Visit	
Intern	Moin
Department	Salt

Sl#	Market	ACI	Molla Supar	Fresh	Confidence	Billing Date
1	Bonosree,Rampura	925	900	900		17/5
1		925	900			17/5
1		925	900			18/5
1		925		900		18/5
1		925	900			17/5

Sl#	Market	ACI	Molla Supar	Fresh	Confidence	Billing Date
2	South Bonosree	925		900		15/5
2		925		900		16/5
2		925	900	900		15/5
2		925	900	900		17/5
2		925	900			17/5

Sl#	Market	ACI	Molla Supar	Fresh	Confidence	Billing Date
3	Malibag Bazar	925	875			17/5
3		925	875	900		18/5
3		925	900	900		17/5
3		925		900		17/5
3		925	900			17/5

Sl#	Market	ACI	Molla Supar	Fresh	Confidence	Billing Date
4	Rampura Bazar	925	900			18/5
4		925	875			17/5
4		925		900		17/5
4		925	900			17/5
4		925	900			17/5

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