



Asian Consumer Care (Pvt.) Ltd.

**“Brand Promotion and Successful Marketing Strategies of Dabur.”– Asian Consumer Care (Pvt.) Ltd.**



**Internship report**

on

**“Brand Promotion and Successful Marketing Strategies of Dabur.”**

**Submitted To:**

Ms. Mahreen Mamoon

Assistant Professor,

BRAC Business School, BRAC University

**Submitted By:**

Lipon Sheikh

ID: 14104193

BRAC Business School, BRAC University

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## Letter of Transmittal:

Ms. Mahreen Mamoon

Assistant Professor

BRAC Business School, BRAC University

66 Mohakhali, Dhaka-1212, Bangladesh

Subject: Application for submitting Internship report.

Dear Madam,

It is a great pleasure to submit my internship report on “**Brand Promotion and Successful Marketing Strategies of Dabur**” with due gratefulness and admiration. I am fortunate enough that I have got the opportunity to have the excellent working teams in Finance and Marketing departments in the company where I have learned the knowledge of their marketing process and selling procedures effectively.

I tried my level best to show my skill which is achieved in these three months, practical experiences through this report. I would like to assure you that I will remain on standby for any clarification, an explanation as and when required.

Thank you in advance for your kind assistance.

Sincerely yours,

.....

Lipon Sheikh

ID: 14104193

BRAC Business School, BRAC University

## Acknowledgment

At first, I would like to show my best gratitude to the almighty Allah for completing my report timely. Then I must talk about my parents who have brought me in this world and have supported me to complete my internship program and report. I am eternally grateful to them. After that, I am highly grateful to all of my teachers of BRAC University including **Ms. Mahreen Mamoon** madam, my supervisor who has helped me enormously during my difficult times and taught me very important lessons of life. She has also supervised me and has given very effective and constructive suggestions to write the report properly.

I am also grateful to my younger brothers including **Reday, Rimon, Anik, Rabbi** and **Ayon** to be my side always with care and supports during my internship period to complete this report.

I am also thankful for my official support of Dabur without which it was totally impossible to complete the report. The officials supported me with every possible answers and query that I asked for. My sincere gratitude goes to **Mr. Rakesh Kumar Agrawal** (Finance Controller), **Mr. Sariful Islam Tushar** (Brand Manager), **Mr. Humayon Kabir** (Admin-HR), **Mr. Helal Feroj** (Sales Admin), **Mr. Tanvir Hossain Miraj** (Intern Colleague) with whom I worked through out my whole internship program.

Finally, I hope that this report will motivate me in my future to take more initiatives with the help of satisfaction that, I have completed such a big report in an efficient manner.

## **Executive Summary**

Asian Consumer Care (Pvt) Ltd, the registered name of “Dabur India” in Bangladesh is getting more popular and a trusted brand through its promotional and marketing strategies and also by providing value-added quality products to the consumers. Dabur’s Brand Promotional and Marketing Strategies are briefly narrated which have made them successful company in Bangladesh. Dabur’s marketing department actually coordinates the company in two ways; one is for new product development (launching a new product) and for the existing products which are already in the markets. Dabur’s successful marketing strategies include product strategy, pricing strategy and place and promotional strategies. Dabur’s strong and careful distribution channels have also played a vital role to be a leading FMCG in Bangladesh. Moreover, Promotional schemes of Dabur provided to its RSM (Regional Sales Manager), ASM (Area Sales Manager), TSO (Territory Sales Officer), TSE (Territory Sales Executive), Stockiest/Distributors, SSM (Stockiest Salesman), Retailers and Consumers have increased their sales volume. Promotional schemes are known to its targetted group through the chosen, selected and appropriate media.

## Table of Contents

<b>Organization Overview .....</b>	<b>1</b>
Introduction.....	1
Background .....	2
Vision and Mission .....	3
Main Strategic Objectives .....	3
Marketing Department.....	4
Core Values .....	4
Products .....	4
<b>Body of the Report .....</b>	<b>5</b>
Introduction.....	5
The Rationale of the Study .....	5
The objective of the Report.....	5
<b>Overall Market Analysis .....</b>	<b>6</b>
• Market Summary .....	6
• Target Market .....	6
• Positioning .....	6
• Market Growth .....	6
• Points of Differences.....	7
• SWOT Analysis .....	7
<b>Analysis of Marketing Department.....</b>	<b>8</b>
1. New Product Development .....	8
2. Existing Product .....	10
<b>Successful Marketing Strategies.....</b>	<b>11</b>
○ Product Strategies .....	11
○ Pricing Strategies .....	13
○ Place and Promotional Strategies .....	14
○ Channels of Distribution.....	14
<b>Promotional Activities of Dabur.....</b>	<b>15</b>
○ Advertising .....	15
○ Sales Promotion .....	16
○ Consumer Promotion.....	17
<b>Promotional Schemes of Dabur .....</b>	<b>17</b>

○ Promotional Schemes for Stockiest .....	17
○ Promotional Schemes for Retailers .....	18
○ Promotional Schemes for Consumers .....	19
<b>Brand Promotion Of Dabur .....</b>	<b>19</b>
○ Brand Value .....	19
○ Brand Building .....	19
○ Perceived Quality .....	20
<b>Activities Undertaken .....</b>	<b>21</b>
○ Position in the Organization .....	21
○ Duties and Responsibilities.....	21
○ Learning.....	22
○ Contribution .....	23
<b>Constraints.....</b>	<b>23</b>
<b>Concluding Statement .....</b>	<b>24</b>
<b>References .....</b>	<b>25</b>
<b>Appendix.....</b>	<b>26</b>

## **Part-1: Organization Overview**

### **Introduction:**

Asian Consumer Care (Pvt.) Ltd.-(ACCPL) is the registered company name of “Dabur” in Bangladesh. In Bangladesh, Dabur has a long range of items which is distributed through their own distribution channel. For more than a decade ACCPL caters to the health and personal care needs of Bangladeshi customers. Because of the quality and service of products with nature’s power, Dabur’s brands have rapidly gained consumers’ trust and have become popular in Bangladesh market. A world class manufacturing facility has been established in Dhamrai, Dhaka and fully operated since 2014. ACCPL today is the second largest Fast Moving Consumer Goods (FMCG) Indian MNC in Bangladesh. ACCPL also is the market leader in the category of value-added Hair Oil and Honey. Dabur enters in Bangladesh market in 2003 and started their commercial production in 2004. In Bangladesh, Dabur has more than 20 types of products having more than 60 SKUs.



## Background :

**Dabur** (Dabur India Ltd.) derived from **Daktar Burman**, is the fourth largest Fast Moving Consumer Goods (FMCG) Company in India with consolidated Revenues of over INR 7,800 Crores. Building on a legacy of over 130 years, Dabur is today India's most trusted name and the world's largest Ayurvedic medicine and related products manufacturer and Natural Health Care Company. Today, Dabur has a portfolio of over 381 trusted products spread across 21 categories and over 1000 SKUs. Dabur was founded 1884 by Dr. S.K Burman, a physician in West-Bengal, to produce and dispense Ayurvedic medicines. Dr. Burman designed Ayurvedic medication for diseases such as cholera and malaria. Soon the news of his medicines traveled, and he came to be known as the trusted "Daktar" or Doctor who came up with effective cures. The Dabur name is derived from the Devanagari rendition of Daktar Burman.

From its humble beginnings in the bylanes of Calcutta, Dabur India Ltd. has come a long way today to become one of the biggest Indian-owned consumer goods companies with the largest herbal and natural product portfolio in the world. Overall, Dabur has successfully transformed itself from being a family-run business to become a professionally managed enterprise.

Dabur's products also have a huge presence in the overseas markets and are today **available in over 120 countries across the globe**. Its brands are highly popular in the Middle East, SAARC countries, Africa, US, Europe, and Russia. **Dabur's overseas revenue today accounts for over 30% of the total turnover.**

Dabur India's FMCG portfolio today includes five flagship brands with distinct brand identities: **Dabur** as master brand for natural health care products, **Vatika** for premium personal care, **Hajmola** for digestives, **Honey** for fitness and **Fem** for basically bleaches and skin care.

- **Dabur's- Vision & Mission**

- **Vision:** Dedicated to the health and well being of every household.

- **Mision:**

- To excel in business while maintaining the quality and organizational values.
- To build leaders in their area of responsibility with deep commitments of doing what matters the most from an organizational perspective.
- To add values to people development by providing value-driven training, encouragement and reward excellence.
- In a business, the traditional values are the consumers; hence meeting consumers' expectation by developing products is one of the key element of Dabur.
- Promoting teamwork and synergy is one of the key element of a successful workforce, thus encouraging transparency and promoting teamwork or idea sharing is an excellent way of building an efficient work environment.
- Innovation is the key to a successful business management, so continuously innovating new products or changes in past products by developing the formula is the function of *Dabur R&D*.
- Last but not the least, integrity. One of the core values everyone expects of a renowned brand, thus Dabur is utmost committed to transparency, honesty, and reliability to its consumers and stockholders.

- **Main Strategic Objectives of Dabur (Asian Consumer Care Private Ltd.):**

The main strategic objective of Dabur is to create brand loyal customer by providing the natural products. Dabur wants to create a different position in the market having the concept of Ayurvedic care for the health and well being of every household. Already Dabur has become successful in Bangladeshi markets through their unique strategic planning.

- **Marketing Department:**

Marketing department coordinates new product development and also to assist the existing products in the markets. This department basically coordinates the overall process of the new products development process and to create awareness among the customers about the existing products those are available in the markets.

- **Core Values:**

- **Ownership:** Dabur is the company of its employees and consumers. So, it accepts personal responsibility and to meet business needs.
  - **Passion for winning:** Dabur has taken the responsibility with a deep commitment to delivering results and is also determined to be the best at doing what matters most.
  - **Consumer Focus:** Dabur has a superior understanding of consumer needs and develops products to fulfill them better.
  - **Innovation:** Continuous Innovation in products and process is the basis of Dabur's success.
  - **Integrity:** Dabur is committed to the achievement of business success integrity. The company is honest with its customers. They provide what they promise.
- **Products:** Dabur has a wide range of products. They have a lot of segmented products. Only for the hair oil, they have Vatika Hair Oil, Methi Amla Hair Oil, Vatika Enriched Hair Oil, Vatika Beliful Hair Oil, Vatika Hibiscus Hair Oil etc. They have also different packs and sizes of the products including honey, shampoo, Fem, Bleach, Odonil air freshener, Odofresh etc.

## Part-2: Body of the Report

- Introduction:

This report is not written only for the requirement of the BBA program but also to learn practical knowledge of marketing. I have worked at Dabur which is the world's largest Ayurvedic Company in the world and the company is becoming very popular all over the world. They have their marketing teams for different programs for which everybody knows the name of Dabur and its five flagship brands. In this report, I have tried to put the information that I have actually seen and shown their marketing activities. In Bangladesh, they have created a competitive force on their rivals and already how they have created a trusted brand name in consumer minds, these issues are explained in this report.

- The Rationale of the Study:

Our education system is still confined to the textbooks and theoretical knowledge. But as a BRAC University student, I have got the opportunity to work in an organization which is Asian Consumer Care Private Ltd. for three months where I have gained the practical knowledge and experience and I was able to connect the theory with my working knowledge in the organization. Here, in the report, I have tried to show the brand promotional and marketing strategies which have worked as the key success factors of Dabur in Bangladesh. In this report, I have mentioned Dabur's strong distribution network channels. This report may be used for farther research or to know about Dabur's marketing and branding activities in Bangladesh. It will be helpful for the Interns to write their report on Dabur.

- The objective of the Report:

- Primary Objective: This report is required for the completion of the BBA Program of BRAC University. So, the primary objective of the report is to fulfil my requirement for the degree.
- Secondary Objective: The secondary objectives are given below:

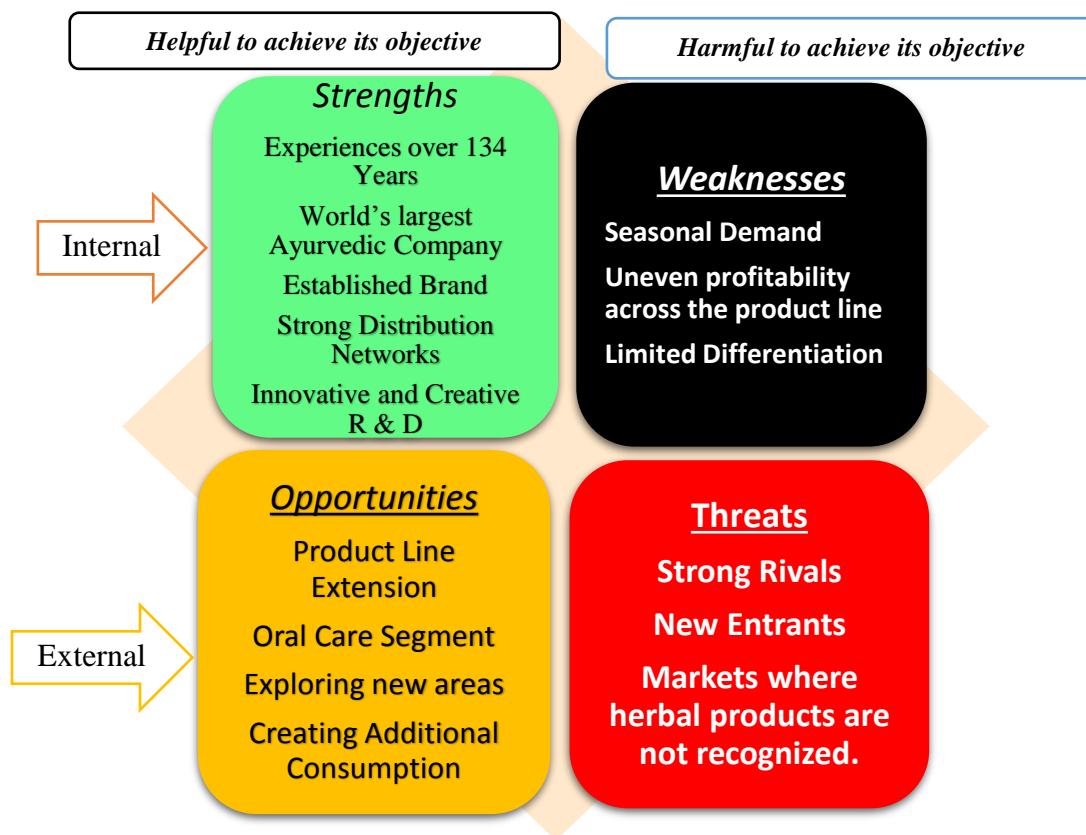
- To apply theoretical knowledge in the working field.
- To observe the new working environment of an organization with the corporate manner.
- To gain knowledge of marketing practices.
- To get the idea of how new product executes in the market.
- To know the overall market condition of the products.

- **Overall Market Analysis:**

- **Market Summary:** Dabur is the brand of having the power of nature. In Bangladeshi markets, there are huge demands for hair oil, natural health care products, honey, skin care products, oral care products etc. In these markets, there are a lot of competitors. There must have extra benefits for these products for the consumers and must need to maintain the pricing strategy for Bangladesh to compete with the local and international brands which are already existing in the markets of Bangladesh.
- **Target Market:** The target customers are the households. They have almost 20 products having more than 60 SKUs in Bangladeshi markets targeting the household customers. They have five flagship brands targeting different groups of household consumers. Dabur as master brand for natural healthcare products targets the health conscious people. Vatika targets the women and young aged girls who care for personal beauty. Honey targets the middle-aged people who desire for fitness.
- **Positioning:** Dabur has positioned itself as a very unique brand of Ayurvedic ( Power of Nature) idea which has given them a very noticeable acceptance in Bangladesh.
- **Market Growth:** The overall FMCG's growth rate is 5-7% in Bangladesh now and Dabur is aligning with the markets.

- **Points of Differences:**Dabur has Ayurvedic products and the company usually uses natural elements in its production. Dabur tries to produce healthy and good products for the health conscious people. It has over 134 years of experiences and has been able to establish themselves as the most trusted name and brand and also the world’s largest Ayurvedic and Natural Health Care Company.
- **SWOT Analysis:**

SWOT Analysis is very important for a company to identify its own strengths and opportunities. At the same time, it also shows an organization its weaknesses and threats. It is the overall analysis of the business position. By doing this analysis, an organization can build its strengths, can overcome the threats, eradicates its weaknesses and also tries to grab the opportunities of the markets. Here the SWOT Analysis of Dabur is given:



*SWOT Analysis*

- **Analysis of Marketing Department:**

- **How it actually works :**

Marketing department plays a very prominent role for “Dabur” to be successful and a trustworthy brand in consumers’ minds. Basically, there are people for the duty to do different jobs under the marketing department and Marketing department coordinates their works. How marketing department coordinates, is explained here:

### **1. New Product Development:**

It is the process of taking a product from conception to market. Before launching a new product, there must have some stages to follow. Dubar has some stages where these are being coordinated by the marketing department.



*New Product Development*

**Research:** It is the detailed study of a problem, issue or a concern in a scientific way. Research is very important to get the proper knowledge of the market. Dabur has its own research panel to

find out the information on the market and also the targetted customers. In this stage, Dabur tries to find the market gap for a specific product. With the idea of Ayurvedic, Dabur tries to give a solution (product) to the customers. Dabur also does the research of the consumer's buying behavior by the retail audit. For a specific product, what the price that the consumers want to pay and in which quantity they want to purchase the product these are two most important things done by the research.

**Product Development-Part:** In this stage, Dabur produces the product based on the research and the customer's requirement. Products are developed with extra benefit features by Indian R & D. In Bangladesh, there is no chance for the product development. It is done by Indian Development Company.

**Sample testing with the consumers:** Here free products are distributed to the consumers as sample testing. Free products are given with the purchase of other products. In the industrial area, skin care products and new hair oils are distributed among the women garments workers completely free. This stage is also known as "*Try-Once.*" This is basically a stage of creating new customers.

**Packaging Development:** Packaging is very important for any products for making the products more lucrative and also to protect the products from any damages or to preserve the products for a long time. In this stage, the packaging is done on the basis of quality and quantity. "Asian Consumer Care Private Limited" is mentioned in every product's package.

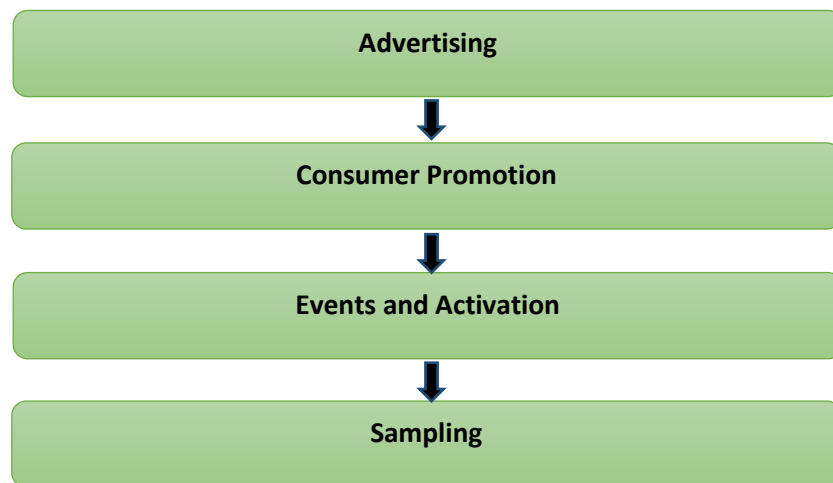
**Finished Goods(FG) Production:** For the production, a world standard manufacturing factory has been established in Dhamrai, Dhaka. Raw materials are collected from the suppliers and finished goods are produced in the factory.

**Distribution:** Dabur has a large distribution channel on its own through which its products are distributed all over the country. currently, about 208 distributors are there in both metro and rural areas and the number is updated day to day. Basically, it is the step to reach the products to the customers. Distributors sell the products to the retailers and the customers get the products from the retailers.



## 2. Existing Product:

Marketing activities are equally important for the existing products too. Dabur has a lot of existing products including Honey, Amla hair oil, MethiAmla, Vatika, Shampoo, Meswak Toothpaste, Red Toothpaste, Odomos Cream, Odonil Air freshener, Gulabari, Bleach etc. For this existing products, advertising is very important. Marketing department works and coordinates this field to hold more customer groups.



**Advertising:** Advertising means the activity or profession of producing information for promoting the sale of commercial products or services.

To create awareness among the consumers, advertising is very important. There are various advertising vehicles such as Television telecasting, newspapers, radio channels, billboards, magazines, online marketing, social media through which Dabur advertises its products and promotional activities.

**Consumer Promotion:** This is basically the offers for the customers. Customers are offered a lot of promotional offers to make a purchase of the products of the Dabur.

- **Buy one get one free:** If anyone buys a product, he or she will get another piece of the same product.
- **Free product:** For buying a product, another item of the product will be given free.
- **Discount:** Special discount for specific products are also offered.

**Event and activation:** For consumers promotion, Dabur has its own events and activation program. For example, it has *Boishakhi Ullash Offer* for Boishakh, *Eidi Offer* for the Eid and *Scratch Cards Offer* etc. In the month of Ramadan, Dabur arranged a television reality show of Quran tilawat “**Al- Quraner Alo**” at Rtv, sponsored by Meswak Toothpaste. During the program, the name of Meswak toothpaste is uttered for several times to create awareness among the consumers.

**Sampling:** A sample is collected by the Household panel of Dabur as a sample. But sampling is also known as “Try Once.” At Tongi industrial area in Gazipur, free products are distributed among the women garments workers as sampling. After using these free products, their feedback is collected and their willingness is tested that whether they will buy the products or not. By doing these, Dabur enlarges its consumers.

- **Successful Marketing Strategies of Dabur:**

- **Product Strategies:** Dabur is becoming popular all over the world. In Bangladesh, it has a lot of varieties of products with multiple packs and also different categories. Dabur has different pack sizes of products considering the consumers’ demands and prices. Here, we can see almost 20 types of products of up to 60+ SKUs. It has also different prices for different quality and quantity. It is packed for people of all classes so that they can buy their desired products based on differentiation on quantity and price. Such as:

SL No.	Brand (Products)	SKUs	MRP (BDT)
1	Dabur Hair Oil	45ml	25
		90ml	70
		180ml	140
		275ml	195
		450ml	275
2	Dabur Methi Amla	100ml	50
		200ml	100

3	Vatika Enriched Hair Oil	75ml	50
		150ml	120
		300ml	230
4	Dabur Almond Hair Oil	100ml	90
		200ml	165
5	Vatika Beliful	45ml	20
		90ml	50
		180ml	100
		275ml	150
6	Vatika Black Olive & Almond Shampoo	3.5ml/Dozen	12
		7ml/Dozen	24
		100ml	95
		200ml	150
		400ml	275
7	Meswak Toothpaste	50ml	25
		100ml	55
		200ml	100
8	Dabur Red Toothpaste	50ml	25
		100ml	60
		200ml	110
9	Odomos Cream	25gm	25
		50gm	48
		100gm	85
10	Odonil Air Freshener	50gm Mix Combo	120
		50gm Hanger	70
		75gm Mix	55
11	Hajmola Digestive	Reg. Imli 120tab	50
		Reg. Imli and Borhani 100tab	60
		Jar 2/3 Pcs Tablet	200/400
12	Odofresh Ult Toilet Cleaner	500gm cp	90
13	Dabur Chyawanprash	500gm	270
14	Gulabari Rose Water	120ml	85
		100ml spray	120
15	Fem Saffron Fairness Cream Bleach	24gm	90
16	Fem Gold Bleach	314.4gm-T(Gold)	345
17	Real Fruit (Mango)	1Ltr	275
18	Real Fruit (Activeslim)	1Ltr	295

## ○ Pricing Strategies

Price is the value that the consumers want to pay in lieu of the products or services to the sellers. Again, price indicates the quality of a product. In Bangladesh, it is really a challenging issue for any brand to compete as there are a lot of competitors existing in the markets who are also following the pricing strategy. Before pricing any product, three major factors need to be considered:

1. **Cost:** Cost is the most important factors while pricing. There are two types of cost which are variable cost and fixed cost. Variable cost is also known as manufacturing cost which is related to production directly of any product. Another cost is a fixed cost which includes the large amount of investment in building, land, machinery, equipment etc. Price of any product of Dabur is adjusted considering these two costs. In Bangladesh, Dabur has its manufacturing factory at Dhamrai, in Dhaka. Dabur collects raw materials for the productions from India and also from local suppliers considering the cost and quality.
2. **Competition:** It is a force for the company to exist in the markets. There are a lot of rivals in Bangladeshi markets. So, the consumers have the option to switch to alternative choices. While setting the price, Dabur considers the competitor's price in Bangladesh. Basically, Dabur's main rivals are Unilever Bangladesh Ltd. and Marico Bangladesh Ltd. etc.
3. **Consumer Demand:** Economically, we know that if demand increases, the price goes up. If demand falls, the price goes down. But, Dabur believes that increases in demand are the chance for the economy of scale rather setting a higher price. But, if demand falls, they usually go for a pricereduction, offers,and promotions etc.

## ○ **Place and Promotional Strategy:**

After manufacturing products, it is important to reach the products to the final consumers. Here, the development of channels of distribution and physical distribution of products play a vital role in making the products available to the consumers.

### ❖ **Channels of Distribution:**

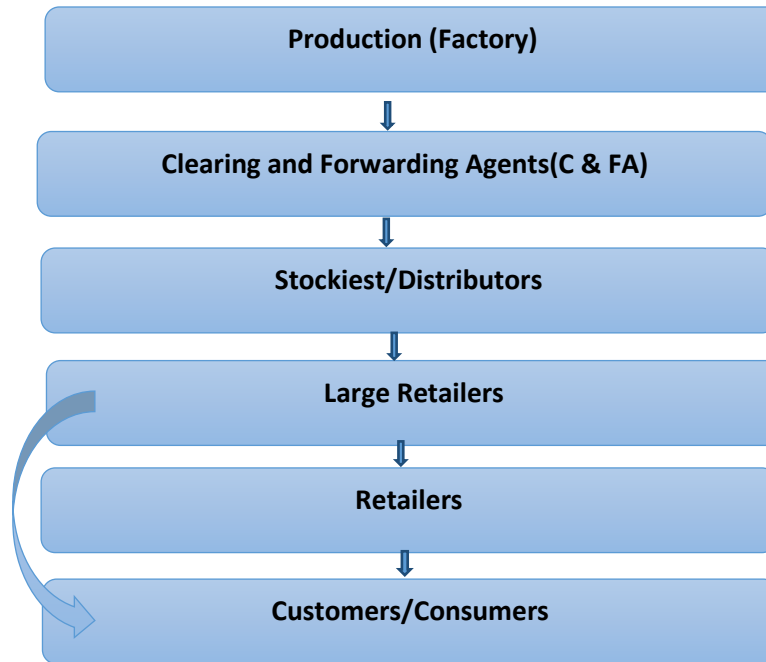
Dabur has now its own distribution channels and it is regarded as a key strength for the company.

Dabur believes in the way of convergence to touch the customers:

1. Product Availability
2. Brand Communication
3. Higher Level of Brand Experience

### **How distribution channels actually work:**

First products are manufactured in a factory which is located at Dhamrai, Dhaka. From manufacturing plants, packed products are supplied to Clearing and Forwarding Agents ( C & FA) and from there these goods are supplied to the number of Stockiest or Distributors, from where the products reach to a large number of retailers. The stockiest are in the charge to take orders from the retailers and then supply the goods to them. This work is done by SSM (Stockiest Salesman) by taking orders or through ready stock and then placing the orders. From here, the finished goods are reached to the customers. Customers purchase the products from the retailers.



*Distribution Channels*

- **Promotional Activities of Dabur:**

When products are manufactured, priced rightly and distributed properly, then it comes to the most important task of the marketers is to inform the potentials and targeted customers about the products and persuade them to buy. This is done by promotional activities. Dabur uses Advertising, Sales Promotion, and Consumers Promotional activities.

**Advertising:** Advertising means a form of communication that typically attempts to persuade the potentials customers of a particular brand of products or services. In the advertisement, Dabur uses the creation and reinforcement of “Brand Image” and “Brand Loyalty” to generate increased consumption of those products. Basic motives of Advertisement is to deliver specific

messages with factual information. Dabur uses television, radio, magazines, newspaper, internet, and billboards as advertising vehicles. Advertising is placed in ad agencies on behalf of Dabur.

Dabur uses the “**Expression**” for creative works and **Group-M** as media agencies.

### **Sales Promotion:**

Sales promotion is an activity to increase the sales of a product of Dabur. It is used for immediate impact on sales. Dabur also provides short-term incentives to encourage buyers to purchase a product. It can also create a situation where consumers will not buy unless there is an offer. Actually, it is stimulating the customers to buy a product. It includes-

- ❖ Advertising Campaign
- ❖ Gift with Purchase
- ❖ Point of Sale Displays
- ❖ Festival Sales
- ❖ Retailers Coupon
- ❖ Multi-packs
- ❖ Incentives
- ❖ Awards and Prizes
- ❖ Sales Meeting
- ❖ Premium Gift
- ❖ Samples
- ❖ Sales Contest etc.

**Consumer Promotion:** Consumers are the main target of Dabur who will purchase the products of Dabur. So, from time to time they are offered with various types of benefits and incentives.

- **Promotional Schemes of Dabur:**

Dabur uses a lot of promotional schemes for Stockiest, Retailers, and Consumers too.

- **Promotional Schemes for the Stockiest /Distributors:**

**Incentives:** Stockiest are offered a discount if they can achieve the sales target set by the company.

**Higher Margins:** Dabur tries to give a higher margin to the stockiest so that they don't lose interest in the products and can earn good profit.

**Sales Contest:** It is held annually whenever stockiest has the best sales record, the prize is given to him, like a foreign tour with the family.

**Allowances:** Allowances are given to the stockiest, SSM, TSO(Territory Sales Officer)/ TSE (Territory Sales Executive) if they can achieve the monthly sales target.

**Training:** Special training is given to SSM, a training workshop is organized by the company so that SSM doesn't face any problem while placing their products and taking orders from retailers.



**Annual Gathering:** All Stockiest meet under one roof at least once a year and whose performance was best is awarded. This year Annual gathering was held in Green House Resort, Dhaka. It was a whole day program.

**Fun Trip:** A zone wise fully paid fun trip is organized by the company for all Stockiest once a year.

**Buyback:** Dabur products have a scheme of replacement of products which are getting expired and damaged.

**Gathering while the launch of New Products:** All Stockiest and their SSM gather when there is a launch of a new product. The company gives free sample and gifts to the Stockiest and their SSM.

○ **Promotional Schemes for the Retailers:**

**Trade Allowances:** Short-term incentives are offered to induce a retailer to stock up more rubber products.

**Point of Purchase Displays:** Best retailers are also awarded based on their performances.

**Push Money:** An extra commission is paid to the retailers so that can push products.

**Free Sample:** Free sample is given to the retailers to build a strong connection with them which leads them to motivate their products.

**Retailer Coupon:** Retailers are offered a coupon having a lot of benefits such as a discount, free products etc.

**Display offer for shelf space:** Retailers shelf space (most seen self) is rented by the company for a period of time to show their products only. It is to grab the attention of the consumers visiting their retail stores or shops.

**Bonus pack:** Retailers are also offered bonus pack to buy Dabur's products.

○ **Promotional Schemes for the Consumers:**

**Price deal:** During some festival session, Dabur reduces the prices of specific products for the consumer for a temporary period.

**Coupon:** Coupon is offered where the consumer may get discounts, gifts etc.

**Price Pack Deal:** Consumers get more or extra product for the same price. For example, 25% Extra.

**Gift with Purchase:** Consumers get a gift when they purchase their products.

**Multi-Packs:** Consumers get multiple packs as their taste and requirement in different packs.

These types of consumer promotional schemes are used.

• **Brand Promotion of Dabur:**

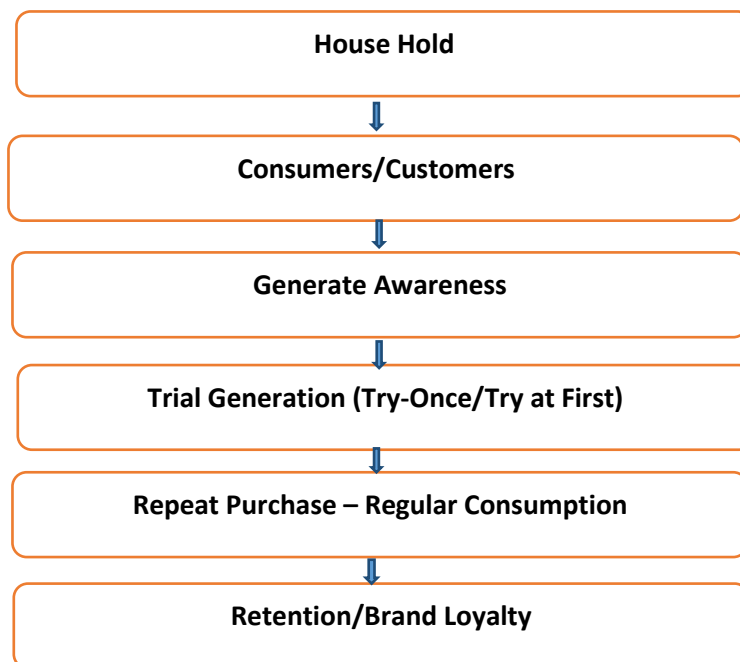
○ **Brand Value :**

Any product of any company can be successful because of the only name of the brand. Again, a product can also be responsible to lose its brand name reputation. Dabur has a successful brand

image to the consumers. Customers are ready to pay the premium price for a lot of products of Dabur only for the company's brand image.

- **Brand Building:**

Dabur has a variety of products targetting the household. Firstly, they try to create awareness among themselves. Awareness is generated through advertising and promotional activities. Next step is the Trail Generation which refers to "Try at First". Consumers purchase the products or free products are given to sample household group which is collected by Dabur's Household Panel. After using the products, how they feel about the products or whether they are ready to purchase the products again. If they like the products, they will go for the repeat purchase which leads them to regular consumption. It is called customer retention. By maintaining quality products and updating the products based on the consumer's requirements, Dabur gets the loyal customers group and thus it creates "Brand Loyalty."



*Brand Building*

- **Perceived Quality:** Because of being the Ayurvedic products, consumers have the positive mind about using Dabur products. Consumers think Dabur as a healthy brand for the consumers. They believe that Dabur is a brand which uses natural elements in their production. It is an Indian trust worthy brand and that's why they think Dabur's as a good and reliable brand providing good quality of products for the health conscious people.
  
- **Activities Undertaken:**
  - **Position in the Organization (Department):** I had an opportunity to work for three months as an intern in Finance and Accounts department and I also worked for Marketing Department at Asian Consumer Care (Pvt.) Ltd. There I did a lot of works in those three months which has given me a lot of knowledge and experiences. There were a lot of jobs I had to do regularly and also periodically.
  
  - **Duties and Responsibilities:** I did a lot of duties in these three months. Everyday I was assigned for doing new things. I tried to do my duties properly. I have learned a lot of things.
  
  - ❖ **Checking the claims:** I was specially appointed to check the claims for the promotional secondary schemes from the stockiest and retailers. Based on the approval given by the company, stockiest are provided with free products, gifts, and other incentives are also offered to them by setting a target sale which is called a slab. If they achieve the target sale, they claim with the memos and evidence for the declared incentives. I checked the claims from them. If there is any problem or a false claim is found, I showed it to my supervisor to take the next decision. For every month, all stockiest, super stockiest, retailers etc. asked for the proposed money or gifts or free products.
  
  - ❖ **Checking ISR Claims:** Tour bill or transportation bill of the RSM, ASM, SSM, TSO, TSE etc are also checked by me. If they can prove their bill with the proper evidence, they get the money.

- ❖ **Work on Agreements Preparation:** I worked for the agreements checking and renewing the expired agreements with the stockiest.
- ❖ **Calling the SSM:** I called the SSM(Stockiest Salesman) whether they knew about their incentives or not. Incentives are offered for every month. It is the duty of the TSO and TSE to let their incentives to them. At the same time, the Corporate office also calls them to clarify their query.
- ❖ **Checking the Damage Claims and Making Excel file:** I checked the damage and expired claims of Dabur's products and I have made these excel files.
- ❖ **Making Claim-Excel File:** Based on the claims excel files for each stockiest are prepared. I did this task also.
- ❖ **Sending E-mails:** I have sent many official e-mails and also received a lot of e-mails everyday.
- ❖ **Scanning Important Documents:** I have scanned a lot of important and also confidential documents of the company to preserve for the company's farther use.
- ❖ **Photocopy:** I learned the photocopy here. I had to make a lot of copy of required pages.
- ❖ **Making Level for Methi Amla in English:** I have made Methi Amla level in English.
- ❖ **Creating Powerpoint Presentation Slides:** I have made powerpoint presentation slides for the marketing departments.
- **Learning:** I have learned a lot of things here from corporate manner to official works and so on. This internship program for three months at Dabur has taught me how to behave with

the corporate people. I attended the corporate meetings and also have talked to the people regarding business policies. Dabur has taught me how to be professional when I will meet the professional people. I have learned how to scan, how to use excel file properly and also have learned how to use the photocopy machines. I have learned how to send official e-mails to the corporate people too.

- **Contribution:**

I just haven't thought myself to be an Intern in the organization. I have thought myself to be an employee of Dabur. I have tried my level best to do my duties properly which were assigned to me. I have created my own works when I got free time in the company. I have also found a lot of false or wrong claims without proper evidence and which were not valid in terms of the conditions given to the promotional schemes. It helps the company to reduce the claim amount, required to pay the stockiest.

- **Constraints:**

I had to face a lot of challenges to complete this internship program. Firstly, the financial problem was a serious issue for me. I need to bear all of my family expenses. So, I couldn't give that much time and efforts to complete this report. After doing a full-time job for this three months, it was really tough for to sit for the report. But whenever I got time, I tried to utilize the time properly. Secondly, I couldn't get much information from the internet about the company running a business in Bangladesh. I needed to depend on the officials and also the branding and marketing manager of ACCPL (Asian Consumer Care Private Ltd.) to get the information. But they were always busy with their works. I needed to go to them for several times. However, I utilized every moment to collect the information. There are a lot of confidential issues of the company. So, I had to face problems which were relevant to me but confidential to them. Finally, time was limited. Within three months, it was very challenging for me to complete the entire report. After a long tiring and working day, it was almost very difficult to find the time for generating ideas for the report except holidays and offdays. Above all, I have overcome the challenges and have tried my level best to complete a better report on my topic.

- **Concluding Statement:**

Dabur is one of the leading FMCG in Bangladesh. Though they are doing good in Bangladesh markets, they must increase their stockiest numbers. Moreover, they stockiest must be active and should be committed to their works more effectively and efficiently. SSM (Stockiest Salesman) have to work for increasing the number of retailers to make available of the products of Dabur to the customers. Furthermore, I have seen a lot of claims coming from different areas and also have talked to the SSMs, most of whom were confused and didn't know about the current promotional schemes and offers. Dabur must assure it. Here TSO and TSE can play the vital role because it is their duty to guide the stockiest and SSM. RSM and ASM should continuously monitor their activities. Moreover, more promotional activities are required for the customers to cope with the strong rivals. Television is the most important vehicles for the advertisements. Dabur should cover more TV Commercial to increase their sale. More and more sports, programs, Reality shows should be sponsored by Dabur to increases its brand value. Finally, they should do more CSR activities which will definitely increase their brand image. Thus Dabur can create more customers and also can create a strong position in consumer's mind.

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- Appendix:

Some of Dabur's Products:

