



Inspiring Excellence

## **Internship Report**

**On**

**Subjective analysis of yearly CSR activities of**

**British American Tobacco Bangladesh**

**Submitted To**

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## Approval

The Internship Report titled “Subjective analysis of yearly CSR activities of British American Tobacco Bangladesh” has been submitted, to BRAC Business School, for partial fulfillment of the requirements for the degree of Bachelor of Business Administration, major in Marketing and Human Resource management from BRAC University on 2nd August 2018 by Moumita Rashid, ID: 15104208. The report has been accepted and may be presented to the Internship Defense Committee for evaluation.

(Any opinions, suggestions made in this report are entirely that of the author of the report. The University does not condone nor reject any of these opinions or suggestions).

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## **Executive Summary**

British American Tobacco is one of the leading and prominent multinational companies not only in Bangladesh but also globally. Over the last few decades British American Tobacco Bangladesh has been relentlessly bringing new, innovative and world-class products to satisfy the customer.

At the very beginning of the report I have given a brief description about the tobacco industry in Bangladesh. Then I have given an overview of British American Tobacco Bangladesh and its history. It will give the readers an idea about British American Tobacco Bangladesh's legacy.

Later I discussed about the products that BATB is currently selling and the whole production process.

In the main part I analyzed and discussed about the corporate social responsibility of BATB, what and which type of activities are done by BATB. I have tried to figure out the activities which they follow within five years period.

In the following part I have given the results of my research with proper conclusions.

At the end of the report I tried to provide my findings and also suggested proper recommendations which I think will be justified to the research.



## **CHAPTER 1**

# **INTRODUCTION**

## **1.1 Introduction**

British American Tobacco is one of the leading tobacco companies around the whole world. They have more than 200 brands in their portfolio and they operate in 180 countries. Currently more than 55,000 people are employed in British American Tobacco Groups around the world.

For more than 100 years British American Tobacco (BATB) is doing their business in tobacco industry. They have survived in one of the most debatable industry and are now one of the top ten countries listed in stock exchange.

British American Tobacco Bangladesh (BATB) is a subsidiary of British American Tobacco Group. British American Tobacco Bangladesh is operating in Bangladesh since 1972. It was known as Bangladesh Tobacco Company (BTC). Since then it is one of the leading multinational organizations in the country. From the beginning of their operation Bangladesh till date they are maintaining the leading position in the tobacco industry of Bangladesh by providing some of the most powerful global and local brands. At present BATB is the highest tax paying company in the country. Around 8% of the total revenue of the Government of Bangladesh comes from the Tax payed by BATB. In spite of manufacturing and selling a controversial product like cigarette BATB has been able to maintain their image as one of the most prominent socially responsible and ethical company in Bangladesh.



Bangladesh is one of the major markets for BATB because Bangladesh is considered as one of the leading tobacco consuming countries in the world. At least 43% of the population above 15 years of age consumed tobacco in Bangladesh last year. BATB have one of the biggest manufacturing and production plants among all the BAT groups around the world. Everyday almost 19 million sticks of cigarettes are produced in our local factory in Bangladesh.

British American Tobacco Bangladesh is currently thriving in the industry because of the diversity of the product portfolio, their human capital and their integrity in the business.

## **1.2 Purpose of the study**

The overall purpose of the study is to know:

- i. The present overview of British American Tobacco Bangladesh.
- ii. To analyze their industry.
- iii. To analyze the CSR activities of BATB.
- iv. To analyze how BATB communicates through their CSR activities.

## **1.3 Timeline**

My internship period as an intern in operations department in British American Tobacco Bangladesh is for three months period. It will be over at 14th of August. I tried to do my internship report within this period of time. Therefore, I took two months to complete this research.

## **1.4 Limitations of the Study**

- Due to lack of time the research is not broad enough.
- Since there was a lack of resources and information this research does not cover in depth.
- There were some regulations of BATB which forbid us to gain or disclose certain information.
- Other limitations include working in a particular department makes it difficult to gain information from other departments.

## 1.5 Literature Review

In order to understand the research topic, it is very important to know what actually CSR activity is. CSR stands for Corporate Social Responsibility. It is a concept or business approach which contributes to achieving a firm's sustainable achievement goals.

An organization's SDG goals can be eco- friendly production, environment health and safety program, most female friendly organization etc. CSR activities are done by organizations in order to sustain in the market in the long run. It helps them to gain a good corporate image and also helps them to differentiate them with other competitors. CSR activity in addition, helps an organization to remain on the good book of people because normal people prefers or values businesses who does perform CSR activity. In his way it is easier for the organizations to maintain their corporate image and also it indirectly helps marketing their product, that is, if a person knows that a particular organization is doing CSR activity s/he might think that since they are doing welfare to the society the product they are selling will also be good.

In recent years there is an increasing interest both in business and academic world about the issue of corporate social responsibility which is making the organization more aware. The stakeholders are more reluctant to engage themselves who performs CSR activities.

Nowadays, the multinational companies are engaging themselves in governmental activities which were previously thought that it is the work of only government. They are doing activities like engaging themselves in public health, education, social security and protection of human rights while operating in different countries around the globe.

An organization cannot think themselves as only profit-seeking entities rather in order to remain competitive and to serve in the long run and maintain their corporate image they must be responsible for the societal and environmental effects of their business activities

## **1.6 Methodology**

**Primary:** For primary data collection I mostly emphasized on the documents and records.

**Secondary:** For secondary data collection I took help from the internet. I went through various websites, annual reports, research reports etc.

## **1.7 Significance of the report**

The research that is conducted is of CSR activities of BATB. It is based on the data of 5 years. In tobacco industry the organizations heavily has to rely on Corporate Social Responsibility. As a result, it is important for BATB to know that whether they are doing enough of CSR activities to maintain their corporate image or they should engage themselves more in order to communicate about the organization.



## **CHAPTER 2**

# **ORGANIZATIONAL OVERVIEW**

## 2.1 History of British American Tobacco Bangladesh



In 1910 British American Tobacco was established in Calcutta. At that time, it was known as Imperial Tobacco Company. In 1926 Imperial Tobacco Company opened a

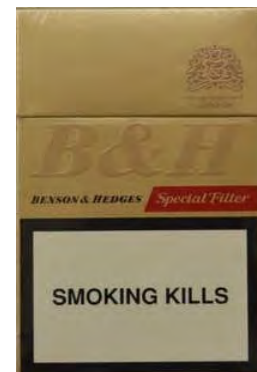
subsidiary at Moulovibazar. Cigarettes were made in Carreras Ltd., Calcutta. Imperial and Carreras merged into a single company in 1943. When the partition occurred in 1947 there was a disruption in the flow of cigarettes from Calcutta to East Pakistan due to custom barrier. In 1954, PTC established its first cigarette factory although high-grade cigarettes still came from West Pakistan. The Dhaka factory of PTC went into production in 1965. After the war between India and Pakistan in 1965; the import of tender leaf from India to produce Biri was stopped. This gave a big boost to cigarette business. It was at that time the East Pakistani entrepreneurs set up 16 cigarette factories in this region. After independence, Bangladesh Tobacco Company (Pvt.) Limited was formed on 02 February 1972 under the Companies Act 1913, with the assets and liabilities of PTC. Shareholding position for GOB and BAT was 1:2. BTC (Pvt.) was converted into a public limited company on 03 September 1973. British American Tobacco played a pivotal role in BTC's creation in 1972 and since then has been involved in BTC's development every step of the way. To pronounce the successful relationship with British American Tobacco, BTC has changed its name and identity to British American Tobacco (BAT) Bangladesh Company Limited on March 22, 1998. The company changed its identification to establish commitment to the highest international standards. The Government of Bangladesh owns 26.57% through several of its agencies, while 7.52% is owned by other shareholders. (batbangladesh.com,2016).

## 2.2 Brands Offered by British American Tobacco Bangladesh

British American Tobacco offers a wide range of cigarettes around the world but in Bangladesh they only manufacture and sell few of the brands. They are the market leader in tobacco industry Bangladesh. They do not encourage anyone to smoke but rather fulfill the needs of smoker by offering them variety of their products. They offers international brands as well as local brands. Current brands in Bangladeshi market are Benson & Hedges, John Player Gold Leaf, Pall Mall, Capstan, Star, Pilot, Hollywood and Derby. A brief overview of brands is given in the below:

### Benson & Hedges

It was launched in 1997. Since its inception Benson & Hedges has dominated the Premium segment and set the standards in a very competitive market. And in 2012, Benson & Hedges introduced a new and unique variant - Benson & Hedges Switch. Benson & Hedges Switch is the first ever capsule cigarette to be launched in Bangladesh. It is one of the most preferred brands of smokers. .



### John Player Gold Leaf, Pall Mall and Capstan

John Player Gold Leaf, Pall Mall and Capstan are positioned in the Aspirational Premium segment. John Player Gold Leaf was launched in 1980. Since then it is one of the most popular and most sold products in Bangladesh. There is no viable completion for John Player Gold Leaf in the aspirational premium segment in Bangladesh. Capstan is not that popular or consumed in Bangladesh. This is why its production is very rare. Pall Mall was the Group's first Global Drive Brand to be launched in Bangladesh in 2006. Pall Mall is another successful brand in this segment.



### Star and Star Next

Star was launched in 1964 and Star Next was launched in 2012. Star Next is one of the highest growing brands in Bangladesh Star is one of the most consumed brand in Bangladesh thus it is also one of the highest produced brand too.



### **Pilot, Hollywood and Derby**

In the low segment we have three brands and they are – Derby, Pilot & Hollywood. Derby was launched in 2013 and is the biggest brand among the three, offering taste differentiation to the consumers through its two variants. On the other hand, Pilot offers true and authentic smoke to the consumers. Pilot was launched in 2009 and at present it is the fastest growing brand in the industry. The third brand is Hollywood which was launched in 2011. In this segment in spite of facing some real competition all three brands are thriving and doing really good business.





## 2.3 Core Business Activities

British American Tobacco Bangladesh mainly manufacture and sell cigarette. From growing raw tobacco leaf to distributing the finished goods to the retailers for the consumption of end users there are some steps. They are given below-

### **Raw Tobacco Leaf Growing**

Here cultivation is done for tobacco leaf in different cities like Chittagong, Kushtia and Rangpur.

### **Leaf Processing**

In the Green Leaf Threshing (GLT) plant raw tobacco leaf is processed. Stern is separated from leaf here for further use. This processed leaf is delivered to the Manufacturing Plant in Dhaka

### **Cigarette Manufacturing**

Here there are two departments. At first the processed leaf is delivered to the PMD (Primary Manufacturing Department) where the leaves are cut. Then it is being transferred to the SMD (Secondary Manufacturing Unit) where the leaf is converted to tobacco pieces and all the packaging is done to make ready to consume cigarettes.

### **Distribution**

Finished package goods are then sent out to different distribution centers across the country. Distributors then distribute the goods to the retailers to make the goods available for the consumption of the end users.

### **Branding**

As any kind of promotional activity for Cigarette is banned by the government so BATB continuously try to innovate and come up with effective below the line marketing ideas to maximize brand awareness and brand visibility.



## **CHAPTER 3**

# **Corporate Social Responsibility of BATB**

### 3.1 Data Analysis

British American Tobacco Bangladesh is one of the successful multinational company in Bangladesh. It is leading the market in tobacco industry in Bangladesh. Therefore, BATB provides best quality cigarettes and covers the maximum number of shares in this industry. People prefer cigarettes produced by British American Tobacco due to their goodwill. However, since cigarettes are a controversial product and consumption of tobacco is actually harmful for health, therefore they cannot directly advertise the product to make people buy it. Moreover, BATB has to provide a huge amount of tax to the government for their controversial product.

In order to maintain their corporate image BATB has to perform or maintain CSR activity. Doing CSR activity will help them to maintain business ethics as well as their corporate social performance will also increase.

As mentioned earlier that since cigarettes are a controversial product there are some strict regulations which BATB must follow. These include:

1. **Communication Barriers-** No direct advertisement can be done for cigarettes. Since it is actually harmful for health, therefore advertisement cannot be shown in order to provoke smoking. Thus there are strict communication barriers by government imposed by law.
2. **Smoke free places-** In Bangladesh there are some restrictions to smoke in certain public places. People cannot smoke in public places like public transports, healthcare and educational places. However, there are places where there are smoking rooms available.
3. **Tobacco packaging and labeling-** There is restriction on cigarettes packaging also. Health warnings must be printed on the outside of the cigarette packages and it must be rotated every six months. For a single brand, BATB does six types of packaging each with different health warnings and pictures. Moreover, statements of health warnings are also needed to be present in the packaging so the smokers are fully aware of smoking and it is injurious to health.
4. **No direct communication with the stakeholder-** Because of all the restrictions mentioned above the stakeholders do not always get the chance of getting connected to the company, as a result, they are unaware of what brand is coming into the market, whether it will be profitable or not. There is a gap created in between the employees and the customers because of restriction in direct communication.

“Success and responsibility go together” this is the philosophy that has driven British American tobacco for, many years. In spite being a highly debatable product like cigarettes BATB is recognized as a socially responsible company who is ethical in their business operations. BATB believes that in order to be successful it is important to contribute to economic, social and environmental sustainability of the community. In addition, they believe that that the success they have gained which holds the image of being a socially responsible company is because of their Corporate Social Activities.

For this research I took in data of five years of BATB’s CSR activity. I tried to focus on, which activity BATB maintains on a regular basis, that is, what type of trend they follow for their CSR activity. By analyzing five years of data I got to know that there are three CSR programs that BATB follows on a regular basis. The three programs are afforestation, safe drinking water and solar panel systems.



### **Afforestation**

It is the flagship CSR program of BATB. In 1980 the forest department asked for the support of the private sector and then BATB initiated this afforestation program. In last 34 years BATB has contributed more than 79.5 million saplings to the country for the cause of afforestation. This is the largest contribution any private company made in

the cause of afforestation in the history of Bangladesh. The Project has also won international recognition for the company recently when BATB was awarded Asia Responsible Entrepreneurship Award in 2014 under Green Leadership by Enterprise Asia, a non-governmental organization striving for the pursuit of entrepreneurship development in Asia Region. Not only globally but also nationally BATB has been awarded the national award one five different occasions 1992, 1999, 2002, 2005 and 2007. BATB is really proud of this initiative and plan on to contributing like this in the future.

### **Safe Drinking Water(Probaho)**

In Bangladesh thousands of people die due to unsanitary water. People especially in rural areas lives are much at stake. The drinking water has a high content of arsenic and other pollutants which are extremely harmful for health. In 2009, when BATB recognized this



problem they immediately launched a project called ‘Probaho’ with a goal to serve the country’s people with safe drinking water. BATB has already installed 53 filtration plants to make water free from arsenic which will decrease the amount of water borne diseases. All this 52 plants now purify 270,000 litres of water, meeting the need of 135,000 people every day. With this project BATB ensured safe drinking water and provided the people with better future.

The Probaho project is in poor districts like Satkhira, Jhenidah, Kushtia, Manikganj, Tangail, Kurigram, Chuadanga, Meherpur, (along with others all over Bangladesh). All these plants are well maintained by the locals who form committees to ensure safe drinking water.

### **Solar Home Panels (Deepto)**

Bangladesh is a developing country. There are many parts of Bangladesh where there is still not any supply of electricity. The people of these areas are deprived of the blessing that urban people gets. After sunset the lives of the people in these areas comes to halt. BATB realized this problem and immediately stepped forward. In 2011 BATB launched a new program ‘Deepto’ with a goal to provide electricity with solar panels. BATB installed 2,064 units and now almost 12,000 people are getting electricity for the first time due to installation of solar home panels. These installations are done in 15 villages of Bandarban and Khagrachari districts. It is a great initiative taken by BATB which helped to improve lives of thousands. In future, BATB plans to take other initiative so that it could take its country people forward.

These are the 3 CSR programs which helped thousands of people in Bangladesh. However, there are other CSR activities which are also performed by BATB. The CSR activity might not be big as the previously mentioned activity, but it also improves many lives of people.

In order to discuss the rest of the CSR activities it is important to know about CORA because it manages

### **3.2 What is CORA?**

CORA stands for Corporate Regulatory Affairs. It is a department of BATB which recognizes that since BATB is doing business in tobacco industry it is important to carry out their corporate image by doing the CSR activities along with other activities. The activities CORA is responsible for:

- Managing taxation- Tobacco industry is the most debatable industry around the world. These organizations have to provide a huge amount of taxation to the government. BATB is the highest tax paying company in the country. All these tax paying is managed by CORA.
- Taking care of the shareholders interest- CORA has to take into account BATB's shareholders interest.
- Correspondence with media- Since cigarettes is a controversial product dealing with the media has to be very appropriate.
- Development towards poverty and cultural adaption- Since BATB is a multinational company there are people employed from different counties. Each has different cultural background. BATB needs to adapt to different cultures. Therefore, the CORA department works efficiently towards the development of culture adaptation.
- Discouraging under aged smoking- BATB is very concerned not to smoke under the age of 18. The CORA department discourages to smoke by mentioning it in the packaging of their cigarettes.

- Publicity management- Proper publicity management is done by BATB and all these is handled by CORA.
- Practicing proper business practices- BATB has the perfect work environment to work on. Their corporate business practice is truly remarkable and all is maintained by CORA.

A philosophy of British American Tobacco is to respect the local culture wherever they operate. Nowadays, companies are not judged with only the quality of the product but rather the way they carry out their business activity.

The most important activity that CORA is responsible for is the Corporate Social Responsibility. The main three activities that BATB currently practices is already mentioned above, however, there are also different programs that BATB has done. A few of those programs are:

- Alternative fuel
- Biodiversity
- Integrated pest management club
- Compost pits
- Social Contribution for Farmers
- Biodiversity o Leaf Tobacco Export
- Environment Friendly Agricultural practices
- Supporting Social Organizations

### **1. Alternative Fuel**

In the production process of making cigarettes a large amount of wood fuel is needed. As a result, there is a huge demand on wood fuel created. Only relying on wood fuel was not the best option for BATB, realizing this BATB started to look for alternatives since 1980.

Their effort did not go in vain because BATB has been successful in replacing fuel with other alternatives. Now, it has been replaced with jute sticks, paddy straw, industrial waste, rice husk etc.

It is always better to have alternatives so that there is no disruption in production process.

## **2. Biodiversity**

Biodiversity is crucial and a high level of it is wanted and needed in order to be desirable. BATB recognizes this need and wants to maintain or establish biodiversity corners by providing the farmers training and making them understand the about the importance of it. Till now BATB has successfully established 26 biodiversity corners on 25 acres of land.

## **3. Integrated Pest Management club**

In 2005, Kushtia BATB started this program so that the farmers can do better crop management. BATB wanted to reduce the amount of chemical use and rather replace with alternatives which are safer. There are many successful integrated pest management clubs around the country in leaf growing locations. BATB also engaged them in partnership with Department of Agricultural Extension (DAE) in order to make the farmers more aware about the field they are working on. BATB main priority is their quality of their product so they take into account every little detail.

## **4. Green Manuring with Dhaincha**

BATB in this CSR activity provides free sampling and green manuring to the farmers. BATBs main goal is to aware farmers about the seed multiplication process. This activity will also have a positive contribution to the biodiversity.

## **5. Compost Pits:**

BATB provides free of cost installation of compost pits to farmers. Here, their main target is to reduce the use of chemical fertilizers and make people aware that the compost pits are a source of natural fertilizers. As a result, the agricultural cost is reduced and this will more likely to benefit the farmers. Every year BATB has the aim to set up 80 compost pits in the leaf growing locations

## **6. Social contributions to farmers**

There are some contributions that are made by BATB for the farmers. Among these are:



- **Sanitation support-** BATB has installed more than 15,000 toilets to their farmers so that they have proper sanitation coverage. The toilets give a huge coverage including the people from other villages. This means that BATB has improved many lives with proper sanitation facility.
- **Monthly check up-** BATB also provides monthly check up platforms for their farmers where a doctor will be available on a particular day each month and the farmers can visit him/her for their health problems free of cost.

BATB is one of the most known socially responsible organization and it occurred due their contributions in CSR activities. BATB is very ethical in the business activity therefore, they value the people they work for them like the farmers. BATB ensures that the registered farmers of BATB get a proper life and BATB actually thinks of them in what ways things can be improved.

All these were the CSR activities of BATB; however, there are other programs where BATB engaged them. Programs include:

- **Press club beautification program-** BATB contributed in press club beautification program in the 50th anniversary of press club in 2005.
- **Sponsorship and donation-** BATB has made huge donations and sponsored many events like the drug awareness, a blood donation program ‘Sandhani’ etc.
- **Dhaka beautification program-** BATB was also involved in this program in order to make Dhaka a beautiful place. They are responsible for the plantation of trees in various locations within Dhaka city including in Kamal Ataturk Avenue in Banani.

All these suggest that BATB involved themselves in various programs and activities though it was not mandatory. They undertook the CSR activity quite seriously and truly did projects which are praiseworthy.

The market where BATB operates is highly a debatable market. The tobacco industry is one of the most profitable market in the world. Though the cigarettes give rise to the health problems still people love to consume it.

No government wants bad for the people of the country, that is why they impose strict regulations in this market to limit the use of tobacco. The companies operating in this market must follow these regulations, especially regulations on cigarette advertisement. The advertisement made cannot be any sort of direct communication where it will provoke smoking.

BATB strictly maintains all the rules by the government. It does not do any sort of direct communication with the people rather it actively participates in CSR activities to maintain the corporate image.



## **CHAPTER 4**

### **Results**

## 4.1 Results

The result that I got after analyzing five years of CSR data is that British American Tobacco Bangladesh is actively doing their CSR activities and is involved in a number of activities. But the question is that

- Whether they are performing their CSR activity properly or not  
Based on my research British American Tobacco Bangladesh is actually maintaining their CSR activities properly. Till now the activities they have undertaken are properly fulfilled by them.
- Regular Vs. irregular activity  
Based on the five years of CSR data I have found out that currently BATB is doing 3 CSR activities on a regular basis. This regular activity until now did not stop; the activities are still carried out today. The impact of the regular activities is much higher than the irregular activities.  
On the other hand, irregular activities are carried out on an irregular basis. It may be on a particular time within a year. The impact of it is also less.
- What impact does it have on corporate image  
The main intention of BATB is to maintain a good corporate image through their CSR activity since it cannot use direct communication technique. Based on the research BATB has been able to acquire it. People have a good feeling when purchasing the products of BATB because of the CSR praise. Moreover, the government also took BATB on good books because of contributing through CSR. Thus, all these created a positive impact.
- Whether the activities met BATB's goal  
The CSR activity makes people think that they are contributing and actually thinking about the society and its people. This helped to create a positive image and BATB has been able to create loyal customers, thus, fulfilling their goal.
- Whether the activities been able to properly communicated  
Doing CSR activities and not communicating it properly will make all work go in vain. I found out that BATB communication is satisfactory because the people who are involved in the CSR activity only know about it. The mass number of people must be aware of it too. Therefore, BATB should do proper communication.



## **CHAPTER 5**

# **Findings and Conclusions**

## 5.1 Findings

BATB is operating in a market where they cannot do direct communication with their customers. It is heavily relying on its CSR activities to help maintain its corporate image. Since I previously mentioned that BATB is not been able to communicate properly they should extend their ways to communicate like doing below the line advertising.

### **What is below the line advertising?**

Below the line advertising is done when advertisement cannot be done in television, radio etc. There is a strong connection of BATB with this type of advertisement. BATB does trade shows and CSR activities which are all examples of BTL advertising.

Tobacco advertisement and promotion is strictly prohibited, as a result, the organizations have to rely on this type of advertisement. Below the line advertisement is the only way that an organization in tobacco industry can communicate with the society. BATB also relies on below the line marketing for its products. It includes public relations and point of sale displays.

- Public relations- BATB heavily rely on CSR activities in order to maintain public relations. In this way, people get to know about the organization and they are most likely to have a good impression as well because of their participation in their CSR activity. Moreover, recently BATB also started to publish social reports. It is also an example of maintaining public relation. As a result, public relation is maintained by BATB.
- Point of sales display-. Point of sales display is the way in which the main intention is to position or place a product in such a way that it attracts the customers which eventually result in purchasing. BATB also takes advantages of point of sales display. BATB delivered a red and silver showcase to the retailers who sell their product. They provided 50,000 showcases throughout the country. The showcases have a platform where there is a glass barrier in which all the brands of cigarettes are displayed. Therefore, the customers can get attracted and buy their product. In future, BATB can increase the supply of this display tables so that they can communicate with more number of people.

BATB has already created a positive impact on their corporate image but it can however, be increased. BATB can expand their CSR activities and step forward to solve other problems in remote areas. In this way, more number of people will get to know about their activities and eventually BATB will be benefited in future.

BATB should also start doing their irregular activities along with regular activities. Doing irregular activities throughout the year will also give rise to the number of people they are helping. In this way, BATB will more popular and more recognized.

## **5.2 Conclusion**

British American Tobacco Bangladesh is one of the most socially responsible organizations of Bangladesh. It is operating in the most debatable market of the world which has many rules and regulations. Therefore, BATB has to maintain a lot of regulations. In spite of these rules BATB has been operating in the industry wonderfully which is praiseworthy, especially in the Corporate Social Responsibility sector. They are covering and improving lives of many rural people in Bangladesh.

BATB is very much conscious about their quality of their product. As a result, converting of raw materials to finished product everything is taken into account and is handled with proper dedication and care.

The way BATB is maintaining their CSR activity they are setting a benchmark for the organization of Bangladesh that how to carry out the social responsibilities while doing business.

However, they should also communicate about the CSR activity so that BATB can gain more appreciation.

BATB should also maintain to do regular and irregular activities in order to be more successful.

Overall, BATB is an organization that is ethical in their business activity and equally values all the members from extraction of raw materials to packaging as well as help others too through CSR activities. This constant effort makes BATB different from other organizations.



### 5.3 Recommendations

Though BATB is operating, maintaining and coordinating all their work smoothly there are certain issues that I want to recommend to BATB which might be helpful for them.

- Invest in health sector-

BATB can start investing in health sector, for example, providing assistance to the farmer as well as his/her family.

- Invest in educational sector

BATB can invest in educational sector where they can set up free school and colleges facilities to the underprivileged children. In future, BATB can also team up with NGOs to spread it even larger. In this way BATB will be more recognized.

- Invest in drug, acid and dowry prevention-

Since BATB is already working in rural areas they can start to expand their activities. This can include programs to prevent drug acid and dowry prevention. Most of these problems arise in that type of areas so if programs are initiated by BATB where necessary information are provided by giving lectures more people will recognize BATB and value the organization more.

- In order to increase the communication BATB can tell people their success stories or can even show it on advertisement. In this way more people will get to know BATB and their organization.

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