



Unilever



**PUREIT WATERPRENEURS:
AGENT SELLING MODEL**

Internship Report

PUREIT WATERPRENEURS: AGENT SELLING MODEL

A Project Of

UNILEVER BANGLADESH LIMITED

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Subject: **Submission of Internship Report**

Dear Mam,

With due respect, I am pleased to submit the report as the requirement for my Internship which is BUS400, a course from BRAC Business School. The organization that I have done my internship is Unilever Bangladesh Limited. The title of the report is “**Pureit Waterpreneurs: Agent Selling Model**”. The data used in this report is both primary and secondary in nature and has been collected through online websites and on-hand metrics along with input from the brands and agencies that I have worked with.

I have striven hard in preparing this report and tried to make the report comprehensive within the given constraints. I sincerely hope that this report fulfills the objectives and requirements of my internship and that it finds your acceptance. Without your expert advice and co-operation it would not have been possible to complete this report. Thank you mam for all the support.

Sincerely,

Khan Mohammad Ahnaf

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TABLE OF CONTENT

	vii
LIST OF TABLES.....	viii
EXECUTIVE SUMMARY.....	ix
1. INTRODUCTION.....	1
1.1. Origin of the Report.....	1
1.2. Background.....	1
1.3. Objectives.....	2
1.3.1. Broad Objective.....	2
1.3.2. Specific Objectives.....	2
1.4. Scope.....	2
1.5. Limitations.....	2
1.6. Methodology.....	3
1.6.1. Sources of Data.....	3
1.6.2. Accessing Data.....	3
2. LITERATURE REVIEW.....	5
2.1. Awareness Level and Attitude Towards Product.....	5
2.2. Information Affecting Purchasing Decisions.....	5
2.3. Waste from Industries.....	5
3. INDUSTRY ANALYSIS.....	6
4. UNILEVER BANGLADESH LIMITED.....	8
4.1. Company Profile.....	8
4.2. Mission, Vision and Core Values.....	8
4.2.1. Mission.....	8
4.2.2. Vision.....	8
4.2.3 Core Values.....	9
4.3. Product Portfolio.....	9

4.4. Logo.....	11
5. UNILEVER PUREIT	12
6. PUREIT WATERPRENEURS: AGENT SELLING MODEL	15
6.1. Description of the Model.....	19
6.2. Proposed Modality of the Model	21
Phase 1: Recruitment	22
Phase 2: Training.....	22
Phase 3: Roll-out.....	23
Phase 4: Payment Collection	23
6.3. Pilot Program	24
Pilot Phase 1: Recruitment	24
Pilot Phase 2: Training.....	25
Pilot Phase 3: Roll-out.....	25
Pilot Phase 4: Payment Collection	26
7. FINDINGS.....	27
7.1. Findings from The Model	27
7.1.1. Benefits.....	27
7.1.2. Drawbacks.....	28
7.2. Findings from the Survey.....	28
7.3. Summary of Findings	33
8. CONCLUSION	34
9. REFERENCES	35
10. APPENDIX	36
Survey Questionnaire	36

LIST OF FIGURES

Figure 1 Detailed comparison of different brands of water purifiers in Bangladesh	7
Figure 2 Product Mix of Unilever Bangladesh Limited.....	10
Figure 3 Brands of Unilever Bangladesh Limited.....	10
Figure 4 Unilever Logo	11
Figure 5 Logo of Unilever Pureit	12
Figure 6 Unilever Pureit Visual	12
Figure 7 Pureit Classic priced at Tk. 2,990	13
Figure 8 Pureit Ultima 418 @ Tk. 20,000.....	13
Figure 9 Creative visual of Pureit.....	13
Figure 10 Creative visual of Pureit showing its cost effectiveness	14
Figure 11 Why Water Purifier?	15
Figure 12 Water Sources.....	16
Figure 13 Impurities found in water	16
Figure 14 Which purifier to choose?	17
Figure 15 Why choose Pureit? (contd).....	17
Figure 16 Characteristics of Purifiers.....	18
Figure 17 Daily Water Intake	18
Figure 18 Steps of Pureit Waterpreneurs / Agent Selling Model	21
Figure 19 Age Distribution of Respondents	28
Figure 20 Sources of Drinking Water	29
Figure 21 Haziness of water	29
Figure 22 Smell of water.....	30
Figure 23 Forms of Communication.....	31
Figure 24 Reasons for choosing Pureit	31
Figure 25 Willingness to be informed	32

Figure 26 Incorporating agents increases availability of purifiers32

LIST OF TABLES

Table 1 Water Purifier Industry of Bangladesh 6

Table 2 Features of Pureit Classic and Pureit Ultima 418 water purifiers 15

EXECUTIVE SUMMARY

Unilever Bangladesh Limited (UBL) is one of the leading Fast-Moving Consumer Goods (FMCG) companies in Bangladesh, involved in the manufacturing and distribution of several household brands. UBL is a joint venture of Unilever and Government of Bangladesh.

This report deals with one of the points of Sustainable Development Goals (SDG): increasing accessibility of safe water to people. As population is continuously on the rise, it is becoming increasingly essential to introduce safer and pure drinking water sources. Along with the population rise, there has been an exponential growth of factories and industries. These buildings are usually located at the side of water bodies and the toxic waste materials from the factories are dumped into the water. As a result, it leads to the outbreak of various water borne diseases such as cholera, lung infection, arsenicosis, etc.

As such, water purifiers are being considered to be the best methods of reducing the contaminants in the water. The aim of the report is to establish a sustainable model that will increase the availability of Pureit water purifiers to the general population. In addition to this, it also lets the mediators or agents share knowledge about the necessity of safe and pure drinking water. These agents are known as Waterpreneurs who facilitate the sales of purifiers, on behalf of Unilever. The model intends to increase these sales but at the same time educate people as to why they need clean drinking water.

The agent selling model is a four-staged model including recruitment, training, roll-out and payment collection. The model is at first implemented using a pilot program. It is conducted at a small scale, i.e. within Dhaka only. Agents are given hands-on training about product knowledge, usage and maintenance that will eventually help them to answer the customers' queries about the water purifiers.

The first and foremost finding reveals that customers are not very concerned about the cleanliness and purity of their drinking water. This is understood by their behavior of declining purchase offers of purifiers. Although the sales pitch was delivered by individuals with whom these customers are well-acquainted with, they were still unsure whether to purchase purifiers or not. In the long run, these people are highly prone to the harmful effects of water contaminants, heavy metals and toxic wastes, if they do not start taking preventive measures from now on.

Customers generated positive reaction to the agents and paid attention to their sales pitch. The agents tried to enlighten them by stating the benefits of installing purifiers at home. In this sense, the agent selling model works better than an ordinary model that incorporates salesmen.

The agents were quite satisfied with the model as it provided them with a feasible earning opportunity. They also gathered relevant practical experience and sales knowledge. Yet some of them backed off in the middle of the program during the training phase because they thought it would be impossible to sell purifiers without showing any ID card to the customers.

The survey conducted has revealed some interesting aspects. People selected word-of-mouth or recommendations from friends and family to be the most influential factor in making their purchasing decisions. They also like to be informed about the advantages of safe water through this form of communication. Pureit is quite well-known for its affordable price and ease of use.

This model should be expanded to other parts of Bangladesh and it should continue for a longer timeframe in order to fully account for the changes in people's purchasing behavior towards water purifiers. It should also incorporate after sales services in its operation because this aspect is something Pureit needs to work on.

1. INTRODUCTION

1.1. Origin of the Report

The report titled “**Pureit Waterpreneurs: Agent Selling Model**” has been assigned as part of the requirement of the three months internship period of BBA program of BRAC University. The internship is conducted at Unilever Bangladesh Limited. I worked as the Project Lead of the proposed model mentioned above. The report is prepared under the supervision of my faculty advisor, Ms. Fabiha Enam.

1.2. Background

Ensuring availability and sustainable management of water, the sixth point of **Sustainable Development Goals** (SDG) has become one of the primary objectives of developing countries like Bangladesh. According to WHO estimates, almost 97% of the Bangladeshi population has access to water but only 40% of them have access to safe drinking water sources (Hedrick, 2018). Despite the rate being quite alarming, problems of arsenicosis and urbanization only worsen the situation. The consumption of arsenic contaminated tube well water is affecting some 30-35 million people in Bangladesh (Sustainable Development and Healthy Environment, 2018). The uncontrolled growth of urban population along with poorly managed infrastructure also reduces the overall quality of drinking water.

With such a scenario at hand, it is now an absolute necessity that safe and clean drinking water sources are established. A number of programs and initiatives have already been undertaken by different organizations. Pureit Waterpreneurs: Agent Selling Model is one such initiative that is managed by Unilever Bangladesh Limited. Waterpreneurs are essentially people who appreciate the importance of enlightening people on the need for safe and clean drinking water. This model emphasizes on informing individuals about the detrimental outcomes of impure water and eventually increasing the reach of water purifiers to the mass population by incorporating a greater number of agents facilitating the sales of the purifiers. It also enables people to be better aware of the new technologies that are being implemented to manage access to safe and pure water.

1.3. Objectives

1.3.1. Broad Objective

The broad objective of the study is to increase awareness among the general population about the different water contaminants and eventually improve their decision-making capability in selecting the most appropriate technologies for tackling this problem.

1.3.2. Specific Objectives

The broad objective is further broken down into specific objectives:

- To provide suitable training to Waterpreneurs
- To use individual networks of these Waterpreneurs to reach out to a broader group of people and in turn, make the general population well-informed of new age contaminants and "safer than boiled water" proposition
- To make people consider the most suitable technologies available for dealing with the issue of contaminants, for example, purchasing the best purifier
- Provide an earning opportunity for individuals in the society who realize the importance of educating the mass about clean and safe drinking water
- Contribute to the brand ambitions of lesser individuals affected with water-borne diseases

1.4. Scope

Since the information required for this report is empirical in nature, most of the data have been collected through the execution of the model. It is conducted from the perspective of Unilever Bangladesh Limited.

1.5. Limitations

Some of the limitations encountered while conducting the project are listed below:

- The people involved in the project could not be provided with Identification Cards as the project was just in its pilot phase. This reduced agents' participation due to a lack of credible base to back up their sales pitch.
- Sales of water purifiers had been affected as the project extended up to the month of Ramadan. This can potentially skew the results obtained from the study.
- It was difficult to obtain a sustained engagement of agents because of the long hours of commitment required for the project.

- The time frame of ten weeks was not enough to observe substantial changes in people's purchasing behavior and hence, their health.

1.6. Methodology

Both primary and secondary sources have been used to collect information for the report. Qualitative and quantitative techniques have then been applied to analyze the findings.

1.6.1. Sources of Data

1.6.1.1. Primary Data

A number of primary sources have been used to obtain relevant information:

- Experimenting with an agent-selling model
- Training of potential individuals, having significant experience of sales and marketing
- Change in buying pattern of water purifiers by the customers after the implementation of the model
- Survey on the perception of safe drinking water and need for water purifiers

1.6.1.2. Secondary Data

The sources used for extracting secondary data are:

- Unilever Bangladesh Limited's website
- Social media posts given by Unilever Bangladesh Limited
- Peer-reviewed journals and articles that deal with similar issues

1.6.2. Accessing Data

In the pilot phase of the agent selling model, entry was open to everyone and anyone with significant sales experience were encouraged to apply. The duration of the model is two months. Using my personal network, I arranged 12 people from my end and an agency called Skytracker managed 5 more people. Skytracker is a platform that helps brand development through powerful and meaningful engagements. To equip them with product knowledge, these volunteers or agents were given a hands-on training at the Distribution House of Unilever Bangladesh Limited.

After the training period was over, the agents were on their own to make calls to potential customers and deliver a convincing sales pitch to them for the sale of water purifiers. If the customers could be persuaded with the sales pitch, they were contacted by the Careline Team

of Unilever who managed the further steps necessary to complete the sales. The number of sales generated by the agents was then studied.

The survey consists of 22 questions that address issues regarding the perception of safe drinking water and water purifiers. From the survey results, simple quantitative analysis was conducted. It includes frequency analysis that is represented through bar charts and pie charts. Details of the survey are stated below:

Target population: People aged within 25 to 45 years are primarily chosen for the survey. Since it is about awareness and perception of safe water as well as extent of knowledge about Pureit water purifier, it is necessary to include both young and middle-aged individuals.

Sampling frame: The respondents are divided according to age groups.

Sampling element: Households

Sampling unit: Individuals within each household

Sampling size: It is a sample of 142 respondents.

Sampling method: Systematic sampling is used where every 4th person was interviewed.

For the secondary source of data, various search terms were generated using the search engine “Google”, for instance, “Awareness on Safe Water Management”, “Perception of Clean Drinking Water in Developing Countries”, etc. Relevant journals were then selected to gain additional information on the topic of interest.

2. LITERATURE REVIEW

2.1. Awareness Level and Attitude Towards Product

People having a high level of awareness are more willing to pay for a refined source of extracting water than those who are not so aware of the need for pure drinking water (Chowdhury, Zaman, & Mahmood, 2017). This finding can be put to use in real life. For example, before promoting their products, organizations should try to inform the general population of various diseases that can occur from having unsafe water. According to Chowdhury, Zaman and Mahmood, the rate of acceptance of the products is supposed to increase if the customers are aware of the problems and how the products can contribute to the extermination of these problems.

2.2. Information Affecting Purchasing Decisions

A similar finding has also been observed in another article that says that informing people about the potential harmful effects of impure drinking water can in fact, change consumers' behavior and their purchasing decisions (Lucas, Cabral, & Colford Jr., 2011). However, from Bangladesh's perspective, there have not been enough initiatives taken to educate people about these issues. As a result, many people do not even realize the hazards of their actions and keep using the impure water sources for drinking. This is a helpful insight as it supports the key objective of the report which is to enlighten people about the dangers of unclean and unsafe drinking water.

2.3. Waste from Industries

Industrial regions and factories run processes that generate wastes that are ultimately discharged into the environment (QA & MS, 2016). Water bodies in such areas have high levels of heavy metal wastes including mercury and lead. Intake of water can result in diseases like kidney and liver damage, heart diseases, risk of cancer, skin damage, etc.

The journals cited above all make the same point that awareness of safe drinking water is the utmost important factor in motivating people to switch to safer water sources. The rationale behind this report supports the same stance. It takes the situation one step further by distributing water purifiers to a greater number of people and informing them of the consequences of having water from unhygienic sources.

3. INDUSTRY ANALYSIS

The market for water purifier is quite underdeveloped in Bangladesh, as compared to its counterparts in India. This market is segregated according to product categories which are eventually characterized by the different technologies used in the water purification process. Some of these techniques are Traditional Carbon Filter, **R**everse **O**smosis (RO), **U**ltraviolet (UV), **U**ltrafiltration (UF) and Hybrids.

The current state of water purifiers in Bangladesh is given below (Rayed, 2015):

Brands	Tertiary Treatment	RO	UV	UF	RO+UV+UF	RO+UF	RO+UV
Kent			✓	✓	✓	✓	
Hyundai		✓					
Unilever Pureit	✓	✓	✓			✓	
RFL Drinkit	✓						
Livpure		✓		✓	✓	✓	✓
Chinese Brands (Nova, Miyako)	✓	✓					
Panasonic			✓	✓			✓
Eureka Forbes			✓	✓			
Puricom (Taiwan)		✓					
Everco		✓					
Purella				✓			

Table 1 Water Purifier Industry of Bangladesh

A detailed ranking of these brands, given on the following page, explains their exact position in the market (Rayed, 2015). This rank chart places the brands according to different categories. These are: Product Diversity, Price Leadership, Storage Capacity, Purification Rate, Advanced Technology. A short explanation of each of these factors will help to better understand the rankings.

- **Product Diversity:** Indicates the different types and numbers of water purifiers that a brand has. The difference in the purifiers can be in terms of purification process, water storage capacity, warranty period, etc. For instance, Livpure has separate purifiers like RO, UV and gravity water purifiers whereas Panasonic or Pureit has around two types of purifiers only.

- **Price Leadership:** Describes the capability of any one brand to dominate the process of price-setting, which is often followed by the other companies or brands within the same industry. Chinese brands like Nova and Miyako have cheaper prices as compared to other global brands like Kent and therefore have greater power to set the prices.
- **Storage Capacity:** Determines the holding capacity of purifiers. Unilever Pureit can hold up to 23 litres of water, which is a far greater volume than that of Kent or Livpure.
- **Purification Rate:** Defines the process of removing undesirable chemicals, toxic gases and biological contaminants. It is related to the use of advanced technology in the purification process, as can be seen in the figure below, with the exception of brands like Hyundai, Panasonic and Purella.
- **Advanced Technology:** Represents the use of advanced mechanisms in purifying water. Kent makes use of techniques like double purification technology, in-built TDS (Total Dissolved Solids) control controller, mineral RO technology, etc.

Brands	KPI Scores (Out of 5)					Total Score (Out of 5)
	Product Diversity (15%)	Price Leadership (40%)	Storage Capacity (20%)	Purification Rate (10%)	Advanced Technology (15%)	
Kent	4	3.5	2	4.5	4.5	3.53
Hyundai	1	1	1	1	3	1.30
Unilever Pureit	4	3	4.5	3	3	3.45
RFL Drinkit	1	4	3.5	1	2	2.85
Livpure	5	4	3.5	4	5	4.20
Chinese Brands (Nova, Miyako, Den Yung, Lan Shang)	1	5	4	1	1	3.20
Panasonic	3	2	3	5	3.5	2.88
Eureka Forbes	2	3.5	3.5	4	4	3.40
Puricom (taiwan)	1	3	4	3	3.5	2.98
Everco	1	3	5	3.5	3	3.15
Purella	1	2	4	1	4	2.45

Figure 1 Detailed comparison of different brands of water purifiers in Bangladesh

From this figure, it is evident that Unilever Pureit holds the third position in the water purifier market of Bangladesh. Its competitors are mostly global and Indian brands like Kent and Livpure. Pureit ranks highest in storage capacity followed by product diversity. However, it is still not at par with its competitor Livpure in purification rate and use of advanced technology, something that it needs to work on.

4. UNILEVER BANGLADESH LIMITED

4.1. Company Profile

Unilever Bangladesh Limited is the leading Fast-Moving Consumer Goods company in Bangladesh with a heritage of 50 years and products that are present in 98% of Bangladeshi households (Pureit, 2015).

Since its inception, Unilever Bangladesh has always aimed for delivering sustainably sourced products to its consumers. In fact, it has introduced the **Unilever Sustainable Living Plan** (USLP) that covers these 3 goals towards achieving sustainability and efficiency (Bangladesh, About Unilever , 2018):

- Help more than a billion people to improve their health and well-being
- Halve the environmental footprint of their products
- Source 100% of their agricultural raw materials sustainably and enhance the livelihoods of people across their value chain

4.2. Mission, Vision and Core Values

Unilever Bangladesh Limited's mission, vision and core values are aligned across the globe and within their overall operations. These are stated below:

4.2.1. Mission

UBL's corporate mission:

“Our mission is to add vitality to life. We meet every day needs for nutrition, hygiene and personal care with brands that help people feel good, look good and get more out of life.”

This mission statement provides the foundation for the product mix of Unilever. Adding vitality, in this case, refers to the value that consumers can expect from the products and these products help them feel better about themselves and their lives (Young, 2017).

In the last five years, UBL has built their business by focusing on their brands, streamlining how they work, and improving their insight into the evolving needs and tastes of consumers.

4.2.2. Vision

“Our vision is to grow our business, while decoupling our environmental footprint from our growth and increasing our positive social impact.”

UBL's business has always been driven by a sense of purpose that enables them to be connected to their founding companies and pursue social missions attached to health, hygiene and livelihoods in the community they work.

They also work with sustainability targets, such as USLP, that strengthens their business by helping to drive growth and trust, along with a reduction in risk and cost.

4.2.3. Core Values

Some of the key values that are central to Unilever's line of operation comprise of (Bangladesh, Purpose, values & principles , 2018):

- **Working with integrity:** Conducting operations with integrity and honesty, complemented with a sense of responsibility that ensures that they have a strong ethical background.
- **Making a positive impact:** Through the brands, commercial operations and relationships, Unilever tries to create a positive impact with the people and society that it engages with.
- **Displaying continuous commitment:** Continuously finding out new ways to improve the management of their environmental impact that eventually promotes their sustainable business model.
- **Co-creating with others:** Unilever works with suppliers whose values are aligned to their own ones. This makes sure that there is room for honesty, responsibility and business integrity relating to consumers, employees and the environment.
- **Setting out aspirations:** Their Corporate Purpose is guided by the Code of Business Principles that mandates the operational standards to be followed by everyone within the organization. This creates a culture of fair governance and corporate responsibility.

4.3. Product Portfolio

Unilever Bangladesh Limited has 20 operating brands. Each of these products is guided by UBL's vision. They are all on a journey of reducing their environmental footprint and increasing their positive social impact.

The product mix on the next page shows the brands that UBL currently works with:

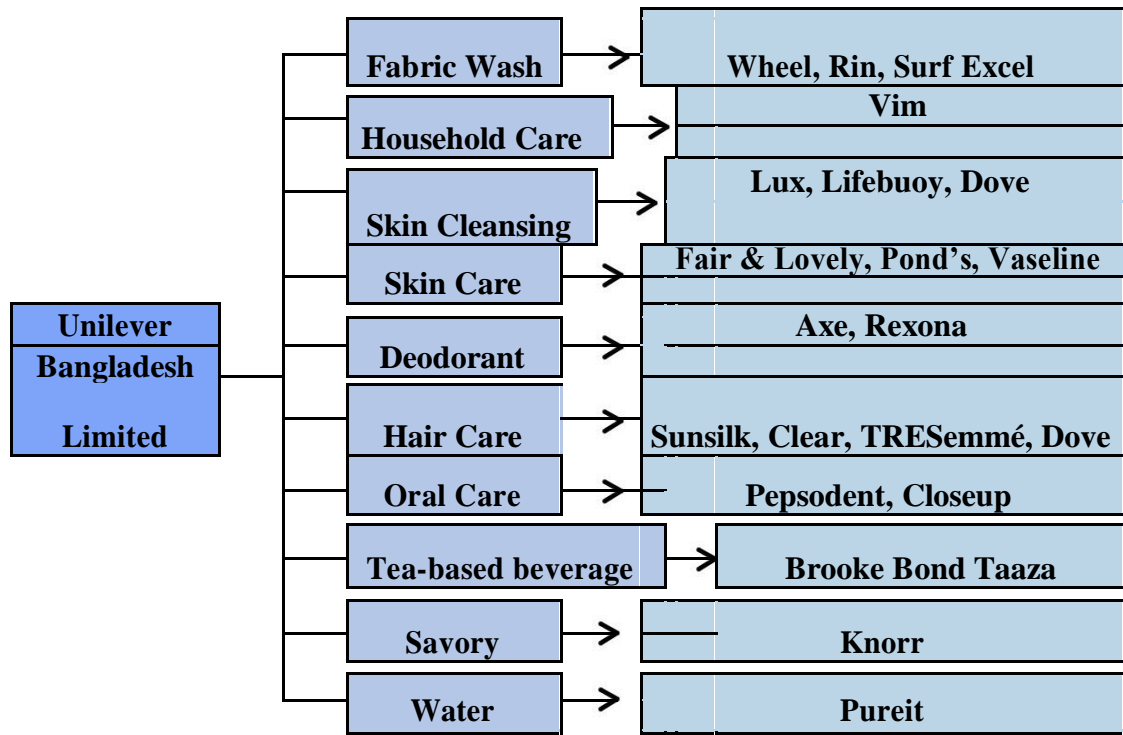


Figure 2 Product Mix of Unilever Bangladesh Limited



Figure 3 Brands of Unilever Bangladesh Limited

4.4. Logo



Figure 4 Unilever Logo

Unilever's logo is a visual expression to the commitment of making sustainable living commonplace. The logo consists of 25 icons meticulously fused together to form a "U", indicating Unilever. Each icon in the logo has a rich and deeper meaning at its core and represents the efforts of Unilever to maintain their commitment. The different elements include icons like **ice-cream** (fun, refreshment, enjoyment and pleasure), **hand** (sensitivity and care), **hair** (beauty and confidence), **lips** (communication, openness and transparency), **swirl** (great flavours and taste), **fish** (fresh food and natural resources), **clothes** (fresh laundry), **bee** (community spirit), **particles** (science and innovation), **transformation** (positive change), **waves** (cleanliness and freshness), **heart** (love and health), **virtuous cycle** (waste reduction), **sun** (light and renewable energy), **dove** (freedom and empowerment), **spark** (catalyst for change), **spoon** (taste and cooking), **palm** (natural resources and food).

5. UNILEVER PUREIT

Pureit is a revolutionary innovation by Unilever to provide solution to the need of safe drinking water. It is the world's largest selling water purifier and has, in fact, the most advanced in-home water purifier (Bangladesh, Unilever Pureit, 2018). Pureit believes in making water accessible and affordable for millions.



Figure 5 Logo of Unilever Pureit

The logo of Pureit implies that to get safe drinking water, all that consumers need to do is pour tap water in Pureit (signified by the 'drop of water' symbol that encloses the word "it") and Pureit will do the rest of the purification to ensure safe drinking water.

Initially, Pureit was designed in order to purify tap water and make it "as safe as boiled water without the hassle of boiling water" (Bangladesh, Unilever Pureit, 2018). Over the years, Pureit has incorporated sophisticated technologies and mechanisms and has finally made water much safer than boiled water. A visual is provided below that displays its current proposition:



Figure 6 Unilever Pureit Visual

It is characterized by certain qualities such as meeting the stringent international criteria of Environmental Protection Agency (EPA), USA, not requiring gas or electricity, providing clear, odorless and great tasting water and being an extremely safe and economical alternative to boiling water (Pureit, 2015).

Pureit works using a “Germkill Technology”. To ensure maximum security, it is incorporated with an “Advanced Auto Shut-Off Mechanism”. It automatically switches off the water supply from the purifier when the components have fully utilized their capacity to prevent people from drinking unsafe water.

Presently, there are two types of water purifiers being sold in the market. These are:



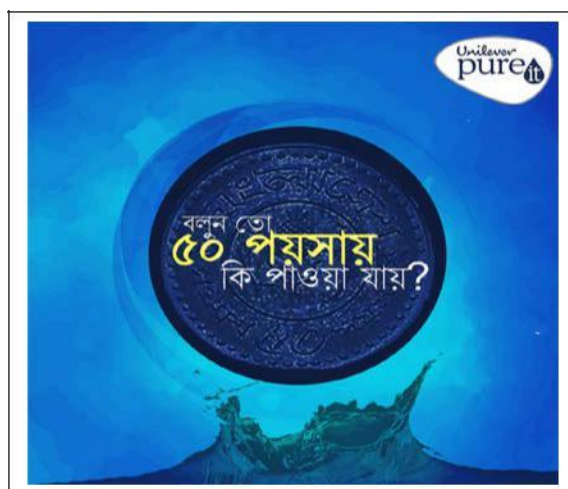
Figure 7 Pureit Classic priced at Tk. 2,990



Figure 8 Pureit Ultima 418 @ Tk. 20,000

These devices have been designed with non-toxic, engineering grade plastics (Pureit, 2015).

This visual was designed to create a wow moment among consumers and make them realize how cheap and efficient Pureit is as compared to other purifiers presently available in the market.



(contd.)

Figure 9 Creative visual of Pureit

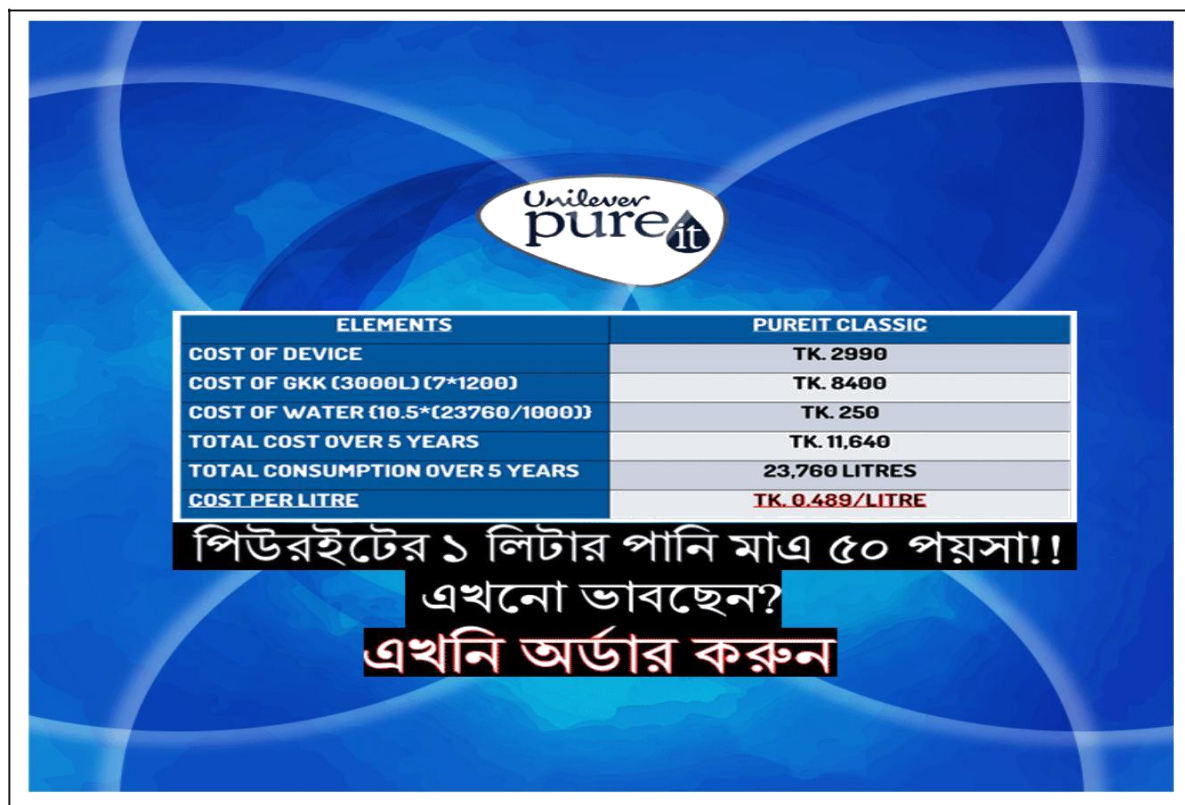


Figure 10 Creative visual of Pureit showing its cost effectiveness

Assumptions and Basis for calculation for making this claim include:

- Average Family Size considered here is 4.4 people/family and the average water consumption per person considered is **3 litres (L) per day**.
- Consumption of water per month is subject to family size, daily water consumption per member. Considering 4.4 people/family with an average water consumption per person 3 L; the Total Consumption of Water per month is, **4.4 X 3 X 30= 396 L**
- 1500 litre Germ Kill Kit included with the initial purchase of the device. This particular GKK will have a life span of 4 months.
- The subsequent replacement kits will be of the 3000L variant which will last on an average of 8 months (double of the 1500L GKK).
- Pureit Classic device will be used for an average of **5 years**. Total Consumption over the **5 years = (396 x 12 x 5) = 23760L**
- WASA water cost is 10.5 BDT for 1000 L.

The features of the two water purifiers previously mentioned are listed in the table below:

Pureit Classic	Pureit Ultima 418
Auto Shut Off: Auto Shut off ensures water purity	Auto Safety Lock: Shuts off the supply of water when the Germkill Kit™ needs to be changed
Multi Stage Purification: Multi stage purification process through Programmed Germkill Technology	6 Stage Purification: Advanced 6 stage purification through RO technology
23 Litres Purifier Size: Large 23 Litres purifier size	4 Litres of Water Storage: Convenient 4 Litres water storage
Germkill Life Indicator: Gives you an advance warning before Germkill Kit™ needs to be changed	Auto Start-Stop: Fills and re-fills the purifier automatically so you don't have to do it manually
Practical Design: Doesn't need electricity or expensive gas to purify water. Doesn't need continuous water supply	Compact & Sleek Design: Ensures that it fits perfectly in your kitchen
6 Months Warranty: Ensures complete peace of mind in case of defects	1-year Warranty: Ensures complete peace of mind in case of manufacturing defects
Break Resistance Tap: Tested up to 50,000 times to ensure that it lasts long	Break Resistance Tap: Tested up to 50,000 times to ensure that it lasts long

Table 2 Features of Pureit Classic and Pureit Ultima 418 water purifiers

Some interesting information found about water purification are illustrated below:

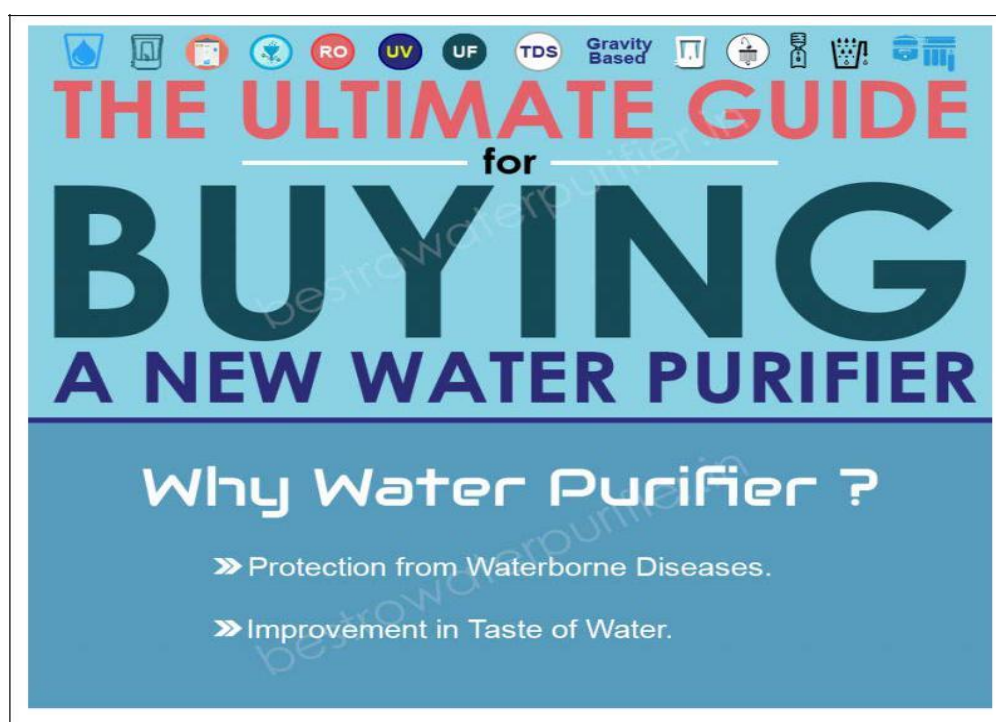


Figure 11 Why Water Purifier?



Figure 12 Water Sources

IMPURITIES

Muddy/
Turbidity

Bacteria
& Viruses

Bad Taste
& Foul smell

Hard Water/
High TDS

Chlorine

Purification Technologies Comparison

	Gravity Based	UF	UV	Ro
Muddy/Turbidity	✓	✓	✗	✓
Bacteria & Viruses	✗	✓	✓	✓
Bad Taste & Foul Smell	✓	✗	✗	✓
Hard water/High TDS	✗	✗	✗	✓
Chlorine	✗	✗	✗	✓

Figure 13 Impurities found in water

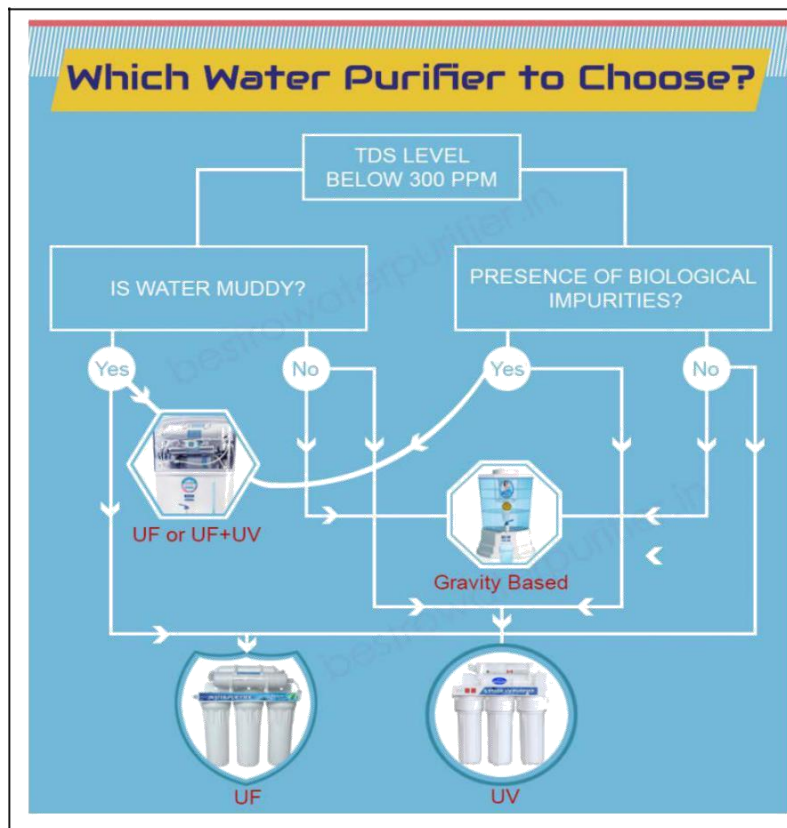


Figure 14 Which purifier to choose?

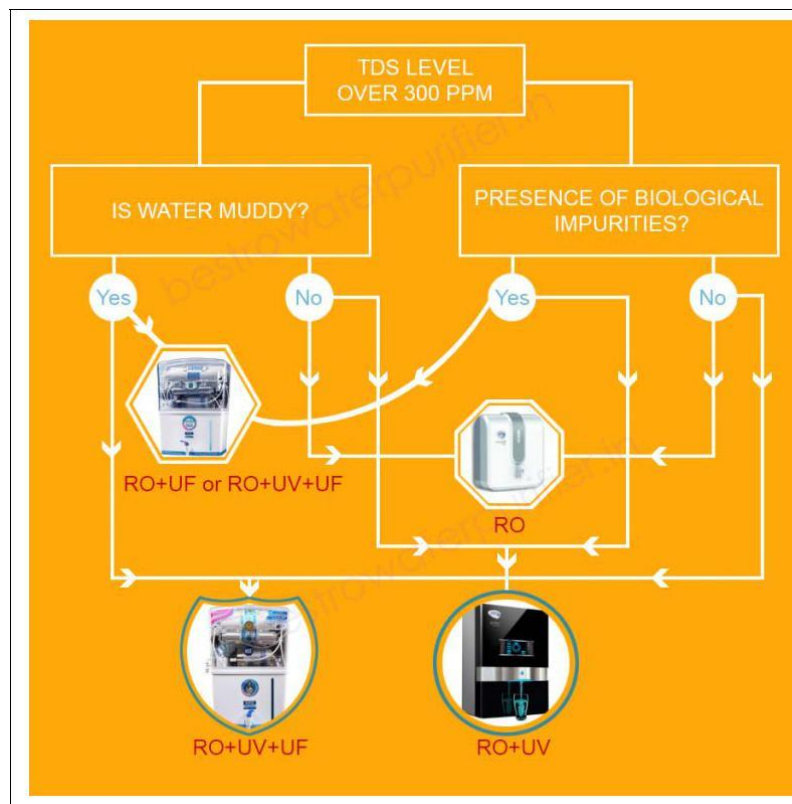


Figure 15 Why choose Pureit? (contd)



Figure 16 Characteristics of Purifiers

The daily water intake of the human body is listed below according to different weights:

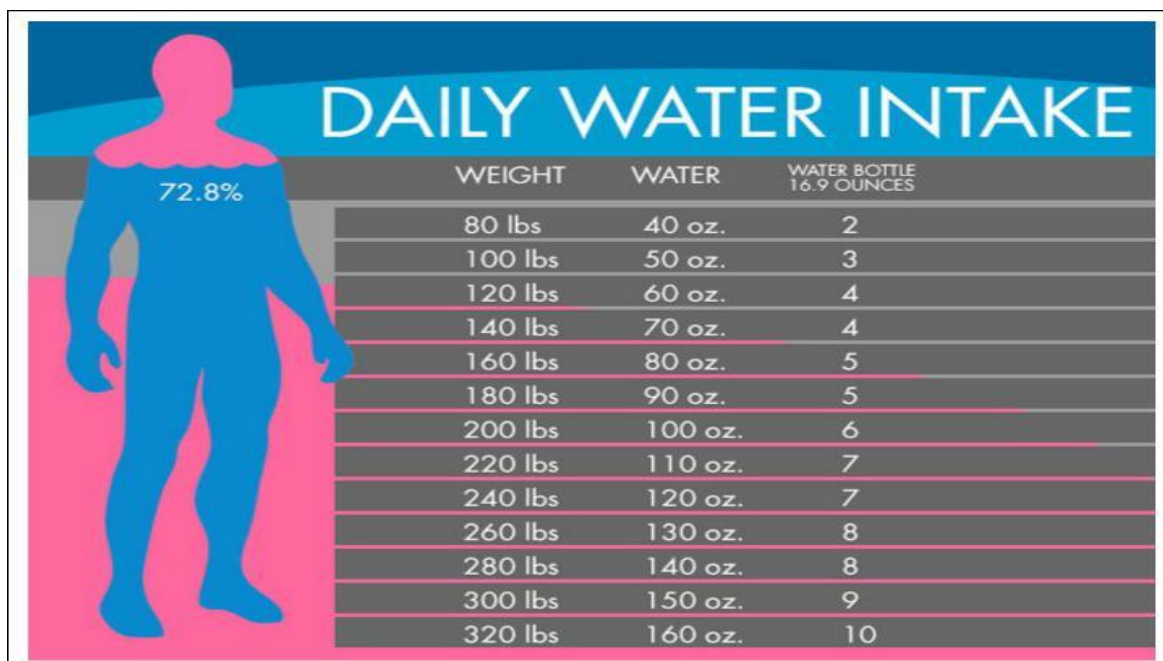


Figure 17 Daily Water Intake

6. PUREIT WATERPRENEURS: AGENT SELLING MODEL

The primary goal of this model is to increase the reach of water purifiers to the general population and raise awareness on the importance of safe and pure drinking water. Keeping that in mind, this section will be divided into three parts:

- 1) Brief description of the model
- 2) Proposed modality of the model
- 3) Implementation of the model through a pilot program

6.1. Description of the Model

The model tries to achieve its objective by incorporating various aspects such as informing people about the necessity of safe drinking water and educating agents on how to deliver a successful sales pitch. All the tasks are conducted keeping in mind the social mission of increasing the availability of water purifiers to the mass so that more people can use pure drinking water.

The model can be best described by answering some basic questions:

- 1) **What is it?** The agent selling model is a commission-based program to generate Pureit sales by recruiting agents. If the agents can sell the water purifiers to end consumer, they will receive a 10% commission on the face value of the device. This translates to the fact that for a sale of Pureit Classic device, the agent is entitled to get Tk. 300 (10% of Tk. 2,990) and for a sale of Pureit Ultima 418, he or she will receive Tk. 2,000 (10% of Tk. 20,000). There is no limit on earning commission and agents can earn as much as they want by selling as many units as they can to consumers. This method not only expands the reach of purifiers to the consumers but also provides an earning opportunity for the agents. Since commission is tied to their performance, they are likely to be highly motivated to perform better, in hopes of getting a higher amount of commission. Better performance indicates higher number of sales of purifiers and greater reach of purifiers which subsequently leads to increased profitability of UBL. Therefore, this is a win-win situation for the organization, agents and consumers.
- 2) **With whom?** The agents engaged in this model are known as Waterpreneurs, derived from **Water** and **Entrepreneur**. They are the ones responsible for educating the general population about the importance of safe and pure drinking water, through the sales of Pureit water purifiers. These people are interested commissioned sales agents who come from

different backgrounds and professions. They can be students, part-time workers, currently unemployed individuals, etc. One primary criteria for eligibility is that these agents have to possess a minimal amount of knowledge regarding sales, roughly 1-2 years of work experience or education background. Therefore, they need to have a marketing major in their undergraduate program, someone who has worked in the marketing or sales department in any organization or any other relevant field. Although the agents will be trained before they sell the purifiers, having past involvement with related activities will help them understand the operations and practical situations better.

- 3) **Why?** There are three main objectives for pursuing this agent selling model. The first and foremost objective is to generate sales of Pureit water purifiers. As the agents utilize their networking skills with their known group of people, more probable customers are made aware of the organization and its product. This increases the probability of successful sales of the purifiers. The second goal of this model is to provide a chance for the agents to earn substantially. As mentioned in the previous points, the model is a definite way of earning a fairly sufficient amount of money. Many people with relevant skills can make a livelihood out of their earnings through this program. The third and the last purpose is that the model is a prospective opportunity of contributing towards a safer and cleaner drinking water provision. It will increase the awareness of people regarding the significance of pure water for drinking uses.
- 4) **How?** Agents will use their personal networks to generate “Pureit leads” (a term that will be explained shortly afterwards) among their friends and family, in their respective areas, more specifically, households. As is commonly perceived, consumers are more likely to trust and believe the words of individuals whom they personally know. They put a greater emphasis on the recommendation by their own circle of friends or relatives. The same principle is applied in this model as well. The agents or waterpreneurs will use their connections to find potential customers who will be willing to buy water purifiers. This process is referred to as generating Pureit leads, as was mentioned before. They will tactically deliver their sales pitch to the customers and try to ensure successful sales of the water purifiers.
- 5) **Where?** Since the program is still in its pilot phase, it is restricted to Dhaka only. However, if the program turns out to be a huge success for the organization, it will be rolled out in peri-urban areas next. These areas include regions at the outskirts of Dhaka like Uttara, Savar, Niketan, Tongi, Khilgaon, etc.

6) **When?** The program does not have any structured time schedule. It has flexible timings, according to the convenience of the waterpreneurs. This works as yet another motivational factor for the waterpreneurs. Considering the fact that many of the agents are part-time employees at other organizations, it is not reasonable to assume that they will give their 100% time to this program. Therefore, this program caters to the convenience and feasibility of the agents so that they are more interested to volunteer for this and gain valuable marketing and sales experience. Agents do not need to worry about time constraints. Additionally, since higher sales will in turn benefit the agents themselves, they will make sure they do not miss out on more of these opportunities. This increases the possibility of higher sales as more agents will be encouraged to participate and contribute their two cents to the program.

6.2. Proposed Modality of the Model

This section details out the proposed structure of the model. It will help to identify the ways in which the implemented pilot program differs or is similar to the proposed model. It can then be used as a feedback to bring further changes to the system, depending on the results.

The model is divided into four phases. A drop-down diagram is illustrated below that shows the overview of the steps included:

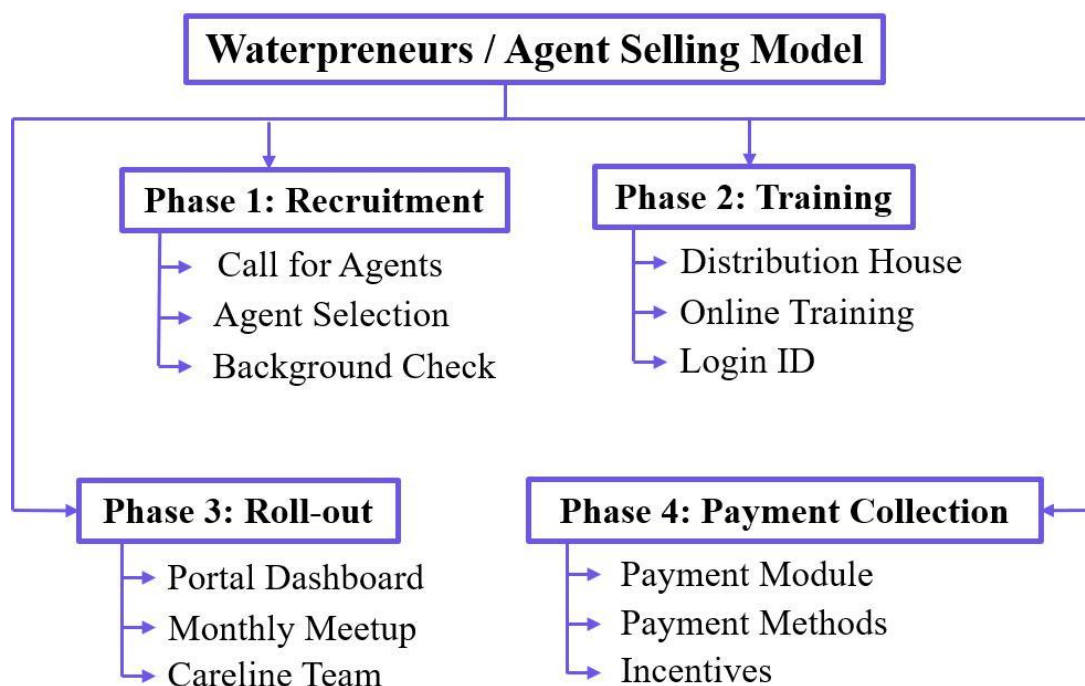


Figure 18 Steps of Pureit Waterpreneurs / Agent Selling Model

Phase 1: Recruitment

- The first step will include sending invitation to individuals to participate in the program as agents. This process is named as “Join as a Pureit agent”. Entries for the position will be kept open to anyone having relevant knowledge about sales. The recruitment procedure will be managed through outreaching and agency help. Incorporating an agency in this program will make room for a greater number of applicants for the position of agents. This is because, agencies are likely to reach more people than a single individual. Also, people have a greater tendency to believe organizations rather than a single individual.
- After a sufficient number of people have applied for the position, their applications will be reviewed by the HR board. Candidates with the most relevant academic qualifications and work experience will be selected. However, promising applicants who display strong sense of commitment and sincerity can also be selected for the position.
- A thorough background check will be conducted of the selected candidates. This is to verify that the information they have filled in is valid and accurate. Details of their basic and personal information such as permanent address, phone number, e-mail address, etc. will be collected. It is required to facilitate communication with the selected candidates. Once all the necessary information has been obtained, these candidates will be moved on to the second phase of the program.

Phase 2: Training

- The second phase starts with a hands-on training at the very own Distribution House of Unilever Bangladesh Limited. This training will cover issues that will equip the agents to sell the water purifiers, for example, topics like product knowledge, product usage, maintenance and in-depth selling modality will be taught in the training. The intention behind this is to make the agents learn how to deal with customers. People are not always rational and they can at times behave in unexpected, illogical ways. Sometimes, such unpleasant situations are an excellent way to attract loyal consumers if the enablers know how to manage the problem at hand. And this skill is exactly what this training aims to provide to the agents. Another reason is that agents will be able to sell better if they are well-informed about the product. It will be a one-day training session for two hours.
- To gain additional information about the devices and how they work, the agents or waterpreneurs will be given two links for the two water purifiers. These are links to advertisement videos that are already posted on the YouTube channel of Pureit Bangladesh.

The waterpreneurs can refer to these advertisements while they are communicating with

the potential customers. Customers who have watched these can relate better and it will increase the chances of purchasing the purifiers.

- Once the training session is completed, waterpreneurs will receive a message much alike to this: *“You are now a certified Pureit agent”*, which will indicate the completion of the training and make them eligible to start working on the program. Certified agents will receive a “Login ID” in the Agent portal to record basic details of sales leads. There will be a separate form for bulk orders of purifiers. The Agent portal will act as a method of recording information and also keep track of the agents’ performance, which will be required while determining the amount of commission to be received.

Phase 3: Roll-out

- The Portal dashboard has similar role as the Agent portal. It will be updated every time a sales takes place. There will be a separate employee to monitor whether the dashboard is being updated regularly. Along with the sales information being stored in a digital and easily accessible format, this method will also verify whether agents are active within the system or not. An inactive agent, confirmed by a lack in frequency of updating, can be inquired by the supervisor or head of the program to know what is wrong.
- The Monthly Meetups are designed to discuss issues and changes in the way the program operates. In these meetups, all the agents need to be present. They will talk about their experiences, problems and obstacles they had to face and any suggestions they have in mind to improve the current system. The meeting minutes will be reviewed by supervisors and necessary actions will be undertaken.
- The Careline Team will be responsible to follow up sales leads. As soon as the agent successfully persuades a customer into buying a water purifier, he will collect the customer’s name and phone number and send it to me by text. I will forward the information to the Careline Team who will then make the call to the customer and talk about delivery of the product. This team will also close the leads after the purchase is completed.

Phase 4: Payment Collection

- It describes the last phase of the proposed system. Payment of commission will be made on a weekly basis. Once the sale is complete, I will be informed by the Careline Team. I will then add the amount of commission that the particular agent has earned for that transaction as well as let him or her know the balance that he or she has earned. This information has to be updated in the Portal dashboard for cross-checking purposes. The commission can be

collected on every Thursday, based on the weekly earnings that the agents made. Any agent who will not collect their earnings in the week they facilitated a sale can do so in the subsequent week. In that case, the agent needs to show proper information in their Agent portal to prove that they actually conducted that sales.

- There will be three methods by which total weekly commission will be paid: bKash, checks using bank account, cash. Any other method through which payment can be made will be found out through the pilot program. Agents' preferences regarding the method of payment will be taken into consideration while making the payments.
- At the end of each month, the Portal dashboard will be reviewed. Top 3 agents who rank the highest in terms of sales volume will be awarded with incentives. They will get gift vouchers in the form of free movie tickets, discounts in restaurant meals, sponsored trips, etc. This will motivate the super performers to keep excelling in their performance. Moreover, it will also encourage other agents to work as hard as the super performers. The overall performance quality of the agents is therefore likely going to increase.

6.3. Pilot Program

The model is a 3 months-long program. The implementation of the four phases mentioned above will be discussed in this section.

Pilot Phase 1: Recruitment

- Agents were recruited using personal contacts and networks and free agents. Although, they were selected conveniently, it was made sure that they are qualified enough to handle this job.
- 17 people onboard this project who were selected through outreaching and help from agencies such as Skytracker.
- Background study was conducted of these 17 applicants to verify that they actually possess the necessary experience and knowledge regarding marketing and sales.
- A database was created in Excel to record the agent entries. Most of them were university students and had previous sales experience, as required by the program. Universities include United International University (UIU), Institute of Business Administration, University of Dhaka (IBA, DU), Jahangirnagar University (JU), BRAC University (BRACU), Stamford University, Islamic University of Technology (IUT), Bangladesh University of Professionals (BUP), North South University (NSU).

Pilot Phase 2: Training

- It took two days to complete the training schedule at the Distribution House. Agents were told about the history of Unilever Pureit and how it became so famous. It was explained to them how and why Pureit was the largest selling water purifier in order to establish belief in the brand and the devices. The motive behind doing so is that agents will be best equipped to sell when they themselves believe that Pureit is the best purifier out there.
- For the online training, agents were provided with FAQ sheets. This clarified their common confusions and also gave them an opportunity to ask about their queries, if any. The video links included information on the purification stage of the water purifiers. Agents were then asked if they understood the mechanism of purifiers and were also requested to demonstrate a mock sales pitch. This cleared out further misunderstandings of the agents.
- Moreover, during the training session, agents were given spiels that gave a detailed overview as to the possible queries that customers may have about the devices and ways of answering these. It provided guidance for the agents and they learnt how to initiate the conversation.
- Since the model was initiated as part of the pilot program, it was not possible to provide the agents with ID cards. Therefore, credibility of the agents was a major issue while they went to talk with customers. However, instead of the Login IDs, Google Forms was used to record consumer data. In the long run, Login ID will be provided to note sales and customer information in a separate dashboard in order to maintain consumer privacy and avoid complexity.

Pilot Phase 3: Roll-out

- Agents reached out to their friends and family to generate sales leads, as they were trained to do so. They communicated with those people and told them about the need for safe drinking water. Then they explained the different features of Pureit water purifiers and how each of these contribute to the purification process. Because these people knew the agents or the waterpreneurs beforehand, they were patient enough to listen and make purchasing decisions. On the contrary, if the agents pursued complete strangers, as the usual salesmen do, it is likely that there would have been higher rejection rates from the customers' point of view.
- The order details were then sent to me which I eventually forwarded to the Customer Relationship Manager (CRM) and the Careline Team. They followed up on the sales lead and took necessary steps to complete the transaction.

- Excel share was used every week to update details on sales information in the Portal dashboard. The agents were informed when the sale and installation of the purifier is complete.
- Monthly meetups were scheduled to take place at the Corporate Office (CO) of UBL which is at Gulshan Avenue. So far, one major inconvenience of the agents has come up through this discussion which is, the absence of ID cards to validate their position as agents.

Pilot Phase 4: Payment Collection

- A preview of the payment database is provided:

Serial No.	Agent Name	Consumer Name	Mobile No.	Address	Classic/RO	Unit	Careline Remarks	Status	Payment Total	Payment Status
------------	------------	---------------	------------	---------	------------	------	------------------	--------	---------------	----------------

- The most prevalent forms of payment were bKash and cash from distributors. Agents had chosen bKash because of its fast and convenient method of receiving money. Ready cash, on the other hand, provided a sense of security and satisfaction as it is the most liquid form of money and is also tangible.
- Incentives had been chosen in terms of non-monetary needs or desires. Gift hampers were given that contained free movie tickets and discounts in restaurant meals. Because restaurants have become a common place for casual meeting, such incentives influenced agents to work harder and rank among the Top 3 agents of the month.

In the future, a lite version integration of this program will be incorporated in the Safe Water Advisor (SWA) app. SWA is currently being used by salesmen that indicate when the water is safe to drink. By combining these two features, agents or the waterpreneurs can be introduced to the existing system where they can log in to the same app with separate agent login details. This will bring together different operations of Pureit at the same place and will make it simpler to work with.

7. FINDINGS

7.1. Findings from The Model

Below are some of the key findings obtained from the execution of the model. This section portrays the benefits and drawbacks of the pilot program. Insights observed from the program form the basis of information that is fed back to the system for further changes and improvements.

7.1.1. Benefits

- Customers are more trustful towards the agents or the waterpreneurs due to the fact that they are people that the customers already know. As a result, they have a favorable attitude towards the sales pitch delivered by the agents.
- This phenomenon is a sharp contrast to the usual scenario involving salesmen. People have a general perception that salesmen are deceiving and they do not disclose the true features of the products. Therefore, the conversation between a salesman and a potential customer begins with distrust.
- Agents are found to initiate the conversation with a humanistic approach as compared to salesmen who often follow a structured set of script. These scripts make them seem less empathetic which further reduces the trust in salesmen. Waterpreneurs are observed to be talking in a softer tone, taking into account the reaction of the customers and adapting to it.
- Waterpreneurs have also acknowledged the fact that they felt comfortable talking to their friends and family and they could smoothly explain the sales pitch in their own words.
- They have claimed this method to be a feasible and viable opportunity for earning money. They have applied word-of-mouth advertising and backed up their statements using the information learnt during the training phase. This made their claims more believable.
- Additionally, they also acknowledged that this program gave them a unique selling experience. It made them more confident and developed their persuasion and negotiation skills. They said it would help them in future interviews. It was also a great addition to their job employment history.
- Many of the agents were intrinsically motivated to create a positive social impact. They were highly encouraged to educate their peers, friends and family and were greatly satisfied by the outcomes. They thought of it as a contribution to the country. This program can hence be referred as a program for creating responsible citizens.

7.1.2. Drawbacks

- Although the customers have a favorable first impression, they are not convinced enough to buy the water purifiers. They enquired about the validity of the statements made by the agents. Failing to cite a credible source, due to the lack of ID cards, has limited the number of sales.
- Within these months of implementation, only three Pureit Classic water purifiers and two Pureit Ultima have been successfully sold to the end consumers. The number may rise if the program is continued for a longer timeframe but for now, it is quite disappointing. This can demotivate agents and some may even slack off during the continuation of the program.
- Since part-time employees were included in the program, they could not be fully committed to work and enable sales.
- Many agents backed off in the middle of the training phase. They no longer expressed interest to continue their participation. The most notable reason is again the absence of ID cards. According to these agents, it is impossible to make a successful transaction without having any ID card.
- Even though many people have been educated on the awareness of pure drinking water, not many could be convinced to buy a purifier in order to purify the water. This indicates the actual level of seriousness that persists within the general population. They admit the possibility of dangerous water-borne diseases but they will not still change their day-to-day practices to overcome this problem.

7.2. Findings from the Survey

A number of valuable insights have been obtained from the survey results:

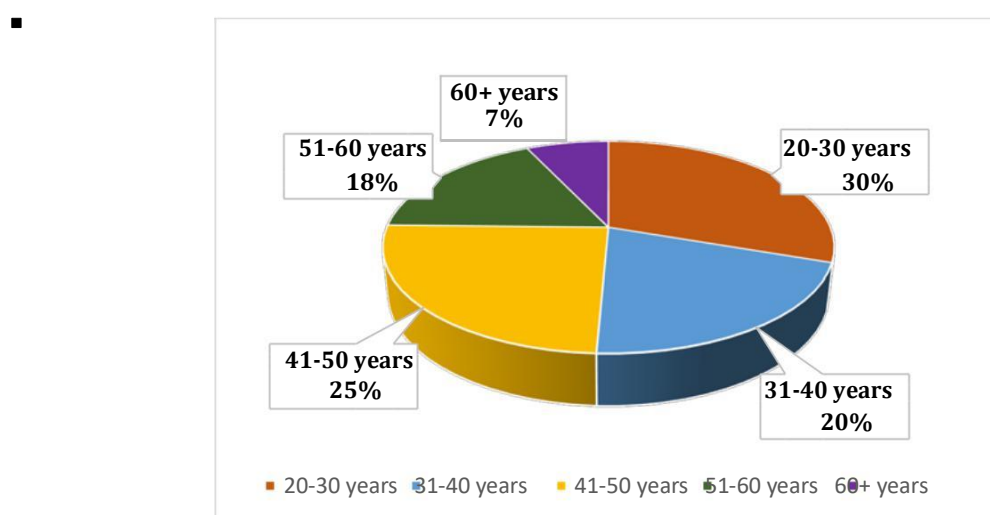


Figure 19 Age Distribution of Respondents

Majority of the respondents fall in the age category of 20-30 years (43 out of 142 people), closely followed by the age group of 41-50 years (35 out of 142 people). This particular combination of participants is chosen to ensure that opinions of both generations X and Y are included. This will let me capture the variation in their perceptions about safe drinking water.

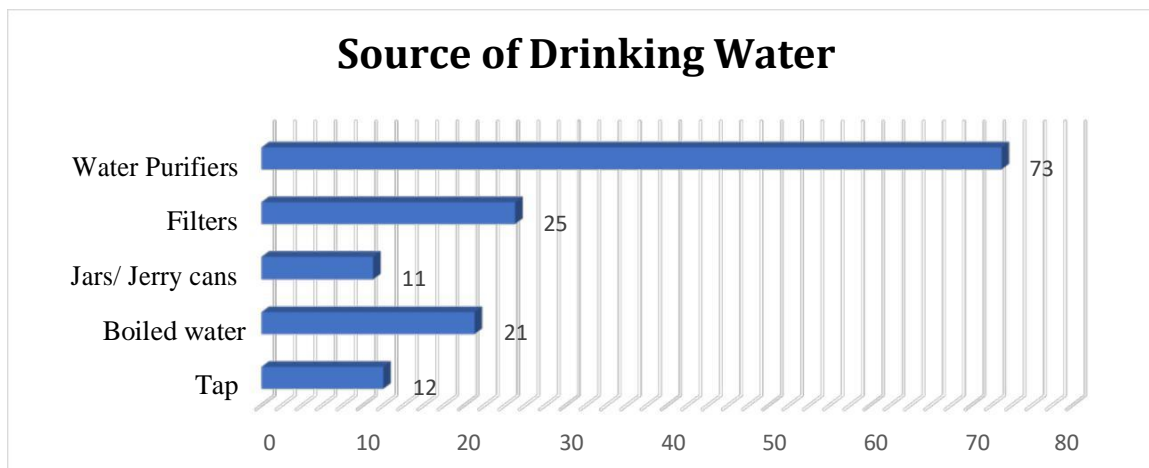


Figure 20 Sources of Drinking Water

The main source of drinking water is water purifiers, as can be seen from the figure above. This is a positive sign for the study because it indicates that most people are already aware of water purifiers. Both tap water and jars are at the bottom of the list.

- There are two diagrams below that represent the importance of “haziness” and “smell” in determining the quality of water.

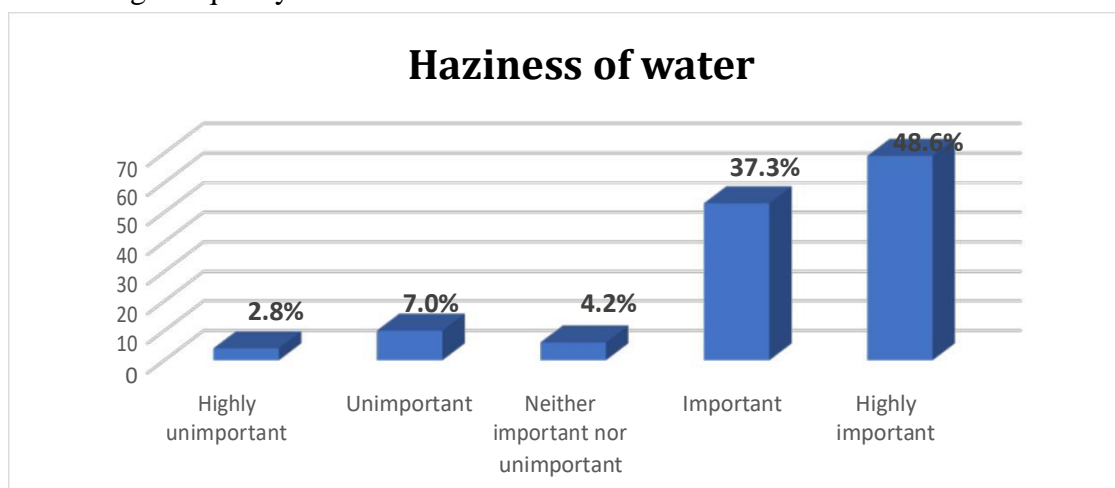


Figure 21 Haziness of water

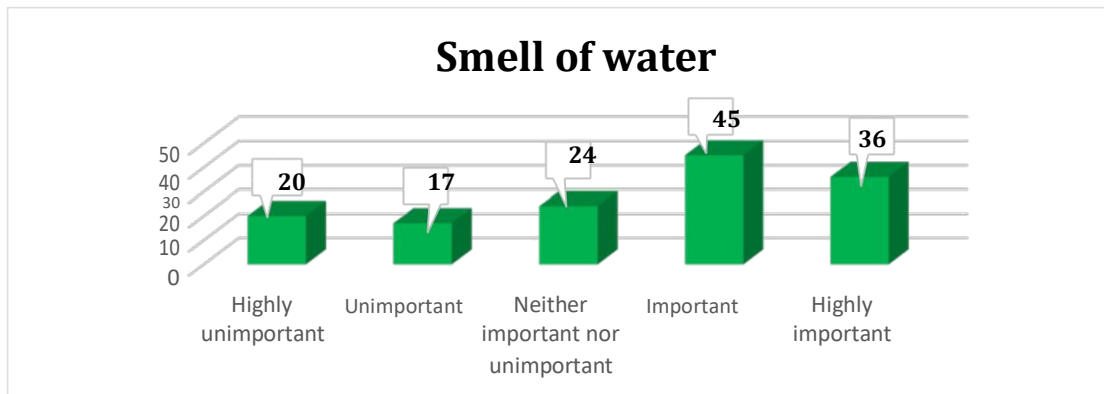


Figure 22 Smell of water

The figures portray similar scenarios. The factor “Haziness of water” is judged to be highly important by 48.6% of the respondents, which is roughly equivalent to half of the respondents. It was also explained to them that haziness referred to the level of clarity in drinking water. “Smell of water” is also judged to be important by majority of the participants. One possible explanation of this way of judgement is that people try to make their initial decisions based on their senses- what they see, hear, smell, feel, taste. A glass having unclear and hazy water seems dirtier and gives us the perception that it has pollutants mixed in it. In the same way, a clear but stinking water will give off the impression that it is not clean because we often associate bad smell with waste. Therefore, this result is consistent with reality where people put high emphasis on the smell and haziness of water.

- When asked about their degree of concern towards water pollutants in drinking water, the overall level of concern was not satisfactory. Some people who relied on tap water even said they do not care what type of water they are drinking. This is a major issue that needs to be taken care of. People are unaware of the harms that pollutants like lead, mercury, fertilizers, etc. can cause if they get into the drinking water.
- Most people prefer using water purifiers than boiled water which is yet another favorable sign. The previous notion was that boiling water is enough to remove impurities in the water. However, that notion has now changed and more people think boiling water is not enough.

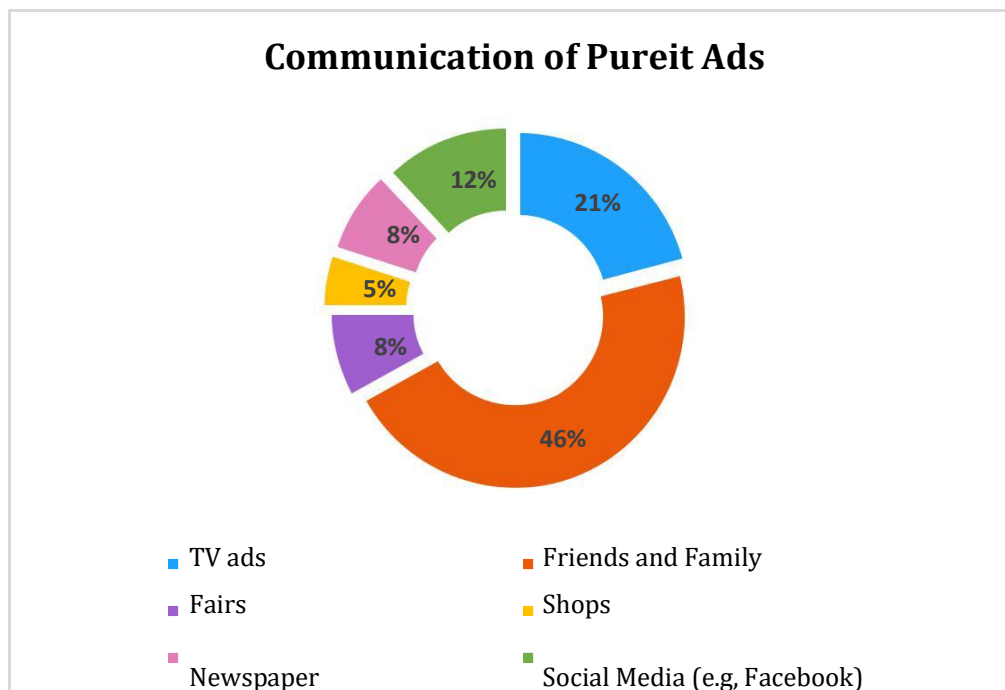


Figure 23 Forms of Communication

The pie chart illustrates that the most common form of communication through which respondents got to know about Pureit water purifiers is friends and family. An alternative name for this form is word-of-mouth. Second most voted form is television advertisements, followed by social media posts. A total of 21% of the respondents chose fairs, shops and newspapers to be their medium of Pureit advertisement communications.

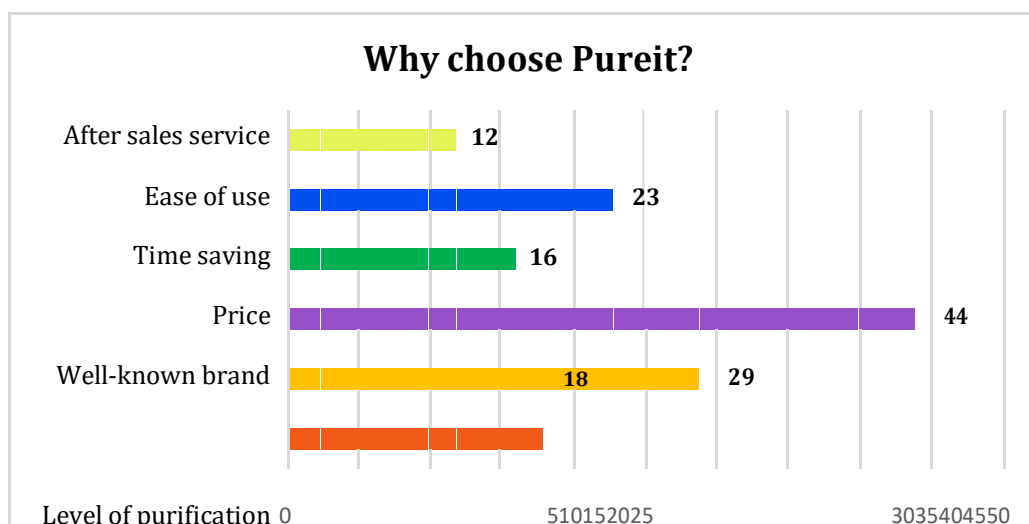


Figure 24 Reasons for choosing Pureit

The top 3 qualities that people choose Pureit for are Price, Ease of use and Brand popularity. Respondents think that the prices for Pureit water purifiers are quite cheap and economical compared to the features they have. Pureit purifiers come with an Auto shut-off technology

that automatically stops water supply when the components become ineffective. People do not need to manually remind when to replace components and is therefore easy to use. However, after sales service of the products have not been much impressive as many people have complaints regarding the effectiveness of components being reduced within a short period of time.

- 71% of the survey respondents agreed to be educated about awareness of safe drinking water's importance. While this is a favorable attitude, they have chosen word-of-mouth to be the desired form of communicating this information. This behavior is aligned with the operations of the agent selling model, which heavily relies on word-of-mouth by agents to their friends and family.

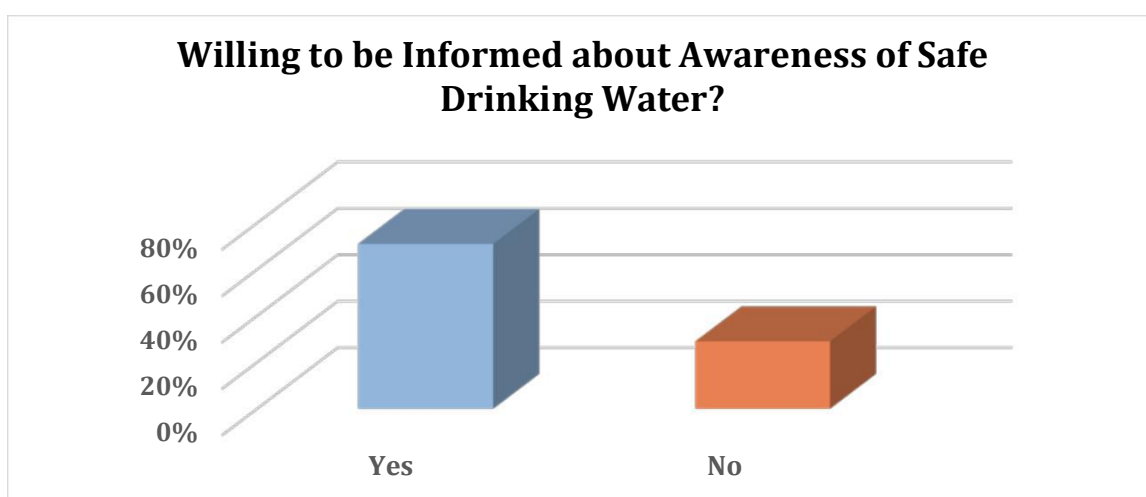


Figure 25 Willingness to be informed

- People believe that incorporating agents in the purifier selling model will increase accessibility of purifiers. They have also claimed that they will buy these from certified agents of well-known organizations. Yet, from the model, it has been observed that not many people buy purifiers through this mechanism. There is a contradiction between their words and actions.

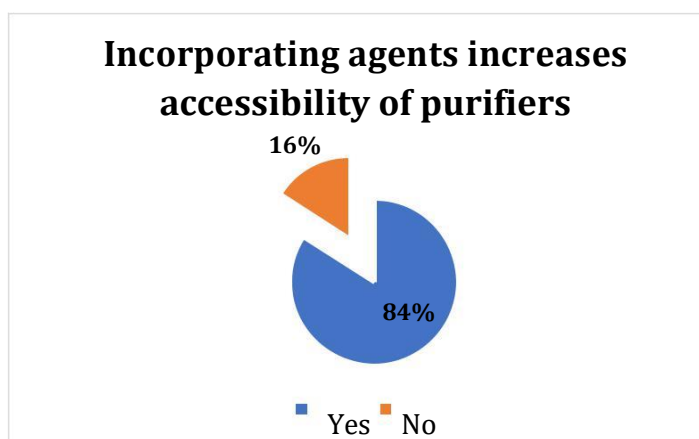


Figure 26
Incorporating agents increases availability of purifiers

7.3. Summary of Findings

There are both positive and negative sides to the implementation of the agent selling model. Targeting known people as potential customers can garner positive, favorable reaction. Nonetheless, it is not enough to conduct a successful purchase of the water purifiers. The key driving force behind this resistive behavior is the lack of any form of credible source to back up the claims made by agents.

Because it is just a pilot program, the operations are conducted at a small-scale. It is safe to expect that agents will get their ID cards once the program starts at a fully-fledged pace.

Consumers do appreciate being informed about the diseases caused by various water contaminants. But they are not concerned enough to do something about it and take necessary actions. This can be a serious issue in long run when people will not do anything to reduce the harmful impact in environment.

Haziness and smell of drinking water are two very important factors while judging the quality of water. A glass having unclear or foul-smelling water will be rejected by people as they perceive it to be unclean and unhygienic.

Word-of-mouth is considered to be the best form of informing people about the need for safe and pure drinking water. People are likely to believe when they know them very well.

Pureit is famous for its price, brand popularity and ease of use. Nonetheless, it needs to improve its after sale service.

8. CONCLUSION

Most people do not appreciate the gravity of issues like impure drinking water sources. Although they know a lot about the problems that can arise out of these, they are still not willing to buy a water purifier to tackle these harmful effects.

The agent selling model of Unilever is an attempt to make people realize how the water contaminants can affect their lives. It starts off by training agents to deal with potential customers of purifiers. They will at first present the problem scenario at hand and then provide a suitable solution to eradicate the problem. In this case, the problem is the increasing amount of water borne disease and the solution is to install water purifiers to cleanse the water and make it safe for drinking water.

Although the model has just been initiated, agents have already started to sell purifiers. But there is a long way to go and many people still need to be made aware of the damages that water pollution can cause.

These are some of the recommendations that will improve the practices of the agent selling model:

- Expand the operation outside Dhaka
- Hire better qualified people with significant sales experience
- Provide ID cards to the agents
- Train agents to better deal with rejections from customers
- Use snowball sampling to identify potential customers who will be willing to buy purifiers
- Continue the operation for a longer timeframe, for example, 1 year
- Incorporate the aspect of after sales service into the model
- Increase engagement in social media posts

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10. APPENDIX

Survey Questionnaire:

The questionnaire used for the survey is provided below to better understand the findings.

Survey on Safe Drinking Water

Dear respondent, a very good day to you. This survey is part of my internship report required for the fulfillment of my BBA course at BRAC University. The responses given in this survey will be kept confidential and will only be used for academic purpose. Please try to be as accurate as possible while answering the questions.

Section 1: Knowledge and acknowledgement of safe drinking water

1. Do you treat your water in any way to make it safer to drink?
 - Yes
 - No
 - Don't know
2. What do you usually do to the water to make it safer to drink?
 - Boil
 - Use water purifiers
 - Add bleach/chlorine
 - Strain it through a cloth
 - Let it stand and settle
 - Other (please specify): _____
3. What is the source of your drinking water?
 - Tap
 - Boiled water
 - Jars/Jerry cans
 - Filters
 - Water Purifiers
4. How often do you clean your drinking water storage container?
 - Everyday
 - Once in a week
 - Once in two weeks
 - Once in a month

- Once in two months
 - Never
5. From a scale of 1 to 5, rate how concerned are you about the potential contaminants present in your drinking water. 1= very unconcerned, 2= unconcerned, 3= neither concerned nor unconcerned, 4= concerned, 5= very concerned

- | | 1 | 2 | 3 | 4 | 5 |
|------------------------------|----------|----------|----------|----------|----------|
| ○ Chemicals | ○ | ○ | ○ | ○ | ○ |
| ○ Lead or other heavy metals | ○ | ○ | ○ | ○ | ○ |
| ○ Fertilizers/ Pesticides | ○ | ○ | ○ | ○ | ○ |
| ○ Bacteria | ○ | ○ | ○ | ○ | ○ |

6. Rank the following factors from 1 to 5, according to increasing importance on how you judge the quality of water. 1= highly unimportant, 2= unimportant, 3= neither important nor unimportant, 4= important, 5= highly important.

- | | 1 | 2 | 3 | 4 | 5 |
|--|----------|----------|----------|----------|----------|
| ○ Taste | ○ | ○ | ○ | ○ | ○ |
| ○ Smell | ○ | ○ | ○ | ○ | ○ |
| ○ Color | ○ | ○ | ○ | ○ | ○ |
| ○ Clarity | ○ | ○ | ○ | ○ | ○ |
| ○ Recommendation by friends and family | ○ | ○ | ○ | ○ | ○ |

7. Do you use water purifiers?
- Yes
 - No
8. Do you believe water purifiers are a safer and effective method than boiling water?
- Yes
 - No
 - Don't know

Section 2: Knowledge about Unilever Pureit Water Purifier

9. Have you heard of Unilever's Pureit Water Purifier?
- Yes
 - No

10. If yes, how did you come to know about it? Select the option through which you got to know about it first. If your answer to the previous question is no, skip this question.

- TV advertisements
- Friends and family
- Fairs
- Shops
- Newspaper
- Social media
- Other (please specify): _____

11. Do you own a Pureit?

- Yes
- No

12. If yes, why did you choose Pureit?

- Level of purification
- Well-known brand
- Price
- Ease of use
- After sales service
- Other (please specify): _____

13. If you own a Pureit, rate your experience with the product: 1= very dissatisfied, 2= dissatisfied, 3= neither satisfied nor dissatisfied, 4= satisfied, 5= very satisfied

1 2 3 4 5

14. For Unilever Pureit, rate your level of agreement with the following statements: 1= highly disagree, 2= disagree, 3= neither agree nor disagree, 4= agree, 5= highly agree

- | | 1 | 2 | 3 | 4 | 5 |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/> Pureit has better quality than other brands | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <input type="radio"/> Pureit works better than other brands | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <input type="radio"/> Pureit provides water that is safer than boiled water | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

15. Would you recommend Pureit to others?

- Yes
- No
- Don't know

16. If your water purifier malfunctioned and there is no other source of purifying, what would you prefer?

- Boiled water
- Bottled water
- I would wait until I buy another purifier or fix the existing one

17. Do you want to be made aware of the importance of safe and pure drinking water?

- Yes
- No

18. In what ways do you want to be informed? You can choose more than one option.

- Telephone
- Email
- Word of mouth (through friends and family)
- Salesmen
- Recommendation by doctors
- Other (please specify): _____

Section 3: Agent Selling Model

19. Would you be willing to buy water purifiers from certified agents of any well-known organization?

- Yes
- No
- Maybe

20. Do you think incorporating such agents will make water purifiers more accessible to the general population?

- Yes
- No
- Maybe

Section 4: Demographics

21. What is your area of residence?

- Dhanmondi
- Pura Dhaka
- Mogbazar
- Mirpur

- Gulshan
- Banani
- Baridhara
- Other (please specify): _____

22. What is your age?

- 20-30 years
- 31-40 years
- 41-50 years
- 51-60 years
- 60+ years