



Internship Report

On

Promotional Strategies of ACI Consumer Brand (Savlon)

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Date of Submission

11th December, 2018



ACI Limited

Savlon[®]

Promotional Strategies of ACI Consumer Brand (Savlon)

Letter of Transmittal

11th December, 2018

To
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Subject: Submission of Internship Report

Sir,

It is my honor to present you today my Internship Report entitled as “Promotional Strategies of ACI Consumer Brand (Savlon)”. I completed my Internship at ACI Limited, a renowned company in Bangladesh. It gives me immense pleasure to complete my Internship successfully and submit this report on the analysis that I have conducted during my internship period

Therefore, I am submitting my report to your well concern. I hope you will find my work well researched and informative towards the company I have worked for. Your kind feedback will be highly appreciated and I am obliged to clarify any confusion regarding any part of the report.

Sincerely yours,

Ahanaf Tahamid
ID: 14104017
BRAC Business School
BRAC University

Letter of Endorsement

This internship Report entitled as “Promotional Strategies of ACI Consumer Brand (Savlon)” has been submitted to BRAC Business School, as an integrated part of the requirements for the degree of Bachelor of Business Administration, major in Marketing and Human Resource Management from BRAC University on 11th December, 2018 by Ahanaf Tahamid, ID-14104017. The report has been accepted and may be presented to the Internship Defense Committee for evaluation. (Any opinions, suggestion made in this report are entirely that of the author of the report. The University does not disregard nor discard any of these opinions or suggestions).

Mr. Feihan Ahsan

Internship Supervisor Faculty

Lecturer

BRAC Business School

BRAC University

Acknowledgement

Completion of this report has made me grateful to a number of persons. At the beginning I would like to express my sincere gratitude to my supervisor faculty Mr. Feihan Ahsan for giving the opportunity to prepare this report. The completion of this report would not be possible without my supervisor's co-operation. He was always available when I needed his support, suggestions and guidelines. I am very lucky for getting this opportunity to complete my internship report under his guidance and supervision.

I want to convey special thanks to my supervisor Md. Tofazzol Hussain, Planning Lead-Planning Department, Finance and Planning, ACI Limited and Mr. Zaman Asif Ahmad-Business Manager-Toiletries, Consumer Brands, ACI Limited. These aforementioned people gave me their valuable time to collect information and finish this report in time. I express special honor to them.

Finally, my heartiest thanks go to others who were involved and helped directly and indirectly to prepare this report. Without them all these would not have been made possible.

Executive Summary:

ACI Limited is the largest conglomerate in Bangladesh. It is involved in different businesses in Bangladesh. Savlon is ACI's flagship consumer brand. Savlon is a successful personal care product in Bangladesh market. In this report I have analyzed promotional strategies of Savlon. For which I had to conduct a consumer survey to have a better understanding of effectiveness of Savlon's promotional strategies. Through this study, some drawbacks of ACI's promotional strategies have also been identified. A survey questionnaire filled with 10 probing questions regarding Savlon's promotional strategies have been used and then the survey has been done on customers. Study shows that Savlon has a good brand image and customers are highly satisfied with the product's price range. ACI heavily uses consumer promotions to build Savlon's brand image and it has successfully positioned Savlon as an antiseptic or personal care product in Bangladeshi market. Research has also brought this forward that, targeted customers of Savlon frequently look for more frequent different and new trade offers. Many customers who purchase personal care product they look for solution to their problem and if they get those at a discounted price, they get delighted. In addition to that, study shows consumer promotion such as TVC and social media marketing had most impact on customer's mind. Through such promotions ACI successfully created brand awareness of Savlon. ACI needs to take step to strengthen their sales force – as majority of customers do not see active presence of sales person in the market. To sum up, ACI has done well to avail promotional strategies in terms of positioning their consumer brand Savlon. They need to maintain more of these promotional strategies to sustain their brand in the market and focus on these above-mentioned promotional tools that will contribute to capture more market share.

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Chapter - 1

1.0 Introduction to the Report

ACI is one of the most renowned companies in Bangladesh. The company was founded as ICI in 1968. This company is the largest conglomerate in Bangladesh which has started its operation since 1992. It is one of the most successful Bangladeshi companies with business operations in many different areas. I was fortunate enough to complete my academic internship at ACI Limited. Internship is a mandatory part of the BBA program of BRAC University and it is a great opportunity to accumulate some real-life work experience through this offered internship program. It can be also considered as a stepping stone for a graduate in building up his future career. During the period of my Internship, I have been assigned under the direct supervision of Mr. Tofazzol Hussein, Planning Lead, ACI Finance and Planning. As ACI has 29 different business units so I had to analyze different businesses during my internship. I have worked on number of different brands such as ACI Savlon, ACI Pure Salt, Deluxe Paints and Premia-flex Plastics. Here, in Planning Department I used to conduct market analysis on sales promotion, business prospect and implementation for the said brands. In addition to that, I also used to support the Planning team with enquiry data in prescribed format for checking data validation as the end result of report will then be directly forwarded to top management (decision makers) of ACI Limited. However, I have mostly worked and generated data on ACI Savlon, which is a brand of a range of personal care products including antiseptics, liquid hand wash and bar soap. For preparing this report, I have collected information from my supervisor as well as from the concerned authority of the company. ACI Savlon is sold in the market as a personal care product. It is one of the world's leading brands that is available in different markets all over the country. It has been a part of ACI's portfolio since the inception of ACI Limited. The product is marketed as a common place kitchen care product and traditional modes of consumer promotion are used. However, ACI puts less emphasis on consumer promotion and focuses more on different forms of trade promotion. In this report, I will cover different characteristics of Savlon including its marketing proposition and present primary research findings on consumers of the category.

1.1 Company Overview

ACI Limited is one of the leading companies in Bangladesh. It was established as a subsidiary of Imperial Chemical Industries (ICI) plc, U.K. in 1968. After the liberation war, the enterprise was declared “abandoned”. Back then ICI entered as a UK base MNC and was oldest industry of earlier Bangladesh. Then it had been incorporated in Bangladesh on 24th January, 1973 as ICI Bangladesh Manufacturers Limited as a subsidiary of ICI. On 24th June, 1973, the factory restarted its operations under the name ICI Bangladesh Manufactures Limited. On the 5th May, 1992, ICI Plc divested 70% of its share to local (Bangladeshi) management and hence ACI Limited came into the existence (Aci-bd.com, 2018).

At present, ACI is a leading corporate body in Bangladesh. It is a Public Limited Company with a total number of 16,631 shareholders, among which there are 6 foreign as well as 14 local institutional shareholders. The company is diversified into four major businesses (shown later on). Besides, the company has a large list of international associates and partners with trade and business agreement. Apart from that, ACI Limited has 8,364 employees to run its daily operations (Aci-bd.com, 2018).

1.1.1 ACI’s Mission

ACI’s Mission is to enrich the quality of life of the people through responsible application of knowledge, skills and technology. ACI is committed to the pursuit of excellence through world-class products, innovative processes and empowered employees, to provide the highest level of satisfaction to our customers. (Aci-bd.com, 2018).

1.1.2 ACI’s Vision

ACI considers these few points as its organizational vision.

- Endeavour to attain a position of leadership in each category of our business.
- Provide products and services of high and consistent quality, ensuring value for money to our customers.
- Attain a high level of productivity in all our operations through effective utilization of time and adoption of appropriate technology.
- Develop our employees by encouraging empowerment and rewarding innovation.
- Ensure superior return on investment through judicious use of resources and efficient operations, utilizing our core competencies.

- Promote inclusive growth by encouraging and assisting our distributors and suppliers in improving efficiency.
- Promote an environment for learning and personal growth. (Aci-bd.com, 2018).

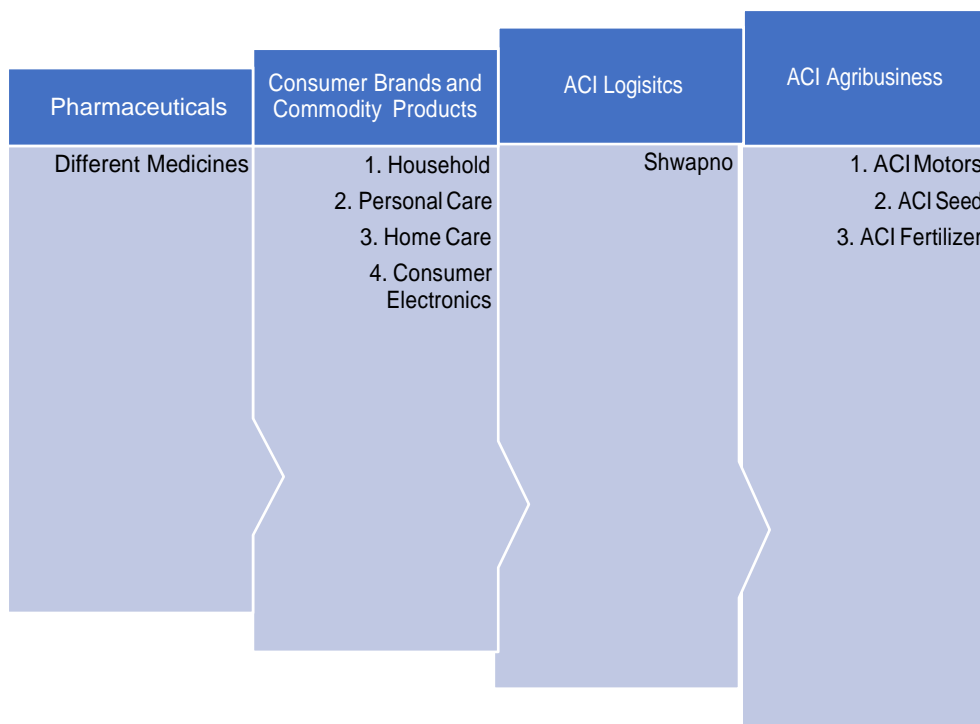
1.1.3 ACI’s Values

These are ACI’s core values. These values are stated at different levels of the organization and ACI employees and managers alike are asked to abide by them. The values are openly stated on the walls of all the floors of ACI’s offices.

- └ Quality
- └ Customer Focus
- └ Fairness
- └ Transparency
- └ Innovation
- └ Continuous Improvement (Aci-bd.com, 2018)

1.1.4 Strategic Business Units, Subsidiaries and Joint Ventures of ACI Limited

The figure below illustrates strategic business units of ACI Limited. “Savlon” brand exists under the personal care of ACI Consumer Brand.



ACI Limited business units

Some Subsidiaries and Joint Ventures of ACI Limited which operate under their own separate management:

Subsidiaries:

- ACI Formulations Limited
- ACI Logistics Limited
- ACI Pure Flour Limited
- ACI Foods Limited
- ACI Salt Limited
- ACI Motors Limited
- Creative Communication Limited
- Premiaflex Plastics Limited
- ACI Agrochemicals Limited
- ACI Edible Oils Limited
- ACI Healthcare Limited
- ACI Chemicals Limited

Joint Ventures:

- ACI Godrej Agrovvet Private Limited
- Tetley ACI (Bangladesh) Limited
- Asian Consumer Care (Pvt) Limited

1.2 Activities of the organization:

ACI Pharmaceuticals:

ACI formulates and markets a comprehensive range of more than 387 products covering all major therapeutic areas, which come in tablet, capsule, powder, liquid, cream, ointment, gel, ophthalmic and injection forms. ACI also markets world-renowned branded pharmaceutical products like Arimidex, Casodex, Zoladex, Atarax etc. from world-class multinational companies like ASTRAZENECA, UK and UCB, BELGIUM in Bangladesh. ACI is actively engaged in introducing newer molecules and Novel Drug Delivery Systems (NDDS) to meet the needs of the future. ACI introduced the concept of quality management system by being the first company in Bangladesh to achieve ISO 9001 certification in 1995 and follows the policy of continuous improvement in all its operations. Aligned with the concept that a pharmaceutical must ensure effective management of environment, ACI complies with standard environment management policy, thus adorned with EMS 14001 in 2000. (ACI-bd.com, 2018)

ACI Consumer Brand:

ACI Consumer Brands was initiated in 1995 with two major brands of the company – ACI Aerosol and Savlon. These are two of most prestigious products which are enjoying the leadership position in the market. The division started to take new businesses through off shore trading as well as local manufacturing. In this process ACI Consumer Brands launched many new products and also bonded with Joint Venture business relationships with ‘Dabur India’ and ‘Tetley UK’ and attained international alliances with world renowned companies. The Consumer Brands Division boasts in having an unequivocal presence in consumers' heart with the market leading brands like ACI Aerosol, Savlon, ACI Mosquito Coil & ACI Pure Spices and Flour. With close to 80% market share in own categories, ACI Aerosol and Savlon are the persistent performers in keeping the household clean and free from germs and harmful insects.

ACI Consumer Brands is successfully serving the consumer demand for foreign products in household and personal care category with the world-renowned product range of Colgate, Nivea & Dabur. With the proper distribution and marketing by ACI consumer brands, the world's No. 1 tea brand "Tetley" is now available to the consumers of Bangladesh. (ACI-bd.com, 2018).

ACI Agribusiness:

ACI Agribusiness is the largest integrator in Agriculture and Livestock and Fisheries. These businesses have subunits like Crop Protection, Seed, Fertilizer, Agrimachineries, and Animal Health. These businesses have glorified presence in Bangladesh.

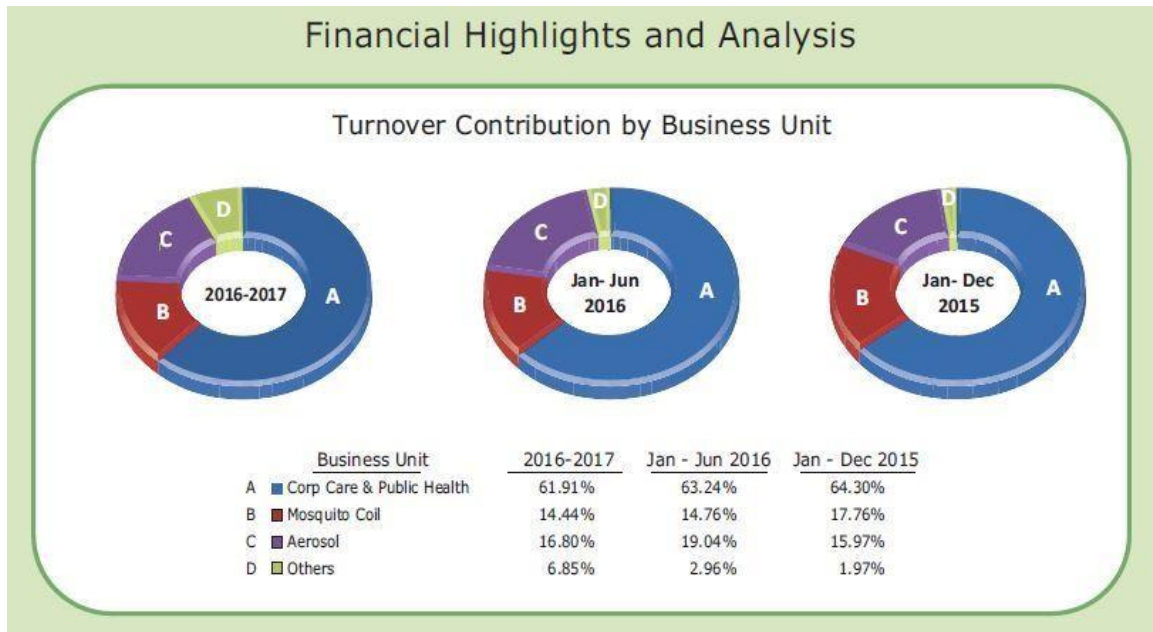
ACI Agribusiness has a large, knowledgeable and highly skilled Field Force provides training and technical advices to the farmers.

ACI is significantly contributing to national food security through its Agribusinesses division, which is the leading agricultural integrator of the country. ACI Agribusinesses is providing complete solution to the farmers need. This division has five separate SBUs. They are Seeds, Fertilizer, Motors, Crop Care & Public Health, and Animal Health. Farmers have developed confidence in our products for quality and economics. Farmers have also come to expect proper knowledge-based service from our field force. (ACI-bd.com,2018)

ACI Retail Chain:

Operated by ACI Logistics Limited, Shwapno is the top retail brand in Bangladesh. As the largest retail chain in the country, Shwapno touches the lives of over 35,000 households each day. ACI Logistics made its entry into retail in 2008 as “Fresh and Near” in order to fulfill the company’s “Seed to Shelf” vision of connecting farmers directly with consumers. Starting off with fresh produce and daily household needs, Shwapno outlets now carry everything from apparel, home décor, electronics and much more. This includes a number of grocery private label brands as well as the in-house fashion label Shwapno Life. Today, Shwapno operates 56 outlets across Dhaka, Chittagong, Sylhet and Comilla, with a total retail space of 310,000 square feet and a workforce of over 2,500. Shwapno operates multiple outlet formats from small convenience stores to large megamall layouts (ranging from 1,500 to 27,000 square feet), providing the ideal experience for customers in each location. The company has been successful in reaching its position as market leader (with 45% market share) not only because of the exceptional quality, value, convenience and service it offers customers, but because Shwapno has been successful in developing a truly world class retail architecture and shopping experience for the first time in the country. (ACI-bd.com,2018)

Financial contribution of business units at ACI Limited:



(Source: ACI Limited Financial Report 2016-2017)

Here, in this collected financial highlights and analysis we can observe that, ACI’s crop care and public health has contributed most in terms of turnover. Then further units such as mosquito coil, aerosol and other businesses simultaneously has the contribution toward business turnover.

1.3 Rationale of the report:

As a Marketing student I always had the interest to learn more about a consumer brand. In my 3 months of work experience at ACI Limited I have worked for different consumer brands. From which I got more interest on and information about ACI's consumer brand – Savlon. Besides, ACI's flagship brand Savlon is as well recognized elsewhere in the world as it is in Bangladesh. Although Savlon is the undisputed market leader in its respective segment. That said but, in Bangladesh ACI Limited is still on the expansion phase of their flagship brand – Savlon. For which ACI's promotional strategies in terms of Savlon plays the biggest role. Different line of promotional strategies has already been taken into consideration to expose and position this flagship brand in its consumers mind. ACI has an exact target market for Savlon in front of whom the organization already established this as a "Healthcare" product. Now, in this report I have discussed ACI's promotional strategies and communication channels for Savlon to assess if they are effective enough, identify any shortcoming of those and to provide suitable recommendations to overcome those shortcomings. Therefore, I came up with this topic of "Promotional Strategy of ACI Consumer Brand (Savlon)".

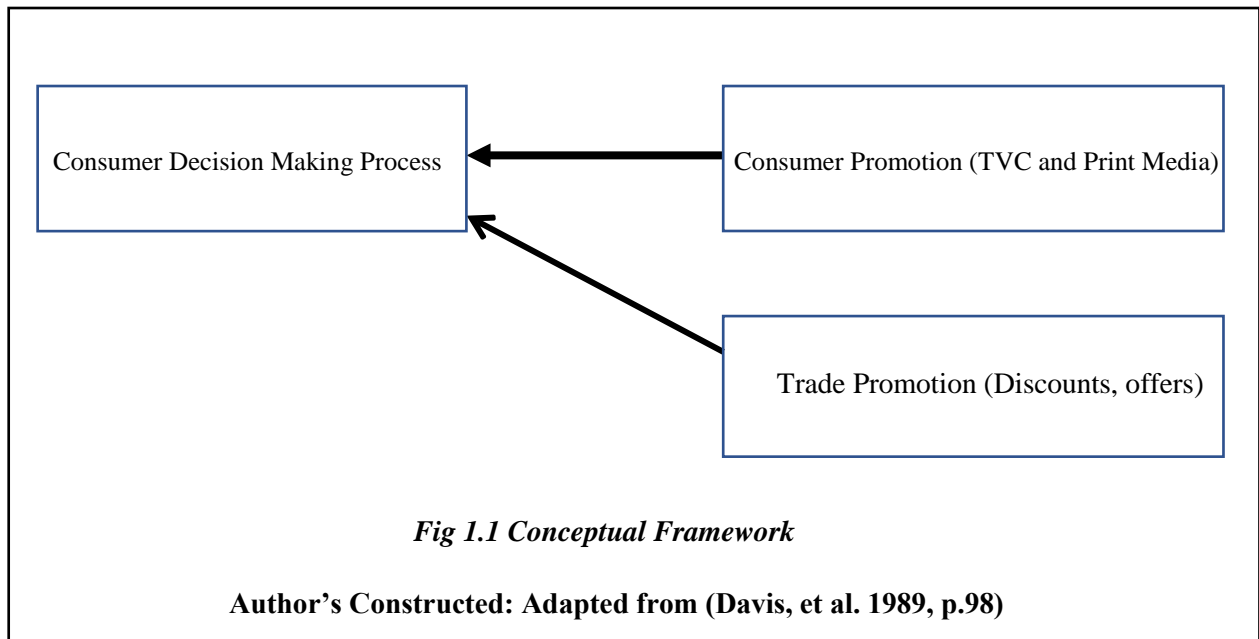
1.4 Statement of the problem:

The report focuses on a very specific objective. Which in turn make it a broad objective and the reason behind this objective is to solve a specific issue. Every research focuses on a specific problem and suggests a solution of that particular problem. Specific objective is identified to solve a specific issue. Here, in terms of this report the broad objective would be:

Analyzing the promotional strategies of ACI Savlon

The promotional strategies taken into consideration for a particular product or service based on its offering and its target market. It may involve numbers of different communication channel for promoting any product in the market. Savlon has a strong brand image in the market in terms of personal care product. However, ACI Limited is still looking forward to gain more market share and want to remain competitive in the market though persistently focusing on improving their promotional strategies for their flagship brand – Savlon.

1.5 Theoretical Framework:



1.6 Limitation while preparing the report:

ACI Limited – being the largest conglomerate of Bangladesh has a disciplined approach towards handling their work. As this is a very structured organization ACI tries to place people and process for better enhancement of its performance. However, during my internship period at ACI Limited as an undergraduate student I have faced few challenges which I would like to mention here in this part of the report:

- ❖ Confidentiality- Like many other companies ACI Limited also keeps their certain level of information highly confidential as it has variety of businesses in the market and some case sensitive data cannot be shared with interns who are working at their organization. Thus, it made the data collection procedure for preparing the internship report difficult as I could not manage to get a lot of information.
- ❖ Mismatch between academic background and functional work- I have majored in both Marketing and Human Resource Management but the department that I was working for – Finance and Planning was more of a finance related work role. Thus, I had to put extra effort to fit with the departmental work.
- ❖ Time constraints- In my department at ACI Limited every work comes with strict deadline. The work has to be submitted fast. In the process the work role was too hectic.

Even as an intern I had to work for extra work hours and work from home sometimes in holidays. Therefore, the transition from my undergrad life to a professional life was so drastic.

- ❖ Frequent rotation of work roles: While I was working for Planning team, I had to fulfill different job tasks based on company need. Sometimes I had to deal with financial works, sometimes I had to relate myself with marketing survey works. Even in one or two occasion I was responsible for facilitating interviews conducted in our department – which is a function for HR background people. Hence, I could not focus particularly in a single field of my report. I was assigned with more different tasks based on company needs.

1.7 Objective of the report:

The primary objective of the report is to fulfill the requirement of the Internship Program course required by BRAC University. While I worked on collecting data to successfully prepare report for my internship program, I discovered several aspects of the brand “Savlon”. Also, I got to know about its promotional strategies, marketing tool and had to analyze its potential competitors. Some other objectives of this report on ACI Consumer Brand (Savlon) is given below:

- Different promotional strategies of ACI Savlon in terms of both consumer promotion and trade promotion
- Analyzing the effectiveness of Savlon’s promotional strategies behind Savlon’s current market position
- To gauge customer’s attitude toward Savlon’s current promotional strategies
- To identify drawbacks of Savlon’s promotional strategies
- To recommend some methods which can be taken to make ACI’s promotional strategy yet more effective

Here, the first objective will analyze all the promotional strategies that has been taken for positioning Savlon in the marketplace. ACI uses a number of consumer and trade promotion tools for promoting the brand - Savlon. ACI practices the traditional forms of consumer promotion likes of Television Commercial and Print Media. Marketing tools such as “*Above The Line Communication*” and “*Below The Line Communication*” are both used to raise brand awareness and convey product message to targeted customers so that ACI can make the

sale. For promoting Savlon – ACI emphasizes more in Trade Promotion. This report will study effectiveness of promotional strategy taken for Savlon.

1.8 Research Questions:

In every research report some objectives are fixed and based on those objectives we can have the idea to assess answers of some specific research questions. These questions help to build a structure to set criteria for meeting research objectives. Thus, I have designed some basic questions to have a clear vision for meeting my research objectives:

1. What promotional strategies of ACI Savlon is currently used in the market?
2. How effectively ACI Savlon's promotional strategies contribute to its market position?
3. How well customers are accepting ACI Savlon's promotional strategies?
4. What are the drawbacks in promotional strategies of ACI Savlon?
5. If purchasing product of ACI Savlon which factors would better influence customer's purchasing decision?

Therefore, to get answers of these questions I have generated a survey questionnaire which is attached into the appendix part of this report. In this report I have analyzed findings based on objective and questionnaire and in latter part I have added a recommendation to make ACI's promotional strategy more effective.

1.9 Job responsibilities:

I have worked as an intern of Planning Department of ACI Limited. This department look and validate business proposal (i.e. expansion, making business investment, planning new operation process, launching new businesses etc.) from different business units and then forward final proposal to top management of ACI Limited. Now, in this department the work can be based on any field related as their work is to analyze any business units of ACI Limited. I have worked on different products of ACI Limited under direct supervision of Mr. Tofazzol Hussain, Planning Lead of Planning Department at ACI Limited. From day 1 of my joining as an intern of this department I have been assigned with numerous tasks. Some of those tasks are stated in following:

- ACI business unit study and survey (consumer survey question design for ACI Savlon)
- Run a consumer study for ACI Savlon based on designed survey question
- Business prospect analysis (retail price study, sales data analysis of different personal care products including Savlon)
- Competitor listing along with their strategical move – done based on need of different ACI businesses
- Sales promotion and market trend analysis of personal care/antiseptic product business in Bangladesh to identify room for improvement of ACI Savlon
- Relevant internal and external analysis of industry (Packaging industry - capacity, client and competitor analysis)
- Supporting the planning team with inquiry data in prescribed format for checking data validation

Therefore, these were some tasks I had to do while working as an intern of Planning Department at ACI Limited.

Chapter - 2

2.1 Literature Review:

Study – 1:

Title: Promotional Strategy: An Integrated Marketing Communication Approach, Ninth Edition Paperback – April 1, 2000

Authors: Bonnie B. Reece, Thomas C. Kinnear, Martin R. Warshaw, James F. Engel

Extract:

This study shows an innovative approach to promotional strategy and focuses on the integration of the entire promotion mix, not just advertising. The authors' conviction is that advertising, trade promotion, consumer promotion, personal selling, direct marketing, public relations and publicity, and corporate advertising are all component parts of one integrated promotional mix. Today, most other authors and marketing practitioners also advocate this integrated marketing communication approach.

Study – 2:

Title: Brand Positioning Through Advertising in Asia, North America, and Europe: The Role of Global Consumer Culture

Authors: Dana L. Alden, Jan-Benedict E. M. Steenkamp and Rajeev Batra (Alden, Steenkamp and Batra, 1999)

Extract:

This study presented a global perspective of brand positioning. This is an important study because it discusses the importance of brand positioning. Brand positioning influences how consumers perceive and evaluate a brand and also how they use the brand. In this study, the authors examine the emergence of brand positioning strategies in advertising that parallel the growth of the global marketplace.

There are different ways to promote a product in different areas of media. Promoters use digital advertisement, special events, endorsements, and newspapers to advertise their product. Also,

in trade promotion we can see activities such as free product, discount and game contest to win any product.

A promotional strategy can include different set of regular activities such as personal selling, sales promotion, TVC advertisement, print media and digital media advertisement. Fundamentally, these are three basic objectives of promotion:

- To aware consumers about product/brand
- Identifying customer needs and create product demand accordingly
- To establish product's unique selling propositions (USP)

Chapter - 3

3.1 Research Methodology:

This part of the report will highlight different methodology that has been applied for the research process. I am discussing different of research theory and methodology here so that the readers can have better understanding of research methodology that has been used. Selection of research method is important and about

This study is quantitative in nature and the research design is descriptive. The research approach used is deductive.

Primary Data

The Primary data was collected through face to face interview with 50 target customers and also from officials who are responsible for designing promotional strategy of Savlon and drive distributors for Sales Operation.

Secondary Data

Secondary data was collected through ACI's website, articles and documents that has been handed down to me from ACI Limited.

3.1.1 Savlon (marketing mix):

Product-

Savlon – a successful product running in Bangladesh under ACI Limited. It is one of core brands of ACI Limited. Savlon is a globally renowned brand in the market of personal care products. In Bangladesh, Savlon is a market leader. Savlon offers a wide array of product line under its brand name. It ranges from antiseptic cream, liquid antiseptics, first aid kit to personal care products like bar soaps etc. In this competitive market Savlon has to compete with other brands such as Dettol (Reckitt Benckiser Bangladesh) and Lifebuoy (Unilever Bangladesh). These products also have huge market impact in terms of sales and share.



Savlon products

Source: www.aci-bd.com/Antiseptic_Personal_Care.php

Price-

Savlon products are such a kind of products which need to be priced as per competitors price strategy. In Bangladesh other brands also have this tendency to follow competitor product price range while pricing own product. Although local product available in the market can be found within bit lower price. However, well renowned brands like Savlon, Lifebuoy and Dettol charge bit higher prices as these products have most of the market share.

Here, I am adding some of the Savlon product's price just to have a basic idea:

ACI Savlon Ocean Blue Antiseptic Handwash Refill (200 ml.) – BDT 55.00

ACI Savlon Aloe Vera Antiseptic Handwash Refill (200 ml.) – BDT 55.00

Handwash:

ACI Savlon Ocean Blue Handwash (500 ml.) – BDT. 150.00

ACI Savlon Active Handwash (100 ml.) – BDT. 230



ACI Savlon Ocean Blue handwash

Source: www.chaldal.com

Antiseptic cream:

ACI Savlon antiseptic cream (100 gm) – BDT 50.00



ACI Savlon antiseptic cream

Source: www.chaldal.com

Antiseptic Liquid:

ACI Savlon Liquid Antiseptic (500 ml.) – BDT. 125

ACI Savlon Antiseptic Liquid Bottle (112 ml.) – BDT. 44.00



ACI Savlon Antiseptic Liquid Bottle

Source: www.chaldal.com

Soap:

ACI Savlon Fresh Soap (100 gm.) – BDT. 42.00

ACI Savlon Soap Men (100 gm.) – BDT. 45.00

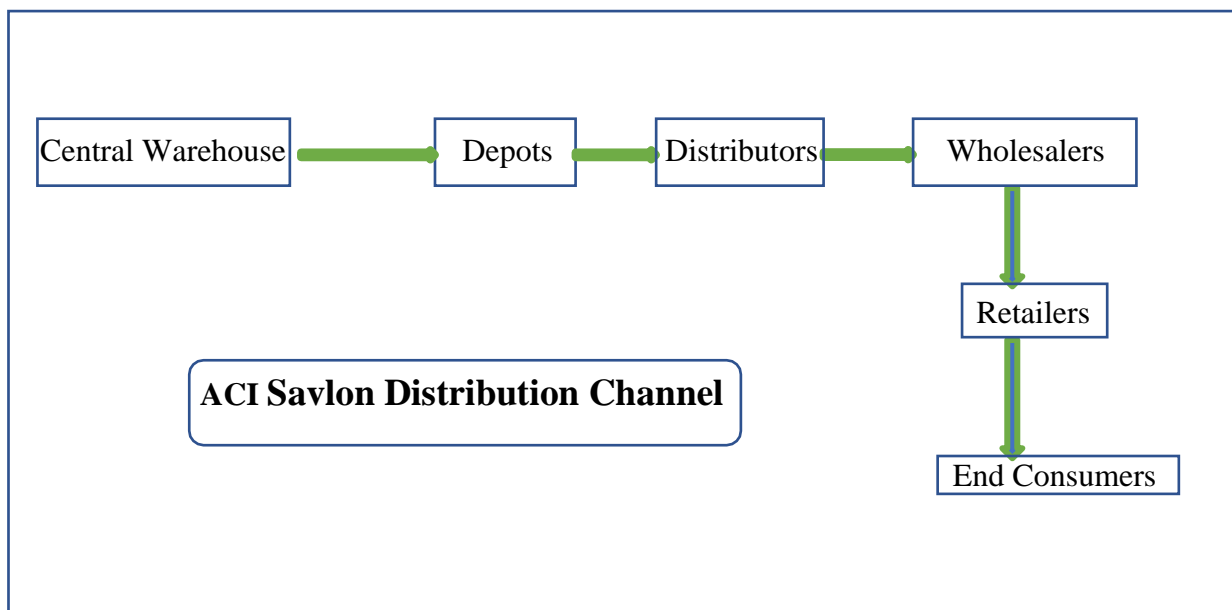


ACI Savlon Soap Men

Source: www.chaldal.com

Place-

Personal care products are sold because of their price and availability. Here in this case, ACI Limited has established their flagship brand Savlon through an efficient and strong distribution network. Moreover, ACI takes a good advantage of shelf booking through displaying their products in front shelves of several retail shops and departmental stores with an exchange of any given facility to retailers. Here, ACI's distribution network is illustrated:



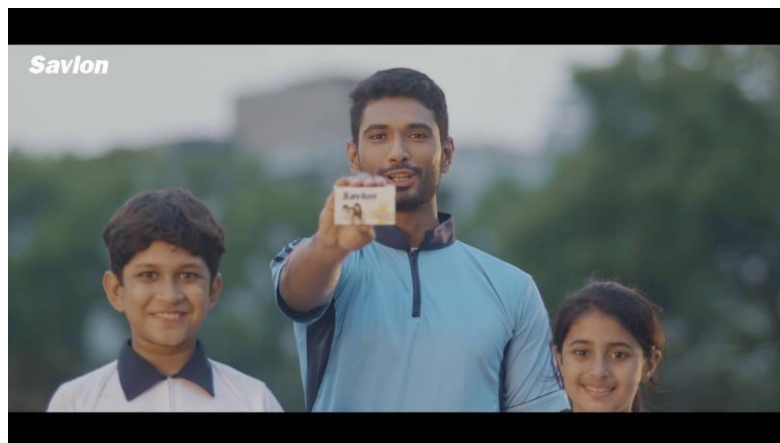
Promotion-

ACI Limited is one of Bangladesh's old companies which were in businesses even before the liberation of Bangladesh. As a result, ACI mostly believed some conventional method of promoting their products in marketplace till date. For increasing the sale of their product ACI uses trade promotion most of the time. ACI Consumer Brand strategy is based on Integrated Marketing Communication (IMC) where a 360-degree marketing approach is taken to build brand strategy for each product. It can also be described as ACI Limited conveys the same message for their flagship brand Savlon through different promotional activities. All the communication channel conveys same message for Savlon – “We Dream of a Healthy Bangladesh”. Now, by this message consumers can have this idea of healthy protection if

Savlon products are used. ACI Savlon is still expanding in Bangladesh and to reach more consumers they are still trying to build Savlon's brand awareness through different kinds of promotional activities. Now I will highlight some of Savlon's recent consumer promotional activities.

TVC:

In the year of 2018 Savlon has aired a new TVC. It was a ACI Savlon Active bar soap promotion. Where Mahmudullah Riad - a famous cricketer of Bangladesh Cricket Board has raised awareness about Savlon soap's *double protection* to children who were playing cricket in the field. In this advertisement the focus was to kill germs through using Savlon soap – as it is an antiseptic soap. The poster image of that advertisement collected from YouTube displays Mahmudullah Riad with children holding ACI Savlon Active soap -



Savlon Soap TVC 2018

Social Media Campaign and Brand Activation Campaign of Savlon-

Digital media and online promotion - a great way to reach mass people within short time and in a more cost-efficient way. This year Savlon has taken different initiative in their Official Facebook page – Savlon Bangladesh. One is most recent. It has been posted on 13th November, 2018. This campaign was based on World Children Day where Savlon has partnered with United Nations (UN) to celebrate this day together. It gives Savlon’s target consumers a clear message that Savlon works for children hygiene and it has a strong credibility as Savlon has partnered with UN to commemorate this day. The poster image of this social media campaign:



Another awareness campaign was promoted on social media during Eid-UI-Azha of 2018. Hereby, also the same message is conveyed – Clean and Healthy Bangladesh:



Print Media-

Print media includes promotions which are done in newspaper and magazine. This one is also a great tool to reach mass people and raise brand awareness. ACI uses this conventional method of consumer promotion tool when it comes to endorse Savlon in front of public eyes. Print media promotion brings a good response to ACI Consumer Brand products. ACI's print media advertisement sample given below:



Here, in this advertisement we can observe that, Savlon is conveying their message using **National Emblem of Bangladesh**. Savlon localized their message delivery approach here but the main element of the message is same.



In 2017, this print media advertisement ACI has displayed two of their top brands.

Savlon – brand activation campaign-

Savlon has launched a mega social campaign in the year of 2017. It was named as – “*Savlon Clean Bangladesh*”. Many people in Bangladesh are habituated to dumping wastes on the street or where ever they think they can get rid of wastes. These Wastes not only pollute the environment but are also the source of some deadly viruses, bacteria and germs. Therefore, Savlon launched this campaign where volunteers would pick wastes and drop into the bin through different gaming activities such as the game participant would bring a waste paper and through paper tossing game the participant would drop it to the bin. As a result, people loved this concept as it was an interesting and fun idea to remove waste from roads through game activity. A picture from the campaign is given below:



ACI Savlon - “Clean Bangladesh” Campaign

3.1.2 SWOT Analysis of ACI Savlon:

ACI has successfully managed to establish Savlon as one of top personal care/antiseptic products in market. Here, I have done a SWOT analysis of Savlon. SWOT analysis is done to assess the position of a product in the marketplace. SWOT stands for strengths, weaknesses, opportunities and threats of a product in any context.

Strength: 1. Savlon's brand image 2. Strong distribution network	Weaknesses: 1. Not differentiated product
Opportunities: 1. New Market Segments 2. Growing Consumer Demand	Threats: 1. New local products 2. Highly competitive market

Source: Author's Constructed: Adapted from (Keister, 2005)

Strength:

As we all know Savlon is a globally recognized personal care product. Thus, it holds a strong market reputation here in Bangladesh. Consumers have enough reliability on this global brand because for years after years Savlon has been operating in many countries successfully including our neighboring country India. In addition to that, Savlon has a very strong distribution channel – all the credit goes to ACI Limited for which Savlon products are available throughout the country.

Weakness:

Here, the personal care/antiseptic product market is a highly competitive one. Moreover, the market is saturated. Many brands are coming up with almost similar kind of products. For instance, Dettol has almost the similar kind of offering as Savlon. Thus, there is not any unique selling proposition (product features) can be found if we assess both the Dettol and Savlon side by side.

Opportunity:

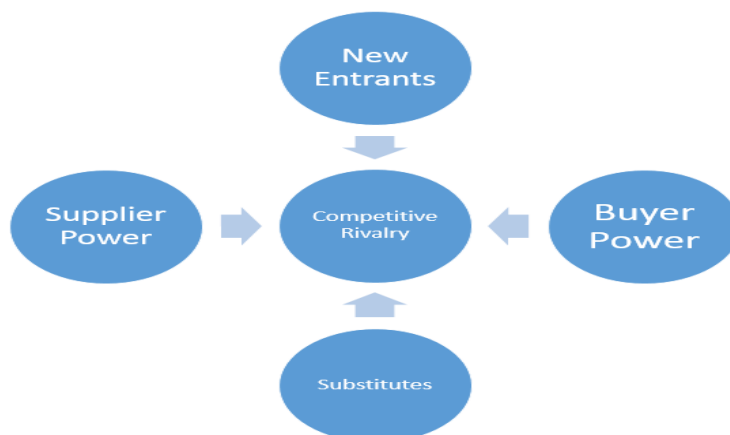
In Bangladesh there are new businesses are growing fast; particularly startups. To make the sale of Savlon ACI always primarily targeted consumers who want this product for their household needs. Yet, nowadays consumers are more concerned about hygiene issues in everywhere. No matter if it is in their living places or it is in official space, restaurants and public washroom. People are more educated of personal care product's use than ever. Thus, ACI can take this awareness factor of consumers into their consideration – because there will be growing demand of Savlon products out there in the market day by day.

Threats:

In this very part of this analysis the threat from rival firms or competitive product is assessed. As here we are talking about personal care/ antiseptic product – so now we will look some of competitors of Savlon. In market other world-renowned brands are also present. Such as Dettol, Lifebuoy, Lux, Dove and many other brands. This is a highly competitive market in terms of price, product offering and product availability. Also, some local manufacturers like Keya, Meril are also doing well in the market place. Hence, both the new and existing personal care products still pose a great risk for Savlon products.

3.1.3 Porter's Five Forces Model of Savlon:

This is a tool to analyze competition of a business. It gives a clear concept of strategical move that should be taken for any business to grow and sustain in the market. This diagram of competitor analysis is developed by Michael Porter:



Bargaining Power of Buyers:

In this market of personal care product consumers are clearly the ones with significant bargaining power as there are many alternative products of similar class is available in market. Customers look for proper solution of their concerns when it comes to purchasing any personal care products. In Bangladesh, different personal care products are available from different brands ranging from local company products to multinational company products. Hence, because of many other options buyers (customers) have high bargaining power.

Bargaining Power of Suppliers:

In Bangladesh there are numerous suppliers of chemicals and raw materials for manufacturing these personal care products. In fact, some companies import their raw materials from outside of the country to achieve economies of scale. As a result, companies who manufacture personal care/antiseptic products have many suppliers from whom they can get raw material at a good price. For which I would say the bargaining power of suppliers is low in this case. In terms of Savlon - ACI manufactures its own raw material and packages finished product in their factory. Thus, bargaining power in terms of ACI Savlon is very low.

Threat of Substitute Products:

ACI Savlon has alternatives for some of their product categories. For instance, in liquid antiseptic market Savlon is directly competing against Dettol. Again, in handwash product ACI Savlon has strong competitors such as Dettol and Lifebuoy. However, in antiseptic cream category ACI Savlon has very few alternative products as strong competitors. In addition to that, Lux, Lifebuoy, Dettol and Meril are main players in the bar soap category alongside Savlon. Here, we can see a red ocean strategy – means war to stay in the market and to possess more market share. All over it can be said that threat of substitute products for ACI Savlon is fairly high.

Threat of New Entrants:

Previously, personal care product market was mostly in possession of Dettol, Lifebuoy and Lux before Savlon entered into the market. However, the competition is still increasing in this industry. New brands are entering into the market as consumer product market entry policies are easy in Bangladesh and the market still has a huge potential of profitability. Thus, new brands are still penetrating into the market. The threat of new entrants is still high from both the local and multinational establishments.

Rivalry among competing firms:

Well, as this market of personal care product has many alternative products and still a very much open marketplace to take on more market share so the rivalry among existing firms. Existing competitors are moving forward to aggressive marketing policy and investing a huge chunk of money to take control of more market share. It can be seen both in form of consumer promotion or trade promotion. Hence, the rivalry among competing firm is high enough.

Therefore, it is clear from this analysis of Porter's five forces model that the competition for ACI Savlon is high. Yet, Savlon is still can emerge in the marketing through consistent desire of addressing customer's needs and promote their products accordingly.

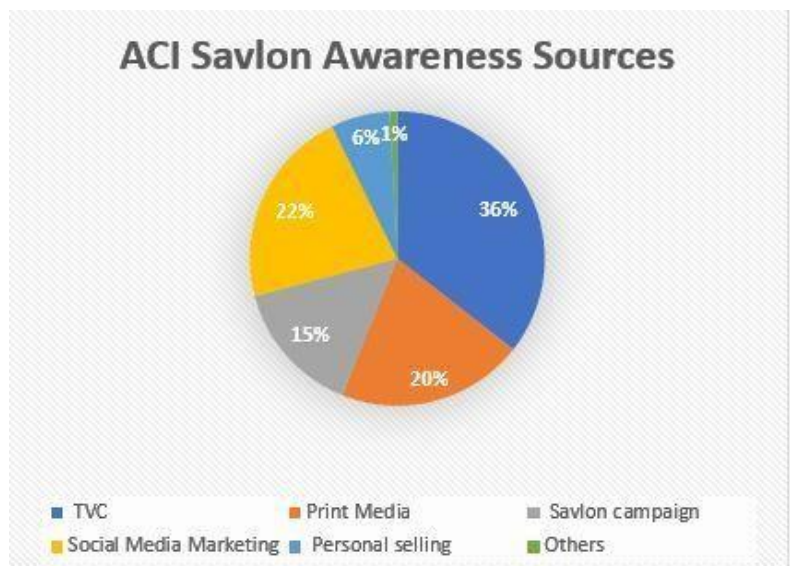
Chapter - 4

4.1 Analysis and Interpretation of Data

Now in this part of the report I will analyze and interpret data based on my designed survey questions (which is added in the appendix part of the report) and findings of those consumer survey questions:

1. How did you (the consumer) get to know about Savlon products?

Option List	Frequency
TVC	36%
Social Media Promotion	22%
Print Media	20%
ACI Savlon Campaign	15%
Others	1%



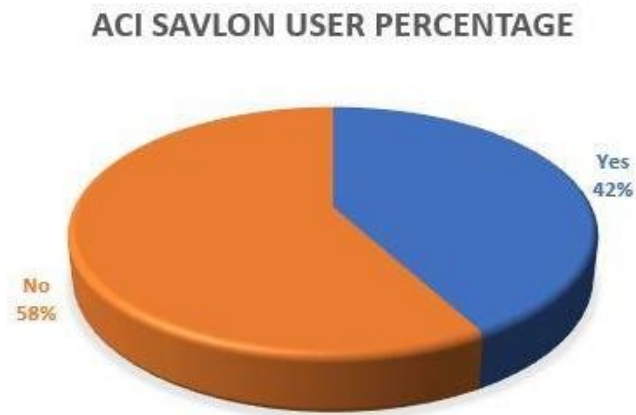
Analysis and interpretation of data:

This question was designed to find out which sources of promotional strategy is responsible for creating brand awareness of ACI Savlon. It can be seen from the survey that most customers came to know about ACI Savlon products from TV Commercial. Nowadays, in this digital era social media promotion has a great impact on building brand and establishing awareness. At least, ACI Savlon has successfully managed to get traction using social media platform (such as Facebook marketing) – Savlon Bangladesh. Sequentially, print media (newspaper and magazine) and brand activation campaign in different places also imposed a great impact on customer’s mind to create brand awareness. Among all these promotional mode TVC has the most influential role to aware people about brand/product. Thus, consumer promotion still has a strong hand to build up product/brand image. Yet, other minor sources sometimes can play a

positive role as well. Hence, ACI's TV commercial has played a positive role to create brand awareness and reach consumer with a good promotional strategy.

2. Do you use ACI Savlon product?

Options	Frequency
Yes	42%
No	58%

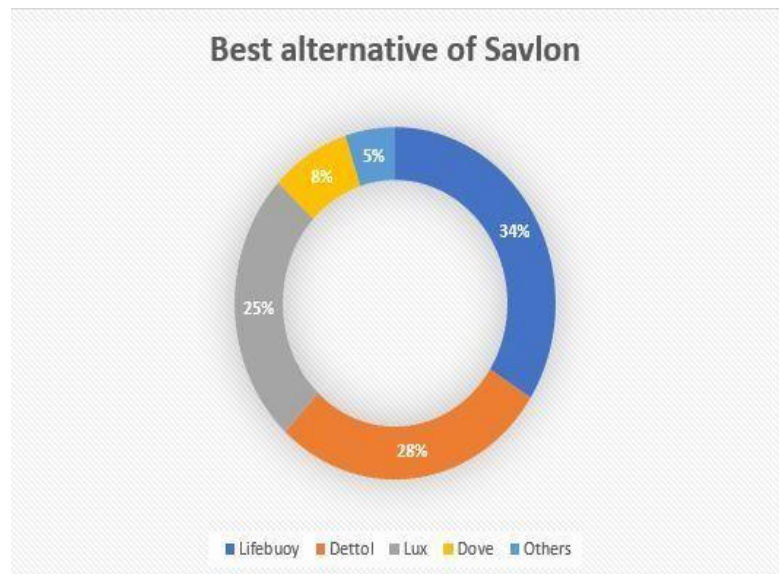


Analysis and interpretation of data:

Here, the response collected from customer survey can also be a sample indication of current market share. It shows ACI Savlon has a good chunk of market share. The purpose behind this question is to identify general customers of Savlon. In this survey many respondents stated they use Savlon products – they have used ACI Savlon product at least once in a lifetime. Savlon offers a wide range of products which can be segmented for different set of customers. On the other hand, it is marketed in Bangladesh by ACI Limited which has a strong reputation in Bangladeshi consumer goods market. Thus, many customers picked ACI Savlon at the first place. This ratio gives us a basic idea how the product is doing in the market. To some extent, it can also be said that successful promotional strategy had its impact on customer's mindset – as a result many customers have shown that they are ACI Savlon users. However, most of respondents have also stated that they are not Savlon users. Thus, there is still additional promotional activities to be done to gain control of more market share.

3. Which competitor personal care product/brand would you prefer as an alternative of Savlon products?

Option List	Frequency
Lifebuoy	34%
Dettol	28%
Lux	25%
Dove	8%
Others	5%

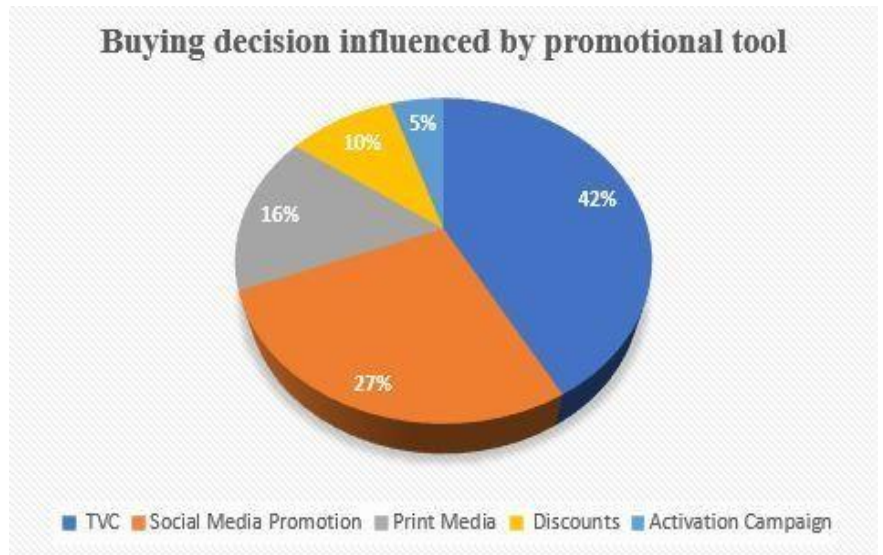


Findings and Analysis:

Bangladeshi market of personal care product was saturated from the inception of this kind of product. Earlier the market was mostly controlled by Dettol and Lifebuoy. However, since 1992 Savlon started its journey under ICI (Imperial Chemical Industries) which is currently known as ACI Limited. Savlon came into personal care product market in 1998 with active hand wash and soap. This is when ACI Savlon had started to change the game of the business. However, till today the market has a great appeal because of Dettol and Lifebuoy products. Through this question I wanted to assess the best alternative of Savlon who has the potentials and brand image to take control of the market again as the market leader in absence of Savlon. The response taken from customers shows that, customers would pick Lifebuoy as a best alternative of Savlon. Then, Dettol and Lux had a close competition for this segment. Dove has also created a good brand image in Bangladesh. Rest of the customers voted for other local brands. From this finding we are clear that global product from different multinational companies have the upper hand in our personal care product market while local companies are still thriving to compete against these multinational products through cheap pricing and mass marketing.

4. Which type of promotion influence you the most to purchase personal care/antiseptic product?

Option List	Frequency
TVC	42%
Social Media Promotion	27%
Print Media	16%
Discounts	10%
Activation Campaign	5%



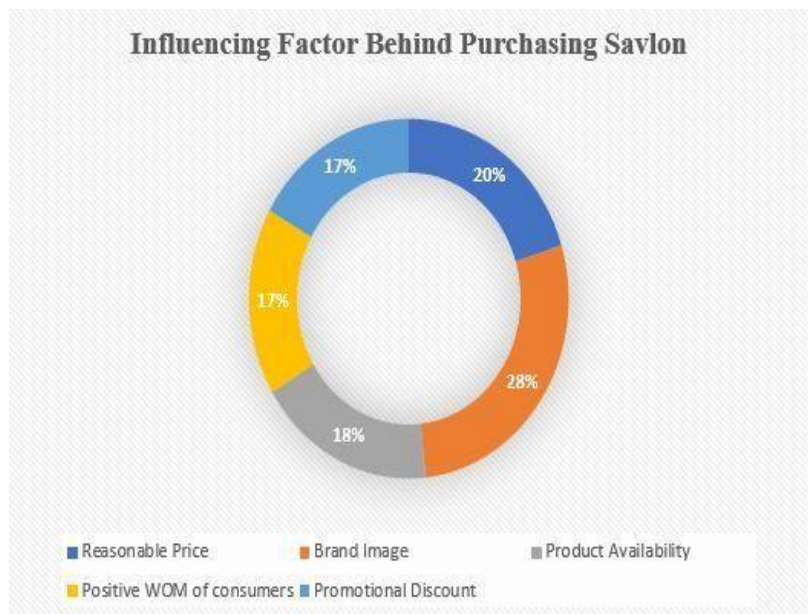
Findings and Analysis:

This is one of the probing questions can be asked to customers. The purpose of this question was to find out which communication channel actually pushes customers to what extent when it comes to purchase any personal care/antiseptic product. The result shows, a large number of customers believe their purchasing decision was influenced through TV commercial as it has the visual appeal and the product is displayed with different features. Next tool in this era of digital promotion – customers can clearly notice any advertisement or campaign run by personal care products in Facebook pages. For which customers have picked this mode of promotion channel as a good source of getting the product idea. Customers who purchase product after knowing its features and price they also look for online advertisement and browse product information. Then some customers also picked print media as such newspaper and magazine advertisement as a credible source that influence them to go for the purchase decision. Although print media reaches mass people but nowadays more people want to see product and know its effectiveness to solve customer’s problems. Thus, there interests are moving towards digital promotion. After print media promotion some people chose trade discounts and sales promotion because these customers are more concerned about price. Finally, some customers stated that they would purchase personal care product if there were

any campaign run by the company where they would have that chance to interact with sales people or can have a look at the product for testing all by themselves. This creates stronger credibility of product among this type of customers.

5. If you had to purchase Savlon which of the following factor is most likely to influence your buying decision?

Option List	Frequency
Brand Image	28%
Reasonable Price	20%
Product Availability	18%
Promotional Discount	17%
Positive WOM of Consumers	17%



Analysis and interpretation of data:

This question actually tried to identify ACI Savlon’s selling reasons. The question would reveal why customers buy ACI Savlon products. Customers survey shows that most Savlon customers buy their products because of the brand image of Savlon. It is globally renowned brand and for this customer developed a sense of loyalty toward this brand. After persistent marketing effort for years after years ACI has been successful to build the brand image of Savlon in customer’s mind. Then, customers picked the reasonable price factor as this market is tremendously competitive and to sell personal care products the price range should be fixed keeping the local customer’s demographic and psychographic condition in mind. Savlon took care of this fact very well it shows. After that many customers picked the product availability as an influencing

factor in customer’s purchase of Savlon products. That means ACI Savlon has a good distribution strategy for making their products widely available. Although some customers said their buying behavior is influenced because of promotional activities and positive word of mouth of Savlon consumers. It should be said both of these factors had more or less a similar impact on customer’s buying behavior.

6. What type of trade offer do you prefer most when buying ACI Savlon products?

Option List	Frequency
Buy product and get another free	38%
Trade Discount	28%
Event based free gift with purchase	18%
Sponsored Travel Offers	16%

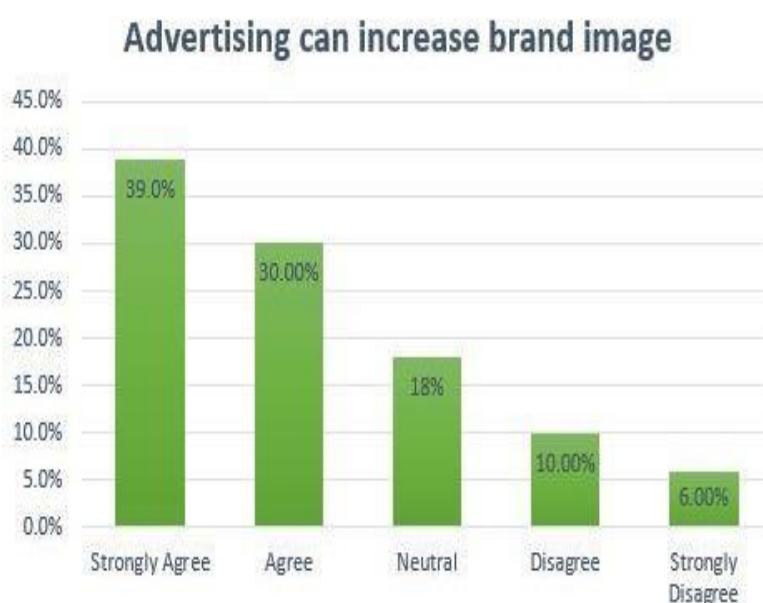


Analysis and interpretation of data:

The purpose of this question was to identify most preferred trade promotion from customer’s point of view. The result shows customers tend to like the “buy one product and get another free” – trade offer the most. It has the highest impact when it comes to launch any trade promotion for personal care product. Secondly, customers picked the trade discount – which allows customers to buy their desired personal care product at a discounted price. Then, most of customers preferred the option of getting free gifts such as T-shirt, mug, health care objects or any other different thing for their purchase of ACI Savlon products. ACI Savlon sometimes gift their customers for their loyalty based on different events. Finally, many customers also picked any sponsored travel opportunity that is given with the purchase of product in rare cases. Some customers also like this kind of trade offer.

7. Advertising can increase the brand image of ACI Savlon's product-

Option List	Frequency
Strongly Agree	39%
Agree	30%
Neutral	18%
Disagree	10%
Strongly Disagree	6%

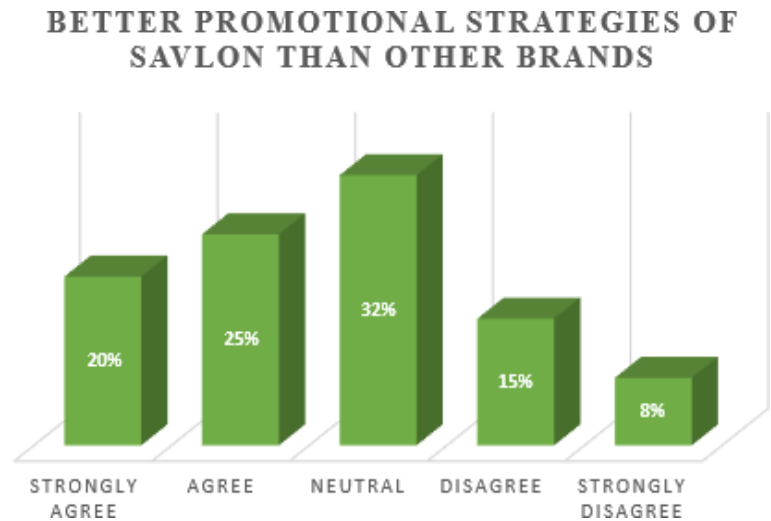


Analysis and interpretation of data:

Here through this statement I have tried to assess the impact of advertisement as a promotional strategy in Bangladesh. Now, this criterion is valid only for personal care product's consumer promotion since advertisement is a part of it. Advertisement can be in different forms to increase the product/brand image. Here, most of the customers strongly agreed with that point. They strongly believe advertisement can be a major source to increase the product image as this is how customers get informed about the existence of product. Not only that but also advertisement let its targeted customers know how customers can solve their problem using ACI Savlon's product. The second majority of people are agreeing somewhat with this point. They may have their other options through which product image can be built. Thirdly, some customers have taken a neutral stand in this regard. They neither agree nor disagree with this statement. They have actually no certain opinion to present for this perspective. Again, some customers disagreed with this regard. They will not be convinced to consider buying ACI Savlon products only due to successful advertisement promotion. In last phase some customers even strongly disagreed with the brand building concept through advertisement. Although very few customers selected this option. Nevertheless, they are not at all convinced with ACI Savlon's advertisement process of brand building. Hence, ACI can take some other initiative as well for brand building concept of Savlon.

8. Promotional strategies of Savlon products are better than other competitive brands-

Option List	Frequency
Strongly Agree	20%
Agree	25%
Neutral	32%
Disagree	15%
Strongly Disagree	8%



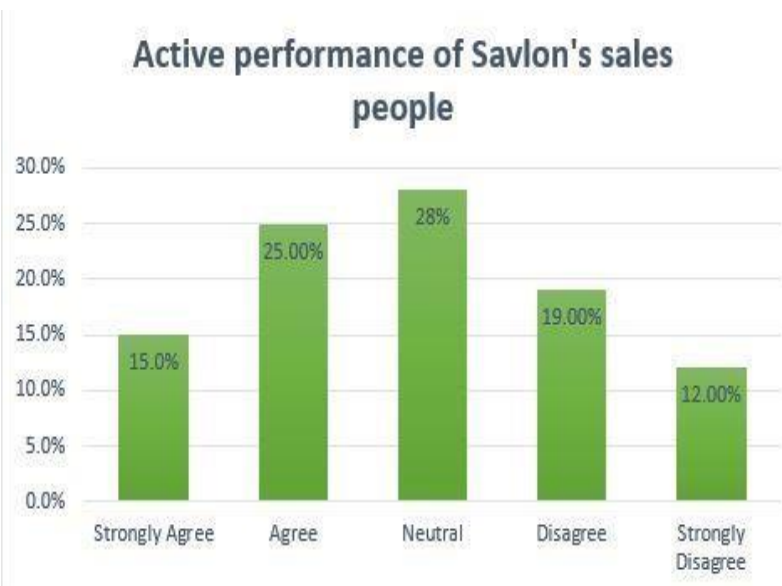
Analysis and interpretation of data:

This statement has been designed to know how customer’s see ACI’s promotional strategy for Savlon in against of other competitive brands currently operating in the market. In this regard, many customers have responded in an interesting way. Most customers have taken a neutral position in this regard. Although, many customers have agreed with this statement positively. Customers who are agreeing or appreciating ACI Savlon’s promotional strategies – mostly believe that. Then there are also some customers who strongly believe that ACI’s promotional strategies are best in the market. Many multinational or local companies are designing different promotional campaigns and tools to capture the market. In such a market of personal care product ACI Savlon needs to consistently come up with better and innovative promotional strategy. In this way they can retain their market share. Still, at this point in the market there are many customers who disbelieve or strongly disbelieve that ACI Savlon’s promotional strategies are doing great in the market. This means these customers are not at all satisfied with ACI’s promotional strategies including commercial promotion and trade promotion. Most people here are in neutral position regarding this – which means customers cannot easily decide which company’s promotional strategies are best and they surf through buying different products. Therefore, a good amount of market share is yet there to be controlled through more

effective promotional moves. ACI Savlon has still a lot to work on this regard to make more customer convinced through promotions and push them to make the purchase.

9. Sales people of Savlon can be seen actively to increase sales volume in marketplace-

Option List	Frequency
Strongly Agree	15%
Agree	25%
Neutral	28%
Disagree	19%
Strongly Disagree	12%



Analysis and interpretation of data:

This statement will assess the effective engagement of ACI Savlon’s sales people. The main role of sales people is to figure out the market trend and to actively participate for personal selling of any particular product. Now, in this regard many customers have taken a neutral stand since they have many options present in the marketplace. Many local or multinational companies have already taken this tactic as a part of their promotional strategy. Now, in this case what can be said from interpreting the finding is that – this parameter is almost equally balanced. This means the number of customers who have selected two different parameters is almost the same – close to each other. On the other hand, most people took a neutral position in this regard which also means that more customers can be exploited yet to initiate the purchase through active personal selling campaign. Therefore, in this regard ACI Savlon can aggressively push more sales person in the market. As marketplace is the buying point for customers so products should be visible there and this can be ensured through an active presence of sales people in the market.

10. The discount offer made by the ACI Savlon is beneficial for customers-

Option List	Frequency
Strongly Agree	22%
Agree	26%
Neutral	21%
Disagree	19%
Strongly Disagree	12%



Analysis and interpretation of data:

Here, through this scale we can assess the customer's satisfaction about discount offer made by ACI Savlon. Discount offer is a major kind of trade promotion which can be a great tool of promotion when it comes to promoting any personal care product. The response of this question will help to understand if any new or modified method of trade promotion is required for smooth promotion of ACI Savlon. Personal care products are frequently sold products. While purchasing this kind of product customers get delighted if any discount offer is made as they need to buy again and again. In case of ACI Savlon they give discounts on their product purchase more often. This is what made most customers to respond in favor of ACI's discount offer. The result shows that second majority of customers strongly believe ACI Savlon's discount offers are beneficial to customers. On the other hand, majority of the customers believe strongly that Savlon's discount offer is beneficial to customer. Then, third majority of customers have taken a neutral stand in this matter. They neither believe they are being benefited from such kind of offers nor they are considering these offers as too bad. Again, the survey also identified people who are not being convinced with discount offers. There are customers who strongly disregarded ACI Savlon's discount offers as beneficial ones. However, very few customers are seeing in this way. Hence, ACI Savlon's performance in this regard is quite acceptable.

Chapter - 5

5.1 Findings of Study:

After doing a careful analysis and interpretation of data earlier - here in this part of the report I would like to mention findings of my study through relating with research paper's stated problem, research questions and research objectives in following:

➤ **ACI Savlon relies heavily on consumer promotion tools:**

ACI was consistent for years through positioning their flagship brand Savlon in an effective way using the right promotional tools. As the survey shows customers were influenced to make a purchase of ACI Savlon products due to proper advertisement of it. Besides, the research also shows that TVC and social media marketing had a great impact on targeted customer's mindset to create awareness about Savlon products. It is also found that, TV Commercials of Savlon indeed played a positive role behind influencing most customers for purchasing their products.

➤ **Savlon's position in this highly competitive market:**

Customers have a positive image about ACI's products. Savlon – being a part of ACI's consumer brand has successfully positioned its products as antibacterial personal care products. Research shows that there is still a lot to improve as ACI Savlon has yet to capture more market share. There are many targeted customers who never used Savlon products. Secondly, the competition is neck to neck. It is as such, if Savlon does not go for aggressive marketing to capture more market share; then other competitor brands such as Lifebuoy and Dettol would utilize that opportunity to take control of the market. Now, to survive in a highly competitive market of personal care product promotional strategies play a big role. Hence, Savlon's promotional strategies should be precise and revised to some extent for surviving in this market.

➤ **Positive attitude of customers toward social media marketing:**

In this era of digitalization most people in Bangladesh are spending more time in social platforms. Usage of social media platforms is increasing rapidly. A very interesting information came out after that survey. Majority of surveyed customers pointed out social media marketing as a second influencing source to purchase Savlon products.

Even social media marketing also played a big role to aware them about Savlon's product line up. Hence, it can be said that Bangladeshi customers are showing a positive attitude toward social media marketing more than print media advertisement – which emphasizes the need of more social media promotion than conventional marketing.

➤ **Lack of strong sales force:**

After analyzing the customer survey thoroughly, it could be identified that ACI Savlon's sales people still need to work in a proactive way to pursue more selling. The survey shows customers are still baffled regarding the presence of ACI Savlon's sales people. Either they did not feel the presence of sales person frequently in the market or those customers could not feel the impact of sales work. Savlon's sales force do not have a strong presence in the market – which could be a good way to attract more customers at the point of purchase.

➤ **Irregular trade offers:**

In Savlon promotion ACI largely uses consumer promotional channels such as TVC, Social Media Marketing and Print Media etc. Yet, in this process ACI Savlon is missing out frequent emphasizing on trade offers. Most customers claimed that they like the “buy one get another free” trade offer most. Many customers claimed for frequent trade offers – as offer like this either help them to buy more of their required personal care products or to get their products at a discounted price. The research has demonstrated that, ACI Savlon's targeted customers need frequent trade offers which would benefit their interest of buying personal care products.

Therefore, these are findings that could be identified after the analysis of customer survey. I have written all these abovementioned points based on research problem, objective and questions.

Chapter - 6

6.1 Recommendations:

In this report so far, I have talked about data analysis and study findings. Now, here in this part of the report some recommendations will be added. It is an objective of this report to provide recommendations for making ACI's Consumer Brand – Savlon's promotional strategy more effective. These recommendations are based on findings of the study. The main purpose of recommendation is to improve promotional strategies of ACI Savlon. Which will ultimately lead to efficient marketing effort for capturing more market share. These are following recommendations:

- 1. Practicing frequent through the line communication plan:** This communication process refers to the integration of both above the line communication and below the line communication. This allows to go for 360-degree marketing where same message of ACI Savlon is conveyed in a mass market for better brand building plan and better conversion of potential customers. Research showed that social media marketing has created a positive attitude towards Savlon product. Using social media platform ACI's consumer brand Savlon had a wider reach of people and same communication plan for targeted customers everywhere. In this way, ACI has positioned their flagship consumer brand -Savlon successfully as an antiseptic/personal care product in the market. Customers showed positive response toward Savlon's directed message. ACI can make more of this practice for better have conversion rate. Hence, ACI Savlon can capture more market share.
- 2. Establish a strong sales force in marketplace:** Research has brought this into highlight – most customers did not perceive any active participation of sales people in the market place when it comes to purchase any of ACI Savlon's products. Usually, sales people work for keeping the product available and visible in the marketplace. Besides, they try to pursue customers for making purchase. This might be a conventional technique still it can have a great impact on customer's purchase. Thus,

ACI needs to consider building a strong sales force when it comes to sell Savlon products in the market.

- 3. More frequent trade offers:** The study shows that customers who purchase personal care/antiseptic product anticipate frequent trade offers such as discount, buy 1 get another free offer etc. Because, customers who come to the market place to buy personal care/ antiseptic product they are buying solution of their problems. Now, in this regard frequent trade offers make those customers develop a sense of loyalty toward particular product/brand and then chance of them to repurchase that particular product gets high. Thus, ACI needs to focus more on trade offers like this while promoting their personal care product Savlon.

Chapter - 7

7.1 Conclusion:

This report aimed to analyze the promotional strategies for ACI's consumer brand -Savlon. During my internship period at ACI Limited I have worked on different aspects of Savlon. In this report I have shown detailed analysis of promotional strategies of ACI Savlon. I have also presented Savlon's marketing mix, SWOT Analysis and Porter's five forces analysis. Most importantly, I have initiated a customer survey regarding promotional strategies of Savlon. All these analysis and findings contributed to meet the objectives of this report.

In this report I have described elaborately about different types of promotional tools used by ACI to promote their flagship consumer brand – Savlon. ACI uses an admixture of both the consumer promotion and trade promotion. ACI's consumer promotions helped them to build their brand image in the market successfully. Yet, ACI still needs to focus more on promoting trade offers as well.

ACI Limited has a strong brand image in Bangladesh. Nevertheless, their promotional strategies have contributed well to make Savlon as the market leader in personal care product business. As in 2nd question of survey questionnaire majority of respondents confirmed they use Savlon products.

Customers are showing positive response towards ACI's promotional strategies. Majority of customers were convinced to buy Savlon products as ACI successfully built brand image of Savlon. In 4th question of survey questionnaire most customers chose TVC and social media promotion as influencing factors to make purchase of personal care products and in 1st question of survey questionnaire most customers selected these same options which made them aware about Savlon products. This means customers are accepting Savlon's promotional approaches.

Some of the drawbacks that could be identified from this survey are – lack of strong sales force and irregular trade offers.

In 5th question of survey questionnaire most customers cleared their position behind purchasing Savlon products. Majority of customers indicated they buy Savlon products because of brand image. Second majority of customers stated they are concerned about reasonable price. To protect the brand image ACI needs to keep doing 360-degree marketing using through the line

communication plan. Again, to offer reasonable price for Savlon products ACI can frequently launch different trade offers. Hence, these factors would better influence customer's purchasing decision.

To sum up, the study objective has been met as the study could analyze the promotional strategies of ACI's consumer brand Savlon, its market performance and identified improvement that could be brought on in terms of Savlon's promotional strategies.

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Appendix

Consumer insight Survey Questionnaire

Dear Sir/Madam,

This survey is conducted on consumer perception when it comes to purchase personal care product of ACI Consumer Brand - Savlon. Please fill up the questionnaire below to help us understand the current scenario better. All the information provided by you will be used for educational purpose only and will be kept confidential.

Please put the tick mark [✓] on your chosen answer

Your Name _____

Age _____

Profession _____

1. How did you (the consumer) get to know about Savlon products?

- a) TVC
- b) Newspaper
- c) Savlon campaign
- d) Social Media
- e) Personal selling
- f) Others

2. Do you use ACI Savlon product?

- a) Yes
- b) No

3. Which competitor personal care product/brand would you prefer as an alternative of Savlon products?

- a) Lifebuoy
- b) Dettol
- c) Dove
- d) Lux
- e) Others

- 4. Which type of promotion influence you the most to purchase personal care/antiseptic product?**
- a) TVC
 - b) Social media marketing/online advertisement
 - c) Print media (Newspaper/Magazine etc.)
 - d) Campaign
 - e) Personal selling
- 5. If you had to purchase Savlon which of the following factor is most likely to influence your buying decision?**
- a) Reasonable price
 - b) Brand image of Savlon
 - c) Product availability
 - d) Positive word of mouth from its consumers
 - e) Promotional discount
- 6. What type of offer do you prefer most when it comes to buy ACI Savlon products?**
- a) Buy a product and get another one free
 - b) Trade discount
 - c) Event based free gift with purchase
 - d) Sponsored travel offers
- 7. Advertising can increase the brand image of ACI Savlon's product-**
- a) Strongly Agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly Disagree

8. Promotional strategies of Savlon products are better than other competitive brands-

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

9. Sales people of Savlon can be seen actively to increase sales volume in marketplace-

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

10. The discount offer made by ACI Savlon is beneficial for customers-

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree