

Report On
Market Analysis for Rooftop and Home Gardening

By

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An internship report submitted to BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration

BRAC Business School
BRAC University
August, 2019

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Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

Tarannum Akter Mou
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Raisa Tasneem Zaman
Lecturer, BRAC Business School
BRAC University

Letter of Transmittal

Raisa Tasneem Zaman

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on “**Market analysis for Rooftop and Home Gardening**”

Dear Madam,

With immense pleasure and utmost respect, I would like to present my internship report on “market analysis of rooftop and home gardening”. To complete my Bachelors of Business Administration Degree, I have been enrolled in a 12 week Internship program under your supervision. During my internship, I was assigned in the Branding and Digital Marketing Department of ACI Formulation Ltd.

In this report, a general survey has been directed among 250 people from different demographic criteria and they have been asked sixteen questions relevant to the research topic to understand the market for rooftop and home gardening in context of Bangladesh.

I want to offer my genuine thanks to you for your thoughtful recommendations and direction in setting up the report. I might likewise want to look for your forgiveness for any errors I have made. Setting up this report, I have attempted my level best to finish this task significantly and accurately. I might want to guarantee you that I will stay on reserve for any explanations, any clarifications as and when required.

Sincerely yours,

Tarannum Akter Mou

Student ID: 14204105

BRAC Business School

BRAC University

Date: August 3rd, 2019

Non-Disclosure Agreement

This agreement is made and entered into by and between ACI Formulations Ltd. and the undersigned student at BRACU Student

Acknowledgement

As a matter of first importance, I want to say thanks to Almighty Allah for conceding me with consistent patience and strength to finish this internship report on schedule.

Then, I want to express my most profound gratefulness to each one of the individuals who gave me the likelihood to complete this report. I might want to give deepest appreciation to my academic internship supervisor Raisa Tasneem Zaman whose gigantic help, direction and criticism helped me to accomplish the goal of the report and set up the report precisely. Her commitment in giving recommendations and support propelled me to arrange my report composing.

Moreover, I might want to recognize the contribution of my Internship supervisor, Md Rifat Hussain Munna, Sr. Executive- Branding and Digital marketing whose valuable time helped me to gather the review information, helping me right in setting up this report with his important recommendations and rules. I would likewise appreciate the total environment of ACI Formulation Ltd and the collaboration of the representatives which helped me during my work residency and made my experience a wonderful start to corporate life.

At last I might want to thank my folks, resources and companions whose steady help and lessons have carried me to this position.

Executive Summary

ACI Formulations Ltd is one of Bangladesh's most known plant care businesses that are solely focusing on crop care and public health. They manufacture insecticides, herbicides, fungicides and granular. Being an agricultural country, Bangladesh depends on its agriculture for the economy. Besides, the huge population of our country also depends on the agriculture for food. So, it is very much necessary to take proper care of the crops so that the production increases and to make sure that the crops stay healthy. Here ACI Formulations holds a contribution to the development of agricultural sector of Bangladesh.

First of all, I have portrayed a small overview of ACI Formulations and its functions. I have included how ACI Ltd. came up with its subsidiaries and how significant ACI Formulations is for ACI Ltd. It will enable the readers to comprehend the inheritance of ACI Formulations in its area of operation and its vision as well. In the following part, I have referenced the methods of composing this report. I have moreover recognized the degrees for learning and impediments I have confronted. This very part additionally incorporates the strategies that I used to gather the required information. In the accompanying part, I have given an itemized examination of the data that I have accumulated through a survey on market analysis for rooftop and home gardening. The primary concern of the report was to comprehend the scope and gap for ACI to target a new market by fulfilling the demand. This has been altogether talked about in this part. When the positioning is strong, that establishes a string rapport with the brand from the customers' end. So, it is indeed very significant to reach their mind in any possible way and market analysis is the ultimate way to reach their mind. Finally, Findings, Recommendations and Conclusion are given toward the finish of this report. I have prescribed a few measures according to my comprehension of the investigation and discoveries.

Keywords: Crop care & Public health, Rooftop & Home Gardening, Market Analysis, Positioning, Method

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List of Acronyms

ACI Advanced Chemical Industries

ETP Effluent treatment plant

CCPH Crop Care and Public Health

Chapter 1

Background: Brief Description of the Organization/Company:

1.1 COMPANY OVERVIEW:

ACI which stands for Advanced Chemical Industries is one of the Bangladesh's biggest and leading Bangladeshi conglomerates with a multinational heritage .ACI was formed as the auxiliary of Imperial Chemical Industries (ICI) in the then East Pakistan in 1968. After the liberation war, the organization has been fused in Bangladesh on the 24th of January 1973 as ICI Bangladesh Manufacturers limited and furthermore as Public Limited Company. This Company additionally gotten posting with Dhaka Stock Exchange on 28 December, 1976 and its first exchanging of offers occurred on 9 March, 1994. Later on 5 May, 1992, ICI plc stripped 70% of its shareholding to neighborhood the executives. Consequently the organization was enlisted for the sake of Advanced Chemical Industries Limited. Posting with Chittagong Stock Exchange was made on 22 October 1995 and theirs headquarter is in Dhaka.

The business has divided into three reportable sections which are; Pharmaceuticals, Consumer Brands and Agribusiness. The company is directly involved in the manufacturing of the pharmaceuticals, consumer brands and animal health care products. They manufacture and market the health care products for both home and abroad in their pharmaceutical segment. The Animal healthcare section contains veterinary and fisheries items. The Consumer Brands section centers on the showcasing, and conveyance of shopper items. The Crop Care and Public Health portion offers crop security things. The Motors portion covers agrarian hardware. The Pure Flour fragment incorporates processing, preparing, bundling, and promoting of wheat flour items. The Retail Chain section includes in encouraging the

improvement in merchandise promoting effectiveness and to give an advanced self-administration shopping alternative to clients. The Salt portion alludes to consumable salt. The Foods portion comprises of various nourishment things including flavors, and distinctive nibble things. The Premiaflex Plastics fragment worries with the plastic items at home.

The retail chain that ACI has is the largest retails chain that is operating in our country through 73 SHWAPNO outlets all over the country and contributes to around 35,000 households each day. The organization contributed Taka 3,625 million to the National Exchequer during FY 2017-2018 as corporate assessment, custom obligation and value added tax.

ACI is always determined to serve and work for the development and betterment of the society overall. Their dedication reflects in their mission, vision and values. They have clearly stated about their mission, vision and values on their website;

ACI Formulation:

Among all the subsidiaries, ACI formulation Ltd is one of the most significant parts of ACI Ltd. ACI formulations Ltd. is sited at Gazipur by the side of the capital. ACI FL manufactures the larger part of the goods of ACI Strategic Business Limited with the exception of the Pharmaceutical division. The manufacturing plant is outfitted with the best in class offices for item definitions and procedure advancement. These incorporate present day modernized gear like HPLC and GLC.

ACI formulations Ltd mainly focuses on crop care and protection chemicals to minimize damage and increased harvest. The main product range that ACI FL manufactures are insecticides, herbicides, fungicides and granular. Besides, they also produce mosquito pesticides as aerosols, vaporizers and coils for domestic use. They have toilet cleaners and

hand wash as bacterial pesticides. The company is serving the farmers of our country with a complete crop care and crop protection solutions.



ACI Formulation (ETP):

Most manufacturer industries produce some waste water, although the modern world is very concerned about the wastage of water and suggests reducing the amount of waste water as much as possible. They recommend that this wastage ought to be limited by reusing waste water inside the creation procedure. Effluent treatment plant (ETP) is a procedure of reusing waste water and returning it to the water cycle with insignificant natural issues.

An Effluent Treatment Plant involving Activated Sludge procedure is structured and charged by CA to treat 90 cubic meters for every day of gushing with inlet COD 9000 mg/L

ACI Formulations Ltd. as capable corporate is one of the first formulation organizations in Bangladesh to be effective in setting up an ETP. The ETP in Gazipur by ACI Formulations Ltd. is one of the greatest green impressions that have been set up as of late, and it will be a gigantic assistance in sparing a characteristic asset, for example, water.

1.2 Origin of the Report:

We are assigned with an internship program to complete our bachelor's degree. This report is basically the part of the internship. Moreover, this study is not only prepared for the completion of the under-graduation program but also to gain enough information to target and penetrate a new market segment for the products of ACI.

I got the privilege to work as a marketing intern in ACI Formulations Ltd. in the Branding & Digital Marketing department. This report is made on the requirement of the Marketing Manager of ACI Formulations to analyze the market as they are planning to target the progressive farmers of the country. The term Progressive farmer stands for the people who are city dwellers basically and interested in gardening on their rooftop or home. I have prepared a questionnaire consisting 16 questions with the help of my supervisor and conducted the survey among 100 people to find out about the required information to penetrate and target the actual market. To work on the report, I have tried to utilize my theoretical knowledge in the report as well as in the working place while working.

As the report is prepared under the direct supervision of the organization itself as per their requirement, I am hoping that this report will help the organization to have a clear idea about the market that they are planning to target and to attract the end customers. Additionally, this will assist them in determining the market size as well whether it will be beneficial for them or not.

So far we have found out that ACI Formulations is established in the market by targeting the commercial farmers who do farming on a commercial basis. So they need pesticides, herbicides and insecticides on a regular basis in a huge a quantity. They are sustaining quite well but as a part of their growth, they want to target a new segment of customers to penetrate the market. The modern world is very much conscious about greening the planet again.

Almost every person has a plan to do farming or tree plantation. The city dwellers that have a balcony or access to rooftop are involved in gardening nowadays. So the scope is identified. Now, to target the market we got to know about it properly. So, it is necessary to do the market analysis properly to lead the competitive market. In addition to that, the organization is considering reaching a fragment part of the market that they could not reach yet based on the products they have, this study will help them to understand the demand of the market as well.

1.3 Scopes of Learning:

Throughout the academic education, we have basically gained the theoretical knowledge on business rather than their actual implication. We have learnt about the theories and how they work in the real market but we have rarely got the chance to see the real application of those. However, these three months of internship program gets us the opportunity to work in an organization that uncovers the extensions securing down to earth information of working. In an association and furthermore gives an appropriate rule to manage different obligations. Among the quantity of extensions, I encountered while working in the association, I have featured a portion of my real degrees and learning openings I had during the three months venture in ACI Formulations Ltd:

Improving Skills and capacity: As I mentioned earlier, the internship got me the chance to work in an organization by which I have got the chance to enhance my skills to work in real life. I had the ideal experience of the genuine work that will without a doubt help me to upgrade my work abilities. The work experience I had while taking a shot at the exploration gave me the genuine image of the learning of the academic courses. All the gaining from various courses, particularly from the major courses is taking a pattern.

To work in a team and under pressure: In ACI Formulations Ltd. there were four interns in total and any sort of work was assigned to our team with a tight deadline. To complete the task we had to work as a team and cooperate with each other to the fullest. Besides, the deadlines used to knock at our door and we had to complete it within the given time. As a result, we have learnt to perform as a team and under huge pressure. This will definitely be value adding to my future work life.

Networking and interpersonal relationship maintenance: ACI is a huge organization having a lot of departments and subsidiaries. All the employees from different departments were interrelated by different tasks or projects. So it was mandatory to do networking and maintaining interpersonal relationship with each other from different subsidiaries and departments. As interns, we were used to get tasks from other departments and ACI head office. So we were trained to maintain these bonding well.

To be knowledgeable about the industry: being a member of the crop care subsidiary which is a complete new industry, we got the opportunity to know more about the industry of chemical pesticides and fertilizers. This has opened a new window to us that we were not really familiar about. In our academic courses, we have done several reports on different organizations but none of them were from this sector. So this has been a new addition to our learning. I have learnt how this industry operates, who are customers and partners, how they do their strategic planning etc.

1.4 Limitations:

To work in ACI Formulations Ltd. it was a completely new experience to work in such industry as I have worked in an electronics company before and the culture and environment was whole different for both. It was quite difficult for me to cop up with their practice in the

workplace but I have considered those as a part of my learning. Moreover, there were some challenges that I think were hard to overcome and caused certain limitations to my report.

They are:

Get the data from the respondents in a very little instance: Though I prepared the questionnaire right after the topic is fixed, but it was really difficult to extract the data from the respondents in a very short time. My supervisors and colleagues helped me a lot to distribute the questionnaire to the right segment of people by posting the questionnaire from ACI Crop Care Facebook page on different crop and garden related groups. Besides, I have directly taken the data from some of our regular customers. I have collected response from 250 respondents but I could have got more respondents if I had time.

Adapting with the new working environment: ACI Formulations Ltd. has a completely new working environment compared to my old workplace. As that was my first ever job, I got comfortable there and this new place came with new environment to adjust in with new people, new equipments, new time table and new sort of tasks. So it was a bit challenging to fit in the whole scenario.

Lack of detailed information: ACI Formulation is very strict with their confidentiality of information among the employees. As they knew I was suppose to publish this report to my university, they have minimized the information access and no detailed information has been provided to put in the report.

Communication with the end customers: Being a crop care manufacturer, ACI Formulations has farmers mostly as their end customers. As we had to conduct different surveys frequently, we needed t talk to them over phone and technically get the information from them. This task was very difficult to do because they were not really comfortable to talk and give certain information.

Chapter 2

2.1 Objective of the Report:

While working with ACI Formulation Ltd, I got to know about different parts of chemical industry that are used in crop care. So as to compose this report, I needed to gather data and became familiar with various viewpoints more in detail. I got the opportunity to increase genuine experience and comprehend the way such organizations function to become the market leader. This organization has helped me to think both reasonably and fundamentally when I got the opportunity to work with them. Moreover, I have certain objectives to achieve through completing this report and some of them are recorded beneath:

Broad Objective:

- To analyze the market for rooftop and home gardening to target a new segment and penetrate the market of progressive farmer beside commercial farmer.

Specific Objectives: The secondary or detailed objectives of this study are:

- To observe the product knowledge and demand
- To determine the target market
- To understand real market size
- To understand the customer's willingness to invest for gardening
- To find out the motives that drives their will to do gardening
- To assist in planning for the new target market

2.2 Methodology:

To conduct this report both Primary Data Collection and Secondary Data Collection scheme have been used. To achieve the desired result of this study, these data has assisted me thoroughly:

Primary Data: To accumulate the essential data for the report, a questionnaire was prepared with direct supervision of the authority and distributed to people from different demographic and geographic segment to collect necessary information.

- **Questionnaire:** considering the requirement of the organization, a questionnaire was constructed with sixteen relevant to collect information to do the market analysis and to understand the demand of their products for rooftop and home gardening. I did not get enough time to conduct a face to face interview to do the survey and that is why I have prepared the questionnaire and distributed it over the internet to the people who belong to different trees and crop related group that I found through my organization. Personal interview, the telephone survey has helped us to extract the necessary information in a very short time. In addition to that, the authenticity of the data is high as I got to talk to them thoroughly. I have got 100 respondents so far and working on their provided data to do the analysis.

Secondary Data: Besides collecting primary data, I had gone for secondary data collection as well. Firstly, crop care industry is relatively new and I had a very basic understanding on this. In addition to that, doing the market analysis for a completely new segment is quite challenging in this industry and also something new for me. So, to gain more understanding on these, I had to search for different articles and journals and go through those to learn more. I have read several articles on market analysis to find out how companies conduct their market analysis, what are the factors that they take into consideration, how to measure

consumer demand and how to position certain products by targeting a new segment and penetrate the market. Additionally, I have found out about crop care industry as well. Moreover, I have found several reports on market analysis for different industry and products. I got to extract some idea from there as well. Lastly, how different scholars described everything about market analysis has made the job even easier to understand the theories from different aspects and I could then relate those to my report subject easily.

Chapter 3

Literature Review

Market analysis is the study that focuses on identifying the attractiveness considering certain factors. It is a method to find out information about the industry, existing competitors, potential customers and other important market variables. The connection between demand and supply is identified through Market analysis and based on the insights from the analysis, marketing strategies are formed.

Home gardening is basically plantation of trees around home, in the balcony or on the rooftop. Home gardening is mostly no commercial and done for self consumption or as a hobby. Home garden has been defined by many scholars. Home garden is a part of territory, individually owned, adjacent to a residence and habitually planted with a mixture of perennials and annuals (TERRA, 1954). Home garden covers the manufacture of vegetable for family utilization. It is a vital but inexpert way of providing a constant supply of fresh vegetables for family table. Yields from the home garden supply to the family nutrition and may even offer added earnings (Soriano, J.M. and R.L. Villareal, 1969). A part within the habitat lot or in another place cultivated for home utilization (Torres, E. B., 1988). It is hard to find a person or family who never has planted trees in their house. Some of them do it for fresh vegetables or fruit, some of them like flowers; some may do it for enhancing the beauty of their home. Besides, it is a great way of spending leisure time.

Home gardening is becoming more and more popular with time. People nowadays are more concerned and aware of the environmental issues and they are actively participating in the betterment of it. In this betterment of environment, gardening is one of the most taken initiatives by them. However, people do not have much spare land now, so they do home gardening mostly on their rooftop, balcony or open yard. A survey regarding home gardening

is conducted by The National Gardening Market Research Company, formerly part of the National Gardening Association who are eminent authority on the U.S and they have found out that one out of three household is participating in home gardening and the most popular form of home gardening is food gardening with a percentage of 36% and flower gardening with a percentage of 34%. The survey was conducted in 2014 and the percentage was rising and it has become a common practice for the people.

Moreover, gardening is one of the most common hobbies of people living in our country. As the population is huge and most of our population does not own a bare piece of land for cultivation, they are involved in home gardening. If we look at a building in Dhaka, we will get to see different types of plants in almost every balcony and rooftops full of trees. People in our country like housewives, old people, newly started conjugal life and students all are fond of planting. The motives behind home gardening vary from person to person. For example, old people do it for spending their time and get fresh vegetables or fruits in return; housewives do it for the same purpose. Those who have just started family do it for enhancing the beauty of home. The demand and number of people involved in home gardening is increasing as the new generation is much aware of the environmental issues and they are participating in saving the world. In addition to that, the increased food adulteration has lead people to think of home gardening to grow their vegetables and fruits on their own, even if it is in small quantity.

Although the number of people involved in home gardening is increasing, it can be increased even more. There are people who are interested in gardening but do have much knowledge about soil, pesticides, seeds or maintenance procedure. Besides, it is quite time consuming to look after trees and people nowadays are very busy. In order to increase home gardening, they need proper knowledge and assistance. If they are given proper expert consultation on everything related to gardening, people will be more willing to do it. There are not many crop

care companies or apps that are focusing on home gardening. There are some apps accessible by commercial farmers and progressive farmers to gain knowledge about farming. For example, Kirshoker Janala, Fosholi , Krishoker Digital Janala, Plantronics etc. They basically are online sellers of chemical fertilizers and provide answers to queries. Very few people are acknowledged about these apps. If these type facilities are increased and accessible easily, home gardening will expand in every corner of the country.

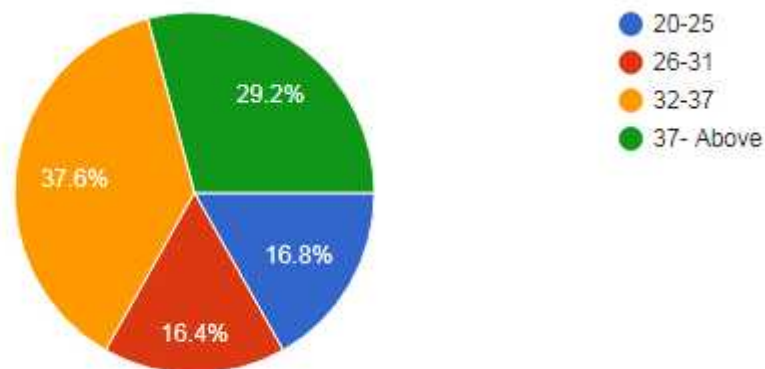
Chapter 4

ANALYSIS & INTERPRETATION OF THE DATA

The questionnaire consisting sixteen relevant questions was prepared sequentially to order to extract some data to do the market analysis for rooftop and home gardening. So, all the questions are structured sequentially. Some of the questions were mandatory and some of them were optional and the number of respondents is 250.

1. Age

250 responses



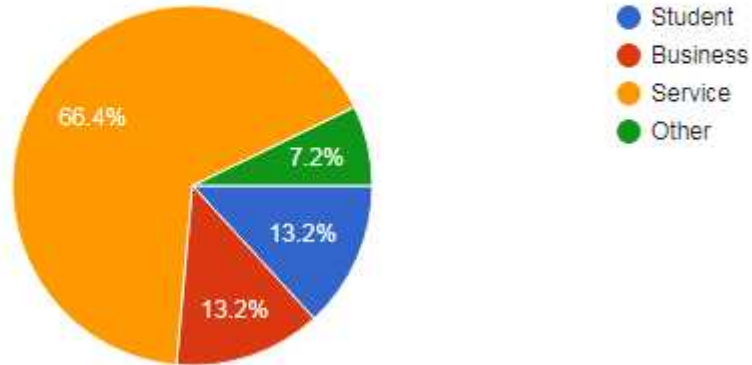
Age	Frequency	Percentage
20-25	42	16.8%
26-31	41	16.4%
32-37	94	37.6%
37- Above	73	29.2%

➤ The age was given in 4 different range starting from 20 and ends with 37- Above. The survey result shows that 37.6% of the total respondents belong to the 32-37 years of age range and 29.2% of the respondents belong to the 37- Above age range.

➤ We are basically targeting the people from 32-37 and above age group where most of our respondents belong

2. Occupation

250 responses

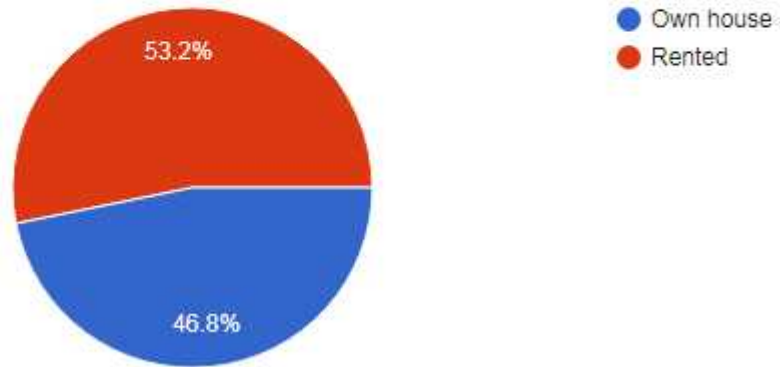


Occupation	Frequency	Percentage
Student	33	13.2%
Business	33	13.2%
Service	166	66.4%
Other	18	7.2%

- The result shows that most of the respondents are from service or business sector. The highest frequency is for service which 166 respondents are holding 66.4% of the total respondents and 13.2% the respondents are from business sector. Remaining 13.2% is held by students and rest of 7.2% is by others.

3. The house you live in, is it your-

250 responses

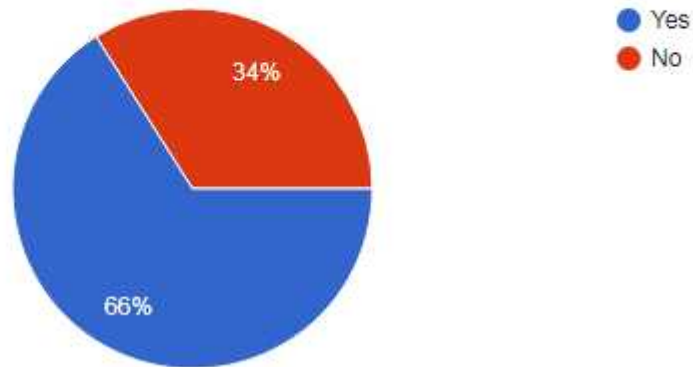


Options	Frequency	Percentage
Own	117	46.8%
Rented	133	53.2%

- For rooftop gardening, the house the targeted people live in is very important because space is one of the most important factors while thinking about gardening. That is why I have put the question to find out whether they live in their own house or it is rented.
- The result shows that 46.8% of the total respondents which is 117 people live in their own house and 53.2% which is 133 of them live in rented house.

4. Have you ever farmed plants on your rooftop or balcony?

250 responses

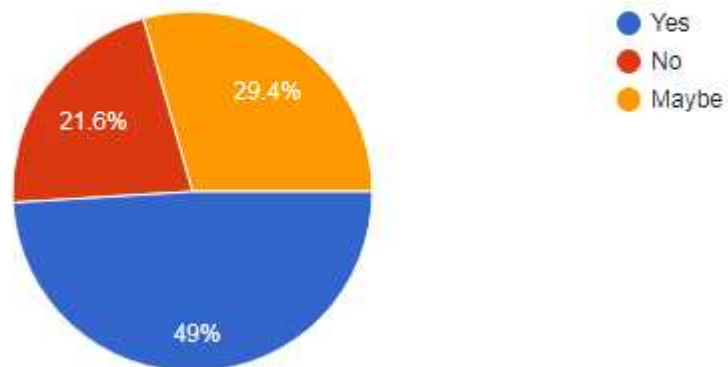


Options	Frequency	Percentage
Yes	165	66%
No	85	34%

- To find out the ratio of people who have already done rooftop or home gardening and those who have not, I have put this question. The result shows that 165 respondents which is 66% of the population are already involved in home or rooftop gardening and 34% of the population which is 85 respondents are not yet involved in any sort of gardening activities.

5. If not, are you interested in "Rooftop Gardening" in future?

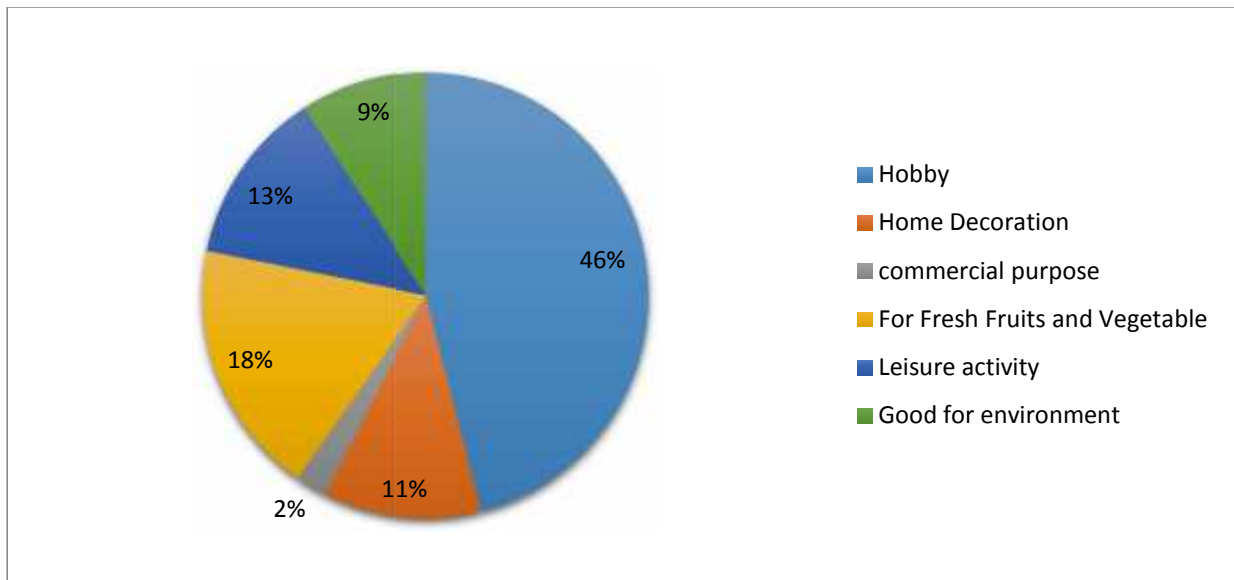
153 responses



Options	Frequency	Percentage
Yes	75	49%
No	33	21.6%
Maybe	45	29.4%

- To figure out how many of the respondents are interested in home gardening in future, I have put this question in this questionnaire. The result shows that, 75 of the respondents are interested and 45 of them are thinking about doing it and only 33 of them are not interested in Home gardening. So, we can see the market segment is quite broad.

6. If yes, please state why?

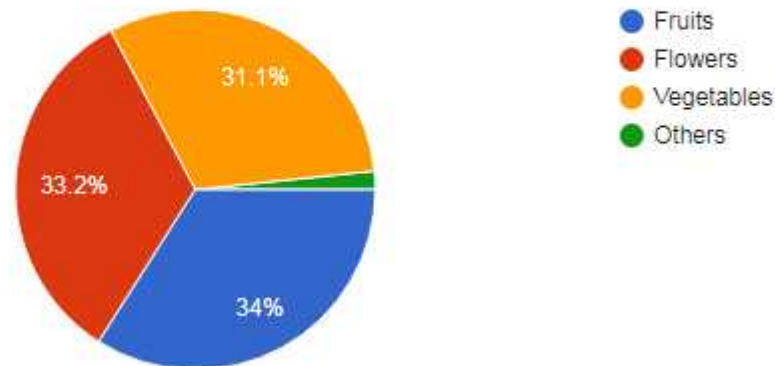


Options	Frequency	Percentage
Hobby	40	46%
Home Decoration	10	11%
Commercial Purpose	2	2%
Fresh Fruit & vegetables	16	18%
Leisure Activity	11	13%
Good for Environment	8	9%

➤ To figure out the motive that drives people to get involved in Home or rooftop gardening, I have included an open ended question. The result of this question shows that 46% of the total respondents which is 40 people want to do home gardening because it is their hobby. Only 2% which 2 people want to do it for commercial purpose. 18% of the respondents which is 16 people want to do it for fresh fruits and vegetables. Lastly, 13% of the respondents which is 11 people do it for leisure activity and 9% which is 8 people do it for environment. The highest number for Hobby.

7. What type of trees you want to plant on your rooftop or balcony?

241 responses

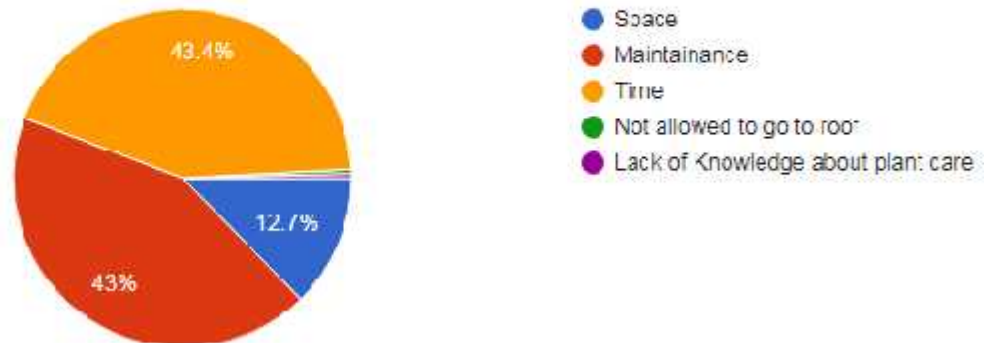


Options	Frequency	Percentage
Fruits	82	34%
Flowers	80	33.2%
Vegetables	75	31.1%
others	4	1.7%

- Now, to determine the market for certain products we have to estimate the preference of what the target market want to grow for home gardening. We have given options for fruits, vegetables, flowers and others. The result shows that the preference for fruits is 82 out of 241 respondents, for flowers it is 80 and for vegetables it is 75 of the whole respondents. The numbers are more or less the same holding 34%, 33.2% and 31.1% respectively. So, there are scopes for marketing the products related to these options.

8. What are the main obstacles that you face with rooftop gardening?

244 responses

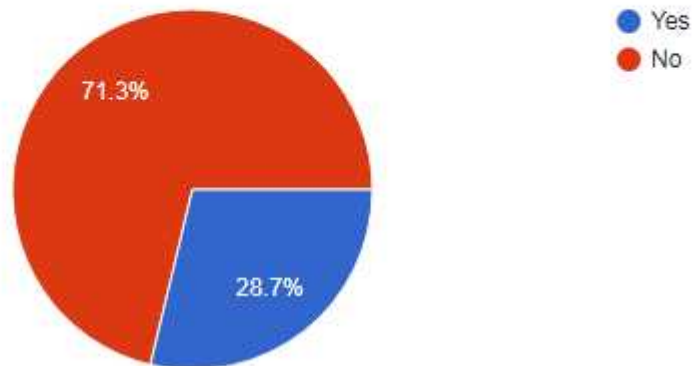


Options	Frequency	Percentage
Space	31	12.7%
Maintenance	105	43%
Time	106	43.4%
Other	2	0.8%

- As I want to analyze the market for rooftop & home gardening, it is important to find out what are the main obstacles the population face with rooftop gardening. I have put space, time, maintenance and other as options and the result shows that 43.4% which is 106 of 244 respondents face problem regarding Time and 43% which is 105 respondents have marked time because gardening is quite time consuming and needs a lot of efforts and care to grow. Moreover, 12.7% of the respondents which is 31 people have marked Time as an obstacle as most of the people nowadays are busy with a lot of stuffs and they do not get the time to take care of plants if they do gardening.

9. Do you have any gardening service available in your area?

240 responses



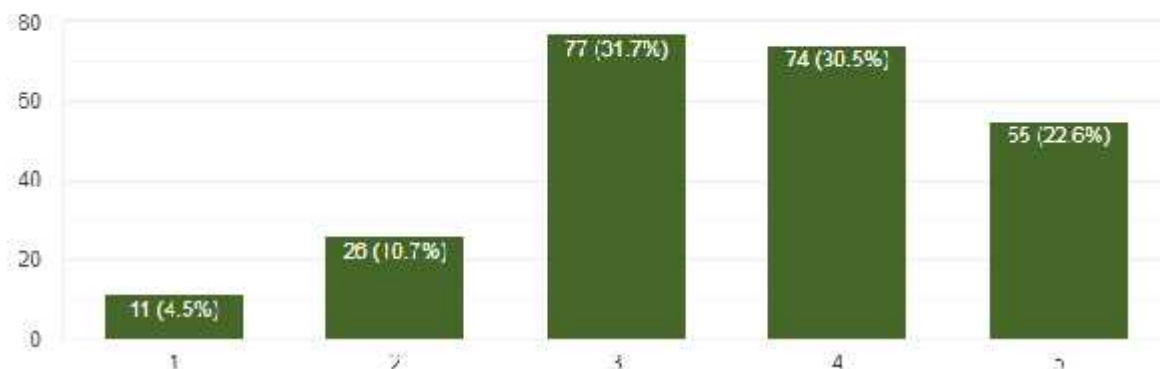
Options	Frequency	Percentage
Yes	69	28.7%
No	171	71.3%

- To do the market analysis, it is very important to find out about existing competitors in the market. As we are planning to provide services regarding home of rooftop gardening, it is important to find out whether there are any other similar service provider in the market. I have put this question to find out if there is any such service provider in the market. The result shows that, 71.3% of the respondents which is 171 respondents out of 240 said that there is no gardening service available in their area and only 28.7% of the respondents which is 69 people said they have this type of service available. So, there is scope available for us to enter the market without much competition.

10. How knowledgeable you are about seeds, pesticides, herbicides and other necessary plant care products?



243 responses

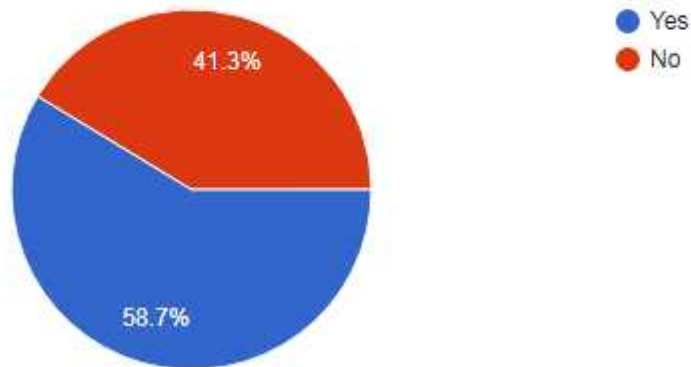


Options	Frequency	Percentage
1	11	4.5%
2	26	10.7%
3	77	31.7%
4	74	30.5%
5	55	22.6%

- This question is given here to find out about how knowledgeable the respondents are about the essentials of gardening like seeds, pesticides, herbicides etc. The answer is taken on a scale of 5 where 1 stands for “highly knowledgeable” and 5 stands for “not knowledgeable at all” and the results shows that only 4.5% of the total respondents which is 11 people are highly knowledgeable about these gardening essentials and 22.6% which is 55 respondents are not at all knowledgeable. The highest percentage is 31.7% which is 77 respondents and they hold moderate knowledge about these. If we look into the graph, it shows that most of the respondents on the less knowledgeable side.

11. Have you ever used any kind of pesticides to your plants?

242 responses

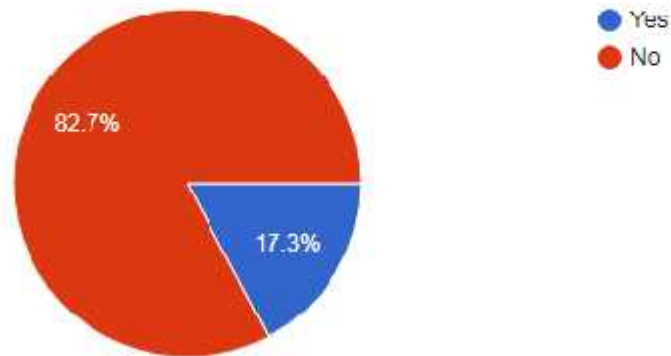


Options	Frequency	Percentage
Yes	142	58.7%
No	100	41.3%

- To find out how many of the respondents have used any kind of chemical fertilizers to their plants, this question is given. The result shows that 58.7% which is 142 out of 243 people have already used pesticides to their plants and the rest 41.3% which is 100 people have not used any yet. So, the number of people who have already used pesticides is quite high.

12. Have you been a member of any gardening or tree plantation related social media group?

243 responses

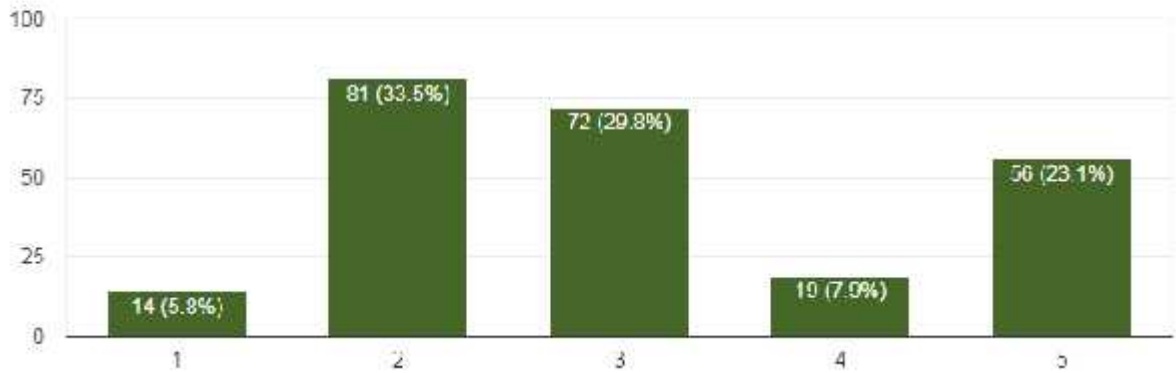


Options	Frequency	Percentage
Yes	42	17.3%
No	201	82.7%

- There are many groups in social media regarding gardening and crop care. The members in those groups exchange information and help each other about any issue regarding gardening. There are experts too in these groups. I have enlisted this question to find out how many of the respondents are in those groups. The result shows that only 42 out of 243 people are members of such groups. The percentage 17.3% is very low. On the other hand, 82.7% which is 201 people are not in any Facebook or social media group about gardening.

13. How knowledgeable you are about the New Generation Farming like Vertical Gardening and Horizontal Gardening?

242 responses

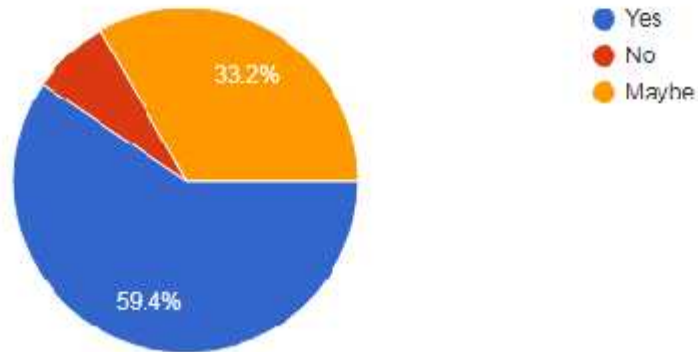


Options	Frequency	Percentage
1	14	5.8%
2	81	33.5%
3	72	29.8%
4	19	7.9%
5	56	23.1%

- This question is given here to find out about how knowledgeable the respondents are about the new generation farming like Horizontal gardening, vertical gardening. The answer is taken on a scale of 5 where 1 stands for “highly knowledgeable” and 5 stands for “not knowledgeable at all” and the results shows that only 5.8% of the total respondents which is 14 people are highly knowledgeable about these new generation farming and 23.1% which is 56 respondents are not at all knowledgeable. The highest percentage is 33.5% which is 81 respondents and they hold moderate knowledge about these. If we look into the graph, it shows that most of the respondents on the moderate scale.

14. If plant care products are available online, are you going to purchase them for your plants?

244 responses

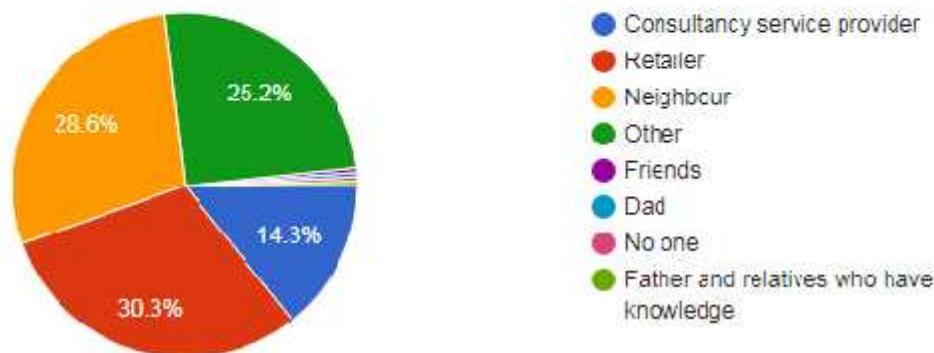


Options	Frequency	Percentage
Yes	145	59.4%
No	18	7.4%
Maybe	81	33.2%

- Online purchase is coming to practice more and more with time as people are becoming very busy and there is not enough spare time to go for purchasing something from the physical shop. In addition to that, Plant care products and gardening essential goods are not always available in the closest shops or departmental stores. So it gets very difficult to find something when needed for the garden plants. I have included this question to see how many people are interested to purchase plant care products online if they are made available. The result shows that 59.4% of the respondents which is 145 out of 244 people said they will purchase from online and 33.2% which is 81 people said maybe they will make a purchase. However, only 7.4% which is 18 people relied in the negative.

15. From whom you seek help about the proper application and storage of pesticides?

238 responses

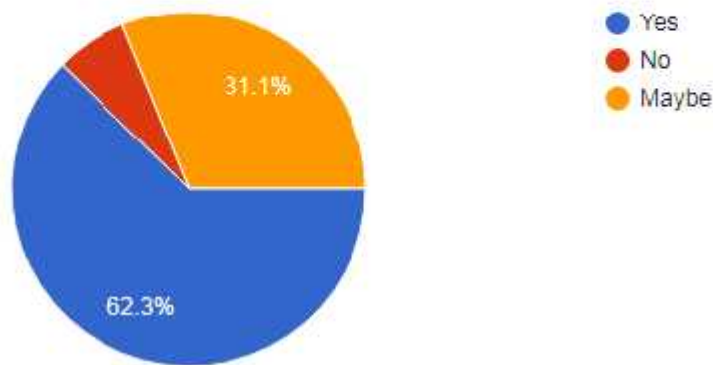


Options	Frequency	Percentage
Consultancy Service Provider	34	14.3%
Retailer	72	30.3%
Neighbour	68	28.6%
Other	64	26.8%

- The application and storage of pesticides are very important to know about. Chemical pesticides are harmful for the plants if not applied properly and they are wasted if not stored in proper way. To find from whom the respondents actually know about the application and storage. The result show that 30% of the respondents which is 72 people out of 238 know about the application and storage system from the retailer. 28.6% of the respondents which is 68 people get to know about these from their neighbours and 26.8% which is 64 people get to know about these from other sources and only 14.3% which is 34 people get the consultation from consultancy service provider and that is very low. As a result, there is a huge scope for providing the consultancy service to the market.

16. If there are online services provided to care and protect your plants by any renowned company, are you going to take it?

244 responses



Options	Frequency	Percentage
Yes	152	62.3%
No	16	6.6%
Maybe	76	31.1%

- To analyze the market of service providing for crop care and to protect the garden plants specially designed for the rooftop and home gardening I have enlisted this question. The result shows that 62.3% of the respondents which is 152 out of 244 people said they will take such service and 31.1% which is 76 people said may be they will take the service if offered and only 6.6% which is 16 people are negative about it. So the positive people who may be the potential customers are high in number that open the door for ACI to focus on planning something like this.

4.1 Findings

After conducting the survey on people from different age, occupation and area, which have somehow relevancy to my analysis and most of them, are somehow involved in Rooftop or home gardening. The findings that I have got from will be very essential for the analysis. Additionally, these data will help me to understand the market from different aspect and take expert recommendation on it. The findings that I got from the survey are enlightened below:

1. First of all, I have found out that majority of the respondents are already involved in home or rooftop gardening. Besides, some of those who are not yet involved in gardening activities are interested in home gardening in the near future. Some of the respondents have the interest but they are not being able to do it because of the shortage of time and maintenance problem. It gives ACI the scope for positioning their maintenance service for home or rooftop gardening.
2. I have found in the study that most of the respondents are interested in Fruits, Flowers or vegetables to grow on their rooftop or in their home. ACI can target these people by offering differentiated products especially for their type of plants as they have different chemical pesticides, herbicides and insecticides for different plants of fruits, veggies and flowers.
3. In this survey, I have found some respondents who are interested in home gardening but do not have access to rooftop and shortage of space keep them away from their hobby.
4. The survey has found out that most of the respondents do not have any gardening related service for rooftop or home gardening in their area and that opens a huge scope for ACI as they are planning to offer such service. Besides, very few of the respondents are knowledgeable about the gardening essentials like seeds, pesticides etc. ACI can come up with their customer care service as they are planning to do to

solve these problems and provide information regarding the application of chemical pesticides and how to store them safely.

5. Moreover, the research says that there are many respondents who are involved in gardening but they collect the pesticides from retailers. If those gardening essentials are available online, they are interested to make a purchase online.
6. Lastly, many of the respondents are interested to take maintenance service from authorized company for their rooftop and home gardening as the number of rooftop and home gardening is increasing rapidly. People nowadays utilize the space on their rooftop by growing fruits or vegetables. They will be highly interested if they get maintenance facility from a brand like ACI Ltd. That will be a scope for ACI to execute their plan of inaugurating such service through online communication. They can provide application based service or website based service as well.

4.2 Recommendations

Based on the findings of the conducted survey, I have discussed with my supervisor to get expert advice on this as Market Analysis is quite crucial to deal with and needs expert advice and recommendations. I have discussed presented the findings along with the graphs and percentages to him and based on those he has put some recommendations. The recommendations are enlisted below:

1. To begin with, the respondents face maintenance problem as stated in the findings gives ACI the scope for positioning their maintenance service for home or rooftop gardening. So ACI should execute their plan of opening maintenance service facility for their targeted customers.
2. Secondly, people who are interested in home and rooftop gardening are not commercial by purpose. So they need small amount of chemical pesticide for their plants. ACI should go for product development and offer smaller units for those non-commercial gardeners they want to target.
3. ACI has already started to sell their products online. If they make the people aware of the app that they are using to sell their products named “Fosholi”, more customers will get benefitted from them.
4. ACI can introduce their customers to new generation farming like vertical and horizontal farming so that people with high interest in home gardening can do home gardening within a very small space if they do not have access to rooftop or open place.

5. ACI should develop a complete team to take care of Rooftop and home gardening market and at least a small field force to get real idea from the market and analyze them to take actions.

6. Lastly, ACI has their call centre active already for providing expert advice to their customers but very few of the customers know about it. So, they should focus more on advertising and promoting about their service and give expert suggestion to their customer. In this way they can build a strong rapport with their target customer and gain the new market they are planning to penetrate.

Conclusion

Being a growing Crop Care and Public Health Organization, ACI Formulations Limited has done a tremendous work in competing the market working and dealing with their customers. They have come up with so many differentiated products in the market and solution for every problem. Their dynamic strategies have helped them to come this far and helped them in conquering goodwill in the Chemical fertilizer and pesticide industry. As an intern of ACI Formulations Ltd, I have been a part of their Branding and Digital Marketing department and got to see this industry from close and how these organizations operates. ACI Formulations Ltd has grown a lot along its way to this far and still finding the scopes to grow even more. As a part of finding the scope and target a new segment, they are currently focusing on the progressive farmers. Progressive farmers are those who are living in the suburbs or cities and involved in home of rooftop gardening. To target the market, market analysis is a must. I have got the opportunity to conduct the survey and provide the findings to them to help with their analysis. Through this report, I have got the opportunity to enhance my learning and achieving real market knowledge that I could not really get with theoretical academic learning so far. Moreover, ACI is taking care of the crops and public health mainly and that is a huge contribution to the economy of Bangladesh and wellbeing of the society. In addition to that, their new project that focuses on rooftop and home gardening is going to encourage people who are interested in gardening. As a result, our cities will get greener and we will get the benefit eventually. Lastly, ACI Formulations is standing on a very good position with their visionary strategies, expert human resource and active field forces. Still there are scopes for improvement and they can work on those sectors to be the market leader in no time.

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Appendix