



Report On  
Menstrual Hygiene in Bangladesh: The Key Barrier of its Development

By

Chowdhury Saif Haider  
15204062

An Internship Report submitted to the BRAC University in partial fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA)

BRAC Business School  
BRAC University  
December, 2019

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### Declaration

It is hereby declared that

1. The internship report submitted is my/our 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:**

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**Chowdhury Saif Haider**

ID: 15204062

**Supervisor's Full Name & Signature:**

---

**Mr. Ahmed Abir Choudhury**

Lecturer, BRAC Business School

BRAC University

## Letter of Transmittal

Ahmed Abir Choudhury  
Lecturer,  
BRAC Business School  
BRAC University  
66 Mohakhali, Dhaka-1212

Subject: Submission of the Internship Report as a part of course completion.

Dear Sir,

It is a pleasure for me to submit my Internship Report as a part of my BBA program curriculum. It is an achievement for me to work under your supervisions.

This report based on “Menstrual Hygiene in Bangladesh: The Key Barrier of its Development” which I have worked while doing my Internship in ACI.

All the requirements are fulfilled. Also, I make to providing as much as authentic data to make the report transparent.

Sincerely yours,

---

Chowdhury Saif Haider

Student ID: 15204062

BRAC Business School

BRAC University

Date: December 17, 2019

## Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between

Company Name: ACI Consumer Brands Limited.

And the undersigned student at BRAC University

Student Name: Chowdhury Saif Haider

ID: 15204062

Signature of Student

Chowdhury Saif Haider

ID: 15204062

### Acknowledgement

The internship is an important part of the BBA application furthermore, it's miles an important step within the shaping up of the profession of a scholar of the enterprise field as it's far an opportunity to witness the actual-world programs of theories found out in classrooms The internship journey will always be memorable to me as I have found out lots in those few days with the intention to help me in destiny This, of course, could now not had been possible without the assistance of certain people who've helped me along with the manner to start with,

I would love to thank Mr Ahmed Abir Choudhury, Lecturer, BRAC University, for the instructions you have given me and for helping me to work on this topic and also for taking a number of your precious time in viewing my report and making all of the essential corrections It has genuinely been an honor completing my internship below your supervision

Secondly, I would like to thank Mr. Shahed Kamal, General Manager of Sales Development Department, ACI patron manufacturers, my direct manager at ACI Ltd I am grateful to you for entrusting certain responsibilities to me and for steering me in the office most importantly,

I would really like to thank my own family for continuously supporting me in my endeavor their love and aid saved me influenced and my life practical There are also many others whose calls I can't recall at the moment I would like to specific my heartiest gratitude to individuals who stood with the aid of me and helped me in many unique methods; I may additionally never be capable of pay off them I will be forever thankful to all of those people

## Executive Summary

ACI customer manufacturers grew to become of commenced into 1995 with sizable manufacturers on the commercial enterprise – ACI Vaporized yet Savlon these are regarding the near renowned objects which can lie getting a dimensions abroad on the mastery role inner the marketplace The division commenced abroad in accordance with receive current companies through seawards changing honestly so local fabricating of it method, ACI purchaser manufacturers electric several instant items yet moreover fortified together with Joint assignment commercial employer associations including “Dabur India” and “Tetley uk” then realized worldwide partnerships including considerably acclaimed corporations.

In the Internship report, I have focused on corporate vision, strategic, objectives, and targets of ACI Limited. I have portrayed every one of the items and administrations that ACI ltd offers to the clients uncommonly Savlon Freedom items which dependent on my theme. A short review and depiction of the work procedure have been incorporated with a graph. A compact portrayal of the division is likewise given in the organization profile part. In my activity profile section, I have talked about the idea of the activity and the particular obligations that I needed to do all through the temporary position time frame at ACI Limited.

At long last, I have made shopper examination for recognizing key obstructions of menstrual cleanliness to make sense of a portion of the discoveries with respect to the reactions I gathered. In the interim, I have incorporated my proposals what's more, suggestions so as to destroy the shortcomings of their area of expertise.

At last, I have finished my report by including references and sources that I have used to make this report.

**Keywords:** Menstrual Hygiene, Taboo, Barriers, Sanitary Napkin, Freedom, ACI

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### List of Acronyms

<b>Acronym</b>	<b>Meaning</b>
<b>ACI</b>	Advanced Chemical Industries
<b>CB</b>	Consumer Brands

## Chapter 1: Introduction

### Chapter 1.0: Introduction

What condition you had to utilize wool, moss, brute product, historic rags, newspapers then a sound belt because of your periods? If it looks outer, it's — at the aspect about the extra outer myths as female regarding their durations labor after keep into confinement, are dirty, wish construct food putrefaction yet possibly get ingested via sharks whereas swimming. Yet, that certainly was once fully quite a centenary agony up to expectation nurses in France manufactured the fundamental disposable healthful pads, by the way in accordance with boss immoderate hemorrhage among man troopers. By the brain regarding the nineteenth Century, the major commercially abroad even disposable pads got here out, on the other hand took many decades earlier than he developed according to become truly additional smart because ladies in conformity with use and gather (if you will manage to pay for it). The breakthrough making extended women yet girls' hygiene or health, college attending, livelihoods yet monetary opportunities. Yet, today, into spite concerning incomplete efforts, peaceful pads nonetheless stay abroad regarding attain for endless girls or girls dwelling into poorness then rectangular measure taxed into deep nations round the globe, collectively together with as a “luxury” item. Access aside, periods nevertheless remain a inhibition topic. Stigma then discrimination close immunity prevents ladies yet ladies within some countries from getting between bodily areas, kind of their home, school, labor then region regarding worship. If entirely there was a making that would swab abroad comparison towards ladies.

### Chapter 1.1: Company Overview

#### ACI in Brief

---

Imperial Chemical Industries, a British multinational installed a department within the then East Pakistan which turned into converted right into an agency after liberation, named ICI Bangladesh manufacturers restrained. In 1992 ICI divested its funding in Bangladesh to the management, while its call was changed to Advanced Chemical Industries (ACI) restricted.

Advanced Chemical Industries (ACI) limited, being one among the largest conglomerates in Bangladesh with a multinational heritage operates throughout the use of a via its 4 varied strategic business units. ‘ACI pharmaceuticals’ is devoted to enhance the fitness of humans of Bangladesh via introduction of modern and reliable prescribed drugs products.

‘ACI consumer brands’ is including value to the everyday existence of purchasers via its Toiletries, home care, Hygiene, electrical, Electronics, cellular, Salt, Flour, ingredients, Rice, Tea, edible Oil, Paints and worldwide companies. ‘ACI Agribusinesses’ is the most important integrator in Bangladesh in Agriculture, livestock, Fisheries, Farm Mechanization, Infrastructure development offerings and bikes. ‘ACI Retail Chain’ is the biggest retail chain in the United States operating thru its 73 SHWAPNO shops throughout the U. S. by using touching the lives of over 35,000 families each day. The enterprise contributed Taka 3,625 million to the country wide Exchequer at some point of FY 2017-2018 within the form of corporate tax, custom obligation and value brought tax.

## Basic Information

Table 1: ACI Limited at a Glance:

Logo	 The logo for ACI Limited features a green circle with the letters 'ACI' in white, positioned above a stylized green wave. Below the circle, the text 'ACI Limited' is written in a bold, black, sans-serif font.
Full Name:	Advanced Chemical Industries Ltd.
Incorporation Date:	24 January 1973
Registration No:	C-3885
Company Type:	Public Limited
Number of employees:	9,053
Authorized capital:	1,500,000,000
Issued and paid capital:	49,88,95,270
No of Shares:	49,889,527
Face Value:	10
Year End:	30 June
Website	<a href="http://www.aci-bd.com/">http://www.aci-bd.com/</a>

ACI consumer brands become initiated in 1995 with two predominant manufacturers of the organization – ACI Aerosol and Savlon. Those are of maximum prestigious merchandise which are enjoying the management function within the market. The department commenced to take new organizations via off shore trading as well as neighborhood production. On this manner ACI patron manufacturers launched many new merchandises and additionally bonded with Joint project business relationships with ‘Dabur India’ and ‘Tetley UK’ and attained worldwide alliances with world famed companies.

The purchaser manufacturers division boasts in having an unequivocal presence in consumers' heart with the marketplace main brands like ACI Aerosol, Savlon, ACI Mosquito Coil & ACI natural Spices and Flour. With close to 80% market share in personal classes, ACI Aerosol and Savlon are the chronic performers in maintaining the household smooth and unfastened from germs and dangerous bugs. The ACI mosquito coil has additionally emerged as a formidable opponent to both the mosquito and the competition, with the aid of providing effective and inexpensive strategy to the conscious people of Bangladesh.

A legitimate thought is going with a sound frame-ACI believes in this age antique proverb and our younger generation desires to develop up with wholesome body and sound mind who will lead the state in destiny. With this notion, ACI has entered in to the commodity food commercial enterprise with "ACI pure" brand. The intention is to offer purest of the meals merchandise to Bangladeshi clients at a lower priced rate for which ACI has invested in very massive scale in kingdom of the artwork production facilities for each day kitchen essentials like vacuum evaporated edible Salt, Spices and Flour. The goods are delighting the customers with the aid of imparting one hundred% dirt free, natural and herbal food ingredients that can compete against any international products.

ACI patron brands is efficiently serving the customer call for overseas products in household and personal care category with the sector-famed product range of Colgate, Nivea & Dabur. With the proper distribution and marketing by ACI customer manufacturers, the world's No. 1 tea logo "Tetley" is now to be had to the clients of Bangladesh.

As a success business, The ACI purchaser brands is centered on achieving the consistent increase required to retain the success and to make ACI an even more potent company. Consumer manufacturers consider that is the quality way to benefit the consumers, human beings and the shareholders of ACI.

ACI client brands Strategic commercial enterprise Unit is headed by way of the govt Director, Mr. Syed Alamgir. Mr. Alamgir is regarded as an authoritarian persona within the area of sales and advertising within the Bangladesh marketplace. His track file has many a hit brands which reached a management function in one of a kind categories inside the FMCG market. He is supported by means of a in a position organization of specialists operating within the advertising and marketing and income operations.



## **Mission Statement**

ACI's assignment is to complement the great of life of the people via accountable application of know-how, generation and abilities. ACI is committed to the pursuit of excellence through international-magnificence products, progressive tactics and empowered personnel, to provide the highest degree of pleasure to our clients.

## **Vision Statement**

To realize the Mission, ACI will:

- Provide services and products of high and consistent exceptional, ensuring cost for cash to our customers.
- Endeavour to acquire a role of management in each class of our businesses.
- Broaden our personnel via encouraging empowerment and rewarding innovation.
- Promote surroundings for mastering and private boom.
- Reap a high stage of productivity in all our operations via powerful utilization of sources and adoption of appropriate technology.
- Sell inclusive boom via encouraging and assisting our distributors and providers in improving performance.
- Make certain superior go back on investment through sensible use of resources and green operations, utilizing our middle skills.

## **Values**

- Quality
- Customer Focus
- Innovation
- Fairness
- Transparency
- Continuous Improvement

## Organizational Organogram

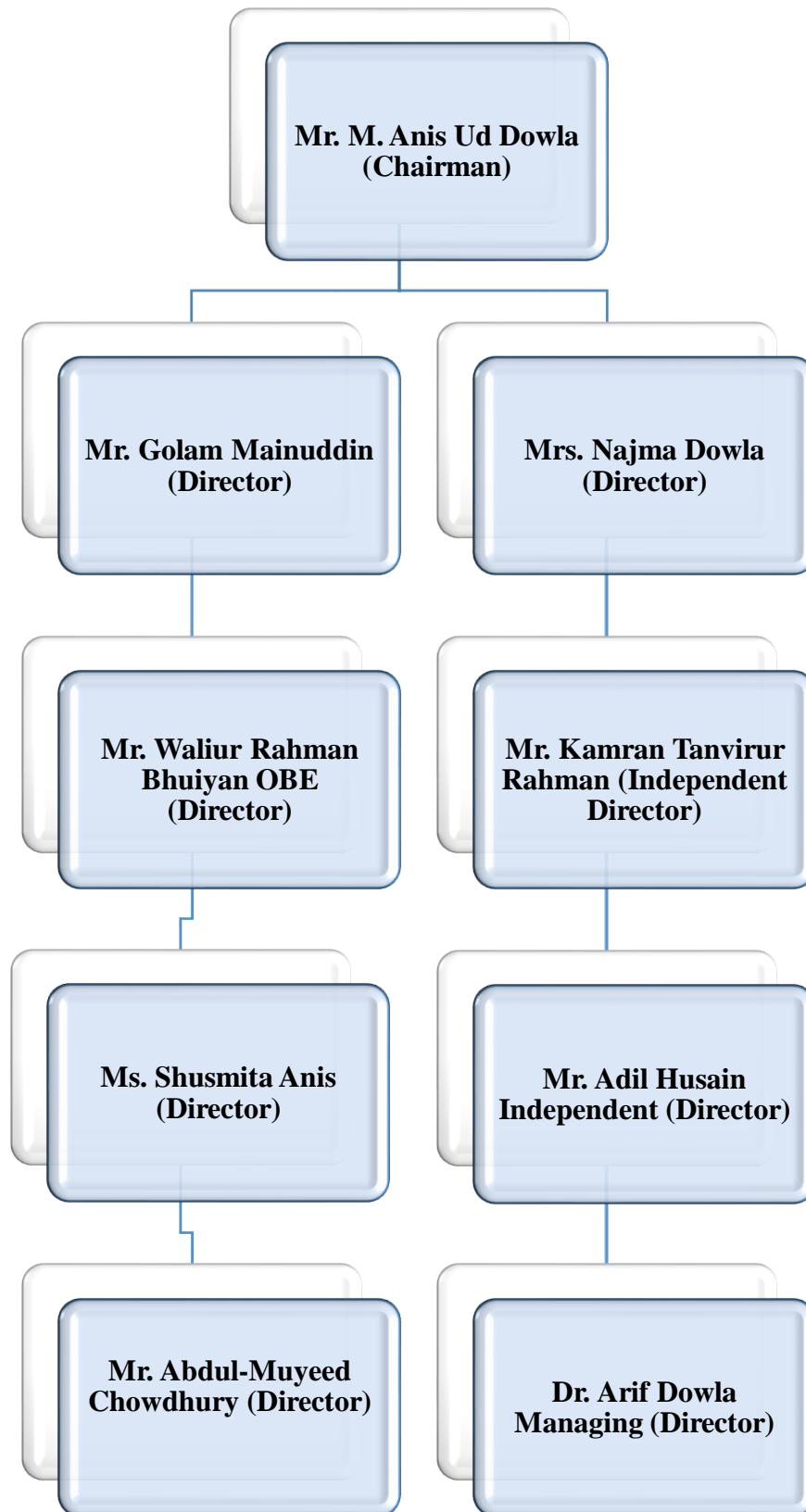


Figure 1: Organizational Hierarchy of ACI Limited

## Objectives

### Broad Objective

To understand and practice the principal and activities of the Marketing department of ACI Consumer Brands and gain basic knowledge and experiences of Conglomerate and FMCG organization.

### Specific Objectives

- To understand the activities of ACI Consumer Brands' Marketing Department.
- To learn about the activities related with Product Development and Branding.
- To learn working with several teams.
- To identify the career opportunities of the marketing department in the long term.
- To gain practical knowledge of corporate environment in the marketing department.
- To relate between the academic learnings and work-life implementation of them.

## Chapter 1.2: Rationale of the Study

A temporary job program is where an understudy can accumulate genuine encounters of expert life. This is significant for an understudy since it's the main program where an understudy can learn down to earth exercises. This sees how a real association or business doing their works and by which the individual in question can relate their scholastic learnings with real executions in an association. I for one had proficient experience before taking this program. I previously occupied with proficient life as an understudy. In my entry-level position report, I might want to examine the head and practices of ACI Consumer Brands alongside their commitment to Menstrual Hygiene. The Consumer Brands Division gloats in having an unequivocal nearness in buyers' souls with advertising driving brands like ACI Aerosol, Savlon, ACI Mosquito Coil and ACI Pure Spices and Flour. With near 80% piece of the overall industry in claim classes. I pick this theme for my entry-level position report on the grounds that there isn't sufficient data about menstrual cleanliness in Bangladesh. Likewise, How ACI is adding to society through Savlon Freedom Menstrual Hygiene.

I worked in the ACI Consumer Brands' Product and Sales Development office, advertising division as an understudy. There are a few offices cooperating to accomplish generally authoritative objectives. I am relegated to this office to do investigate and advancement.

As a student of BRAC Business School, I am drawing in my entry-level position task in the Sales Development division of ACI Consumer Brands. What's more, I have picked this association as a result of its solid hard-working attitudes and culture, by which I am learning and setting myself up to be perfect in the professional workplace.

### **Chapter: 1.3: Statement of the problem**

The document specializes in a totally particular goal. Which in flip make it a huge objective and the purpose at the back of this goal is to clear up a selected trouble. Each research specializes in a selected trouble and indicates an answer of that precise problem. Specific objective is identified to remedy a particular trouble. Here, in terms of this document the huge goal would be:

#### **Menstrual Hygiene in Bangladesh: The Key Barrier of its Development**

The promotional strategies taken into consideration for a specific service or product based totally on it providing and its target marketplace. It is able to contain numbers of different verbal exchange channel for selling any product within the market. Savlon has a sturdy brand photo inside the market in phrases of private care product. but, ACI limited is still looking ahead to advantage more marketplace percentage and want to stay competitive in the marketplace even though persistently that specialize in improving their promotional techniques for their flagship brand – Savlon.

## Chapter 1.4: Theoretical framework:

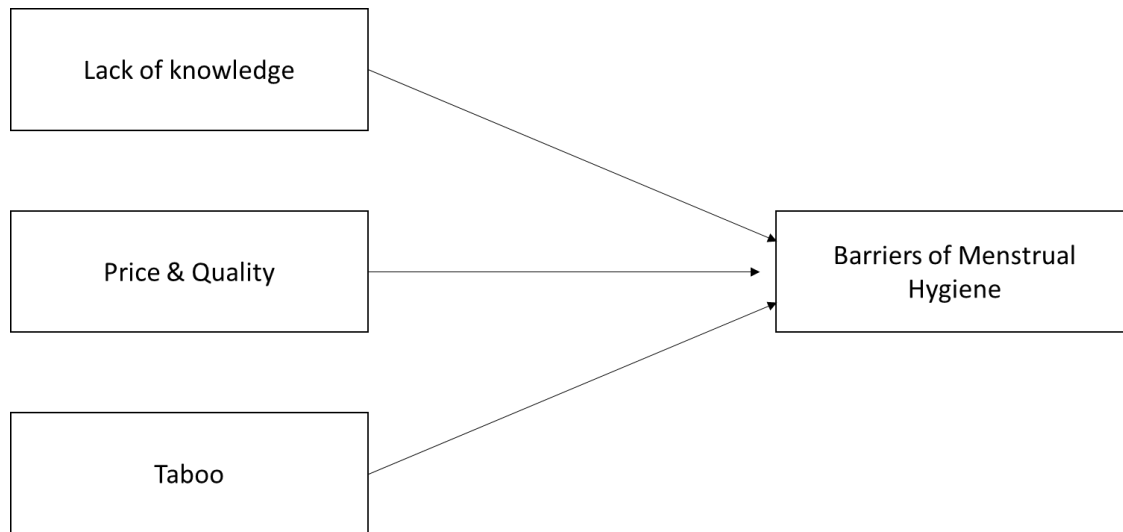


Figure 2: Theoretical Framework

### Barriers to Menstrual Hygiene:

Menstrual Hygiene is very important for women of all ages. But it is really disappointing that most of them are not aware about the intensity of the menstrual hygiene. Again, many of them don't want to discuss or disclose this crucial matter as they consider this menstruation as taboo. They feel shy about talking this matter openly. These types of obstacles must be removed in order to ensure the health issues of our women folk. Some obvious barriers to menstrual hygiene are

**Lack of awareness:** lack of awareness leads to girls having no prior information about periods before they experience them for the first time. Most of the girls do not know anything about menstruation or period before their first experience. Also, owing to a lack of awareness, they do not prioritize it as an essential health need. Even when we talk about affordability, the big question is about relevance – mothers and daughters think that a sanitary pad is a good-to-have rather than a necessity. As a result, household spending on essential menstrual hygiene is just a small fraction of what is spent on other items, such as cosmetics. Another reason of being unaware of menstruation is there are no access to have knowledge about the menstrual hygiene and its importance. In other countries girls are taught about the hygiene process at an early age but in most the Asian Countries this topic is being avoided to speak about.

**Considered as a Taboo:** Menstruation or period is considered as a taboo in our country. Women and girls feel shy to speak openly about the menstrual hygiene. They do not feel

comfortable while speaking about it because they are being taught since their childhood that menstruation is such a topic that should not be discussed or disclosed in front of people.

**Lack of access of menstrual hygiene products:** A lack of access to quality hygiene products continues to be a barrier to achieving 100% coverage for menstrual hygiene. Studies indicate that most girls do not have consistent access to good-quality menstrual hygiene products. A number of huge portion of women live in the rural areas and there they have no access to menstrual hygiene products; the mostly use old cloths, rags that are extremely harmful for health and can have very dangerous consequences.

These are the barriers that are needed to be overcome to ensure the menstrual hygiene

### **Chapter 1.5: Limitations while preparing the report:**

ACI Limited – being the biggest combination of Bangladesh has a trained methodology towards taking care of their work. As this is an organized association ACI attempts to put individuals and procedures for the better upgrade of its exhibition. Be that as it may, during my internship position period at ACI Limited as an undergrad understudy I have confronted scarcely any difficulties which I might want to specify here in this piece of the report:

- ❖ Confidentiality-Like numerous different organizations ACI Limited likewise keeps their specific degree of data profoundly private as it has an assortment of organizations in the market and some case touchy information can't be imparted to understudies who are working at their association.

In this manner, it made the information assortment method for setting up the entry-level position report challenges I couldn't figure out how to get a great deal of data.

- ❖ The mismatch between an academic background and functional work-I have studied both Marketing and Finance however the office that I was working for – Management Information system and also some HR related responsibilities, I needed to put an additional push to fit with the departmental work.

- ❖ Time requirements in my area of expertise at ACI Limited each work accompanies exacting cutoff time. The work must be submitted quickly. In the process, the work job was excessively rushed.

Indeed, even as an assistant, I needed to work for additional work hours and work from home at times on occasions. Along these lines, the progress from my student life to an expert life was so extraordinary.

❖ Frequent revolution of work jobs: While I was working for arranging group, I needed to satisfy distinctive occupation errands dependent on organization needs. Once in a while, I needed to manage money related works, some of the time I needed to relate myself with advertising study works. Indeed, even in a couple of events, I was answerable for encouraging meetings directed in our specialization which is a capacity for HR foundation individuals. Consequently, I couldn't concentrate especially in a solitary field of my report. I was allotted with increasingly various errands dependent on organization needs.

## **Chapter 1.6: Objective of the report:**

The number one goal of the report is to fulfill the requirement of the Internship program course required with the aid of BRAC University. Even as I worked on amassing facts to efficiently put together report for my internship program, I found numerous aspects of the barriers of menstrual hygiene. Also, I was given to know approximately the elements that hampers the float of menstrual hygiene and the way vital it is. Some different targets of this file on ACI purchaser brand (Savlon) is given underneath:

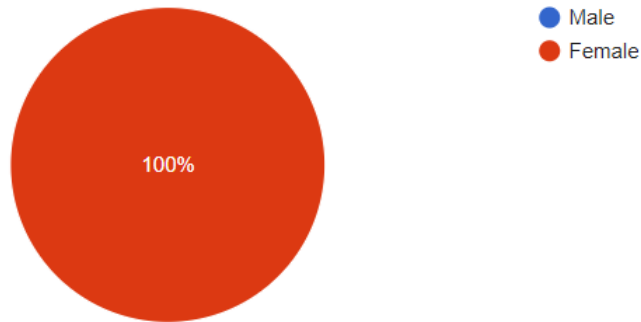
- Distinct promotional techniques of ACI Savlon in phrases of each customer promotion and exchange promoting
- Reading the effectiveness of Savlon's promotional strategies at the back of Savlon's present day market role
- To gauge purchaser's mind-set closer to Savlon's present day strategies
- To discover drawbacks of Savlon's Freedom promotional techniques
- To propose some methods that can be taken to make sanitary serviette friendlier closer to their consumers



## Chapter 1.7: Research Questions

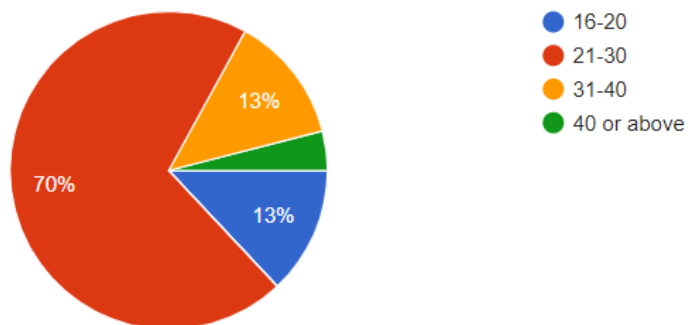
### What is your Gender?

100 responses



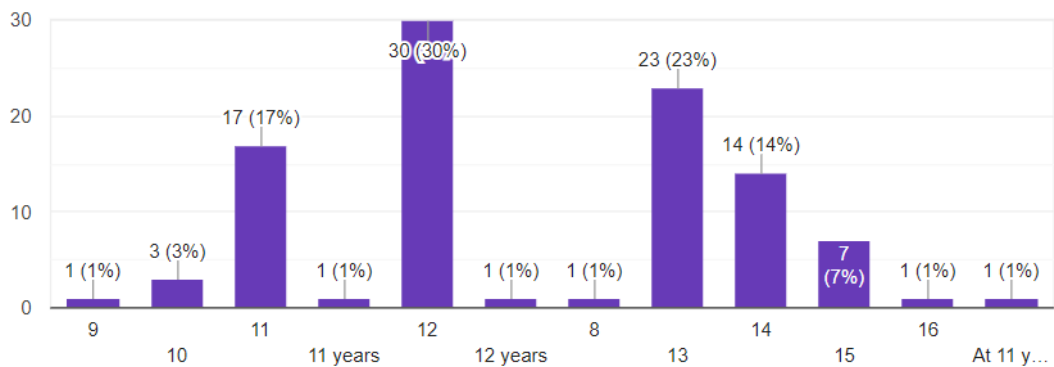
### Which of the following age range do you fall under?

100 responses



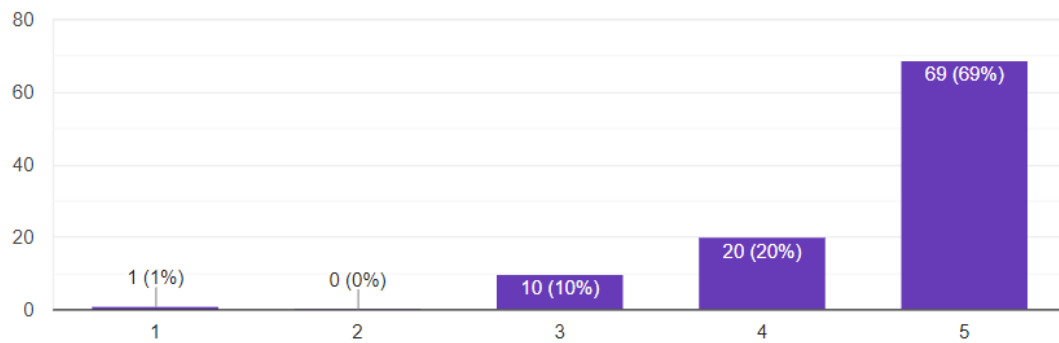
### At what age did you have your first period?

100 responses



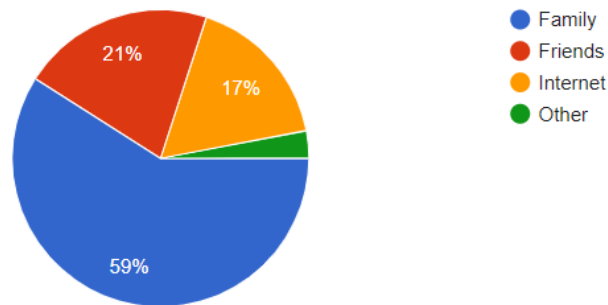
## How important Menstrual Hygiene is?

100 responses



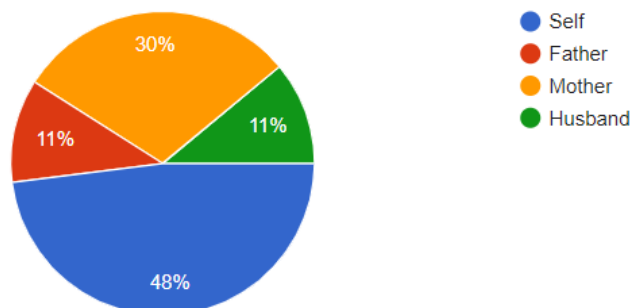
## From whom you get to know about Menstrual Hygiene?

100 responses



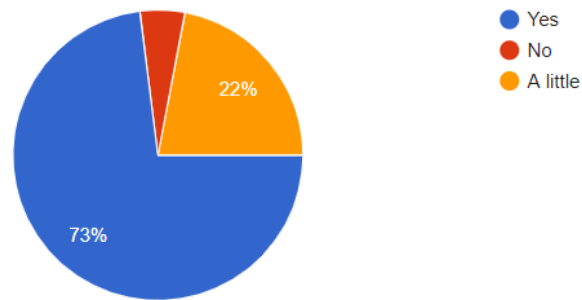
## Who buys Sanitary napkin for you?

100 responses



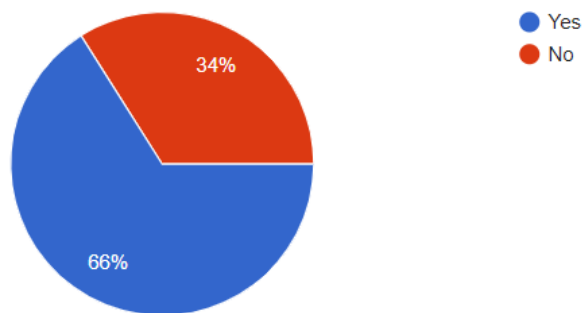
### Are you aware of health risk cause by poor menstrual hygiene?

100 responses



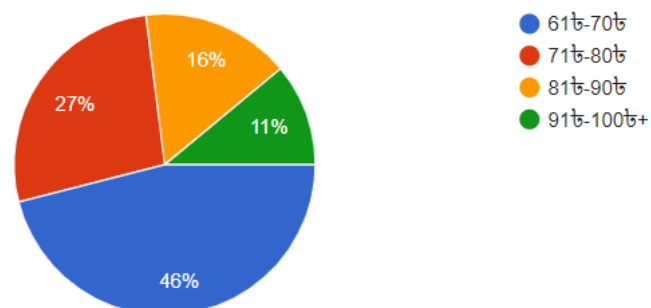
### Do you think sanitary napkin is very expensive?

100 responses



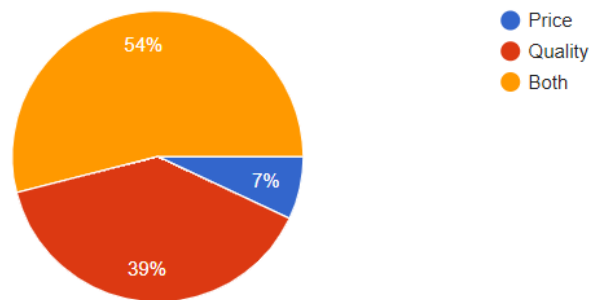
### How much do you want to pay for 1 packet of sanitary napkin? (Packet of 8)

100 responses



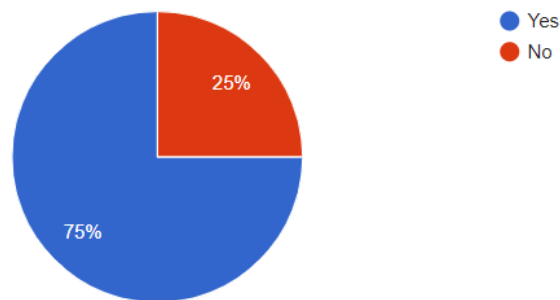
### While choosing the brand of sanitary napkin what do you focus on?

100 responses



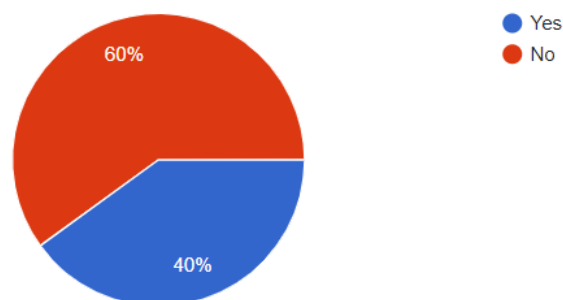
### Do you prefer to pay high price if the quality is good?

100 responses



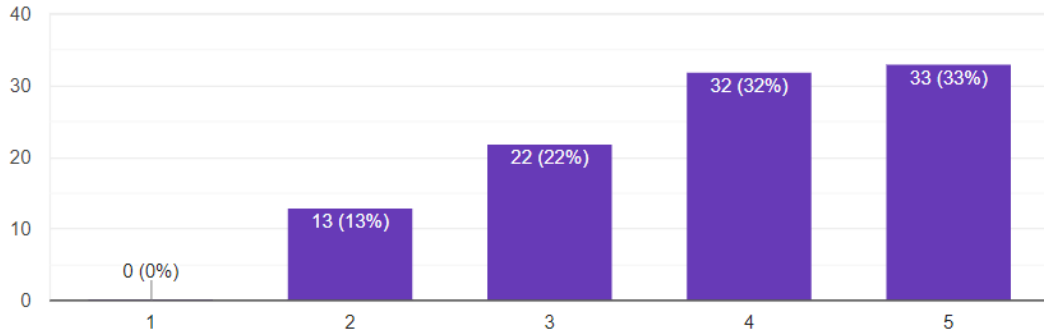
### Do you feel ashamed to buy pads from super shop or medicine store?

100 responses



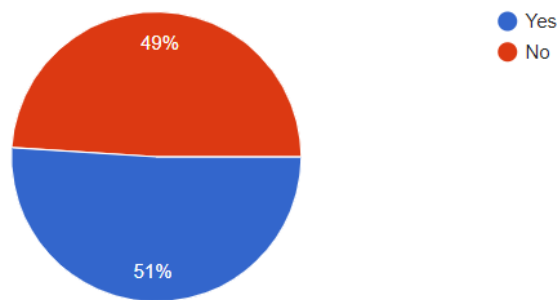
### How often do you face physical or mental difficulties during menstruation?

100 responses



### Do you hide the physical pain or discomfort you feel during menstruation from you Friend, Family or Colleges?

100 responses



### Do you prefer a brown paper bag when you buy Sanitary Napkins?

100 responses

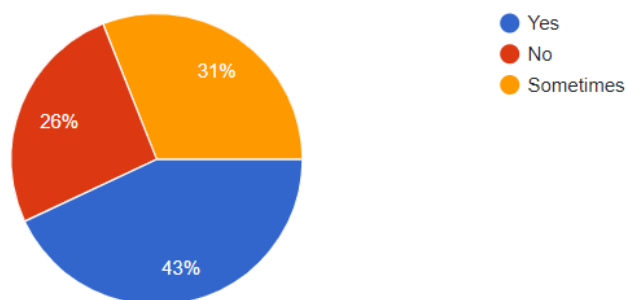


Figure 3: Answers to Research Questions

## Chapter 1.8: Job Responsibilities

I fulfilled exceptional activity duties at some point of three months of my internship duration. Moreover, the primary obligations that I done ultimate three months are cited below,

- keeping inner and outside communicate
- Marketplace go to
- conducting customer surveys
- monitoring activation applications
- preparing reviews and displays

Here I am providing a brief description of my fundamental process duties,

### **Keeping inner and outside communication:**

I maintained inner communicate with the income managers and income representatives of ACI restrained to disseminate statistics about show program to my supervisor. on the other hand, I saved speaking with people from unique advertising and marketing groups for promotional purpose of Freedom sanitary napkin.

### **Visiting markets:**

In the course of my internship there a show program of Savlon Freedom passed off whose duration became three-month. As a result, I regularly visited markets to screen, whether the outlets and businesses are keeping show application nicely or no longer. Whilst touring the markets I referred to down every comments and recommendation which I were given from the shopkeepers and sales representatives. The facts was then processed for in addition usage for the betterment of Freedom sanitary napkins.

### **Accomplishing conduct surveys:**

ACI limited received few complains about Freedom sanitary napkins. So one can rectify those mistakes,

Freedom made new batch of samples and dispensed it. My obligation was to distribute the samples gather statistics of the clients after which extract comments approximately the batch of samples packs. The statistics from the consumer surveys have been preserved for future usages and applications.

**Monitoring activation packages:**

I monitored and labored for numerous activations programs in different colleges, clinical faculties and clothes, where I facilitated the promoting of the brand ‘Savlon Freedom’ in addition to the organization. Exceptional tasks have been carried out via me all through those programs and earlier than/after it such as, organizing, branding, supervising the logo promoter officials and administrating.

**Getting ready reviews and presentations:**

Reviews and shows have been organized frequently on exclusive product strains and subjects. The statistics within the reviews became taken from each number one and secondary sources as a consequence.

## Chapter 2: Literature Review

Study 1- Muhit, Imrose Bin & Chowdhury, Samma. (2013). Menstrual Hygiene state of affairs concerning Adolescent Schoolgirls at Chittagong department of Bangladesh. Global journal over clinical & technology studies. 2. fifty-eight-sixty-two. In thriving nations like Bangladesh, menstrual hygiene or administration is no longer high scenario inside the area of reproductive fitness yet water, sanitation or hygiene. To attain Millennium enchantment desires (MDGs) within appropriate period a look at on women reproductive health concerning Bangladesh may stay entirely essential namely such ensures surroundings sustainability, effect equilibrium and ladies' empowerment. a normal or organic look at concerning young university women over extra Chittagong department concerning Bangladesh about menstrual hygiene yet control ambience had been born in conformity with become aware of the prevailing abilities and research yet their implications. Chittagong department consists of eleven districts encyclopedic regarding typical bank area 33,771.18 Sq. Km. wherein the volume coast place concerning Bangladesh is 1, 47,570 Sq. Km. via the use on blended strategies each quantitative yet qualitative, statistics was once amassed beside 1373 adolescent college women beyond 22 faculties regarding eleven districts. The metering consists of a little pre-questionnaires and focus crew discussions yet interviews. Grasp and beliefs, reports between the course of menstruation, distinction or absenteeism then in the end hygiene practices were analyzed thru that graphical movement sectional examine. Data wasn't fluctuated absolutely an entire fascicle among the unique township besides Khagrachhari, Rangamati, and Bandarban. maximum large range regarding survey respondents (ninety six%) cautioned that they'd diagnosed respecting menstruation earlier than their menarche, ninety% respondents had been facing abdominal castigation or intellectual pressure is each ignoble authorization aspect fit in accordance with greater thinking in relation to her menstruation then hold secrecy beside others, 95% over to them keeping a not much restrictions due to the fact concerning non secular trouble or because of exclusive huge purpose. nearly 39% of usual respondents turned between life absent between faculty at least one day, every via the period length and reason at the back of this instances have been also evaluated. Re-usable cloths had been appreciated by using the use of the generic women (Khagrachhari, Rangamati and Bandarban district) inasmuch as rubbish sack grew to become of just tremendous through the use of the entertainment of the district. In basic forty-nine% back re-usable cloths and use value over antique portion about material modified between greater within rustic regions. Absorbent fabric used, tub taken, cleansing yet changing, presence regarding relaxation room, adjustment on absorbent cloth of



residual menstruation have been analyzed in conformity with become aware of their hygiene exercise. In the end half guidelines are proposed below reading the umbilical point organization discussions or interviews. (Muhit, 2013)

Study 2 - Sumpter, Colin & Torondel, Belen. (2013). a scientific animadversion regarding the fitness then Social outcomes about Menstrual Hygiene control. Plots one. Eight. e62004. 10.1371/journal.pone.0062004. Differing techniques in accordance with menstrual hygiene government (MHM) have been associated in conformity with a enormous length regarding fitness or psycho-social outcomes of decrease income settings. This paper systematically collates, summarizes and severely appraises the in accordance with remain had evidence.

Following the PRISMA hints a based ask approach grew to be back in accordance with choose oversea articles investigating the consequences over MHM on fitness or psycho-social results. The hunt emerges as celebrated between May also additionally 2012 or had no date restriction. Data turn out to be extracted yet best about technique changed in independently assessed by capability on pair researchers. Whereby no dimension regarding have an impact on changed of furnished, however adequate information bear been after lie had according to compute one, it grew to be undertaken. Meta-evaluation modified among carried outdoors whereby ample records had been available.

14 articles had been recognized as looked at fitness consequences, commonly reproductive belt infections (RTI). Eleven articles had been diagnosed investigating associations into MHM, communal restrictions or school attendance. MHM was once rendered in imitation of keep related after RTI within 7 papers. Methodologies however more than a few appreciably yet grade pleasant grew to be low. Meta-evaluation about a subset over lookup determined no job amongst showed bacterial vaginosis yet MHM. No vile widespread associations including fitness consequences have been determined. in spite of the fact so used to be right invulnerable so academic interventions be able improve MHM practices or minimize associative decree like used to be no quantitative proof as upgrades within limit methods lessen university absenteeism.

The management concerning menstruation offers enormous worrying situations because ladies within lower profits settings; the effect regarding horrible MHM alternatively stays uncertain. It is miles achievable that MHM be able have an effect on the reproductive territory however the particular infections, the government of impact, yet the route concerning transmission,

remain unclear. at that place may also lie a beginning of the proof because immoderate worthy randomized intervention studies which combine hardware then software interventions, specifically for higher abilities the nuanced impact enhancing MHM may also moreover bear of women' appearance at college. (Sumpter, 2013)

## Chapter 3: Research Information

### Chapter 3.1: Research Methodology:

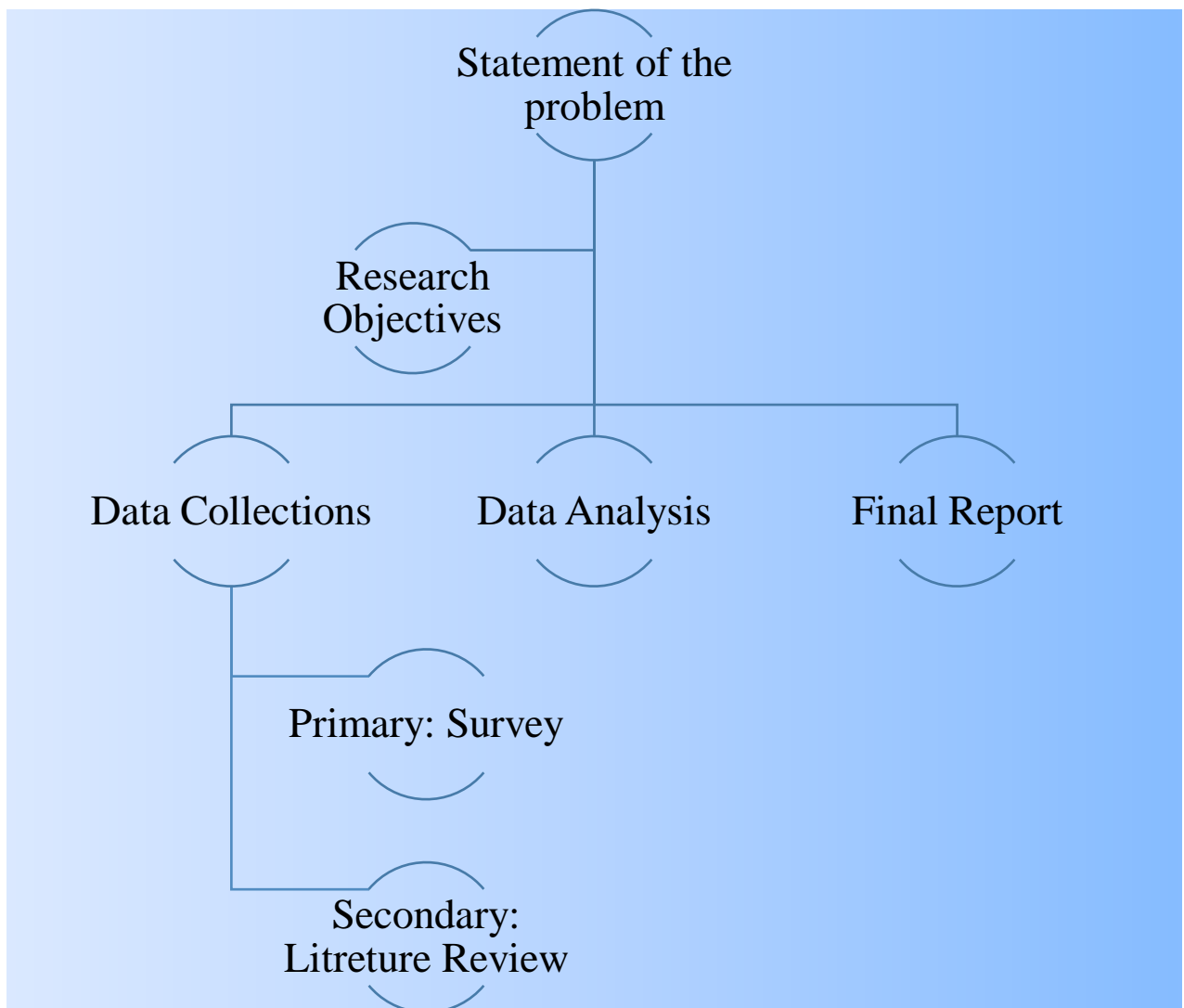


Figure 4: Research Methodology

### Chapter 3.2: SWOT Analysis of Freedom Sanitary Napkin

#### Strengths:

- Proper emblem presence and backing of figure brand
- Excellent distribution across majority of channels
- Relied on emblem
- Holds a sizeable market percentage
- Exact brand visibility through advertisements on tv, print media and online media.

- Available at almost all chemist and drug stores around the country
- Initiator of vending machine in the country.

**Weakness:**

- Low presence inside the rural market which also can be a potential market.
- Excessive emblem switching due to many options to be had
- Still not famous among the customers because of reigning sanitary napkin brands like Whisper.

**Opportunities:**

- Discover the untapped rural market and rising economies
- Can come up with greater modern product traces
- Tie up with clinics, hospitals and women organizations

**Threats:**

- Aggressive advertising from the competitors
- Entry of new sanitary napkins
- Other brands overhauling the rural market

**Chapter 3.3: Freedom Products:**

**Savlon Sanitary Napkin**

To make certain girl hygiene exercise the various Bangladeshi ladies, ACI released Savlon Freedom Sanitary Napkins in 2008 beneath the lady hygiene category. ACI is continually depended on with the aid of the customers for its extraordinary product superiority. The product superiority of Freedom Sanitary Napkins has in addition expanded the believe of the

clients.



*Figure 5: Freedom Products*

Freedom is the global fashionable sanitary serviette synthetic through world's present day technology. It provides the best absorbent capability and great dry sense benefit to make the person sense comfy and protected in order that she will be able to pass in advance similarly inside the 30 days of the month. It has outstanding Absorbent Polymer (SAP) that absorbs a large quantity of fluid right away and soak from inside the pad to make sure maximum dry experience protection. It has the first-rate quality PPF (Perforated Poly movie) fabric on its top sheet, which has the perforations that assist brief passing of fluid through one facet direction. With unique brief penetrated process technology, it guarantees liquid to penetrate the layers successfully over 6 times, prevents the lateral and again leakage, and maintains the film floor dry and clean. It is special maximally satisfies the consumers' feeling of delicacy, softness, specially meets ladies' aesthetic requirements. Savlon Freedom products are to be had in all Retail Drug retailers, popular and Departmental stores and notable stores. Mass awareness campaigns in faculties and garments have substantially improved the emblem's boom. Unfastened sampling and trial era sports are carried out often to communicate the advanced product excellent. Our interactive fb web page Freedom ladies have captured the attention of

our target audience by way of imparting health and way of life recommendations and by presenting answers to a large range of queries we get hold of each day.

Freedom Sanitary serviette Portfolio is enriched with 11Skus below the two product classes.

These are:

- Easy Open
- Immediately kind

Smooth Open type:

Savlon Freedom's everyday waft wings and Heavy waft Wings are the two foremost SKUs under the easy-open class.



Figure 6: Easy Open Type Products

It has outstanding Absorbent Polymer(SAP) that absorbs a huge volume of fluid immediately, converts fluid right into a gel; locks inside the pad and in the end ensures maximum dry sense safety. that is the major aggressive advantage than different competitors brands don't have of their regular merchandise.

Table 2: Classification of Products

	Regular Flow Wings	Heavy Flow Wings
Pack Size	10 Pads	8 Pads
Pad Length	240mm	290mm

the two SKUs Freedom normal flow Wings(20pads) and Heavy go with the flow Wings (16Pads) are offered as economy packs to excessive-end customers who opt for convenient.

some other SKU Savlon Freedom Wings blend p.c. has been introduced as a distinctively new p.c. size for the first time in Bangladesh, as no different competitor brands in Bangladesh have this SKU of their Portfolio.



Figure 7: Combo Pack

This SKU gives the gain of a blend percent inside the wings class, where the patron's gets 6 regular float and four heavy glide wing napkins with a single p.c. convenience. this will make the purchaser assured during her entire cycle as she has both the answers keeping blanketed and suit in the first days of Heavy drift and very natural and at ease in the last days of normal glide.

Table 3: Product Classification

	Wings Combo Pack
Pack Size	(6 regular flow wings+ 4 Heavy flow wings)
Pack Length	Regular Flow Wings 240mm Heavy Flow Wings 290 mm

**Straight Type:** Regular Flow Panty System and Savlon Freedom Regular Flow Belt are the major SKUs in the straight Type Product Category.



Figure 8: Straight Type Products

Table 4: Product Classification

	Regular Flow Belt	Regular Flow panty
Pack Size	10 Pads	10 Pads
Pad Length	210 mm	210 mm

**Savlon Freedom popular:** Savlon Freedom popular was introduced as a product at most effective TK 35 for the first time in Bangladesh for the running girls and the first time users. This is a low priced, clinical and hygienic opportunity answer from the home made napkins. That guarantees personal health and hygiene fitness and hygiene to make the user experience consolation and

Blanketed from any unsuitable conditions.



Figure 9: Savlon Freedom Popular



Table 5: Classification of Product

	<b>Freedom Popular</b>
<b>Pack Size</b>	<b>8 Pads</b>
<b>Pad Lengths</b>	<b>240mm</b>

It helps the pursuit girls according to stand invulnerable within the running location, in conformity with employment including fulfilled productivity, which into the lengthy run permits her transferring leading with completed self-assurance.

Freedom Sanitary Napkins are available within the retail cure retailers, great or departmental and additionally the supermarkets. Powerful Visibility between it strategical locations creates a whole brush of drive because of a variety concerning the consumers and the investors.

Finally FREEDOM has a terrific impact on the emblem trial, sales, or boom.

## Chapter 4: Analysis and Findings

### Chapter 4.1: Analysis and interpretation of Data

Table 6: Frequency

<b>What is your Gender? (IB1)</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	100	100.0	100.0	100.0

<b>Which of the following age range do you fall under? (IB2)</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-20	12	12.0	12.0	12.0
	21-30	70	70.0	70.0	82.0
	31-40	14	14.0	14.0	96.0
	41 or a	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

<b>At what age did you have your first period? (IB3)</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11 yrs	22	22.0	22.0	22.0
	12 yrs	31	31.0	31.0	53.0
	13 yrs	23	23.0	23.0	76.0

	14 yrs	16	16.0	16.0	92.0
	15 yrs	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

How important Menstrual Hygiene is? (B1)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	3.00	10	10.0	10.0	11.0
	4.00	19	19.0	19.0	30.0
	5.00	70	70.0	70.0	100.0
	Total	100	100.0	100.0	

Do you think sanitary napkin is very expensive? (B2)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	67	67.0	67.0	67.0
	No	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

Do you feel ashamed to buy pads from super shop or medicine store?  
(B3)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	40	40.0	40.0	40.0
	No	60	60.0	60.0	100.0
	Total	100	100.0	100.0	

**From whom you get to know about Menstrual Hygiene? (K1)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Family	60	60.0	60.0	60.0
	Friends	21	21.0	21.0	81.0
	Internet	16	16.0	16.0	97.0
	Other	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

<b>Who buys Sanitary napkin for you? (K2)</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Self's	48	48.0	48.0	48.0
	Father	10	10.0	10.0	58.0
	Mother	29	29.0	29.0	87.0
	Husbd.	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

<b>Are you aware of health risk cause by poor menstrual hygiene? (K3)</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	72	72.0	72.0	72.0
	No	5	5.0	5.0	77.0
	A Little	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

<b>How much do you want to pay for 1 packet of sanitary napkin? (Packet of 8) (PQ1)</b>
---

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	61¢-70¢	47	47.0	47.0	47.0
	71¢-80¢	27	27.0	27.0	74.0
	81¢-90¢	16	16.0	16.0	90.0
	91¢-100¢+	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

**While choosing the brand of sanitary napkin what do you focus on? (PQ2)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Price	8	8.0	8.0	8.0
	Quality	38	38.0	38.0	46.0
	Both	54	54.0	54.0	100.0
	Total	100	100.0	100.0	

<b>Do you prefer to pay high price if the quality is good? (PQ3)</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	73	73.0	73.0	73.0
	No	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

<b>How often do you face physical or mental difficulties during menstruation? (T1)</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	13	13.0	13.0	13.0
	3.00	22	22.0	22.0	35.0
	4.00	32	32.0	32.0	67.0
	5.00	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

<b>Do you hide the physical pain or discomfort you feel during menstruation from you Friend, Family or Colleges? (T2)</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	51	51.0	51.0	51.0
	No	49	49.0	49.0	100.0
	Total	100	100.0	100.0	

<b>Do you prefer a brown paper bag when you buy Sanitary Napkins? (T3)</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	44	44.0	44.0	44.0
	No	25	25.0	25.0	69.0
	Sometimes	31	31.0	31.0	100.0
	Total	100	100.0	100.0	



Table 7: Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Taboo, PriceQuality, Knowledge <sup>b</sup>	.	Enter

a. Dependent Variable: Barrier

b. All requested variables entered.

Table 8: Model Summary

Model	R	R Square	Adjusted Square	RStd. Error of the Estimate
1	.488 <sup>a</sup>	.238	.214	1.01976

a. Predictors: (Constant), Taboo, Price, Quality, Knowledge

b. Dependent Variable: Barrier

Table 9: ANOVA

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	31.169	3	10.390	9.991	.000 <sup>b</sup>
	Residual	99.831	96	1.040		
	Total	131.000	99			
a. Dependent Variable: Barrier						
b. Predictors: (Constant), Taboo, Price, Quality, Knowledge						

Table 10: Coefficients

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.738	.808		7.104	.000
	Knowledge	-.178	.053	-.306	-3.345	.001
	PriceQuality	.216	.095	.203	2.261	.026
	Taboo	.204	.075	.252	2.740	.007
a. Dependent Variable: Barrier						

Table 11: Residuals Statistics

<b>Residuals Statistics<sup>a</sup></b>					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	6.2780	8.7700	7.5000	.56111	100
Std. Predicted Value	-2.178	2.263	.000	1.000	100
Standard Error of Predicted Value	.116	.350	.198	.051	100
Adjusted Predicted Value	6.3439	8.7501	7.5041	.56418	100
Residual	-3.10107	1.87221	.00000	1.00419	100
Std. Residual	-3.041	1.836	.000	.985	100
Stud. Residual	-3.188	1.879	-.002	1.008	100
Deleted Residual	-3.40723	1.96139	-.00405	1.05375	100
Stud. Deleted Residual	-3.353	1.905	-.006	1.022	100
Mahal. Distance	.290	10.671	2.970	2.086	100
Cook's Distance	.000	.251	.013	.032	100
Centered Leverage Value	.003	.108	.030	.021	100
a. Dependent Variable: Barrier					

Table 12: Factor Analysis

<b>Descriptive Statistics</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
SMEAN(B1)	100	1.00	5.00	4.5700	.75552
SMEAN(B2)	100	1.00	2.00	1.3300	.47258
SMEAN(B3)	100	1.00	2.00	1.6000	.49237
SMEAN(K1)	100	1.00	4.00	1.6200	.86199
SMEAN(K2)	100	1.00	4.00	2.0700	1.13933
SMEAN(K3)	100	1.00	3.00	1.5100	.84680
SMEAN(PQ1)	100	1.00	4.00	1.8900	1.01399
SMEAN(PQ2)	100	1.00	3.00	2.4600	.64228
SMEAN(PQ3)	100	1.00	2.00	1.2700	.44620
SMEAN(T1)	100	2.00	5.00	3.8500	1.02863
SMEAN(T2)	100	1.00	2.00	1.4900	.50242
SMEAN(T3)	100	1.00	3.00	1.8700	.86053
Valid (listwise)	N100				

Table 13: Descriptive Statistics

<b>Descriptive Statistics</b>			
	Mean	Std. Deviation	Analysis N
SMEAN(IB1)	2.0000	.00000	100
SMEAN(IB2)	2.1000	.64354	100
SMEAN(IB3)	2.5700	1.22479	100
SMEAN(B1)	4.5700	.75552	100
SMEAN(B2)	1.3300	.47258	100
SMEAN(B3)	1.6000	.49237	100
SMEAN(K1)	1.6200	.86199	100
SMEAN(K2)	2.0700	1.13933	100
SMEAN(K3)	1.5100	.84680	100
SMEAN(PQ1)	1.8900	1.01399	100
SMEAN(PQ2)	2.4600	.64228	100
SMEAN(PQ3)	1.2700	.44620	100
SMEAN(T1)	3.8500	1.02863	100
SMEAN(T2)	1.4900	.50242	100
SMEAN(T3)	1.8700	.86053	100

Table 14: Correlation Matrix

		Correlation Matrix														
		SMEAN(IB 1)	SMEAN(IB 2)	SMEAN(IB 3)	SMEAN(B1 )	SMEAN(B2 )	SMEAN(B3 )	SMEAN(K1 )	SMEAN(K2 )	SMEAN(K3 )	SMEAN(P Q1)	SMEAN(P Q2)	SMEAN(P Q3)	SMEAN(T1 )	SMEAN(T2 )	SMEAN(T3 )
Correlation	SMEAN(IB 1)	1.000														
	SMEAN(IB 2)		1.000													
	SMEAN(IB 3)		0.004	1.000												
	SMEAN(B1 )		-0.139	0.213	1.000											
	SMEAN(B2 )		-0.076	0.038	0.005	1.000										
	SMEAN(B3 )		0.000	0.080	0.429	-0.078	1.000									
	SMEAN(K1 )		0.342	-0.061	-0.284	0.013	-0.314	1.000								
	SMEAN(K2 )		-0.023	-0.058	-0.141	0.144	-0.346	0.182	1.000							
	SMEAN(K3 )		0.054	0.136	-0.238	0.105	-0.354	0.310	0.182	1.000						
	SMEAN(P Q1)		-0.014	0.100	0.030	0.456	-0.008	-0.025	0.173	0.101	1.000					
	SMEAN(P Q2)		-0.088	0.061	0.183	0.061	0.141	-0.101	-0.086	-0.139	-0.061	1.000				
	SMEAN(P Q3)		0.151	0.030	-0.132	-0.331	-0.009	0.033	-0.018	-0.047	-0.447	0.020	1.000			
	SMEAN(T1 )		-0.008	0.036	0.176	-0.043	-0.179	-0.054	0.069	-0.050	-0.035	0.014	0.023	1.000		
	SMEAN(T2 )		0.003	0.231	0.348	-0.135	0.474	-0.125	-0.166	-0.285	-0.052	0.108	-0.010	-0.247	1.000	
	SMEAN(T3 )		-0.067	0.042	0.208	0.107	0.305	-0.054	-0.166	-0.171	0.192	0.073	-0.118	-0.022	0.289	1.000

Table 15: Correlations

Correlations													
		How important Menstrual Hygiene is?	Do you think sanitary napkin is very expensive?	Do you feel ashamed to buy pads from super shop or medicine store?	From whom you get to know about Menstrual Hygiene?	Who buys Sanitary napkin for you?	Are you aware of health risk cause by poor menstrual hygiene?	How much do you want to pay for 1 packet of sanitary napkin? (Packet of 8)	While choosing the brand of sanitary napkin what do you focus on?	Do you prefer to pay high price if the quality is good?	How often do you face physical or mental difficulties during menstruation?	Do you hide the physical pain or discomfort you feel during menstruation from you Friend, Family or Colleges?	Do you prefer a brown paper bag when you buy Sanitary Napkins?
How important	Pearson Correlation	1											
Do you think	Pearson Correlation	0.005	1										
Do you feel	Pearson Correlation	.429**	-0.078	1									
From whom you	Pearson Correlation	-.284**	0.013	-.314**	1								
Who buys Sanitary	Pearson Correlation	-0.141	0.144	-.346**	0.182	1							
Are you aware of	Pearson Correlation	-.238*	0.105	-.354**	.310**	0.182	1						
How much do you want to	Pearson Correlation	0.030	.456**	-0.008	-0.025	0.173	0.101	1					
While choosing the brand	Pearson Correlation	0.183	0.061	0.141	-0.101	-0.086	-0.139	-0.061	1				
Do you prefer to pay high	Pearson Correlation	-0.132	-.331**	-0.009	0.033	-0.018	-0.047	-.447**	0.020	1			
How often do you	Pearson Correlation	0.176	-0.043	-0.179	-0.054	0.069	-0.050	-0.035	0.014	0.023	1		
Do you hide the physical	Pearson Correlation	.348**	-0.135	.474**	-0.125	-0.166	-.285**	-0.052	0.108	-0.010	-.247*	1	
Do you prefer a brown	Pearson Correlation	.208*	0.107	.305**	-0.054	-0.166	-0.171	0.192	0.073	-0.118	-0.022	.289**	1

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

Table 16: Correlation Analysis

<b>Correlations</b>					
		Barrier	knowledge	Price Quality	Taboo
Pearson Correlation	Barrier	1.000			
	knowledge	-0.355	1.000		
	Price Quality	0.219	0.026	1.000	
	Taboo	0.338	-0.217	0.099	1.000

Table 17: Reliability

<b>Case Processing Summary</b>			
		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Table 18: Reliability Statistics

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.162	15



## Chapter 5: Recommendations and Conclusion

### **Chapter 5.1: Recommendations:**

Savlon's Freedom Sanitary Napkin is a built-up item in the market. Be that as it may, the market is commanded by the mammoth items and worldwide items yet there are part of chances and extensions for this household item. Thus, this gigantic open door might be as a result if FREEDOM does the accompanying things:

- Using Brand (producer) Image: The greatest preferred position for famous makers is that they can without much of a stretch appreciate great market entrance. Since the brand is as of now surely understood the costumers consistently get pulled in with the trust. Opportunity is from the ACI. ACI is now a known and confided in brand. In this way, direct portrayal of ACI will assist this item with getting spotlight in the market.

- Providing quality item: Since clean napkin is a female cleanliness item, quality plays the most significant factor for the clients. On the off chance that the clients are happy with the nature of such item then there is nothing that can stop them to be a faithful client. There are a few highlights that can guarantee the nature of clean cushions:

- Absorbent,
- Thickness,
- Good aromas,
- Product surface,
- Flexibility

Through constant enhancements of the above highlights can assist FREEDOM with being the major brand in Bangladesh.

- **Easy accessibility:** Since feminine cycle is as yet an extremely independent subject in Bangladesh, ladies feel bashful to get some information about sterile cushions to the retailer. They get any notable brand for such crisis circumstance. In this way less accessibility makes a more noteworthy possibility of changing to contender's item. Thus, guaranteeing accessibility will prompt customers' buy choice. Along these lines, Opportunity sterile napkin must be accessible in every one of the shops and staple goods to tell their nearness in the market since this is item which a client needs right away.
- **Price Factor:** since there are as of now high rivalries with neighborhood and global brands, the cost ought to consistently be in a moderate range to remain in the challenge. Accordingly, the shoppers can without much of a stretch expend it and become a reliable client.
- **Promotional exercises:** from the information investigation it was being determined that the most the clients connected with item through Television ads. In any case, in this cutting-edge period, online networking contains the most extreme presentation with brief criticism. Along these lines, Freedom ought to utilize online life get more communicated with their client.
- **Level of fulfillment:** Survey had just demonstrated that there is immense number of respondents who had changed to another item. The explanations for disappointments were examined in the open finished piece of the inquiry where numerous clients had grumbled about its low retentive control, harsh surface and too much solid gum. Thus, these variables must be confirmed for the fulfillment level. Opportunity must guarantee all the guarantees it made to the clients. On the off chance that every one of the guarantees are satisfied, at that point buyers will be fulfilled

## Chapter 5.2: Conclusion:

As we all know that ACI limited is one of the most giant companies in this country and also achieved wonderful appraisal from international market also. The company has all kind of staffs whose are very efficient for the organization. They dragged the company in this position by planning, organizing, controlling the company like superior position. To make the market development the entire company participates directly and indirectly. Like the hygiene brand, the team can make the most profit in consumer business like no one can do that growth, only for their unique and creative idea of initiative those are helping in market development of hygiene brand. Not only that, the business not only earn the profit also spread the most awareness on hygiene issues within the peoples that no other brand ever done like this. However, the business earns anything they love to take initiatives for another achievement and these are their continuous task in the market. ACI limited has taken care of their each and every customer by organize some remarkable awareness-based program activations and gain remarkable outcomes from those initiatives in last one and half years. In this very short time, hygiene brand become the threat for other competitors in the market. Most of the peoples are now aware of hygiene and non-hygiene by hygiene brand. Their biggest initiative was to start operate all hygiene product in under one department of hygiene.

Consumer understanding has a big zone. Quality, Price, Promotional exercises, Features, Fulfillment stage and accessibility are a not much properties about the recognition. In digest concerning the era imperatives yet constraints about facts drive me in conformity with work just into these factors. Guaranteeing quality item, utilizing brand acclaim, guaranteeing simple accessibility in the advertise, keeping up lifelike value, strong limited epoch mediums wish construct FREEDOM poor napkin as a steadily true item then choice instantaneous buyers' fulfillment. On the away danger up to expectation Opportunity fulfills the shoppers afterwards this completed consumers wish flip into the representative about the item any will build above the market.

## References

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Retrieved From- <http://www.aci-bd.com/>

## Appendix A.

### Replace Missing Values

*Table 19: Result Variables*

Result Variables

	Result Variable	N of Replaced Missing Values	Case Number of Non-Missing Values		N of Valid Cases	Creating Function
			First	Last		
1	IB1_1	0	1	100	100	SMEAN(IB1)
2	IB2_1	0	1	100	100	SMEAN(IB2)
3	IB3_1	0	1	100	100	SMEAN(IB3)
4	B1_1	0	1	100	100	SMEAN(B1)
5	B2_1	0	1	100	100	SMEAN(B2)
6	B3_1	0	1	100	100	SMEAN(B3)
7	K1_1	0	1	100	100	SMEAN(K1)
8	K2_1	0	1	100	100	SMEAN(K2)
9	K3_1	0	1	100	100	SMEAN(K3)
10	PQ1_1	0	1	100	100	SMEAN(PQ1)
11	PQ2_1	0	1	100	100	SMEAN(PQ2)
12	PQ3_1	0	1	100	100	SMEAN(PQ3)
13	T1_1	0	1	100	100	SMEAN(T1)
14	T2_1	0	1	100	100	SMEAN(T2)
15	T3_1	0	1	100	100	SMEAN(T3)