

Report On
Shopper activation strategy in trade market of Bangladesh

By

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An internship report submitted to the marketing department in partial fulfillment of the requirements for the degree of Bachelors of Business Administration

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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/We have acknowledged all main sources of help.

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Letter of Transmittal

Md. Shamim Ahmed
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Subject: Submission of internship report

Dear Sir,

I would like to take this opportunity to thank you for the guidance and support you have provided me throughout the course of this report. Creating this report in an organized way would have been impossible to complete without your assistance. With deep gratitude, I also acknowledge the help provided by Mr. Foad Hasan, Shopper Activation Manager, for providing me utmost supervision during my internship in the organization.

To prepare the report I collected what I believe to be most relevant information to make my report as analytical and reliable as possible. I have concentrated my best effort to achieve the objectives of the report and hope that my endeavor will serve the purpose.

I would really appreciate it you enlighten me with your thoughts and views regarding the report. Also, if you wish to enquire about an aspect of my report, I would gladly answer your queries.

Sincerely yours,

Mohammad Salman Khan
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BRAC Business School
BRAC University
Date: 15th December, 2019

Acknowledgement

As the end of the Internship knock at the door, it gives me immense pleasure to express my gratitude to few individuals who were a constant source of encouragement and support in preparing the report.

To begin with, I would like to express my gratitude to my honorable Internship Advisor Mr. Shamim Ahmed for providing his valuable advice and guidance in preparing the report. He has been a constant support throughout the internship period and has provided me his valuable feedback in every step of the process.

I would like to express my gratitude towards BRAC Business School for arranging the Internship Programs that allows students like us to gain a real-life experience of the work environment which would help us to prepare better for the future.

I would also like to thank Unilever Bangladesh Limited for providing me the opportunity to have such a challenging yet exciting opportunity to experience.

I would like to take this opportunity to express my gratitude and sincerest respect to my Supervisor, Mr. Foad Hasan, Shopper Activation Manager, Unilever Bangladesh Limited for being a constant support. Throughout the Internship period, he provided me the opportunity gain firsthand knowledge by allowing me to work, explore and learn.

Lastly, I would like to thank my family and friends who helped me in writing the report by providing their valuable inputs

Executive Summary

The Internship report is the reflection of my 3 months working and learning period as an Intern for customer development Department at Unilever Bangladesh Limited. The research report titled “Shopper activation strategy in trade market” has been prepared with a view to exploring the process of Unilever’s brand launching in the country and how it can be implemented in a more organized way.

To begin with, the report provides the report introductory, limitation, research methodology and literature review. Then it gives an overview about Unilever Bangladesh Limited and the brands associated with it. And finally, the strategies in shopper engagement program to bring an amazing consumer experience.

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List of Acronyms

POSM	Point of Sale Material
GT	General Trade
PS	Perfect Store
MT	Modern Trade
UBL	Unilever Bangladesh Limited
FSU	Free Standing Unit
BM	Brand Manager
LSM	Living Standard Measurement

Chapter 1

Introduction

1.1 About the internship Program

Being a student of Bachelors of Business Administration (BBA), it is mandatory for all students to take part in this program. The point of this program is to get introduced with the practical work type and professionalism. Within the time frame, we get the chance to use our knowledge we gathered throughout our four years undergrad journey.

I got the opportunity to work under the customer development department in Unilever Bangladesh Limited, where I worked under merchandising and shopper activation function and contributed in the grand launching of a number of brands. The key role I had during my stint-

- Responsible for GT & MT POSM execution
- Providing ideas for new concept during shopper activation program
- Communicating with agencies for the execution of POSM

1.2 Rationale of the study

The underlying principle of the study is to identify an effective approach as a shopper activation strategy which an organization should follow in Bangladeshi trade market. This study will focus on identifying the key aspects of the trade market and what can be done to engage consumers.

1.3 Statement of the problem

The key intention of the research is to break down the shopper engagement activities of Unilever and how it can be made easier for other companies who plan to do the same. There are a number of Multinational and Local giant companies running their businesses in Bangladesh. Bangladesh in its trade market, specifically in FMCG industry seems very promising. It would be helpful for other companies to know the strategy Unilever follows to engage its consumers. The report is intended to share more engaging strategies companies can adapt in trade market.

1.4 Literature review

The report is built from several books of merchandising which gives a clear understanding on how to attract consumers visually. “Visual Merchandising: Window and In-store Displays for retail” by Tony Morgan (2008) states that consumers are not pre-determined with what they will buy. 67% of the decision they take on the store. So, a visual expression plays a huge role in their buying behavior. “Silent selling: Best Practices and Effective Strategies in Visual Merchandising” by Judith A. Bell and Kate Ternus (2002) states that modern trading strategy does not require any salesman. Most of the branding can be done just by an effective visual merchandising. For example, Shelf talker talks about the product and its necessity without having any sales personal to influence sales. Thus, it helps both for sales and marketing for an organization.

1.5 Statement of the problem

This report will provide a strategy on the implementation of shopper engagement program in trade market. Although the market is very competitive, there is room for new ideas to engage consumers. Strategical execution of the study can bring more exposure for the organization.

1.6 Limitation

The type of research done within the internship program requires more time to carefully plan and craft it. Besides, Unilever being a market leader has its own confidential policy, for which some information cannot be shared. Also, the market needs to be more developed for a smooth execution. However, the strategies mentioned here will be a best fit for future trade market.

1.7 Research Methodology

For this report, both primary and secondary methods are been used.

Primary methodology such as, informal discussion with professionals and observation while working in different desks- has been used for the study and are the main source for the report.

Official records of Unilever Bangladesh Limited was a great secondary data source. Some other sources are annual reports, manuals, internet results, relevant books and references and different publications of Unilever Bangladesh. An extensive study of the existing file was done to identify the topic.

Chapter 2

Organizational Overview

2.1 Unilever Bangladesh

Unilever Bangladesh Limited, situated in 1964, which contends in the fast-moving Consumer Goods (FMCG) Industry in Bangladesh. It was recently named as "Lever Brothers Bangladesh Ltd", later on in 2010 they changed their name to Unilever Bangladesh Limited. Later on, they are working in a Joint operation with the Bangladesh Government and Unilever PLC where the Government of Bangladesh holds 39.6% of the total share and Unilever holds 60.4% of that. The corporate office is situated in Dhaka, while their assembling units are spread over various pieces of the country. Their greatest manufacturing factory is situated in Chittagong, Kalurghat. They are presently occupied with manufacturing and distributing customer goods in various classifications nationwide. They operate in 4 categories mainly. Personal care, home care, food & refreshment and water purifier.

2.2 Brands of Unilever Bangladesh

Unilever Bangladesh Limited is currently competing in the market with 6 broad product categories, under each category there are several products. In total, they have 22 running brands.

Beauty & Personal Care

Beauty & Personal Care consists of 5 sub divisions; Skin Care, Hair Care, Skin Cleansing and Deodorant & Body Spray. Under each of the brands of the category there are different variations and SKU's, in this category the brands are

Skin Care & Skin Cleansing

- Ponds
- Fair & Lovely
- Vaseline
- Lux
- Lifebuoy

Hair care

- Sunsilk
- Dove
- Clear
- Tresemme

Oral Care

Unilever Bangladesh Limited is introduced oral care back in 1970. Under each brand there are different variants and SKU's, the brands in this category are

- Close Up
- Pepsodent

Deodorant and Body Spray

In the Deodorant and Body Spray Category, Unilever Bangladesh Limited is also competing in the market. Under each brand there are different variation and products, the brands in this category are

- Rexona
- AXE

Home Care

Unilever Bangladesh Limited is running in the Home Care category since 1964. There are 3 sub categories of Home Care

Fabric & Dish Solutions

- Vim
- Surf Excel
- Wheel
- Rin

Food and Refreshment

Unilever Bangladesh Limited is starting to hold a strong position in the Food and Refreshment Category. There are 2 brands in this Category. Each brand has different variation and product SKU's, the brands in this category are

- Knorr
- Taaza
- Lipton

Life Essentials

There is only one brand under Life Essentials category. It has different size capacity and different models available in the market. The only brand under this category is

- Unilever Pure It Water Purifier

2.3 General Trade & Modern Trade

There are two sectors that UBL considers in shopper activation strategy. General trade & modern trade. Retail stores in our neighborhood are considered as general trade. Unilever has its own unique program named “Perfect store” for the general trade. Perfect stores are found with Unilever’s own product placement strategy to gain consumer attention. The program also engages retailers to keep Unilever’s product in the store.



Figure 1- General Trade

Modern trade, on the other hand, are the super shop, cosmetics store and hyper market. Unilever uses most of its merchandising strategy in this sector. The trade sector is very friendly to apply creativity and engage shoppers. E.g.- Unimart is a good example for this sector.



Figure 2- Modern Trade

Chapter 3

Analysis and Strategic implementation

3.1 Analysis

During my strategic management course, I learned a method to analyze and develop strategy.

My honorable course tutor taught me a way to analyze and develop strategy in any case.

According to my learning, I will implement it for the strategic development of trade market.

First of all, we need to understand that any situation has 3 steps. From step one we reach to step three. Steps are-

- Present situation of the subject
- Probable future of the subject
- The way to reach there

Let us apply it for UBL's shopper engagement strategy.

3.2 Present Situation

UBL has its own resource who constantly works to run the business. In general store, there are supervisors and contact merchant. They are assigned with stores in region based. They are responsible to look after all the POSM in general trade. For modern trade, designated merchants work to ensure the visibility of the POSM.

Unilever uses the below sales materials to engage shoppers-

- Shelf talker
- Gondola

- FSU
- Blocker
- Counter Top
- Led shop board
- Bunting
- 3d poster
- Mega Hanger
- Display Program
- Shop-fin

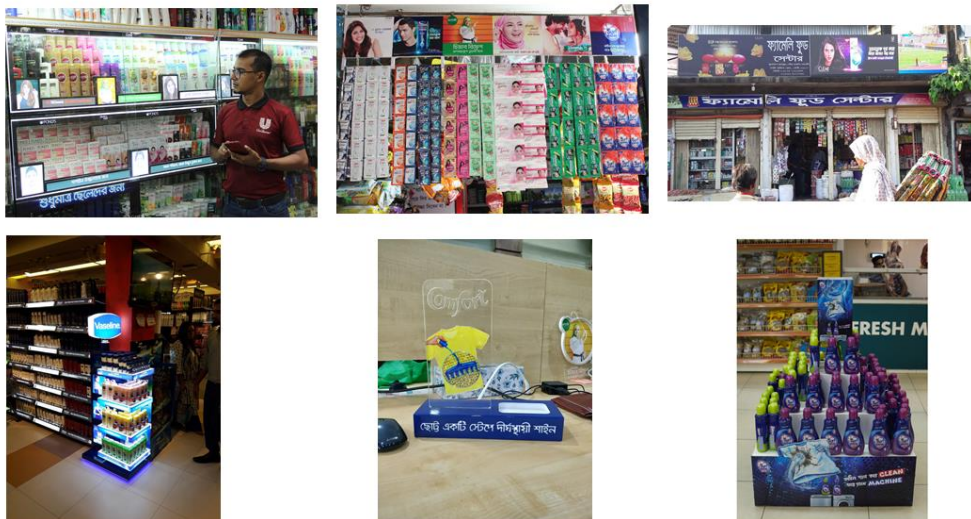


Figure 3-UBL Engagement

Now, let us do a SWOT analysis to come to an end about the present situation. Through the analysis we will get to know the key points of trade market and develop a strategy based on

that.

Strength Easy access to anywhere in the market	Weakness Legal boundaries to design content
Opportunities Free space to use for creative visual	Threats Others can imply the similar strategy

Table 1- SWOT Analysis

Strength- The sales material can enter in any market without any problem. Unilever, being one of the biggest brands, gets easy access in the market. Consumers have a need for the product; thus, Unilever gets the priority over others. Thus, Unilever can stand itself in a new market very easily.

Opportunities- The strength brings the biggest opportunity for Unilever, where Unilever can use the free space to showcase creativity from their marketing perspective. The creative content can grab consumer attention.

Weakness- There are legal boundaries to develop the content for Unilever. Sometimes brands claim puffery contents which has legal consequences. So, Unilever cannot show their creativity exactly they want.

Threats- Competitors can follow the same strategy and build a similar posm which makes the marketing strategy minimal. As a result, the uniqueness of the marketing idea gets away.

3.3 Future situation

The idea of shopper engagement came from consumer buying behavior, where the visuals play a huge role in their purchase decision. Shopping decision are pre-made, but they do not always remain the same. When shoppers reach the store, several facts change their buying decision. Sometimes its related to neurology and sometimes its perception.

Marketing works with both of the above psychological state. Merchandising designing can go along with these states, creating a positive impact in consumer mind. As an organization, its goal is to reach at that level where it can connect dots with consumer mind. When an organization can shape a marketing funnel that connects with consumer mind and helps them to take a purchase decision towards the product. So, in future, the goal of an organization is to create a content that is well built to create enough awareness.

The POSM they develop needs to be more available and more creative. Before even purchasing the product, the consumer will know exactly what it is. It has to be well presentable and most importantly the POSM should create a value. Because, at the last second before a purchase happens, value-based product hits the first line in consumer mind.

3.4 How to reach there?

The SWOT analysis tells that, there are legal boundaries while being creative, but it also implies that there is plenty space to show creativity and consumers always look for new things. So, let us talk about the strategies for trade market.

- Video based shelf talker –

Days are over, where sells man constantly influencing customers to buy a brand. Consumers are well aware of what they need but what is missing is that psychological influence. To grab

attention, video is an effective solution. Rather constantly bragging into consumers ear, a self-driven video with a good visual can actually cut the edge. In Bangladesh, this strategy is not yet available. But this can serve the purpose of the salesman as well as it can influence consumer's buying decision.



Figure 4- Video based shelf talker

Creative in-store display –

One of our threats found in SWOT analysis is others can imitate store visual strategy. To defend that, we have to be as much creative as possible. Creativity cannot imitate, so we have to make sure that our visuals are creative and more similar with the brand purpose. Also, everyone will have their in-store display. It is important to be as much creative as possible to stand out.



Figure 5- Creative in-store display

- Customized shopping experience –

Consumers have different preferences based on their taste, likes, culture and others. Usually, stores have product options recommended by salesman. Sometimes, customers don't feel comfortable or unable to express their need properly. What if, consumers have an automated system where it has input of criteria and they can choose by their preference with just a tap. And when they are done, the system will suggest them an appropriate product for them, explaining in the video screen. The system will be non-biased and 100% logical.

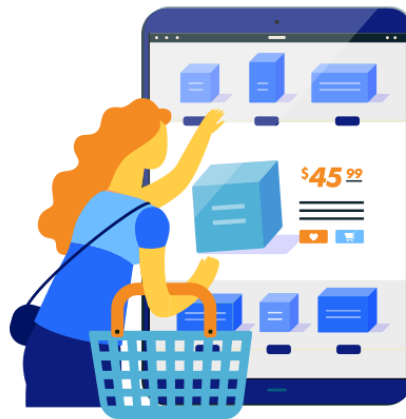


Figure 6- customized shopping

This strategy is not still available in Bangladesh. Famous brands, personal care brands to be exact, are applying this strategy more often. This can change the whole shopping experience of consumers.

- Value based merchandising strategy-

Finally, as mentioned before in the report, it is no good if the marketing does not create any value for the consumer. At the end of the day, they look themselves in the product. If the engagement does not create any value then it will be an average marketing strategy. The picture below clearly states what it is trying to express to its target group and those who admire the character will definitely look into the product.



Figure 7- Value based merchandising

Chapter 4

Conclusion

In conclusion, it can be said that the shopper activation strategy used by Unilever Bangladesh Limited has successfully resulted in great market share and growth in previous years. Strategies mentioned here, can help organizations to tackle future market competition. Because, the industry will have more competition and it is important to be advance in shopper engagement strategies. Without modernization, it will be difficult to survive in this tech savvy world. Getting to work with one of the biggest Multinational Companies in Bangladesh has always been a dream and it has been a pleasure learning and experiencing through the challenging yet exciting opportunities. This Internship has guided me with great knowledge, developed my people management skills and improved my decision-making abilities.

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