

Report On  
Marketing Strategies of ACI Formulation Ltd.

By

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

BRAC Business School  
Brac University  
April, 2020

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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:**

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**Tamanna Sharmin Queen**  
14104121

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

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**Ms. Fabiha Enam**  
Senior Lecturer and Assistant Proctor, BRAC Business School  
BRAC University

## Letter of Transmittal

Ms. Fabiha Enam

Senior Lecturer and Assistant Proctor,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on “**Marketing Strategies of ACI Formulations Ltd.**”

Dear Madam,

I am very pleased to submit my internship report on “**Marketing Strategies of ACI Formulations Ltd.**” which you have assigned to me as an important requirement of my BBA Degree. To complete my BBA Degree, I have been enrolled in a 12week Internship program under your supervision. During my internship, I was assigned in the Marketing Department of **ACI Formulations Ltd.** I took this report as an opportunity to reflect my learning from four-year BBA Program regarding corporate life. I have tried my level best to prepare an effective & creditable report. Besides, I believe I have gained something very useful by gathering information for this report that will support me in my future field of research.

Moreover, I have tried to follow each of the instructions which have been suggested by you. By following those instructions, I have tried to represent my perception and views on this in terms of my understanding. Most importantly, your valuable insight regarding this and the report has helped me to enrich the quality of my work. This is why, I want to thank you for your support towards me and I appreciate the opportunity provided by you through assigning me to work in this thoughtful report. However, I would be glad to clarify any discrepancy that may arise.

Sincerely yours,

---

Tamanna Sharmin Queen

14104121

BRAC Business School

BRAC University

Date: April 21<sup>st</sup>, 2020

## **Non-Disclosure Agreement**

This page is for Non-Disclosure Agreement between the Company, ACI Formulations Limited and the student Tamanna Sharmin Queen.

This agreement is made and entered into by and between ACI Formulation Ltd. and the undersigned student at BRAC University .....

## **Acknowledgement**

In the first place, I want to pay my immense gratitude to almighty for giving me the ability to prepare the report successfully.

Secondly, I would like to convey my sincere gratitude to my respective academic supervisor Ms. Fabiha Enam for providing me with the basic and overall concept idea to make the report effectively. Her gigantic support, guidance and feedback helped me to set up the report precisely.

At the same time, a special gratitude goes to my organization supervisor Abu Bakar Siddique, Assistant Product Manager, Crop Care and Public Health, ACI Formulations Limited, who supported me during my work and made my experience unforgettable. He helped me to gain more practical knowledge that made the experience of my internship more fruitful.

Lastly, I give my especial thanks to **ACI Formulations Limited** for giving me a chance to do the internship in this organization. Along with that I want to thank all the staffs and personnel's for their friendly support. Also, I would like to thank my family and companion whose steady support and lessons brought me to this place.

## **Executive Summary**

ACI Ltd. is one of the largest conglomerates in Bangladesh. It is also a leading company in Bangladesh as it is involved in different business sectors such as Pharmaceuticals, Consumer Brands, Agribusinesses, etc. ACI Formulations Ltd. is one of their subsidiaries which is one of Bangladesh's most renowned agrochemical manufacturers and suppliers. Since its establishment, it has contributed to the development of the country's agriculture sector and has created an enormous footprint in the industry by demonstrating quality and innovation. In this report, an in-depth review of ACI Formulations Ltd. has been carried out, which includes marketing strategies, the positioning of the marketing mix and how they are utilizing their market function. Through this report, it has been shown that ACI has a good brand image and customers are satisfied with the quality of their products. In conclusion, it can be said that ACI FL Ltd. has done well by utilizing its marketing strategies in terms of positioning its products. They need to implement more of their marketing strategies in order to retain their brand on the market. By doing this, this company will gain more market share.

**Keywords:** conglomerates; quality, innovation, marketing strategies, marketing mix, brand image

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## List of Acronyms

LTD	Limited
FL	Formulations
ACI	Advance Chemical Industries
ICI	Imperial Chemical Industries
PVT	Private
CC	Crop Care
PH	Public Health
ETP	Effluent Treatment Plant
CRM	Customer Relationship Management
SPO	Sales Promotions Officer
FB	Facebook
RSM	Regional Sales Manager
ASM	Area Sales Manager
TO	Territory Officer

# **Chapter 1: Introduction**

## **1.1 Background of the study**

An internship is a program by which all university students get the opportunity to have the experience of the corporate world. It is a perfect opportunity for students like us to utilize our knowledge and skills by learning new things in the environment of a corporation. Additionally, it helps to gain more knowledge and skills which will benefit us in the near future. At the end of the three months, we have to submit a report on a particular company assigned to us by our respective supervisor.

This report is a mandatory part of my internship program. And this is on how ACI Formulations Ltd. conducts its marketing activities efficiently. This report is based on internship period where I can gain an understanding of the real world by working in this area.

I was assigned in the marketing department of ACI Formulations for internship where I have learned how to work under pressure, how to handle difficult situations calmly, how to come out from my comfort zone, how to deal or communicate with different people like dealer, retailers, farmers, salesperson, territory officers, customers, etc.

## **1.2 Objectives of the study**

The main purpose of this study is to clearly understand the marketing strategies of ACI Formulations Ltd. And the objectives can be divided into two parts-

### **General Objective**

The general objective is to fulfill all the requirements of the BRAC University Internship Program under the supervision of a faculty and to gain knowledge and skills on how to do marketing by understanding the process and activities of the company, ACI Formulations Ltd.

### **Specific Objective**

- To get the experience of working in a company
- To develop my knowledge and skills
- To identify different types of services provided by ACI Formulations Ltd.
- To understand and implement the marketing strategies of ACI Formulations Ltd.
- To learn how to work under pressure, how to deal with different people in different situations

- To complete my graduation

### **1.3 Methodology**

To prepare this report, collecting information is very important. For this reason, both quantitative and qualitative sources have been used to collect data from this report.

#### **Primary Sources**

- Practical work
- Face to face interview with the employees
- Personal interview with the customers and retailers
- Personal observation and experience

#### **Secondary Sources**

- Website of ACI Ltd. & ACI Formulations Ltd.
- Articles on ACI Ltd.
- Annual Reports of ACI Formulations Ltd.

### **1.4 Scope of the study**

The business operations sector of ACI Formulations Ltd. is a broad branch as it deals with the distribution channel, dealer, salesperson, and consumers. The report particularly signifies what market strategies and key activities they are covering. The main goal is to find how the company goals can be achieved through different marketing strategies. So that I can know the ways in which ACI Formulations is expanding its business. After that, I will be able to know the overall performance of the company in the market.

### **1.5 Limitations of the study**

As a subsidiary company of ACI Ltd., ACI Formulations Ltd. is well established as an organized company. This company is competent enough to face everyday challenges. However, as a fresh graduate, I have faced many challenges during my internship period. But in spite of that, I tried my best to make this report a successful one.

- ACI FL maintains its privacy and confidentiality very strictly. This is why it was not possible for me to collect all the information that could make my report more detailed in all aspects.

- Only the top management can give accurate data. But it was really hard for me to get the data from them as they were very busy with their works.
- For the time constraint, I was unable to gather more information about the whole company.
- As I am a fresh graduate, this is why the work pressure in ACI FL was very difficult for me. It took me a while to adjust to this company.

## Chapter 2: The Company



***ACI Limited***



**ACI Formulations Ltd.**

## **Company Profile**

### **2.1 Introduction of ACI Limited**

Advanced Chemical Industries (ACI) Limited is one of the largest and leading multinational heritage conglomerates in Bangladesh which operates nationally through its four diversified strategic business units. In 1968, ACI was known as the Imperial Chemical Industries (ICI) subsidiary. It was founded on 24<sup>th</sup> January 1973 as ICI Bangladesh Manufacturers Limited. The company was renamed on 5<sup>th</sup> May 1992 to Advanced Chemical Industries Limited (ACI Ltd.).

The company has diversified into four segments that are reportable; Pharmaceuticals, Consumer Brands, Agribusinesses and Retail Chain. This company is directly involved in the manufacturing of pharmaceuticals, consumer brands, and animal health care products. In their pharmaceutical section, they manufacture and market healthcare products both at home and abroad. The Animal healthcare section contains veterinary and fisheries items. The section of Consumer Brands focuses on the display and distribution of shopper products. The crop care and public health section which is basically agribusiness offer item related to crop protection. The Retail Chain section includes encouraging the improvement in merchandise promoting effectiveness and to give an advanced self-administration shopping alternative to clients. Not to mention that ACI Retail Chain is the largest retail chain that is operating in our country through 73 SHWAPNO outlets all over the country and contributes to around 35,000 households each day.

Moreover, the organization contributed Taka 3,625 million to the National Exchequer during FY 2017-2018 as corporate assessment, custom obligation, and value-added tax.

By the same token, ACI is also committed to serving and working for the general growth and progress of the community. Their mission, vision, and values reflect their commitment. On their website, they have clearly stated their mission, vision, and values;

### **2.2 Mission**

ACI's mission is to enrich the quality of life of the people through responsible application of knowledge, technology and skills. ACI is committed to the pursuit of excellence through world-class products, innovative processes, and empowered employees, to provide the highest level of satisfaction to our customers.

## **2.3 Vision**

To realize the Mission, ACI will:

- Provide products and services of high and consistent quality, ensuring value for money to our customers.
- Endeavor to attain a position of leadership in each category of our businesses.
- Develop our employees by encouraging empowerment and rewarding innovation.
- Promote an environment for learning and personal growth.
- Attain a high level of productivity in all our operations through effective utilization of resources and the adoption of appropriate technology.
- Promote inclusive growth by encouraging and assisting our distributors and suppliers in improving efficiency.
- Ensure a superior return on investment through judicious use of resources and efficient operations, utilizing our core competencies.

## **2.4 Values**

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



## 2.5 Organizational Structure



## 2.6 Research & Development

- Hexisol Coronavirus Awareness Campaign
- Fighting the Hidden Enemy of Our Poultry Industry
- PPP Breeding is the Future for Rice
- Fertile Embryo Transfer: Worldwide Adoption and Prospect in Bangladesh
- The Curious Case of Bt Brinjal in Bangladesh

- Agriculture 4.0, facing the Fourth Industrial Revolution
- Sensor Driven Harvester and Transplanter to fulfill the Mechanization need
- Adoption of GM Crops is key to safe food production
- Cryogenic Freezer can reduce post-harvest losses of Bangladesh
- Efficiency in Fertilizer Application

## **2.7 Strategic Business Unit**

### **Strategic Business Unit**

- Pharmaceuticals
  - Tablet, Capsule, Dry Powder, Liquid, Cream, Gel ointment, etc.
- Consumer Brands & Commodity Products
  - ACI Aerosols
  - ACI Mosquito Coil
  - Savlon
  - ACI Pure Salt, Atta, Spices, Suji, Sugar, etc.
- Agribusiness
  - Crop Protection
  - Seed
  - Fertilizer
  - Agri-machineries
  - Animal Health Products

### **Subsidiaries**

- ACI Formulations Ltd.
- ACI Salt Ltd.
- ACI Pure Flour Ltd.
- ACI Foods Ltd.
- ACI Edible Oils Ltd.
- ACI Agrolink Ltd.
- ACI Motors Ltd.
- ACI Healthcare Ltd.
- ACI Chemicals Ltd.
- ACI Logistics Ltd.

## **Joint Ventures**

- Tetley ACI (Bangladesh) Ltd.
- ACI Godrej Agrovvet Private Ltd.
- Asian Consumer Care (Pvt.) Ltd.
- Stochastic Logic Limited

As I'm working as an intern in ACI Formulations Ltd., this is why I'm giving brief information about ACI Formulations below.

## **2.8 ACI Formulations Limited**

ACI Formulations Limited (ACI FL) is a subsidiary of Advanced Chemical Industries (ACI) Limited which is located at Gazipur, Dhaka. It was established in 1995. Mainly, this company aims to help farmers to protect their crops from disease, insects, and weeds. Other than this ACI FL manufactures the majority of the products of ACI Strategic Business Limited except for the Pharmaceutical Division.

This company has two departments; Crop Care (CC) and Public Health (PH). The Crop Care and Public Health of ACI FL is one of Bangladesh's most renowned and leading agrochemical manufacturers and suppliers. It's been around two decades since CC & PH began its journey in 1996; and since then, it has contributed to the growth of the country's agriculture sector and has made a significant contribution to the industry by demonstrating quality and innovation. In this company, they manufacture crop protection chemicals such as insecticides, herbicides and fungicides in granular, powder, and liquid, mosquito pesticides in the forms of aerosols, vaporizers and coils household chemicals like toilet cleaners and hand wash. This company is now selling environment-friendly 'Bio-pesticides' to the conscious farmers as it's the newest addition to its product line. This company is also committed to fulfilling the country's rising food demand by modernizing agriculture and increasing productivity through modern technology extension, training, and field supervision. Apart from these this company also focuses on agribusinesses, motors and Dulux paints.

Not to mention that this is one of the first formulations company in Bangladesh to be successful in setting up an ETP (Effluent Treatment Plant) in Gazipur. Basically, it is a process of recycling wastewater and returning it to the water cycle with minimal environmental issues. As it's going greener, for this reason, nature will now be cleaner as well.

## **Chapter 3: Job Responsibility and Observations**

### **3.1 Job**

I was assigned as an intern on the ACI Crop Care and Public Health Department at ACI Formulations Ltd. It is located on the 9<sup>th</sup> floor of Novo Tower, Tejgaon. Through these two departments, I was able to acquire very essential marketing knowledge. In my internship period, I really enjoyed doing my work. Also, I got a great opportunity to work with different people from different sectors.

### **3.2 Nature of the job and My responsibilities**

#### **I. Purpose of the job**

My main purpose of the job is to collect all the information related to their marketing strategies and activities so that I can apply those to my future works.

#### **II. Job Customers**

**Internal:** Superior, Field force, Colleagues,

**External:** Distributors, Retailers, End-users

#### **III. Major Responsibilities**

- Managing their Facebook page
- Solving Facebook queries
- Creating Facebook content on special occasions like International Women's Day, Independent Day
- Working for their CRM Panel
- Managing their Crop Care app named "Fosholi App"
- Gathering all the information of their SPOs
- Data entry

### **3.3 Observations**

There were numerous things I observed as an intern while working at ACI Formulations Ltd. which I otherwise would not have known. But I must say that working there was a great experience for me. Working under this company enhances my knowledge and working under the guidance of its experienced staff encourages me to work even more for the development of the company and for me as well. I came up with the following observations which I am mentioning below:

- a. Interns must be assigned with the responsibility as per their potentials
- b. ACI's work environment is very friendly and employees are very cooperative
- c. Employees are active and attentive in their assigned tasks
- d. Office time is from 8.30 am-6 pm. But sometimes employees have to stay longer to complete their work
- e. One cannot leave the office unless its urgent
- f. Each employee is monitored by the General Manage to have the best outcome for the company
- g. Theoretical knowledge is just as important as every works and task requires a theoretical base

## **Chapter 4: The Project**

To begin with, I would like to state that I joined ACI Formulations Ltd. on 23<sup>rd</sup> February 2020. I was assigned as an intern in the marketing department of CC and PH of ACI FL Ltd. As I was in the marketing department, this is why I was lucky enough to work with employees directly and indirectly but I could not get enough information about this company because of the pandemic situation of COVID-19. It was really tough for me to gather all the information in a short period of time.

### **4.1 Marketing strategies of ACI FL Ltd.**

Marketing strategy is an action plan intended to promote or sell products or services. In this growing market, ACI FL Ltd. has been able to sustain its growth by its different marketing strategies. It uses many marketing strategies to promote their business. And those are:

- **Social Media Marketing**

ACI FL is doing social media marketing through Facebook and Instagram. They have their FB and Instagram pages of their own which have all the product details such as flora, aerosol,

handwash, etc. of their formulations department. On their page, customers ask queries about their products. Some customers had problems with the products. They used to send messages there. What I had to do is to copy those queries or problems of the first 10 days and paste those in an excel sheet. After that, I had to submit that to our supervisor. I had to update that sheet every 10 days. My supervisor used to write the solutions beside every query and then he used to send that to me. Then I used to give the customers solution via FB messages. By using these two platforms, they are continuously trying to improve their presence in social media.

- **Content Marketing**

On their page, they arrange a competition every week which was basically among the SPOs where the SPOs had to post one picture or video of one of the crop care products for instance flora. I had to find which picture has the most like because the person with the most like used to be the winner of that week. That was one kind of marketing strategy to market the products of ACI CC.

- **FB contents on special occasions**

In the first month of my internship period, I got the chance to work with their digital marketing team. I gave them ideas about the FB content of special occasions like International Women's Day and Independence Day. As we all know FB is a great platform to make anything famous. And on these occasions, many people share other pages good content to wish everyone. This is one of this company's marketing policy to promote their business through these contents.

- **Internal Marketing through their CRM Panel**

Basically, CRM is a telecommunication system by which we had to talk with different employees such as RSM, ASM, TO, SPO, etc. from different districts. I had to keep a track of their work like how many products and what products they are using, selling, distributing the most, are they doing monthly or weekly meeting regarding the products or not, etc. Also, we intern had to make them understand about the main goal and objective of the company to foster brand advocacy. This is a trick to increase employee engagement.

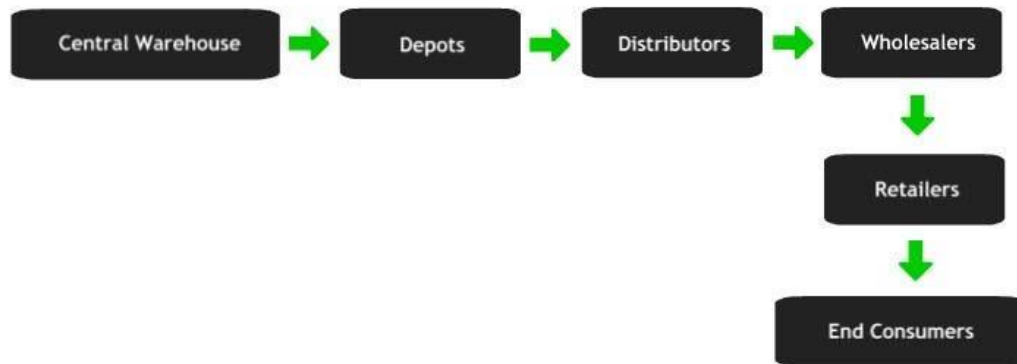
- **Relationship Marketing through their Fosholi App**

As we know that relationship marketing mainly focuses on customer building. It also improves customer loyalty. ACI CC has an app named "Fosholi" of their own by which customers can order any product they want and can get it in any district as this company has their dealers in almost every district in Bangladesh. I had to check that app every day and had to call them to confirm their orders as most of the customers are farmers and they are not

educated enough to purchase the products by that app. After confirming their orders, I had to thank them through phone calls. Sometimes this company gives discounts and coupons to the customer via that app. As a result, the amount of product purchase increases.

## 4.2 Marketing Mix of ACI FL Ltd.

- **Product:** Almost every person from Bangladesh knows about the brand ACI because of its high-quality products. It is a globally renowned brand. The products of ACI CC are- Flora, Nuben, Superpower, Protect, Care, etc. which we primarily apply on the crops to protect those from diseases, insects and weeds. And the products of ACI PH are- ACI Aerosol, Wonder Dishwash Powder, Bar, Savlon handwash, hand sanitizer, etc. Among these products, Savlon and Aerosol are core brands. And flora from CC is one of the best for crop solutions. In terms of sales and share, ACI PH products has huge market impact but ACI CC products do not have this much impact.
- **Price:** ACI PH products are priced as per competitor's pricing strategy as they have huge market share. As the products of ACI PH are well known, this is why they keep their pricing a bit high compared to other competitor brands like Dettol, Mortein, etc. On the other hand, the customers (Farmers) and retailers of ACI CC products complain about their pricing very high compared to other company's products. As most of the customers of ACI CC products are farmers, this is why the company should keep the product pricing a bit low so that the farmers can afford those easily.
- **Place:** As ACI is a successful brand, for this reason, they have a very strong and efficient distribution channel. And because of their strong distribution channel, they always deliver the products on time. We all know ACI PH and CC products are very essential for our everyday life. This is why these products are sold because of their availability. The distribution channel of ACI CC and PH is given below:



## ACI CC & PH Products Distribution

- **Promotion:** Promotion is a very important part of a business and it's the communication aspect of the entire marketing function. ACI is one of the oldest companies of Bangladesh. They know how to promote their products effectively. To increase the sales of their products, they use different types of promotional methods such as advertising, sales promotion, special offers, online marketing including social media campaigns, sponsoring events, print media, etc. Some of their promotional activities are given below:





TVC of ACI Crop Care product “Flora”

একটি মশাও হতে পারে বিপজ্জনক  
এসিআই এ্যারোসল ব্যবহার করুন, সুরক্ষিত থাকুন।

সুস্থ থাকুন

**ACI AEROSOL**  
The Most Effective  
Insect **Killer**

Advertisement of ACI Public Health Products “Aerosol”



**Savlon Clean Bangladesh Campaign (ACI Public Health Product)**

## **Chapter 5: Conclusion and Recommendation**

### **5.1 Conclusion**

ACI is a well-reputed company in Bangladesh. It has gained tremendous success since its establishment. It has been possible only because of its skilled management, well trained, dedicated employees and high-quality products.

I've to say that I couldn't get enough time to work with ACI Formulations Ltd. because of COVID-19, this is why I was not able to collect enough information in a short period of time. But as I've worked in the department of CC and PH, I know that ACI CC and PH has already been playing a vital role in finding and utilizing the opportunities. Despite hard competition among all big competitors,

ACI Crop Care and Public Health has made tremendous and remarkable progress in almost every field of its market. This achievement has been made only because of their different marketing strategies and activities.

## **5.2 Recommendation**

- As most of the works were computer-based, this is why my first recommendation for them would be bringing new desktops and laptops. Almost every desktops and laptop of this company does not work properly which is a major problem.
- They should have lunch facilities for the interns. Having lunch is an important part of our daily life. And almost every company provides lunch for each employee including interns. But ACI does not have this arrangement for interns only. Also, they do not have any canteen in their office building. For this reason, I had to face a lot of trouble for having lunch because bringing lunch every day was not possible for me.
- They should start their office at 9 am. As their office timing starts at 8.30 am, it's difficult for many people to arrive so quickly especially for those who live far away.
- In CC, they do not promote their products properly. As their main customers are farmers, they need to do the marketing of crop care products by keeping this in mind. They need to focus on what their customers need, want and demand. By this, they will get a proper idea to promote their products in this sector.
- They should give salary to their interns at the right time. They do not give salary to the interns before the 15<sup>th</sup> of the month. They do this only for interns. And from my perspective, it's very demotivating for every intern.

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