

Report On
Understanding the Usage of Sanitary Napkin by Women in
Bangladesh

By

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An internship report submitted to the BBS in partial fulfilment 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

The internship report submitted is my original work while completing a degree at Brac University.

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.

The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.

I have acknowledged all of the main sources of help.

Student's Full Name & Signature:

Zahin Anika Shetu
Student ID: 15304034

Supervisor's Full Name & Signature:

Rahma Akhter
Lecturer, BRAC Business School
BRAC University

Letter of Transmittal

Rahma Akhter
Lecturer,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: **Submission of Internship report on Understanding the Usage of Sanitary Napkin
by Women in Bangladesh**

Dear Madam,

With due regard, I would like to declare that I have successfully completed my internship report on the “**understanding the usage of a sanitary napkin by women in Bangladesh**”. During the period of my research, I could gather my knowledge regarding the factors that play a vital role in choosing sanitary napkin by women.

As an Advisor to the report, you gave calculable bits of knowledge and hypothetical preparations to enhance the nature of my work. I am grateful for your empowering heading and motivation amid the time of preparation of this research paper. Without your supervision, this would essentially not have been possible.

I have exhibited my best effort to execute the pertinent speculations that you have mentioned and do I expect that my report is thoroughly accepted.

Sincerely yours,

Zahin Anika Shetu

ID: 15304034
BRAC Business School
BRAC University
30th April 2020

Non-Disclosure Agreement

This agreement is made and entered into by and between Square Toiletries Limited and the undersigned student at BRAC University

Acknowledgement

Above all else, I thank the Almighty Allah for the quality, aptitude, and tolerance He has blessed me with to finish my internship report. Moreover, I would also like to offer my wholehearted regard to my supervisor Rahma Akhter, Lecturer of Department of Marketing, BRAC University, for controlling me all through this report and allowing me the chance to introduce such an informative piece of work. I particularly prefer to say thanks to her for being steady and rendering her constant consolation, motivating rules, and important proposals for the report. Besides, I am incredibly thankful to every individual present at Square Toiletries Limited for making my Internship period viable, neighbourly, intriguing, and in particular for allowing me the chance to elevate my knowledge about how a big firm conducts or function. Furthermore, I would like to show my appreciation towards my on-site supervisor Tanvir Ahmed for his endless support (Executive). Afterwards, I am also required to express gratitude toward Ms. Jesmin Zaman (Head of Marketing), Mr. Fazal Mahmud Roni (Marketing Manager), for allowing me the chance to work with them during my time of the internship. I have had the option to gather knowledge and complete this report in a far-reaching way because of their direction, backing, and advising that they have given me during this period. I have attempted my best to execute their useful recommendations while doing my report. At long last, my genuine gratitude goes to my family, friends and every single one who has helped and upheld me altogether in various stages during the time of my internship.

Executive Summary

Due to the partial requirement of the BBA program, I am required to do my internship to complete my undergrad life and thus, my destination for the internship program was in the Marketing Department of the 'Square Toiletries Ltd.' In this report, I attempted to represent a portion of my perceptions which I had seen during this entry-level position period. As 'Square Toiletries Ltd.' is probably the biggest maker of toiletries items in Bangladesh it was an extraordinary open door indeed, to find out about its authoritative practices, corporate manners and various practices in the Marketing Department. STL follows a very much characterized progressive system or structure for the board representatives to keep up the hierarchy of leadership which begins with the General Manager and ends with the Junior Executive. It likewise follows a diverse chain of command for its business group.

The association has a few qualities and openings and then again it likewise has shortcomings and dangers. In any case, it is equipped for pushing forward by defeating the greater part of the impediments. Moreover, the main motive of this report is to analyze the recent usage trend of sanitary napkin, purchase behaviour, position of Senora brand and the reasons influencing buyers to buy sanitary napkin. Basically, the data gathered was collected from primary source via the aid of the secondary source.

From the survey, it was found that the current brand used by women was Freedom preferred by 55.9% women then Whisper which was 32.4% and the third one was Senora consisting of 8.8% of women. Another probable data portrayed that the most used brand by women was Freedom which is preferred by 50%, Whisper by 38.2% and Senora by 11.8%.

To encapsulate, we can state that Senora successfully has created their place among top 10 brands of sanitary napkin in Bangladesh by continually supporting women through the conduction of several women empowerment campaign.

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List of Acronyms

STL	Square Toiletries Limited
CHQ	Corporate Headquarter
GMP	Good Manufacturing Practice
GM	General Manager
HQ	Head Quarter
HR	Human Resource
DGM	Deputy General Manager
DG	Director General
HRD	Human Resource Development
SN	Sanitary Napkin
DSM	Divisional Sales Manager
RSM	Opponent Team Wicket
ASM	Area Sales Manager
AGM	Assistant General Manager
QC	Quality Control
PD	Product Development
TSO	Territory Sales Officer
SO	Sales Officer
SR	Senior

Chapter 1

Overview of Internship

1.1 Student Information

Name	Zahin Anika Shetu
ID	15304034
Program	BRAC Business School
Major	Marketing /HRM

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

Company Name	Square toiletries Ltd.
Period	3 months
Department	Marketing
Address	Square Toiletries Limited Rupayan Centre [12 th Floor] 72, Mohakhali C/A, Dhaka-1212

1.2.2 Internship Company Supervisor's Information

Name	Tanvir Ahmed
Position	Executive

1.2.3 Job Scope – Job Description/Duties/Responsibilities

Conducting Survey

- ✓ Marketing department tends to conduct a survey for each existing products and upcoming products as well which helps them to collect honest feedback from their consumers.
- ✓ Thus, most of the time I was assigned to conduct the survey both inside and outside the organization.
- ✓ After the completion of the survey, I was also required to submit a report, based on the results of the survey, in excel.

Other Responsibilities

- ✓ I was assigned to do some minor assignments consistently like enter data to the MS Excel Worksheets, getting ready proposition, making copies, examining important files, handling phone calls.
- ✓ On the other hand, two senior colleagues used to conduct a survey on the field every weekday whereas the results they used to collect on the hard copy I had to input all of the data in SPSS file.
- ✓ Moreover, often I was even required to do minor work in excel that I was being asked by my on-site supervisor.
- ✓ Toward the finish of this program, interns are told and required to put the achievements and discoveries of the report by setting up a report covering the significant themes.

1.3 Internship Outcomes

1.3.1 Student's contribution to the company

- By the aid of my survey, STL could infer the authentic information about consumers' perception regarding a particular product.
- With the assistance of the survey's outcomes, often my supervisors used to conduct several meetings and discuss the development of the product.
- The data that I used to input in SPSS helped them to save their time in a great way ultimately leading to time efficiency and productivity.

1.3.2 Benefits to the student

- While I was an intern in Square, I had the opportunity to work in MKT department. Throughout this extraordinary journey, I could gather experience regarding the exploration of how to work with accuracy and efficiency while maintaining punctuality.
- Moreover, I was also able to nurture my corporate etiquettes and elevate my understanding ability to any kind of instructions.
- Last but not the least, working with the experts for three consecutive months I could observe a huge improvement in my communication skill that will help me in my career life for the very long run.

1.3.3 Problems/Difficulties during the Internship period

Unfortunately, during my temporary job period, my PC was not working appropriately for consecutive two weeks. I grumbled to the position however there was no quick reaction. They attempted their best to fix it prior yet presumably, somehow it got delayed. Along these lines, the administration ought to be extremely careful about the improvement of the organization.

1.3.4 Recommendations

The occurrence of any incident regarding technical issues related to PC should be taken into consideration instantaneously. Meanwhile, the intern should be provided with a replacement as soon as possible to work without any hindrance.

Chapter 2

Organization Part: Overview, Operations and a Strategic Audit

2.1 Introduction

2.1.1 Objectives

General Objectives:

The target of the investigation is to concentrate on one wide issue that is “Understanding the Usage of Sanitary Napkin by Women in Bangladesh”. This paper additionally covers some

different components identified with the sanitary napkin of STL and its significance which is referenced in the particular destinations beneath:

Specific Objectives:

- Having known the mission, vision, objectives, values and principles of STL
- Gather knowledge about various types of brands of STL.
- To have a commonsense thought regarding the tasks of the Marketing division of STL
- Understanding the sanitary napkin utilization pattern of women in Bangladesh
- Checking the brand soundness of Senora
- Understanding the issues and chances of Senora
- Finding out the Purchase behaviour of sanitary napkin by women

2.1.2 Methodology

This report was set up through a progression of procedures beginning from determination of the point to the consummation of the report. I clarified my experience as an intern in Square Toiletries Ltd. During these three months in this report. Alongside it, I utilized the accompanying approach:

Topic Selection: With the aid of both of my onsite and academic supervisor I could successfully choose a topic for my internship report

Sources of Data:

Primary data:

Because of a pandemic circumstance, I couldn't set face to face conversations, known as qualitative research, with my supervisor, executives of STL, the General Manager and the consumers in regards to the assortment of data. Be that as it may, I was furnished with certain reports by my on-location supervisor which was extremely valuable. Also, through my perception as an Internship in STL, I got some data that I have utilized in this report. Moreover, I have surveyed on google doc form to collect the data from consumers that is said to be quantitative research.

Secondary data:

- STL's website
- STL's Annual reports from the year 2016 to 2019
- KCL's Annual report for the year 2016 · Informative records gave by the organization administrators
- Online quest for more subject-related data

Scope of the study

This internship report exhibits the recent scenario of the business operation of Square Toiletries Limited. Besides, it also includes an in-depth analysis of “Understanding the Usage of Sanitary Napkin by Women in Bangladesh”.

2.1.3 Limitation of the Study

During the assortment of information for this report, there were a few challenges confronted which were data gathering, constrained access to different divisions, different constraints are given underneath

- The validity of essential information can't be guaranteed and along these lines gathering it was extremely troublesome.
- To maintain confidentiality, it was quite obvious that the supervisors may be wary about offering certain organization data to the interns. Along these lines, getting a specific scenario was quite arduous. Thus, Limited access to explicit data can be a drawback.
- My comprehension and experience about the corporate universe of STL which I have clarified in this report probably won't be precise or adequate therefore, I have utilized my suspicions. This is because it was my first handy involvement in the corporate universe of STL which was basically of a duration of three months.
- People are too occupied and busy in their life some of the respondents might have ticked the boxes in the survey randomly
- Due to time constraint, the sample size is only 35.

2.1.4 Significance

- The fundamental motive of this study was to understand the usage of the sanitary napkin by women.
- Not only this but also to find out about the most used brands and the current brands by the women.
- An insight into the factors working behind choosing the sanitary napkins
- The sample was taken for this study was women who were Students, Working women and Homemaker

2.2 Overview of the Company

Square Toiletries Ltd. is a piece of the exceptionally famous neighbourhood aggregate in Bangladesh-Square Group. It is one of the biggest and driving FMCG organizations in Bangladesh that has a turnover of USD 75 million. With their tenacious advancement, STL is the pioneer for getting new items and bundling ideas in Bangladesh. They have picked up the aptitude and excitement to satisfying clients' desires with their quality item runs through the most extreme genuineness. STL thinks about individuals as special as far as their needs, and to fulfil singular needs, they generally attempt to keep up the steady nature of their one of a kind items. Just for their clients, they are tenaciously endeavouring to be "as unique as you".

2.2.1 Vision

Square attempt to understand the unique needs of the consumer and translate that needs into products which satisfies them in the form of quality products, high level of service and affordable price range in a unique way.

2.2.2 Mission

- To treasure consumer understanding as one of our most valued assets and thereby exerting every effort to understand consumers' dynamic requirements to enable us in offering maximum satisfaction.

- To offer consumer products at an affordable price by strictly maintaining uncompromising stance with quality. With continuous R&D and innovation, we strive to make our products complying with international quality standards.
- To maintain a congenial working environment to build and develop the core asset of STL – its people. As well as to pursue a high level of employee motivation and satisfaction.
- To sincerely uphold the responsibility towards the government and society with utmost ethical standards as well as make every effort for a social order devoid of malpractices, anti-environmental behaviours, unethical and corruptive dealings.

STL defines the term ‘SQUARE’ as ---

S for Sharing is Caring

Q for Quality for the Loved ones

U for Unique and Unconditional

A for Aura of Tranquility

R for Relations we care for

E for Essence of Purity

2.2.3 List of the Concerns of Square Group

- Square Pharmaceuticals Limited
- Square Hospitals Limited
- Square Food and Beverage Limited
- Square Textiles Limited
- Square Herbal and Nutraceuticals Limited
- Square Informatix Limited
- Maasranga Communications Limited
- Square Fashions Limited
- Mediacom Limited
- Maasranga Productions Limited
- Sabazpur Team Company Limited
- Aegis Securities Limited

2.2.4 Associate companies and concerns of SQUARE



As part of vast diversification, Square has the following associated companies:

- Sheltech (Pvt.) Limited.
- Pioneer Insurance Co. Ltd.
- Mutual Trust Bank Ltd.
- National Housing Finance and Investments Ltd.

2.2.5 Table of Major Brands of STL




The products of STL are separated into two sections. These are:

- Health and Hygiene Products.
- Toiletries Products.

Health and Hygiene Products	
	<ul style="list-style-type: none">• Senora Confidence Ultra• Senora Confidence• Senora Regular• Femina Antibacterial• Senora Confidence Super Long• Senora Eco Belt• Senora Eco Panty
	<ul style="list-style-type: none">• Baby Diaper• Baby Wipes

Toiletries Products

	<ul style="list-style-type: none"> • Chamak Fabric Whitener
	<ul style="list-style-type: none"> • Chaka Ball Soap • Chaka Laundry Soap • Chaka Super White Washing Powder
	<ul style="list-style-type: none"> • Jui Pure Coconut Oil • Jui Hair Care Oil
	<ul style="list-style-type: none"> • Meril Splash Beauty Soap • Meril Milk Soap Bar • Meril Baby Gel Toothpaste • Meril Baby Lotion • Meril Baby Powder • Meril Baby Olive Oil • Meril Baby Soap • Meril Glycerin • Meril Olive Oil • Meril Petroleum Jelly • Meril Chapstick • Meril Lip gel • Meril Conditioning Nail Polish Remover
	<ul style="list-style-type: none"> • Kool After Shave Lotion • Kool After Shave Gel • Kool Deodorant Body Spray • Kool Shaving Foam • Kool after Shaving Cream • Kool Deo Talc Powder

	<ul style="list-style-type: none"> • Revive Perfect Fairness Talcum Powder • Revive Pimple Free Brightening Facewash • Revive Enhance & Repair Shampoo
	<ul style="list-style-type: none"> • Maxclean Dishwash Bar • Maxclean Dishwash Liquid
	<ul style="list-style-type: none"> • Shakti Liquid Toilet Cleaner
	<ul style="list-style-type: none"> • Select Plus Shampoo
	<ul style="list-style-type: none"> • Sepnil Hand Sanitizer • Sepnil Hand wash
	<ul style="list-style-type: none"> • Spring Air Freshener
	<ul style="list-style-type: none"> • White Plus Toothpaste
	<ul style="list-style-type: none"> • Xpel Aerosol


	<ul style="list-style-type: none"> • Zerocal Sachet • Zerocal Tablet
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Table 1: Table of Major Brands of STL

Significant Brands of the organization are Jui, Chaka, Senora, Magic, Meril Protective Care, and Meril Baby. Moreover, Square is additionally sending out its completed items to 13 nations UAE, Germany, UK, Australia, Malaysia, and so forth.

2.3 Management Practices

As of now, STL is doing its creation in its two completely computerized plants at Rupshi and Pabna. With their innovative creation offices, most exceptional hardware, and excellent crude materials, they guarantee the most perfectly awesome for their clients. Imported from different outside providers, the best quality crude materials are utilized for all STL items. Each period of the creation procedure experiences thorough testing to fulfil universal guidelines, following the GMP (Good Manufacturing Practice) of creation.

On the other hand, Square Group emphasizes giving the most ideal remuneration to all the individuals working with the organization through a bundle comprising of essential pay, extra, recompenses, leave pay and also different retirement benefit. Therefore, it helps the employee to work with full productivity and present excellent output.

2.3.1 Quality Policy

Devoted to bending over backwards to comprehend customer needs to give the most extreme fulfilment and to accomplish showcase authority.

Endeavour to persistently overhaul producing innovation and to keep up an ideal degree of value quantifies in similarity with the worldwide norm – ISO 9001: 2008. Focused on accomplishing quality destinations through constant worker preparing and keeping up a suitable workplace.

2.3.2 Organogram of Square

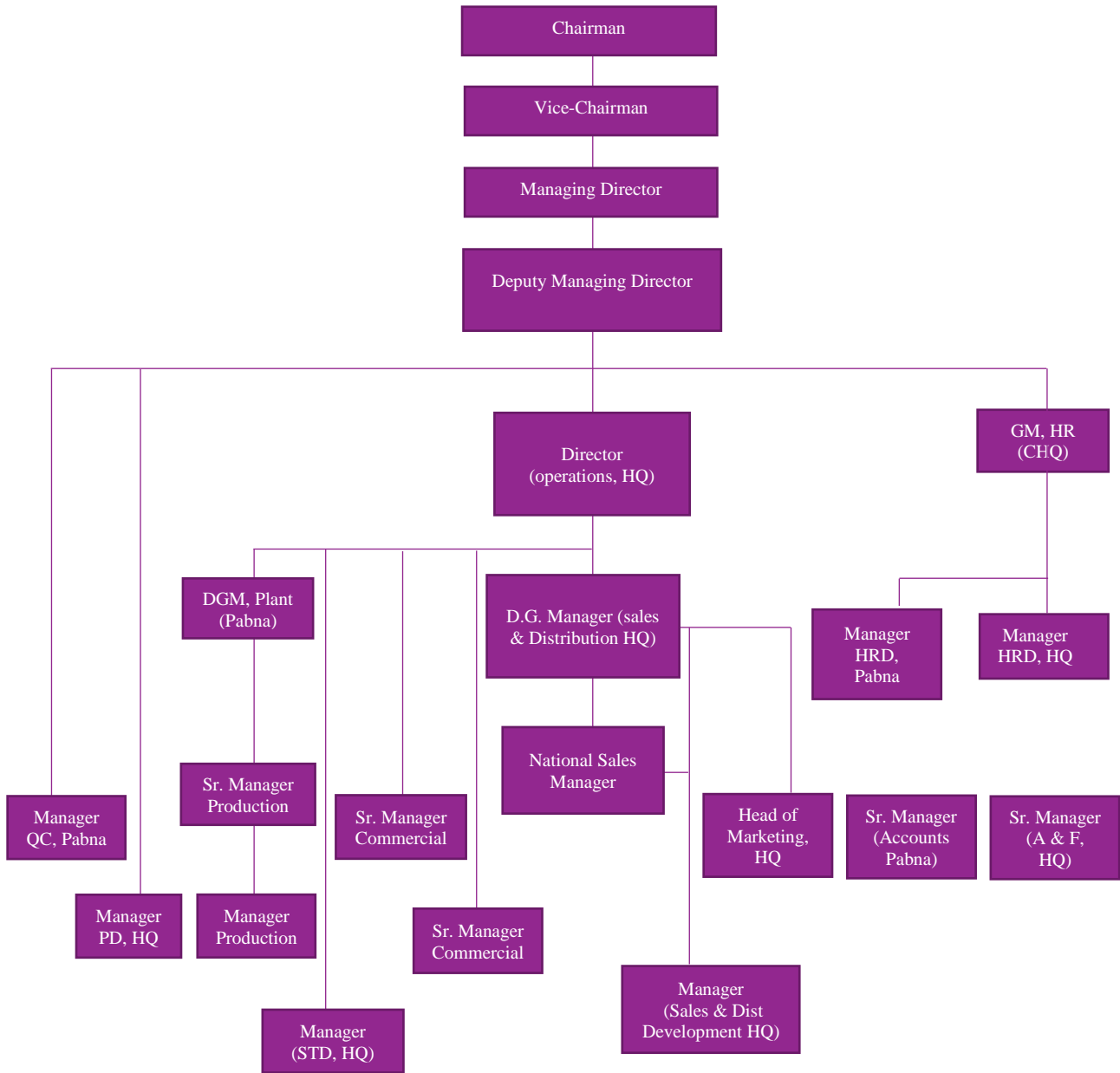


Figure 1: Organogram of Square

2.3.3 Management Hierarchy of STL

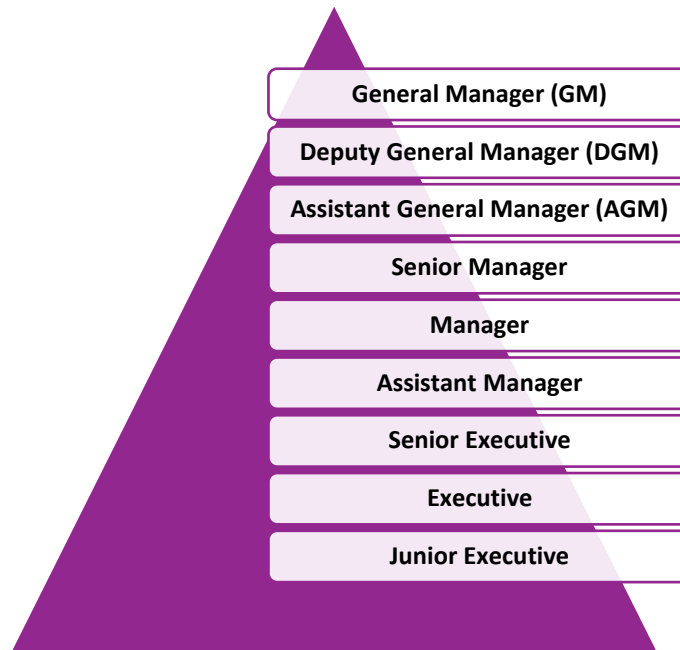


Figure 2: Management Hierarchy of STL

2.3.4 Management Hierarchy of Field Force



Figure 3: Management Hierarchy of Field Force

2.3.5 Non-Management Hierarchy of Field Force



Figure 4: Non-Management Hierarchy of Field Force

2.4 Marketing Practices

Square Toiletries Ltd. Has a solid R&D division that is submitted to growing new items and improving existing items. The worldwide standard results of Square Toiletries Ltd. Address the issues of Bangladeshi individuals just as individuals abroad. Thusly, the primary destinations of R&D are–

- ✓ A deep understanding of consumers, their habits, and product needs.
- ✓ Capabilities to acquire, develop, and apply technology across STL’s broad array of product categories.
- ✓ The ability to make “connections” between consumers’ wants and what technology can deliver.

2.4.1 Media and Research Team:

This is additionally a piece of the advertising office where the exploration group is associated with doing different kinds of essential and auxiliary research to help the showcasing group with productive data. They are liable for doing marketing studies, item reviews, testing studies, and different inquiries about to comprehend showcase dynamic and buyer personal conduct standards. The examination group additionally organizes centre gathering conversation and open conversation for the benefit of Square Toiletries Ltd. This data assumes a crucial job with regards

to arrange for which is finished by the Marketing Department. It additionally helps for the Product Development Dept. to create and ad-lib existing and up and coming items. The media group additionally works intimately with the examination group and dependable to use and upgrade the media stages to arrive at the correct customers at the perfect time for the correct item. The media group assumes a major job to intensify the impact of the activities taken by the advertising group by improving the media blend.

I have worked in the media and research division under the advertising office and my obligations were to showcase information passage, answering inquiries got in internet-based life, representative reviews, and so forth.

2.5 Industry & Competitive Analysis

2.5.1 SWOT Analysis

This SWOT Analysis is set up based on my perceptions during my temporary position program. It is given underneath:

STRENGTHS

- Reasonable Marketing practice
- Handling customers according to their personal preferences
- Highly skilled representatives
- Backing from other sister worries of the gathering

WEAKNESSES

- Money related constraints contrasted with other global organizations
- Insufficient deals and conveyance system and approaches
- Fewer activities for innovative work
- Lack of collaboration among a portion of its specializations
- Some workers of other sister concerns consider 'Square Toiletries Ltd.' as their rival, and isn't intrigued to give any assistance
- Have a connection with retailers rather than having a direct connection with consumers

OPPORTUNITIES

- The expanding number of potential clients
- Huge chance to trade in various nations
- Cheaper work power

THREATS

- The expanding number of contenders
- The adjustment in the inclinations and requirements of the clients
- Availability of better-quality outside items
- The significant expense of crude materials and hardware

2.6 Summary

‘Square Toiletries Ltd.’ is probably the huge corporate in Bangladesh, and had begun its excursion in the year 1988 under the oversight of ‘Square Pharmaceuticals Ltd.’(Tashnim). Its vision is to see every single clients’ needs and to fulfil those requirements by giving great quality items and a significant level of client care at a sensible cost. Moreover, it offers more than fifty-five items under twenty brands and covers a wide scope of classifications like healthy skin, hair care, oral consideration, child care, texture care, scourers, Men’s care, etc. In any case, ‘Square Toiletries Ltd.’ Is most famous for its winter care items. The administrative centre of the ‘Square Toiletries Ltd.’ Is arranged at Mohakhali, Dhaka and it has two manufacturing offices which are situated at Pabna and Rupshi. This association has a few qualities and openings and then again it likewise has shortcomings and dangers. Not at all like different associations ‘Square, Toiletries Ltd’ is incredibly maintaining its business activities despite having impediments. However, it has an enormous chance to perform better in its area.

On the other hand, STL has a solid R&D division that is believed to be growing new items and improving existing items. The global standard results of STL address the issues of Bangladeshi individuals just as individuals abroad. With a dream to keep up this degree of value consistency and in an interest to reliably convey quality items to their buyer, STL has additionally evolved specialized organization with organizations, for example, Cognis (Germany), Uniqema (Malaysia), Clariant (Germany), IFF (UK) and some more.

With their determined exertion to convey “unique” quality items and to remain serious in the buyers’ mentality, they continue bringing a few brands by utilizing innovative creation offices and through quality conformance. Through this exertion, they are slowly turning into a superior local trademark and a worldwide real gamer.

2.7 Conclusion

Square Toiletries Limited is working superbly with its inside and outside product offerings regardless of having an enormous number of other worldwide toiletries and beauty care products organizations in Bangladesh. Toiletries industry assists with boosting up the economy of this nation by their tremendous yearly turnover, nearby creation, fares, and last yet not the least by making work open doors for individuals. As their product offering is something that will have interest among individuals perpetually, this industry isn’t relied upon to decay at a noteworthy level soon. The incorporation of new contenders will make the present organizations progressively serious, key, and more grounded to confront the upcoming difficulties. With its decade long business Square Toiletries Limited utilizing a lot of individuals at its different areas consistently. This report indicated an inside and out investigation of their enlistment procedure alongside preparing, advancement, execution examination with some difficult recognizable pieces of proof just as some potential arrangements as proposals. At long last, the commitment to the nation’s economy will keep on developing with the contribution from the toiletries and makeup enterprises. From its position Square, Toiletries Limited will run and continue developing with the assistance of its productive labour. With the superb commitment of labour, it will keep on aiding the nation’s monetary improvement just as advance itself as a potential selection representative of this nation.

2.8 Recommendation

- As it is known to everyone that STL is an enormous association however, the overall administration is incredibly adaptable and flexible. This might be a reason for the occurrence of incompetency and less productivity among the employees which it may in the end detrimentally affect the association.
- STL should get some moving vehicles to limit their dispersion costs. Although Square Toiletries Company has moving vehicles yet they are insufficient. Regularly they depend

on enlisting vehicles. That is quite costly for the organization. Therefore, if this organization can increment its vehicles, it can diminish costs over the long haul.

Chapter 3

Understanding the Usage of Sanitary Napkin by Women in Bangladesh

3.1 Introduction

3.1.1 Background

As the world is changing so the improvement of women, subsequently, there has been an incredible change in their beauty regime and health care system as well. Before women used to remain at home and had less thought concerning the use of the sanitary napkin. Be that as it may, the day has changed radically of women everywhere throughout the world and most of the women these days work outside and inside the home for which their life has gotten occupied and sometimes because of the diversification in profession women are required to use this product to work with great comfort and with the utmost flexibility. There is additionally a move in the types of sterile napkins that is the reason, these days, women utilize various types of sanitary napkins. In this way, it has become an essential component for brands to know the present interests and preferences of women. A brand like Senora ought to create and adapt up to the time and create reasonable new items also recharge the present items to get a high-quality product for the consumers. Therefore, a survey was conducted to know the preference of the women in a much more elaborate and specific form.

3.1.2 Objectives

- The basic role of picking the theme – “Understanding the usage practice of sanitary napkin by Women in Bangladesh is to understand the current brand and most used brands of sanitary napkin used by women and also to find out the main factors for choosing a particular brand.
- Another purpose is to fulfil the academic requirements for completion of BBA degree and as a Marketing major student to gather hands-on experience in the brand development process and to bridge the gap between academic learning and professional career before getting into the corporate world for full-time employment.

3.1.3 Significance

The sole purpose of this research was to understand the usage of a sanitary napkin by women in Bangladesh so that STL can extract a vivid and an elaborate insight to comprehend the buying pattern as well as the reasons for their purchase. Furthermore, throughout this survey, the marketing department of STL could improvise the quality of their brand “Senora” according to the preference of their actual and potential consumers. Therefore, it will reduce the gap between consumers and STL and pave a new road to prosperity.

3.2 Methodology

To understand the usage of a sanitary napkin by women in Bangladesh I designed a questionnaire in the google doc form. Right after I was done with the survey question, I dispatched them to my potential respondents, who were women, via Facebook. This is how I conducted the survey and collected information in aspect to the primary source.

3.3 Findings & Analysis

BRAND ON FIRST THOUGHT

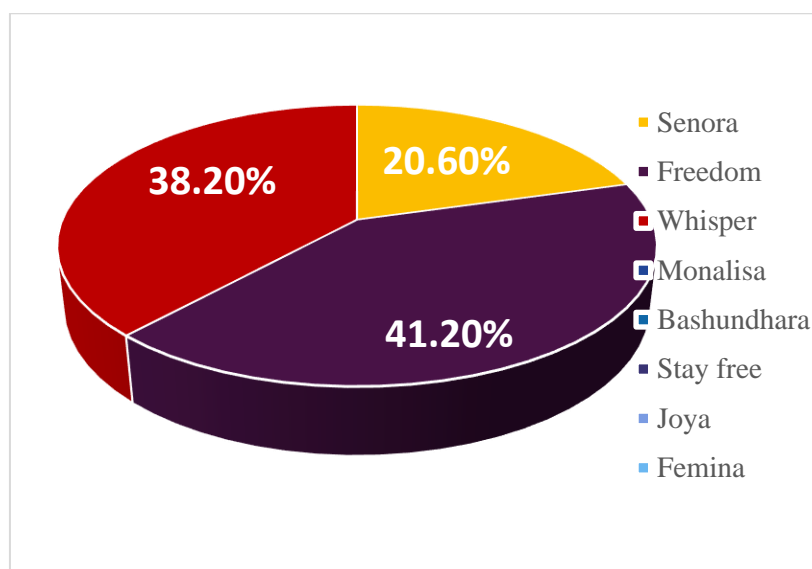


Figure 5: Brand on First Thought

- On first thought 41.2% women can think of Freedom brand
- 38.2% of women think of Whisper
- 20.6% of women think of Senora

OTHER BRAND TO THINK OF

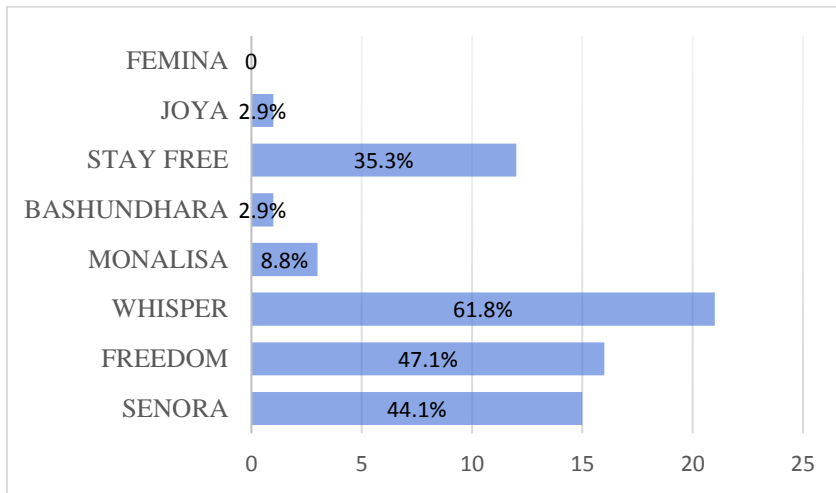


Figure 6: Other Brands to Think of

On second thought the brand that comes to the mind:

- Whisper voted by 61.8% of women
- Freedom voted by 47.1% of women

EVER HEARD OF THE BRAND

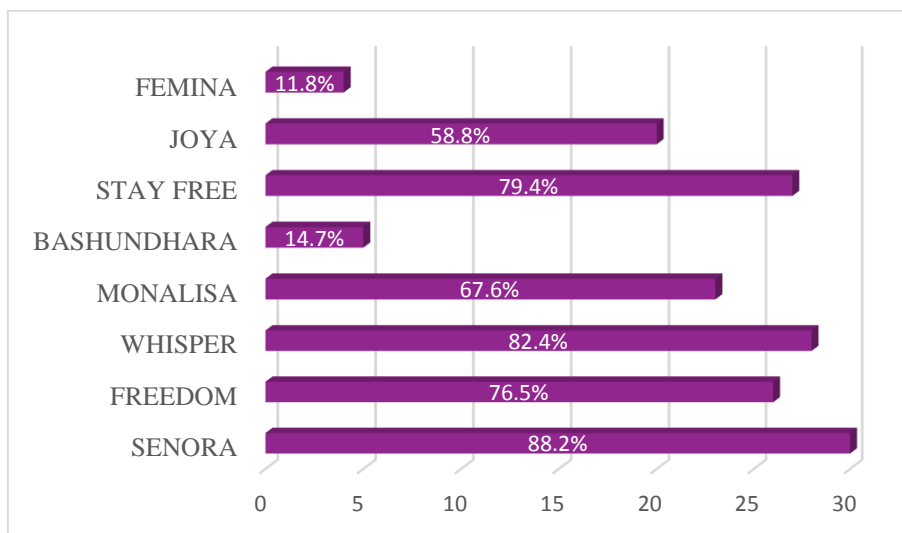


Figure 7: Ever Heard of Brand

- Senora is known by 88.2% of women

- Whisper is known by 82.4%
- Stay free is known by 79.4%
- Freedom is known by 76.5%

CURRENT USED BRAND

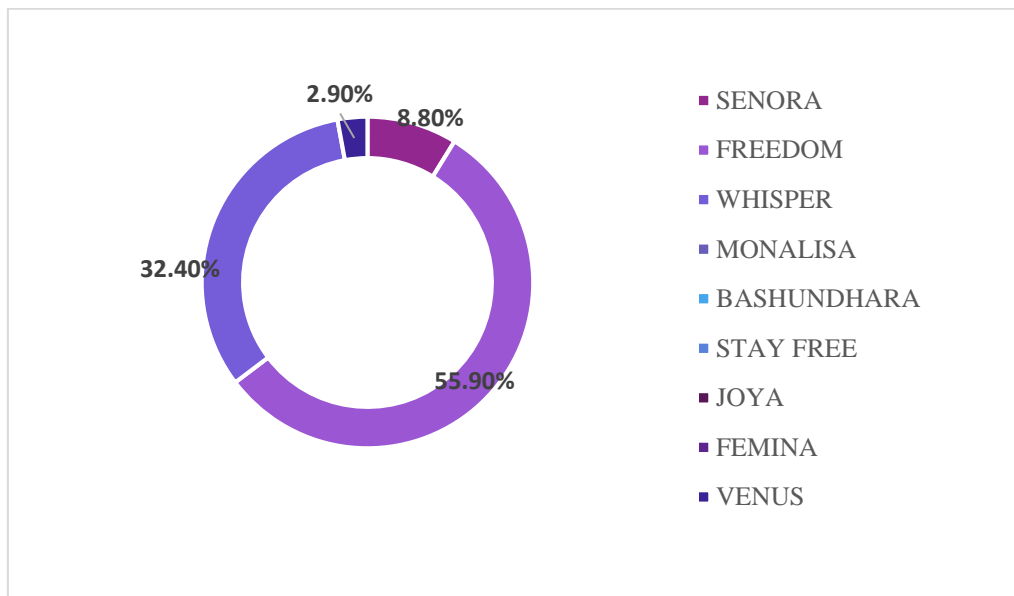


Figure 8: Current Used Brand

- 55.9% women currently used Freedom
- 32.4% women used Whisper
- 8.8% women used Senora
- 2.9% women used Venus

MOST USED BRAND

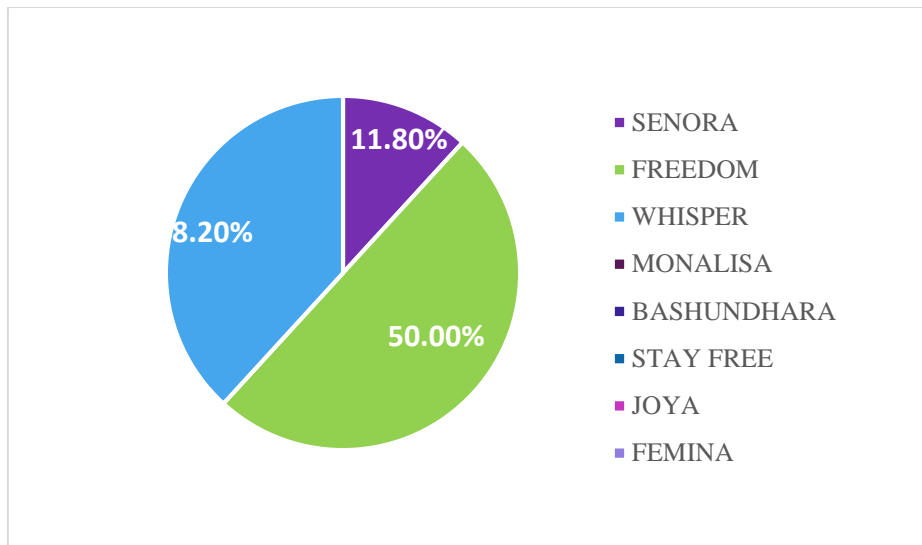


Figure 9: Most Used Brand

- 50% women use Freedom most of the time
- 38.2% use Whisper frequently
- 11.8% use Senora most often

TYPE OF SN(SENORA)

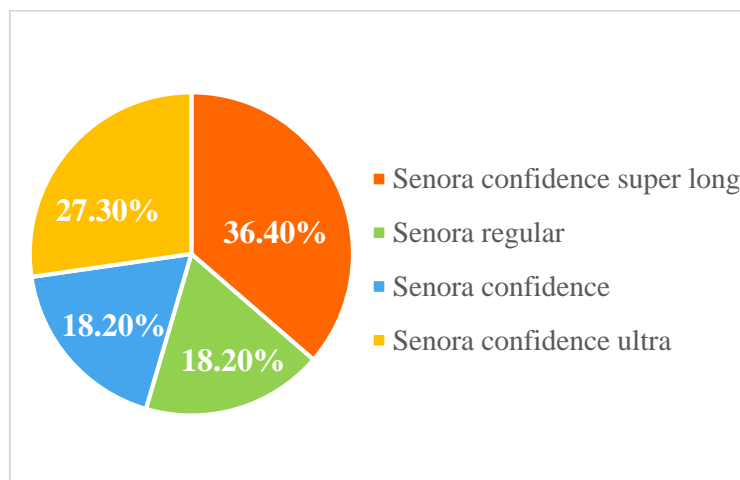


Figure 10: Types of SENORA

- Senora confidence super long used by 36.4%

- Senora confidence ultra used by 27.3%
- Senora confidence and senora regular used by 18.2%

TYPE OF SN (FREEDOM)

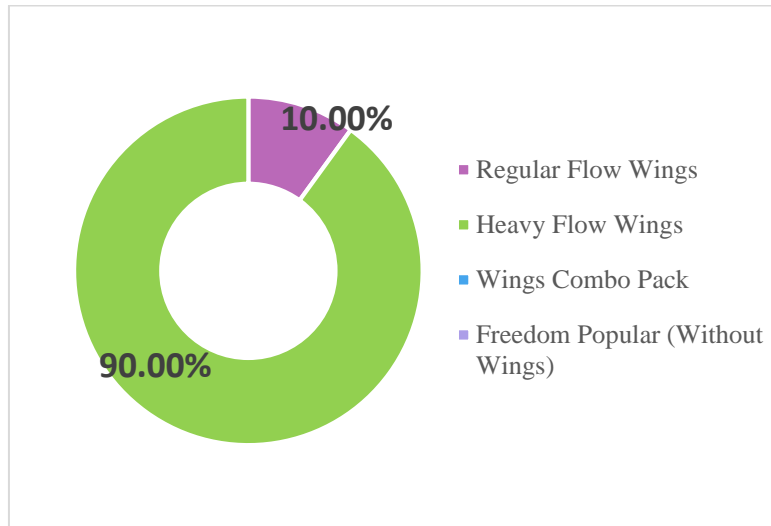


Figure 11: Types of FREEDOM

- 90% use heavy flow wings
- 10% use regular flow wings

TYPE OF SN (WHISPER)

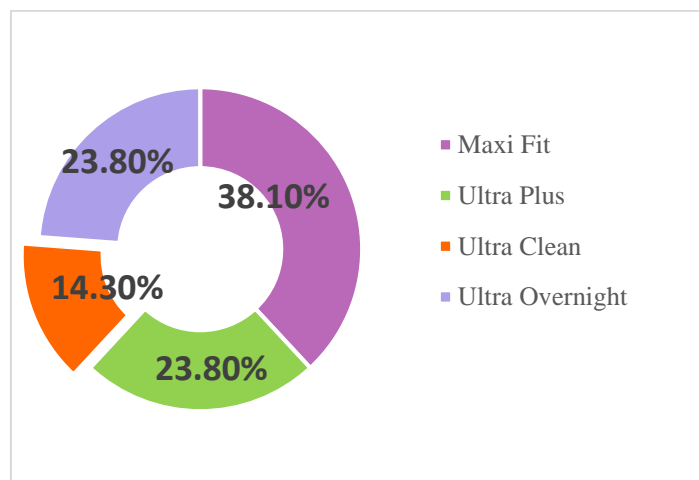


Figure 12: Types of WHISPER

- 38.1% use maxi fit

- 23.8% use both ultra plus and ultra overnight
- 14.3% use ultra clean

TYPE OF SN (JOYA)

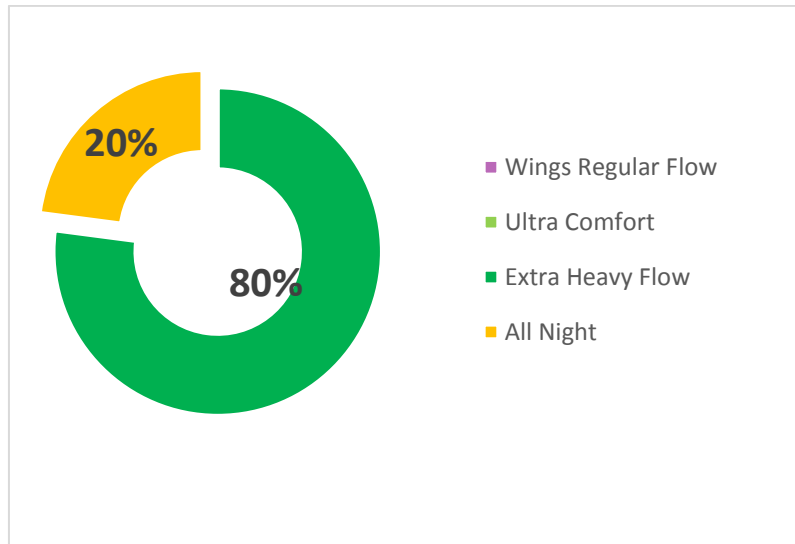


Figure 13: Types of JOYA

- 80% use extra heavy flow
- 20% use all night

SWITCHING FREQUENCY

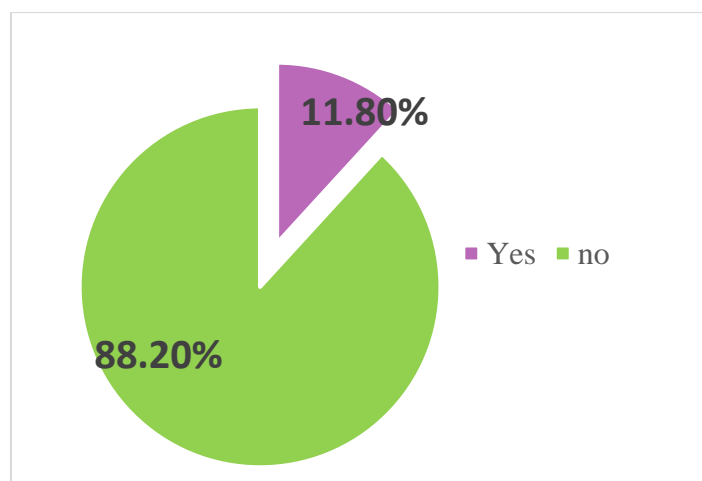


Figure 14: Switching Frequency

- 88.2% do not switch their brands
- 11.8% switch their brands

PURCHASING MEDIA

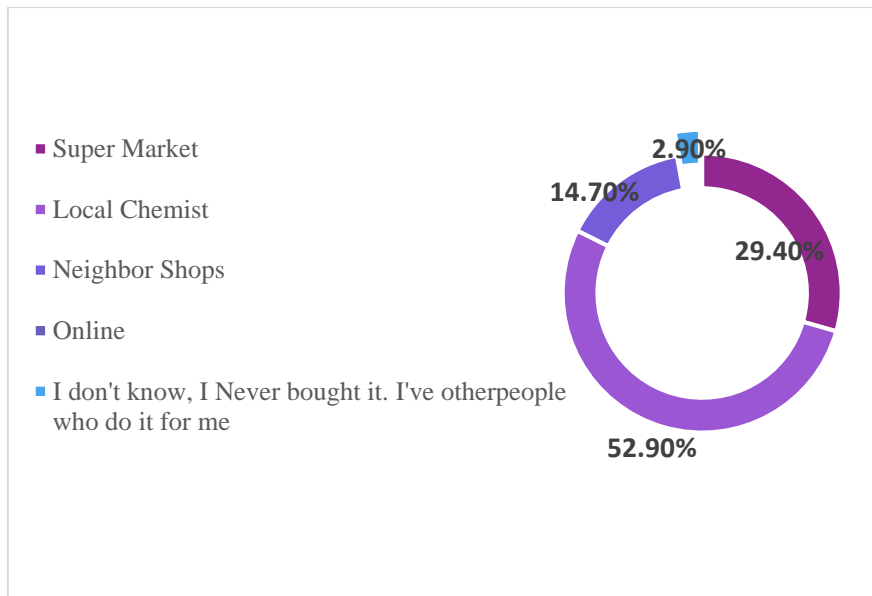


Figure 15: Purchasing Media

- 52.9% purchase from local chemist
- 29.4% purchase from super market
- 14.7% from neighbor shops
- 2.9% never bought it by themselves

PURCHASE FREQUENCY

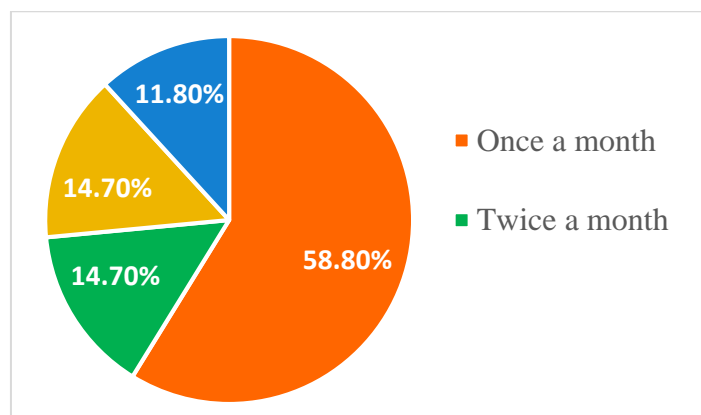


Figure 16: Purchase Frequency

- 58.8% of women purchase for once a month

- 14.7% of women purchase for both twice a month and once in three months

REASON FOR PURCHASING

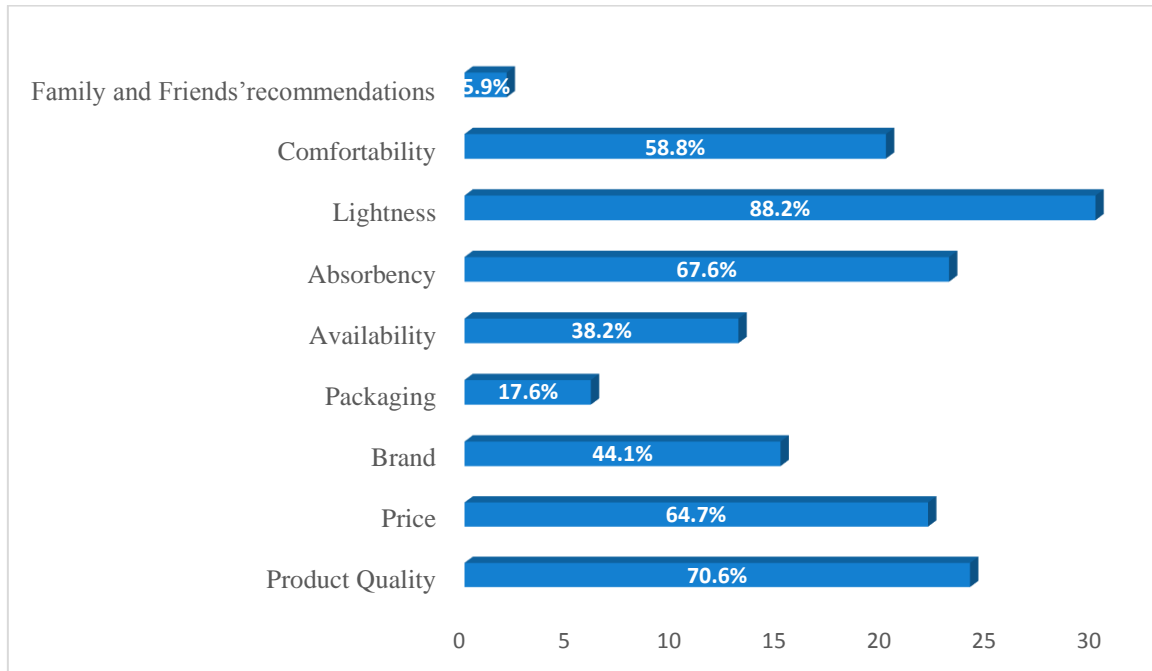


Figure 17: Reason for Purchasing

- 88.2% prefer lightness
- 70.6% prefer product quality
- 67.6% prefer absorbency
- 64.7% prefer price
- 58.8% prefer comfortability
- 44.1% prefer brand
- 38.2% prefer availability
- 17.6% prefer packaging
- 5.9% prefer family and friend's recommendation

ATTRIBUTE STATEMENT (SENORA)

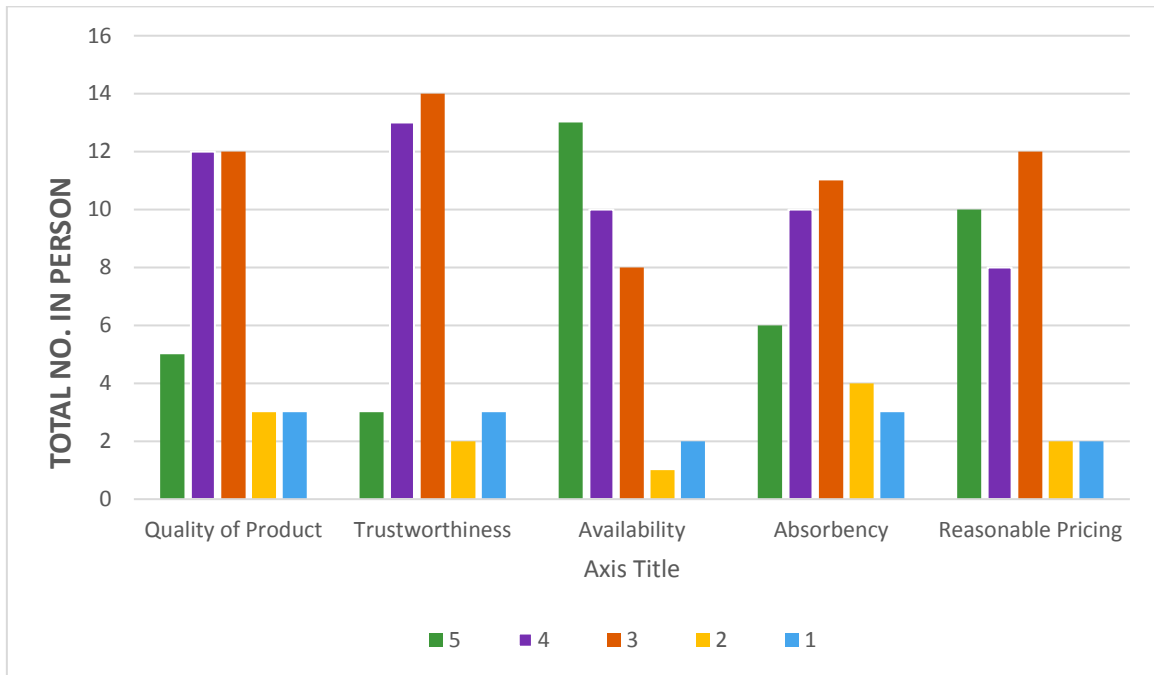


Figure 18: Attribute Statement (SENORA)

Sl no	Statement	5	4	3	2	1
1	Quality of product	5(person)	12	12	3	3
2	Trustworthiness	3	13	14	2	3
3	Availability	13	10	8	1	3
4	Absorbency	6	10	11	4	3
5	Reasonable Pricing	10	8	12	2	1

ATTRIBUTE STATEMENT (FREEDOM)

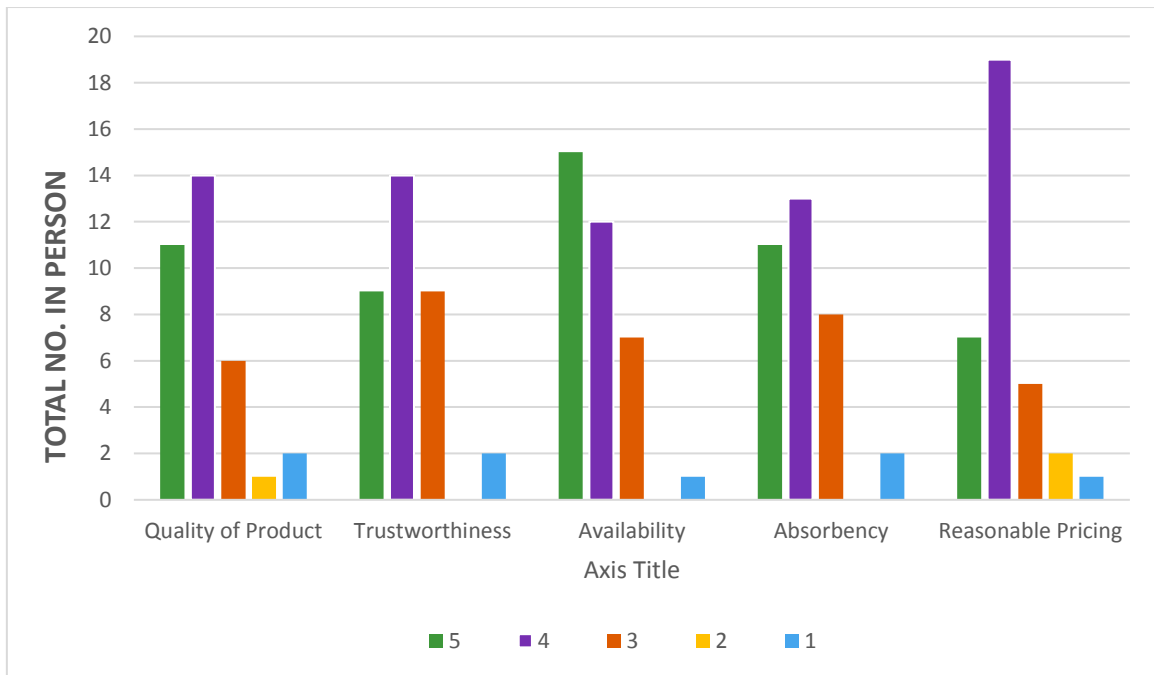


Figure 19: Attribute Statement (FREEDOM)

Sl no	Statement	5	4	3	2	1
1	Quality of product	11(person)	14	6	1	2
2	Trustworthiness	9	14	9	0	1
3	Availability	15	12	7	0	1
4	Absorbency	11	13	8	0	2
5	Reasonable Pricing	7	19	5	2	1

ATTRIBUTE STATEMENT (WHISPER)

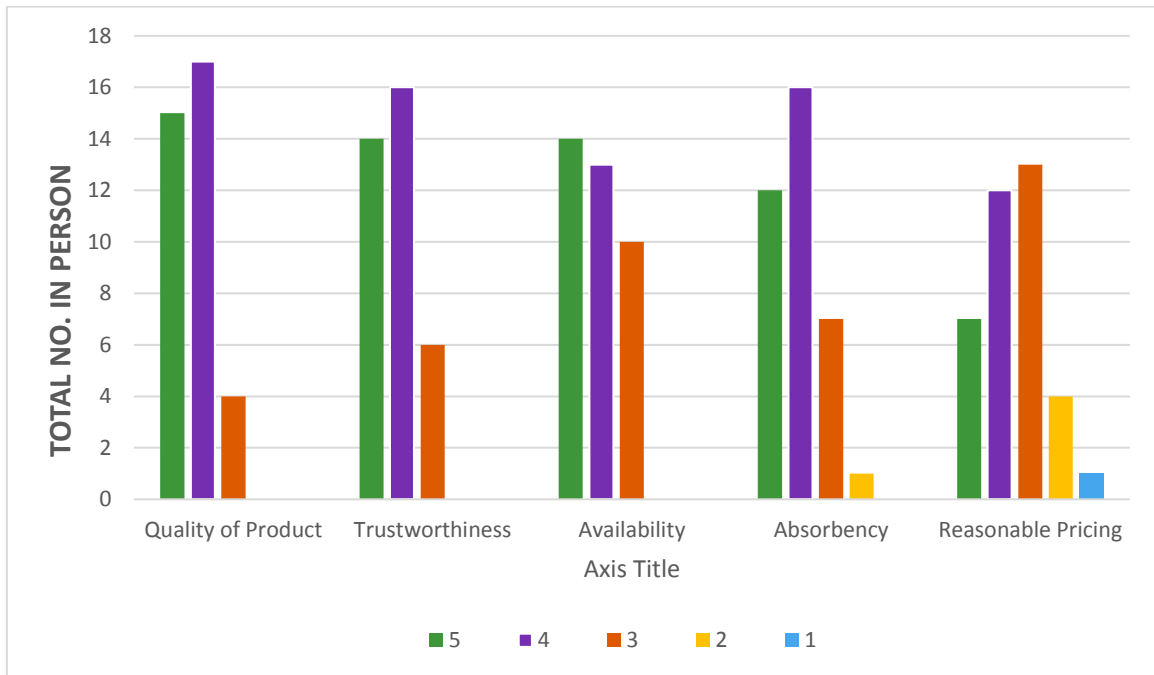


Figure 20: Attribute Statement (WHISPER)

Sl no	Statement	5	4	3	2	1
1	Quality of product	15(person)	17	4	0	0
2	Trustworthiness	14	16	6	0	0
3	Availability	14	13	10	0	0
4	Absorbency	12	16	7	1	0
5	Reasonable Pricing	7	12	13	4	1

ATTRIBUTE STATEMENT (JOYA)

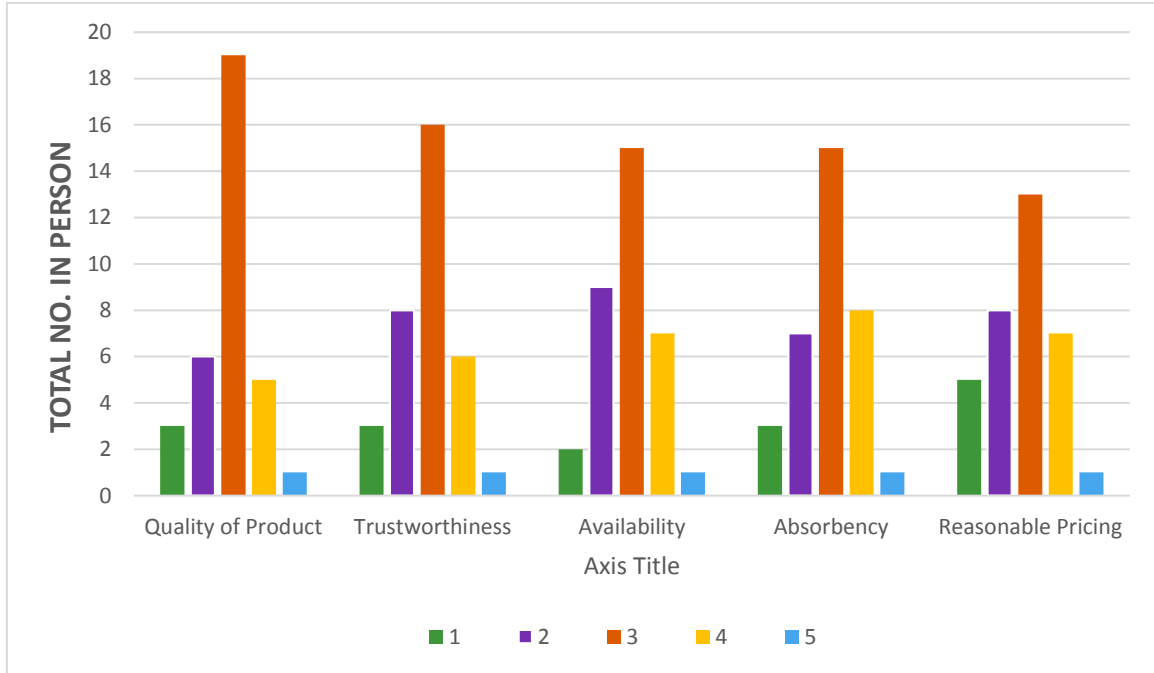


Figure 21: Attribute Statement (JOYA)

Sl no	Statement	5	4	3	2	1
1	Quality of product	3(person)	6	19	5	1
2	Trustworthiness	3	8	16	6	1
3	Availability	2	9	15	7	1
4	Absorbency	3	7	15	8	1
5	Reasonable Pricing	5	8	13	7	1

OCCUPATION

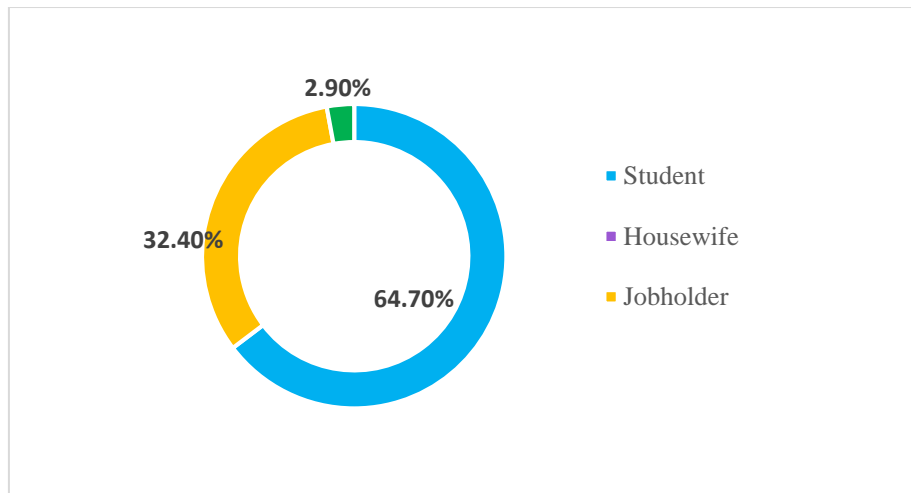


Figure 22: Occupation

- 64.7% are student
- 32.4% are job holder
- 2.9% are none of the above

AGE

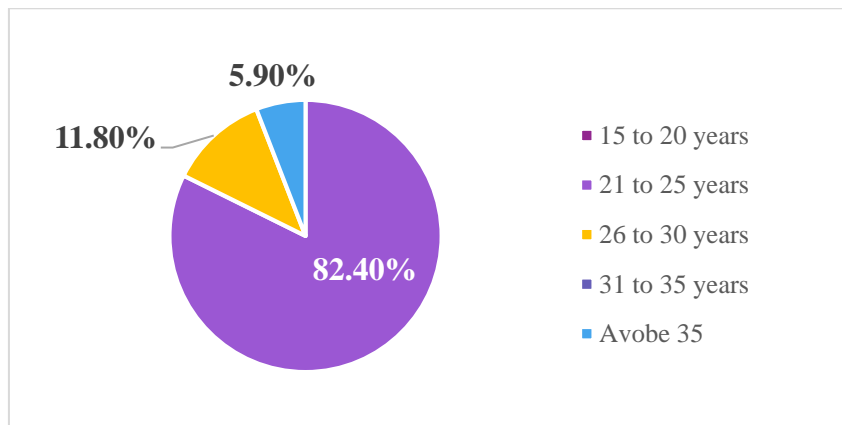


Figure 23: Age

- 82.4% are of 21-25 years
- 11.8% are of 26-30 years
- 5.9% are above 35

EDUCATION

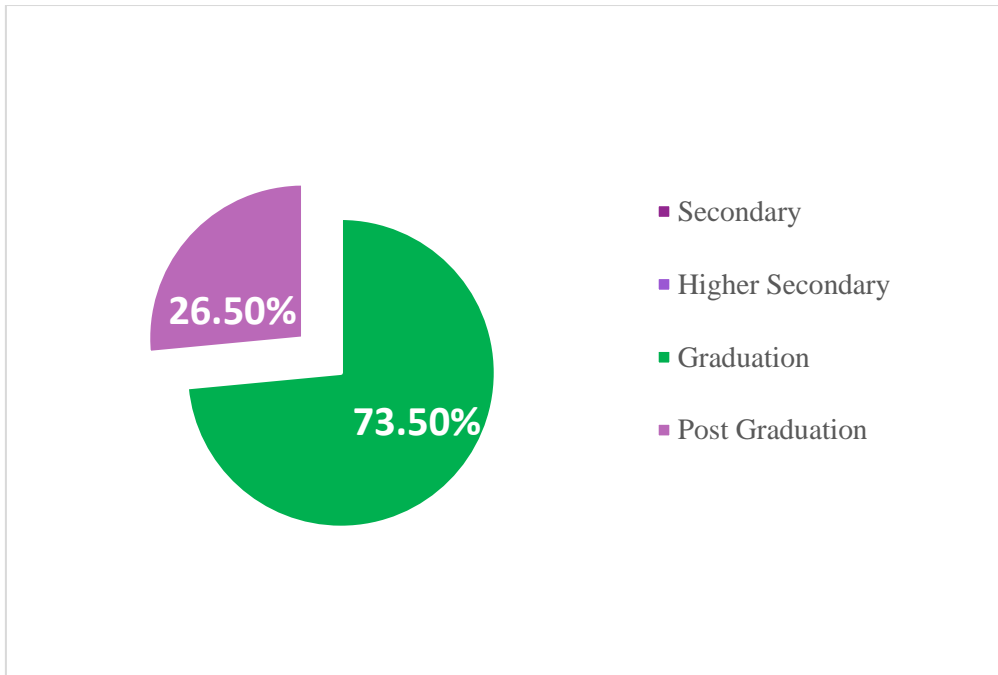


Figure 24: Education

- 26.5% is in higher secondary
- 73.5% has graduated

SALARY

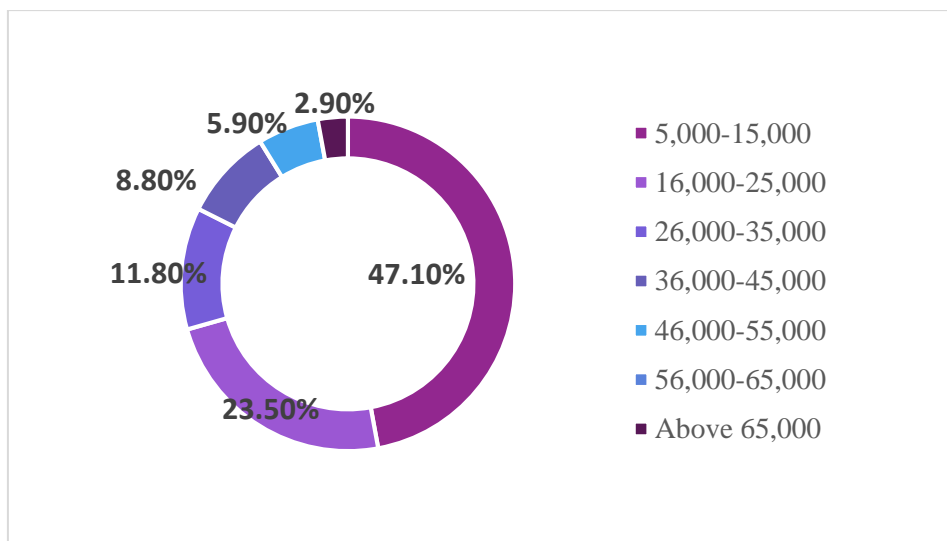


Figure 25: Salary

3.4 Summary

In respect to understanding the usage of a sanitary napkin by women in Bangladesh, I surveyed with comprehensible questions.

The outcomes extracted from the survey were that the first brand that comes to the mind of women is Freedom which is 41.2%, the second brands are Whisper chosen by 38.2% and the Senora preferred by 38.2%.

Moreover, it was also found that the current brand used by women was Freedom preferred by 55.9% women then Whisper which was 32.4% and the third one was Senora consisting of 8.8% of women.

The next probable question portrays regarding the most used brand by women where Freedom is preferred by 50%, Whisper by 38.2% and Senora by 11.8%.

Afterwards, when women had to exhibit their reasons for purchasing a particular brand of sanitary napkin it was quite conspicuous that 88.2% of women emphasized comfortability, whereas product quality is a concerning fact for 70.6% of women and absorbency 67.7%. According to the survey, it can be determined that women are much more reliable on Freedom and then on Freedom and Senora.

3.5 Conclusion

It is known to us that three months of internship plays a vital role in an undergrad student's life. In my case, it was not exceptional as well. I would state that this training of the corporate world has increased an incredible value in my life as I could observe strategic approaches of such a major association like Square Toiletries Limited from extremely close. Additionally, it has been a triumph because of the several new things that have been brought to enlighten my knowledge domain in a great way. The new aptitudes and skills that I have achieved throughout my internship journey, have enhanced my ability and groundwork for my future undertakings. Hence, this three-month training program has given a genuine picture and it has filled in as a genuine model through connecting the hypothetical ideas gained from books or lectures to the

genuine corporate world. The presentation through this temporary job has prepped my method for speaking with any human being and taking care of any issues that might arise in the corporate world. Miscellany among the STL workforce has been an incredible platform for me where I could thrive to learn different tactics from people belonging to different backgrounds.

3.6 Recommendations

‘Senora’ is a brand of Square Toiletries limited which is one of their leading brands, and creating good revenue. Moreover, users have provided feedback that this product is much better than any other international brand. But then again in the survey, it seems like women's first choice is Freedom. Nevertheless, there are some recommendations provided below that will help Senora to lead the market:

- Many had no idea about different categories of Senora regarding which promotional activities for new items is required to implement as much as possible.
- The packaging ought to be changed from time to time to keep their products up to date.
- Brand activation, both offline and online, should be taken into consideration to engage more customers
- Many respondents have said that sometimes they can't find Senora in stores thus availability option for Senora should be increased.
- The feature of the Senora should be modified to make it a bit long in length which is much preferred by respondents
- These days perfumed sanitary pads are strongly preferred by women thus, fragrance can be added to bring newness and attract consumers.

3.7 Bibliography

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