

Report On

Incentive Program for Sales Representatives of GSK Bangladesh Private Ltd.

By

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An internship report submitted to the BBS department in partial fulfillment of the requirements for the degree of BBA

BRAC Business School
Brac University
January 2021

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.

Student's Full Name & Signature:

Supervisor's Full Name & Signature:

Ali Akif Ahmed

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Student ID -16304054

Ms. Mayesha Tasnim

Lecturer

BRAC Business School

Letter of Transmittal

Ms. Mayesha Tasnim
Lecturer,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report on incentive program for Sales Representatives of GSK Bangladesh Private Ltd.

Dear Ma'am,

It is an honor and great pleasure to get an opportunity of submitting my internship report on incentive program for Sales Representative of GSK Bangladesh Private Ltd. to you as an essential part of completing my Bachelors of Business Administration (BBA).

This is my report where I have had experience of applying my learned HR theories practically and learned about actual professional business practices of Human Resources (HR). This report entails my observation and analysis on how performance is analyzed and gave incentives to the SRs.

The report is structured as per the guidelines set, and encompasses the work I have done during my working period and of the knowledge I have gathered and scenario analysis for the company on one of its recent managerial decision making.

Furthermore, I am very much thankful to you for your constructed and valuable suggestions about preparing my report. Lastly, I hope that you will find informative and adequate requirement in this report.

Sincerely yours,

Ali Akif Ahmed
ID-16304054
BRAC Business School
BRAC University

Non-Disclosure Agreement

This agreement is made and entered into by and between GSK Bangladesh Private Limited and the undersigned student at BRAC University Ali Akif Ahmed ID- 16304054

Acknowledgement

This report was brought into fruition by the help of the several individual person. Firstly, I would like to thank my advisor Ms. Mayesh Tasnim for guiding me to complete my whole report on how proceed with my work. The insights she had provided have enabled me to prepare my work in a well-fashioned manner.

Secondly, I am grateful to my work supervisor, Mr. Mohammad Asaduzzaman at GSK for providing his professional guidance and necessary data to carry out my work. And on top on that I would like to thank each and every colleague at GSK for supporting me throughout the course of my work.

The preparation of this report was done to the best of my ability and I would like to thank my seniors of BRACU for their assistance on every step those who worked here and also support me to complete my report successfully.

Thank you.

Sincerely,

Ali Akif Ahmed

ID-16304054

Executive Summary

GSK is operating in Bangladesh since 1949 where their first business was pharma industry. After that couple of years than they introduced consumer health care in Bangladesh brand like Horlicks, Boost, Glaxose D. While operating many years in Bangladesh in 2019 at first stopped their pharma operation in Bangladesh and then 2020 in the month of July they sell there 82% share to the Unilever and with their remaining share they again started operation in Bangladesh. New GSK start their operation through their subsidiary company Burrough Wellcome and Co. Bangladesh Ltd and now in the month of December 2020 it has again changed its name and new name is GSK Bangladesh Private Ltd. To GSK runs in Bangladesh with their two brands one is Sensodyne and ENO. Both brands market growth is high as a small company. Today GSK does business as import products and sell it to the market. In business GSK main power is their sales force because the whole business is only depend on selling. If sales are not high then company has to face different problems but the main problem is that this sales representative are not happy with their salary and the benefits today GSK is giving. However, during my whole internship period the assigned task was given to creating the whole report of their incentive plan based display window shelf the incentive amount is not given yet for the month of September, October & November.

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Chapter 1: Overview of Internship

1.1 Student Information

I am Ali Akif Ahmed student ID-16304054 from BRAC Business School BRAC University. I have completed my major concentration in Human Resource Management (HRM) and did my minor concentration subject Computer Information Management (CIM).

1.2 Internship Information

1.2.1 Internship Period, Company Name, Department, Address

I have joined GSK Bangladesh Private Ltd. as an intern on 1st October 2020 at HR Admin & Regulatory Affairs. The duration of my internship program at GSK Bangladesh Private Ltd was 31st December 2020 almost 3 months long. It has been located House-2A, Road-138, Gulshan-1, and Dhaka-1212

1.2.2 Internship Company Supervisor's Information: Name and Position

When I was an Intern in GSK Bangladesh Private Ltd. I was assigned under one supervisor who was responsible for giving me all types of knowledge about the company and also the other staff member. His name is Mohammad Asaduzzaman who is a Coordinator of HR Admin & regulatory Affairs. Under Mohammad Asaduzzaman supervision, I have completed my full internship program. His primary work is not only HR but also he has to take care regulatory part also and I am fortunate that with HR I have learned about how regulatory part is assigned in a business.

1.2.3 Job Scope- Job description/ Duties/ Responsibilities

In GSK, I was assigned to prepare monthly incentive report for their sales representative those who sales product into the market. I have to prepare three-month report from September, October, November month. Apart from that, I have to visit a different distribution area where their sales people facing any problem and report it directly to the authority. Moreover, I have to look at their display shelf where their product is displayed all over Bangladesh and prepare a daily basis report for the authority.

1.3 Internship Outcomes

1.3.1 Student Contribution

In my internship time, from GSK I have some task daily and monthly. So that the authority can communicate effectively and efficiently with their sales force. These sales forces are the heart of the organization because their whole operation depends on them. Moreover, depending on my report they can take their decision for the future and prepare a strategy for their upcoming new products in selling.

1.3.2 Benefits to the student

Benefits that I got from this organization is that how they have manage their sales force, how they do incentive reports, how their distribution channel is maintained from the headquarter, how to collect different data from their Area Sales Manager, take government approve from the BSTI about the consignment of the new product and taking different types of ministry permission for run the business.

1.3.3 Recommendations

Working there for three months I have few recommendations for them and these are-

- Maintain strictly office hour from 09.30 am to 05.30 pm
- Make a corner in the office space for the smoking zone so that employees can smoke and do not go outside for smoking.
- As this is a pandemic time siting arrangement of one employee to another employee at least 10 meters must be maintained.
- Always wear a mask in the office during this pandemic time.

Chapter 2: Organization Part

2.2 Overview of the Company

2.2.1 Overview of GSK

GSK Bangladesh Limited is a division of the pharmacy and healthcare company of GlaxoSmithKline plc. In 1949, the company started its activities in Bangladesh. It is active in the manufacturing and sale of medicinal products, vaccines, pharmaceutical medications and health foods.

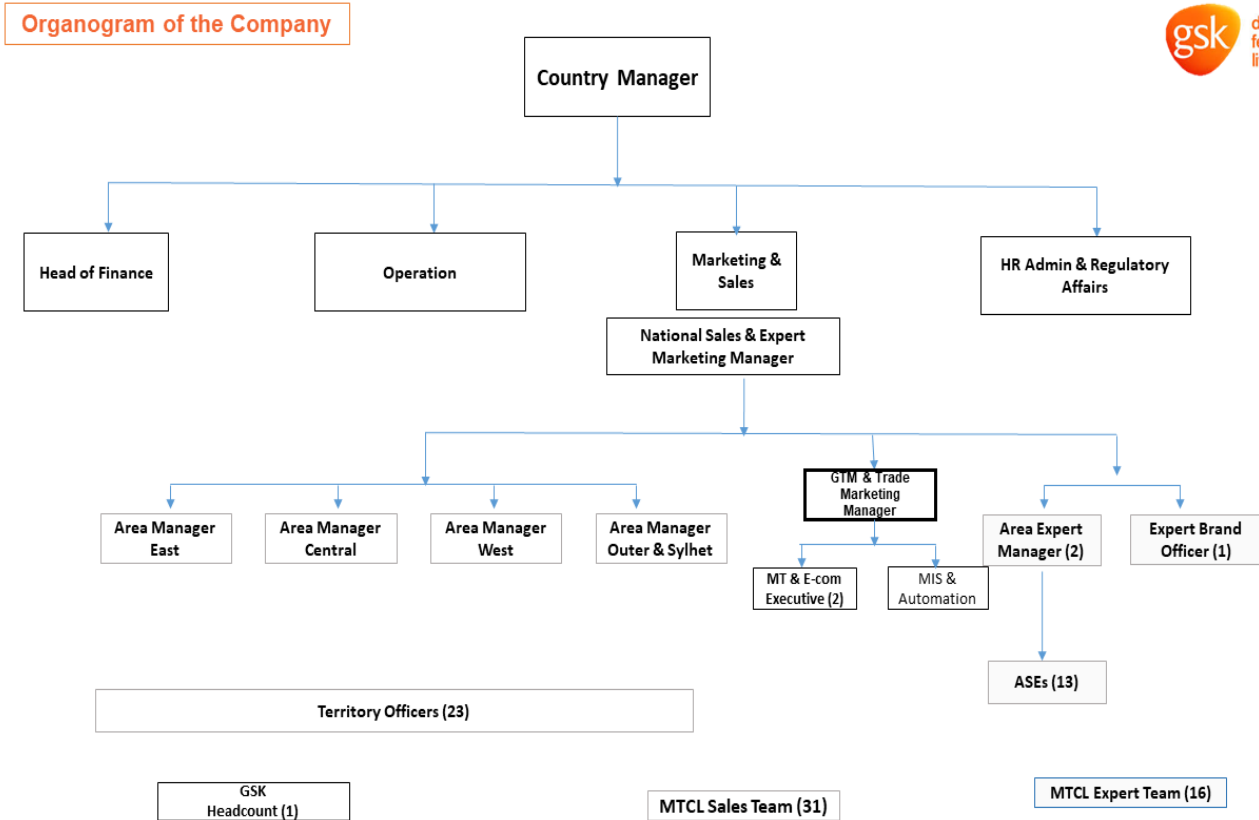
As a Multinational business, GlaxoSmithKline plc has been working to merge research with imaginative consumer healthcare products to offer and increased access that is affordable from the beginning of their journey. As a multinational consumer health care organization in the UK, it actively invests in all forms of resources for their development in the Industry. GSK Bangladesh is also known as subsidiary company Burrough wellcome & company Bangladesh Ltd. because Unilever Bangladesh limited purchased 82% market share of their company. So, now most of products are in the hand of Unilever Bangladesh. The rest of the products GSK or Burrough wellcome & company has Sensodyne and Eno. GSK had many operations in Bangladesh as example pharmaceutical but this sector stopped their operation quite a long time ago. Then in 2018, Unilever had acquired 82% share of GSK Bangladesh, where the number of shares were 9,875,144. The remaining is owned by general and institutional investors. The price of each of the share was Tk. 2,046.30 and the transaction cost were Tk. 2020.75 crore. After this acquisition, GSK will become Unilever Consumer care limited.

2.2.4 Product Details

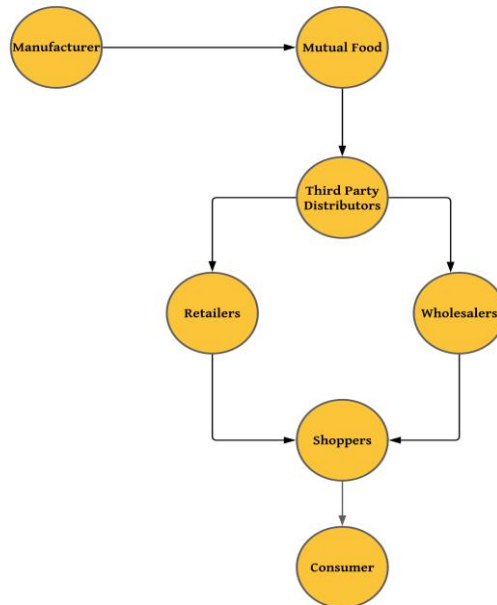
With the sale of a share of GSK Bangladesh to the Unilever group. Together, GSK achieved its divestment of nutrition and food beverage brands such as Horlicks, Boost and Glaxose D in line with the two international groups' global agreement. GSK will continue to sell goods through its Burroughs Welcome & Company (Bangladesh) Limited subsidiary. The non-listed ones The GSK group's subsidiary will sell Sensodyne and Eno. GSK continues to be a vital marketplace for Bangladesh and the company will also continue to invest in these brands and launch new brands throughout the country. Burrough Wellcome and Company's two big products are: Sensodyne: Sensodyne is one of the most specialized daily toothpastes that offers effective protection for gum sensitivity and improved health. Toothpaste & Brush is presented by GSK Bangladesh. In Sensodyne, there are 5 total SKUs. Sensodyne fresh mint, which offers clinically proven sensitivity relief, is the first one. Doctors are suggesting this toothpaste because it has the less abrasive than any other toothpaste. Sensodyne Fresh Gel, this gel basically decreases the brief sharp sensations caused by sensitive teeth. Sensodyne Rapid Relief, it can be used for sensitive teeth. It has been clinically proven that it relieve sensitivity pain just at 60 seconds. The best part of Sensodyne fresh gel are it quickly relief and build up an ongoing protection with every brush. Sensodyne deep clean, this works 24 hours inside the tooth to help calm and nerves and leaves your mouth feeling minty, giving a person fresh feeling of deep

cleaning that one can really feel. ENO is a leading antacid taken for immediate relief from acidity, gastric, and burns of the heart. ENO are made from simple and unique design. ENO inside is used to make safe, precise and non-invasive nitric oxide measurements for patented biosensor technology. This product exclusively intended for the practice of physicians, and it's also used for a safe, hygienic strategy for use in a multi-patient clinic setting. A compact desktop monitor, an accurate ENO sensor, disposable breath tubes, smart patient cards, and a dedicated printer are the five main components. So, ENO is very useful.

2.3 Management Practices



Today management that is practicing in GSK is boosting up their sales only. First of all they analysis demand of consumer depending on their sales data based on yearly and quarterly basis. Then when they identify the demand needs they give order to GSK India and bring the product from there. When the product is arrived in Bangladesh through Chattogram port there is a depo of MTCL where the product is stored. For storing the product GSK Bangladesh give rent to them. Then the whole product is distributed all over Bangladesh through their registered distributors. Here, GSK main focus is only sales if the sales is good the company is in good area. GSK Bangladesh employee and whole operation is based on third party. Only they give the payments to them. Today GSK has only three members who are in payroll of GSK global and get all types of benefits as an employee of GSK. Country Manager, National Sales Manager, Finance lead of GSK Payroll and Area Manager, Territory Officer, Area Scientific Executive and the other head quarter employees are the part of Recom Agency and Muhuri Agency which is known as Contingent worker



Distribution Process of GSK Bangladesh

2.4 Marketing Practices

GSK Consumer health care company strongly maintain Marketing practices for their brand value. GSK follows 3 types of Marketing Traditional Marketing, Digital Marketing, and Expert Marketing. In the Traditional Marketing processing it shows Ads in the TV during a match, news and many more. In the Digital Marketing platform GSK promote their activities by boosting Facebook, Instagram, You Tube and many other social platform. GSK uses an exceptional method when it comes to Expert Marketing. GSK uses their Chemists for the survey Campaign. In this Campaign the main responsibility of the Chemists are to talk with Doctors and tell them what the benefits of the product of GSK are. Thus Doctors get a clear about the products and suggest the products to the patient.

Distribution and Channel

Each Company follows a strategy to make products available geographically distributed for the customers. It is important to understand how the products are manufactured in a factory and how it should be distributed across locations to warehouses, distributors, retailers and eventually to the customers. GSK have total 9 channels available for Trading. Those channels are:

- Super Store
- Food Panda Tong.
- Wet Market grocery
- Wholesale
- Super Shops
- Chemist/Analyst
- Sub retailers
- Semi Wholesaler

GSK have divided into two categories:

- General Trade Outlet: General Trade outlet is used for small business which are fully dependent on daily sales. Example- Small stores, Trading posts etc.
- Modern Trade Outlet: Modern trade outlet are used by super shops like Agora, Shwapno, Prince Bazar, Wholesale club Hypermarket etc.

2.5 Financial Performance & Accounting Practices

Ratio Analysis of Financial Statements of the firm to its market competitors

The easiest way to judge the success of a company is to use financial ratios and compare it with its rivals. And to do so, along with two of its business rivals, the company will be evaluated through financial ratios that are divided into three segments. And each section would represent a particular feature of the company that can be further evaluated to identify the company's more detailed financial situation.

The first segment is a set of profitability ratios that can measure a firm's ability to generate profit relative to its revenue or equity. In general, it reflects how well a firm capitalizes on its assets to create profit and value for its shareholders. And so, a higher ratio for a firm usually means that it is performing well by generating healthy profits and cash flow.

Operating profit ratio expresses the operating profit as a percentage of the firm's revenue before any interest expense or income taxes are deducted. Here, GSK over time grows through out to peak higher than the rest showing that it is better equipped to pay for its fixed costs and interest on obligations. Unilever shows an upward growth followed by Immediate downward trend. And lastly, P&G showing a steady trend followed by a downward trend.

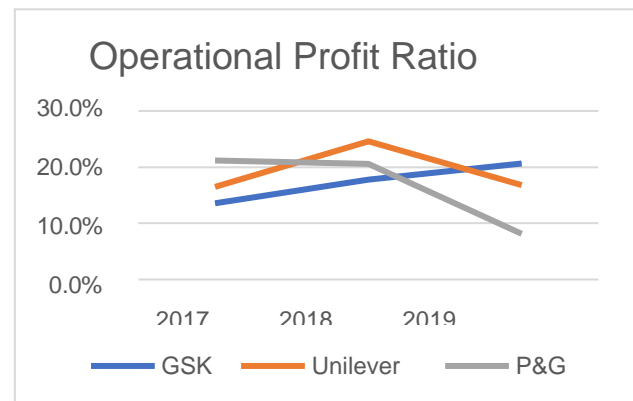


Table 1 Operational Profit Ratio

Net profit ratio expresses the net profit as a percentage of the firm's revenue. It provides an insight on how well the firm generates profit after taking all of its expenses into account. On this ratio too, GSK shows an upward climbing trend in-terms of yielding the highest margin of 15.6% showing that it is the most profitable of the bunch over time.

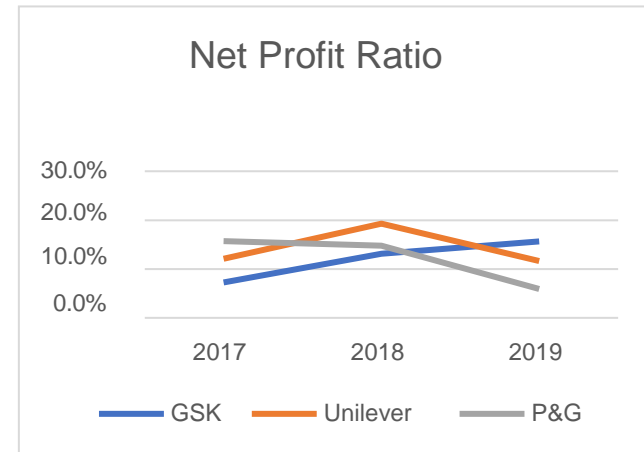


Table 2 Net Profit Ratio

The return on equity represents the amount of net profits compared to the equity of the owners. And this ratio is particularly valued as a strong indicator to buy a firm's stock. As it highlights the return of the firm based on the investment a shareholder is making. Unilever here shows a significantly higher ROE than its competitors, indicating to investors that the firm would be a favorable place to invest in. GSK here shows a very unsteady trend indicating it to be an unsafe place for investment.

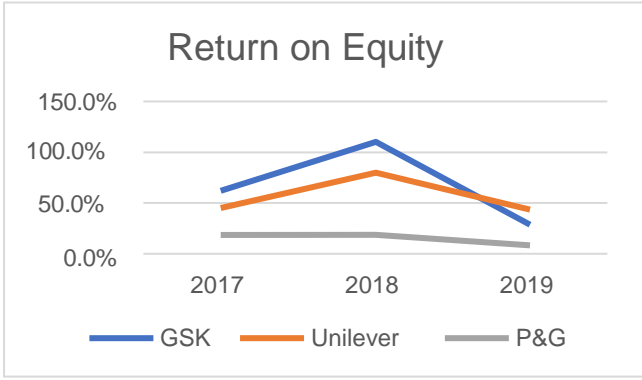


Table 3 Return on Equity

The second section is a series of ratios that represent the ability of the company to satisfy its short-term obligations. This collection of metrics helps assess whether a corporation is capable of meeting its existing obligations using its current assets.

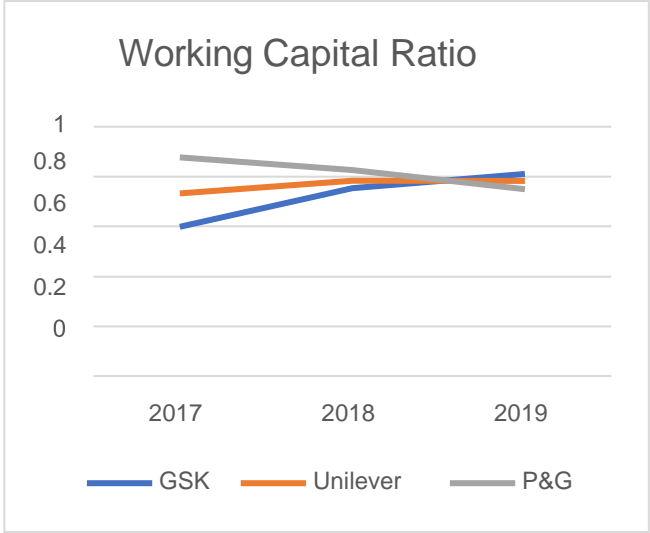


Table 4 Working Capital Ratio

By dividing the company's total assets with its current liabilities, the working capital ratio is determined. Thus, the current assets are expressed as a percentage of the current liabilities which illustrate how quickly the company can satisfy its short-term obligations. In these firms' cases, all the individual working capital ratios were less than 1 indicating that all three firms are operating on a negative working capital.

And that they do not have sufficient short-term assets to meet its short-term obligations. This information will have an adverse effect on potential creditors as it tells them that the firm might be incapable of upholding its short-term obligations.

The quick ratio, though calculated similarly to working capital ratio, is a much stricter test of liquidity as it only considers certain current assets. This ratio leaves out assets such as inventory to reflect a much more accurate test for liquidity. And continuing from the result of the working capital ratio, it's quite clear that all three firms show poor states of liquidity.

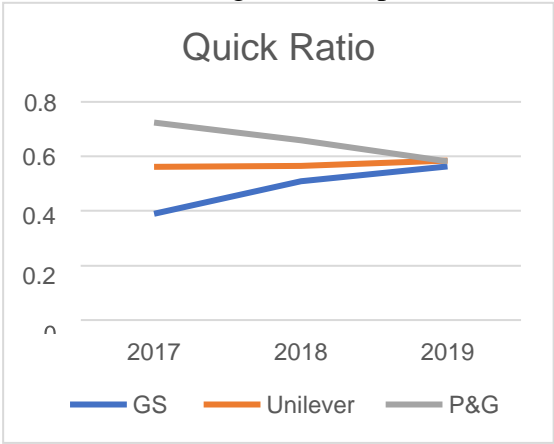
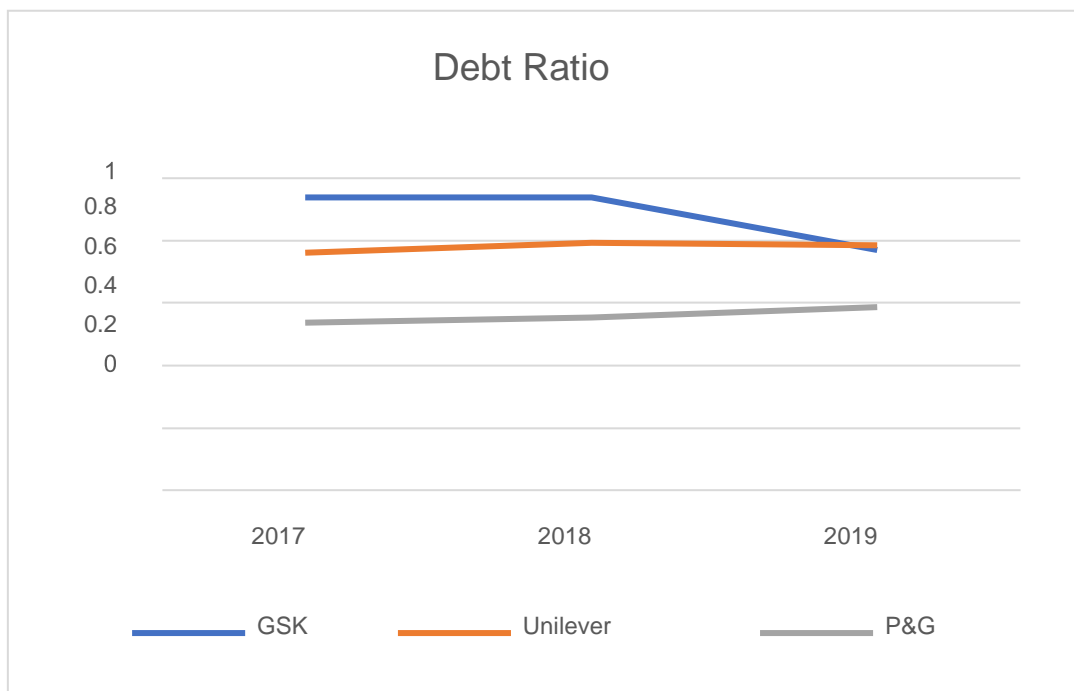


Table 5 Quick Ratio

The third segment of the set are leverage ratios that disclose the firm's capital structure. These two ratios show how the firm chooses to operate, either focusing on debt financing or equity financing.

The overview of these two ratios show that GSK and Unilever operate highly on debt financing having a debt ratio that equal 1. This means that both these firms are high levered which opens them to certain risks along with certain benefits. For example, if these two firms were to make high profits, earnings would be amplified as the profit would not have to be distributed among shareholders. At the same time, if the firms are to yield lower profits it will expose it to bankruptcy risks as it might not be able to pay interest on its debts. The debt-to-equity ratio too speaks the same; showing that GSK is a highly levered firm but has chosen to change its capital structure in 2019. And Unilever and P&G have chosen to operate with the same capital structure over the course of the analytical period.



*Table 6:
Debt-to-
Equity Ratio*

2.6 Operations Management and Information System Practices

2.6.1 Operations Management

There are over 1,400,000 FMCG (Fast Moving Consumer Goods) displays of varieties product of different brands in Bangladesh. Succeed the operations part of Sensodyne and ENO GSK mainly depend on MTCL. MTCL is a third party company who is responsible for giving manpower and maintain all the distribution channel of the GSK Company. When trade happens and transaction is occurred MTCL does claim with the hard copy and an integrated software. GSK pays only everything. For brand promoting in the different super shop which is part of modern trade in GSK is depend on Market Access. This company helps GSK to sell their product directly and influenced people to buy their product. Moreover, running the operation GSK has now four Area Sales Manager, twenty three territory officer, thirty five Area Scientific Executive, twenty five expert marketing manager cover the whole area of Bangladesh. For Sensodyne and Eno today GSK has in total distributor for selling their product.

2.6.2 Information System

EASY SOFTWARE is a software manufacturer that develops sustainable solutions to optimize, automate, and digitize business processes. It mainly helps in inventory management. Poor management system can make businesses go bankrupt, even small business. This software is basically used to create report and some dump data file which they used for decision making and for their future strategy planning. From this system reports are used the knowing the condition of their overall sales and dump data file is used for their SKU selling in day to day month. This whole system is designed and developed by a Bangladeshi company and maintained by Mutual Trading Corporation Limited.



2.7 Industry and Competitive Analysis

2.7.1 SWOT Analysis

Strength

- GSK is taken into consideration as the world's one of the leading pharmaceutical companies because of its performance, quality product and Research & Development.
- GSK has an efficient, capable honest and hardworking workforce
- Availability of economic resource to grow the business
- Ability to need the advantage of economies of scale
- Better quality products like Sensodyne is a premium product and it's the best product for tooth care.

Weakness

- Underutilized plant capacity
- Higher cost compared to key competitors
- Poor pricing category
- Low pack size
- Lack of sufficient promotional activities, so village people do not have any idea about Sensodyne and thus no doctor's prescription.

Opportunity

- GSK has an opportunity to expanding its investment and has potential growth in Bangladeshi market.
- Expanding the company's line of merchandise to satisfy a broader range of customer needs.
- Sensodyne and Eno are doing good business.
- Employees are satisfied
- GSK can get labors at an extremely cheap cost in Bangladesh
- High confidence brand and quality

Threats

- Adverse shifts in exchange rates and trade policies of the state
- Fast movement of rivals
- Decrease market growth
- Growing bargaining power of the highest
- New expensive regulatory requirement
- Counterfeit products from UAE and KSA
- Increasing threats from local competitors

2.7.2 PESTLE Analysis

Political- As GSK is a global multination company operating different countries serving people with different products and services the company has to maintain a good relationship with government. GSK has a good reputation around the world and for that political influence and many other things are stable.

Economical- For Asia Pacific region GSK global sold their consumer health care product to the Unilever. On December 3, 2016, it was announced that the Anglo-Dutch multinational company Unilever was buying shares of GlaxoSmithKline Bangladesh Limited and its business of Health Food Drinks. The acquisition was completed on June 26 this year with the purchase of shares by Unilever. However, after the acquisition process is completed, the ownership and business of GSK's Health Food Drinks, intangible or invisible assets such as reputation, brand identity, patents, trademarks and the future of copyrights are still unanswered by investors in the listed company. Even the Bangladesh Securities and Exchange Commission, the regulator of the capital market, is in the dark about these issues because these were not solve yet or they do not want to discuss it know. Although all the information related to the purchase of shares has been disclosed to the

investors, both GSK Bangladesh and Unilever have disclosed important information about the change of business rights. As a result, minority investors in GSK Bangladesh remain in the dark about the company's post-acquisition business model. The regulatory body of the capital market did not ignore the issue. For this reason, BSEC has asked the company for detailed information. Although so far, they have not received all the information. On 22 July 2016, the authorities of GSK Bangladesh abruptly stopped the production of the pharmaceutical factory located at Fauzdarhat in Chittagong. Copies of the letter from BSEC have been sent to the senior secretary of the finance ministry, the senior secretary of the financial institutions department, the chairman of the NBR, the chief executive officer of BFIU, the company's auditor Huda-Vasi Chowdhury and the company's-chartered accountants. The BSEC letter said the company had not released adequate and timely information on business acquisitions, closure of pharmaceutical business and its impact on profits and impact on cash flow. The pharmaceutical unit was the bulk of GSK Bangladesh's assets. The closure has significantly reduced the company's assets and raises questions about the nature of production capacity after the change of ownership. The company's annual report did not provide adequate information on the rapidly changing business model and the portfolio of related brands and products, and the commission also found it misleading. Moreover, after the change of ownership, many of the company's intangible or invisible assets such as reputation, brand identity, patents, trademarks and copyrights will be closed. It will also affect the future of the company's cash flow and the interests of minority investors. The Commission did not receive any timely information on the matter from the published annual report of the company or the message sent to the shareholders by the management. The matter is in our review process. We want to know, what actually happened through the acquisition process? The company has already cooperated with some information, he said, adding that the share purchase agreement signed between GSK and Unilever needs to be reviewed to know the beginning of the acquisition process. We asked them for it. Although they have not given us the contract yet. The Financial Reporting Council, the country's financial regulator, is also looking into whether GSK Bangladesh has been properly acquired by Unilever. In this case, the organization is assisting BSEC. When asked, FRC Executive Director Mohammad Mohiuddin Ahmed told FCA Banik Barta that the minority shareholders of the company have been harmed by not disclosing important information about the acquisition process. The acquisition process has been completed keeping the investors in the dark about the necessary and important information, he said. Shamima Akhter,

Unilever Bangladesh's Head of Corporate Affairs, Partnership and Communication, was contacted to answer various questions about the acquisition process. He told Banik Barta that the acquisition process has complied with all kinds of laws and regulations. BSEC and DSE have been given all kinds of information in time. The intellectual property rights of the iconic brands were with the GSK Group and GSK Bangladesh used to market the brands in the Bangladeshi market only with the permission of the group. That does not mean that GSK was in loss what does GSK followed or the business pattern is GSK is in maturity age of the product life cycle and are doing profit but growth rate was not high as early was and that's why they sold it but know they have also a good condition in the Bangladeshi market.

Social- GSK has a great brand name in pharmaceutical industry all over the world. Through GSK pharma left Bangladesh almost two year but as once it was operating in Bangladesh with almost 30 year+ so that's why they have some responsibility on this nation and that's why through their subsidiary company they send some vaccine product for the Bangladeshi people.

Technological- GSK Bangladesh market they mainly discuss with India and Sri Lanka team and they use digital communication for their communication with one another. Moreover, they have use some dedicated software for their distribution channel and sales.

Legal- All types of regulatory affairs and product permission, product snickering GSK Bangladesh at first take permission from global and then selling product in the market they take all types of regulatory and standard of the product take permission from the BSTI. However, GSK about legal part is strict towards their work.

Environmental- Today GSK has no factory in Bangladesh, they only do import business in Bangladesh. For their global operation they use continuous technology which is low cost in production side and keeps environment impact smaller from the harmful gases.

2.8 Summary and Conclusion

As GSK is a global company and mainly doing great in pharmaceutical industry all around the world, at the moment GSK Bangladesh earning comes from importing this two brand product and selling it in the Bangladesh market. These two product mainly operating in oral care and digestive part of a human body and healthcare. However, consumer products like Sensodyne and Eno have much demand. These are all premium products and thus have good customer feedback. When GSK consumer healthcare were operating in Bangladesh at that all consumer healthcare products has a great demand in Bangladeshi market but after the acquisition by Unilever Bangladesh GSK company turns into a very small company. After acquisition GSK officially runs a Burroughs Wellcome & Co. Bangladesh Ltd. With only two brand with six stock keeping unit (SKU). Today GSK is a 70 crore taka company but it has a huge objective. As GSK Bangladesh is a small company and it has a target to become 100 crore enterprise by 2021.

2.9 Recommendations

There is some recommendation from my side so that GSK can focus in here for future development-

- Prepare & maintained database for the sales people
- Should give insurance for the sales people
- When they are in the market, they should be given items, accessories, equipment like other company does
- Sales incentive, target achievements, display quantity, the average score should be broken down detail to them.
- During their performance appraisal no bias ness should happen
- Arrange different types of training and development program for them
- Annual sales conference can be arranged for them as a motivation for their work.

Chapter: 3 Project Part

Incentive program for sales representatives of GSK Bangladesh Private Ltd.

3.1 Introduction

3.1.1 Internship at GSK Bangladesh Private Ltd.

In GSK Bangladesh Private Ltd. I joined 1st of October 2020. I was given the opportunity to work for the three months at GSK Bangladesh Private Ltd. It was one of the elements of my education program in fall semester from 1st October to 31st December. I worked in HR and Regulatory Affairs Department, while as an intern I have experienced in sales, marketing and also distribution channel of the GSK Bangladesh Private Ltd.

3.1.2 Job Description about the Job

I have done numerous activities that are directly undertaken by the whole company. The first day I was there, I introduced to Mohammad Amirul Islam who is a country manager of GSK Bangladesh Private Ltd and also Mohammad Asaduzzaman Coordinator of HR and Regulatory Affairs department who supervised me this three months. Then he introduced me with the other staff member of the company. After that, he gives me a brief overview of what I have to do for them. Then they gave me some study materials and told me some basic functions of excel to perform the task. The task is all about preparing an incentive report for them and finding there are an issue or problem that sale representative are facing.

3.1.3 Objective

The main objective of this report is to prepare the whole report of the sales representative so that they can give incentive to the sale representative by understanding the quantity of the picture and average score of that particular person. Moreover, the average score is not only used to measure the performance of the sales representative rather than it helps them to take a decision whether their product is displayed all over Bangladesh, display quality and what type of strategy they should use in future.

3.1.4 Significance of the report

The overall process is implemented through soft data converted into raw data. First of all, in a google drive for a particular month picture was uploaded and every day I have to give a report to HR and sales department that how many pictures was uploaded in the google drive. Then when a particular month is finished then I started to look at each picture of the google drive and give some numbers to that particular picture. Then I take an average score of the particular picture out five what he got and how many pictures uploaded in his google drive account. There were many duplicate pictures are uploaded which I have to collect and report it to the HR and sales team. After that, when I get the average score of sales representative and the picture quantity then I find out best 10 sales representative based on their quantity and their average score. That's how I have prepared September, October and November month incentives.

Criteria and Benchmark is given below of the overall process for the calculation-



		Rangpur				Average
Md. Shariar ahman		Marks				2.5
Photo Qty	Upload Date (September, 2020)	Cut out "1" or "0"	Shelf Strive "2" or "0"	Backing Sheet "1" or "0"	Product at least 6 "1" or "0"	Total Marks
1	19	1	0	1	1	3
2	15	1	0	0	1	2

		Marks				
Oct-20		Cut out "1" or "0"	Shelf Strive "2" or "0"	Backing Sheet "1" or "0"	Product at least 6 "1" or "0"	
Md. Nayon Ahmed						4.11765
Photo Qty						
1	14	1	0	1	1	3
2	14	1	2	1	1	5
3	14	1	2	1	1	5
4	14	1	0	1	1	3
5	14	1	0	1	1	3
6	14	1	0	1	1	3
7	14	1	2	1	1	5
8	15	1	2	1	1	5
9	14	1	2	1	1	5
10	14	1	0	1	1	3
11	14	1	2	1	1	5
12	14	1	2	1	1	5
13	14	1	2	1	1	5
14	14	1	2	1	1	5
15	14	1	2	1	0	4
16	14	1	0	1	1	3
17	14	1	0	1	1	3

To get the full score the picture is given below-



Bad picture for a low scoring is given below-

Poor Execution of Sensodyne Display



Compromised
Space
requirement



No shelf strip
No Backing
Sheet

Based on the picture quantity how much incentive will be given from the company is given below-

No of Display	Incentive Amount
30 to 49	250/=
50 to 74	600/=
75 to 99	1000/=
100 & above	1500/=

The outcome of all above information is-

Rank	Area Name	Territory Name	SR Name	Picture Quantity	Average Score out of "5"	Incentive Earned
1	Central	Shantinagar	Sajeeb Hossain	74	4.2	600
2	Central	Shantinagar	Md Al-Amin	39	3.6	250
3	East	Feni	Md. Abul Kashem	38	3.3	250
3	East	Comilla	Md. Ashraffuzzaman	38	3.2	250
5	Central	Uttara	Imran Miah	37	4.3	250
6	Central	Narayanganj	Md. Zobayed Hossain	36	3.9	250
7	Central	Dhanmondi	Farhad Hossain	33	4.0	250
7	East	Comilla	Ibrahim Khalil	33	3.0	250
9	Central	Dhanmondi	Juwel	30	3.8	250
9	East	Chandpur	Md. Ismail Hossen	30	3.5	250
9	Central	Dhanmondi	Md. Hasan	30	3.5	250



Champions Dash Board for Oct. 2020

Area Name	Territory Name	SR Name	Picture Quantity	Average Score Out of "5"	Incentive Earned
West	Khulna	<u>Md. Nurealam Siddquee</u>	90	4	1000
East Area	CTG South	<u>Ahmed Tanvir</u>	90	3.74	1000
West	Bogura	<u>Easin Ali</u>	74	4.5	600
West	Rajshahi	<u>Shamim Ahmed</u>	71	4	600
West	Rajshahi	<u>Shek Shamim Ahmed</u>	66	4	600
West	Khulna	<u>Md. Shariful Islam</u>	66	3.5	600
East Area	CTG North	<u>Sakhwat Hossian</u>	64	4.61	600
Dhaka Central	Dhanmondi	Farhad Hossain	64	3.96	600
Dhaka Central	Dhanmondi	Faruk hossain	61	3.73	600
Dhaka Central	Dhanmondi	<u>Md. Uzzal</u>	61	3.58	600



Champions Dash Board Nov 2020

S/N	Area Name	Territory Name	SR Name	Picture Quantity	Average Score	Incentive Earned
1	East Area	CTG South	Sohidul Islam Rana	105	3.6	1500
2	East Area	CTG South	Reazul Karim	104	3.5	1500
3	Outer & Sylhet	Mymensingh	Shahin Alam	101	3.5	1500
4	Dhaka Central	Mirpur	Md. Mujibur Rahman	100	2.8	1500
5	Dhaka Central	Dhanmondi	Md. Hasan	98	2.7	1000
6	Dhaka Central	Uttara	Shanto Chandra Das	94	4.6	1000
7	Outer & Sylhet	Sylhet	Tawhidur Rahman	90	3.2	1000
8	Dhaka Central	Dhanmondi	Farhad Hossain	87	3.2	1000
9	East Area	CTG North	Sakhawat Hossain	86	3.9	1000
10	Dhaka Central	Dhanmondi	Khorshed Jewel	86	2.7	1000

3.2 Methodology

To prepare this whole report method that I have used one and only primary data. First of all, I have prepared some questionnaire for the survey then I have printed out the survey and went to the sales representatives to collect the data. For a collection of the primary data, I have physically visited two different distribution office from two different sides of the Dhaka City. I have collected data for the survey purpose from Badda distribution office and secondly from Uttara distribution office. Lastly, I have collected the rest of the data calling across different places all over Bangladesh.

3.3 Finding and Analysis

Through this three month-long journey and to prepare this report I have found some issues and these are-

- Sales force are not happy with the salary with their salary structure because their salary is far way lower than other company salary structure though it is an MNC company.

V/1/2020

A survey on incentive program for the sales representatives GSK Bangladesh Private Ltd.

This survey has been conducted for an internship report purpose and also to understand how Sales Representatives incentive is measured and how their incentives are given in GSK Bangladesh Private Ltd.

1. Age Group

20 to 24

25 to 29

30-34

35-39

40 and above

2. Work experience as a Sales Representative or Brand Promoter

3 months -1 yr

1-2

2-3

3-4

4+

3. You are happy with the organization Sales Representative salary structure

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

4. You are happy with the current incentive plan

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

A survey on incentive program for the sales representatives GSK Bangladesh Private Ltd.

Basha
This survey has been conducted for an internship report purpose and also to understand how Sales Representatives incentive is measured and how their incentives are given in GSK Bangladesh Private Ltd.

1. Age Group

- 20 to 24
- 25 to 29
- 30-34
- 35-39
- 40 and above

2. Work experience as a Sales Representative or Brand Promoter

- 3 months -1 yr
- 1- 2
- 2-3
- 3-4
- 4+

3. You are happy with the organization Sales Representative salary structure

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

4. You are happy with the current incentive plan

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

5. You get your incentive every month

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

Sales people are not happy with their salary structure this claim comes from the survey that I conducted physically visiting different distribution house of Dhaka City and calling with different sales people all around Bangladesh. From the data the main scenario is that as MNC Company the salary they are providing that is not a market standard in this time compare to other company. I took twenty people data for completing the survey and no one not a single person is happy with the salary structure. From the survey two answers were coming and that strongly disagree and disagree about the statement about the salary structure.

- They did not get a single amount of incentive money from September to November.
- Did not get any profit sharing or special benefits
- From the company they did not get any equipment or accessories for their delivery of the product and most of the time they have to use their personal accessories or equipment.
- Manager of the company did not ask or arrange any type of monthly or quarterly meeting for their needs

- There is some problem in the cash memo about store name address, the discount rate of the product in the software system in GSK. They told it to the authority but till now issue did not solve.
- There is no proper facility for training & development for the sales people in GSK.
- Do not have any insurance and medical compensation for them.
- Incentive is planned only two sides one in display and other is target achievement.

3.4 Summary and Conclusion

GSK Bangladesh have the high potentiality to grow a big platform in Bangladesh. Sensodyne and Eno are the one of the best-selling product in the Market. But the main problem is that it doesn't have sufficient product so it is quite difficult for GSK to become one of the leading brand in Bangladesh. So in my opinion If GSK can provide more products in near future they definitely will be a Market leader.

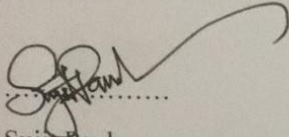
3.5 Recommendations

There are some recommendation from my side so that GSK can focus in here for future development-

- Prepare & maintained database for the sales people
- Should give insurance for the sales people
- When they are in the market they should be given items, accessories, equipment like other company does
- Sales incentive, target achievements, display quantity, the average score should be broken down detail to them.
- During their performance appraisal no bias ness should happen
- Arrange different types of training and development program for them
- Annual sales conference can be arranged for them as motivation for their work.

Non- Disclosure Agreement

This agreement is made and entered into by and between GSK Bangladesh Private Limited and undersigned student at BRAC University Ali Akif Ahmed ID- 16304054 is that for internship purpose and completion of the whole report he used company employees name and their incentive plan.



Sujit Paul
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GSK Bangladesh Private Limited
Cell: 01730304050

References

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Appendix

1. Age group

- 20 to 24
- 25 to 29
- 30 to 34
- 35 to 39
- 40 and above

2. Work experience as a Sales Representative or Brand Promoter

- 3 months – 1 yr
- 2
- 2- 3
- 3- 4
- 4+

3. You are happy with the organization Sales Representative salary structure

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

4. You are happy with the current incentive plan

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

5. You get your incentive every month

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

6. GSK Conducts different types of training for sales representative to improve their performance

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

7. You are given proper mentoring and guideline from the company for completing your task

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

8. Your territory officer gives you enough support cooperative with you during maintain shelf window collection process for incentive purpose

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

9. During appraisal, Territory officer discriminated between sales representatives

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

10. Your Territory Officer gives you constructive feedback during appraisal to improve your performance

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree