



Report On Retail Business of GSK in Bangladesh

By

Fahim Shahriar
15104030

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

© 2020 BRAC University
All rights reserved.

BRAC Business School
BRAC University
January 2020



do more
feel better
live longer

HEALTHIER
TOMORROW

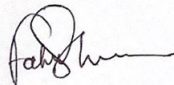


Declaration

It is hereby declared that

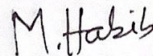
1. The internship report submitted is my/our own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain 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:



Fahim Shahriar
15104030

Supervisor's Full Name & Signature:



Dr. Md. Mamun Habib
Associate Professor, BRAC Business School
BRAC University



Letter of Transmittal

Dr. Md. Mamun Habib
Associate Professor
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Internship report submission.

Dear Sir,

This is my great honor to submit the internship report that I have prepared for last 3 months long in GlaxoSmithKline Limited Bangladesh, under Sales department. This report has been prepared to fulfill the requirement of my internship program at my assigned organization, GlaxoSmithKline Bangladesh Limited. The report is the final outcome of successful completion of my internship program at the GSK. In my report I have tried to identify and describe the work process followed by my assigned department and also tried to analyze the sales performance of the company.

I, fervently hope that you will find this plan worth reading. Please feel free to contact me at fshahriar36@gmail.com for any query or clarification that you would like me to explain. Hope you will appreciate our hard work and excuse the minor errors.

Thanking you for your cooperation and giving me so much knowledge, affection while taking the BUS-400 course.

Sincerely yours,

Fahim Shahriar
15104030
BRAC Business School
BRAC University
Date: January 3, 2020

Non-Disclosure Agreement



Sunday, September 29, 2019

Dilara Afroz Khan
Director, OCSAR,
BRAC University
Dhaka

GlaxoSmithKline Bangladesh Limited
Post Box 6015
House # 2A, Road #138
Gulshan-1, Dhaka-1212
Bangladesh.

Tel: +880 2 9858870-5
Fax: +880 2 8826628
Email: gsk.bangladesh-info@gsk.com
www.gsk.com.bd

INTERNSHIP PROGRAMME

Dear Madam,

We refer to your letter requesting to accommodate Fahim Shahriar, a BBA student of your University to pursue internship in our company.

We are pleased to inform you that we may provide **Fahim Shahriar** the internship facility in our company to pursue a suitable project work, which would fulfill academic requirements. The duration of the internship will be for **Three** months from **29 September 2019**.

We hope that he will work here for academic purpose only and information gathered will be strictly confidential. A copy of internship report should be submitted to the internship supervisor in the company.

Thanking you,

Sincerely yours,
GlaxoSmithKline Bangladesh Limited

Mohammad Mafuz Hasan Bhuyan
HR Operations Manager

Registered in Bangladesh
No. 4214/B

Registered office
Fourdenha Industrial Area
PO: North Kattal
Chittagong-4217, Bangladesh.



Acknowledgement

This internship report has been completed with the help of more than one people's endeavor. At first, I would like to convey my sincere gratitude to the almighty Allah for giving me the courage & ability to finish the objective within the given time frame. After that, I would like to thank everyone who contributed towards preparing & making this study a successful one.

I would like to express my immense gratitude to my internship advisor, Dr. Md. Mamun Habib, Lecturer of BRAC Business School, BRAC University. I am deeply grateful to her whole hearted supervision during the internship period. Her valuable suggestions & guidance helped me a lot to prepare the report in a well-organized manner.

I would also like to thank Md. Ali, Regional Manager; GlaxoSmithKline Bangladesh Limited for giving me the opportunity to complete my internship under a well-known multinational organization. I would also like to express my gratitude to Mr. Noor-E-Azmal Alam, Area Manager and Md. Habibur Rahman, Senior Territory Officer at GSK Bangladesh under Consumer Healthcare Department for their constant supervision and motivation. Without their guidance it may not have been possible to experience the real life business environment in such an effective manner.



Executive Summary

GSK Bangladesh's operations concentrates in the secondary manufacturing of pharmaceutical products and marketing of vaccines, pharmaceutical products, nutrition and oral healthcare products. The Company's main activities facilitates secondary manufacturing of pharmaceutical products and marketing of vaccines, pharmaceutical products and health food drinks. The Company started its journey in Bangladesh in 1949 with its' corporate identity as Glaxo in Chattagram as an importer of products from the Glaxo Group of Companies. We often distinguish markets with different products to have a wider product portfolio. SWOT Analysis Strength - GSK is known as world's one of the leading pharmaceutical company - Effective, competent and forthright workforce - Good amount of resources to grow the business - Proprietary technology - Economies of scale - Better product quality compared to rivals - Brand image of the company Weakness - Lack of variety in offerings - Underutilized plant capacity - Lack of sufficient promotional effort to doctors. The delivery of the product is done the day after taking the order so that shopkeepers can track what they are buying and prepare to pay in cash for the products they are getting. Recommendation With the rising income level more and more people are inclining towards quality products which gives a competitive advantage to GSK. So it should focus on promoting the product more by flaunting their strength in quality

Table of Contents

Introduction 3

Overview of the Company 4

GSK Social Responsibility 8

SWOT Analysis..... 8

Product Portfolio: Consumer Healthcare Department..... 10

Consumer Healthcare Industry Outlook..... 12

The Internship Program 13

Organogram of a Distribution House 13

Distribution Points..... 14

Topnich Associates BD LTD..... 14

Monthly Journal Summary 17

 October, 2019 17

 November, 2019 17

 December, 2019..... 18

Recommendation 19

References 21

List of Acronyms

1. PD: Preferred Dealer
2. SKU: Stock Keeping Unit
3. Eco: Effective Coverage
4. TLS: Total Line Sold (SKU Wise)
5. JCR: Journey Cycle Review
6. JCM: Journey Cycle Meeting
7. GTM: Go to Market
8. RTM: Regional Team Meeting
9. DSR: Distributor Sales Representative
10. GDA: Goods Disperse Allocation
11. LPC: Line per Call
12. CM: Contract Merchandiser
13. BIB: Bag in Box
14. HFD: Health Food Drink
15. OHC: Oral Health Care
16. IPD: Instant Powder Drink
17. SDR: Stock Destruction Report
18. DB: Distributor
19. DFF: Distribution Field Force
20. PTR: Price to Retailer
21. PTD: Price to Distributor
22. LE: Last Estimation

Introduction

GlaxoSmithKline (GSK) is a leading research-based pharmaceutical company in the world. It also has a Consumer Healthcare wing, which is made up of a highly effective mix of skills and resources with the potential to deliver significant market share in today's rapidly growing healthcare industry. GSK is focused on providing customers a wide range of ground-breaking drugs, vaccines, and healthcare products. Millions of people around the world use their products to help them do more, feel better, and live longer. GSK's headquarters are in the United Kingdom. It currently has a global presence in 140 countries, with manufacturing networks in 180 locations and a workforce of more than 100,000 people.

GSK, as a research-based company, strives to develop cutting-edge new products and making them available to as many people as possible.

GSK Bangladesh is a subsidiary of GSK plc that first opened its doors in Bangladesh in 1949. GSK Bangladesh focuses on secondary pharmaceutical product manufacturing and marketing of vaccines, pharmaceutical products, nutrition, and oral healthcare products. The structure of all three business areas is governed by “GSK values,” which include treating people with respect, putting patients first, and promising transparency and the highest possible level of integrity in the company's code of conduct. More than 700 employees working across the country with a vision to improve the quality of human life by delivering quality healthcare products are rooted in these values and supported by cutting-edge technology.

Previously, the company worked as an importer in Bangladesh. It became a manufacturer in 1967, when it opened a factory in Chittagong. Following the acquisition of Burroughs Wellcome in 1995, the company changed its name from Glaxo to GlaxoWellcome Bangladesh as a result of global mergers and acquisitions. Following a merger with SmithKlineBeecham in 2000, it was renamed GlaxoSmithKline Bangladesh Limited in 2002.

Health food drinks, instant powder drinks, and oral healthcare products are now available from the consumer healthcare division. Horlicks™ is the market leader and most important brand under GlaxoSmithKline Bangladesh in the HFD category. Women's Horlicks, Horlicks Lite, Mother Horlicks, Chocolate Horlicks, Junior Horlicks, and Growth Plus have been added to the year-old

heritage brand of Horlicks™ to further satisfy the needs of various market segments. In Bangladesh, new brands such as Maltova™, Boost™ & Glaxose™ have been added to the portfolio. The company has entered the Oral Healthcare industry in Bangladesh with the introduction of Sensodyne™.

GSK has pledged to reinvest 20% of profits in developing nations to address the challenges of providing healthcare to underserved populations. Since 2010, GSK has spent more than GBP 1 million per year in Bangladesh in collaboration with CARE, icddr, and Friendship.

History

Joseph Nathan founded Glaxo as a general trading company in New Zealand in the 1850s. In 1904, it began producing dried-milk baby food, first known as Defiance, with the slogan "Glaxo builds bonny babies."

Glaxo Laboratories in London built new production units in 1935. Joseph Nathan in 1947 and Joseph Nathan in 1958 were two of the company's acquisitions. In 1978, they purchased Meyer Laboratories. Glaxo Inc., the company's American arm, relocated to North Carolina's Research Triangle Park (US headquarters/research) and Zebulon (US manufacturing) in 1983. The American pharmacists Henry Wellcome and Silas Burroughs founded Burroughs Wellcome & Company in London in 1880. In 1902, the Welcome Tropical Research Laboratories were established. Cooper, McDougall & Robertson Inc. was purchased by the Wellcome Company in 1959 in order to shift its focus to animal healthcare products. In 1995, Glaxo and Burroughs Wellcome merged to form Glaxo Wellcome. The following year, Glaxo restructured its R&D operation, laying off 10,000 people worldwide, closing its R&D facility in Bechenham, Kent, and constructing a Medicines Research Centre in Stevenage, Hertfordshire. Glaxo Wellcome acquired Affymax, a market leader in the combinatorial chemistry sector, in the same year.

Glaxo Wellcome surpassed Pfizer as the world's third-largest pharmaceutical company by revenue in 1999, with a global market share of around 4%. By 1999, the company had surpassed Pfizer as the world's largest manufacturer of asthma and





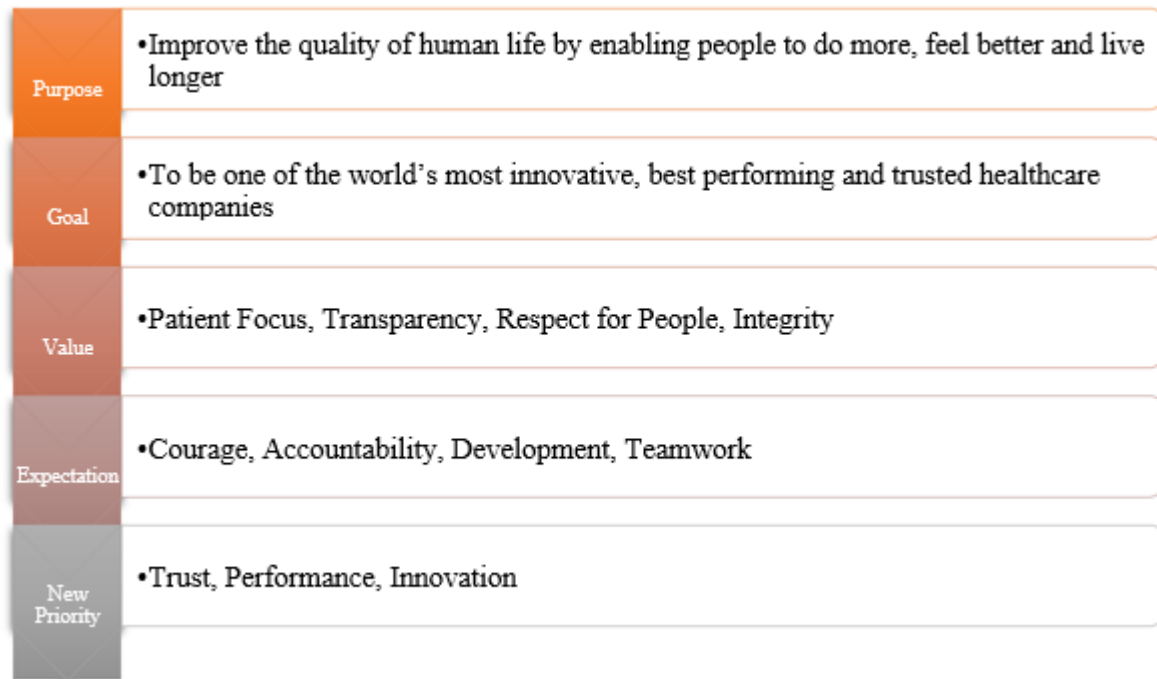
HIV/AIDS drugs. With 50 manufacturing units around the world, the company employed 59,000 people, 13,400 of whom were from the United Kingdom. They had seven products in their portfolio that were among the top 50 best-selling pharmaceuticals in the world.

Overview of the Company

GSK Bangladesh is a subsidiary of GlaxoSmithKline plc, one of the world's leading research-based pharmaceutical and healthcare companies dedicated to improving people's lives by enabling them to do more, feel better, and live longer. The company's primary activities include secondary pharmaceutical product manufacturing and marketing of vaccines, pharmaceutical products, and health food beverages. The company began operations in Bangladesh in 1949 under the name Glaxo in Chattagram as an importer of products from the Glaxo Group of Companies. In 1967, the company transitioned from being an importer to a manufacturer by establishing its own manufacturing facility in Chittagong. Until now, the manufacturing facility has been regarded as one of the world's leading centers of excellence. Following the merger with SmithKline Beecham in December 2000, the company's name was changed from Glaxo to Glaxo Wellcome Bangladesh Limited, and then to GlaxoSmithKline Bangladesh Limited.



GSK at a Glance



Strategy followed by the Company

1. Functional level strategies:

GlaxoSmithKline Bangladesh Ltd adapts to various functional level strategies in order to gain competitive advantages and maintain long-term viability. Their performance improved as a result of the use of economies of scale and learning results. To better satisfy customers, the company conducts extensive research to develop new products and improve existing ones.

2. Business-Level Strategies:

GlaxoSmithKline Bangladesh employs a variety of business-level strategies to maximize a company's resources and capabilities in order to gain a competitive advantage over competitors. They follow a cost-cutting strategy. They try to make low-cost products in order to increase their profits. To have a larger product portfolio, we frequently distinguish markets with different products. We hope to reduce the threat of entry by expanding the company. GlaxoSmithKline has a number of policies in place as part of a global strategy.



3. Strategy in the Global Environment:

It adheres to GlaxoSmithKline's generalized policies as part of a global commitment. They do, however, tweak the strategies in response to changing national conditions from time to time. The raw materials required to manufacture products are obtained from less expensive sources. GSK Bangladesh follows a multi-national strategy in which companies tailor product offerings and marketing strategies to their specific needs in order to serve the local market.

4. Corporate strategy:

GSK has transformed traditional R&D so that it is better able to maintain a pipeline of products that benefit patients and healthcare providers. As the company grows, GSK is adapting to the uncertainty.

Organizational Structure

Functional Departments of GlaxoSmithKline Bangladesh Ltd:

There are six major departments that make up GlaxoSmithKline Bangladesh Limited. Those are as below:

- Marketing
- Human Resources
- Sales
- Finance & Accounts
- Information Technology
- Consumer Healthcare

GSK has been doing business in Bangladesh for 60 years and is one of the largest employers in the pharmaceutical and consumer goods industries. GlaxoSmithKline Bangladesh Ltd. directly employs over 800 people. GSK's various departments operate in different ways. They are, however, intertwined and complement one another. Within the company, authority is distributed decentralized.



GSK Social Responsibility

In order to combat diarrhea and improve community hygiene and sanitation, GlaxoSmithKline launched the Personal Hygiene and Sanitation Education (PHASE) Program in various countries around the world. In 2005, with the help of Save the Children (USA), PHASE was introduced in Bangladesh. During Cyclone "Sidr" in 2007, GSK Bangladesh took the initiative. They rebuilt damaged homes, constructed cyclone shelters, restocked lost livestock, sanitized all water supplies, and raised embankments. In an effort to improve the lives of slum children, GSK Bangladesh sponsored a free primary school run by an NGO called "Sathee Kalyan Samity" in Rupnagar, Mirpur.

SWOT Analysis

Strength

- GSK is regarded as one of the world's leading pharmaceutical companies.
- Workforce that is efficient, skilled, and sincere.
- A sufficient amount of resources to expand the business
- Patented technology
- Economies of scale
- In comparison to competitors, we have a higher product quality.
- The company's brand image

Weakness

- Offerings aren't diverse enough
- Plant capacity that is underutilized
- There isn't enough effort put in to promote doctors.



- In comparison to competitors, the distribution network is weaker, and the sales force is smaller.

Opportunity

- The Bangladeshi market has the potential to grow.
- Expanding product offerings to meet a broader range of customer needs
- Markets that are currently untapped
- As the population grows, so does demand.
- Natural resource availability
- Low labor costs Customer loyalty to the brand

Threat

- Political imbalance
- Aggressive and unethical movement of rivals to capture the market
- Growing bargaining power of the end consumers because of too many options
- Costly new regulatory policies
- Lower prices offered by the competitors
- Increasing threats from local competitors

Product Portfolio: Consumer Healthcare Department



Standard Horlicks

Standard Horlicks, the largest brand of GSK Consumer Healthcare Bangladesh, remained the market leader in the health food drinks category by a huge margin in 2017. In 2017, the Chocolate Horlicks extension showed promise. Standard Horlicks runs a year-round media campaign and recently completed an exam campaign that reached out to a large number of schools across the country. The relaunch of the sachets was met with a resounding success.

Junior Horlicks

Junior Horlicks debuted a new television commercial in 2017. Customers have responded positively to the connection, brand proposition, and scientific claims made in the TV commercial, which has been airing since March 2017. The brand also ran promotions at the end of the year, including a 50-gram bonus with the Jar.

Mothers' Horlicks

This is a new brand that focuses on nutritional solutions for pregnant and lactating mothers. In terms of distribution and penetration, the brand is consistently growing.

Women's Horlicks

Horlicks for Women is a product designed specifically for today's women. It contains a unique combination of chemical nutrients that are essential for maintaining healthy blood and bones.



Horlicks Lite

This HFD product is tailored to the nutritional requirements of adults. Horlicks lite contains a total of 23 essential nutrients, including high-quality protein and antioxidants. It gives you strength and stamina by repairing your body's damaged cells.

Growth Plus

Horlicks Growth Plus was introduced by GSK Bangladesh in 2017. This cutting-edge product has been scientifically proven to help children aged 5 to 9 grow faster. The product contains high-quality whey protein and growth promoters that have been clinically proven to increase children's height and weight in 6 months without causing any side effects. Horlicks Growth Plus Vanilla Flavor has been available on the market since May 2017. Every day, more pediatricians are recommending this product to their patients. With the assistance of the Expert Marketing Team, the product was successfully launched into the market. They are attempting to raise awareness among medical professionals.

BOOST

Boost is Bangladesh's only health food drink that has been scientifically proven to boost stamina by three times. It contains ENVITA NUTRIENTS, which significantly boost the levels of key nutrients needed for energy metabolism.

Sensodyne

Sensodyne is the GSK Consumer Healthcare portfolio's fastest-growing brand. Increased distribution, brand equity, and consumer pull in the market have all contributed to the company's growth. To raise consumer awareness of the brand and the sensitivity of the tooth, 360-degree marketing was maintained.

Glaxose D

Despite the slowing growth, Glaxose D maintained its dominant position in the market. Glaxose Orange was introduced in the beginning of 2018 and quickly became a popular flavored powdered drink.



Consumer Healthcare Industry Outlook

In 2017, the Fast Moving Consumer Goods market, which was valued at TK. 267 billion, increased by 5.8% (source: Nielsen). Health Food Drinks, with a market value of Tk.3.3 billion, showed great promise in terms of volume growth. GSK maintains its market dominance in the HFD Category, with a 92.1 percent market share.

Business Performance

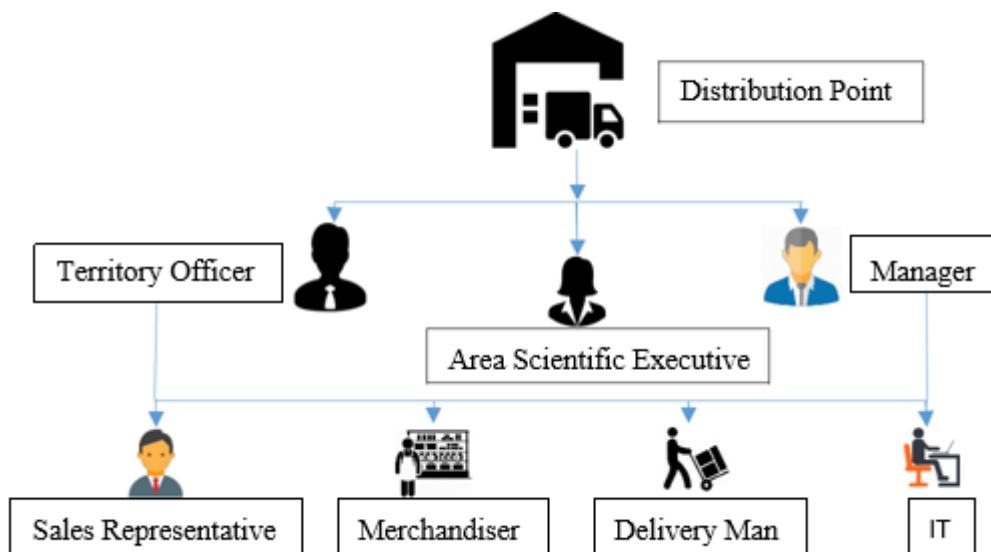
The Consumer Healthcare business grew by 10.3 percent in 2017, thanks to Sensodyne's 76 percent growth. The company is attempting to collaborate with authorities in order to take the necessary steps to control parallel imports. Horlicks was named the 2nd most popular brand in Bangladesh and the No. 1 brand in the Health Food Drink category by the Bangladesh Brand Forum. Sensodyne is also increasing its distribution, which is currently at 7%. (urban penetration).

The Internship Program

As an intern at GSK Bangladesh Limited, I worked in the Consumer Healthcare Department. The upper management of the Sales Team briefed me on the organization as soon as I joined. After that, there was a training session that covered the duties of a Territory Officer.

The following day, I was assigned to the Dhanmondi Territory under the supervision of Mr. Habibur Rahman, GSK Bangladesh's Senior Territory Officer. As a TO, he was in charge of one distribution point in West Rajabazar. With him, I worked as an attachment. From the beginning of my internship, I had been briefed on my role as a shadow Territory Officer.

Organogram of a Distribution House



Distribution Points

Topnich Associates BD LTD

Area Manager: Mr. Noor-E-Azmal Alam (Dhaka Metro 2)

Territory Officer: Md. Habibur Rahman

Manager: Mr. Tanvir

IT: Mr. Nijhum

Sales Representative (7 person): Rony, Sobuj, Momen, Saddam, Shanto, Mamun, Saiful

Merchandiser (3 person): Almas, Rajon, Saiful

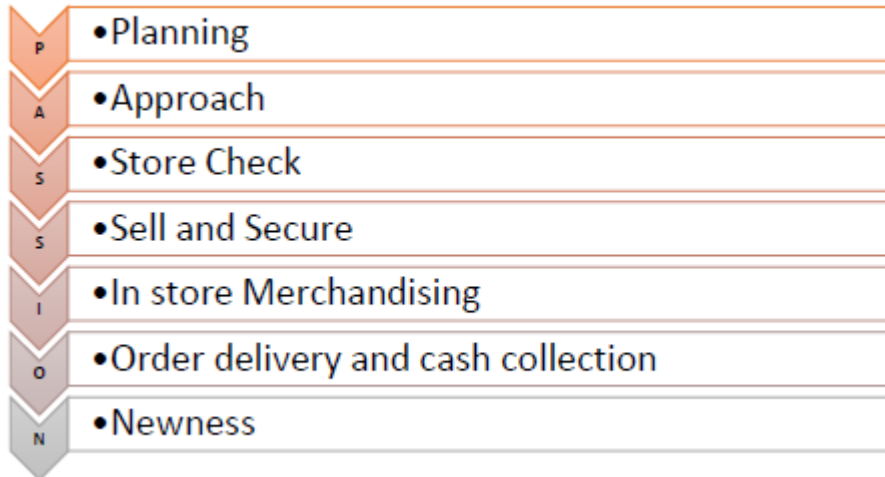
Delivery Man: 7 Person

Area Scientific Executive: Ms. Munira

"Mutual foods" is the primary distributor in charge of the delivery from the factory to the dealer houses. There are a few things that must be present in order to create a successful distribution channel. For example:

- Team sitting arrangement
- Enough DSR
- Vehicle
- Storeroom

The distributor's side of the delivery building is taken over by the manager. His job entails directing the DSR and the delivery man to achieve the highest sales possible in a given day. He also keeps track of the inventory in the warehouse and how much the house sells in a single day.



The DSR's job is to get wholesalers and distributors to place orders. The product is delivered the next day after the order is placed, allowing shopkeepers to keep track of what they are purchasing and prepare to pay in cash for the items they receive. It is necessary to follow GSK's marketing strategy known as "Passion Call" in order to be a successful DSR.

It is the IT's responsibility to deal with "Darpan." It's a piece of software that GSK uses to keep track of everything that happens at a distribution center. Every DSR has software built into their PDA that they use to take orders. After the order is completed, IT uploads the daily sales data to Darpan, which is monitored by the sales team's upper management. The IT department is also in charge of printing the memo and keeping track of the bounced items.

The merchandiser keeps track of the preferred dealers who put GSK's products on display. He also inspects the outlets for damages and expired products, ensuring that there are no opportunities to harm customers by selling them faulty goods.

The delivery man ensures that the products are delivered in a timely manner to all outlets that placed orders the day before. He also receives cash from the retailers for the items.

The Area Scientific Executive's job is to visit local doctors and chemists and provide them with information about GSK's products. Expert chemist marketing is one of their responsibilities.

The territory officer is in charge of the area. He is in charge of increasing sales and achieving the company's goals. He also supervises and trains the sales team so that they can perform better in the market. The TO also communicates with the manager and analyzes data to determine how



many products from the factory are required in one GDA (Goods Disperse Allocation). Furthermore, the TO makes every effort to increase distribution as much as possible.

The daily responsibility:

- DSR's target must be fixed.
- Keep track of whether or not the goal was met.
- Submission of a daily sales report

The claims are also the responsibility of the TO. It includes incentives for the PD display bill, trade promotion and market return, DSR, and delivery man.

There are 3 important responsibilities of a TO. Which includes:

- Expansion of Distribution
- Visibility
- Distribute Stock to Retailers

In the last three months, I've learned a number of short forms that are required for daily operations.

The Territory Officer sets the target for the month and creates a plan slip by analyzing data from Darpan and forecasting from previous data at the beginning of the month. It is then communicated to the DSRs so that they have an idea of what they will accomplish during the month. Every morning at 8.30 a.m., the kickoff meeting begins. The DSR is released as soon as possible to the market. After that, the TO selects one market to inspect to see if the DSRs are functioning properly. The TO also settles any disputes that may arise between the company and its retailers and wholesalers. A TO's job is to figure out the market's lapse rate and whether or not the DSRs are calling every product. The TLS can be used to investigate this. The TO is also in charge of the SDR, which is being audited by a third party called "Siraj Khan Basek" and reporting to headquarters.

Monthly Journal Summary

October, 2019

Upon joining I was stationed at Dhanmondi distribution house for the first three weeks where my induction to GSK's Sales Department took place. My supervisor, the Area Manager Mr. Noor-E-Azmal Alam and the Senior Territory Officer Mr. Habibur Rahman helped me and Refat Mahmud and Khaled Hossain with the basic need-to-knows. On my day I got the chance to attend JCR meeting of Dhanmondi territory. Within this time we got our first special assignment of surveying 200 retailers and 200 shoppers about a certain product line's acceptability in the market. I was given separate 5 beats to do this survey inside of my territory. Those 5 beats which I worked on are- Green Road-1, Begunbari North-1, Arjotpara, Begunbari-4, Eskaton. I completed it and then presented it to the Sales Director, Capability Development and General Trade Manager and the other Territory Officers. After the assignment my GTM Manager swapped my station to Tongi for few days. Where I got the chance to visit the market with our Regional Manager and Area Manager of DM-1. On the last week again I was assigned to Dhanmondi Territory.

November, 2019

The first week of November when I was just settling in Dhanmondi's Distribution House, the Area Manager gave me new task for this month which was like he aligned me two other DSR's and gave me all the responsibilities of these DSR's and their targets. MR. Momen and Shanto was my assigned DSR. Their total assigned target was 18.47 lac. I had to drive the sales force to achieve the target. Weekly I visit 4 to 5 times at the market. I faced lots of challenges during the period also I overcame from this. The most challenging situation I faced was like the underrate sale of Karwan Bazar to the retail market. Then the company stopped the underrate sale which helps me to drive my designated sales force. At the month of November my total achievement was 75% which was not up to the mark. But I learned a lot from this. On the month of November we faced another challenge. As we shut down the underrate sale at the market. Then we face the most challenges at the wholesale market. The wholesale markets sales are really at that point. Because DSR couldn't give more than 1% discount on the product. That's not it, there are some other rules as well. Like if any retailer buys 30,000 to 100,000 taka equal amount of products then they will get 1% or else they will get .75% discount.



December, 2019

Starting at the ninth week I had to work and supervise with the administration of the distribution house, capability development of the Sales Team and record data and analyze them. For this month the target was 13.93 lac taka. Also there are other rule for this is like if the house achievement is 100% by 31st December and by 21st December if the house achieve 75% then every DSR will get incentive equal amount of 3500 taka. According to the plan we started the month and additionally we planned that we will achieve 100% by 25th December and the house will for an annual tour at Sajek Valley. First week was really good, we achieved around 25%. After that at the second week we achieved 55%. Accordingly we achieved 80% at 21st December and we achieved 100% by 25th December and went for annual tour.

Recommendation

- Bangladesh's economy has grown impressively over the years, resulting in an increase in the number of people with a higher level of gross income. Individuals will have more disposable income as a result of this. A rise in income, according to basic economics, will lead to an increase in demand. In cases where an economy's standard of living improves, however, demand may shift from quantity to quality. In terms of product quality, GSK has a competitive advantage over other domestic companies. In terms of promotions, this is where they should concentrate their efforts. As a multinational corporation operating in a thriving economy where a rise in standard of living coincides with an improvement in taste, an emphasis on product quality as well as the factors that distinguish them as the definitive choice for potential customers must be prioritized.
- In Bangladesh, GSK Bangladesh has a limited product range. Given the company's previous success in the country, it may be wise to expand its product line in order to increase sales. Exploring untapped markets as a multinational corporation may not be as difficult as it is for other domestic corporations that lack the same market reputation. Sales will continue to grow, allowing for a larger market share to be gained over time.
- GSK Bangladesh has a limited product offering in Bangladesh. Given the company's previous success in the country, expanding its product line to boost sales might be a good idea. Exploring untapped markets as a multinational corporation may be easier than for domestic corporations without the same market reputation. Sales will continue to rise, allowing the company to gain a larger market share over time.
- To keep the products complementing the evolving taste and flavor of the consumers, a strong emphasis on research and development should be placed. This brings us back to the previous point, where the product line's lower number of goods was mentioned. Future sales and promotions should be tailored to maintain the importance of goodwill in Bangladesh, which is an emerging market for products that were previously unavailable on store shelves. The addition of newer products to the product line will result in the franchise's growth in the country.
- GSK should concentrate their brand exposure in Bangladesh's rural areas. More people will be aware of GSK's products as a result of this. In some parts of the country, advertising is required because communication and cable television are not as advanced as they were five years ago. These technological advancements should be taken

advantage of because they can increase sales in comparison to previous figures.

- ASE should see more than just dentists and chemists. They should also concentrate on consumer education. This can be classified as a form of CSR that may appear to be profitable in the long run, but as consumers learn more about our specific products, they will be more likely to remain loyal to our company, resulting in a positive word-of-mouth effect.
- Increase market visits to establish a strong market presence. Retailers and franchisees have a better relationship when their market presence is personalized. Increased market visits should be strongly considered going forward to strengthen relationships and reduce the risk of supply chain relationships deteriorating.



References

Zeithaml, V.A. (1988), "Consumer perceptions of price, quality and value: a means-end model and synthesis of evidence," *Journal of Marketing*, Vol. 52, No. 3, pp. 2-22.

Lederer, C & Hill, S (2001). See Your Brands' Through Your Customers Eyes. *Harvard Business Review*, June
Lyer, G (2008), Perceptual Mapping Techniques "South Asian Journal of Marketing" Vol. 4 No. 3. 63-68.

Baker, W., J. W. Hutchinson, D. Moore and P. Nedungadi (1986), "Brand familiarity and Advertising: Effects on the Evoked set and Brand preferences," *Advance in Consumer Research*, Vol.1

Hawkins Mothersbaugh (2007-2008). Consumer Behavior: Building Marketing Strategy, 11th edition.

Philip Kotler, Gary Armstrong (2007-2008). Principle of Marketing: Porter's Five Forces

Model, 11th edition, New Jersey, US: Prentice Hall
Annual Report, 2017; GlaxoSmithKline Bangladesh
www.gsk.com.bd, 2017
www.gsk.com.uk, 2017