

Report On

"Square Toiletries Ltd: Developing a marketing Strategy and Reaching to Potential Customers of Sepnil."

By
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ID: 15104083

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

BRAC Business School
BRAC University
January 2020

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Declaration:

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

Farhan Islam
ID: 150104083

Supervisor's Full Name & Signature:

Shihab Kabir Shuvo
Lecturer, BRAC Business School
BRAC University

Letter of Transmittal:

Shihab Kabir Shuvo
Lecturer
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on “Developing a marketing Strategy and Reaching to Potential Customers of Sepnil”

Dear Sir,

I am Farhan Islam, ID: 15104083, majoring in Marketing, a regular student of BRAC University, pleased to submit my internship report on Submission of internship report on

“Developing a marketing Strategy and Reaching to Potential Customers of Sepnil”

As per the requirement to attain a Bachelor of Business Administration degree, from BRAC Business School, BRAC University.

It was a great opportunity and a valuable experience for me to engage in the administrative world and I am grateful for giving me such an opportunity to gain practical experience of working in a reputed organization as the British Council. It helped me a lot to enrich my knowledge as to develop my abilities and looking forward to my future career.

Sincerely yours,

Farhan Islam
15104083
BRAC Business School
BRAC University

Non-Disclosure Agreement:

[This page is for Non-Disclosure Agreement between the Company and The Student]

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

Approval :

This is to certify that Farhan Islam, ID: 15104083, under BRAC Business School of BRAC University has completed the project report titled "**Square Toiletries Ltd: Developing a marketing strategy and reaching to potential customers of Sepnil.**" a research for Square Toiletries Limited, a requirement for obtaining BBA degree. He has tried his best to complete the report.

I wish all the best in his future endeavors.

Supervisor

Md. Nahiduzzaman
Brand Manager,
Marketing Department

Square Toiletries Limited

Acknowledgement:

First, I would like to express my gratitude to Almighty Allah for the skill and power He has given me to complete my internship report.

I am grateful to my daily life because of His blessings, good health, a healthy mind and good ideas. In addition, I am deeply indebted to my Internship Director, Honorable Mr. Shihab Kabir Shuvo, Lecturer, BRAC Business School, BRAC University for his guidance and ongoing supervision, as well as for providing the necessary reporting material.

I would also like to thank my parents for their kind cooperation and motivation, which has helped me to complete this project.

Finally yet importantly, I would like to share my deep appreciation and thanks to the Square Toiletries Limited for giving me such attention and time.

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

Executive Summary:

This article is divided into two parts to understand the Sepnil brand. First part reflects Sepnil's overall marketing strategy and second part is the need to organize marketing strategies to respond to potential customers.

Sepnil's marketing strategy is very easy to comprehend but challenging to manage. Furthermore, according to the business conditions and the major competitors Sepnil is always changing their strategy.

The second part of the report deals more with innovative work, in which the primary objective is to reinvent and develop a new marketing strategy for reaching to potential customers. The use of technology in marketing is a new trend, owing to its proper implementation in the right place. New wings of business can also well be created and that we can also be as a substitute greater connected with our clients and our customers are up to date about our products. Not solely that, By applying new marketing strategies we will forecast robust advantages of making company loyal customers, clients attachment with the merchandise and extremely good change the business.

Marketing strategies will be created for accomplishing to the market gap and survey has been taken to study about the market opportunities, Sepnil market activities, activations, reliability and other aspects are additionally influencing the users to be a brand loyal customer.

Finally, the alternate sales and marketing techniques are significantly designed for the consumers. Relation and communication are crucially necessity to survive in the market however by no means to win the war.

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Introduction:

Square Toiletries Ltd. is one of the leading market brand with Bangladesh-based FMCG (First Moving Market Goods) business with a turnover of USD 100.10 million. STL provides twenty brands in different market segments such as health & grooming, oral care, hair care, tissue care, etc.

Significant Brands of the business unit Zero-cal, Sepnil, Kool, Jui, Max Clean, Revive, Chaka, Supermom, Senora, Magic, Meril Preventive Care & Meril Baby etc. Furthermore, Square sells its finished goods to 13 countries such as Singapore, UAE, Germany, UK, Australia, Malaysia etc. Working under all Square's 18 company executives has been a great pleasure.

Overview:

STL was designed on one main element and it is the human resource. Hence, that's what makes working here unique. It is about galvanizing and being inspired to do extraordinary things. STL also claims that careers are more than just a place you go every day. It should be a site of discovery, of skillful development and innovation. In addition, Square Toiletries Ltd continuously improves and extends its product line with its Private Marking Services. STL takes pride in their work. After all, it is the combined ability where each person relies on his or her talent, experience, competence and keenness. We also offer complete turnkey solutions for all the private labeling requirements, including product development, design, packaging, and service.

Being part of Bangladesh-Square Group is the most respected local group; they have acquired the experience and retained a dim eagerness to fulfill their standards with their quality product ranges with utmost sincerity. At STL they all believe in the importance of personality as well as national individuality.

Vision, Mission and Quality Policy

Square toiletries limited focuses on their works, terms and corporate policy, which is one of the most significant driving, force for STL.

Vision:

We try to understand the consumer's unique needs and turn those needs into goods that fulfill them in a unique way in the form of quality products, high level of service and affordable price range.

Mission:

We treasure the knowledge of customers as one of our most valuable commodities and therefore to make every effort to consider the diverse demands of consumers so that we can deliver full satisfaction. To deliver consumer products at an affordable price while preserving a purely uncompromising stance with regard to consistency, we aim with constant R&D and creativity to ensure that our products meet with international quality requirements. To create a friendly working environment to build and grow the key asset of STL – its citizens and to achieve employee engagement and happiness at a high level. To maintain faithfully the duty towards the government and society with the finest ethical standards, as well as to make every effort for a social order free from malpractice, anti-environmental conduct, immoral and socially destructive practices.

Quality Policy:

Dedicated to take every opportunity to understand the needs of consumers in order to achieve optimum loyalty and industry leadership. Strive to continuously update manufacturing equipment and ensure the highest level of quality control in accordance with the international standard. ISO 9001: 2008.

Committed to achieving a standard goal through constant recruitment of staff and ensuring a comfortable working environment.

Corporate Governance:

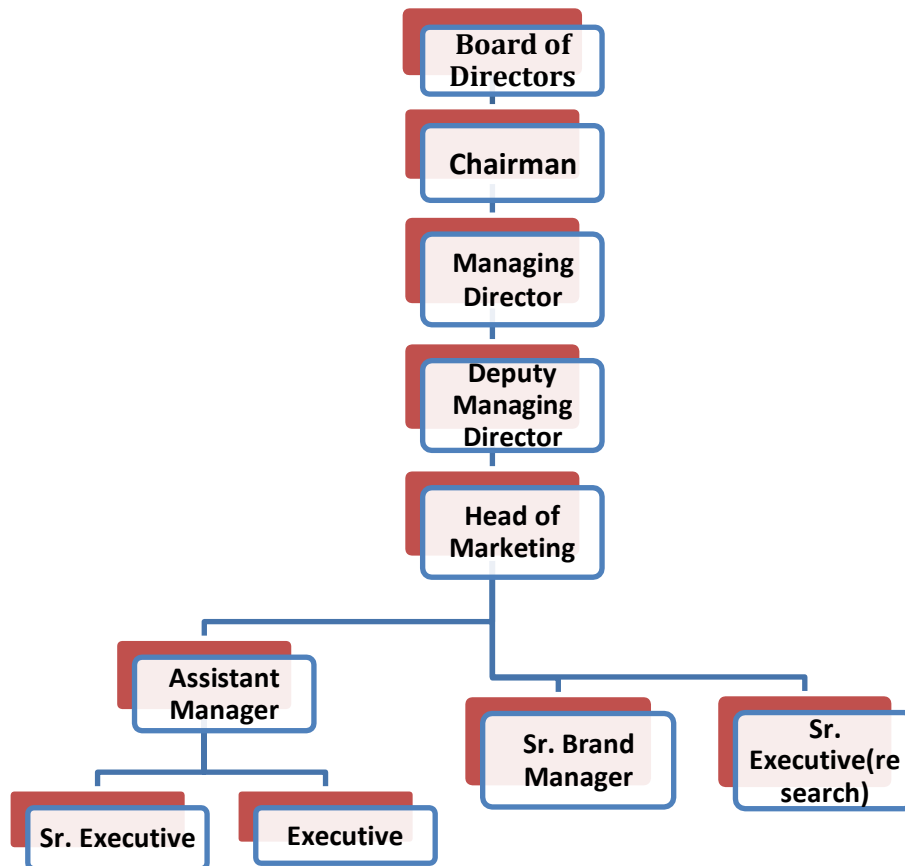
The Chief Management shall forward a quarterly report on the performance of company and monetary status to the Board of Directors for its details and analysis. Every month's planning conference is the gathering of the entire department heads to resolve priority issues and, if any, solve problems.

Executive Management:

The Managing Director, the Chief Executive Officer (CEO) who has been appointed by the Board of Directors as necessary and appropriate authority, leads the Executive Leadership. The Chief Management works at each line management echelon via more delegations of authority.

There are divisions of the area of operations allocated by the Chief Executive through a range of team-bound initiatives. Senior management is responsible for preparing division plans / community-segment plans for each revenue source with project goals for each product and service element and is directing shortcomings with outstanding quality recognition.

Organogram of STL:





Major Brands of STL:




Square toiletries provide two types of products. These two sections reflect each one of STL's products and product tier:

- **Health and Hygiene Products.**
- **Toiletries Products.**

The products under these two sections are given below:

- 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 Chap stick • 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

Major Brands of the company are Jui, Chaka, Senora, Magic, Meril Protective Care and Meril Baby. Square is also exporting its finished products to 13 countries- UAE, Germany, UK, Australia, Malaysia etc.

Responsibilities:

I worked in the Marketing Department primarily under the direction of Mr. Nahiduzzaman (Director, Consumer Engagement) during my internship time from 28 January 2020 to 28 April 2020 at Square Toiletries Limited. A considerable amount of time was spent on studying and understanding how the department of trade and marketing functions. Nevertheless, I was randomly assigned of job responsibilities, which I had to fulfill throughout my internship time. They were:

Data Entry: I also integrated those collected data in SPSS (Statistical Package for Social Science) alongside my supervisor, and analyzed the data to obtain brand knowledge.

Customer Surveys: I did a customer survey during my internship time by sending them some questionnaire and collecting input. I have been surveying at school, colleges, universities and getting their client input. I have been surveying for Jui, Spring air freshener, Zerocal, Kool and several other notable brands.

Preparing Reports: I wrote report for my supervisors once all the analysis of the data is complete. I have written more than 10 reports throughout my internship time.

Interviews: I met marketing executives, sales managers, sales representatives within the organization and customers and suppliers as well. I talked directly with them about the specific products. The questions I have placed to them all have been open-ended and they explain their opinions and offer their views in depth.

Assisting brand owners Events in everyday brand management:

I have done some work in my everyday routine to help the executives in their regular branding and marketing activities. During this time of work, I learned a thing or two from all the business managers. They supported me get the job done properly.

Database:

One of the everyday tasks I have had is handling and planning specific information files. I used to display the campaign costs log.

FGD (Focus Group Discussion):

I have done qualitative research with consumer groups and questioned about their tastes, views, values and beliefs against the brand. I posed specific questions at random and received their responses. FGD helped me to understand and understand market behavior and behavioral patterns.

Competitive Statement:

I made some business argument, too. I was delegated by brand managers to identify and compare among many competitive price offers provided by many firms, and to identify the field in which certain prices are overrated. It was through job to warn my employer about the difference in organizational claims.

Market Visit:

There are many activation opportunities to help boost the company revenue as well as the awareness of the brand. To ensure optimal activation I was given a guide to several of the activations. My role in all the activation activities was to monitor the activation squad to achieve the activation goals.

Maintain Facebook Pages:

Square Toiletries Ltd takes digital media professionally and all top brands have separate facebook and Youtube channel. My goal was to keep all of these pages updated. I have treated the quires of the client, improved comments if required, planned new topics for posting on the forums.

Limitations:

When I was focusing on the STL analysis, there were fewer restrictions because everyone wants to endorse their product. Therefore, during my research, I had many amenities and encountered several difficulties. Such barriers may be called research restriction. These limitations are as follows:

- Each division does have its own guidelines and often the regulations and laws find it challenging to do any basic work.
- Because STL is a large corporation, it is very difficult to comprehend any part of its business in a very short amount of time.
- Designated time was inadequate to cover all of the details.

Conclusion:

Finally yet importantly, STL is a great place to learn about the commercial world and get a glimpse of the business climate. Each STL unit is normal and every division is a great source of information. This three month at STL has been one of my BBA program's best learning times, because my experience was shared with such fantastic mentors and supervisors.

Project Part 2

Introduction:

As this paper is reflective of my BBA curriculum, the three-month internship offered me the chance to gain realistic communications expertise. The role was to obtain within an organization expertise and realistic experience from the communications team, and to be part of the group. In fact, studied Sepnil's business strategy and drawn up a plan to create a device capable of having market opportunities. I studied a brand and the emerging business prospects for the corporation, as a prerequisite. Methodology:

The research was planned via a sequence of phases beginning with the identification of the subject before the study was completed. In this article, during those three months. In fact, I used the same methodologies for the completion of this report. As an apprentice at Square Toiletries Ltd, I clarified my perspective.

Selection of the report:

My supervisors guided me to decide this subject for my research so I could arrive at an insightful and well-organized conclusion. This Article includes both main and secondary. The details were obtained from various sources.

The variables are as follows:

Primary data:

To get the primary data I interviewed my colleagues who are associated with the Sepnil team. Our Brand Managers Mr. Mazharul Islam, Mr. Sadman Ahmed Wasi. Also my supervisor Mr. Nahiduzzaman. With the help of their expert opinion, I successfully understood the core concept of how the business actually operates in a day to day life. I have also got the idea about TP(Trade Pricing) and Modern Trade.

Secondary data:

I talked to Mr. Mazharul Islam, Brand Manager and also Mr. Nahiduzzaman, Consumer Engagement Executive, for the secondary details. To fulfill my initiative they also provide me some of their knowledge. I have even analyzed the secondary details online.

Research Type:

This work is concise of definition. This has been conducted on the basis of interviews taken from the experts. The interviews I have taken were closely monitored. So that I do not miss any information. The marketing strategy of Sepnil is way different than any other STL Brands. It is focused on crisis management at this moment. There is a artificial crisis going on the country regarding this brand. In addition, STL is trying hard to compete with this outnumbered demand from the nation.

Timeline of the Report Writing:

To prepare the report in an organized manner I have set a timetable and I am committed to myself to follow the timetable strictly.

Timetable (Expert Interview):

Time of preparing questionnaire	: 15 February 2017
Completed Interview by	: 20 February 2017
Complete analysis by	: 25 February 2017
Complete final report by	: 21 March 2017

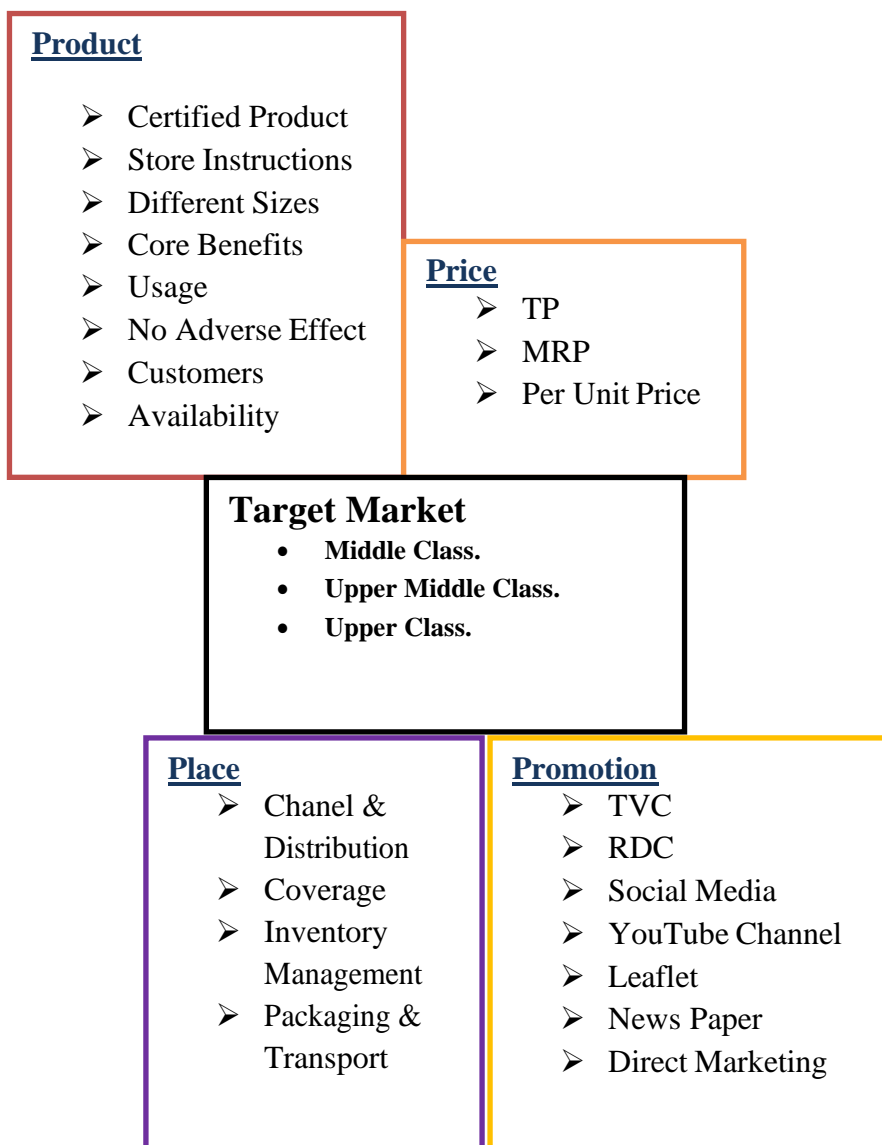
Limitations:

Little time is the prime drawback of this study. During my thesis, I took advantage of several facilities and encountered several obstacles. The internship is just three months in length so there are other tasks, study so duties that we should do for the business and the time I needed to do study was minimal. Such limitations can be called research restriction. The following drawbacks are:

- Confidentiality is another major factor; as a result, the corresponding employees have not adequately revealed that sensitive information.
- Scheduled time was not enough to cover all of the details.
- While STL is a very big organization, it is very challenging to grasp any part of its business in a small period.

Sepnil Marketing Strategies:

Marketing approach reflects the way a company is advertised. Marketing plan for Sepnil is built very strategically according to industry dynamics. For general business policy requires selling 4P. When we learn about the 4P of a company we can quickly grasp the style of marketing. 4P usually reflects big brand strategy actions in each of the following four sections, including Products, Price, Place and Promotion. A small map of Sepnil's marketing technique is given below:



Product:

Service commonly refers to an intangible product or commodity, which is being sold via the system. Tangible objects can include things such as household goods (Mouthwash, Cleansers, and Deodorants) or household appliances (Watches, IPods). Intangible goods include service-related businesses such as travel sector, and businesses focused on computer technology, etc. Sepnil is certainly something measurable. The product Sepnil is defined bellow:

Sepnil Instant Hand Sanitizer is perfect for immediately destroying 99.99 per cent of the germs in hands. When people are outside the household or on the ride, particularly corporate people, they do not have the simple water access. They are searching for a simple solution that fits with their way of life. In compliance with this need, instant hand sanitizer Sepnil was marketed among the numerous notable business houses such as SCB, HSBC, BRAC Bank, City Cell, and Airtel etc. About 2000 top executives had the chance of using & check the commodity before getting food within this function. Apart from free product encounters, they were encouraged to purchase the commodity at a discounted rate while flyers filled with tips on sanitation were also given.

Usage :

Sepnil gives a total 360-hygiene security from all the germs and bacteria of your hands. A small teardrop of 0Sepnil products can help to remove 99.99% germs.

Core Benefits:

Sepnil gives you a total protection from germs and bacteria.

No adverse effect even after long term use of Sepnil:

- **No known side effects.**
- **Not toxic, No adverse effect seen in test animals**
- **No effect on skin.**
- **No effect on short-term, long term blood pressure control.**

Consumers:

Sepnil is safe and can be used by the entire family including children, pregnant women, the elderly, people with any known or unknown diseases and any person who want to reduce the germs and bacteria in their hands or palms.

Dosage:

Each drop of Sepnil products can remove 99.99% germs.

Storage Instructions:

Store in cool and dry place.

Available types :

- **Sanitizer**
- **Hand wash**

Manufactured By:

Square Toiletries Ltd.

Marketed By:

Square Toiletries Ltd.

Price:

The price is the cost a buyer spends for the commodity, literally. If the price outweighs a person's perceived advantages, the perceived interest of the deal would be small, and doubtful to be accepted. So, Sepnil's pricing is being held quite strategically.

Sepnil's price usually differs due to the size given. Sepnil's Cost often differs by type of container or sachet. The price of the container type package bottle group is the least and so much more budget-effective than any of the other types. Sepnil bottles are more expensive than sachets.

Name of the Product	Pack Size	TP	MRP
Sepnil Hand Wash liquid Gun_Marigold	200ml	79.33	90.00
Sepnil Hand Wash liquid Gun_Tea oil	200ml	79.33	90.00
Sepnil Hand Wash liquid Refill Pack_Marigold	180ml	48.33	55.00
Sepnil Hand Wash liquid Refill Pack_Tea oil	180ml	48.33	55.00
Sepnil INSTANT HAND SANITIZER	40 ml	50.00	80.00
Sepnil INSTANT HAND SANITIZER	200 ml	160.00	200.00
Sepnil INSTANT HAND SANITIZER Sachet	25pc	50.00	70.00

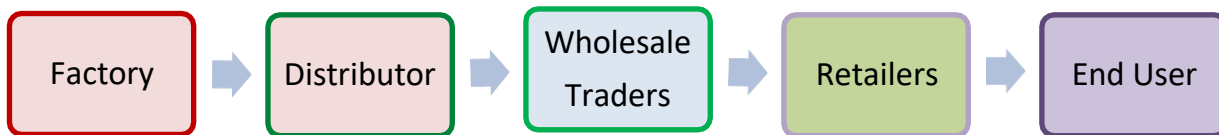
Pricing Strategy:

Sepnil's market is usually competitive price dependent. Therefore, in this situation the primary emphasis is on the competitors. If the competitor raises the price, Sepnil's price would climb, too. Furthermore, if the rival reduces the offer, then the offer of Sepnills would also lower. Owing to Sepnil's market image the quality is marginally higher than the rival is.

Place:

Place reflects the position where to purchase an item. The system of delivery is also linked to as this. This will involve any physical retailer on the Internet (supermarkets, departmental shops) and also digital shops (e-markets and e-malls). Sepnil's range of areas usually includes all of Bangladesh.

Supply Chain Of Sepnil:



Factory: Sepnil's Primary production is housed in the pharmaceutical facility in Pabna. Production work usually happens there. This one plant completely serves and assists customers everywhere over Bangladesh.

Distributor: The method of production is through the plant. Those vendors are not Square workers. Square appointed them to keep square goods locked away. Generally, Square makes a contract with the retailers under several specific terms of service. Vendors are not authorized to market their goods outside designated area.

Furthermore, retailers are not permitted to distribute in other regions and they are assigned a deadline for distributing the goods. Furthermore, seller typically takes fee from STL for their selling. The seller typically gets the money depending on the transaction value. Through the other side, to pick and collect orders from retailers, square employs their compliance manager and company staff.

Wholesalers: The wholesaler purchases Sepnil straight from the supplier. In this scenario, the inventory is passed to the manufacturer. We are not permitted to do so yet explicitly from Square their major source is vendors

Coverage: All over Bangladesh Sepnil is doing a big market. Typically, Sepnil encompasses much of Bangladesh. They even cover several of the relinquished pharmaceutical outlets across Bangladesh. These also include new chain stores or mega shops. Sepnil also includes Agora, Prince, and Mina Bazaar.

Retailers: The stores seller buy in various lot sizes. They should not have to order from the manufacturer or from the retailers. They even price the Sepnil at MRP.

Inventory Management:

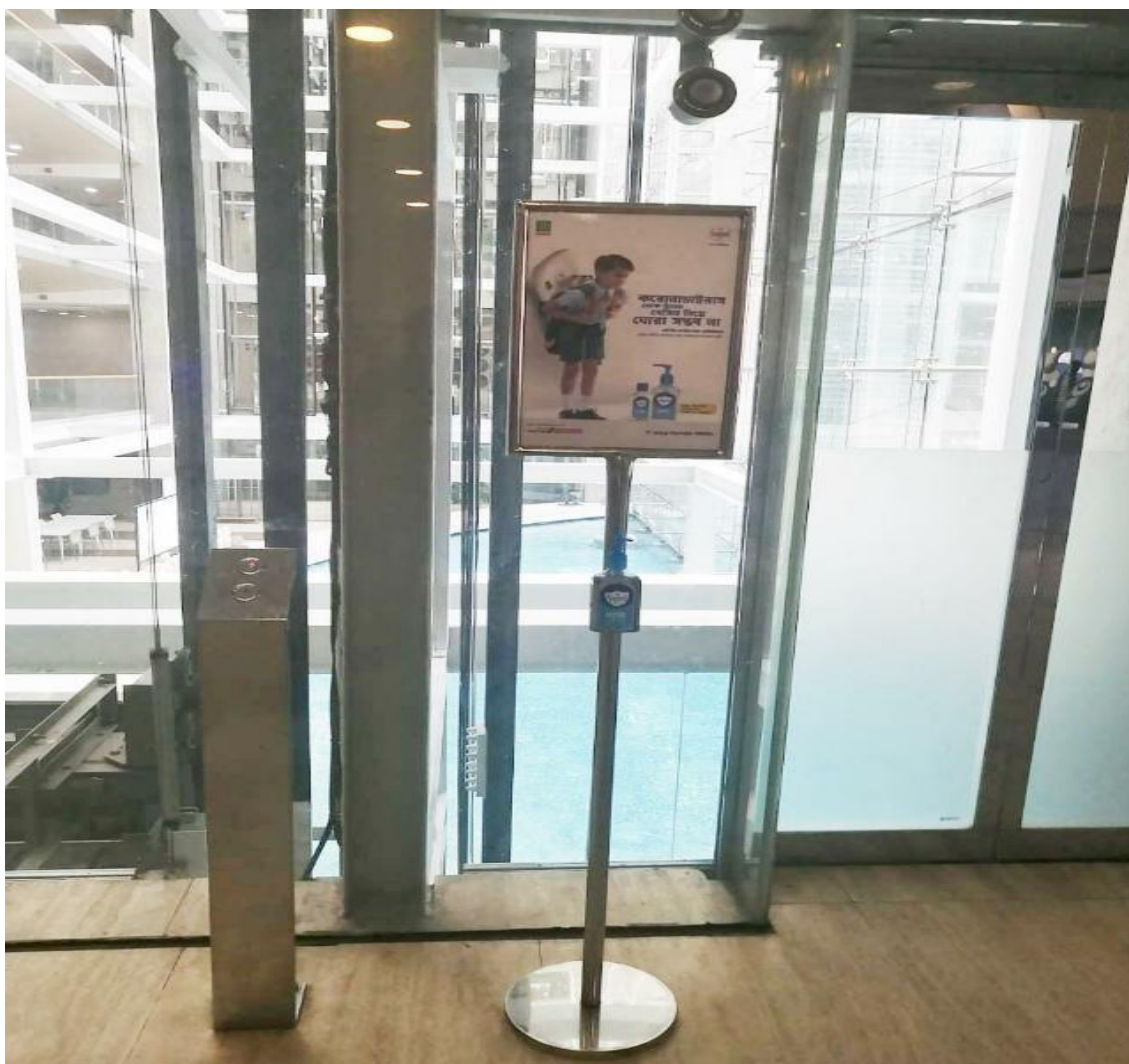
They have a great warehouse control. We effectively predicted a customer demand and a rise in industry. Still, according to their estimate, they buy the raw materials (RM) from their own secret sources. Most of the RM's are shipped from China for Sepnil. Sanghai, Zongyang, Jin Jung, and Wankun are some of the areas the RM is gathered from.

Consumers: Currently, customers purchase Sepnil from several department shops, large markets, clinic home, pharmacies, etc. They are the origin and end goal in the cycle of delivery of Sepnil.

Project Part 3

Developing marketing strategies for sepnil:

Offline: Offline marketings are one of the major aspects of marketing where a product can directly communicate with the customers. Moreover, there is a high chance of audience engagement. Offline marketing strategy consists of ATL marketing. Where there are billboards, banners, leaflets and other activations. The main focus of STL is to incorporate their customers with the dedicated brand without charging anything, As sepnil is hygiene brand, and the main purpose is to put the product into consumers mind, that is why we introduced this activations on the corporate houses, educational institutions and other high footfall predicting places. As the target customers pass by they punch a drop into their palm and they can have a better look on the product.



TVC: TV advertisements are recognized as TVC. Sepnil uses several TV advertisements and they have a wide fund for TVCs. Many of the Sepnil TVCs are on Masranga TV.. In comparison, many TVCs are seen on many famous Tv stations such as NTV, Channel 24, RTV etc.

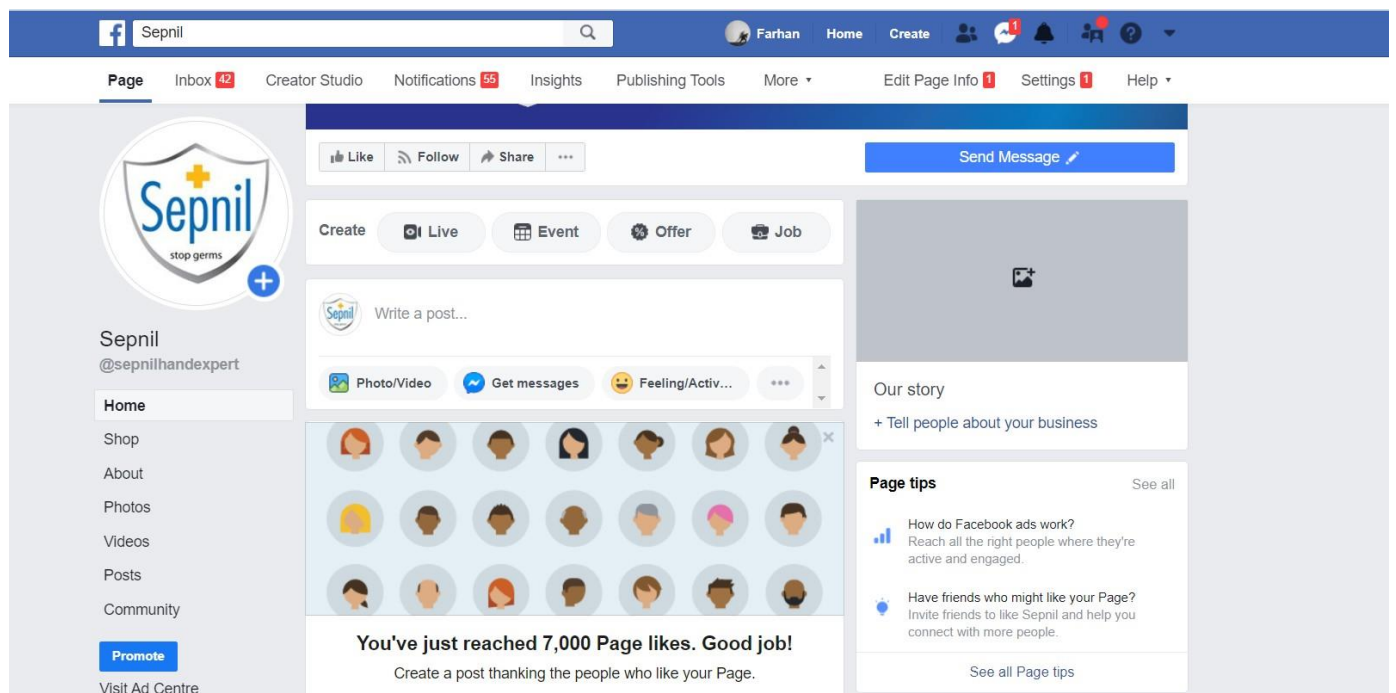


Social Media: As the COVID-19 is creating a havoc for the population, Sepnil moved on to reaching its most potent customers by keeping two things in mind.

- Maximum Hygiene Security
- Revenue Stream

There were some incidents where the query management team actually found out that customers were charged way above than the MRP without any concern of ours. As a brand that carries the faith of the whole nation. In this current situation of the COVID-19 outbreak, Sepnil is a trustworthy hygiene brand that is trying its best to meet all the expectations of the customers.

Facebook Page: Sepnil brand has a dedicated Social Media platform for its brand loyal customers. For its marketing and reaching to its potential customers, the brand has taken this decision. Overall, the page has 7000 active likes and hundreds of engaging posts to interact with its customers.



I along with two other employees were also monitoring this page and query for a better response rate per hour. This response rate resembles a brands equity towards the customers or the people who are seeking the service. We also have created some posts during my internship period for this particular platform which had thousands of reach.



This particular post was published on 23/03/2020. It is very subtle and minimal to its form and it is also being able to communicate with the customers properly. The customers were getting information as well as their necessities were met in terms of hygiene.

OVC:

We have also done OVC for Sepnil. It was promoted across Bangladesh to let people know how to stay hygiene in this period of crisis. Our advertising agency Mediacom actually made this post for the facebook page. It reached an staggering 200,000 people within the first day of release. Sepnil was delivering promises to keep everyone safe and secured. This actually had a very good positive impact on the customers end. They were feeling up to purchase a pack and asking for it.

This was my primary target and lesson to incorporate with the team working on the backend to provide customers what they expect. I was not directed to work on the sales but I was one of the stakeholders who influenced the sales by quite a margin.



Findings:

From the above analysis on the market of Sepnil I found out few key insights that are very important for a brand or corporations profile. Keeping it properly intact and also delivering the right product, also keeping up the sale all these work together seems very legit easy but it is not. It needs hard work and dedications. Which leads to a successful business.

1. Sepnil's marketing channel is higher and more accurate than any other brands at this moment.
2. Sepnil brings in the major portion of revenue in the hygiene product market of Bangladesh
3. The distribution channel is more affluent than other brands
4. Sepnil has a dedicated Product Development team who are working relentlessly day and night to provide maximum quality product in the market. Which is 100% better than other brands.
5. Sepnil is local brand but people find it very unorthodox because the product is so unique that it can beat other foreign brands in terms of packaging, marketing and sales.
6. Sepnil's average response time is 17mins/ query. Which is pretty astonishing because there are thousands of queries every day.

Recommendation:

Sepnilis undoubtedly a successful product. It is compared with the other global sugar substitute brands. Despite of being a well-known brand of the country it establishing a mobile health and lifestyle app for the benefits of it is verifying the necessity of mobile app which will be very much helpful for a certain group of people. After completing a small survey I have noticed some points. Some points I have noticed has given bellow:

Price: Sepnil can work on the price of the products. As the number of sales are increasing day by day they can offer different CP (customer promotions), Slab for the consumers. Which is very important at this moment. As majority of the population is seeking these products. Sepnil should not go for Buy one get one promotions instead they can offer some discounts on their bundle packs.

Market Opportunity: Sepnil had a very slow market growth but at this hour of the year they are seeing a huge number of acceptance and people are opting to purchase their products. Using these beneficiary situation sepnil can easily stand out from other products at this moment. They can even export the products if they wish to. Majority of the country around the world are suffering from the COVID-19 and they are in need of the products. If sepnil can actually satisfy the needs inside the borders they can export it to the neighbor nations.

Necessity of the features: Sepnil has to keep updating its product features every few months. The customers have to receive something unique in return. Sepnil has to keep updating the product quality as well. They will be receiving added pressure as the days go by from the existing brands. So, keeping the features in a good upgrade will be a added benefit.

Conclusion:

For me, the internship was a wonderful opportunity that made me think a lot about the genuine-implementation of the concepts I gained throughout my university time and it also taught me useful information that I might not have acquired from the papers. Another essential part of my experience was learning about the business environment, its direct and indirect policies. That's why I've had a wonderful experience from Square Toiletries Limited. Square Toiletries Limited is the largest foreign premium brand distributor in the world, with a large range of globally competitive items. This is moving towards constant growth in order to retain the norm.

Appendix:

Square Toiletries Limited has revolutionized the toiletries industry of Bangladesh by a huge margin. At this moment the organization holds almost 30% of the total market. Which is a astronomical number and with the passage of time these numbers will be emulsified. The business model is intact and the integration of modern marketing practices are also notable. With the help of my supervisor, I understood the complexity of the marketing phenomenon. Working alongside some of the greatest corporate minds of the country pushed me to think differently regarding a business. Moreover, this internship report has opened doors to newer experiences for my career.

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