

**Internship Report on
Understanding the changing media landscape for promotion of Herbal Products and the
impact of alternative sales channels on consumption**

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

BRAC Business School
Brac University
June 2022

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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:

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Student ID: 18104266

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Brac University

Letter of Transmittal

June, 2022

To
Feihan Ahsan
Lecturer
BRAC Business School
BRAC University
66, Mohakhali, Dhaka, Bangladesh

Subject: Submission of Internship Report titled “Understanding the changing media landscape for promotion of Herbal Products and the impact of alternative sales channels on consumption”

Dear Sir,

It is my utmost honor to submit the internship report “Understanding the changing media landscape for promotion of Herbal Products and the impact of alternative sales channels on consumption” under your supervision as a part of the compulsory BUS 400 course in order to complete a BBA degree at BRAC Business School.

I have completed this report with strong dedication and well researched information. Your kind feedback will be highly appreciated and I am obliged to clarify any confusion regarding any part of the report.

Sincerely yours,
Fyruz Mahjuba Rodosee
Id: 18104266
Brac Business School
Brac University
Date: 06/06/2022

Non-Disclosure Agreement

This agreement is made and entered into by and between Square Toiletries Limited and the undersigned student at Brac University for the commitment of avoiding the unauthorized disclosure of confidential information of the organization.

.....

Square Toiletries Limited

.....

Fyruz Mahjuba Rodosee

Acknowledgement

I hereby would like to express my immense gratitude towards the entities who have provided me huge support and assistance to complete this report. It was my great pleasure and fortune to find guidance and cooperation from my supervisor at Brac Business School, Mr. Feihan Ahsan. Throughout the entire process of completion of the report, Feihan sir has been substantially helpful in terms of giving insightful instructions and effective suggestions for the improvement of the report.

I would also like to give my sincere appreciation to my supervisor at Square Toiletries Ltd, Mr. Edward Prakash Bala (Head of Media & Research) who has allowed me the opportunity to work under his guidance and mentoring. This report would not have been completed without the valuable instruction of Mr. Edward and the entire marketing team at Square Toiletries Ltd.

Executive Summary

Square Toiletries is one of the country's leading FMCG companies that began its journey with just one single product as a separate segment of Square Pharmaceuticals. They are now the country's top producer for manufacturing international standard products in sectors like health and hygiene, skin care, hair care, oral care, baby care, fabric care, and men's grooming. The organization gives top priority when it comes to quality and consistency of the products. Square Toiletries continues to serve the country by bringing innovation throughout its product categories to enhance people's way of life.

This internship report is a detailed analysis of my internship at Square Toiletries Ltd. The report primarily focuses on the overview of the organization I worked in for 3 months. I had the privilege to closely work with the marketing team of STL and I was exposed to the major marketing functions of the brand. In addition, the paper highlights the brands of the organization, the marketing practices, history of the organization and industry analysis. The report also consists of a project that I worked at during my internship period.

In this report I focused on the changing media landscape for the promotion of herbal products and the impact of alternative sales channels. The research included both primary and secondary research work in order to find an effective conclusion. For the primary research I have conducted an online survey to get a more in-depth knowledge about the consumption pattern for herbal products and how consumers use the digital media. The survey findings were analyzed and supported by secondary data to get a conclusion of the study.

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List of Acronyms

STL	Square Toiletries Limited
FGD	Focus Group Discussion
FMCG	Fast Moving Consumer Goods
GMP	Good Manufacturing Process
R&D	Research and Development

Chapter 1: Overview of Internship

1.1 Student Information

Name: Fyruz Mahjuba Rodosee

Student ID: 18104266

Program: Bachelor's of Business Studies

Major/Specialization: Marketing and Human Resource Management

1.2 Internship Information

Period: February 08- May 08 2022

Company Name: Square Toiletries Ltd.

Department: Marketing

1.2.1 Company Information

Company Name: Square Toiletries Ltd.



Logo:

Address: Rupayan Centre (12th Floor), 72, Mohakhali C/A, Dhaka-1212

1.2.2 Internship Company Supervisor's Information

Name: Edward Prakash Bala

Position: Head of Media and Research

Email: edward@squaregroup.com

1.2.3 Job scope: Job Description/Duties/Responsibilities

During my internship period at Square Toiletries Ltd. I operated several duties and fulfilled responsibilities given by my supervisor and other employees of the marketing team. While working as an intern in Square Toiletries Ltd. I learnt about the corporate job environment, culture and achieved real life experience of how the corporate marketing field operates.

I had to do research work for existing and new product development as well as market understanding. I prepared PowerPoint slides to give a better idea about the market and competitor brands. Moreover, conducting internal surveys before any new variant launch or product development was part of my regular job role. I also wrote some digital content for the social pages of brands like Meril and wrote newsletters for Zerocal.

Finally, it was my privilege to be associated with a new product development at Square Toiletries Ltd. I was an integral part of the initial market research starting from market understanding to conducting surveys and going to market visits.

1.2.4 Students contribution to the company

Internship programs are designed to give students professional work experience to allow them to apply the theories and practices that they have learnt in their undergraduate degree. Therefore, alongside achieving real-life corporate experience students can also have significant impacts on the company they are working for. In Square Toiletries Ltd. I have fulfilled my designated responsibilities and provided assistance to the marketing team in their day to day tasks. Some of the noteworthy jobs I performed are described below:

- Prepared a research document to analyze the market scope for the launching of car perfume.
- Prepared, edited and conducted surveys to internal employees for new products like multipurpose toilet cleaner, Stevia natural sweetener, baby top-to-toe wash, gel toothpaste and so on.
- I closely worked with the brand managers to develop contents for the packaging of new products like Senora teens and Medifast toothpaste.
- I visited markets inside Dhaka and conducted surveys to have a better understanding of the competition and the sales. I even visited markets outside Dhaka to learn more about the consumer buying behavior in that area.
- After the market visits I helped to digitize the findings into Excel sheets.
- I attended a few professional FGD sessions which were conducted in order to have a deeper market knowledge about a new product segment launch: Herbal Products. Also, I gave my insights as an observer to make the FGD more effective and later on used my findings to cross match with the actual findings by creating a summary to present.
- I was assigned with a group project for understanding the skincare market thoroughly. I came up with the market analysis and suggested new product launches in the categories: face wash, moisturizer and sunscreen.
- From the beginning of my internship I worked with a new product category launch: facial oils. I carried out in-depth market and consumer research for the brand. In addition, I prepared documents of the existing sellers in the market, consumer profile analysis, cost-profit analysis and so on.

1.2.5 Benefits to the student:

My internship at Square Toiletries Ltd. has played a significant role in developing my professional skills. The three months long internship period gave me the idea of how corporate life operates which was otherwise not possible to understand from text books and theories. One of the many major benefits to the student is getting accustomed with the corporate culture and learning all the day-to-day activities needed to run a big organization. Working in such a dynamic environment doing multiple assignments has surely reinforced my time management skill and pressure handling abilities. Since I had to work closely in a team it helped me develop some interpersonal skills along with being a good team player. Moreover, working in such a reputed company aided me to learn

from the professionals who are great at the role they are playing in the marketing team of STL. In addition, I learnt the challenges faced in the FMCG industry and how to overcome them. As part of the group who considered me a regular employee, I built a good professional network which will assist me in excelling in the field. Therefore, a good recommendation could be earned in order to apply for future jobs, further higher studies and scholarship applications.

1.2.6 Problems/Difficulties:

Internship period allows freshers to have the experience of being associated with real-life jobs and explore the field the student wants to pursue a career in. However, as the student is relatively new to the professional life there comes some difficulties along with it. To begin with, when I started my internship at STL, it took me some time to get adjusted with the corporate culture. Understanding the job and having to perform all the tasks with equal priority and urgency was a bit of a challenge in the beginning. It was also challenging to figure out how to approach the seniors and ask for help. Nevertheless, the work environment at STL was very friendly and my superiors were always very kind and cooperative. They were available every time I faced a difficulty regarding any task. It was because of their constant guidance and instruction I could overcome those challenges and fulfill all the responsibilities properly.

1.2.7 Recommendations:

Internship plays a fundamental role in shaping the career of a student. My internship at Square Toiletries Ltd, allowed me to work in a very professional and supportive learning environment. It created an opportunity for me to gain many valuable lessons. Nevertheless, my suggestion towards the company will be to provide a to-do list to the interns on a daily basis and take updates regularly. This would help interns to plan their tasks with proper actions and check their progress. As interns are like a support system to the organization to help them with their day-to-day activities, giving a task list prior to the coming week will reinforce their work planning and thus productivity in my opinion. Moreover, STL should continue to treat their interns like regular employees like they already do. This will allow interns to work with professionalism and punctuality.

Chapter 2: Overview of Organization

2.1 Introduction

2.1.1 Primary Objective

The major objective of this internship report is to demonstrate my understanding of Marketing concepts and theories that I have learnt over the period of my undergraduate degree. This report comprises the various knowledge gained through the major courses and the entire learning period which was then used to comprehend real-life marketing scenarios. The data and results shown in this report are based on my learning at Square Toiletries Ltd.

2.1.2 Secondary Objective

The secondary objective of this report is to properly understand the dynamics of the media landscape in order to promote Herbal Body care products and the impact of alternative sales channels. The report shows studies of various scholarly articles and data collected from survey to conclude with effective recommendations that can be implemented for the coming Herbal project of STL.

2.1.3 Limitation

The prime limitation is the short period of time to precisely learn and get accustomed to the functions and processes of an organization. The internship period of 3 months is not sufficient to meticulously understand the various functionalities of marketing that even of such a large organization with more than 50 products. In my observation, learning about the activities and decision making process of marketing which is a broad concept in today's competitive environment, the 3 months' program limits the learning curve. Furthermore, since the Herbal project was introduced during my internship period, a longer opportunity to stay connected with the process would have aided the overall process of understanding the changing media landscape for promotion of Herbal body care products.

2.2 Company Overview

Since the inception of Square Toiletries Ltd (STL) in 1988 as a subsidiary of Square Pharmaceuticals, STL has had a consistently growing effect on Bangladesh's toiletries manufacturing, innovation, awareness and consumption. Within 6 years of STL's inception, in 1994, STL outgrew the subsidiary status and became a private limited company. STL has gained accolades for acquiring the best raw materials from trusted suppliers such as Firmeuch and

Dragoco. Presently, STL has two state-of-the-art, automated manufacturing and processing plants located in Rupsi and Pabna. These plants are equipped with product specific machinery that produce, formulate and package as many as fifty unique products which are shipped nationally and globally. To ensure international quality and customer satisfaction, STL strictly follows and implements on a day to day basis, the Good Manufacturing Process (GMP).

The main pillar of STL's success comprises the extraordinary people who make STL one of the best workplaces in Bangladesh. To keep up with an ever evolving and fast paced world, STL adopts and nurtures a work culture that allows room for exploration, innovation, collaboration, personal and professional growth as well as satisfaction. Every STL employee takes pride in being part of a family of 2,000 talented and hard-working individuals. STL puts effort in making sure its potential employees have equal employment opportunities and current employees receive consistent welfare and security. As a result, STL has one of the lowest employee turnover rates and highest women employees among its competitors.

2.2.1 As Unique As You

STL understands the necessity of care and hygiene when it comes to one of the ubiquitous parts of being human. Just like two snowflakes are not alike, neither are two humans. We are all unique in our own ways. But we all have one thing in common, the need for personal hygiene products and toiletries. STL acknowledges the diversity of personal needs and persistently strives to be 'as unique as you' by continuously researching and innovating quality care products at affordable prices to satisfy the rarest of needs.

2.2.3 Vision

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

2.2.4 Mission

STL's mission encompasses:

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

Offering consumer products at affordable prices by strictly maintaining an uncompromising stance with quality. With continuous R&D and innovation we strive to make our products complying with international quality standards.

Maintaining a congenial working environment to build and develop the core asset of STL – its people. As well as pursuing a high level of employee motivation and satisfaction.

Sincerely upholding the responsibility towards the government and society with utmost ethical standards as well as making every effort for a social order devoid of malpractices, anti-environmental behaviors, unethical and corrupt dealings.

2.2.5 Values and Principles

STL's core values and principles include the three foundation pillars of well-being of consumer, employee and society. STL believes that it is their obligation to work for the welfare of society. In spite of being a commercial organization STL doesn't always opt for profit, rather it tries to be even more focused towards the fulfillment of its commitments to society and hence has an intense sense of responsibility to its customer, its people and its society as a whole. From the day to day business operation to quality policy, in every single activity of STL these core values and principles are reflected.

2.2.6 Quality Policy

STL strongly adheres to the following quality policies:

Make every effort to understand consumer needs to provide maximum satisfaction and to achieve market leadership.

Strive to continuously upgrade manufacturing technology and to maintain optimum level of quality measures in conformity with the international standard – ISO 9001: 2008.

Achieve quality objectives through continuous employee training and maintaining a congenial working environment.

2.2.7 Brands and products of Square Toiletries Ltd

The following comprises of the major brands and care products of STL:



Fig: Brands of STL

2.3 Management Operations

2.3.1 Leadership Style

An organization's success has direct cause and effect correlation with its leadership style. An appropriate leadership style is one of the many ways to improve productivity and overall organizational performance. Leadership styles are also responsible for how much an employee will contribute and what will be their motivation to work. Depending on trait-based explanations, leaders can be divided as autocratic, democratic, bureaucratic or charismatic. As of STL it follows a democratic leadership style which is also known as participative leadership style. In this type of leadership, the organizational leader motivates its employees to contribute to the decision making process. During my internship at STL, I have witnessed my department head to arrange meetings and discuss any issue before proceeding to a decision. Moreover, as an intern I have also participated in many decision making meetings which verifies that STL follows a democratic leadership style.

In order to maintain the company functions efficiently the organization maintains a strict hierarchical structure. A talented group of people who are individually.

The organogram of Square Toiletries Limited is given below:

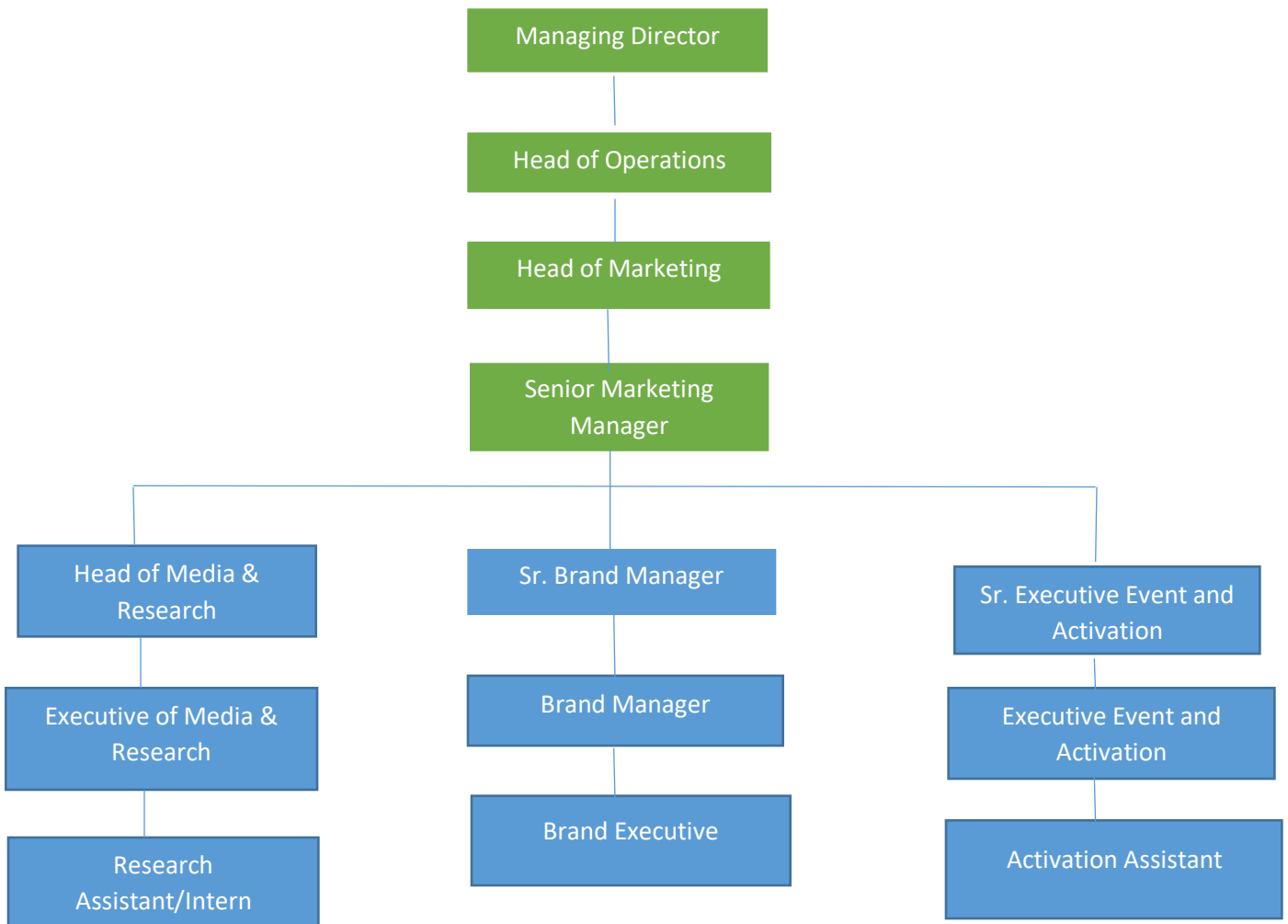


Fig: Organogram of STL

2.3.2 Recruitment and Selection Process

STL puts great emphasis on the recruitment and selection function of its organization. This is because without hiring the right candidate for the right job the company will not be able to achieve high performance and organizational success. Therefore, attaining the correct fit for the organization and the job itself is very vital to STL. The company considers its manforce as a resource to the organization hence, it provides the employees a substantial amount of opportunities to demonstrate their potential and skills. Hiring people of every background and ethnicity has earned STL high employability in the present job market. There are several classifications of STL recruitment on the basis of positions. They are stated below:

- Entry-level Management
- Mid/Senior level Management
- Graded/Non-Management Staff
- Field Force
- Executive/Non Executive

In addition, STL has certain prerequisites that the company firmly follows prior to recruiting an employee. Firstly, the company highly emphasizes on merit in terms of recruitment. The professional background of every candidate is examined before hiring. Moreover, prior to employment candidates have to go through a proper medical checkup including vaccination and Covid-19 certificate. Finally, STL makes sure to give every candidate an equal opportunity and maintains transparency throughout the process.

2.3.3 Training and Development

Every organization focuses on training and development which refers to educating employees in order to improve the skills and expertise required for the company by providing them with appropriate knowledge and know-hows about the job. Since employees learn throughout the period of employment large companies find it their responsibility to create a suitable learning environment in order to elevate their skills and efficiency for the job. Depending on the job roles and needs STL organizes a range of training and development programs for its employees. They are stated below:

- **Field training:** Field training is generally organized for employees who work in different markets outside the premises for instance, Sales Officers. STL has compulsory field training for their sales officers that takes place under the guidance of their supervisors. The performance of the employee is then assessed and on that basis supervisors suggest their preferred sales representatives to the hiring managers for further decision about recruitment.
- **In-house training:** This training is for sales officers that occurs subsequent to their field training. This training is a 2-day long training where employees learn about their job duties and is followed by an evaluation.
- **On-the-job training:** After the joining of an employee in STL the first 6 months is referred to as probationary period during which the employee is given tasks by supervisors/senior managers to learn the duties and responsibilities of the job. In the probation period the employee is still considered a trainee and their performance is assessed. Henceforth the probation period, employees have to sit for a confirmation interview conducted by senior-level officials in an attempt to analyze the knowledge of the employee.
- **Managerial training:** Off-the-job training is arranged by STL to stimulate the efficiency and performance of the employees in order to ensure the organization is run smoothly.

2.3.4 Compensation

The salary structure and compensation plan of an organization is designed in such a way that employees are receiving proper incentive according to their job responsibilities and stay driven in their work life. Apart from the basic remuneration, STL provides some other attractive benefits to its employees which are uncommon in the market.

Compensation:

- **Basic salary and bonus:** At the end of every month, each employee of STL receives a decent base salary depending on the basis of their experience and skills. The remuneration package of STL is one of the best-paying structures in the country. Moreover, employees get a raise in salary if their expertise and skills are deemed valuable by the organization. Employees receive 2 holiday bonuses each year in addition to their base pay.
- **Profit bonus:** Apart from the regular salary and 2 festive bonuses employees of STL also receive profit bonus as per their performance and dedication.

Benefits:

- **Transportation:** The company provides high quality AC bus service to its executive level employees and all female employees. In addition, senior level officials receive personal car facilities.
- **Lunch:** Employees from all positions at STL receive a complete meal at lunch along with tea twice a day.
- **Earned leave:** STL employees receive a selected amount of leave that they can avail as per their requirement but in case they do not use those they can get cash worth those unused leaves.
- **Retirement Facilities:** The organization provides its employees with a large sum of money as retirement benefits which they can avail for their future.

List of the benefits of Square Toiletries Ltd:

- 5 Bonuses
- Leave Fare Assistance
- 50% Discount in Square Hospital
- Group Life Insurance
- Provident Fund
- Gratuity
- Transportation
- Lunch
- Mobile Set & Sim
- Discounted Products of Square

2.3.5 Marketing practices

As the leading manufacturer of personal care products and toiletries, STL follows an effective Marketing strategy that aids in achieving the target and remains profitable in the competitive market. The implementations applied by the marketing team are discussed below:

Product:

The core P of the 4 P's is product. STL boasts 50 unique products under 20 brands, each of which are meticulously developed through a robust process. The organization is currently focusing on manufacturing health and hygiene and toiletries items which have earned high brand value due to its uncompromised quality. The target audience for the company is generally lower middle class to upper class. The quality of the products are ensured by cutting age automations, unbiased market research and constant consumer feedback. STL also invests in making the products appealing through contemporary and attractive designs and packaging. Adhering to the quality control policies also makes STL products globally trusted. At present, STL is heavily investing in R&D to introduce new product lines to the consumers that are in high demand nowadays for instance, Herbal products line.

Price:

STL emphasizes making its products affordable for all Bangladeshi consumers ranging from lower middle class to upper class. Having several lines of care products makes STL's pricing concentrated, giving it a leg up over market competitions. In addition, STL utilizes its diverse pool of products to implement sales strategies including bulk offers, discounts and gifts, making it possible for STL to deliver on its promise of affordable and global quality care products to its customers.

Place:

STL makes the convenience of consumers first priority and strives to make it as easy as possible to obtain its products. As such, STL utilizes the long-trusted distribution channel: manufacturer-distributor-retailer-consumer. STL partners with 261 commissioned distributors to supply its products to every corner of the nation starting from off the street convenience stores to mega shopping complexes. All of STL's distributors use modern and efficient transportation mediums to deliver products on time. The brand also has their products available at e-commerce sites like Daraz, Chaldal etc.

Promotion:

STL promotes its products via a mix of promotional strategies centered on positive and care-based advertisements. This not only helps promote products but also raises awareness about social misconceptions and fights social stigmas. STL promotes products through television, radio, newspaper, sports sponsorship and sales representatives. Both the methods of ATL and BTL hence TTL is used in order to utilize the integrated marketing approach. Regardless of the medium of promotion, STL always emphasizes on consumer's social responsibilities as a key part of promotional content.

2.3.6 Operations Management

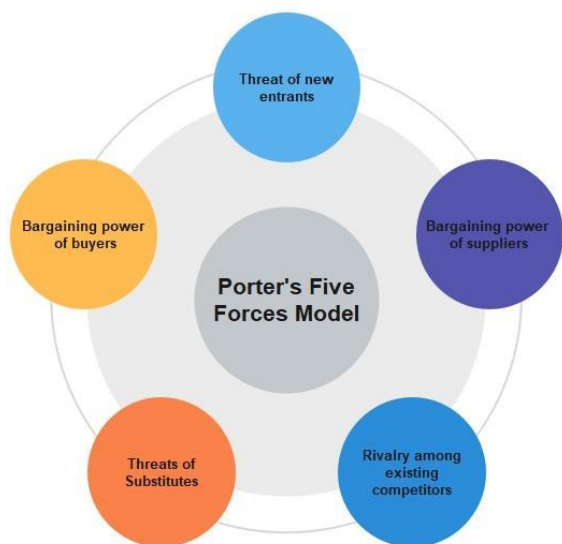
Operations Management is the segment of business that centers the administration of business practices in order to improve the efficiency in an organization. The functions of operations management consists of planning, managing and supervising the company's practices to create balance between revenues and costs and gain the maximum operating profit. Here, at STL the management bodies are in charge of ensuring the coherent management of every activity.

Quality control: The quality of the products has incessantly received prime concern for STL. Thus, the company has a dedicated team to look after the quality of the products called Quality Control. This department is endlessly trying to maintain the quality of STL's products via R&D. Furthermore, STL has certification for maintaining International Standard- ISO 9001:2015 and ISO 22716: 2007.

Resource maintenance: The organization owns two large manufacturing factories located in Pabna and Rupshi where completely automated machineries are set up to put together quality goods. The manufacturing plant undergoes regular inspection and maintenance where they are evaluated on the basis of production or demand.

Management of Data: Well-founded management of information is a fundamental part of operations management of STL. STL makes sure its data is coherent among employees, the organization, departments and even shareholders in order to carry a smooth operation. A separate department called the MIS department is responsible for information system management at STL, where all data is accumulated and prepared to ensure efficient operations administration.

2.3.7 Industry analysis and competitiveness:



Michael Porter's Strategic Model known as Porter's Five Forces is a simple but powerful tool that an organization can use to identify the main sources of competition in the industry or sector.

1. **Threat of New Entrants:** The threat of new entrants is moderate. Given the years of experience and brand image STL has in the FMCG industry new entrants will face many challenges in order to enter the industry. Although the opportunities and profitability may attract many new entrants, sustenance in the market is challenging. Moreover, producing in mass quantities in a cost effective way by achieving economies of scale is a difficult thing for newcomers. STL has a broad channel of distribution therefore, achieving such wider distribution is hard. However, as consumers tend to shift very quickly, new entrants can create product innovation and use personalized marketing to grab the market.
2. **Competitive Rivalry:** Rivalry among existing competitors is considered high for Square Toiletries Limited. The organization faces direct competition from its rivals including ACI limited, Unilever, P&G, Reckitt Benckiser, Arla etc. In order to stay competitive in the market STL should focus more on bringing innovativeness and product development.
3. **Bargaining Power of Buyers:** The bargaining power of buyers are high due to high availability of similar products offered by competitors. Therefore, consumers can easily switch to brands that offer them the highest value worth their money.
4. **Bargaining Power of Suppliers:** Bargaining power of suppliers is moderate. Since there is existing competition in the industry it is challenging to find good suppliers at desired cost. However, STL has always given priority to the quality of the product as they manufacture international standard products and export to many regions. Hence, maintaining good quality raw materials is integral for the brand. The brand does not obtain raw materials without conducting QC and due to the high brand value many suppliers are eager to trade with STL.
5. **Threat of Substitute Products:** Threat of substitute products is high. There are many local and international brands who manufacture similar category products as STL and the quality of the products are quite close. Hence, consumers can easily switch from one brand to another as per their convenience.

SWOT analysis:



SWOT (strengths, weaknesses, opportunities, and threats) analysis is a framework used to evaluate a company's competitive position and to develop strategic planning. The SWOT analysis of Square Toiletries Ltd is given below:

<p>Strength</p> <ul style="list-style-type: none"> • High brand value • Good quality products • Varieties of products • Automated manufacturing sector • Large sales force and broad distributive network 	<p>Weakness</p> <ul style="list-style-type: none"> • Insufficient cross-functional, development training • Not much variants of products • not enough innovation in products considering the recent trends.
<p>Opportunities</p> <ul style="list-style-type: none"> • Toiletries industry is highly profitable • Disposable income of people is rising. So high priced products can be introduced to penetrate the high range market. • Trend for environmental friendly products are rising • Consumers are leaning more towards natural products. 	<p>Threats</p> <ul style="list-style-type: none"> • Higher competition faced from rivals producing similar products. • Many MNCs are also creating competition. • People prefer foreign goods over local ones. • Low entry barrier for new entrants • Shifting cost for buyers is low

2.3.8 Summary and Conclusion

Square Toiletries Ltd is one of the biggest and leading companies in the FMCG industry. The company has created its place as a renowned brand in the market through persistence and sincerity. Due to its consistent quality and international standards the brand maintained a strong local and global presence. By utilizing product development and appropriate marketing strategies the brand has driven its way to achieve a strategic approach which reinforced their ability in meeting the business and corporate level targets. Moreover, the continuous improvements and consumer driven approach is leading them to become more profitable and gain higher market share in the industry. Despite the weaknesses and threats, STL is utilizing its resources suitably to meet the recent trends and demands in an attempt to expand its business further.

2.3.9 Recommendation:

In my internship period I worked with the marketing team of Square Toiletries Ltd, during which I made some observations. Hence, I am providing a few recommendations which the company may find helpful.

- As the company has a very strict policy about maintaining proper working hours with only lunch break in between it becomes tiresome to keep attention for such a long period of time. Therefore, allowing a minimum of 30 minutes break during working hours will benefit the employees to have a refreshed mind hence, increased productivity.
- Although the products at STL are manufactured for the mass consumers with similar needs, it is time for the brand to develop variants or new products to address the needs of people with different tastes. This approach will benefit the brand to capture a broader consumer market.
- With the era of digitalization, the company should give more attention to the marketing strategies regarding the e-commerce platforms. Distribution of the brands should be increased and a specific app can be launched to make the most of the digital marketing.
- Finally, the organization can make appropriate use of office ergonomics for the physical well-being of its employees. When the employees will be in a comfortable state prioritizing their health they would be able to enhance their productivity further which will eventually benefit the organization.

Chapter 3: Project Part: Understanding the changing media landscape for promotion of Herbal Products and the impact of alternative sales channels on consumption

3.1 Background

In today's world the desire of looking presentable and feeling great about themselves has escalated the consumer demand for skincare products. The rising consumer demand in cosmetics and self-grooming products is driven by the want of looking wonderful while at the same taking care of the wellbeing of their body. Hence, it is a challenge for companies to provide a profitable product which is free from harsh chemicals. There are many dangerous allergens available in cosmetics which can be categorized under phthalates, parabens, metals, chlorofluorocarbon propellants, and dioxanes. Over time, these harmful chemicals and metals may accumulate in the body leading to diseases like cancer, reproductive and developmental disorders, contact dermatitis, hair loss, lung damage, aging, allergies, and skin diseases.

The increasing awareness regarding the lesser side effects of herbal products is rising the consumer demand rapidly around the world (Gamage et. al. 2022). Cosmetic products derived from natural and organic ingredients have become a trend at the moment. As a result, the global demand for herbal cosmetics follows large business opportunities starting from national to international level. In addition to the rising demand towards natural and herbal skincare products for the wellbeing of the consumer's body, the growth rate of herbal cosmetics is increasing by 30% each year. The sales of natural and herbal products are in opposition to economic recession due to which manufacturers should bring forth high quality products and truthfulness to consumers.

There are four main categories of herbal cosmetics. These are:

1. Facial care
2. Body care
3. Hair care
4. Fragrances.

Facial care refers to facial lotion, facial cream, facial wash and cleaning soap bar. Body care consists of body lotion, body oil, body cream, body scrub, hand cream, nail cream, slimming lotion, toothpaste, skin care, sun protection and foot care. Hair care refers to hair care product including shampoo, conditioner, hair color treatment, hair pack, before & after hair cleaning and tonic etc. Fragrances mean oil massage, extracts and essential oil.

The concept of promotion means the process of persuading people to accept the products, concepts, and ideas of the company. Promotion contains the mixture of various components to provide information about the benefits of the products to its potential consumer in order to influence their will to purchase. While synthetic cosmetics follow the traditional marketing strategies in terms of promoting and distributing their products, herbal/natural products need to follow a different approach towards it. The promotional strategies of herbal skincare products must be taken after analyzing the dynamics of the media landscape at present. In order to promote herbal cosmetics companies, need to guarantee and stimulate the trust from all users of herbal products including

pharmaceutical, healthy food, herbal beauty product, beverage, spa or product relevant. At present marketing strategies are now centered around the 4.0 era, the integration of online-online marketing, sensational marketing, e-commerce while selling through digital worlds to attract buyers with designs follow up with customers (Moongvicha, 2016).

As the world is expeditiously changing from analogue to digital, companies must take all steps in order to keep up in this fast-paced society. The latest evolution of that medium has occurred, thus the marketers who adapt, evolve and flourish with their budget will be able to communicate with their most loyal customers. Not every kind of change brings negative impact, a change like this allows an organization to explore new opportunities in order to bring competitive advantage in the industry.

In order to understand the present situation and baseline productivity of marketing finances it is crucial to establish a holistic measurement program (Bayne, 2019). It is important to identify how advertising is performing in terms of all other drivers in order to do a lot more than how to plan, optimize, react to marketplace changes and stay ahead of these evolutions. With traditional advertising, customers are getting typical exposure in the earlier phase of their purchase journey or funnel. In order to learn how changes in investment can have downstream effects on other tactics it is fundamental to understand the way top-of-funnel advertising communicates with and affects lower-funnel activities like Paid search. Assessing parameters like saturation, scale, and frequency helps in creating smarter, data-driven investment decisions. Optimization is integral while making investment decisions and more importantly when considering investment cuts or shifts. Optimization consists of two parts: optimizing within investments as well as other tactics, and during re-investing in more efficient vehicles that develop with the changing ecosystem while strategically scaling back.

The media landscape has brought so much change that in comparison to old marketing techniques the internet brings new possibilities to reach new customer horizons that were formerly unknown. Large quantity of consumers are likely to suggest a product if the brand's social media provides a good user interface. Therefore, an up to date and attractive social media account for brands will help reach larger markets and hold on to them.

In addition, utilizing speaking engagement benefits the company as to communicate directly with the target market. Attending seminars and joining associations can lead to meeting potential buyers for the organization. In-person conversation or meeting with the target audience can establish trust by building the seller-buyer rapport.

Nowadays, customers prefer to purchase a skincare product that is suitable for their skin type, colour, pigmentation and needs. So through online purchase they customize the search and take suggestions as per their need. With this product-led personalization method customers feel well taken care of and their overall experience is enhanced. Additionally, online shopping allows customers to ease the process of their own research as needed since they can read about the ingredient list, type of skin the product is appropriate for, other user reviews, and blogs written on the product that too in just one quick search. Online shopping provides all these advantages in comparison to offline shopping due to which customers now prefer purchasing online as it allows them to gather all the necessary information about a product without the cost of commuting.

3.1.2 Objective

The main objective of this report is to complete the requirement for fulfilling the BBA degree at Brac University as well as to achieve a thorough understanding of the Bangladeshi market in general, and specially about the Herbal skincare sector. Another significant purpose of my internship report is to add value to the host organization. Square Toiletries is one of the leading brands in Bangladesh however, they have yet to join the natural/herbal market for skincare products. Therefore, in order to understand the dynamics of the media for the appropriate promotion of Herbal products this study will be helpful. It also analyzes how the buying behavior of consumers changes with the certain use of digital media and creates impact on their purchase. The information from this report can be utilized by the company to further analyze and design market entry, marketing, branding, packaging and pricing strategies for the herbal skincare category.

Broad Objective:

To understand the changing media landscape for promotion of Herbal Products and the impact of alternative sales channels on consumption.

3.1.3 Significance

The report gives a perspective of the effects of the change in media on the consumption and demand of herbal products. The result of the potential consumer survey will provide a thorough insight into different ways of getting product information from varieties of media. As the consumer demand for shifting into natural/herbal products with lower chemicals and harmful ingredients is rising, it is fundamental for STL to strategize the launch of this category in order to achieve competitive advantage over foreign goods. Moreover, this report will create opportunities for further research on this topic which will be beneficial for getting the suitable outcome.

3.2 Methodology

In order to obtain a precise and informative outcome about the changing media landscape and how consumers are behaving towards it regarding the promotion of Herbal skincare. For the effective result of this study both primary and secondary research methods were applied here. The first-hand knowledge and understanding about the consumers' perspective were collected via a consumer survey. The survey was conducted through a timeframe of 20 days. The survey consisted of 14 questions which attempted to identify the promotional techniques of herbal skincare brands and how consumers perceive those. It was targeted to assess consumers' source of information about a product/brand and the effectiveness of influencing their buying behavior through media. For this survey judgment sampling method was undertaken for the survey and a minimum sample size of 50 was the target. The responses were collected through Google Form link which was sent to the target audience via email and direct messaging. Any query regarding the question or any concern of the respondent was answered via text message immediately. The answers were kept anonymous and information was only used for this research purpose.

3.3 Findings and Analysis

The target response of the research survey was atleast 50 respondents. However, a total of 52 responses were collected via online Google Form. The findings and analysis of the results are stated below:

What is your age group?

52 responses

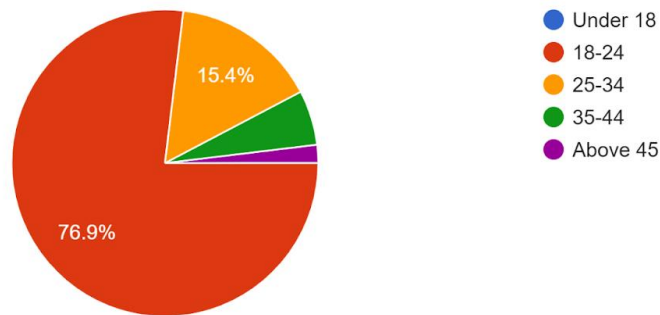


Fig: Respondent's age group

Identifying the age group of the respondents will aid in understanding the perception of the different ages of consumers. In this case, the majority of the respondents were young consumers of 18-24 age. The next highest group of people were of 25-34 age. Only 5.8% were of 35-44 age and 1% was above the age 45.

What is your gender?

52 responses

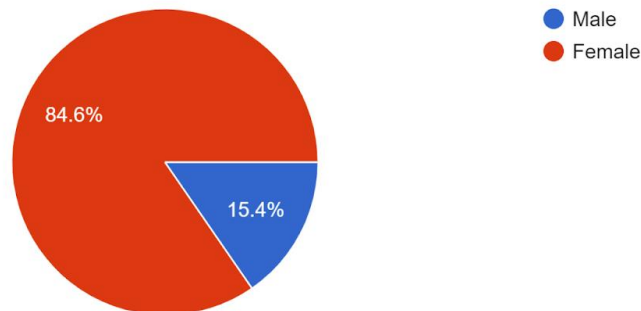


Fig: Respondent's gender

The research was not restricted to any specific gender hence, some of the respondents were male as well. According to Carli (2019), the male skincare market grew over 7% in the US reaching an approximated value of \$345 million. Therefore, understanding the male perspective and their reach to digital media is vital to successfully plan and implement strategies for herbal skincare products. In this case, 15.4% were male respondents and 84.6% were female respondents.

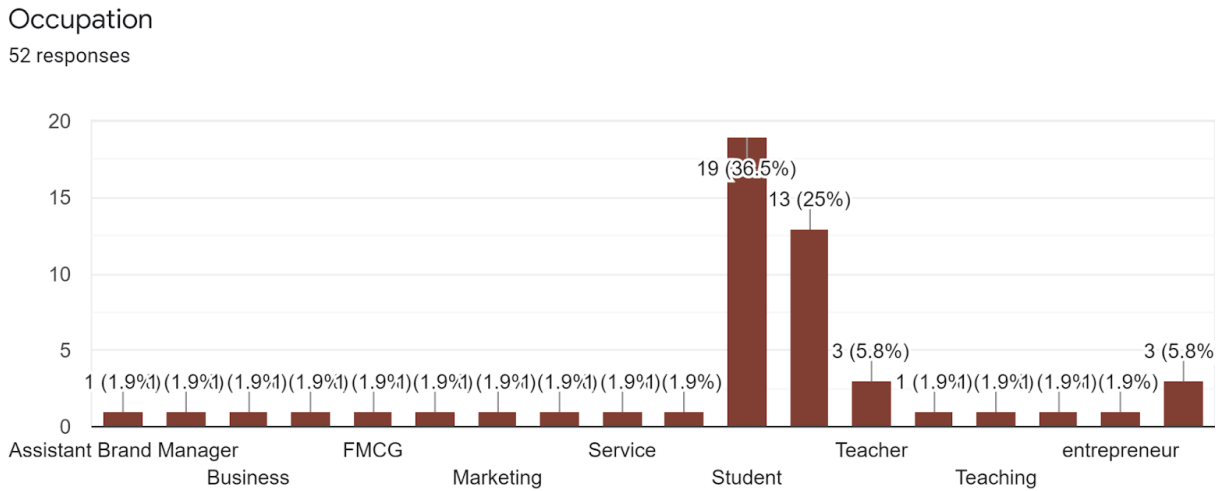


Fig: Respondent's occupation

Occupation plays a vital role in terms of determining the target groups' income, standard of living and social class. Here, a large portion of the respondents were students which holds 67.3% all together. The rest were Corporate sector working people, Teacher, Entrepreneur, Service sector etc.

If student, which institute?

39 responses

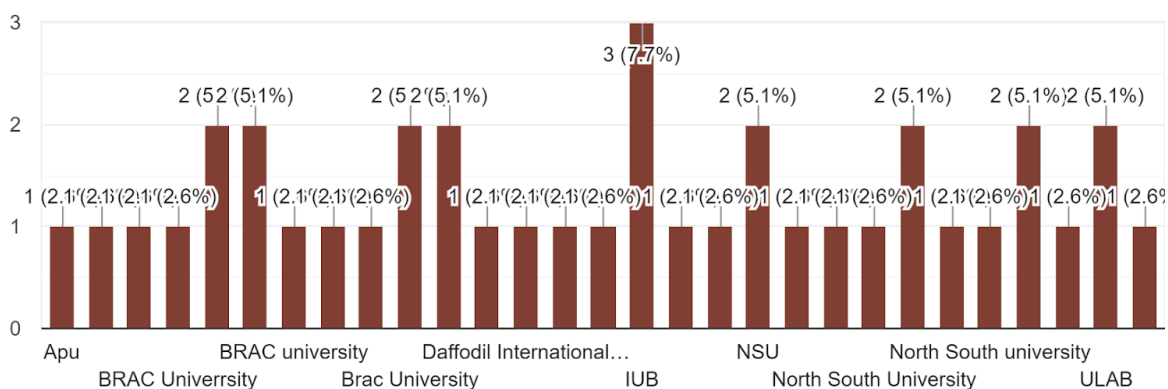


Fig: Name of institutes for students

A follow up question was asked to identify the types of students in my research. Here, most of the students were from private universities which means their SEC is A & B. Therefore, keeping this in mind the promotional, packaging and pricing strategies shall be taken that aligns with the way of living of the target market.

Do you use Herbal/Natural skin care products?

52 responses

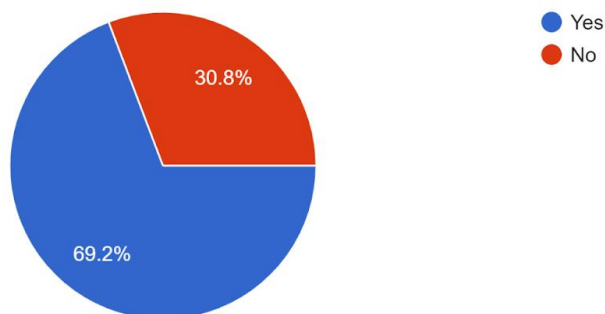


Fig: Percentage of respondents who use herbal skin care products

Upon asking whether the respondents use Herbal/natural skincare 69.2% were affirmative and 30.8% chose the option “no”. Although a significant portion of the respondents do not use herbal it should be duly noted that they were aware of how herbal brands use media to promote their products. There is also the possibility that the non-users are not switchers to synthetic skincare brands.

Have you ever purchased a skincare product based on social media influences? Either in store or online.

52 responses

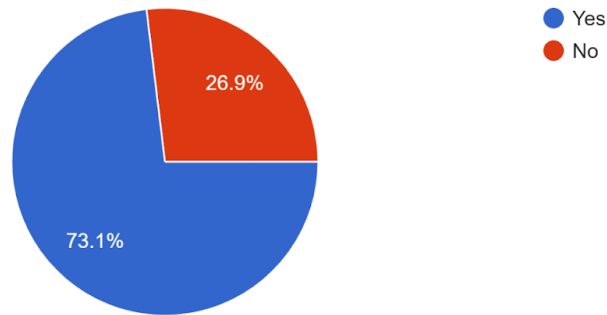


Fig: Impact of social media on purchase

The purpose of this question was to analyze the impact social media has on consumers. Here, as it is seen that 73.1% of the respondents were affirmative and only 26.9% were negative. As much as it is a known fact that influencer marketing has brought some effects on many industries, it is spally revolutionary for the beauty industry (Inveon, 2022). Influencers have been creating a significant amount of impact on the purchase decisions of large masses. Therefore, as the rising impact of social media on purchase decisions keeps increasing, brands should capture the moment by creating relevant content and staying up to date. In this case, it is found people get influenced by social media and beauty experts to make purchases on that basis. Thus, to make the herbal product a successful line of the brand it is crucial to pay attention to social media building as well as influencer marketing.

When you want an honest opinion of a product, which platform would you go to? [Select all that apply]

52 responses

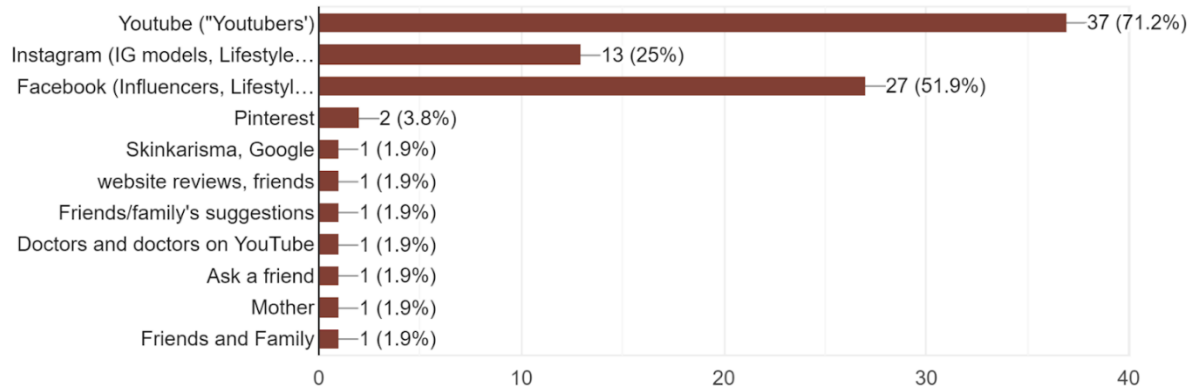


Fig: Reliable platform for information

Here, respondents were asked about the platform for getting authentic information regarding skincare or brands. This helped me identify the source of information of the consumer. By targeting the source of information, STL can prepare strategies and utilize the platform as the main information source for Herbal product line. As per the graph, 71.2% chose Youtube as a reliable source and 51.9% chose Facebook. Moreover, 25% selected Instagram as an honest source of information and some even referred to friends & family.

Where do you see the most Herbal/Natural skincare product advertisements?

52 responses

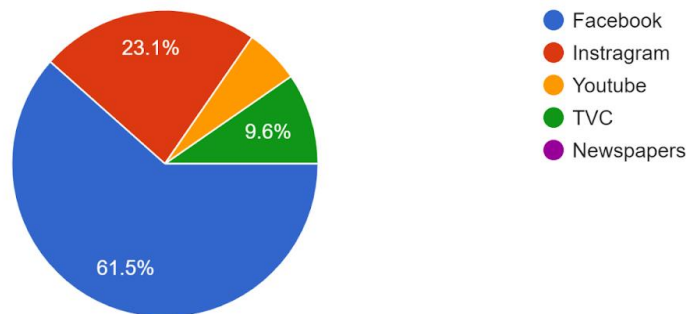


Fig: Most used media by other Herbal brands for advertisements

In this question, respondents were asked about the platform where they see the most advertisements of herbal brands. The result will aid in creating content and strategies for promotional activities via those platforms. Here, 61.5% respondents have selected Facebook,

23.1% selected Instagram, 9.6% TVC and only 5.8% chose Youtube. Therefore, in order to make effective promotional strategies the organization can target the most chosen media and promote Herbal products.

How do you most often see brands use social media marketing to promote their products?

52 responses

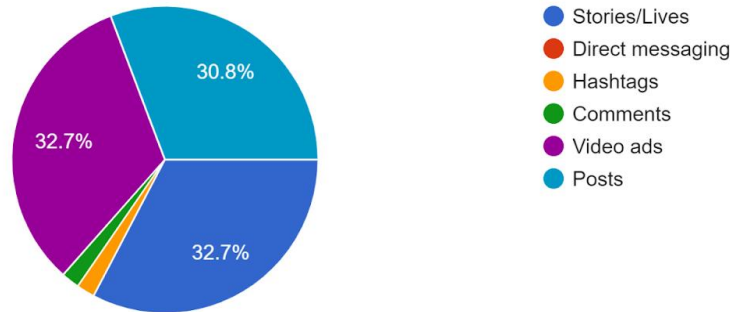


Fig: Usage of social media for promotion by other herbal brands

As much as it is fundamental to understand the media for promoting skincare products it is also crucial to figure out the techniques competitors are using to promote their brands. With this finding STL can conduct further research about the effective methods of promotion for herbal skincare products. As it is seen in the pie-chart, 32.7% of respondents chose both video ads and stories/lives in social media marketing. Whereas, 30.8% selected posts as a method of promoting products in social media. Therefore, to achieve the best results from social media marketing STL can take a holistic approach by combining all three methods from this finding.

Where do you purchase your skincare products from?

52 responses

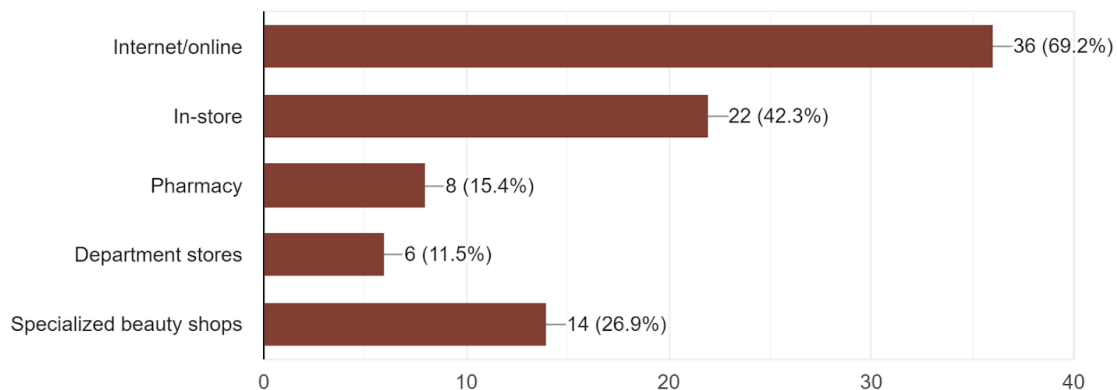


Fig: Respondent's medium of purchase

From the above graph, it can be identified that a large portion of the consumers (69.2%) prefer internet/online channels to purchase their skincare products. With the growing popularity and large-scale shift towards digitalization consumers have become comfortable in purchasing from e-commerce sites. Moreover, buying a product online allows them to get all the necessary information about a product as well as see reviews within just seconds. On the contrary, 42.3% have stated that they prefer to buy from stores. Despite the convenience, many consumers still prefer to purchase from physical stores to have first-hand experience with the look of the product. They claim that it allows them to check the product themselves. Many even stated that they make a purchase after the recommendation of the shopkeeper as per their needs. Hence, 15.4% selected pharmacy, 11.5% chose department stores and 26.9% selected specialized beauty shops (this refers to retail shops that sell beauty products, which can be both online and offline based). Consumers nowadays, purchase a product depending on the availability of the product, hence, STL can increase their distribution for the herbal products line to make sure they can target the maximum number of consumers.

Do you always purchase from the same place?

52 responses

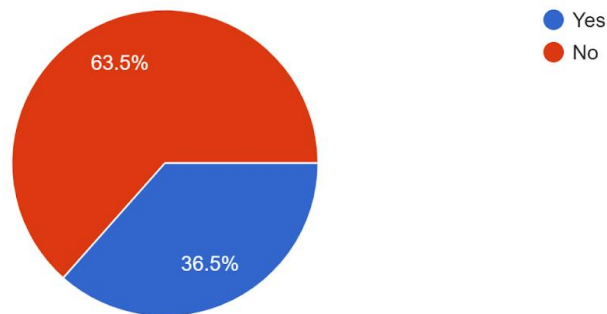


Fig: Percentage of repeat purchase from same place

Upon asking this question, 63.5% selected “no” whereas 36.5% selected “yes”. This indicates that consumers switch from one store to another and only purchase from stores that give them the best service and best value for price. Therefore, by increasing the distribution of the company there will be more likelihood of reaching the maximum number of customers.

How often do you buy skincare products?

52 responses

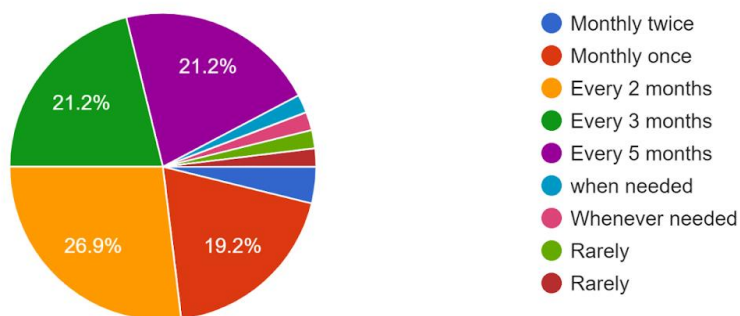


Fig: Frequency of buying skin care products

The frequency of purchase plays a vital role for a brand manager to select the pack size of a brand. As per the pie-chart, the result of this question is very diluted since skincare is a personality product and is purchased on the basis of choice instead of need. Here, 26.9% purchased skincare products every 2 months which indicates that they prefer small pack sizes. Moreover, an equal number of respondents (21.2%) preferred to purchase every 3 months and every 5 months. This shows they purchase medium to large size products. Lastly, very few respondents prefer to purchase monthly once which again indicates the demand for small pack sizes.

How much do you spend on your skincare products a month?

52 responses

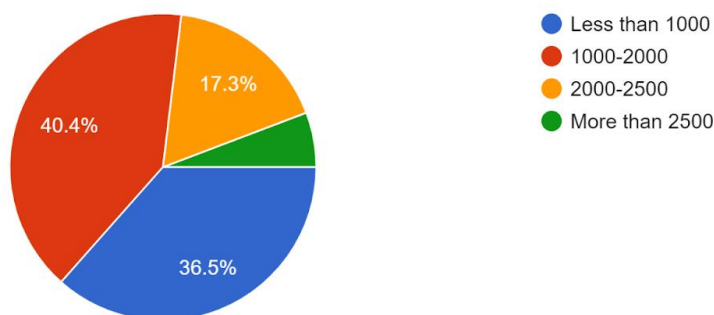


Fig: Amount spent on skin care by respondents

Skincare is a personality product and with time more and more people are adapting to include at least one skincare item in their daily life. As there are many brands available in the market consumers have selected those that align with their income level. In this question, 40.4% respondents have selected the 1000-2000 range. Also, 36.5% respondents selected the less than 1000 option. A lower percentage of respondents have chosen 2000 and above range. Therefore,

while making decisions about the pricing of herbal products brand managers should take this finding into consideration and carry out further research if required.

3.4 Summary and Conclusions

The global market for skincare is significantly seeing a rise in demand as more and more consumers are identifying the necessity of taking care of the most important organ of the human body: skin. As per Statista, the market will see a rise at a 4.7% annual rate (CAGR 2022-2026) and by 2022, online sales will be responsible for 25.4% of the total revenue within the industry. In addition, there has been a growing concern about the harmful side effects of synthetic/chemical products consumers are rapidly shifting towards herbal/natural skincare with fewer to no side effects. The increasing consumer demand is pushing companies to launch new products with more variants in order to stay competitive in the market.

Due to the increase in digitalization, all companies began to move towards online and e-commerce platforms which have now become very competitive. Brand promotion via the different digital media in such a competitive environment has become a major challenge for growing organizations. In order to attract the target consumers STL needs to heavily invest in maintaining the quality of the product as well as communicate the brand image that consumers can easily relate to with the audience. For capturing the new Herbal user, the brand identity of STL needs to be communicated with consistent marketing activities and supported by an effective e-commerce strategy. Companies that operate through online platforms gain valuable information by understanding more about their consumers in comparison to physical stores. Therefore, by availing the opportunities offered by the e-commerce platform and insightful data which is hard to get from offline sales, STL can focus on creating more personal, trustworthy and Omni channel strategies for its Herbal line.

3.5 Recommendation

Understanding and examining the market for herbal products and the effects of changing media landscape, the following recommendations can be made:

- Digital marketing strategies shall be taken aligning with the latest evolution in digital media and consumption pattern.
- According to the consumer survey, a large portion of the respondents agree to get influenced by social media. Hence, it is important to create suitable content in social media and use it to increase sales.
- Consumers at present prefer micro-influencers who have lesser followers and produce informative and raw content instead of influencers that are very famous with a huge number of sponsored content.
- Vital information about the buying pattern of consumers and other significant data such as product searches, time spent shopping, wish lists, and purchasing methods can be understood from e-commerce pages which cannot be gained from offline stores. Information as such can be utilized to create more personalized content for the consumers.

- With the growing convenience and flexibility of e-commerce, many consumers still like the idea of purchasing from physical stores.
- While purchasing natural/herbal products consumers give priority to pharmacy and doctor recommendations. Hence, reliable doctor endorsement can be done for effectiveness of the herbal brand.
- Consumers nowadays are more aware and concerned about what they are putting on their skin, thus, they want to learn about the product and its ingredients as much as possible before buying. As per the research, creating a YouTube and Facebook page for content creation as well as learning of consumers will attract more consumers and create trust for the brand.

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