

Report On
Marketing practice of the brand “Savlon”

By
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18104205

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
May 2022

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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:

MD. Samiul Hasan Aric
18104205

Supervisor's Full Name & Signature:

Ms. Tania Akter
Senior Lecturer, Brac Business School
Brac University

Letter of Transmittal

Ms. Tania Akter
Senior Lecturer,
Brac Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Internship report submission

Dear Madam,

It is with great pride that I give my internship report on the marketing practices of the brand "Savlon". I appreciate your approval of this topic for my report. It is a moment of great honor and pleasure for me to be able to complete my internship at such a reputable organization as ACI Limited. I have devoted my undivided attention and focus to the successful completion of my internship in order to produce an effective internship report. In addition, it is an honor to give my internship report under your supervision.

I am quite grateful for your insightful recommendations, guidance, and instructions. I have endeavored to put forth my best efforts in preparing this report. Nonetheless, if any inaccuracies do occur, I will gladly respond to any praise or criticism regarding the report.

May I therefore, pray and hope that you would be enough kind to accept my report.

Sincerely yours,

MD. Samiul Hasan Aric

18104205

BRAC Business School

BRAC University

Date: June 29, 2022

Non-Disclosure Agreement

This is to inform you that the report titled "Marketing practices of the brand "Savlon" was written as part of my internship requirements. The submission of an internship report is a requirement for our BBA program. In addition, I drafted the report under the supervision of Ms. Tania Akter, Senior Lecturer at BRAC Business School, BRAC University.

This report is my masterwork and has been or will be submitted elsewhere for approval of a degree, diploma, or acknowledgment. As far as I am aware, I have not willfully violated any copyright laws.

MD. Samiul Hasan Aric

18104205

BRAC Business School

BRAC University

Date: June 29, 2022

Acknowledgement

I would like to begin by expressing my deepest gratitude to the All-Mighty Allah for granting me the courage and serenity to complete the assignment on time despite of numerous challenges.

I'd like to begin by expressing gratitude to my academic advisor, **Ms. Tania Akter**, Senior Lecturer at Brac Business School, Brac University. Her insightful guidance, comments, and ecstasy made everything clear. With her assistance, I was able to do everything methodically and on time. She kept me on pace to complete my report, and her suggestions were essential for making my report as flawless as possible.

Then, I must express gratitude to my academic co-supervisor, **Md. Shamim Ahmed**, Lecturer at the Brac Business School, Brac University. He cheerfully accepted my responsibility, provided me ample time, and shared his professional experiences.

Md. Asadul Islam Shuvo, Product Group Manager, Consumer Brands, ACI Limited, deserves special recognition for his generous support throughout my internship. He is a man of action and motivation, and was my inspiration. This excellent man taught me far more than I anticipated, and I will remember every lesson he taught me. There is no phrase to describe such a man, and he was always there for me, like a brother, when I made mistakes. His instructions not only taught me about office culture, but also how to be an effective researcher and analyzer.

Again, I'd like to thank Allah for surrounding me with so many good people, such as **Mahbube Rabbani**, **Sirazur Rahim**, and **Sreyoshee Sen Gupta Troyi**, who were always there like an older sibling to give me ideas, suggestions, and motivation to make the task easier for me. Lastly, I would want to convey my gratitude to all the Consumer Brands department personnel that assisted me during my internship and made it a wonderful experience.

Abstract

A company's financial performance is contingent upon its marketing skills. All other departments, including finance, operations, accounting, and others, will not run well without marketing strategies, because all departments are interconnected. The basic objective of marketing for a business is to determine the true demand for its products and services, communicate with customers, and supply those goods. Few characteristics, such as the product's quality, price, and how customers perceive it, have a significant impact on the product's ability to sell well. In the end, the primary objective of marketers is to assist a product establish positioning and a favorable image in the minds of consumers.

Advanced chemical Industry (ACI) Limited is one of the biggest companies in Bangladesh that began with family-oriented merchandise. Savlon is one of the prestigious market-leading products on which I worked throughout my internship. In this internship report, I examined the "Marketing Practices of the Brand 'Savlon.'" I've endeavored to determine their strengths, weaknesses, opportunities, and threats. ACI Limited has effectively established itself on the market through their Savlon goods, despite the fact that they also provide a variety of other items.

In addition to discussing the market share of Savlon in this study, I have also tackled the segmentation, targeting, and positioning strategy for Savlon goods. ACI Limited has a stable distribution channel, allowing their Aerosol to be available across the nation. I have also examined advertising and promotional strategies in this paper. In addition, I discovered that Savlon is the current market leader, but that its rivals are attempting to capture its share of the market with their unique new ideas and upgraded marketing strategies. And based on all the facts and analysis, it can be stated that Savlon is currently the market leader due to the quality and efficiency of their distribution system.

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List of Acronyms

ACI	Advanced Chemical Industries
CB	Consumer Brands
IB	International Brands
SCJ	SC Johnson
HR	Human Resources
MIS	Management Information System
SWOT	Strength, Weakness, Opportunity, Threat
ICI	Imperial Chemical Industries
POD	Point of Difference
STP	Segmentation, Targeting, Positioning
POP	Point of Parity
SM	Sales Manager
CBBE	Customer-based brand equity (CBBE)
ZSM	Zonal Sales Manager
SR	Sales Representative
USP	Unique Selling Proposition
BCG	Boston Consulting group's product portfolio matrix
LTD	Limited

Chapter 1

Overview of Internship



1. Student Information

Name	MD. Samiul Hasan Aric
Student ID	18104205
Program	Bachelor of Business Administration
Major	1 st Major in Marketing, 2 nd Major in E-Business

2. Internship Information

1.2.1 Company Information

Period	3 Months
Company Name	Advanced Chemical Industries (ACI) Limited
Department	Consumer Brands Marketing
Office Address	Novo Tower, Level-6, 270 Tejgaon Industrial Area, Dhaka 1208
Head Office Address	ACI Centre 245, Tejgaon Industrial Area, Dhaka-1208

1.2.2 Internship Company Supervisor's Information

Name	Md. Asadul Islam Shuvo
Designation	Product Group Manager

1.2.3 Job Scope

1.2.3.1 Job Description

ACI Limited's Consumer Brands Marketing department provided me with an internship opportunity, which I successfully finished. I was working for the Savlon team in the position of an intern. Later I have worked for multiple team like Septex, Neem, Colgate, Shinex,



Wonder etc. In order to finish the program, I had to put in three months of work. The office day began at 8.30 in the morning and ended at 6 in the evening. I am fortunate enough to have the opportunity to work in a pleasant atmosphere and gain experience in the field. I have a lot of faith that this information will come in handy in the future.

1.2.3.2 Job Responsibilities

- Involved in developing brand winning proposition and product development for a new product and a new variant of an existing product through extensive research.
- Monitoring competitor activity and industry trends to identify opportunities for product developments to support executive decision making.
- Doing regular market visits to collect product sample and analyzing trade price as well as prepare reports based on the analysis.

3. Internship Outcomes

1.3.1 Student's contribution to the company

I have participated in the beginning stages of product development for a new product and a new product variant. I designed a brand-winning proposition for the new product, which also received clearance from the upper management. I have also built the new product's POD and POP capabilities. I have studied suitable substances, and my supervisor has approved the ingredients I have chosen. I have worked on the product's STP analysis. I've also developed the bottle shape for product packaging. After conducting a competitive analysis, I came up with the names for the product's variants. I have also conducted study on the technologies utilized



by competing products. I have conducted multiple market visits to determine the wholesale prices of competing products and created a report for my supervisor.

For the new variant of the old product, I conducted a global search for similar products. I have also conducted study on the formula associated with the product's proposition.

1.3.2 Benefits to the student

A student's education should focus on both academic and practical learning. From my undergraduate studies, I have gained theoretical understanding in a variety of subjects. Through my internship experience, I realized that theoretical understanding doesn't always translate to the real world of business and industry. Some matters demand for a pragmatic approach. I was exposed to the inner workings of the branding department, as well as the etiquette, policies, and techniques of communication typical of a corporate workplace.

1.3.3 Difficulties

- Internet connection was not stable.
- Lots of pressure as I was the only intern of the department.

1.3.4 Recommendations

- **Lunch facility:** ACI should provide lunch services for interns. Lunch is an integral element of our everyday routine. And the vast majority of businesses provide lunch for all employees, including interns. However, ACI does not offer this arrangement only for interns. In addition, there is no canteen in their office building. Because I was unable



to pack a lunch every day, I had to deal with a great deal of difficulty in order to eat lunch.

- **Compensation disbursement timeline:** ACI should compensate their interns at the appropriate time. The interns are not compensated until the 15th of each month. This is exclusively done for interns. From my perspective, this is really demoralizing for every intern.
- **ID card:** ACI Limited should offer interns with identification cards that will make it easier for them to travel to regular market visits and office duties.



Chapter 2

Company Overview



1 Introduction

Bangladesh is a small country with a vast population and an expanding economy, and ACI Limited is one of the most well-known companies in both Bangladesh and its economy. This company is one of the indigenous heavyweights in Bangladesh's business landscape. The company's presence is seen in numerous diverse industrial sectors across the nation. In addition, ACI Limited is a significant contributor to the national economy. Alternatively, they have established a presence on worldwide platforms via investments, joint partnerships, and brand affiliations. Their production requirements are very broad, and hence, their worker participation is substantial. ACI Limited strictly adheres to the International Standards for Quality Management Systems in order to ensure constant product and service quality in order to achieve customer satisfaction and confidence. They claim to adhere to Current Good Manufacturing Practices (CGMP) as recommended by the World Health Organization and meet all applicable national regulatory requirements. The World Economic Forum, which is the most famous business networking organization, has recognized ACI Limited as a Founding Member of the Community of Global Growth Companies.

2 Background

ICI Bangladesh Industry Limited was a subsidiary of the renowned global corporation ICI Plc and a publicly traded company listed on the Dhaka Stock Exchange. In 1992, ICI Plc divested its stake in ICI Bangladesh Manufacturers Limited through an administration buyout, and the company's name was changed to Advanced Chemical Industries (ACI) Limited. ACI Formulations Limited, a subsidiary of ACI Limited, became an openly registered company through direct posting. ACI Limited's primary objective is to achieve business brilliance via



excellence by comprehending, tolerating, meeting, and exceeding client expectations. ACI Limited implements International Standards on Quality Management System to ensure the dependability of its products and services in order to cultivate client loyalty. ACI Limited also satisfies all national administrative requirements pertaining to its current operations and ensures that current Good Manufacturing Practices (CGMP) as stipulated by the World Health Organization are followed effectively. The World Economic Forum, the most prestigious business organizing organization, has recognized ACI Limited as a Founding Member of the Community of Global Growth Companies. (ACI Limited Bangladesh Corporate).

3 History

ACI Limited is one of the most prominent businesses in Bangladesh. ACI Limited has a number of business offices in several territories, including pharmaceuticals, purchaser brands, and agro business. ACI Limited is the first Bangladeshi company to obtain ISO9001 quality management system certification in 1995 and ISO14001 environment management system certification in 2000. ACI Limited is a public limited company that is listed on the DSE and CSE. Additionally, ACI Limited has a small number of International trade partners. 1992 saw the naming of ACI with this moniker. Nonetheless, ACI's history dates back to 1926, when Imperial Chemical Industries (ICI) was merged in the United Kingdom as four organizations: Novel Industries Limited, British Dye begins Corporation, Marketing Practices of ACI Limited-A Case Study on ACI Mosquito Aerosol8Brunner Mond and Company Limited, and United Alkali Company. From that moment forward, ICI plc has been operating globally as a multinational corporation. ICI began operations in the Indian subcontinent for ICI (India) limited at the time of the agreement. In 1947, following the separation of India and Pakistan, the Karachi office of ICI (India) Limited was renamed ICI (Pakistan) Limited.



4 Company Mission

ACI's mission is to improve the quality of life of individuals through the application of information, skills, and technology in a responsible manner. ACI is dedicated to the pursuit of excellence through world-class goods, innovative processes, and empowered staff in order to give its clients with the highest degree of pleasure.

5 Company Vision

- Deliver products and services of high and consistent quality, guaranteeing that our clients receive value for their money.
- Strive for a position of leadership in each of our business categories.
- Develop our workforce by fostering autonomy and rewarding innovation.
- Promote an environment conducive to learning and personal development.
- Achieve a high level of productivity in all of our operations through the efficient use of resources and the implementation of suitable technology.
- Promote inclusive growth by encouraging and aiding our distributors and suppliers to enhance their efficacy.
- Ensure excellent return on investment through prudent use of resources and efficient operations while leveraging our key skills.

6 Company Values

- Quality
- Customer focus



- Innovation
- Fairness
- Transparency
- Continuous improvement

Mission, Vision and Values has been taken directly from the official website of ACI Limited

([Mission, Vision and Values - ACI Limited \(aci-bd.com\)](http://aci-bd.com))

7 Company Profile

7.1 Board of Directors

Chairman:	Mr. M. Anis Ud Dowla
Director:	Ms. Shusmita Anis
Director:	Mr. Abdul-Muyeed Chowdhury
Director:	Mr. Juned Ahmed Choudhury
Independent Director:	Mr. Adil Husain
Director:	Mr. Anisuddin Ahmed Khan
Director:	Mr. Golam Mainuddin
Independent Director:	Mr. Kamran Tanvirur Rahman
Managing Director:	Dr. Arif Dowla

7.2 Board Committees

7.2.1 Audit committee

Chairman:	Mr. Kamran Tanvirur Rahman
Member:	Ms. Shusmita Anis
Member:	Mr. Golam Mainuddin



7.2.2 Nomination and Remuneration Committee

Chairman:	Mr. Kamran Tanvirur Rahman
Member:	Mr. Juned Ahmed Choudhury
Member:	Mr. Golam Mainuddin

7.2.3 Executive Management

Dr. A.K.M Fareyzul Haque Ansarey	Managing Director & CEO, ACI Motors Limited, Premiaflex Plastics Limited, ACI Agrolink Limited, ACI Marine and Riverine Technologies Limited
Mr. M Mohibuz Zaman	Managing Director, ACI HealthCare Limited, ACI Biotech Limited
Mr. Pradip Kar Chowdhury	Executive Director, Finance & Planning
Mr. Sabbir Hasan Nasir	Executive Director, Logistics
Mr. Md Monir Hossain Khan	Finance Director
Mr. Imam Ahmed Istiak	Director, Operations, Pharmaceuticals

Table no. 1

Company Profile has been taken directly from the official website of ACI Limited ([Company Profile - ACI Limited \(aci-bd.com\)](http://aci-bd.com))

8 Companies under ACI Limited

8.1 Subsidiary Companies

- ACI Formulation Limited
- ACI Logistics Limited
- ACI Pure Flour Limited



- ACI Foods Limited
- ACI Salt Limited
- ACI Motors Limited
- Creative Communication Ltd.
- Premiaflex Plastic Ltd.
- ACI Agrolinks Ltd.
- ACI Edible Oil Ltd.
- ACI Healthcare Ltd.
- ACI Chemicals Ltd.
- Infolytx Bangladesh Limited
- ACI Biotech Ltd.
- ACI Marine & Riverine Technologies Ltd.

8.2 Joint Venture Companies

- Tetley ACI (Bangladesh) Ltd.
- ACI Godrej Agrovvet Pvt. Ltd.
- Asian Consumer Care Pvt. Ltd.
- ACI CO-RO Bangladesh Ltd.

8.3 Associate Company

- Stochastic Logic Ltd.

8.4 Manufacturing Facilities

- ACI Ltd.



- Pharmaceuticals Unit
- Electrical Product Unit
- Napkin & Diaper Unit
- Agro Veterinary Unit
- ACI Formulations Ltd.
 - Formulations unit
- ACI Pure Flour Ltd.
 - Flour Unit – 1
 - Flour Unit – 2
- ACI Salt Ltd.
 - Salt Unit
- ACI Foods Ltd.
 - Foods Unit
 - Rice Unit
- Premiaflex Plastic Ltd.
 - Premiaflex Unit
 - CEPL Unit
- ACI Healthcare LTD
 - Healthcare unit

Companies under ACI Limited has been taken directly from the official website of ACI Limited ([ACI Limited - - ADVANCING POSSIBILITIES - The Largest Conglomerates in Bangladesh \(aci-bd.com\)](http://aci-bd.com))



9 Company Policies & Accreditation

9.1 World Economic Forum

The World Economic Forum, the most famous business networking organization in the world, has granted ACI membership as a Founding Member in the Community of Global Growth Companies. This honor was bestowed upon ACI by the World Economic Forum.



(Source: ACI Limited's Official Website)

Figure 1: Certification of World Economic Forum



9.2 Quality policy

The aim of ACI is to achieve business excellence via quality by comprehending, accepting, meeting, and exceeding client expectations. ACI adheres to International Standards in order to maintain the Quality Management System and guarantee consistent product and service quality for customer satisfaction. ACI also complies with all national regulatory requirements pertaining to its present companies and guarantees that its pharmaceutical operations adhere to the current Good Manufacturing Practices (cGMP) as suggested by the World Health Organization. ACI's management is committed to putting improved quality at the forefront of their business decisions. ACI staff must adhere to written procedures to ensure compliance with management-established quality standards.



(Source: ACI Limited's Official Website)

Figure 2: ISO 9001 Certification for quality system of ACI



9.3 Environmental Policy

ACI is dedicated to preserving the natural order that exists within our eco-system. As a result, the company is constantly looking for new ways to manufacture and produce products in an environmentally responsible manner. This ensures that the natural order is not disrupted, and that the environment continues to be healthy. In order to achieve this objective, ACI will do the following:

- Fully comply with all applicable local and national environmental standards
- To achieve sustainable development, conserve natural resources such as water and energy, and implement practices that are friendly to the environment.
- Make sure there is proper communication and work together with interested parties both inside and outside the organization on environmental issues.



(Source: ACI Limited's Official Website)

Figure 3: ISO 14001 Certification for environmental management of ACI



10 Strategic Business Units (SBUs)

10.1 Pharmaceuticals

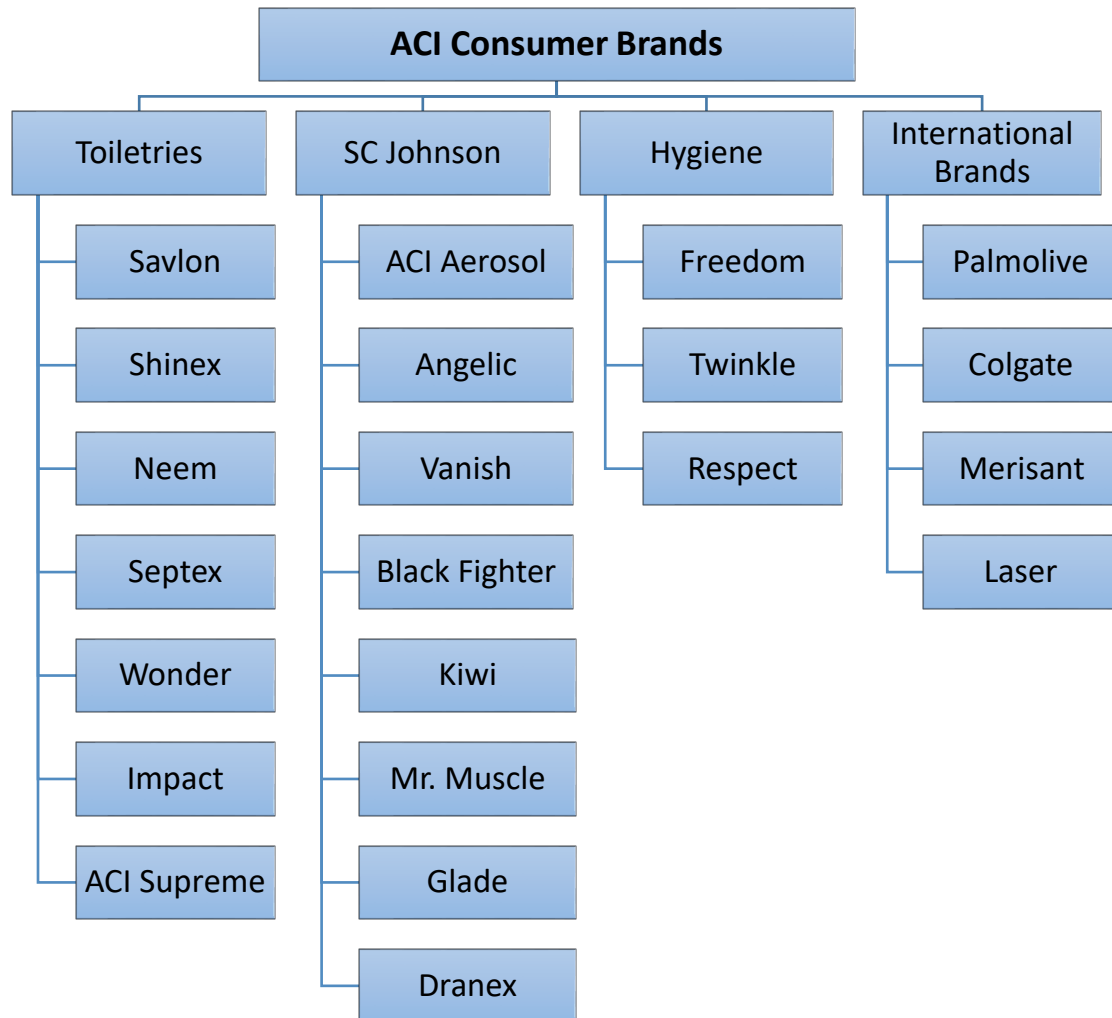
In its mission to provide the people of Bangladesh with high-caliber solutions and goods for human services, ACI carries on the legacy of the highly regarded British multinational corporation ICI. The fact that it has the most advanced pharmaceutical factory in the world is evidence that Bangladesh is committed to having a really world-class manufacturing office. The extensive history of ACI inspires creative and high-quality standards to be included in the plans. A wide variety of ACI pharmaceuticals' products are available in a variety of dosage forms and packaging, including tablets, jars, containers, dry powder, fluid, cream, gel, salve, ophthalmic preparations, and infusion-ready solutions. ACI pharmaceuticals' extensive product range also includes products from all truly helpful categories. In addition to this, ACI Pharma has a state-of-the-art plant for its Novel Drug Delivery System (NDDS). It creates medications and drugs with modified release that are of the highest possible quality, and it does so in order to fulfill the requirements of pharmaceutical manufacturers catering to household and universal markets. It distributes excellent drugs to a significant number of countries in Asia, Africa, and South America.

10.2 Consumer Brands

1995 was the beginning of ACI Consumer Brand's adventure, during which they launched two important products known as Savlon and ACI Aerosol. They were able to establish themselves as the industry standard by utilizing their most recognized brands. Trading and manufacturing in the immediate area make up the bulk of their activities. They also entered into a joint venture



firm with "Dabur India" and "Tetley" of the United Kingdom in order to extend their operations.



(Source: Data collected from interview of on-site supervisor)

Figure 4: Brands under ACI Consumer Brands

10.3 Agribusiness

Crop protection, seed, fertilizer, agricultural machinery, and animal health are some of the products that are dealt with by ACI Agribusiness, which is Bangladesh's largest integrator in the agricultural, livestock, and fishing industries. These companies have established themselves extremely well in Bangladesh. CC & PH is a supplier of crop protection chemicals,



Seed is a supplier of hybrid rice, vegetable, and maize seeds, Fertilizer Supplies is a supplier of micronutrient and foliar fertilizer, Agri-machineries is a supplier of tractors, power tillers, and harvesters, and Animal Health is a supplier of high-quality nutritional, veterinary, and poultry medicines and vaccines. ACI Agribusiness has developed excellent partnerships with R&D firms, universities, and research organizations both in the United States and internationally. Every product goes through extensive testing in the lab and out in the field before it is made available to consumers. A vast team of scientists and other skilled professionals is at the disposal of ACI in order to meet the needs of the farmers. ACI Motors Limited offers a comprehensive farm mechanization solution to farmers by selling a wide variety of agricultural machines, such as tractors, power tillers, reapers, mini combine harvesters, rice transplanters, and more. These machines cover the entire agricultural production process, from the preparation of the land to the cultivation of crops and their subsequent preservation.

10.4 Logistics

The most successful retail brand in Bangladesh is called Shwapno, and it is run by ACI Logistics Limited. Every every day, Shwapno has an impact on the lives of over 35,000 different households, making it the largest retail chain in the country. ACI Logistics entered the retail market in 2008 under the name "Fresh and Near" in order to realize the "Seed to Shelf" objective of the company, which entails establishing direct connections between consumers and farmers. After beginning with fresh produce and day-to-day necessities for the family, Shwapno stores have expanded their product offerings to include anything from fashion to home décor to electronics and much more. In-house fashion label Shwapno Life and a variety of grocery store brands with their own private labels are included in this category. Today,



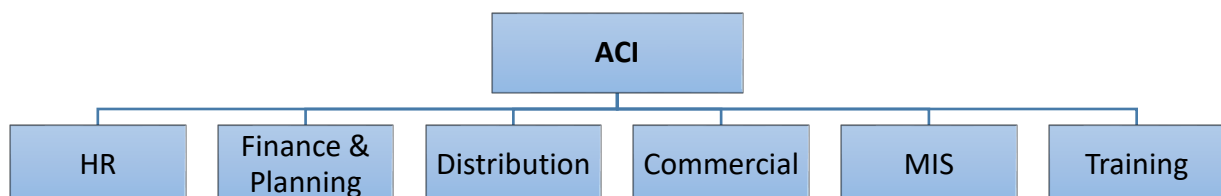
Shwapno runs 56 stores in the cities of Dhaka, Chittagong, Sylhet, and Comilla. With a total retail space of 310,000 square feet and a workforce of over 2,500, the company is one of the largest in Bangladesh. Shwapno runs a variety of outlet types, ranging from little convenience stores to expansive megamall layouts (with space varying from 1,500 to 27,000 square feet), and strives to provide customers with the best possible experience no matter where they are. The company has been successful in reaching its position as market leader (with a market share of 45 percent) not only because it provides customers with exceptional quality, value, convenience, and service, but also because Shwapno has been successful in developing a truly world class retail architecture and shopping experience for the first time in the country. This has allowed the company to achieve its goal of becoming the market leader.



(Source: Shwapno's Official Website)

Figure 5: Shwapno Logo

11 Supporting functions of ACI



(Source: ACI Limited's Official Website)

Figure 6: Departments of ACI Limited



11.1 HR

ACI HR has a vision for fostering creativity, innovation, and productivity in the workplace in order to achieve business excellence by utilizing dynamic and devoted individuals. They have a value-driven culture in which the dignity of the individual is of the utmost importance. They believe in delegation and empowerment. They conduct several social events, such as Family Day, a cricket tournament, and a badminton tournament, to improve the bonds amongst employees.

11.2 Finance & Planning

The ACI Finance and Planning department serves as the conglomerate's primary nerve center. Because of the way the organization is structured, ACI Finance and Planning is in charge of playing the role of the centralized authority in all of the many types of financial and accounting services. This indicates that it manages the financial and accounting concerns not just of ACI Limited but also of all of its subsidiaries, thereby contributing to the goals and objectives of the Group. The following are the primary areas in which it operates:

- Corporate Finance
- Treasury
- Insurance and risk management
- Costing
- Credit Management
- Accounts payable management
- General accounting
- Taxation



- New business management

ACI finance is a pioneer in introducing and implementing cutting-edge financial instruments, such as electronic banking, integrated accounting systems, and better foreign exchange management via hedging and derivatives, among others. ACI Finance has solid relationships with all the international and major local banks, non-financial institutions, and leasing organizations, allowing the company to excel in performance.

11.3 Distribution

The Distribution section manages twenty-six strategically positioned distribution centers nationwide. ACI is continually growing its distribution network in order to provide superior client service. Distribution maintains a big fleet of over 150 trucks and over 500 qualified delivery personnel. The distribution system can accommodate a continuing flow of a wide variety of items from multiple enterprises. The distribution centers of the company are highly computerized and automated. For its specific variety of cold chain items, such as vaccinations and insulin, ACI uses cutting-edge equipment. The combination of this advanced function and multidimensional capabilities allowed for the efficient management of hundreds of goods. ACI's Distribution System strictly adheres to ISO 9001-2008 Quality Management System (QMS) requirements.

11.4 Commercial

The Commercial Department of ACI is one of the most important functional departments of the Company, and it is responsible for handling all of the company's supply chain activities. The devoted and hard-working staff of this department maintain a good interaction with the



clients on a national as well as an international level in order to ensure that all of the businesses continue to function without a hitch. The Commercial Department is consistently successful in securing the greatest rates for the products that we purchase, which ensures that the company will see a significant amount of cost savings. It provides an unbeatable level of professionalism and experience across the board for all of ACI's business operations.

11.5 MIS

The MIS department of ACI is in charge of ensuring that the organization receives all IT-related assistance. This department is responsible for the efficient management of the company's software, the troubleshooting of hardware issues, and the business databases relating to sales and inventory. The MIS department is made up of programmers and software developers who are experienced and skilled in their fields. The management is able to make more informed decisions with the assistance of MIS, which provides them with individualized reports and analyses of the data.

11.6 Training

Training initiatives conducted by ACI are centered on reshaping the company's human resource in order to achieve operational excellence by broadening the scope of ACI's personnel. They determine the types of knowledge and skill sets that are essential to their success in overcoming current and upcoming challenges, and we design a variety of programs so that achieving this level of success through the application of creativity, agility, flexibility, skill diversity, and information technology becomes second nature. They research the external environment for the purpose of comparing industry practices, benchmark the best practices, and put in place



competency management programs in order to provide exceptional services to our esteemed clients.

12 Global Partnership



(Source: ACI Limited's Official Website)

Figure 7: International partner brands of ACI

13 Global Presence

Meeting the demand of Bangladeshi market, ACI also exports in 18 other countries across the globe.



(Source: ACI Limited's Official Website)

Figure 8: Exporting countries of ACI Limited



14 Best Brand Award & Global Recognition

The long reign of Molla Salt was ended in April 2006 when ACI PURE Salt, which had only been on the market for a total of six months at the time of its inception, was able to seize the dominant position in the market. Since that time, ACI PURE Salt has maintained its position as the undisputed market leader in the salt sector. This was made feasible by the creative and engaging marketing campaigns that ACI PURE Salt ran, in addition to the robust distribution network that they utilized.

In 2008, ACI Pure Salt was recognized as the best brand in the foods and beverages category, earning the title of "Best Brand Award." According to the comprehensive research that was conducted by Nielsen Bangladesh in partnership with Bangladesh Brand Forum, the brand was on a winning streak and received the "Best Brand Award" on the salt category for seven consecutive times between 2011 and 2018. During this time period, it was also recognized as the 14th best brand in the country across all categories. In 2017, the government of Bangladesh honored ACI Pure Salt by bestowing to it the "Best Lodized Salt Mills Award."

Additionally, the company has been acknowledged on a global scale for the superior quality of its package design, which was highlighted in the third edition of the book "Pack Your Life." This book was released featuring all of the highest-rated packaging designs from all across the world. Additionally, in November of 2015, it became the first company in the Salt sector in Bangladesh to be awarded the Occupational Health and Safety Management System accreditation known as OHSAS 18001:2007. This certificate serves as recognition for the efforts that have been made over the course of the years in the field of the prevention of occupational risks.

In 2022, ACI Consumer Brands have won 3 awards in COMMWARD 2022. "Savlon Modhur Amar Shishur Bol" campaign by Savlon Bangladesh won silver in the Small Budget Media



Campaign category. “Freedom - In the Eyes of Women” won Bronze under the Social Campaign category. “Savlon Safe School” by Savlon won Silver under the Music/Jingle category.



(Source: Commwards official facebook page)

Figure 9: COMMWARD 2022 Awards of ACI Consumer Brands

15 Management Practices of ACI

15.1 Company leadership Style

In terms of leadership style, ACI Limited implements the participative leadership style. Participative leadership is a style of management in which managers invite their entire team to participate in the majority of decision-making processes. Before a final decision is reached, all team members receive information regarding company decisions and have the opportunity to provide input. As I have observed during my internship period, decisions like product developments, modifications, brand activations etc. are proposed from the executive level and according to their analysis and research, managerial decisions are taken.

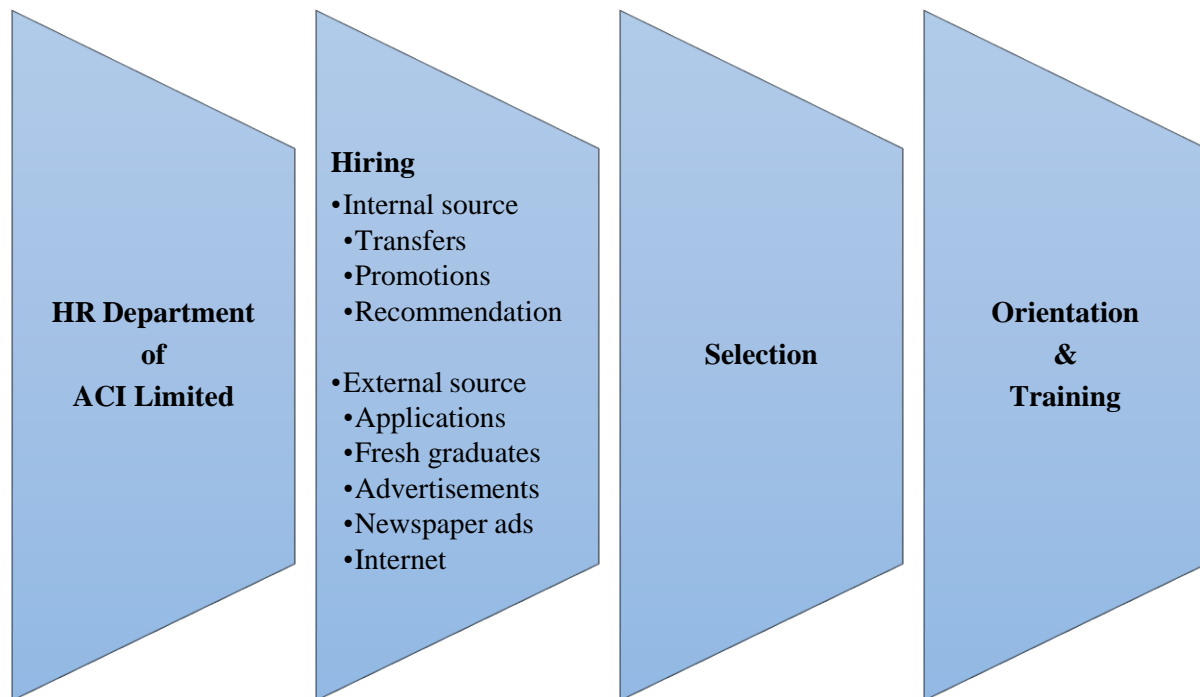


15.2 Human Resource Planning Process

ACI's HR department collaborates with passionate and dynamic individuals to achieve their vision of creating an effective and innovative work environment, as well as the organization's mission. According to ACI, "human resources" refers to the complete knowledge, skills, creative abilities, talents, and aptitudes of an organization's workforce, in addition to the values, attitudes, and beliefs of the individuals involved (Megginson, 2017). ACI Ltd. has a methodical approach to management in order to achieve its objectives. Every level of the company operates methodically. ACI Ltd. also recognizes the significance of "Human Resource Management at Four Levels: Corporate Level, Professional Level, Social Level, and National Level," as stated by the Human Resource Management Association (Gupta, 2007). ACI's human resources department adheres to the established policies and procedures to ensure the organization's success and achievement of its objectives, as stated by a source (Gurbuz, 2009).

15.3 Recruitment & Selection Process

The recruitment process is followed by ACI at all organizational levels. Such as: general manager, department head, manager, and executives. ACI focuses on both internal and external recruitment aspects. However, ACI recruits primarily from external sources. ACI is mostly focused on corporate business and culture. It exemplifies traditional equity and efficacy. The expansion of the ACI is enhancing employee productivity. ACI thinks that a conducive work atmosphere encourages staff efficiency.

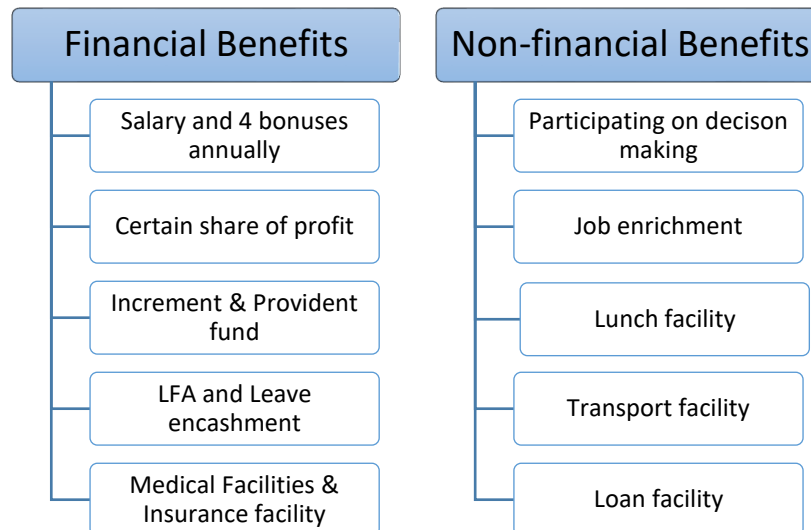


(Source: Data collected from interview of on-site supervisor)

Figure 10: Recruitment process of ACI Limited

15.4 Compensation System

A compensation system is all of the financial and non-financial benefits that employees get in exchange for their willingness to work. ACI offers enticing automobile loans, gratuities, provident fund contributions, and hospitalization to their employees. ACI provides its staff members with performance bonuses, holiday bonuses, and aid with leave fairs. Give a performance bonus, help with travel expenses during leaves of absence, a festival bonus, and a percentage of the company's profit to employees. Below the overall benefits an employee of ACI gets,



(Source: Data collected from interview of on-site supervisor)

Figure 11: Compensation system of ACI Limited

15.5 Training & Development Initiatives

ACI genuinely believes that training is an essential component of corporate success. In order to provide its employees with a variety of training programs. These training programs assist in enhancing the employee's knowledge and abilities. ACI organizes team-building events for the purpose of inspiring employees. ACI adheres to a value-driven culture in which the dignity, empowerment, loyalty, and commitment of its employees are of the utmost importance. ACI organizes a variety of tournaments, including badminton, cricket, etc., so that its employees can develop strong relationships and bonds.

15.6 Performance Appraisal System

A form is given to each employee of ACI, and that form is filled out in consultation with the employee's supervisor, in order to determine what the employee requires in order to develop



his skills further, not only in order to carry out his current responsibilities more effectively, but also in order to take on additional responsibilities in the future.

16 Marketing Practices of ACI

16.1 Marketing Strategies of ACI

16.1.1 Ansoff Matrix of Product Line of ACI

	Existing Products	New Products
Existing Markets	<p><u>Market Penetration:</u></p> <ul style="list-style-type: none"> • ACI Salt • Savlon Products • Black fighter mosquito coil • ACI Aerosol • Colgate 	<p><u>Product Development</u></p> <ul style="list-style-type: none"> • Pharmaceuticals products • Savlon products (sanitizers, disinfectant spray, disinfectant wipes)
New Markets	<p><u>Market Development</u></p> <ul style="list-style-type: none"> • ACI Agribusiness • ACI Consumer Brands 	<p><u>Diversification</u></p> <p>-</p> <p>-</p>

(Source: Data collected from interview of on-site supervisor and secondary research)

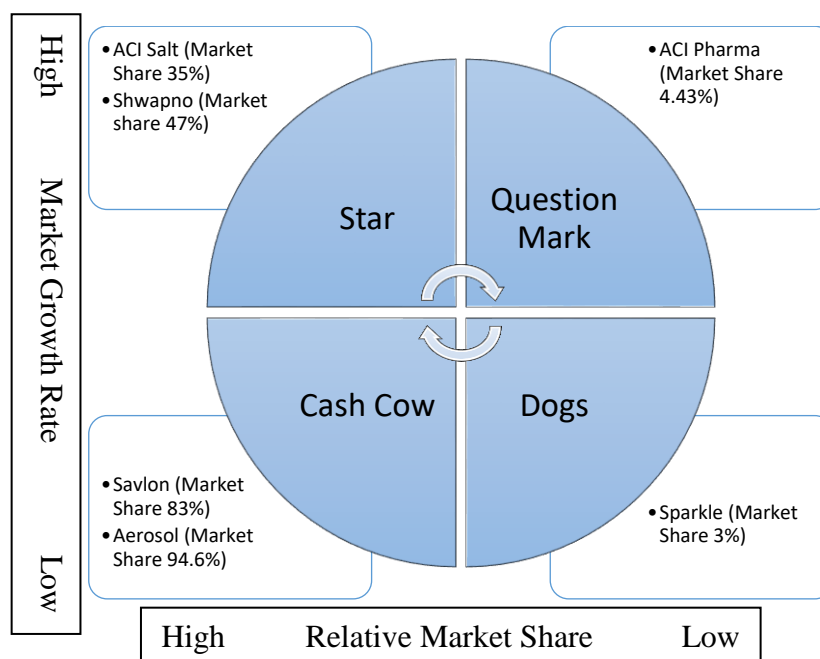
Table no. 2: Ansoff Matrix for ACI Limited

ACI Limited, as a conglomerate, has a hybrid marketing strategy. The fact that ACI sells its current products to its existing customers in the Bangladeshi market demonstrates its market penetration strategy. ACI is releasing new goods in many market segments, indicating its product development approach. As an exporter, ACI is expanding its market presence in other nations through a market development plan. For instance, ACI Agrolink Limited, in addition to offering services to customers in its domestic market, is currently exporting agricultural products to customers in other nations.

16.1.2 Societal Marketing of ACI

ACI Limited performs its marketing activities in accordance with the Societal Marketing concept. Societal marketing concepts are essentially a balance between the three marketing policies of corporate profit, consumer demand, and society interest. I think ACI Limited also conducts product concept because they examine the consumer's perspective with regards to the quality performance, new features, and continual product improvement of a given product.

16.1.3 BCG Matrix of ACI



(Source: Data collected from interview of on-site supervisor and secondary research)

Figure 12: BCG Matrix of ACI Limited

The Boston Consulting Group's product portfolio matrix (BCG matrix) is intended to aid in long-term strategic planning by assisting a corporation in evaluating growth potential by assessing its portfolio of products to choose where to invest, terminate, or develop items. The products are classified according to the annual report's information.



ACI Salt and Shwapno are two examples of enterprises or products or services that are considered to be stars because of their rapid growth and great market share. In order to finance their quick expansion, they frequently require significant investment. After some time, their rate of expansion will level out, and they will transform into cash cows (Kotler, 2008).

Cash cows are businesses or products with low growth and strong market share, such as ACI Aerosol and Savlon. These profitable and established products require less expenditure to maintain their market position. Thus, they generate cash that is used to pay the company's bills and support other SBUs that require investment (Kotler, 2008).

A low-share business unit in a high-growth market that includes ACI Pharma is represented by a question mark. They require funds even just to maintain their share, let alone grow it.

Dogs are low-growth, low-market-share companies and products like ACI's Sparkle. They may have enough money to support themselves, but they do not promise to be substantial cash providers (Kotler, 2008).

17 Financial Performance & Accounting Practices of ACI

I have evaluated the financial reports for the past three years, 2019, 2020, and 2021, as per the request. As a member of the marketing department, I had limited access to financial information due to their confidentiality. However, I have collected the annual reports of 2019, 2020, and 2021 from my on-site supervisor and analyzed the reports to evaluate the financial performance of ACI Limited.



17.1 Year 2019,

- **Leverage Ratio = EBIT/Interest expense of long-term debt**
= 899,582,767/632,523,352
= 1.42
- **Current Ratio = Current asset/Current Liabilities**
= 27,563,949,877/24,486,465,970
= 1.13
- **Solvency Ratio = Net Income after tax+depreciation/Total liabilities**
= 531,442,797+0/52,117,888,401
= 0.0101
- **Efficiency Ratio = Total expenses/Net revenues**
= 8,109,022,519+736,290,977+13,600,000/1,707,590,966
=10.37%
- **Return on Asset = Net Income/ Average Total Assets**
= 531,442,797/4,718,800,174
= 0.1126
- **Return on Equity = Net Income/ Shareholder's Equity**
=531,442,797/ 498,895,265
=1.066

17.2 Year 2020,

- **Leverage Ratio = EBIT/Interest expense of long-term debt**
= 2,346,734,203/704,190,860
= 3.33
- **Current Ratio = Current asset/Current Liabilities**
= 29,910,378,119/26,791,786,648
= 1.12
- **Solvency Ratio = Net Income after tax+depreciation/Total liabilities**
= 1,718,919,934+0/28,833,444,645
= 0.059
- **Efficiency Ratio = Total expenses/Net revenues**



$$= 7,966,492,864+750,563,708/3,220,810,237$$
$$= 2.71\%$$

- **Return on Asset = Net Income/ Average Total Assets**

$$= 1,718,919,934/4,735,601,754.23$$
$$= 0.3629$$

- **Return on Equity = Net Income/ Shareholder's Equity**

$$= 1,718,919,934/ 573,729,556$$
$$= 2.99$$

17.3 Year 2021,

- **Leverage Ratio = EBIT/Interest expense of long-term debt**

$$= 3,086,698,650/249,907,794$$
$$= 12.35$$

- **Current Ratio = Current asset/Current Liabilities**

$$= 32,888,711,641/26,791,786,648$$
$$= 1.17$$

- **Solvency Ratio = Net Income after tax+depreciation/Total liabilities**

$$= 2,287,783,139+0/60,996,604,751$$
$$= 0.037$$

- **Efficiency Ratio = Total expenses/Net revenues**

$$= 8,346,599,497+294,475,492/3,543,631,966$$
$$= 2.44\%$$

- **Return on Asset = Net Income/ Average Total Assets**

$$= 2,287,783,139/3,815,732,978$$
$$= 0.60$$

- **Return on Equity = Net Income/ Shareholder's Equity**

$$= 2,287,783,139/ 631,102,500$$
$$= 3.63$$

The current status of ACI limited's finances can be deduced from all of these ratios. In this research, the ratio of the past three years was studied. When we look at the period from 2019



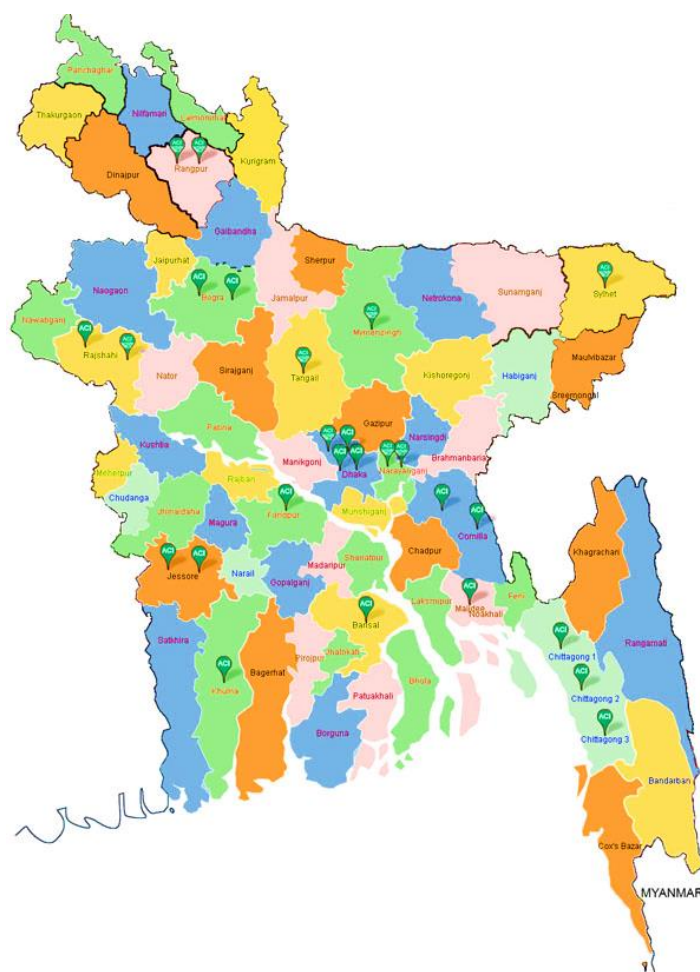
to 2022, we can see that the leverage ratio, which was expected to be less than 1.0, is significantly higher than this. It indicates that a company's debt is significantly more than the value of its equity. When we take a look at ACI's current ratio, we can see that the company has sufficient current assets to pay its liabilities. In terms of the company's solvency, the ratio demonstrates that it is less than 20% in all years, which indicates that ACI possesses sufficient liquid assets to carry out its business operations. Next, after doing an analysis of the efficiency ratio, we are in a position to confidently assert that ACI is making effective use of its resources, which contributes to the organization's level of efficiency. In addition, the ROA for 2019 demonstrates that the company is doing well given that the ratio is greater than 5%. However, in the years 2020 and 2022, the ratio is higher than 20%, which implies that ACI is producing a respectable profit year after year. Despite this, ROE indicates that the company has to work on improving its return on equity because it is currently lower than 20%.

18 Operations Management & Information System Practices of ACI

18.1 Distribution

The objective of ACI's ongoing efforts to grow its distribution network is to improve the quality of the products and services it offers its clientele. The Distribution Department oversees the upkeep of twenty-six distribution hubs that are spread out around the country in key locations.

Distribution keeps a huge fleet of over 150 vehicles and over 500 qualified delivery personnel at its disposal at all times. The distribution system is equipped to deal with an ever-increasing volume of a wide variety of items coming from a number of different companies.



(Source: ACI Limited's Official Website)

Figure 13: Distribution Channel of ACI Limited all over the Bangladesh

18.2 Commercial

The Commercial Department of ACI is responsible for the management of the operation of the supply chain. Employees in the commercial department work hard to maintain positive relationships with customers on a national and worldwide scale in order to ensure that the operations of the businesses are carried out without a hitch. Furthermore, they negotiate the best prices for the commodities, which allows ACI to receive the benefits of cost savings, which suggests unconquerable professionalization and expertise in the operations of the commercial department functions.



18.3 MIS Department

The mission of ACI's Management Information Systems (MIS) department is to provide IT-related help in the form of troubleshooting for hardware, database management for sales inventories, and software administration so that ACI's operations can continue uninterrupted. People who are knowledgeable and skilled in their expertise create information systems for data management such as storing, searching, and analyzing data. They also manage various information systems to meet the needs of the managers, staff, and customers of ACI. Additionally, these people run the functions of the MIS department, and the management receives custom-made reports from them so that they can implement the results in the process of decision making.

19 Business Viewpoint

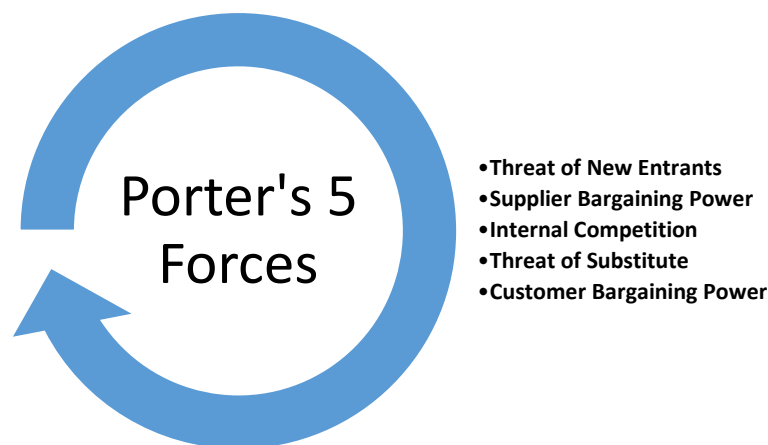
Regarding the FMCG Industry in Bangladesh, ACI is the market leader in practically every industry. Currently, ACI has over 125 items, the majority of which are exported. Export contributes to an increase in foreign cash, which ultimately benefits Bangladesh's economy. ACI has a competitive advantage because it is one of the largest business conglomerates in Bangladesh, whereas all other FMCG firms contribute significantly. ACI is both a pioneer and a superstar for the other company; they may learn a great deal from ACI in both the management practice and manufacturing industries. There is currently no benchmark or ranking available in Bangladesh against which to assess the company's performance, but it is evident that ACI has been at the top for many years. A corporation like ACI is essential for a developing nation like Bangladesh. ACI has given the people of Bangladesh with many daily necessities for the past 44 years. They promised things of the highest quality at the lowest prices



imaginable, and so far they have maintained their word. People in Bangladesh adore the ACI Group of Companies and all of their products for this reason. ACI Salt factory is now the largest and most productive factory in the Vacuum Salt sector in Bangladesh. The most advanced vacuum evaporation system assures that ACI Pure Salt is one hundred percent pure, crystal white, correctly iodized, and easily dispersible. Its high-quality, food-grade, multilayer laminated packaging ensures that the iodine remains active for a longer amount of time and protects the salt from moisture and contaminant

20 Competitive Analysis

20.1 Porter's Five Forces Analysis on ACI



(Source: Marketing Management, Fifteenth edition: Philip Kotler)

Figure 14: Porter's 5 Forces

20.1.1 Threat of New Entrants (Low)

Before a business can begin selling, it must satisfy stringent licensing and regulatory criteria stipulated by government regulations. This makes it harder for new entrants to enter the market,



rendering the threat of new entrants small. As a result of the industry's high capital needs, it is difficult for new entrants to establish enterprises because they must incur substantial costs. Due to high Research & Development costs, capital expenditures are likewise significant. Capital - demanding industries needing significant fixed costs in machinery and comprehensive government R&D policies make market entry challenging for enterprises. All of these reasons make the danger of new competitors to this market weaker.

20.1.2 Supplier Bargaining Power (Low)

These providers supply products that are relatively standard, less distinctive, and have low switching costs. This makes it simpler for Pharmaceuticals Company's customers to swap vendors. This decreases the bargaining strength of suppliers.

20.1.3 Customer Bargaining Power (Low)

The number of suppliers in the sector greatly exceeds the number of product-producing companies. This means that the purchasers have a limited number of companies from which to pick, and thus have little price control. This weakens the bargaining position of purchasers inside the sector. The high level of product differentiation within the business means that purchasers cannot discover alternative enterprises producing a particular product. This difficulty in switching weakens the negotiating position of buyers inside the industry. The purchasers place a premium on product quality, and they make frequent purchases. This indicates that buyers within the industry are less price-sensitive. This weakens the bargaining position of purchasers inside the sector.



20.1.4 Threat of Substitute (High)

Several brands, such as Unilever, Reckit, and SQUARE, are available as comparable or superior alternatives, however they are significantly more expensive. Therefore, purchasers are more likely to move to other products. This indicates that replacement products pose a significant danger to the industry.

20.1.5 Internal Competition (High)

There are other competing brands, like Unilever, Reckit, and SQUARE, in the same business. In addition, there are numerous local and international brands that compete with ACI in the same market. In addition, product differentiation is modest, and cost competitiveness among competitors is quite high.

20.2 SWOT Analysis

20.2.1 Strength

- Strong public perception of the brand
- Products, Services and companies from a variety of industries
- Maintain a growth rate that is higher than that of the market.
- Recognized as the preeminent leader in the market
- Strategies for the functional areas that have been well-developed (production, marketing, finance)
- Innovation capacities increased by technological advances
- Proven & capable management



20.2.2 Weakness

- A complex approach is the result of having too much variety.
- Products with a lower degree of differentiation
- A few products have a poor reputation in the market.
- The reliance on outside supplies or products
- Increased starting expenses for new product lines

20.2.3 Opportunities

- Gain a foothold in new regional, national, and global markets.
- Grow product offerings to accommodate a wider variety of client requirements
- Develop a range of complementary goods.
- Vertical integration
- Capability to switch to a more advantageous strategic group
- A sense of complacency among competing companies
- Faster market growth
- Demand from customers continuing to rise

20.2.4 Threats

- There are several contenders with a solid track record.
- A growing number of regional producers and manufacturers
- Increases in the number of products sold by rival companies
- A slackening in the rate of market expansion for some products
- Increased pressure from the competition



- An acceleration of the rate of inflation in the economy
- Increased negotiating power on the part of either customers or suppliers
- Altering requirements and preferences of customers

21 Summary & Conclusion

ACI Limited began its odyssey in 1992 with the pharmaceutical division, with the goal of enhancing the quality of life and life's values for all people. 1994 saw the gradual expansion of ACI into crop protection chemicals and household insecticides. ACI is the first firm in Bangladesh to be accredited with Quality Management System ISO 9001 and Environmental Management System ISO 14001, which is one of the company's major accomplishments.

ACI Limited's performance on the market is exceptional. Currently, they have more than 2,000 goods on the market, and in several product categories, they are the market leaders. Their value and differentiation from other companies is based on their commitment to product quality. Aside from the pricing, their motto describing the quality behind each product is commendable in its ability to captivate the masses. If they can overcome these deficiencies, they will have tremendous growth potential.

22 Recommendations

- The regular distribution system of the items should be maintained with vigor so that products are readily available and clients do not have the opportunity to switch brands. Sales representatives and distributors must be properly monitored. They must maintain equilibrium between market demand and supply.



- ACI is performing exceptionally well on the market. They are the market leaders for goods such as ACI Aerosol and ACI Savlon, among others. However, it should also focus on promoting other products through various trade offers and promotional activities.
- Strong distribution coverage is required because not everyone has the time to visit large stores. For example, ACI Thai Noodles are exclusive to supermarkets. It is not widely accessible in nearby stores.



Chapter 3

Project Part



1. Introduction

BBA (Bachelor of Business Administration) students at BRAC University are required to complete an "Internship Program" under an organization in order to earn their BBA degree. This curriculum is a four-credit course titled "BUS400" that lasts three months or twelve weeks. Its primary objective is to provide students with the opportunity to get practical knowledge and experience working in a professional atmosphere and performing practical tasks. Typically, students are assigned these activities based on their major or minor concentration.

ACI Limited, a renowned FMCG firm in Bangladesh, is the organization where I completed my internship. As a Marketing major, I was given the opportunity to work in the 'Consumer Brands Marketing' department of that organization. As an intern at ACI Consumer Brands, I was assigned assignments that allowed me to enhance my knowledge and include them in my internship report. Savion is the precise department upon which I've focused all of my everyday organizational actions. It was a source of great satisfaction whenever I performed my tasks and received recognition from ACI Limited. The corporation paid the interns a predetermined honorarium on a monthly wage basis. My internship with ACI Limited began on 22 May 2022 and ended on 22 August 2022. It was an incredible opportunity to work as an intern for a company like ACI Limited.

2. Objective

This report's major purpose is to conduct an analysis of Savlon's Marketing strategy and practices. Additionally, to conduct an analysis of the marketing activities, brand slogan, integrity, image, brand perception among consumers, brand promise, and innovative techniques. Using facts and research based on actual events is the primary focus of this report's



primary objective. In addition to this, the branding theories, concepts, and strategies will be applied to the analysis of the communications.

2.1. Specific Objectives

- Examining the brand marketing of Savlon as well as its competitors based on a variety of theoretical frameworks and conceptual frameworks
- A comparison of the marketing efforts put out by Savlon to those of its rival brands, as well as the costs incurred by these companies.
- Using the CBBE pyramid to gain an understanding of the bottlenecks faced by these businesses across several categories
- The reputation of Savlon's brand in comparison to that of its rivals.
- The unique selling points (USPs) offered by Savlon
- The functional aspects of running a brand as a business.
- The various channels through which communication occurs.

2.2. Origin of the report

Since writing this particular report is a required part of the internship program, it will be written on the suggested subject of "Marketing techniques of the Brand "Savlon." The students will be given the opportunity to obtain some real-world experience by working in a practical environment, and an overview of how the goods of Savlon are being positioned and sold in the Bangladeshi market will also be presented as the purpose of the project. These two objectives are supposed to be finished off successfully. Tania Akter, a Senior Lecturer at the Brac Business School at Brac University, oversaw the writing of the research study that was conducted.



2.3. Significance

This study will present information regarding the marketing techniques of ACI Limited's Savlon brand, which is one of the most well-known brands in the industry. This study will examine various aspects of the brand, including its image, presence, and performance in the market. The students will also be able to better their academic and practical performance with the help of the data that is gathered.

3. Methodology

3.1. Primary sources

- Research data from different research agency
- Discussion with Brand Manager, Product Group manager and Brand Executives
- Consumer Survey
- Self-observation

3.2. Secondary sources

- Annual reports
- Company websites
- Articles
- Newspaper journals

4. Background

Within ACI's Consumer Brands Business, the Savlon brand is included as a member of the company's Toiletries Unit. There are several different Savlon products available. Savlon Soap



is the company's most successful brand in terms of revenue generation. This chapter will also cover topics pertaining to Savlon's other products.

4.1. History of Savlon

Savlon is a brand name for items that are antibacterial and antiseptic. Its primary offerings are an antiseptic cream and an antiseptic liquid, both of which find widespread application in the field of first aid, particularly in the treatment of wounds and the purification of bath water. The primary ingredients are the antiseptics chlorhexidine and cetrimide, both of which were first developed by the British company Imperial Chemical Industries (ICI). The production facility owned by ICI and known as Avlon Works may be found in Avonmouth, Bristol, in the United Kingdom. This is where the word Savlon was derived from. A number of various license and production agreements have resulted in Savlon now being supplied in a variety of nations; nonetheless, ACI owns the rights to use the brand Savlon in Bangladesh (ACI Personal Care Brands, 2022).

4.2. Products of Savlon

In Bangladesh, ACI Limited is an incredibly successful and well-known company. Savlon is the brand name of a line of personal care products that are offered by Consumer Brands, which is a division of ACI Limited. It is without a doubt the most well-known brand of antiseptic liquid in Bangladesh, and its name is one that is familiar to everyone. Savlon was first introduced several decades ago as a liquid antiseptic solution that was marketed and sold all over the world by Imperial Chemical Industries (ICI), which was based in the United Kingdom. In 1992, ICI sold its business in Bangladesh, and the following year, local management



established ACI Limited, which bought the rights to market Savlon products in that country. Since then, Savlon has been found in homes all around the country and has been demonstrated to be effective against a wide variety of bacteria. Because it has consistently adhered to the slogan "Ensuring Healthy Life via Expert Care," Savlon has established itself as the most effective product for combating germs. Liquid Antiseptic, Antiseptic Cream, Antiseptic Soap, Antiseptic Hand Wash, Anti-bacterial Wet Wipes, Disinfectant Spray, Antiseptic Bandage, and Instant Hand Sanitizer are all examples of goods manufactured by Savlon that have the ability to kill germs. Because of its illustrious past and dependable presence, Savlon has risen to become country's most popular brand of liquid antiseptic.



(Source: ACI Limited's Official Website)

Figure 15: Product Lineup of Savlon

4.2.1. Mission

“To enhance the power of disease prevention for the millions of people in Bangladesh.”

4.2.2. Vision

“To be the symbol of Germ-Free, Healthy Bangladesh.”

4.2.3. Competitor Analysis

4.2.3.1. Lifebuoy

Lifebuoy soap is marketed by Unilever Bangladesh Limited (UBL) using the Lifebuoy brand. Lifebuoy employs an aggressive and innovative promotional and marketing strategy to conquer the market. There are advertisements, taglines, and marketing campaigns. Lifebuoy is renowned for its dedication to health. Despite this, the majority of its growth has resulted from its germ defense. This soap is completely safe to use. It is the most popular on the international market. It has created a wide range of promotional ventures. The company has advertised in magazines, newspapers, billboards, radio, and television. The 15th of October has also been designated as "Global Handwash Day" to raise awareness of the significance of frequent handwashing in rural communities. Lifebuoy has participated in several CSR initiatives. In the aftermath of natural disasters and tragedies, the company has undertaken activities and distributed bars. Additionally, the brand promotes hygiene, emphasizes the importance of handwashing, and guards against a variety of ailments. Currently, Lifebuoy has 3 products under the brand which are soap, hand sanitizer, hand wash.



(Source: banglashoppers.com's Official Website)

Figure 16: Products of Lifebuoy

4.2.3.2. Dettol

Reckitt Benckiser, which has its headquarters in Slough, United Kingdom, is the firm that owns the Dettol brand. Reckitt Benckiser is a British company. It is a powerful international brand that puts a significant amount of money into advertising. As a component of its overall promotional strategy, it utilizes paid media such as radio advertising, television advertisements, and print advertisements. As an antiseptic that keeps people safe from infectious agents, Dettol has been able to successfully sell itself to consumers. Marketing for Dettol has never veered away from emphasizing the product's primary function, which is to kill germs. Reckitt Benckiser is the manufacturer of a number of different hygiene products that are sold under the Dettol brand name. Since its inception in 1933 as an antiseptic liquid, the brand has expanded to include other products such as shaving cream, plaster strips, liquid hand wash, liquid body wash, and liquid hand and body wash. The brand Dettol now comes in a wide number of formulations, each of which can be purchased separately. Original Dettol Soap, Dettol Skincare Soap, Dettol Cool Soap, and Their New Line Called Lemon Fresh Soap Are the Four Most Popular Varieties of Dettol.



(Source: Dettol's Official Website)

Figure 17: Products of Dettol

4.2.3.3. Sepnil

A well-known fast-moving consumer goods (FMCG) producer in Bangladesh, Square Toiletries Ltd., is the parent business of the Sepnil brand. The epidemic of covid-19 has led to a significant increase in sales for the brand. As a component of the promotional approach that it employs as part of its marketing mix, it uses paid media such as radio advertisements, television ads, and print ads. Sepnil has been quite successful in marketing products that have the dual function of healing cuts and grazes as well as cleaning the skin of microscopic organisms that are invisible to the naked eye. The promotion of the Sepnil brand has never diverted attention from the product's primary function, which is to prevent the spread of germs. Up until this point, the brand has expanded to include products such as face masks, hand sanitizers, liquid hand washes, and soaps.



(Source: Sepnil's Official Website)

Figure 18: Products of Sepnil



4.2.4. Operations of Savlon

4.2.4.1. Supply Chain Department

The supply chain procures and secures the availability of raw materials for the following months. They are also responsible for predicting changes in prices and acquiring them in quantities that will benefit the firm. Likewise, the department recycles packing materials. They also supply the manufacturing team with the timetable to guarantee that the appropriate products are available for the following month.

4.2.4.2. Institution and Modern Trade Team

The institution team is solely responsible for tender sales, whereas the modern trade team manages modern trades such as Meena Bazar, Swapno, Agora, Unimart, Daily Shopping, etc.

4.2.4.3. Marketing Team

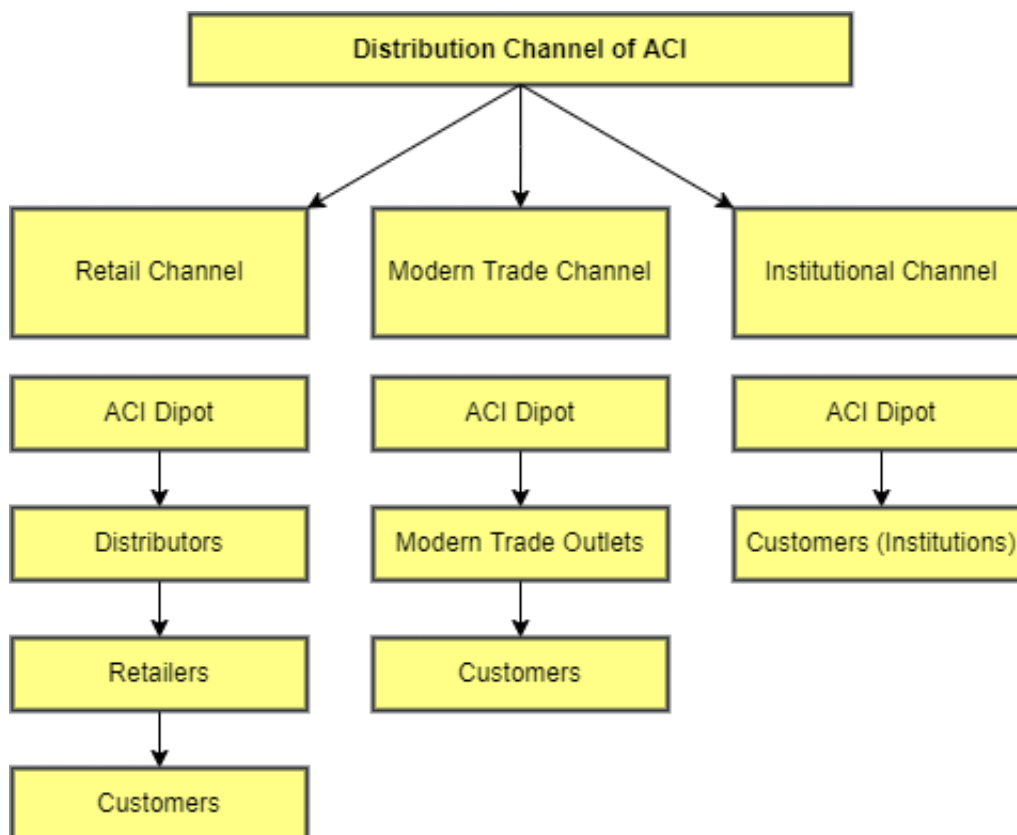
The responsibility for the brands lies with the marketing team, which is sometimes referred to as the business team. The team devises present and future plans for marketing activities, as well as a budget to be used for marketing, and then plans those strategies. Additionally, the marketing team is in charge of the creation of advertisements, the selection of mediums to be utilized for advertising purposes, the making of decisions regarding the future of the brand, and the building of the brand's equity, image, and profitability, in addition to all other marketing activities. In addition to this, the marketing team is responsible for serving as a liaison between the various departments and ensuring that sales goals are met. In the eyes of higher-ups, a



brand's marketing team is accountable for every conceivable scenario involving the product or service they provide.

4.2.4.4. Distribution Department

In addition to its core depot in Gazipur, ACI Consumer Brands operates 14 additional distribution centers across the country. All of the finished goods are brought in from the factories and stored in the central warehouse. From there, they are sent to the various depots, and from there, they are taken to the distribution houses located throughout the various countries. The distribution team is in charge of ensuring that all of the depots receive the items and that they are always accessible to the distributors.



(Source: Data collected from interview of on-site supervisor)

Figure 19: Distribution channel of ACI



4.2.4.5. Sales Team

The field force or sales team generates income by ensuring that the products reach retail stores and superstores. Each Area Sales Manager has a distributor and a group of Sales Representatives (SR). Every day, the SRs visit stores and sell to retailers. Each Zone has a Zonal Sales Manager (ZSM) and each area has a Sales Manager (SM) to guarantee that sales goals are met and product coverage is comprehensive.

4.2.4.6. Production and Quality Control Team

The production team guarantees that the products are manufactured on schedule, while the quality control team maintains consistent quality.

5. Brand Elements

The distinctive elements of a brand, such as its name, logo, and color schemes, among other things, are known as brand elements. These elements work together to convey a consistent and easily recognizable picture of the company in all of the content that the owner of the brand produces. Additionally, branded elements help the brand differentiate itself from its rivals.

Brand elements of Savlon:

- Brand name
- Logo
- URLs
- Spokesperson



- Symbol
- Packaging

5.1. Brand Name

When selecting a brand name, it should possess several qualities, including being memorable, meaningful, appealing, protectable, flexible, and transferrable. Regarding Savlon, there are only a few Brand references in the name. It is memorable and captivating. The name is applicable to all product categories. Different manufacturers and license agreements use the same name in various regions. However, no one altered the name. They relied on the name's longevity since people appreciate it and it increases trust in those who hear it. Savlon became synonymous with the term antiseptic. It is instantly identifiable as an antiseptic brand, and its name is simple to recall. In addition, the name is protected by law.

5.2. Logo

The Savlon logo is fairly straightforward and immediately recognizable. This emblem appears on all of their products. However, Savlon's logo consists of merely the company's name and is therefore unappealing.

The Savlon logo is the word 'Savlon' in a bold, blue, sans-serif font. A registered trademark symbol (®) is located to the upper right of the letter 'n'.

(Source: ACI Limited's Official Website)

Figure 20: Savlon Logo



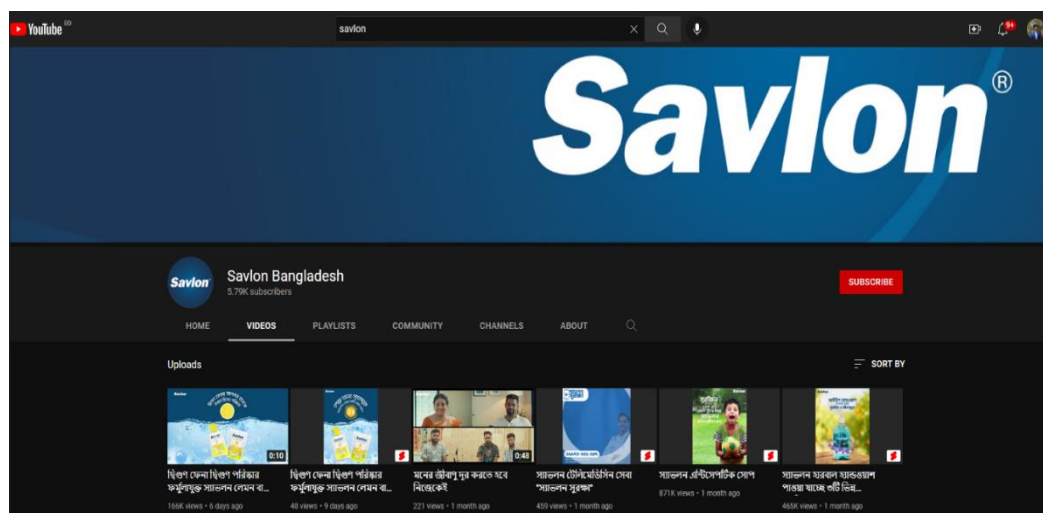
5.3. URLs

In spite of the lack of a dedicated Savlon website, a great deal of information on the company can be found on the ACI website. Savlon has its own Facebook page and YouTube channel where it actively promotes the aforementioned "germ-free and healthy" message.



(Source: Savlon's Official facebook page)

Figure 21: Official facebook page of Savlon Bangladesh



(Source: Savlon's Official facebook page)

Figure 22: Official YouTube Channel of Savlon Bangladesh

5.4. Spokesperson

Most well-known brands employ a spokesperson, typically an extremely popular individual, with whom the target market may identify. In the instance of Savlon, the cricket player from Bangladesh, Mahmudullah Riyadh, acted as a spokesperson. Savlon, however, did not extend the contract once it had run its course. When advertising Savlon, the company typically employs medical professionals as spokespeople.

5.5. Packaging

Packaging is an essential element of a brand, and it has the potential to have a significant impact on the personality of a brand. When it comes to the messaging on its package, Savlon is hesitant to use phrases like "recommended by doctors." When it comes to purchasing a brand that is beneficial to one's health, this message typically helps consumers pick which product they want to buy. On the box of their soap, Savlon features photographs of happy, smiling families.



(Source: ACI Limited's Official Website)

Figure 23: Packaging of Savlon Cool Soap



5.6. Symbol

Savlon has evolved into a symbol of cleanliness and wellbeing. They regularly use the health signs and participate in health campaigns and events to remind customers that they are associated with living a healthy lifestyle.

6. Brand Mantra

The primary motto for Savlon is "Jibanumukto Protidin," which translates to "germ-free every day." This phrase serves as the primary slogan for the product. They also frequently communicate with the term "Savlon Surokkha," which literally translates to "Savlon Protection." Despite this, Savlon frequently associates each of its goods with a unique catchphrase. To give you an example, the tagline for Savlon Soap reads "Double Strength, Double Protection," and the slogan for Savlon Handwash reads "Tough on Germs, Gentle on Skins." The fact that Savlon sends out distinct messages for each of its items can make things difficult for the company's customers. In their messaging, Savlon emphasizes the importance of family values and also makes reference to doctors.

6.1. Brand Promise

Because Savlon has been able to successfully provide liquid antiseptic for more than 30 years, consumers view the Savlon brand as one that can be relied upon. People in Bangladesh grew extremely reliant on Savlon products during the COVID-19 outbreak because of the company's long-standing reputation as an antibacterial icon and its product's promise to rid the country of germs. Savlon has held this promise for a long time. This demonstrates the confidence that people have in Savlon and the effectiveness of its product.

7. Brand Equity

7.1. Customer based brand equity (CBBE) Pyramid

Customer-based brand equity refers to a product's "added value" as a result of prior marketing initiatives. Future marketing operations are guided and centered on brand equity derived from customers.

As a brand advances to the resonance level, it has the ability to comprehend and capitalize on both good and negative client loyalties and sentiments. By dividing CBBE into Keller's four stages, marketers may comprehend what their clients want and need before they've even purchased the product, or even before they realize they want it. Using Keller's CBBE pyramid, the level of brand equity created by Savlon will be determined.



(Source: Marketing Management, Fifteenth edition: Philip Kotler)

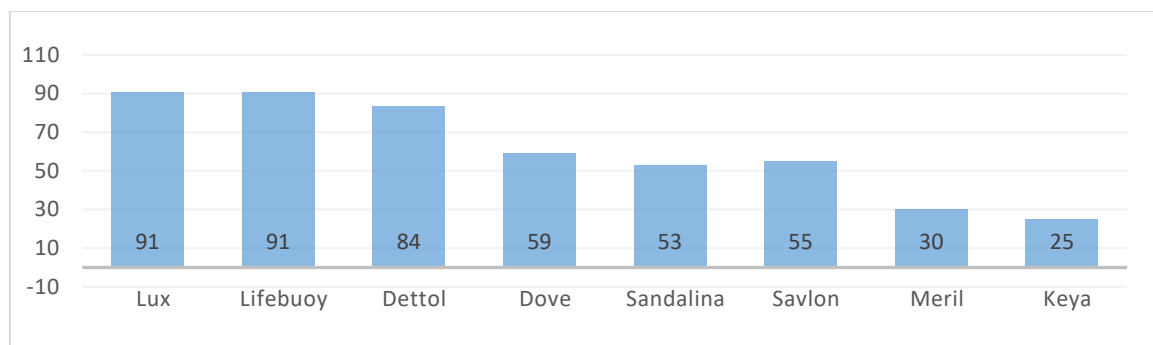
Figure 24: CBBE Pyramid

7.1.1. Salience

The identification of Savlon is quite evident. Savlon's stance on germ-killing and commitment to a healthy Bangladesh helped the company achieve its goal of establishing a solid brand equity in Bangladesh. Its brand name has become synonymous with antiseptic creams and



liquids. Instead of recommending antibiotics for any cut, wound, or insect bite, people typically advise "Use Savlon." The same slogan and guarantee are used to market the company's other products. This potent name has helped the company expand into other product categories, like soap, handwash, etc.



(Source: Interview of on-site supervisor)

Figure 25: Brand Salience Comparison

For the purpose of comparing Salience to other brands, research was undertaken. On a basic level, it is evident that Savlon needs to increase its visibility in order to compete with Dove, Dettol, Lifebuoy, and Lux.

7.1.2. Imagery and performance

Savlon seems to its target audience as a brand that cares about its clients and guarantees a germ-free day every day. This has been successfully ingrained in the consumers' thoughts.

7.1.3. Judgement and feeling

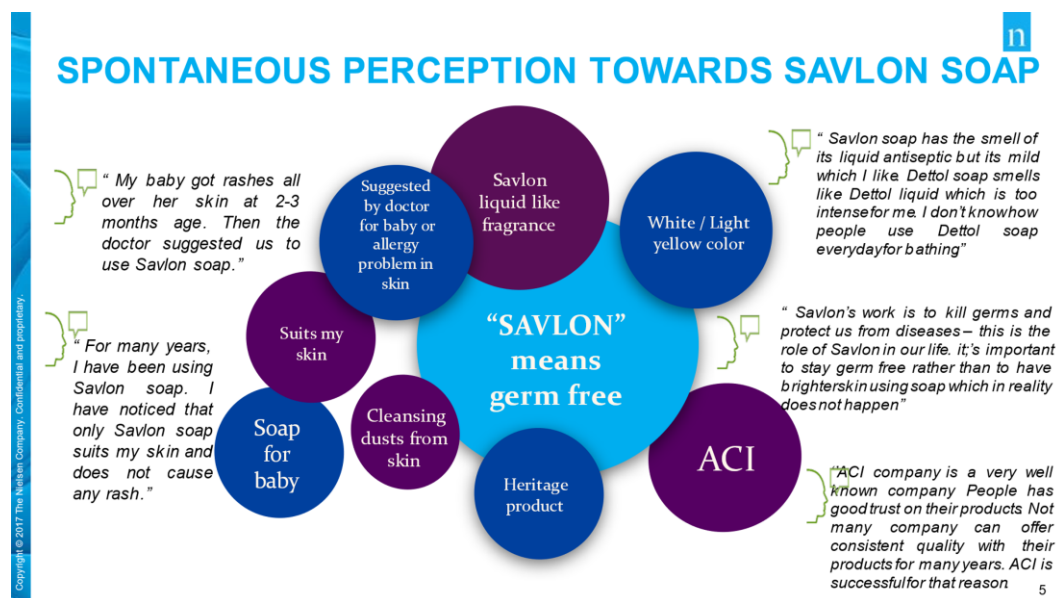
In the case of Savlon, individuals have a favorable impression of the brand as a whole, which benefits Savlon in liquid antiseptics and antiseptic creams. This communication has not yet been established with regard to Soap and Handwash, however. People are not yet fully aware

of the distinction between Soap and Handwash. With integrated brand communication, the other goods can also reach the same level as Liquid Antiseptic and cream.

7.1.4. Resonance

ACI commissioned Nielson to perform a survey on mind share in order to determine the mind share of various brands within the Soap category; the results suggest that Lifebuoy and Lux have the highest Mind Share among customers. Savlon is second only to Lifebuoy in terms of Handwash Mind Share. In the area of liquid antiseptics, Savlon leads Dettol and others by a significant margin.

7.2. Brand perception



(Source: Interview of on-site supervisor)

Figure 26: Brand perception of Savlon



The perception of a brand by consumers is crucial to creating brand equity. According to research conducted by Kantar for Savlon Soap, the following graphic depicts the brand's perception.

7.2.1. A high quality of corporate image association

When it comes to ACI and Savlon, they both have an excellent quality image as a result of the fact that ACI Limited is one of the largest organizations in Bangladesh and is comprised of a variety of different commercial operations. When compared to their rival, Reckitt Benckiser (makers of Dettol) and Unilever (makers of Lifebuoy) have an even larger image. It is common knowledge that both companies operate in a number of countries around the world, which contributes to the positive image they cultivate in the minds of customers.

7.2.2. Innovative corporate image

In contrast to Reckitt, Square and ACI, which do not have a particularly good reputation in this area, Unilever is well-known for its ability to innovate and develop new goods. Before the COVID-19 pandemic, Savlon did develop a disinfecting spray. This spray was a novel product, and it did very well during the pandemic. This is because Savlon was the only established brand at the time, and it had the first-mover advantage. When compared to Unilever, the general public and customers do not consider Savlon to be an innovative brand in the same way that they do Unilever.



7.3.Brand image

All of Savlon's products are thought to be effective, and the company's goods enjoy a positive reputation. In the perspective of consumers, the brand's longevity has left a very favorable impression. It lacks, however, the international flavor that is frequently crucial to many consumers. Give the impression that Lifebuoy is a local brand, despite the fact that it is a Unilever product and available in many countries (Source: Research conducted by Kantar for ACI). Due to its consistent promotion and use of well-known brand ambassadors, Lifebuoy has maintained a good brand image. Nielsen research indicates that the general population does not view Dettol to be a worldwide brand. It has been demonstrated that Savlon's brand image is superior to Dettol's. Nielsen study demonstrates this to be the case. The following chart displays the report's conclusions:

Image Attributes	Savlon	Dettol	Gap 2020	Gap 2019
Is value for money	81	63	18	22
Is a trustworthy brand	82	66	16	16
It is effective against germs	81	71	10	15
Affordable price	77	67	11	15
I like the product color	76	62	14	
Available everywhere	82	81	1	11
Gives complete protection from germs	84	72	12	8
Is suitable for all family members	83	71	11	11
Is a popular brand	82	70	12	19
Has a modern image	81	66	14	12
Has an attractive package	76	69	7	13
Good for skin related problems	86	70	15	9
Has a good fragrance	80	72	8	2
Gives complete family protection	82	75	7	14
Has attractive advertisement	82	70	13	9
Has convenient pack/ bottle shape	81	69	12	10
Help prevent bacteria	85	75	11	13
Has variety of pack size/ bottle	82	71	11	5
International brand	77	69	8	
Local brand	62	58	4	4
Average Endorsement	80	69	11	12

(Source: Interview of on-site supervisor)

Table no, 3: Brand Image, Savlon vs Dettol

7.3.1. Corporate Social Responsibilities

7.3.1.1. Savlon Mobile Hospital

During the covid-19 pandemic, Savlon supported the Mobile Hospital program to ensure that the rural populace had access to proper sanitation and medical care. During Covid 19, they partnered with AGROHO and reached out to 10,000 rural households to address healthcare challenges.



(Source: Savlon Bangladesh's Official facebook page)

Figure 27: Savlon Mobile Hospital Campaign

7.3.1.2. Initiatives during natural calamities

AMAL Foundation in collaboration with Savlon and ACI Pure Salt distributes free health care products to the needy people affected by floods.



(Source: Savlon Bangladesh's Official facebook page)

Figure 28: Initiative from Savlon during flood in Sylhet

7.3.1.3. Savlon Surokkha

During the appearance of the Omicron form of COVID-19 at the beginning of 2022, Savlon launched a helpline that allowed anyone to register and schedule a free visit with a doctor over the phone. The physician would listen to the patient's concerns and provide recommendations accordingly. Savlon Surokkha was the first initiative in Bangladesh to supply patients with valid, doctor-signed prescriptions. This helpline is not exclusive to COVID-19 patients; any patient may call and seek an expert physician for guidance.



(Source: Savlon Bangladesh's Official facebook page)

Figure 29: Savlon Surokkha Campaign

7.4. Brand Communication

7.4.1. Savlon TVC

To reach its target demographic, Savlon invests mostly in ATL (Above the Line) communications. They develop TV commercials to ensure that people remember their brand.



Some of their communications were based on COVID-19, while others were designed to convey the Unique Selling Proposition (USP) and instructions for using the device.

Savlon creates one-of-a-kind TVCs for their products; however, they do not produce TVCs promoting a specific product variety. Unlike Savlon, Dettol and Lifebuoy invest substantially in TVC and OVC (Online Video Commercials) to promote every version of a certain product line. In their advertising, Savlon merely highlights their best-selling product while displaying the rest of their product lines at the conclusion. All of Savlon's advertisements have the company's emblem in the upper left-hand corner of the display to increase their exposure among viewers.



(Source: Savlon Bangladesh's Official YouTube Channel)

Figure 30: Savlon Soap TVC

The television commercial for Savlon Soap was based on COVID-19 and other influenzas. It was told that the easiest way to avoid contracting a virus is to use Savlon Soap. In the advertisement, a doctor recommends Savlon Soap to a mother for her child and family.



Typically, Savlon Soap advertising target women, as they are the key soap-related household decision-makers. According to research, the tagline "Double Strength, Double Protection" is well-understood by customers. Therefore, the commercial was effective in its communication with consumers.



(Source: Savlon Bangladesh's Official YouTube Channel)

Figure 31: Savlon Handwash TVC

7.4.2. Digital Communication

Additionally, Savlon uses digital platforms to communicate with its customers by utilizing Facebook and YouTube frequently. The brand consistently promotes its content. Savlon utilizes both image and video content on its Facebook pages and posts all of its TVCs and OVCs on its Facebook page and YouTube channel.

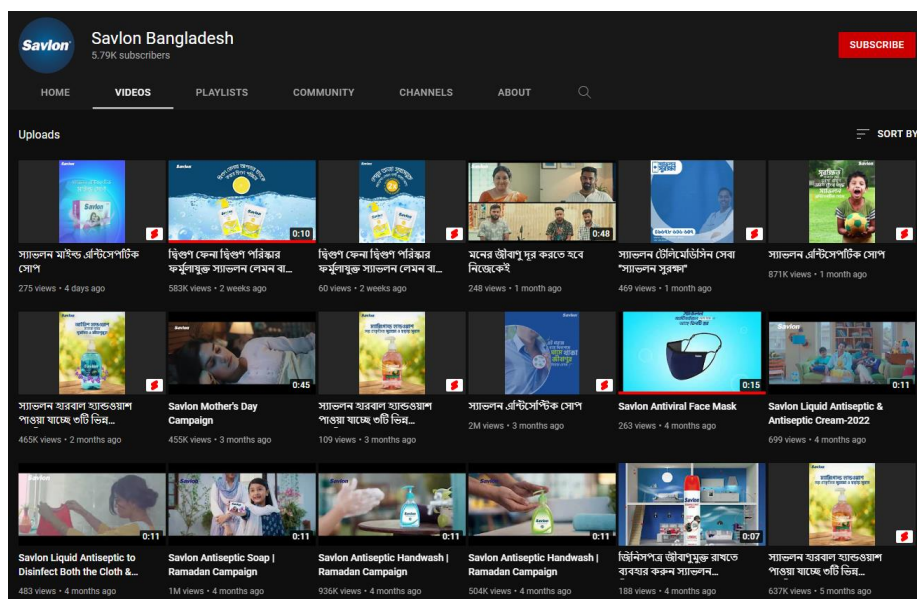


Additionally, Savlon utilizes online banners and pop-ups on various platforms to reach its audiences. Savlon invests very little in digital communication because they continue to expect that the majority of their target audience will be reached through television commercials.



(Source: Savlon Bangladesh's Official and facebook page)

Figure 32: Digital contents from Savlon



(Source: Savlon Bangladesh's Official YouTube Channel)

Figure 33: Digital contents from Savlon

7.4.3. Other Communication Medium

7.4.3.1. Car branding

Starting from COVID-19, Savlon also began a Car branding campaign. They put displays of their products inside vehicles so that potential buyers could get a better look at them.



(Source: Provided by on-site supervisor)

Figure 34: Car branding of savlon

7.4.3.2. Shelf branding

In addition to this, Savlon places Gondolas and shelves in Modern Trade in order to entice potential customers.



(Source: Captured by me)

Figure 35: Shelf branding of Savlon

7.4.3.3. Billboard and Shopsigns

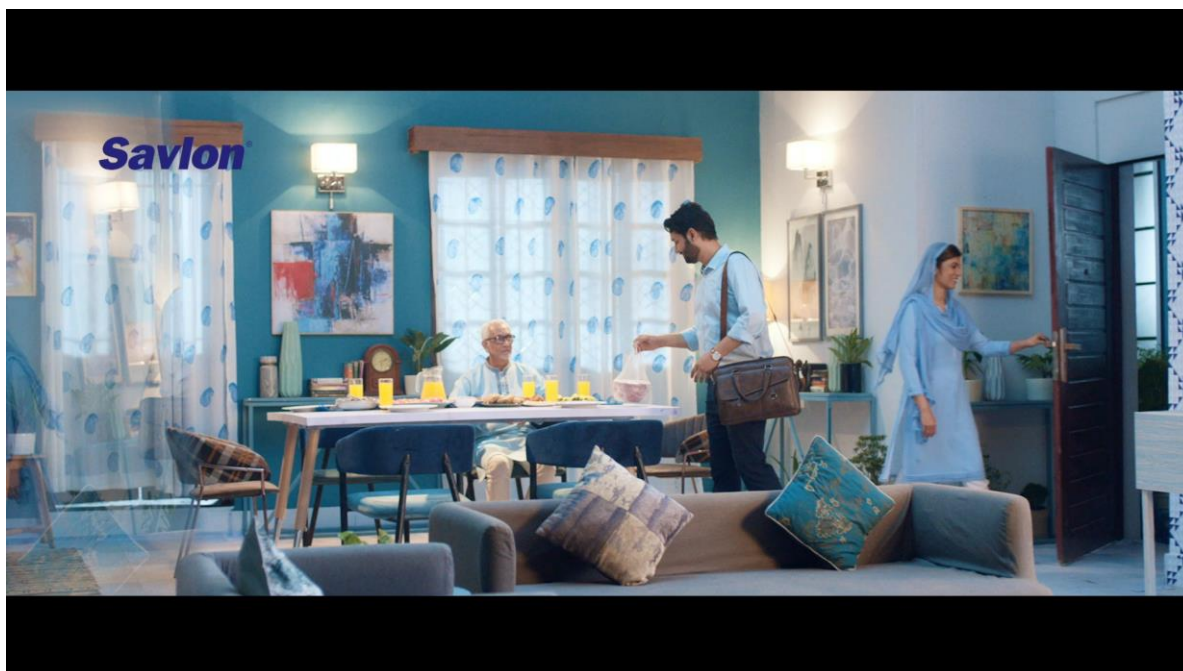
Savlon also invests in traditional forms of outdoor advertising, such as billboards and storefront signage. Advertising in print publications like newspapers and magazines is unusual for them.



(Source: Captured by me)

Figure 36: Billboard of Savlon

7.4.4. Special Ramadan Campaign



(Source: Savlon Bangladesh's Official YouTube Channel)

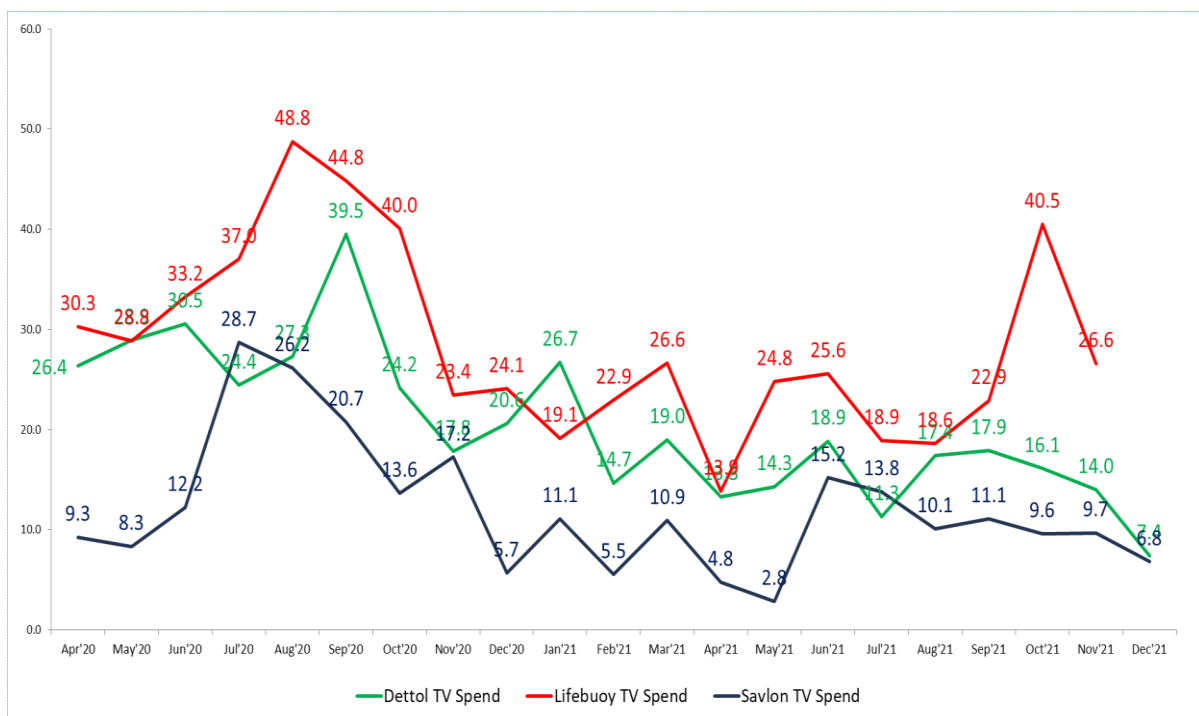
Figure 37: Savlon's Ramadan 2022 ad campaign

For the month of Ramadan in 2022, Savlon has produced three new television commercials promoting handwashing with Savlon Handwash and Savlon Soap. Given the timing, this move was extremely innovative. The commercials depict three scenarios in which a family member proposes that other family members utilize Savlon before iftar. Savlon has also supplied hand sanitizers to a variety of establishments that are typically busy during Ramadan. This ensures brand visibility among Savlon's consumers.

8. Marketing Expenditures

8.1. Monthly TV Spend

Due to the fact that Savlon, Dettol, and Lifebuoy all primarily sell their products via television, their marketing TV expenditures can provide insight into the extent to which each brand attempts to interact with its target audience.



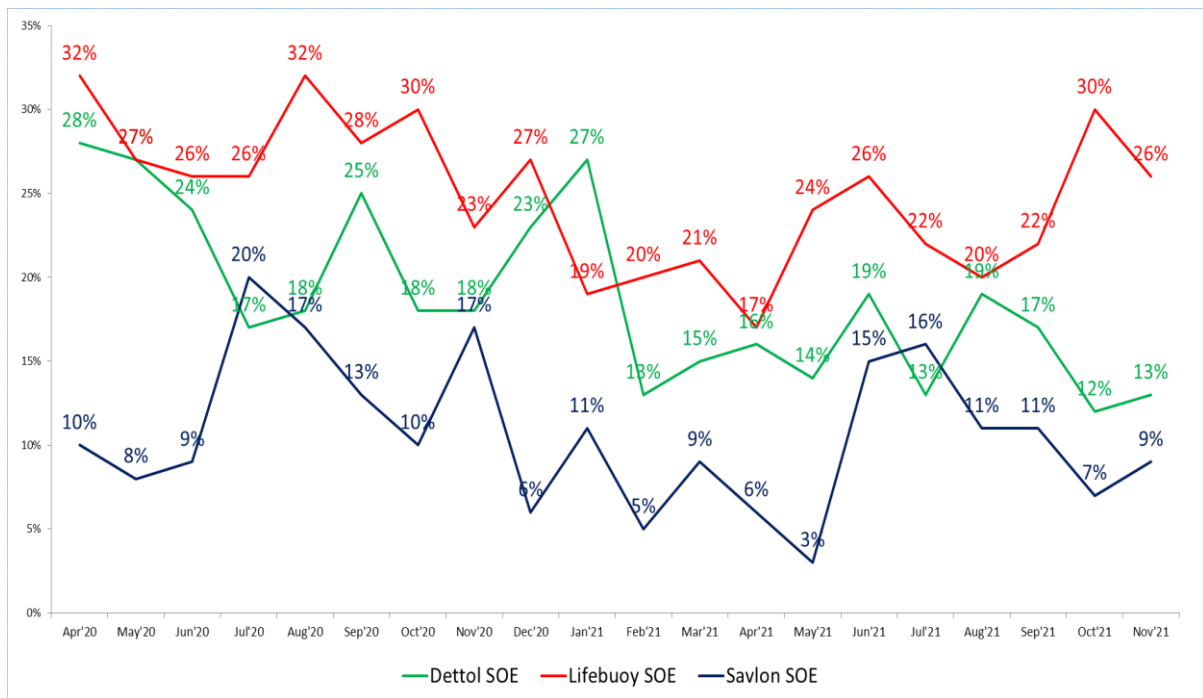
(Source: Interview of on-site supervisor and internal report of company)

Figure 38: Monthly TV Spend of Savlon, Dettol and Lifebuoy

Compared to Dettol and Savlon, Lifebuoy invests significantly more on television advertising, as indicated by the graph. This ensures consumers' top-of-mind recall of Lifebuoy.

8.2. Share of Expenditure

The expenditure share is determined by dividing a brand's advertising expenditures by the total market advertising expenditures for the same product or category. This can aid in determining whether a brand should invest more in a particular medium.



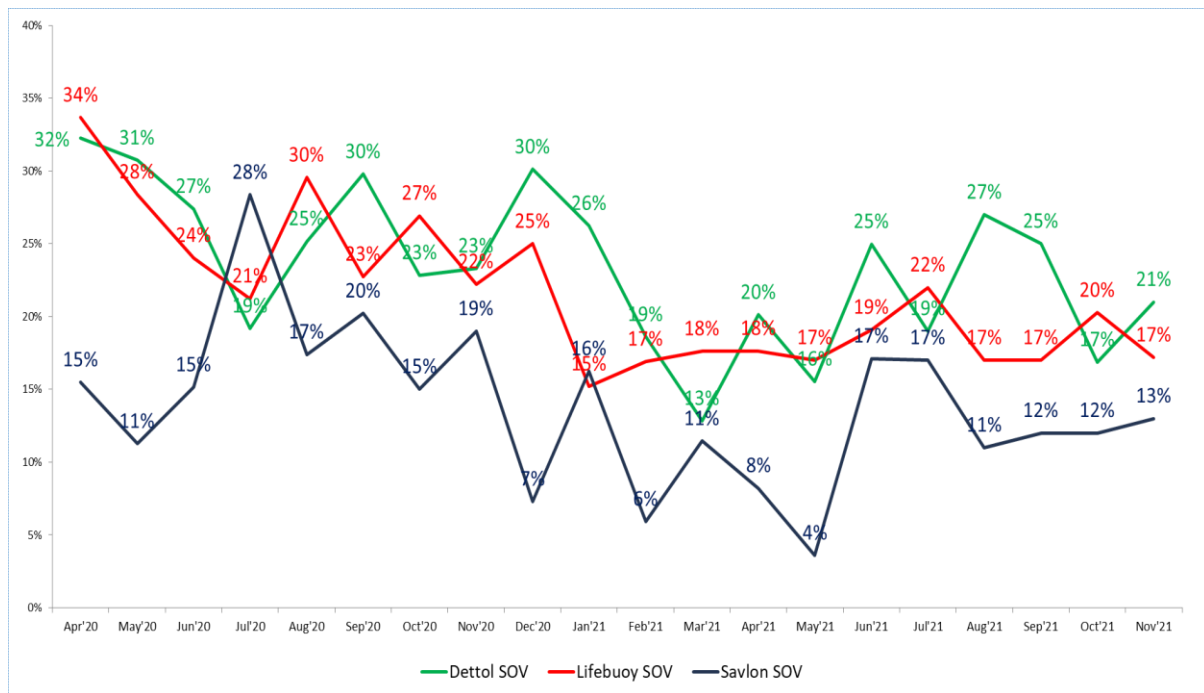
(Source: Interview of on-site supervisor and internal report of company)

Figure 39: SOE Comparison between Savlon, Dettol and Lifebuoy

The fact that Lifebuoy's share of expenditures is double that of Dettol and three times that of Savlon explains their huge market share and strong brand recognition among consumers.

8.3.Share of Voice

Share of voice (SOV) is a measure that compares the market share of a brand in an advertising medium with that of its competitors. It is a measure of a brand's exposure and its ability to shape the discourse in the same field. Voice share is an excellent metric for comparing a brand's success in a medium against that of its competitors. Knowing how to calculate the share of voice enables a brand to evaluate its visibility and estimate how noticeable it was in a certain channel at a particular time. SOV is determined by dividing a brand's measures by the market's total measures.



(Source: Interview of on-site supervisor and internal report of company)

Figure 40: SOV comparison of Dettol, Savlon and Lifebuoy

This graph demonstrates that Lifebuoy and Dettol are more effective in their advertising media and reach their target audience more effectively than Savlon. However, if we consider the investment Savlon makes in this medium, their reach is commendable.



9. Findings & Analysis

- Savlon's brand communication is frequently uneven, as different Savlon goods frequently employ different taglines and slogans for their ads. There is a lack of coherence among the items of the same brand.
- Savlon's communication is inferior to those of its competitors because TVCs and OVCs are less frequent.
- Compared to Dettol and Lifebuoy, the marketing expenditures are extremely minimal. However, despite low expenditures, Savvy's market share is extremely high, indicating that the communication channels and advertisements it employs are effective.
- Savlon's brand image is really amazing. It is respected and admired by the target audience. Even when compared to Lifebuoy and Dettol, the image of Savlon stands tall.
- Despite the fact that Savlon's operational tasks are well-planned, there is opportunity for improvement as some stages incur unneeded expenditures.
- Television is Savlon's principal mode of communication, while online outlets are secondary. Savlon does not place a great value on communication via print media and billboards. The same holds true for Dettol. In addition to focusing primarily on television and online channels, Lifebuoy also frequently uses billboards and print marketing.

9.1. SWOT Analysis of Savlon

9.1.1. Strength

- Strong brand identity.
- The perception of consumers is good and trustworthy.
- It has been clinically demonstrated to be an effective germ-killer.
- An extensive list of the same brand's items.



- Participates frequently in CSR initiatives concerning health and hygiene

9.1.2. Weakness

- The absence of monetary support for communications and marketing from higher-level officials.
- The distribution is subpar in contrast to those of other companies in the industry.
- Because the term "Savlon" has already been established in the minds of customers as being associated with healthy products, the brand will be required to continue operating within the health category at all times.

9.1.3. Opportunity

- There are potential to launch a range of medicated soap and body wash.
- There are potential to market some of the existing product line's new versions.
- The brand can also perform well in rural areas provided the distribution network is strengthened.
- Since the global impact of COVID-19, the market for health-related products has been rising.
- The brand can improve its visibility by perhaps offering products at COVID-19 immunization centers.
- The Soap and Handwash categories have a significant potential for revenue generation.

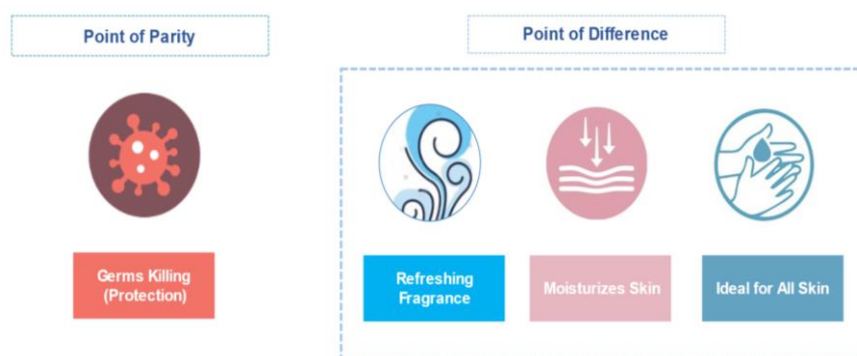
9.1.4. Threat

- Unilever poses a danger to all companies and brands due to their high market spending and constant acquisition of market share from rivals.

- In addition, some new brands have joined the market with cheaper items.
- New regulatory restrictions may have an adverse effect on gross profit margins.
- After the fear of COVID-19 subsides, the rapid expansion of the market for health products could perhaps slow. For instance, hand sanitizer and handrub markets have nearly disappeared since the peak of the outbreak.

9.2. Unique Selling Proposition (USP)

A unique selling proposition, often known as a USP, is the solitary factor that distinguishes your business from those of its rivals. Your business has a clear advantage over the other companies who are competing with you in this market because to this factor. In the case of Savlon, the point of parity is "Germ Killing," which simply refers to protection from germs and viruses, just like any other health brand. The following items constitute the brands' points of differentiation or unique selling propositions:

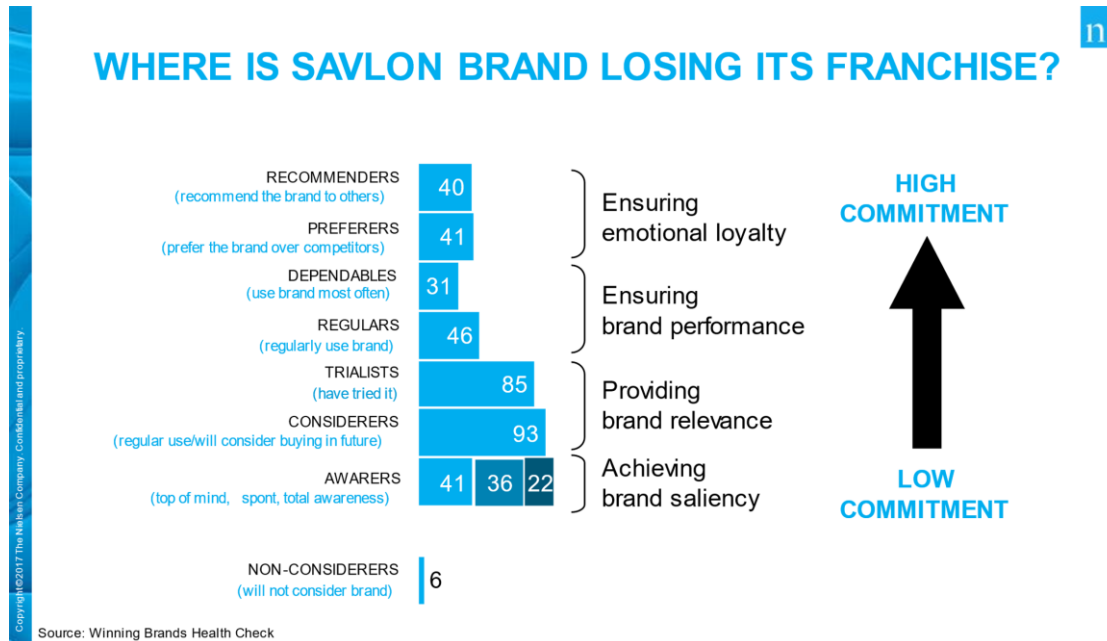


(Source: Infographic photo edited by me)

Figure 41: POP and POD of Savlon

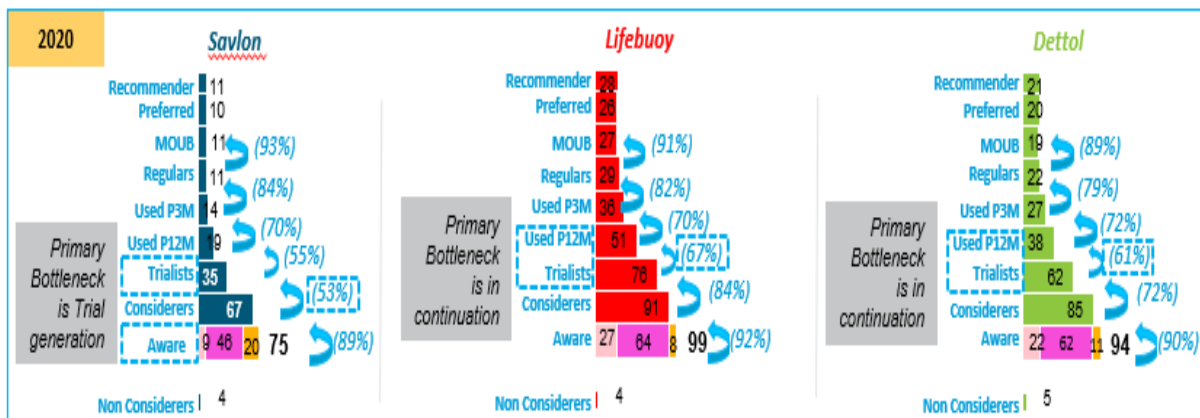
Savlon attempts to convey this through their commercials; nevertheless, they frequently only highlight one or two of their USPs, which is deficient.

9.3. CBBE Pyramid Analysis



(Source: Winning Brand Health Check)

Figure 42: Commitment Scale of Savlon Soap



(Source: Winning Brand Health Check)

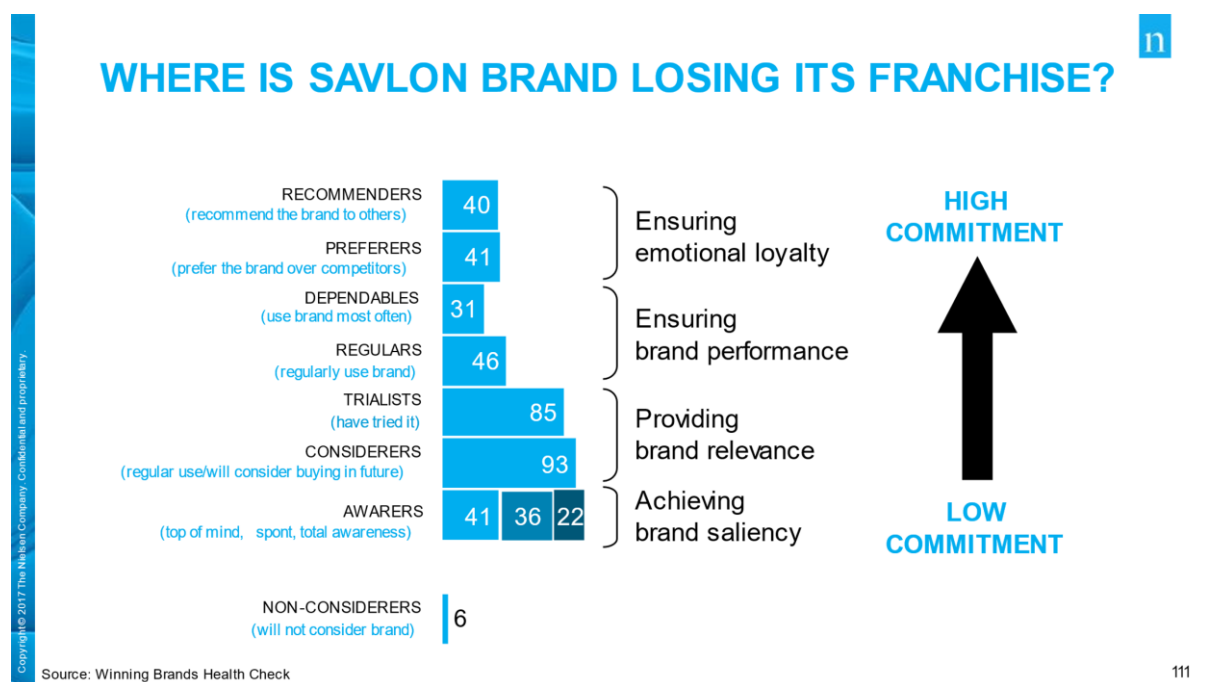
Figure 43: CBBE Pyramid Applied to Soap Brands

This study revealed that Savlon Soap succeeds in attracting consumers to test their brand, but fails to convert them into trialists and regulars. There could be several explanations for this:



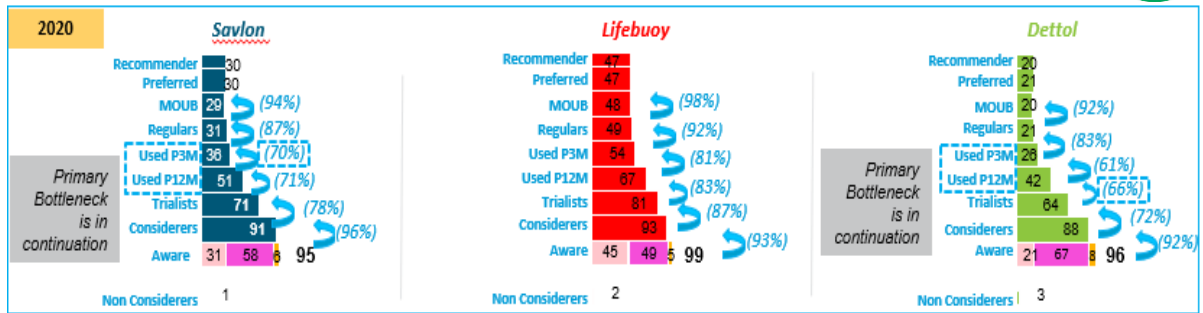
- Lack of availability in numerous locations (Solution: Distribution must be ensured)
- The contemplators do not ultimately purchase the products (Solution: Marketing is not being done properly which is why considerers are not converting into tryers.)
- Changing the packaging could possibly help
- The price may also be a concern
- The formulation of the soap is disliked by the trial participants (very improbable, considering no complaints were received regarding the product).

On the other hand, Dettol and Lifebuoy are successful at attracting trialists but less successful at converting them into regular users. 67% of Lifebuoy consumers become regular users, which is a higher percentage than the other brands.



(Source: Winning Brand Health Check)

Figure 44: Commitment Scale of Savlon Handwash



(Source: Winning Brand Health Check)

Figure 45: CBBE Pyramid applied to Handwash Brands

According to the charts, the most significant challenge faced by Dettol and Savlon in the handwash category is continuance, but Lifebuoy does not experience any bottlenecks in this market segment.

10. Conclusion

Savlon has been a staple in a number of homes for many years and plans to continue consolidating its position as the market leader. In spite of the fact that the company has preserved its honesty and the trust of its customers, there is still opportunity for expansion in this highly competitive business. There have been a few slip-ups and limitations within the company, which is why it still has not reached its potential in a few of its products. Despite this, the brand will continue to rise and serve the people of the country with care, despite the fact that there have been a few slip-ups and limitations within the company. During the pandemic, Savlon turned into a need for the majority of houses that could afford it. The primary task for Savlon will be to maintain its place in those households and to continue to provide for their needs. It was a successful invention for the company to produce a disinfectant spray before COVID-19 struck the country. The brand must continue to develop and come up with new



ways to surprise its customers. Savlon has been in office for close to three decades and has every intention of continuing to serve the people of Bangladesh for a good many more.

11. Recommendations

In light of the findings, Savlon as a brand has space for improvement. The following is the report's recommendation:

- Savlon must maintain brand consistency across all of its goods. This will help the brand establish an even stronger position in consumers' perceptions.
- Savlon must expand its expenditures on communication and advertisements in order to compete with larger brands, particularly Unilever products. This is essential in order to establish a presence in the consumer's mind. As a result, Savlon's mind share percentage is low.
- If the budget allows, Savlon should consider employing a well-known brand ambassador; doing so would undoubtedly aid in establishing a strong brand image.
- The expense of 14 additional depots in various locations should be eliminated, and the products should be transported straight from the central warehouse to the distribution locations.
- As digital platforms represent the future, Savlon should consider focusing more on them.
- Savlon should prioritize innovation and create demand for its new products. Savlon's disinfectant spray was introduced before the COVID-19 pandemic, which is why it became the best-selling product soon following the outbreak. A brand like Savlon must continue to produce innovative products and serve its target market.



Chapter 4

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