

Internship Report



By

Nura Mohammad

ID: 08104116



INTERNSHIP REPORT ON

Assessing the Feasibility of Unilever's Market Potential in Beauty Salon Business

Guided by

Ms Syeda Shaharbanu Shahbazi Ahmed
Senior Lecturer
BRAC Business School

Mr.Md.Risalat Siddique
Senior Brand Manager
Unilever Bangladesh Ltd

By
Nura Mohammad
ID-08104116
BRAC Business School
BRAC University

Date of Submission:
23rd May, 2012

(I)
LETTER OF TRANSMITTAL

Ms.Syeda Shaharbanu Shahbazi Ahmed
Senior Lecturer
BRAC Business School
BRAC University.

Subject: Submission of internship report

Dear Madam,

I would like to take this opportunity to thank you for the guidance and support you have provided me during the course of this report. Without your help, this report would have been impossible to complete. With deep gratitude, I also acknowledge the help provided by Mr.Md. Risalat Siddique, Senior Brand Manager, for providing me utmost supervision during my internship in the organization.

To prepare the report I collected what I believe to be the most relevant information to make my report as analytical and reliable as possible. I have made the best effort to achieve the objectives of the report and hope that my endeavor will serve the purpose. The practical knowledge and experience gathered during my report preparation will immeasurably help in my future professional life.

I would really be grateful if you enlighten me with your thoughts and views regarding the report. Also, if you wish to enquire about an aspect of my report, I would gladly answer your queries. Thank you again for your support and patience.

Yours Sincerely,

.....
Nura Mohammad
ID-08104116
BRAC Business School

(II) ACKNOWLEDGEMENT

I would like to express my profound gratitude to all those who have been instrumental in the preparation of this internship report. I wish to place on records, my deep gratitude for the support, direction, and supervision in every aspect from my faculty, Unilever officials and friends.

I would like to express my deep sense of thankfulness to my supervisor of this Internship Program Ms Syeda Shaharbanu Shahbazi Ahmed, Senior lecturer, BRAC Business School for her expert advice and help in preparing this report. I acknowledge my gratitude to Mr.Md.Risalat Siddique, Senior Brand Manager for his help and valuable suggestion through and through and for being my supervisor in the host organization for this internship program as well as for preparing this report.

Last but not the least, I would also like to thank to Ms. Tanvira Choudhury, Leadership development Manager, for her kind cooperation. I also show my utmost gratitude to all the officials of Unilever Bangladesh Limited.

(III) EXECUTIVE SUMMARY

Unilever Bangladesh Ltd. (UBL) is the Bangladeshi arm of Anglo-Dutch consumer goods manufacturer Unilever which is regarded as one of the world's most successful fast moving consumer goods manufacturing companies with access to global resources as well as local manufacturing facilities, economies of scale and above all synergy of resources and operations across the world. Unilever Bangladesh Limited, the leading company in the Bangladeshi consumer market has five departments to carry out all its organizational functions. Having owned some dominant brands in Home and Personal care product portfolio, the company now wants to evaluate its potential in the beauty salon business in Bangladesh with its fast growing hair care brands like Sunsilk, Clear and Dove. I was appointed in Brand Development Departments specially hair care department headed by the Senior Brand Manager as an intern to **“Assess the feasibility of Unilever’s market potential in Beauty salon business”** on which my internship report is based. This research report is however designed to explore and assess the impact of consumer’s hair care experiences provided through services in the beauty salon in Dhaka metropolitan city and Chittagong.

The study was conducted through use of a survey questionnaire followed by personal interviews of 24 ladies parlors, 4 men’s salon and 43 individual customers respectively in the corresponding cities. It was carried out as the basis for understanding a comprehensive abstract of consumer stance towards the hair care product that are being used in the beauty salon to provide the hair care services. A substantial amount of data which includes both qualitative and quantitative issues resulted by the survey were then analyzed to learn more about the impact of these experiences, parlor’s inside activities, hair care services and brand preference of both parlors and customers. Although both women and men were engaged in conducting the survey, however women appeared to be more concerned about voluminous hair and prevention of split ends than men. Based on several important factors, this systematic study yielded rich quantitative data (presented through figures, graphs,) and qualitative data (comments and opinions) which led to ascertain the market potential for UBL in the beauty salon industry in Bangladesh.

The statistics and comments obtained, provided substantial evidence that now a days almost everyone both male and female who are concerned about hair, consider hair treatment in beauty salons. Specific attributes of hair care problems like nourishment of hair, hair loss, dandruffs were cited as extremely important to the success of a quality hair care product with the suggestion that there may be a potential market for an herbal hair care product. The author gained dramatic insights about the significance of brand and quality and how it influences the consumers' attitude in choosing a hair care product like shampoo. Though customers personally prefer Dove, Pantene is however regarded as the most preferred brand followed by Sunsilk by the majority of the beauty salons.

This report provided valuable insights gained from the survey and suggestions to overcome some of the problems faced by parlors and salons regarding hair care products and thus analyzed the gaps and opportunities in the beauty salon market in Bangladesh to implement an effective plan to strengthen the use of UBL's hair care product in the beauty salons. The approach will not only utilize the favorable market condition that Unilever already holds but will also secure a strong market position for long term and thus will set the ball rolling towards the corporate and strategic goals of UBL for the forthcoming years.

Table of content	Page
<hr/>	
Chapter1: Introduction	
1.1.Background.....	1
1.2.Origin of the report.....	2
1.3.General objective of the study.....	2
1.4.Specific objective of the study.....	2-3
1.5.Research Methodology.....	3
1.6.Data Analysis procedure.....	3-4
1.7.Limitations.....	4
Chapter 2: Company Overview	
2.1.About Unilever.....	5
2.2.History of Unilever.....	6-8
2.3.Unilever Bangladesh Ltd.....	4-5
2.4.Unilever at a Glance.....	8-9
2.5.Mission.....	9-10
2.6.Vision.....	10
2.7.Goals.....	10
2.8.Logo.....	10-11
2.9.Unilever Brands.....	12-14
2.10.Organizational structure.....	15
2.11.Functional Department.....	16-17
Chapter 3: Job Description as an intern	
3.1.Nature of the Job.....	18-19
3.2.Key Responsibilities.....	19-21
Chapter 4: Hair care Survey on Beauty Salons	
4.1. Concerned Products(Hair care brands).....	23-28
4.2.SWOT Analysis.....	28
4.3.Competitor Analysis.....	29-30

4.4.Project action.....	30-31
4.5.Findings	
4.5.1.Understanding Beauty salons	31-37
4.5.2.Understanding Customers.....	37-42
4.5.3.Other insight from the interviews.....	42-43
4.6.Interpretation.....	44-45
Chapter 5: Conclusion & Recommendation	
5.1.Recommendation.....	46-48
5.2.Conclusion.....	48-49
Bibliography.....	50
Appendix.....	51-77

CHAPTER-1: INTRODUCTION

1.1. Background:

The dynamic business world is rapidly changing. It is characterized by increasing competition from both domestic and foreign companies, increased mergers and acquisitions to grab more market share and more sophisticated and demanding customers who have great expectations regarding their choice of consumption. Since services are intangible, heterogeneous, and inseparable, it is difficult to measure service quality objectively. So the companies have to have an in depth understanding of the needs and demands of the customers in order to take appropriate measures that will ensure that their sales mounts and they remain competitive in the market.

Unilever is dedicated to meeting the everyday needs of people everywhere. Around the world Unilever foods and home & personal care brands are chosen by many millions of individual consumers every day. Earning their trust, anticipating their aspirations and meeting their daily needs are the tasks of Unilever local companies. Being premium in the brands with international and local expertise, Unilever brings the best service to their consumers. For more than 70 years Unilever has been providing consumers quality products and services.

This report mainly focuses on the personal care brands of Unilever Bangladesh, specifically hair care brands. The project deals with understanding beauty salons' purchasing behavior and their expectations, demands and opinions in the hair care segments to better serve their customers. The project includes both the qualitative and the quantitative issues regarding hair care such as hair problems, customer purchase pattern and expectations, parlor's reason for the preference of particular brands, range of customers they serve, concentration of customers throughout the year, suggestions etc. The main objective of the study is to identify the hair product buying pattern of the beauty salons and to have an insight of their demands and customer requirements regarding hair care to formulate strategies that will enhance the sales of Sunsilk, Dove, Clear for beauty salons.

1.2. Origin of the report:

This report is a requirement of the internship program for my BBA program. I have been serving this company as an intern under Brand Building Departments for three months. I got the privilege to survey the ladies beauty salons and men's salons all over the Dhaka city and Chittagong city. I used the data and its interpretation in my report. My job responsibility is to survey the Beauty salons regarding their internal activities, expectations, qualitative issues of the hair care provided by them and their customer's needs and expectation. So, I am not only getting the opportunity to get an insight of the parlor's and salon's demand and expectations and their customers' preferences but also having an overview of the beauty sector of the market. My supervisor Mr.Md. Risalat Siddique, Senior Brand Manager of Hair care department has guided me well from time to time to assess the research aspects and implement the overall approach and findings to meet my project objectives.

1.3. General Objective:

The main objective of this report is to understand the demand of Beauty salons in Dhaka and Chittagong for hair care products which will help to find the market potential for Unilever in Beauty salon Business. That is to know the customer's preferences of the beauty salons when it comes to hair care, the important factors that drives their customer's consumption decision regarding a particular brand and the expectations they have concerning their hair that would help to target Sunsilk, Dove and Clear varieties available to meet different needs of hair care.

1.4. Specific Objective:

- Enhancing the knowledge on the Beauty salons specifically the services provided by them, importance of their services, and their standard.
- To understand the hair care needs of the customers' of ladies beauty parlors and men's salons.
- To know customer's frequency of hair care product usage in parlors and salons.
- Knowing customer's preferences regarding their hair.

- Be able to identify the hair problems that customers of parlors and salons face and wants to get rid of.
- To have an insight of the customer's preferences of the available brands in the market.
- Understanding the importance of the hair care services provided by ladies beauty salons
- Be able to identify which hair care brands these parlors and salons prefer and why.
- The customer visiting pattern throughout the year and the hair care service availed by them in parlors and salons.
- Be able to match the variety of Unilever hair care products according to the needs of customers.
- Be able to build strong trusting relationships with Beauty salons by addressing their needs and fulfilling them.

1.5. Research Methodology:

Data and information has been collected from two sources to conduct the survey and make this report a meaningful and a presentable one. I have adapted both the qualitative and the quantitative approach by gathering information through two questionnaires one for Beauty salons and other for Customers coming to Beauty salons. Most of the data that has been collected can be treated as primary data. Primary data has been collected directly by interviewing the beauty parlors covering the entire city of Dhaka and some places of Chittagong by means of survey questionnaires. I had been to 24 ladies beauty parlors, 4 men's salons, surveyed 43 customers and interviewed beauticians and often the authorities of the parlors and men's salons on hair care through the use of questionnaire and also gathered information by face to face conversation. Furthermore, secondary data have also been used in this report and these secondary data have been mainly collected from presentations, websites, journals etc.

1.6. Data Analysis and Techniques:

The survey was conducted in Dhaka and Chittagong. A total of 28 parlors and salons (24 ladies parlors and 4 men's salons) and 43 customers from different were interviewed focusing on hair care. Analysis of the primary information was done by the use of Microsoft excel followed by descriptive analysis. Presentation of data will be shown in the form of various graphs and tables.

1.7. Limitations:

Some of the challenges faced in preparing this report are:

- Faced difficulties to find the proper addresses of the ladies beauty parlors and men’s salon.
- Shifts or closure of many ladies beauty parlors and men’s salons.
- Parlors and Salons unwilling to disclose information.
- Unavailability of the owners of the parlors and salons.
- Parlors and Salons maintain some privacy and so have not disclosed some information.
- Workers in the ladies beauty parlors and men’s salons being too busy give enough time for the interview.
- Not disclosing true answers to some of the questions in the survey.
- Requirement of permission from the owner of the parlors and salons to participate in the survey.
- Traffic congestion and road construction problems to get to the location.
- Political turmoil in some areas thus blocking the roads.

“This is a small gist about the Internship report. Now I want to start by providing you with some information about the Company”

.....

CHAPTER-2: COMPANY OVERVIEW

2.1. About Unilever:

Unilever is an Anglo-Dutch company, with a history of colonial exploitation, on which it has gradually built its capital. Today it owns most of the world's consumer product brands in food, beverages, cleaning agents and personal care products. Unilever employs more than 247, 000 people and had worldwide revenue of €48 760 million in 2002. Unilever has two parent companies: Unilever NV in Rotterdam, Netherlands, and Unilever PLC in London, United Kingdom. This arrangement is similar to that of Reed Elsevier, and that of Royal Dutch Shell prior to their unified structure. Both Unilever companies have the same directors and effectively operate as a single business. The current non-executive Chairman of Unilever N.V. and PLC is Antony Burgmans while Patrick Cescau is Group Chief Executive. Unilever's major competitors include Nestlé and Procter & Gamble.

Key facts:

- In 2008 Unilever's worldwide turnover was €40.5 billion.
- They employ 174 000 people in around 100 countries worldwide.
- Every day, 160 million people choose their brands to feed their families and to clean themselves and their homes.
- Their strong portfolio of foods, home and personal care brands is trusted by consumers the world over. Among them, the top 25 brands account for over 70% of sales.
- In 2008 they invested €927 million in research and development
- They are the global market leader in all the Food categories in which they operate: Savory and Dressings, Spreads, Weight Management, Tea, and Ice Cream
- They are also global market leader in Skin and Deodorants, and have very strong positions in other Home and Personal Care categories.
- In 2008 they invested €91 million on community projects worldwide.

2.2.History of Unilever:

Lever Brothers was founded in 1885 by William Hesketh Lever. Lever established soap factories around the world. In 1917, he began to diversify into foods, acquiring fish, ice-cream and canned foods businesses. In the Thirties, Unilever introduced improved technology to the business. The business grew and new ventures were launched in Latin America. The entrepreneurial spirit of the founders and their caring approach to their employees and their communities remain at the heart of Unilever's business today.

Unilever was formed in 1930 when the Dutch margarine company Margarine Unie merged with British soap maker Lever Brothers. Companies were competing for the same raw materials, both were involved in large-scale marketing of household products and both used similar distribution channels. Between them, they had operations in over 40 countries. Margarine Unie grew through mergers with other margarine companies in the 1920s.

In a history that now crosses three centuries, Unilever's success has been influenced by the major events of the day – economic boom, depression, world wars, changing consumer lifestyles and advances in technology. And throughout they've created products that help people get more out of life – cutting the time spent on household chores, improving nutrition, enabling people to enjoy food and take care of their homes, their clothes and themselves.

Through this timeline you'll see how UBL brand portfolio has evolved. At the beginning of the 21st century, path to Growth strategy focused us on global high-potential brands and vitality mission is taking us into a new phase of development. More than ever, how brands are helping people 'feel good, look good and get more out of life' – a sentiment close to Lord Leverhulme's heart over a hundred years ago

Timeline19th century

19th Century: Although Unilever wasn't formed until 1930, the companies that joined forces to create the business we know today were already well established before the start of the 20th century.

1900s: Unilever's founding companies produced products made of oils and fats, principally soap and margarine. At the beginning of the 20th century their expansion nearly outstrips the supply of raw materials.

1910s: Tough economic conditions and the First World War make trading difficult for everyone, so many businesses form trade associations to protect their shared interests.

1920s: With businesses expanding fast, companies set up negotiations intending to stop others producing the same types of products. But instead they agree to merge - and so Unilever is created.

1930s: Unilever's first decade is no easy ride: it starts with the Great Depression and ends with the Second World War. But while the business rationalizes operations, it also continues to diversify.

1940s: Unilever's operations around the world begin to fragment, but the business continues to expand further into the foods market and increase investment in research and development.

1950s: Business booms as new technology and the European Economic Community lead to rising standards of living in the West, while new markets open up in emerging economies around the globe.

1960s: As the world economy expands so does Unilever and it sets about developing new products, entering new markets and running a highly ambitious acquisition program.

1970s: Hard economic conditions and high inflation make the 70s a tough time for everyone, but things are particularly difficult in the fast-moving consumer goods (FMCG) sector as the big retailers start to flex their muscles.

1980s: The business expands into Central and Eastern Europe and further sharpens its focus on fewer product categories, leading to the sale or withdrawal of two-thirds of its brands.

1990s: The business expands into Central and Eastern Europe and further sharpens its focus on fewer product categories, leading to the sale or withdrawal of two-thirds of its brands.

The 21st Centuries: The decade starts with the launch of Path to Growth, a five-year strategic plan, and in 2004 further sharpens its focus on the needs of 21st century consumers with its Vitality mission.

2.3.Overview of Unilever Bangladesh Limited:

Unilever, a globally recognized and trusted name for the last 82 years has touched the life of millions of people in a millions of way with its diverse array of products. No matter who you are and where you are Unilever will reach you to make you look good and feel good. To uphold this promise in 1964 Unilever starts its journey in Bangladesh by setting up its manufacturing facility at Kalurghat. Productions started off with Lux and Lifebuoy soap. After meeting the local demand, the surplus production was shipped to Pakistan. It was after independence that Lever Brothers Bangladesh Ltd was constituted with Unilever owning 60.75% shares and the Government of Bangladesh owning the remaining 39.25% shares. In 2004, Lever Brothers was renamed as Unilever Bangladesh Limited in order to align their corporate identity and logo with the global Unilever.

Unilever brands are trusted everywhere and, by listening to the people who buy them, they've grown into one of the world's most successful consumer goods companies. In fact, 150 million times a day, someone somewhere chooses a Unilever product.

People's lives are changing fast. As the way life and work evolves needs and tastes change too. Unilever aims to help people in their daily lives. So they keep developing new products, improving tried and tested brands and promoting better, more efficient ways of working.

They have a portfolio of brands that are popular across the globe - as well as regional products and local varieties of famous-name goods. This diversity comes from two of their key strengths:

- Strong roots in local markets and first-hand knowledge of the local culture.

- World-class business expertise applied internationally to serve consumers everywhere.

2.4.Unilever at a Glance:

Type of Business: Fast Moving Consumer Goods Company with local manufacturing facilities, reporting to regional business groups for innovation and business results.

Operations: Home and Personal Care, Foods

Constitution: Unilever - 60.75% shares, Government of Bangladesh - 39.25%

Product

Categories: Household Care, Fabric Cleaning, Skin Cleansing, Skin Care, Oral Care, Hair Care, Personal Grooming, Tea based Beverages.

Our brands: Wheel, Lux, Lifebuoy, Fair & Lovely, Pond's, Close Up, Sunsilk, Taaza, Pepsodent, Clear, Vim, Surf Excel, Rexona, Dove, Vaseline & Lakme.

Manufacturing

Facilities: The Company has a Soap Manufacturing factory and a Personal Products Factory located in Chittagong. Besides these, there is a tea packaging operation in Chittagong and three manufacturing units in Dhaka, which are owned and run by third parties exclusively dedicated to Unilever Bangladesh.

Employees: Unilever Operations in Bangladesh provide employment to over 10,000 people directly and through its dedicated suppliers, distributors and service providers. 99.5% of UBL employees are locals and we have equal number

of Bangladeshis working abroad in other Unilever companies as expatriates.

2.5.Mission:

Unilever's mission is to add Vitality to life. They meet everyday needs for nutrition; hygiene and personal care with brands that help people feel good, look good and get more out of life.

2.6.Vision:

To make cleanliness a commonplace; to lessen work for women; to foster health and contribute to personal attractiveness, in order that life may be more enjoyable and rewarding for the people who use the products.

2.7.Goals:

The goals of UBL are:

1. To manufacture high-standard products.
2. Promoting products to the highest extent
3. Producing large volume to achieve production cost economies.
4. Enabling quality products to be sold out at obtainable prices.

2.8.Logo:

Unilever's new identity expresses the vitality at the heart of their brands, their people and their values. Each icon within it represents an aspect of their business, showing that Unilever adds vitality in everything they do.



2.9.Unilever’s Brands:

Unilever has a portfolio of about 400 brands globally. However many of these are local that can only be found in certain countries, e.g. Fair & Lovely. In Bangladesh the number of UBL’s existing brands is 18 which are categorized in different sections. The brands fall almost entirely in two categories-

- Food and beverages
- Home and personal care brands

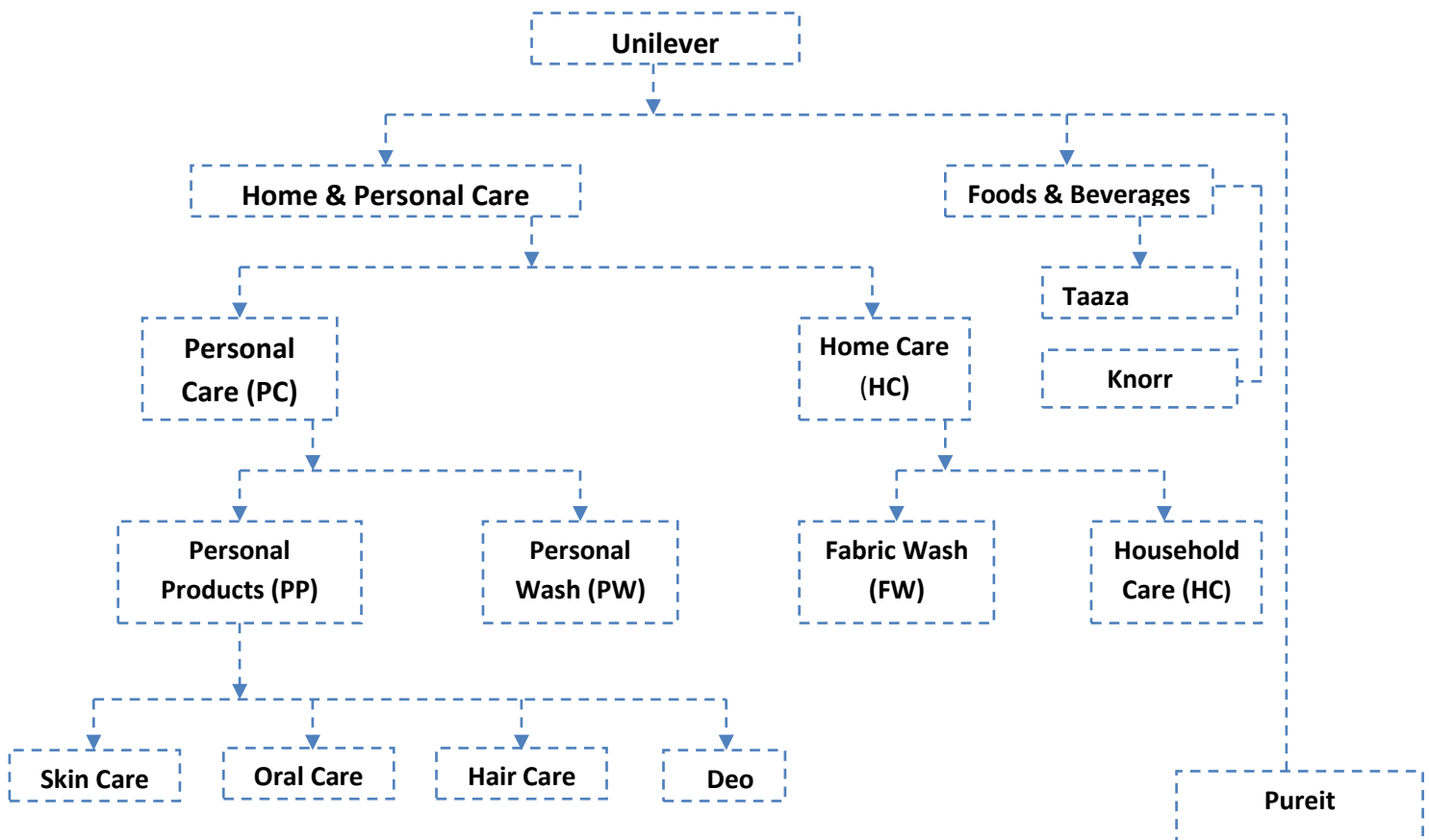


Diagram 1: Operating Categories

Fabric Wash

- Wheel Laundry Soap
- Wheel Washing Powder
- Wheel Power White
- Surf Excel



Household Care

- Vim Powder
- Vim Bar
- Vim Liquid



Personal Care

- **Personal Wash**

- Lux Creamy White
- Lifebuoy
- Dove Bar
- Lifebuoy Liquid Soap



- **Skin Care**

- Fair & Lovely Range
- Pond's Age Miracle range
- Pond's Daily Face Wash range
- Pond's Cold Cream
- Pond's flawless White Range
- Pond's White Beauty Range
- Pond's Body Lotion
- Dove Skin Care products
- Vaseline Skin Care products



Hair Care

- Sun Silk Shampoo
- Clear Shampoo
- Dove Shampoo



Oral Care

- Close-up Toothpaste
- Pepsodent Toothpaste
- Pepsodent Toothpowder
- Pepsodent Tooth brush



Deodorant

- Rexona
- Axe



Foods

- Lipton Taaza Danadar
- Lipton Taaza strong
- Lipton Taaza Teabag
- Knorr



Pureit



2.10.Organizational Structure:

In terms of Unilever, they have two chairmen leading the company worldwide. They have seven top directors leading seven different departments. They have divided their worldwide business into different region and have different business groups to manage them.

Unilever Bangladesh limited falls under the Southeast Asian region. On a more micro scale, Unilever Bangladesh ltd is monitored by Hindustan lever Ltd. which oversees operation in Bangladesh, India, Pakistan and Srilanka. The chairman of Unilever Bangladesh Limited is known as the managing director. The management staff of the company consists of six layers, starting from junior manager (who are local managers) to manager grade 5 (who are Unilever managers). Apart from this the company also hires many non management staff as well as operatives to work in the factories.

Unilever Bangladesh Limited has five departments to carry out all the organizational functions. Respective Directors head are head of all departments. These departments are diagrammed below:

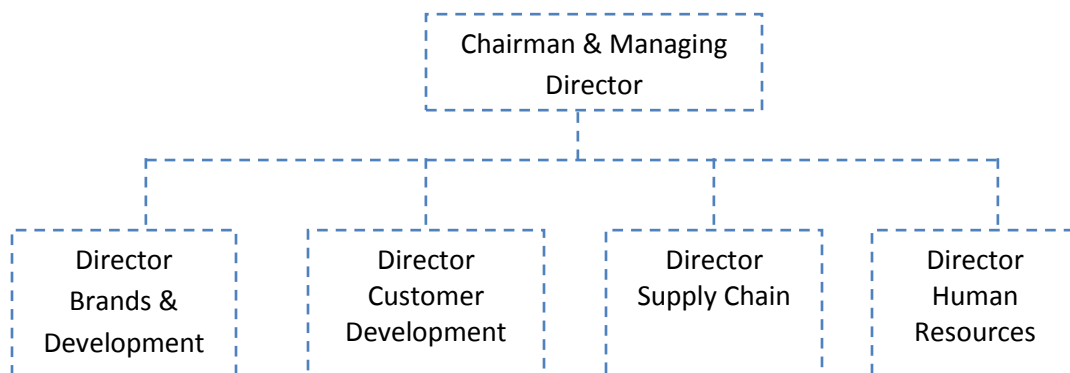


Diagram 2: Organizational structure

2.11.Functional Departments:

Brands and Development Department:

The Brands Team has been expanded to Brands and Development, thus providing opportunity of increased coordination between the Marketing and Development Team. To ensure a successful innovation process at Unilever, Brands and Development have been brought together. Brands and Development Department is further divided into six major areas. They include: Home Care, Personal Care, Dental Services Food, Tea export and Marketing research.

Customer Development Department:

With the evolution of modern trade and aggressive local and international competition, role of Customer Management has also been gradually shifting from traditional “Sales to Trade Marketing”. The Customer Development Director (CDD) heads the Customer Development Department. The Customer Management Department, early called ‘Sales Department’, is responsible for all company goods and maintains several customer management strategies.

Supply Chain Department:

The Supply Chain Director (SCD) who is in charge of planning, buying, manufacturing and distributing heads Supply Chain Department. The supply chain process constitutes a series of important activities ensuring smooth delivery to the consumers at present, it is divided into the several functions, like; Manufacturing, Engineering, Company Buying, Distribution, Quality Assurance and Planning.

Finance and IT Department:

The Finance and IT departments are jointly headed by one Director. The main objectives of this department are to serve all the division and departments of the companies, to secure and safeguard company assets and interest, to ensure proper internal control within the company and above all, to be cost effective in order to get optimum benefit for the company while operating. The major sub departments are- Business System, Finance and Legal.

Human Resources Department:

The Human Resources Director (HRD) currently heads this department. The major functions of this department are- Factory Personnel functions or Industrial Relations, Recruitment, Training and developments, labor welfare and Personnel Services and Security. All these major personnel functions are integrated in the best possible way in Unilever Bangladesh Limited which results in its higher productivity.

“I basically got the opportunity to work for the Brands and Development Department. In the following discussion I want to share my job responsibilities as an intern at Unilever.”

CHAPTER-3: JOB DESCRIPTION AS AN INTERN

3.1.Nature of the job:

Competition in the recent years has been mounting and companies are trying to compete in innovative ways to sustain in the industry. Marketing is all about waging war against competitive forces to win market share. Marketers have stepped up their efforts to build their brands. In Unilever Bangladesh, the Brand building team works to bring their brands to life through creating a brand experience.

The Brands Team at Unilever Bangladesh has been extended to Brands and Development, thus ensuring combined coordination between the marketing and Development Team. Insight into consumer needs and expectation is a challenge when it comes to identify new market opportunities. New market opportunities must be identified if they are looking for sustainable growth and constant increasing profits, keeping them miles ahead of their competitors. However, it becomes very important to explore technology and develop products considering the new insights of customers and their expectations before competitors make a move for the new found insight. A deep understanding of both consumers and technologies provides an essential foundation for successful innovation. To ensure a successful innovation process at Unilever, Brands and Development have been brought together. This will help their development team to have close contact with the consumer world, following the leads and clues of their aspirations and thus innovating products tailored accordingly at a faster pace. The objective of the Brand Development team is to develop brands position in their markets, building reputations along with results. Brands and Development Department is further divided into Home care, Personal care, Dental Service, Food, Tea export, and Marketing research.

As an intern I have been assigned to complete my internship in the Brand development Department concerning Hair Care Brands specifically dealing with Sunsilk, Dove and Clear. The main task was to understand the hair care needs of Beauty salons and the factors that influence the decision for the preference of a brand. This required the use of survey questionnaires that

included both qualitative and quantitative issues. The survey required me to visit Beauty salons in Dhaka by interviewing them and assessing their problems, expectations, demands and needs for hair care.

3.2.Key Responsibilities

My responsibilities as an intern were to work on different project that are assigned to me consequently. IN my three month of internship I was assigned with 3 projects. These are:

- **Project1:** Assessing the feasibility of Unilever’s market potential in the Beauty salon Business.
- **Project 2:** Consumer understanding about the beauty products of Unilever
- **Project 3:** ‘Sunsilk- Win a trip to Paris’.

3.2.1.Project 1:

In this project I had to do parlor survey. The parlor survey was assigned to identify the hair care aspects in the ladies beauty parlor and men’s salons. The survey as was aimed to help ascertain valuable insights not only regarding the views of the parlors and salons but also the views of the general consumers and their demand pattern. The survey and the study had played an significant role in unraveling many of the hair care concerns of the consumers, the problems they face regarding their hair, the hair solutions that they expect, parlor’s and salon’s brand preferences and their purchase decisions etc.

Thousands of Beauty parlors have sprung up all over the country, mostly in the last decade. Beauty is now a Tk100 crore plus industry. In the past decade there has also been an explosion in the number of women who have prepared themselves to start up and run their own salons. Over the last 5 years, there has been a staggering rise in the number of parlors in the major metropolitan areas. The reason for the sector's growth was the increased beauty consciousness among men and women that instigated a desire to take care of one’s appearance, even among the middle class. At the same time the number of working women has increased which provided the

women more liberty to spend their own money. Moreover, appearance, smartness and style of working women are considered to be crucial for their success along with the qualification. The boom in the beauty industry is not only because of the increasing women who are more aware of beautification, smartness and style but also mounting the number of men's concern on beauty issues contributed to the growth of the market. Men are now becoming more conscious of their looks, appearances and hair styles.

In the recent years, the numbers of customers demanding hair care service has increased which led this sector to see a rapid growth. During festivals the demand exceeds the supply and this result in customers waiting in queues. However, this industry to some extent remained unaffected by the recent global economic crisis and turmoil. Though, while in upturns, people are likely to purchase expensive services, however, for certain services such as normal facials, threading and haircuts, hair styling (rebounding) are somewhat subjective as most people need or get these services on a regular basis based on an elapsed amount of time regardless of the economic situation. This sector consequently requires attention as there is huge demand for beautification these days and if Unilever can successfully administer the advantages of its strengths of current brand image of its hair care products and exploit this opportunity large amount of profit can be earned by the company by serving parlors and salons.

3.2.2. Project 2:

The goal of this project is to create a deep insight about how do actually people define beauty. Since different people have different thoughts and idea of beauty their needs and demand is also different when they go for beautification of themselves. Now day's people are very conscious about their skin, teeth, hair all that things that make them look beautiful. For example, when they go for buying laundry soap they don't think too much of its sensitivity, ingredients, quality they look for less price on the other hand when they go for buying a beauty soap they look for all these things infect they are ready to give high price for a quality product. So companies should be very much cautious of providing best quality products that suits each and every customer needs and want. For this reason Unilever needs to know different insights of customers regarding beauty.

My job in this project basically was, to go through both secondary and primary research. For primary data I did a survey on my friends and family members and for secondary information surf internet and went through different website, blogs, You tube etc.

3.2.3.Project 3:

It's one of the promotional activities taken by Unilever for Sunsilk. The 'Sunsilk- Win a Paris trip' campaign began on February 17, and continued till March 24. In this contest people are required have to SMS the 7 digit unique code found at the bottom of 200ml and 400ml Sunsilk bottles as an to 4636 and among them ten lucky winners have been selected on a weekly basis. Under this project I was required to run the Facebook marketing of the page '**Sunsilk- Win a Trip to Paris**'. My tasks was to make a plan of the activities that Facebook page will share to the people for one month, update page activities, share different important news and views, status updates, upload interesting pictures, declare winner on weekly basis etc.

(<https://www.facebook.com/#!/pages/Sunsilk-Bangladesh-Win-a-Trip-to-Paris/376265435716912>)

“This internship report is mainly about my 1st project. Further discussion on this project is given in the next chapter.”

CHAPTER-4:

‘ASSESSING THE FEASIBILITY OF UNILEVER’S MARKET POTENTIAL IN THE BEAUTY SALON BUSINESS’

In recent times hair care has been a highly competitive and dynamic category driven by the latest styles and trends. People now aspire for better looking and they are getting more aware of hair care. They have many different needs and desires, which drive constant change in this category. They started to feel that hair care needs fairly constant attention. Unlike clothing which can change an image in minutes, hair that is in poor condition is very hard to style well. Hair care product like **shampoo** has been the fastest growing segment of personal care market in Bangladesh. Here, global brands are gaining foothold on local shampoo market driven by faster growth in demand.

Ruled by global brands like *Sunsilk*, Clear and Dove of Unilever, Pantene and Head & Shoulder of Procter & Gamble (P & G), the shampoo market is registering a steady growth every year, amid massive marketing campaigns on hair care. But the company that leads the shampoo market in Bangladesh is Unilever Bangladesh Limited (UBL). The top three most sought after brands Sunsil, Dove and Clear are offered by UBL.

If we take a look on the picture of shampoo market of our country, it is found that the total size of the market is 7089 tons (3000 TK in value). The total shampoo penetration rate is 88.9% where Sunsil penetration rate is 55% which is the largest rate according to the information given by Unilever Bangladesh Ltd. Per capita consumption of Shampoo in Bangladesh is .93 Grams.

Unilever hair care brands have been catering to the needs of its users with a great degree of success in Bangladesh. In consumer market it rates itself as one of the prominent brands to be hankered after. Such as, Sunsil secures its place in the consumer minds through frequent innovations in the product and maintaining its quality. The product reaches the end consumer

through retailers, supermarkets and small stores. Its easy availability is one of the factors that determine its high consumer demand. Despite the gigantic triumph over consumer market through Unilever Bangladesh Ltd. envisions to go for a new market opportunity; that is salons in the beauty business segment.

This paper is going to study the “Assessing the feasibility of Unilever’s market potential in the beauty salon business”. The analysis will assist in determining whether Unilever would be able to penetrate this new market segment with its hair care brands or not.

4.1. Concerning Hair Care Brands:

I basically worked for all the hair care brand of Unilever Bangladesh Ltd. Those are:

- Sunsilk
- Dove
- Clear

Sunsilk:



Originally launched in the Netherlands in 1956, Sunsilk provides real solutions to all women's everyday hair needs in 80 countries around the globe.

Beautiful Hair Now! Life Can't Wait!

Sunsilk, the number 1 brand in Bangladesh, have been catering to the individual need of its users with its unique formulation of natural ingredients. Sunsilk, with its high quality consumer

perception, has been coming up with new innovations from time to time, always considering how girls feel and what they want.

For most of the girl now a day, life are now and now are life. But the emotional bond with their hair is like a roller coaster ride for these young ones. To them, hair is one of the most powerful tools for self-expression. Only Sunsilk realizes this and creates the spark that enables the girls to fully embrace all the exciting possibilities life has to offer.

Different Sunsilk for different hair needs

- Black Shine:
- Hair Fall Solution:
- Soft and Smooth:
- Thick & Long:
- Damage Repair:

Key facts

- Number 1 in Asia, Latin America and the Middle East.
- Sales more than €1 billion a year.
- Number 1 in Asia, Latin America and the Middle East
- Sales of more than €1 billion a year.
- Selling in 80 countries.
- Also sold as Elidor, Hazeline, Seda and Sedal.
- Recent Awards: Holds the Guinness World Record for the most heads of hair washed and styled in one day.

Sunsilk Co-Creation:

Sunsilk has come up with Co-creation formula created by the experts. They came with this idea to grab the market and to be superior in the market.

From 2009, Sunsilk started working with a number of professional hair "experts" to develop new and improved products. Each hair "issue" variant is linked to an "expert" with the relevant specialist hair knowledge. For example, Dr Francesca Fusco, a New York dermatologist, co-created a "hair fall" variant for the brand. The lineup also includes: Jamal Hammadi for Black Shine, Rita Hazan for Vibrant Color, Teddy Charles for Plumped Up Volume, Thomas Taw for Damage Reconstruction, Ouidad for Defined Curls and Yuko Yamashita (known for Japanese hair straightening) for Perfect Straight.

Clear:



After years of experiments and clinical studies, Unilever Hair care experts have developed a new all-round solution for treating Dandruff.

Unbeaten dandruff protection

Clear is the No 1* anti-dandruff shampoo in the country. The new Clear gives unbeaten dandruff protection and starts to get rid of dandruff from the first wash and with regular use, prevents it from ever coming back. In addition to its anti-dandruff properties, Clear has patented vita-ace technology that nourishes the scalp. Clear also features a conditioning system comparable to any other leading shampoo. Clear conditions the hair and ensures it remains soft. Clear's vision is to be the scalp health expert and in keeping with this, four variants have been designed for specific needs to consumers. A separate Men's range is also available because men are different.

* based on market share report of AC Nielson Bangladesh.

Clear Complete Soft Care

Complete Soft Care gently gets rid of dandruff and gives great conditioning so that hair remains soft and silky and a healthy nourished scalp.

Clear Ice Cool

Clear Ice cool has cooling menthol to give a cool sensation to the scalp while ensuring healthy dandruff free scalp and hair.

Clear Hair Fall Defense

Hair Fall Defense reduces hair fall by 98%* as well as providing nourishment and dandruff protection.

*due to breakage vs. non-conditioning shampoo

Clear Extra Strength

Extra Strength has been designed for those individuals with severe dandruff and heavy flaking.

Clear Men

Besides these core variants, Clear has extended the brand to provide specific solutions for men because men are different. Research at the Clear Technology Centre in France verified that men's scalps are different from those of women's. It was found that men have oilier scalps and more prone to dandruff and hair fall. The packaging, perfume and formulation were specially adapted for men's needs. The men's range offers the following variants all of which have specific qualities besides getting rid of dandruff.

Clear Men Style-Express

Style-Express has 3 in 1 Express clean formula for extra manageability so that hair can be styled easily.

Clear Men Active Sport

Active Sport has been designed to give deep cleaning and reduce the oiliness of the male scalp. It also has cooling menthol for the clean and fresh feeling in hair.

Clear Men Hair Fall Decrease

Hair Fall Decrease has hair strengtheners to reduce hair breakage. It makes sure that hair stays where it naturally belongs.

It's excellent range of Unisex and Men's shampoos clearly demonstrates that they have the expertise and technological knowhow in scalp and hair health which gives the confidence to challenge any user of a competition brand and ask "Can Your Shampoo do this?"

Dove:



Dove today is in 80 countries making women beautiful every day and allows them to enjoy their own brand of beauty through its Skin Care and Hair Care Ranges. With its simple promise of moisture, Dove is regarded now as a superior product that provides a magically delightful experience.

Dove Therapy:

Dove therapy range which consists of shampoos, conditioners, leave-on lotion, serum and mask cater offers to the Bangladeshi consumers the damage repair solutions for their hair. It delivers the right level of nourishment, conditioning and active protection with its advanced serum to make hair more beautiful. Its rich creamy lather cleanses hair gently and advanced therapy

system locks in moisture to help restore the moisture balance of hair’s fiber. As a result, hair becomes soft and smooth to touch from roots to tops and noticeably beautiful.

In addition to this, Dove’s range of Intense Damage Therapy, Hair fall Therapy and Dry Therapy are designed to work on dry and damaged hair to bring health and shine into one’s hair.

4.2. SWOT Analysis:

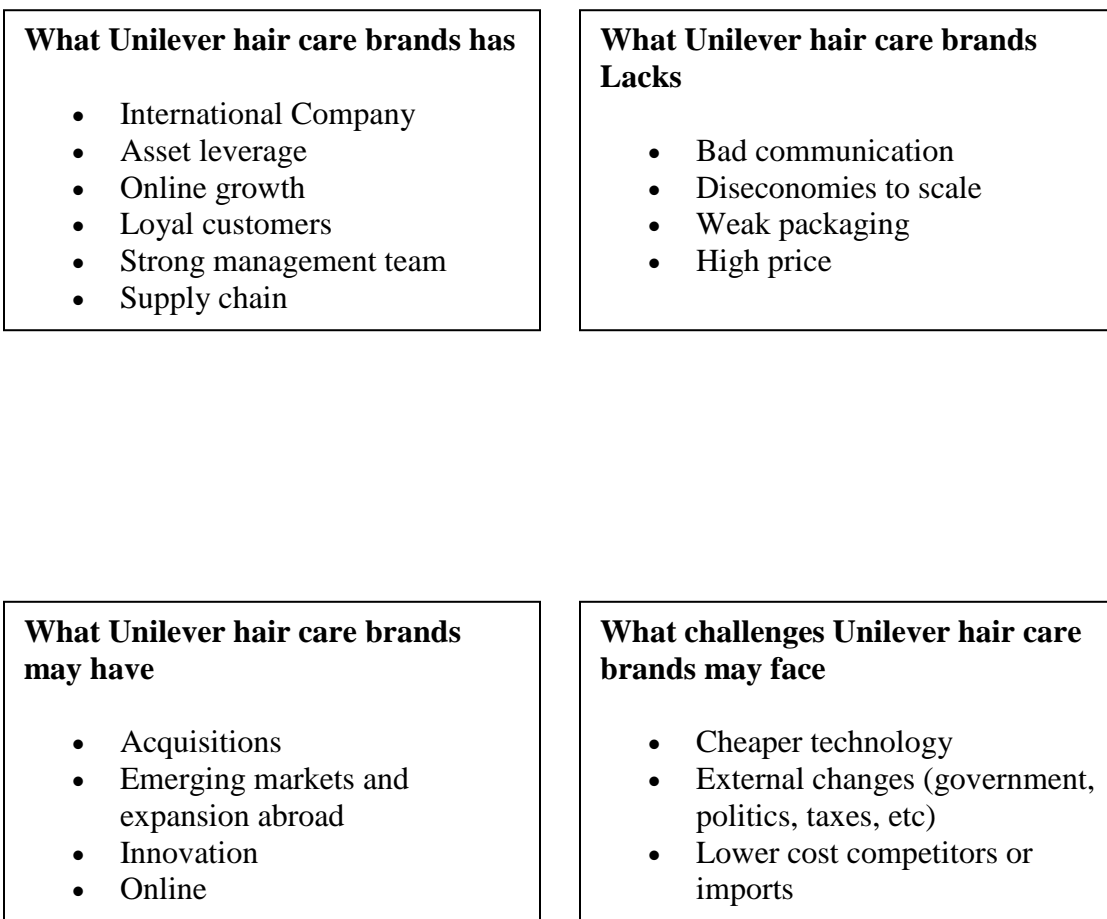


Figure: SWOT Analysis of Unilever hair care brands

4.3. Competitor Analysis:

Pantene:

Besides hair care brands of UBL the other recent brand that has taken the personal care industry by storm is Pantene. Since its very inception the brand has been a best seller. A product of FMCG giants Procter and Gamble Pantene has slowly and steadily managed to capture quite a large amount of market share in Bangladesh. The brand's best-known product became the conditioning shampoo Pantene Pro-V (Pantene Pro-Vitamin).

Marketing campaign of Pantene:

‘One of the important marketing campaigns of Pantene is “*Pantene You Got the Look*”(YGTL) beauty and brains pageant in the country. YGTL has been taking place for six years. Every year, the show has attracted many gifted young men and women to its fold. YGTL has become, over the years, the benchmark of prestige and glamour and it has catapulted many of its participants to the realm of stardom’ (www.thefinancialexpress-bd.com)

Head & Shoulders:

Head & Shoulders is a brand of anti-dandruff shampoo produced by Procter & Gamble. This research found that consumers of our country possess a reliance on Head & Shoulders for their dandruff problem.

L’oreal:

L’oreal, one of the world's largest cosmetics and beauty companies, is another important player in the hair care market of our country. According to the survey of this study L’oreal shampoo is specially demanded by 20+ aged respondents.

Lolane:

Lolane is a Thai shampoo brand mostly used in the salons in Bangladesh. Cheaper price and maintained quality leads the brand to be used at salons substantially.

Private Label Brand:

This study revealed that a cosmetic shop at Gawsia Market named 'Fency' produced an herbal shampoo for salon buyer. Specifically C category salons are the target market of this private label brand.

The other brands in the market such as Garnier, Rejoice, Flex, Fermasi herbal, Palmolive are also playing to catch away the market share from UBL and P & G.

4.4. Project actions:

In this project I basically went through the following tasks to collect accurate information and help my line manager take effective decision making.

- **Preparing questionnaire**
- **Visiting beauty salons.**
- **Interviewing beauticians**
- **Reporting to my supervisor**
- **Strategic assessment and analysis to counter problems**

Brief of these are given below:

Preparing questionnaire: The task was to identify the hair care problems and recent hair concerns and based on it I prepared 2 questionnaires one for Beauty salons and one for customers comprising of both the qualitative and the quantitative issues relevant to ladies beauty parlors and men's salons.

Visiting beauty salons: I visited 24 ladies beauty parlors and 4 men's salon. That was totally of my choice no preference was given by the organization.

Interviewing beauticians: One of the most important part of my duty was to interview the beauticians or the authorities as well as the customers of the ladies parlors and men's salons and completing the questionnaires regarding the hair care problems, customer purchase pattern, expectations, Beauty salon's reasons for the preference of particular brand, range of customers they serve, and suggestions etc.

Report to supervisor: My job was also reporting to my supervisor and updating him on my field survey on a regular basis. I had prepared daily works logs informing my work status to my supervisor.

Strategic assessment and analysis to counter problems: Finally the task was to analyze the findings from the field surveys and suggest strategies to counter the problems identified and recommend possible solutions.

4.5. Findings:

Findings represented in this report are based on the survey I have conducted around the Dhaka city and some places of Chittagong. There are mainly two types of findings that I have gathered. These are:

- **Beauty salons : for understanding salon activities**
- **Customers: for understanding Customers**

Those are discussed in detail below:

4.5.1. Understanding Beauty salon's activity

▪ **Basic information of beauty salon's:**

24 Beauty parlors and 4 men's salon from different areas of Dhaka city and Chittagong that I surveyed are Farzana shakils, Alvira's men's, Alvira's women's, Dreams, women's world, women's pavilion, Sweet Dreams, pink lady, Adomiz menz, Persona men's, elegance, Jhinuk, Irani, eve's, Baishakhi, women's choice, Lady line, lolona, Dew dreams, Bahbis, skin solution, shelli's eve's, Eve's herbal beauty care, oishi, shajai, May fair, Perfect in, Thai beauty care etc. All of them are located in Dhanmondi, Gulshan, banana, Mohakhali, Uttora, Mirpur, Malibag, Shanti nagar, Nasirabad. Most these parlors were established about 5-10 years back. Other than Thai beauty care salon (joint venture) all of them are local companies.

- **Capacity information of parlors:**

By Capacity we mean how many customers can be served in the parlor at the same interval of time. It basically depends on the space, facility, sitting arrangements, equipment's and the employees of the parlors.

According to my survey most of the parlors in Dhaka city are low capacity based and not so developed. Although Some parlors like Farzana shakils, Elegance Beauty parlor, Women's World Beauty parlor. Alviras Beauty care and Eve's beauty care salon (Chittagong) are high capacity based parlors.

I basically divided the number of customers served at the same interval of time in different range from 1 to 60 customers. Most of the parlors I surveyed laid under 1 to 10 number of customer range.

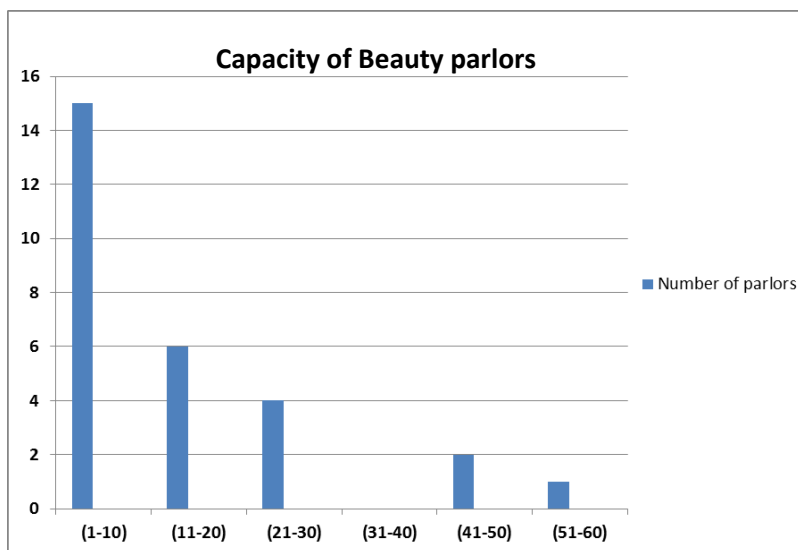


Figure 1

- **Target customers profile:**

From the survey I found that most of the customers coming to beauty salons are aged from 18 to 45. People from lower class, middle class, upper class status come to beauty salons. Lower class status people mainly come for eye brow pluck. Basically morning and the evening time is the rush hour in parlors.

- **Information regarding parlors internal activities:**

Since this report is all about hair care I mainly focused on different hair related services provided by different parlors. All of them provide almost same kind of services, these are:

- a) Hair cut
- b) Hair treatment
- c) Hair color
- d) Blow dry
- e) Hair spa
- f) Hair conditioning
- g) Hair oil massage
- h) Hair straightening/ Rebounding

- **Average number of customers coming to parlor per day:**

I divided average number of customers coming to parlors per day into different ranges from 1 to 100. According to my survey, most of the parlor's average customer coming per day is (11-20). Alviras beauty care ,Elegance Beauty parlor, Farzana Shakils, Sajai Parlors Ltd, Women's world Beauty Parlor's average number of daily customers are high (40 -100). (Appendix-4)

- **Average number of different Hair related services that are sell per day:**

People mainly go to beauty parlor or salons for haircut. It is must for all kind of people even if he/she is not so conscious of beautification. **Figure 2** demonstrates the services provided by the beauty salons in Dhaka and Chittagong.

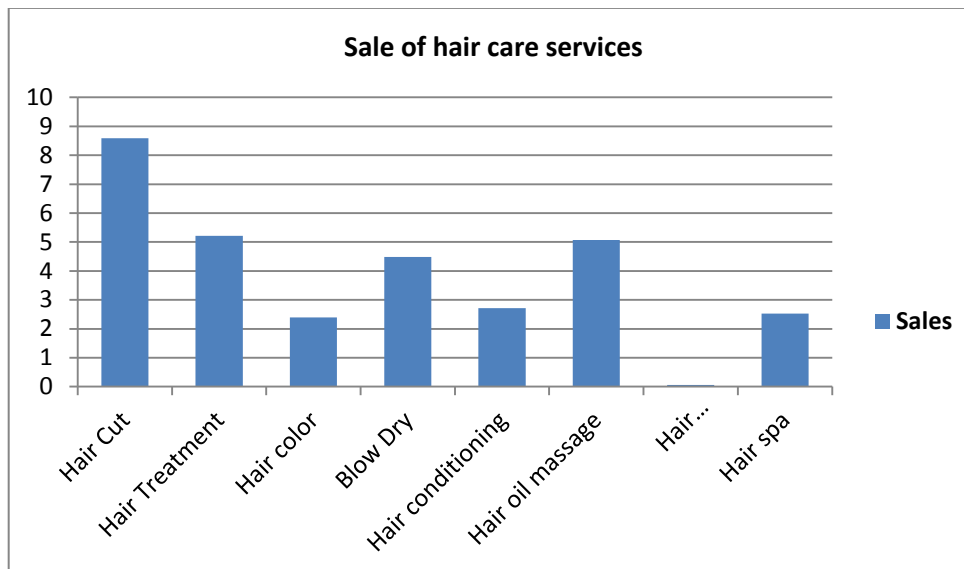


Figure 2

Here we can see hair cut dominates among the most of the parlors hair care services.

- **Hair care services that include hair wash:**

It basically depends on the customers whether they want hair wash or not. But still in following cases most beauty parlors and salons provide hair wash.

- a) Hair cut
- b) Hair treatment
- c) Hair color
- e) Hair spa
- f) Hair conditioning
- g) Hair oil massage
- h) Hair straightening/ Rebounding

They provide hair wash along with haircut and blow dry if customers want that. (Appendix-7)

- **Most preferable shampoo for different parlors:**

Shampoo is a very important product for every beauty salons as well as which brand of shampoo to use. They have to take special care of their customers' hair that fulfills their demand regarding their hair appearance. Different customer have different demand and problems regarding their

hair so they have to keep different brand of shampoos in beauty salons or keep shampoo which suits all type of hair.

This survey focused on the most popular brands in the market. During the interview, the parlor's and salon's impression on these brands were taken into consideration. Pantene is considered as the most popular brand in the beauty salons with 57% of the parlors use Pantene followed by Sunsilk as 50% of the parlors considered Sunsilk as their preferable brand. Head & Shoulders came third with the 21% parlor considered it as the preferable brand of shampoo for dandruff. From the interview I came to know Clear is not much popular with women and Head & Shoulder is thought to be the least popular brand among women. On the contrary, Head & Shoulder is the most popular brand among men's salon. Garnier, Loreal, Clear, flex, rejoice and Dove have more or less similar rating with moderate importance.

Most of the Beauty salons use herbal shampoos such as Lolen herbal, Ayur herbal, Opals herbal shampoo, Fancy herbal which they purchase from a shop called fancy in Gausia market. Some parlors also use their own herbal shampoo. Some beauty salons imports shampoo from abroad. They refuse to tell the name of those imported shampoos.

They didn't provide any particular information regarding monthly requirement of shampoo. Most of them said it depends on the number of customers coming per month. Some said they require 3 to 12 gallons per month, In case of 400 ml bottles they require 12 to 15 bottles. Beauty parlor such as Elegance use mini pack shampoos. They require around 20,000 mini packs per month and small parlors like Irani Beauty parlor require 30 to 40 mini pack of shampoo. (Appendix-8)

▪ **Factors that Beauty salons consider in purchasing shampoo for parlors:**

Beauty salons consider four main factors while purchasing shampoos for the parlors. These are

- a) Product Quality
- b) Price
- c) Availability

d) Consumers preference

From the survey I found most of the parlors consider product quality first followed by price and consumer's preference. Availability is not a big issue for any parlor because shampoos are now largely available in wholesale market, super stores etc. Most of the parlors keep shampoos at a visible place to customers. Although most of the parlors doesn't look for customers choice of shampoo but still if customer have any personal choice they mostly look for herbal shampoos, Pantene, Sunsilk, Head & shoulders. (Appendix-9)

▪ **Supply chain information:**

Beauty salons mostly collect shampoos from 4 sources. These are

- a) In house
- b) Contractual supplier
- c) Illegal importer(Luggage party)
- d) Whole sale market

From the survey I found most of the parlors purchase their shampoos from whole sale market. Since most of the parlors I surveyed are low capacity based they don't require huge amount of shampoo per month so they purchase from near wholesale market whenever they need shampoo. Apart from this, beauty salons also purchase shampoo from contractual suppliers. Usually medium and big parlors purchase shampoo from contractual suppliers. Some collect imported shampoos from illegal importers. In house made shampoo is very rare. But after the survey I came to know that they prefer to buy shampoos from contractual suppliers. (Appendix-11)

▪ **Promotional activities:**

From the interviews taken I found most of the parlor didn't go for any promotional activity. They said they are interested to do promotional activities for different products if they are provided with incentives. Still some of the parlors did some promotional activities like giving free

shampoo washes to customers, free hair oil massage etc. Most of the promotional activities are done by parlors using Unilever products like Sunsilk, Clear. (Appendix-12, 13)

4.5.2. Understanding Customers:

- **Basic information of customers:**

Having surveyed 43 customers from 28 beauty parlors, I found most of the customers are students, house wives. Among the customers there are also some Service holders, Bankers, Teachers etc. Women aging from 18 to 45 mostly come to the parlors.

- **Customers thought and preference:**

People are now very much conscious about their hair. Now they are not only concerned with their personal way of taking the basic care of their hair; but they want to take extra care by taking different hair treatment, oil massage etc at the beauty salons which eventually leads them to visit beauty salons. Since the pollution has been increasing day by day and the weather is changing due to the global warming consumers are facing different hair problems such as,

- Hair fall

- Hair roughness

- Hair texture

- Dandruff

- Skin dryness

According to my survey I found that most of customer face Hair fall, Dandruff, Hair roughness. For these reasons they come to parlor to take different treatment to deal with those hair problems. Despite the Haircut and treatment being the main reason for the visit to the parlor, customers also prefer treatments for the following reasons:

- Nourish Hair

- Prevent Hair fall
- Repair the damage due to sun and styling
- Soften hair and make it appear manageable
- Prevent hair from spreading out

According to my survey most of them take hair treatment to prevent hair fall. From the survey I also found that most of the customer come parlor on an average 6 to 8 times for different purposes like haircut, treatment, eye brow pluck etc. Most of the time they go for hair wash such as

- When hair become rough.
- Before any program or party
- Before hair cut
- After hair treatment, hair spa, straightening/rebounding.
- To prevent hair fall
- When suffering from severe dandruff
- Every Friday
- When hair becomes too dry
- For shiny silky hair
- After traveling
- If hair needs extra care

Most of the customers feel good about taking hair wash in parlors. Although they are not always aware of the shampoo brands that are being used while washing hair in different parlors. Different customer wants different kind of hair appearance. Most of them prefer a smooth, silky and shiny looking hair. (Appendix-14,15,16,17)

- **The benefits that customers are looking for in a shampoo:**
 - Prevent hair fall
 - Remove dandruff
 - Prevent roughness

- Makes hair healthy, nourishing, soft
- Keeping hair clean
- Makes hair healthy and strong prize
- Should contain protein
- Repair Damage
- Brings split ends together
- Quality shampoo at a reasonable price.

▪ **Brand of shampoo that customers personally prefer**

From the interview I found that most of the customer personally prefers Dove as daily use for hair wash. They think Dove suits hair, decrease hair fall, makes hair soft, very much effective, and makes hair more manageable and good for daily wash.

They also prefer Sunsilk, Pantene, Head & Shoulders, Clear for dandruff, Lorel, Garnier, Herbal Essence and Flex. Some of them also prefer Herbal shampoos because they think to take of their hair naturally herbal shampoos are the best because they don't contain chemicals and artificial ingredients which have adverse effect on skin. (Appendix-19)

➤ **Customers and Beauty salons perception about Sunsilk:**

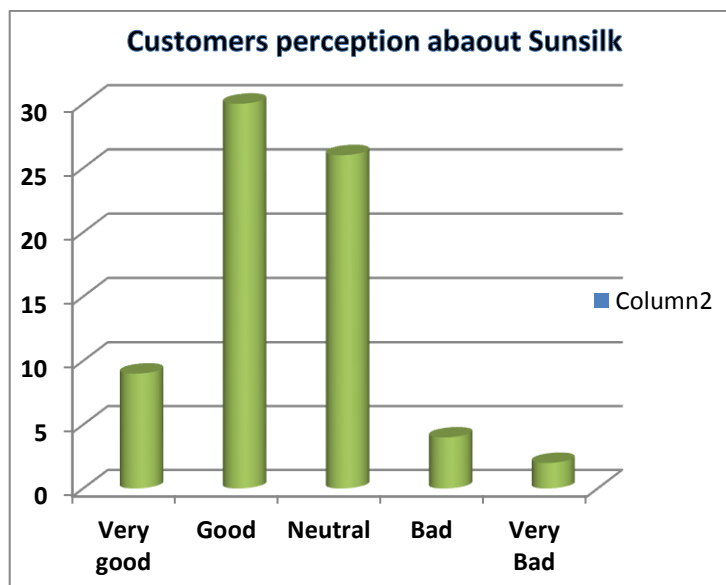


Figure 3

From the above figure we can see customers have a good and neutral feeling about Sunsilk. They don't think it's very bad or very good. We all know Sunsilk has different variants, these are:

- Hair fall solution
- Thick & Long
- Damage Repair
- Black Shine
- Silk & Smooth

Among these variants Hair fall solution are mostly used by customers and parlors followed by Black shine.

I discussed with customers about how they feel about Sunsilk and its advantages and shortcomings. Their perception about Sunsilk can be summarized as: In terms of ingredients Sunsilk contains more chemical, they don't like fragrance of Sunsilk and want more moisturizing ingredients in Sunsilk variants and specially herbal variant of Sunsilk.

In terms of Sunsilk conditioner customers find it very good. They want Sunsilk to provide conditioners in large ml of bottles and for each and every variant. Conditioners should be available in bottles not in tubes.

From the parlors I came to know they want more supply from Unilever; for instance contractual supply. They said if Unilever gives Beauty salons some sort of incentive monthly or bulk discount they will be more encouraged to use Sunsilk. (Appendix-20,21)

➤ **Customers and Beauty salons perception about Dove:**

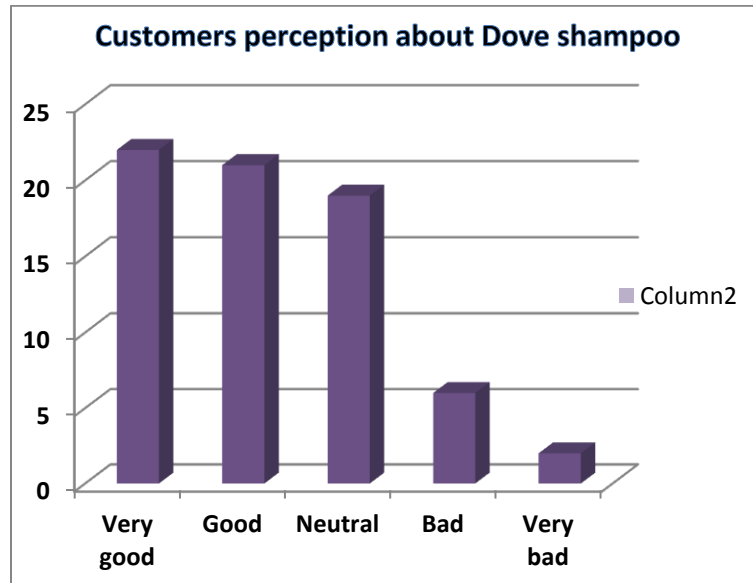


Figure 4

From the survey I came to know customers prefer Dove more than sunsilk since they think its far more better than Sunsilk. However, they also criticized for its high price, making hair oily, causing dandruff and splits end in some cases.

➤ **Customers and Beauty salons perception about Clear shampoo:**

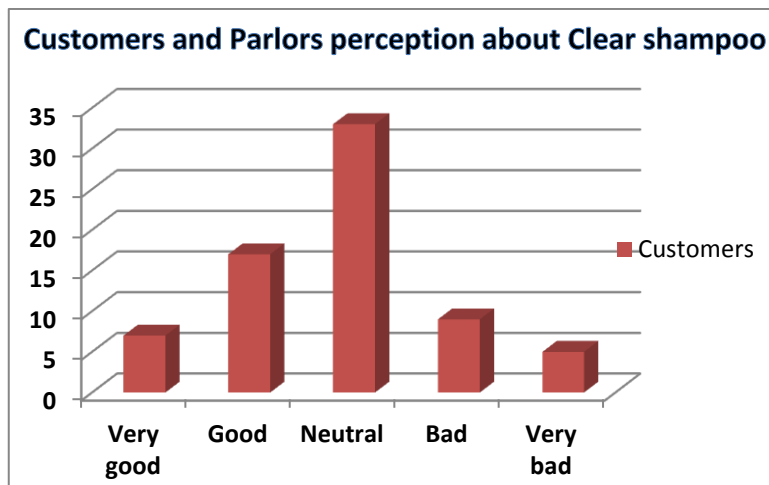


Figure 5

According to my survey I found most of customers being neutral to Clear shampoo (Figure 5). Most of them said Clear is good for dandruff makes hair shinny however some said it increases hair fall, causes skin irritation etc.

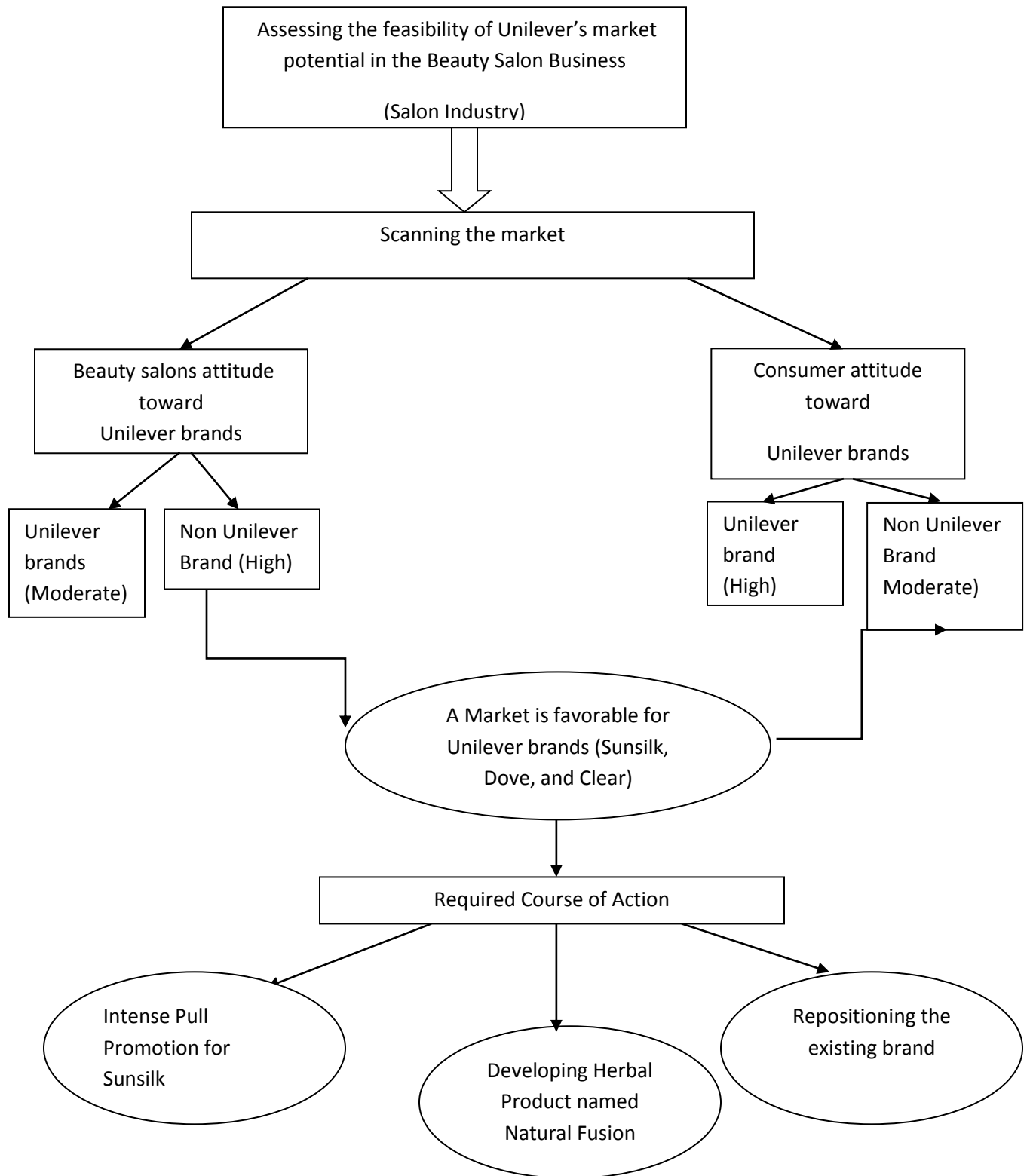
4.5.3. Other insights from the interviews:

While interviewing, I have also come across some important issues.

- One of major concerns of both the parlors and salons were that the Unilever products that they use are often fake and they find it impossible to differentiate between the authentic product and the fake one.
- Many of the men's salons and ladies parlors complained about the product Clear being very rough for the hair. While interviewing at Farzana Shakil's makeover salon, they complained Sunsilk Black contains color and many people are sensitive to chemical colors and prefers natural colors.
- Some of the parlors that have Sunsilk branding on their outlets have said that often customers ask about the variety of range of Sunsilk products and their usage besides the shampoo such as the Sunsilk's treatment range, conditioner etc. But due to the lack of information on such products and unavailability of those products, they are unable to help their customers.
- Many parlors and salons have complained that teams from Unilever have approached them for promotional activities such as free shampooing offer period or for outlet branding but have not contacted them afterwards or followed up. So according to them, there was lack of coordination from Unilever Bangladesh.
- After interviewing the ladies parlors, it has been identified that herbal products have a great demand and a lot of cheap Chinese and Indian brands are used to fulfill such demand and many are even claiming such products as their own whereas some parlors have their own range of herbal products.

- Many parlor and salons claim that the prices of Unilever's products are too high and they import other reasonably priced products from abroad whereas large parlors claim that Sunsilk is a low end product and their customers are unwilling to get their hair washed by Sunsilk and rather prefer Pantene which they consider a high end product.
- It has also been identified from the interviews that many customers rely on the suggestion of the beautician, especially they are more likely to use the products recommended by the beauticians and do not research on their own about beauty care .
- Many parlors have raised the question about why Unilever does not introduce anything for hair treatment such as hair spa or shampoos for colored hair which has great demand.
- A large number of parlors have expressed their willingness to purchase shampoos if they were available in 5 liter gallons with a reasonable price.

4.6. Interpretation:



Unilever Bangladesh Limited wants to assess the feasibility of market potential in the Beauty salon business. For that reason, UBL needs an analysis of current market scenario to justify the potential of the likelihood. However I have tried to analyze the current market focusing on different factors specially, Beauty salons attitude towards the brands and consumer preference. My study found that attitude towards non Unilever brand has more strength than attitude towards Unilever brands in terms of beauty salons use. On the other hand consumer preference regarding Unilever brand carries more weight than non Unilever brands. These facts lead to a favorable market condition for UBL to penetrate into the Beauty salon business. Despite these facts, if UBL wants to exploit the opportunity and grab large space in this pie, the study recommends three routes to follow. These are intense pull promotion, developing a new herbal shampoo or repositioning Unilever shampoo brands.

“Based on the above findings I have suggested some recommendation and concluded the report thereby.”

CHAPTER-5: CONCLUSION & RECOMMENDATION

5.1. Recommendation:

Unilever is undoubtedly the market leader at hair care category in Bangladesh with the brands Sunsilk, Clear, and Dove when considering the consumer market. Sunsilk ranked itself at the 4th position in the top 10 brands in the country in 2010 (Brand Forum, 2011). In the context of business market such as Salon, the scenario is different. Unilever is facing stiff competition from both ends. Procter and Gamble's Pantene and Head & Shoulder outperformed UBL in the upper category. There are some other brands such as L'oreal, Flex, Rejoice to name which pose threats for Unilever brands to enter into this market as well. On the other hand, guerilla brands like fancy herbal and other private label brands are capturing the market share of lower category products. Despite these, Unilever cannot afford to ignore the potential of this lucrative market because of the adverse challenges and competition. Therefore, the existing brands should give a second thought over its existing market practices to secure a larger share in this pie.

Here are some recommendations for Unilever to make it possible. The recommendation focuses three routes to reach the desired market objectives of Unilever.

1. Intense Pull Promotion
2. Repositioning of the Brands
3. Development of new brand in herbal category

5.1.1. Intense Pull Promotion:

If we have a look at the current market strategy of Unilever Bangladesh Ltd to line up the Beauty salon business, we would find that they are somewhat associating with the Salons by giving them some incentive packages. In return the salons place UBL's POS materials in their outlets. And thus promotes the Unilever brand. Unilever is trying to develop the market by pushing their products but the strategy does not work with this segment. Clients of the salons are well aware of the brands that are used in Salon to provide hair care services. Since these clients pay a

handsome amount of money to get these services, they choose the brands to be used where service employees of the salon have nothing to say.

From this it can be concluded that consumer preference attaches the salon attitude to hair care brands. Hence, Unilever cannot overlook this fact and should not pursue push promotion strategy anymore. Instead, they should position it in the minds of end consumers so that they want Unilever brands to be used at Beauty salon. Higher consumer demand would lead these beauty salons to use Unilever brands to provide services for their customers.

5.1.2. Repositioning of the Brand:

The brand image of Unilever hair care brands such as Sunsilk, Dove, Clear at the consumer market is favorable, but unfortunately clients of the beauty salon do not prefer this brands as their first choice. These fashion-conscious, affluent groups of people want to feel something special at the salon. These folks expect something exclusive because they think in the way that it is not only about hair rather it involves total personality whereas Unilever brands are highly available and affordable hair care brand whose shampoo is even sold at 1 Tk. of SKU. They have more negative brand associations related to these brands. This research finds that most of the consumers cannot entirely rely on Unilever brands for the treatment and styling of their hair.

Analyzing all of those factors, the author suggests that Unilever should reposition its hair care brands along with its entire market dimension.

- Unilever should properly communicate that it's a 'per' brand in the category relative to its competitors.
- It should break the current frame of reference and come up with a new connotation.
- It can use the '**Smell Marketing**' by revitalizing its current smells to reach a higher height.
- Sunsilk could come up with mild colors instead of their current deep colors.
- Sunsilk could think about its existing bottle and come up with a new packaging.

***If the Unilever hair care brand development team management is not willing to pull promotion and repositioning then it could come up with a new product under a new brand name

5.1.3. Development of new brand in herbal category:

In today's busy life hair is exposed to different elements that cause hair damage and unhealthy scalp. Most often people are used to instant fixed, instant hair treatment, instant hair color, and other chemical based hair products. But people become very much conscious about their health including hair conditions. There are numbers of hair problems that needs to be treated, some of it are, hair fall, dandruff, hair breakage, dry and dull hair. As a common treatment people go for their favorite brand of shampoo and conditioner. Having used those brands they got the situation unchanged which push them to go for something natural. The study finds that consumers view herbal Shampoos as the best for hair with severe damages and problems. They perceive that herbal shampoo carries the healing wonders of herbal medicine, with no chemical formula; herbal shampoo is not artificially stuffed with other unsafe elements rather it is naturally based from organic ingredients. And in the perspective of our country, people even now don't bother about the brand name when it comes about the herbal category.

Evaluating these findings the author recommends that Unilever could launch an Herbal Shampoo under a new brand name like *Natural Solution* or *Natural Fusion*. This could lead to a potential opportunity for Unilever's market development into beauty salon business for hair care category.

5.2. Conclusion:

As I have mentioned before that due to my Internship program I got the opportunity to work for the Unilever Brand development department (Hair care) and during this time I was required to observe 28 parlors and salons all over the city. In this research my aim was to find opportunities and challenges of market potential for Unilever hair care brands in the beauty business segment. Market development seems to be a valuable decision for a multinational company like Unilever Bangladesh Ltd. as it includes risk, investment, controls in a greater degree. At the same time beauty businesses appears as a significant market opportunity for the provider of shampoo and conditioner. This study found out that the current market position for Unilever brands on the

perspective of Beauty salons and customers. But by analyzing all the information's it can be summarized that Salon attitude towards Unilever brand is favorable for new market development in Beauty salon business.

Unilever Bangladesh has the opportunity to increase sales in parlors and salons sector if they can build a good relationships with these parlors and salons, solve the current problem they are facing and convince them to use Unilever's brands by meeting their expectations with a better quality products then a large amount of profit can be generated from this sector

Finally, I would say that this internship at UBL has strengthened my capabilities and provided new magnitude of knowledge and skills as I had to make plans, attain required knowledge and implement them in order to meet the project objectives within the appropriate structured framework. As I am towards the end of my qualification (BBA) , this research enabled me to apply the theoretical knowledge, skills and techniques into practice for real life circumstances which has provided me a meaningful and further better level of understanding in regards to the academic studies. I have also understood how the academic contents are purely to help me understand various methods and techniques in respect of the practical and real life aspects. Thus, I believe, I began to correlate my academic studies with the aspects of relevant real life scenario which would eventually contribute towards becoming a professional.

Bibliography

- ✚ [www.wikipedia.org/wiki/Unilever \](http://www.wikipedia.org/wiki/Unilever)
- ✚ www.unilever.com/ www.unilever.com.bd/
- ✚ www.sap.com/uk/about/unilever.epx
- ✚ www.unilever.com/aboutus/ourhistory/
- ✚ www.newint.org/issue172/simply.htm
- ✚ www.retaildoc.com/media/free-articles.htm
- ✚ www.indianretailforum.com/
- ✚ www.fundinguniverse.com/company-histories/UnileverCompanyHistory.html

Appendix

Appendix-1

Questionnaire for beauty salons

Basic Company Information:

Name of the Parlor:

Year of Establishment :

Owner Name:

Company Type: Local/ Franchise:

Capacity (Seating):

Address:

Product Related Information:

1. What is the average number of customers coming to parlor per day?

2. Which of the following hair related services do you sell regularly?
 - a) Hair cut
 - b) Hair treatment
 - c) Hair color
 - d) Blow dry
 - e) Hair spa
 - f) Hair conditioning
 - g) Hair oil massage
 - h) Hair straightening/ Rebounding

3. How many units do you sell per day of the following services which need hair wash?

Haircut		Hair conditioning	
---------	--	-------------------	--

Hair treatment		Hair oil massage	
Hair color		Hair straightening/ Rebounding	
Blow dry		Hair Spa (with steam	

4. Which of these services include hair wash in it?

- i) Hair cut
- j) Hair treatment
- k) Hair color
- l) Blow dry
- m) Hair spa
- n) Hair conditioning
- o) Hair oil massage
- p) Hair straightening/ Rebounding

5. Which hair problems are mostly faced by consumers?

- a) hair fall
- b) hair roughness
- c) hair texture
- d) Dandruff
- e) skin dryness

6. Which shampoo brands are mostly used in your parlor?

- a) Sunsilk
- b) Pantene Shampoo
- c) Clear
- d) Head & Shoulders
- e) Lolen
- f) Garnier
- g) Flex
- h) Vatika shampoo
- i) L'oreal
- j) Rejoice
- k) Palmolive
- l) Farmasi Harbal
- m) Own herbal shampoo
- n) Dove
- o) Herbal Essence

7. Which shampoo size you mostly purchase regularly?

Pantene		L'oreal	
Sunsilk		Rejoice	
Lolen		Own Herbal shampoo	
Clear		Palmolive	
Head & Shoulders		Farmasi Herbal	
Garnier		Herbal Essence	
Flex		Dove	
Vatika Shampoo			

8. How much shampoo do you require monthly?

9. Do you use herbal products in your parlor? If yes which kind of herbal products you use?

10. What are different hair care product do you use other than shampoo?

- a) Conditioner
- b) Hair gel
- c) Hair spray
- d) Hair mouse
- e) Hair oil
- f) Other herbal products

11. What factor do you consider most while purchasing shampoo?

- Product quality
- Price
- Consumer preference
- Availability

12. What do you like most about your shampoo that motivates you to repurchase?

13. What brand of shampoo consumer want in your parlor for hair wash?

14. What's your perception about Sunsilk Shampoo?

- Very good
- Good
- Neutral
- Bad
- Very bad

Comment:

15. What's your perception about Dove Shampoo?

- Very good
- Good
- Neutral
- Bad
- Very bad

Comment:

16. What's your perception about Clear Shampoo?

- Very good
- Good
- Neutral
- Bad
- Very bad

Comment:

Target Customer Profile:

1. Age Group:
2. Income Group:
3. Education:
4. Geographic Area:
5. Which time of the day is rush time?

Pricing Information:

1. What is the price range of different hair care services you provide?

Haircut		Hair conditioning	
Hair treatment		Hair oil massage	

Hair color		Hair straightening/ Rebounding	
Blow dry		Hair Spa (with steam	

2. Prices of different shampoo you use most in your parlor? (provide information according to size)

Supply Chain/ Placement Information:

1. From where do you mostly buy your shampoos?

- a) In House
- b) Contractual Supplier
- c) Luggage Party
- d) Wholesale market

2. Do you keep shampoos at a place visible to customers?

Yes No

Promotion:

1. Do you have any promotional activity in your parlor?

Yes No

2. What are those promotional activities?

Appendix-2

Questionnaire for Customers

Name:

Age:

Profession:

1. Which of the following hair problems you face mostly?

- f) hair fall
- g) hair roughness
- h) hair texture
- i) Dandruff
- j) skin dryness

2. Which of the following hair care services do you mostly go to beauty parlor for?

- q) Hair cut
- r) Hair treatment
- s) Hair color
- t) Blow dry
- u) Hair spa
- v) Hair conditioning
- w) Hair oil massage
- x) Hair straightening/ Rebounding

3. The reasons for which hair treatments are preferred?

- a) To nourish hair
- b) To prevent hair fall
- c) To repair from damage due to sun or styling (rebounding, perming etc)
- d) To soften the hair and make it appear more manageable
- e) To prevent hair from spreading out

4. How many times you go to parlor per year on an average for hair care services?

5. In what cases you go for hair wash in parlor?

6. What do you feel about hair wash in parlors?

- **Very good**
- **Good**
- **Neutral**
- **Bad**
- **Very bad**

7. Are you aware of the shampoo brand used in parlors?

Yes **No**

8. What Brand of shampoo you prefer most? Why?

9. What kind of benefits you are looking for in a shampoo?

10. What is perception about Sunsilk?

- Very good**
- Good**
- Neutral**
- Bad**
- Very Bad**

Comment:

11. Which variant of Sunsilk shampoo you use?

Variant	Yes	No	Reason
Hair fall solution			
Thick & long			
Damage repair			
Black shine			
Silk & smooth			

12. What is perception about Dove shampoo?

- Very good
- Good
- Neutral
- Bad
- Very Bad

Comment:

13. What is your perception about Clear?

- Very good
- Good

- Neutral
- Bad
- Very bad

Comment:

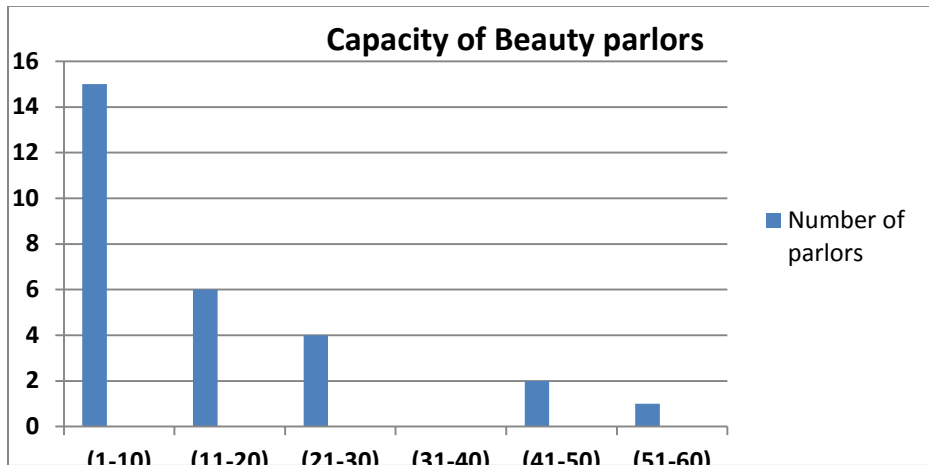
14. What kind of hair appearance you like?

15. Do you have any suggestion or recommendation regarding your shampoo?

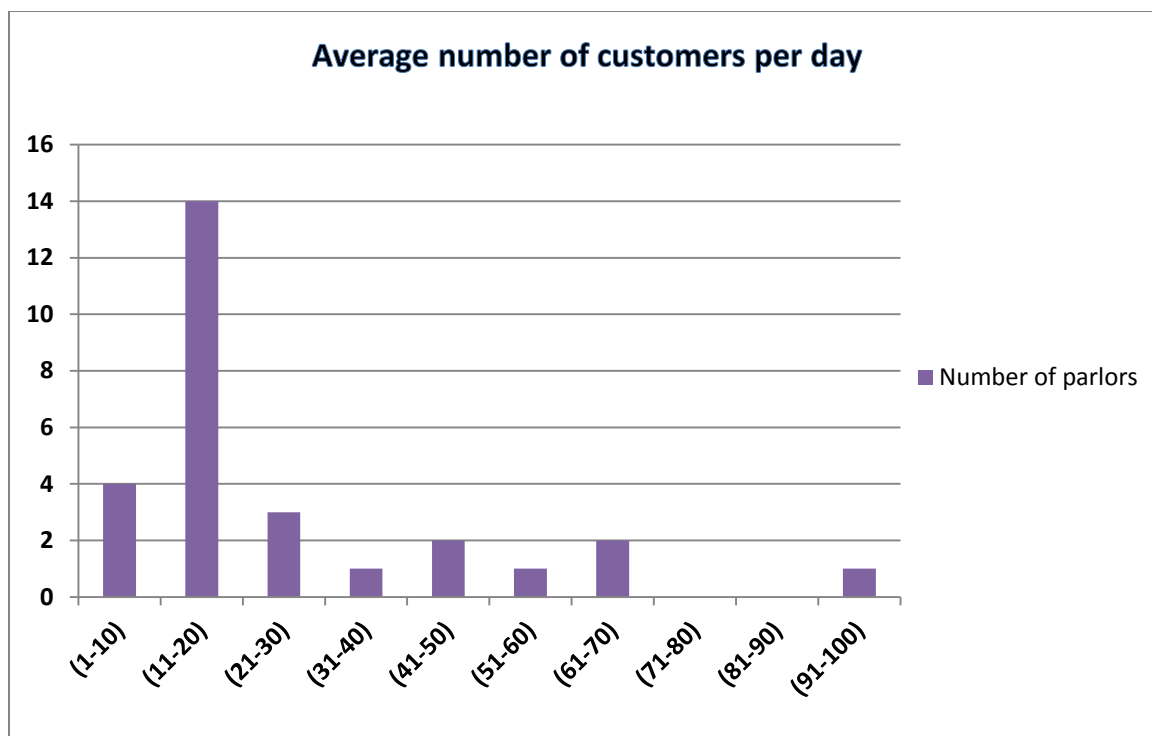
Appendix-3

Capacity information of parlors:

Capacity	Number of parlors
1-10	15
11-20	6
21-30	4
31-40	
41-50	2
51-60	1



Appendix-4

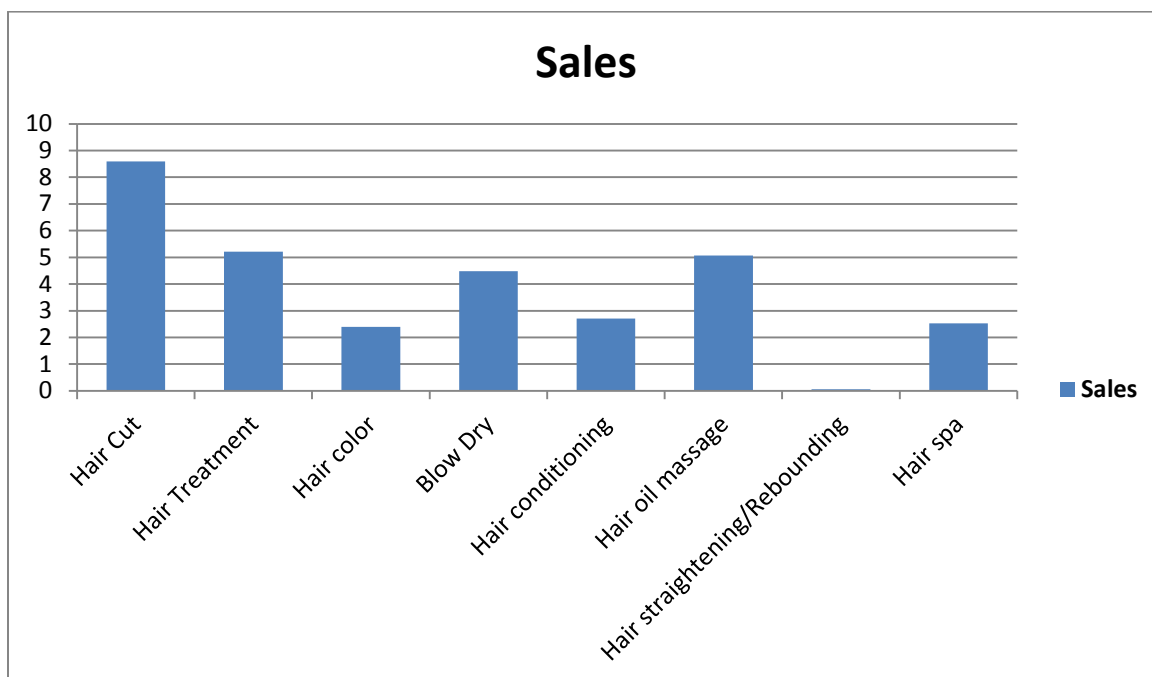


Appendix-5

Average number of different Hair related services that are sell per day:

Hair care services	Average unit sell per day
Hair cut	8.59

Hair treatment	5.21
Hair color	2.39
Blow Dry	4.48
Hair conditioning	2.71
Hair oil massage	5.07
Hair straightening/ Rebounding	.064
Hair spa	2.53



Appendix-6

Price range of different Hair care services:

Hair care services	Price range
Hair cut	50-1000Tk
Hair treatment	250-2500TK
Hair color	50-7000Tk
Blow dry	50 – 800 TK
Hair conditioning	50-1500 TK
Hair oil massage	150-1500 TK
Hair straightening /Rebounding	2000-20000Tk
Hair spa	400-15000Tk

Appendix-7

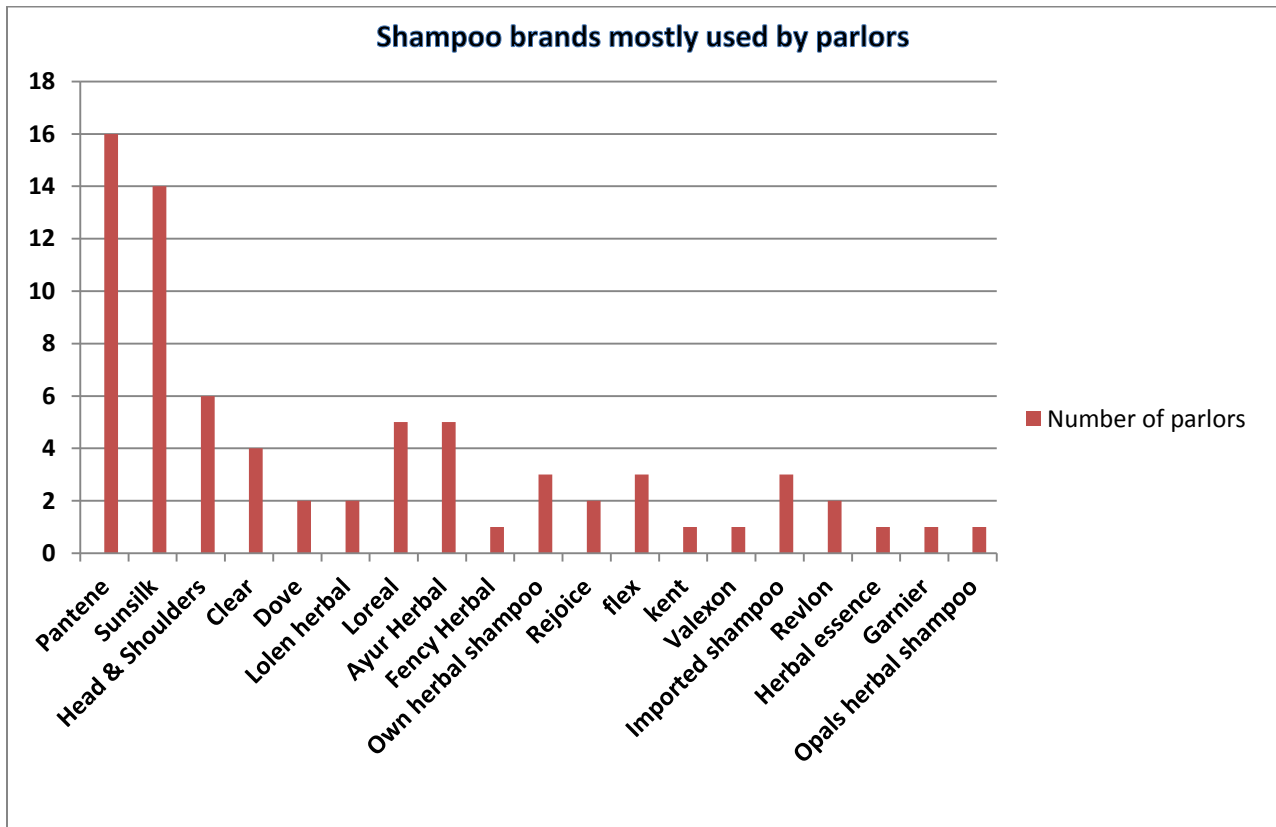
In all the parlors following services include hair wash:

- b) Hair treatment
- c) Hair color
- e) Hair spa
- f) Hair conditioning
- g) Hair oil massage
- h) Hair straightening/ Rebounding

Appendix-8

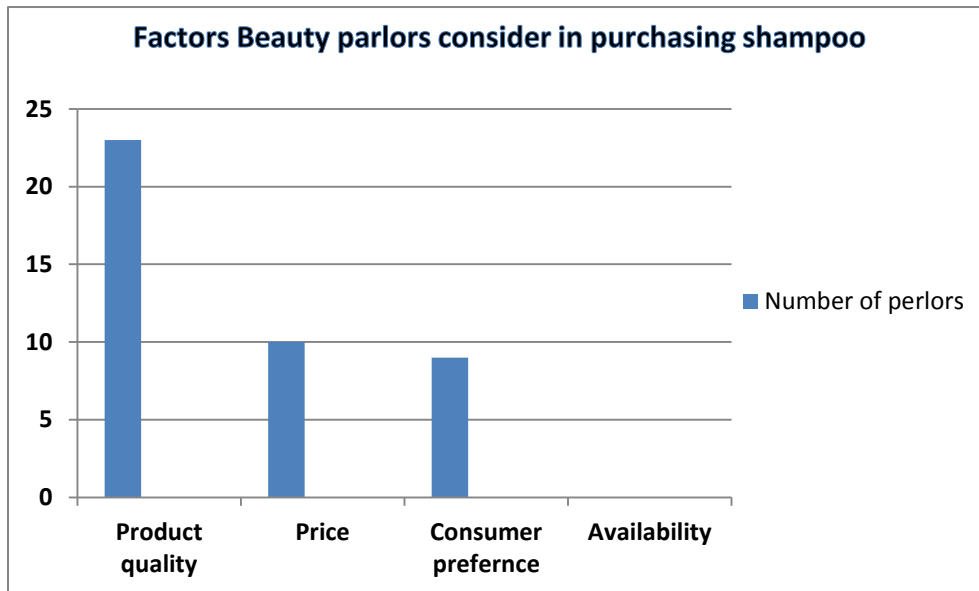
- ✓ Now a days parlor keep various brand of shampoos in the parlors. Since different customers have different hair type they use shampoos accordingly. Shampoo brands that are mostly used by parlors are given below:

Shampoo	Preferred Size	Price	Number of parlors using the shampoo
Pantene	400ml,200ml,1000ml	345 tk	16
Sunsilk (Black, Golden, Pink)	400ml,Mini pack	260 tk, 2 tk	14
Head & Shoulders	380ml,1000 ml	287 tk	6
Clear	Mini pack	2 tk	4
Dove	400ml,350 ml	330 tk	2
Lolen herbal	5000ml,2700 ml		2
Loreal	400ml	435 tk	5
Ayur Herbal	1000ml		5
Fency Herbal	500ml		1
Own herbal shampoo			3
Rejoice	360ml	195 tk	2
flex	400ml	250tk	3
kent	1000ml		1
Valexon			1
Imported shampoo			3
Revlon			2
Herbal essence	300ml	270 tk	1
Garnier	400ml	457 tk	1
Opals herbal shampoo			1



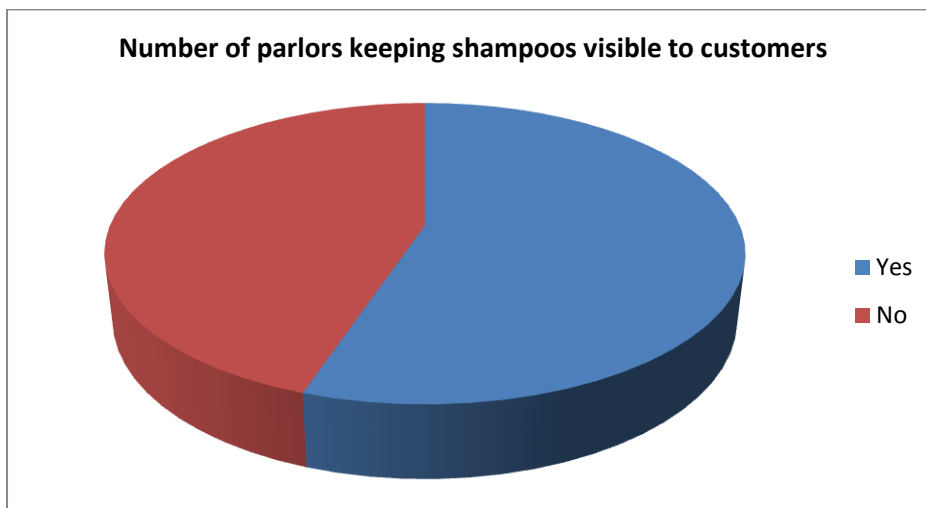
Appendix-9

Factors Beauty salons considers in purchasing shampoo for parlors:



Appendix-10

Number of Beauty parlors keeping shampoos visible to customers:



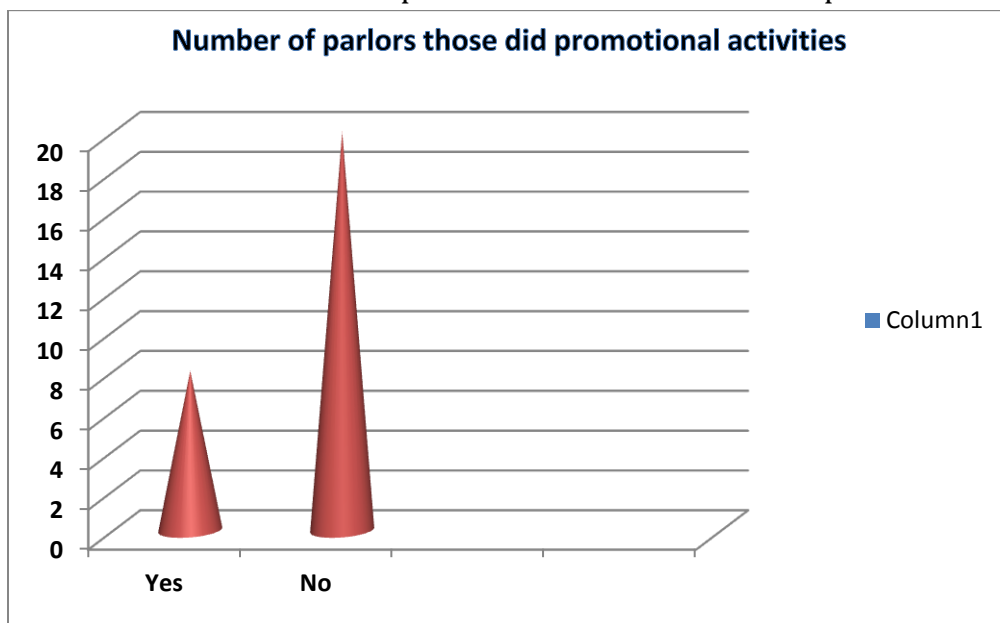
Appendix-11

From where most of the Beauty salons get their shampoo:



Appendix-12

✓ Number of Parlors those did promotional activities of other products:



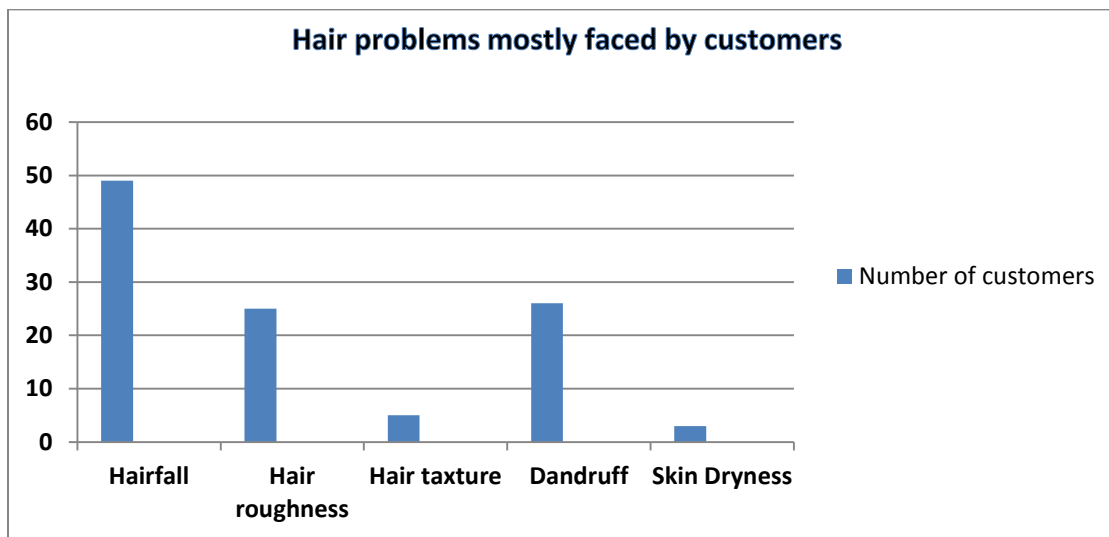
Appendix-13

Promotional activities conducted by different parlors:

- Pink Lady Beauty parlor: Free Perachute hair oil massage.
- Alviras beauty care women’s: Gave mini pack of Pantene shampoo free to customers and Perachute hair oil massage.
- Eves Beauty parlor: Gave small size bottle of Clear shampoo free to customers.
- Women’s choice Beauty parlor: Free mini pack of Pantene shampoo to customers.
- Elegance Beauty Parlor: conducted promotional activities for Ponds white beauty, Sunsilk, Lakme.
- Skin Solution Beauty Salon: Did branding of Sunsilk.
- Perfect in Beauty parlor: Promotional activity of own product, Nurangini Herbal uptan.
- Baishakhi Beauty Parlor: Free small size bottle of Clear to customers.

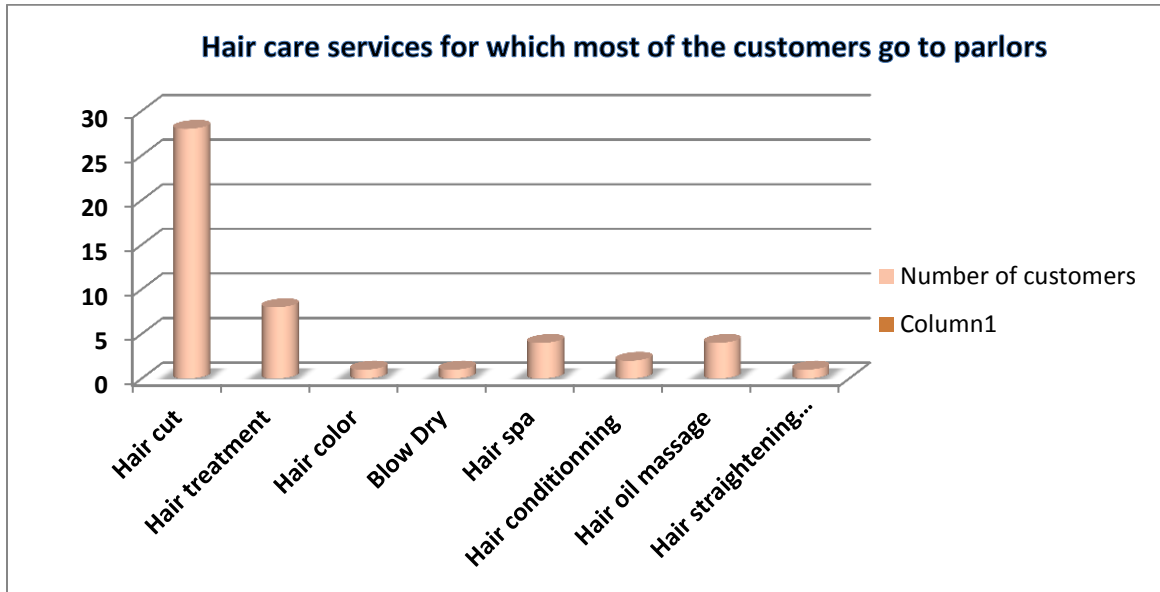
Appendix-14

Hair problems mostly faced by customers coming to parlors:



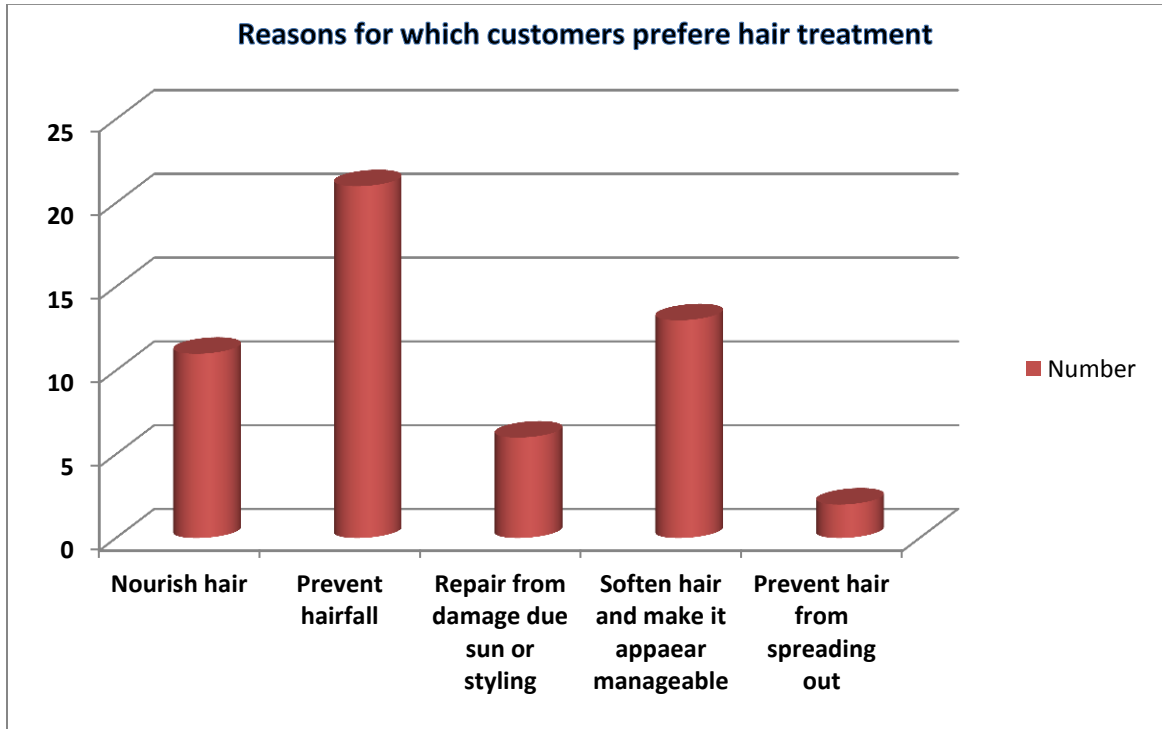
Appendix-15

The hair care services for which customers mostly go to Beauty parlors:



Appendix-16

Reason for which customers prefer hair treatment:



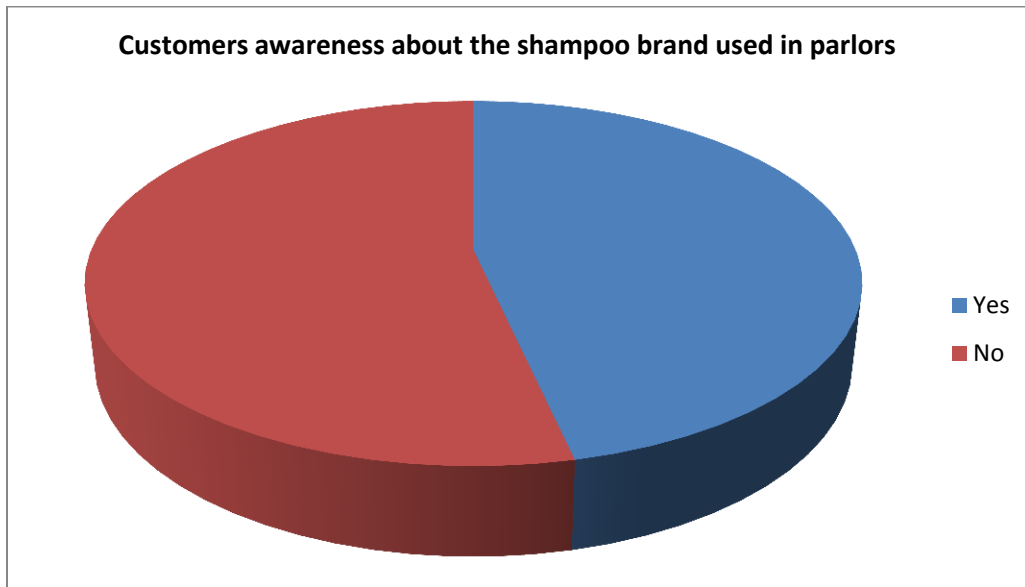
Appendix-17

How customers feel about hair wash in parlors:



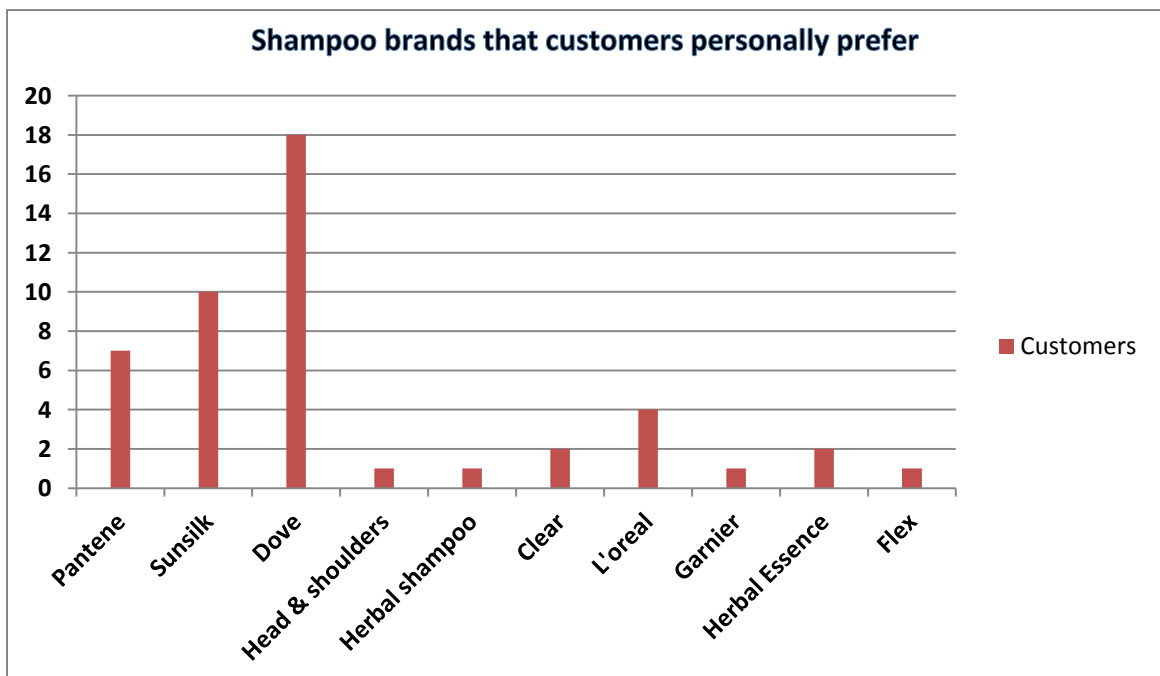
Appendix-18

Customer's awareness about the shampoo brand that is used in Beauty salons:



Appendix-19

✓ Brand of shampoo that customers personally prefer:



Here I found most the customers use **Dove** shampoo because:

- Suits hair
- Decreased hair fall
- Makes hair soft
- Effective
- Makes hair manageable
- Good for daily wash

Most of them use **Pantene** because:

- Suits hair
- Prevent hair fall
- Soften hair
- Repair damage

Use **Flex** because:

- It Cleans hair well

Use **Clear** because:

- Makes hair soft
- Remove dandruff
- Suits hair

Use **L'oreal** because:

- Makes hair shiny
- Protect from damage

Use **Garnier** because:

- Good smell
- Repair hair

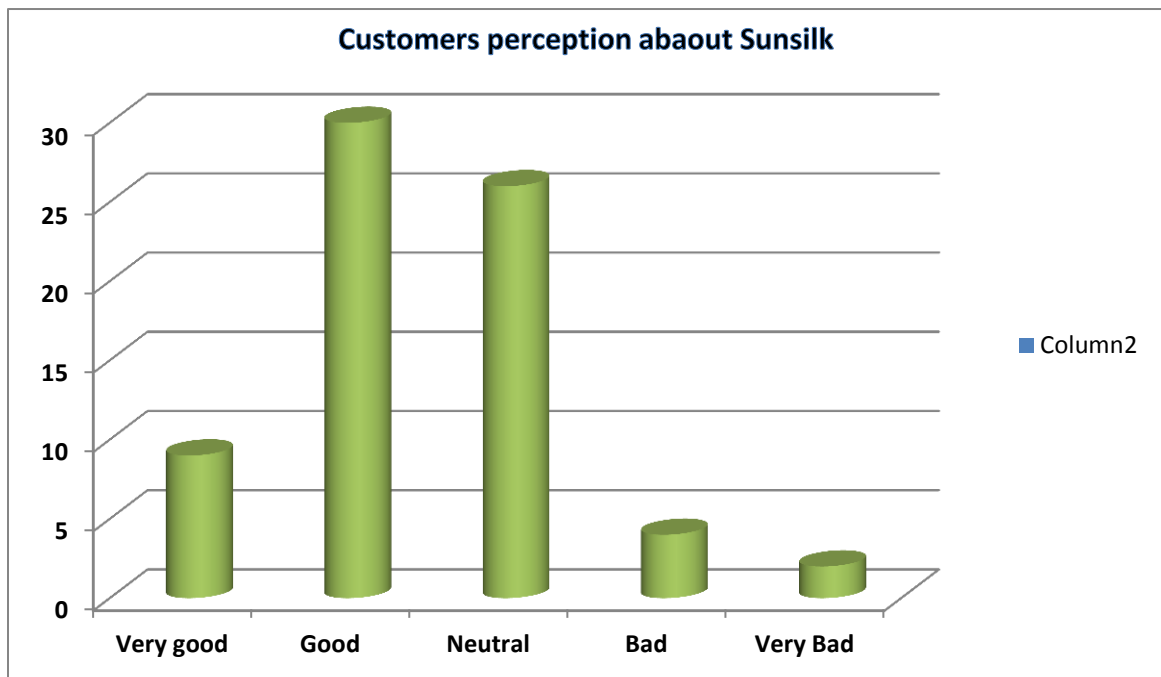
Use **Herbal** shampoo because:

- Makes hair naturally beautiful

Use **Head & shoulders** because:

- Makes hair soft
- Dandruff free

Customers perception about Sunsilk shampoo:

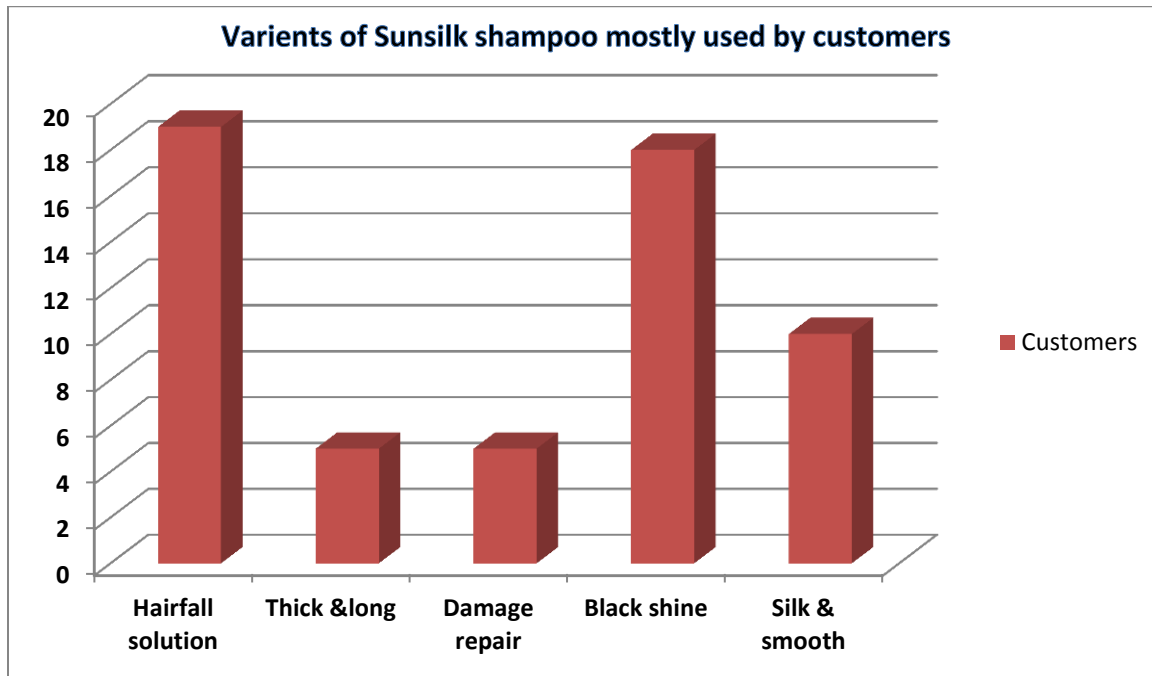


Comments and Suggestions:

- Its chemical should be mild
- Sunsilk black shine is not available in the big super stores e.g. Almas super store
- Black shine makes hair black
- Size of Sunsilk conditioner should be enlarged. Bottle is preferred rather than tube.
- Sunsilk thick & long also remove dandruff
- Sunsilk should give some incentive to beauty salons.
- Whenever Sunsilk is giving any offer e.g. free conditioner its shampoo quality is decreasing.
- Doesn't give the shine in hair
- Sunsilk is the worst shampoo ever used.
- Its average
- It doesn't suit everyone
- Want moisturizing variant of Sunsilk.
- Its conditioner is very good
- Conditioner in large ml bottle should be available for each and every variant.
- Should have herbal one

Appendix-21

Which variant of Sunsilk shampoo mostly used by customers:



The reasons behind customers not using Sunsilk shampoo:

Sunsilk Hair fall solution:

- Dove is better than sunsilk
- Sunsilk is not a good idea for hair.
- Not reliable

Sunsilk Thick & long:

- Don't get the urge to try
- Not required for hair
- It makes hair rough

Sunsilk Damage repair:

- Dove is better for damage repair

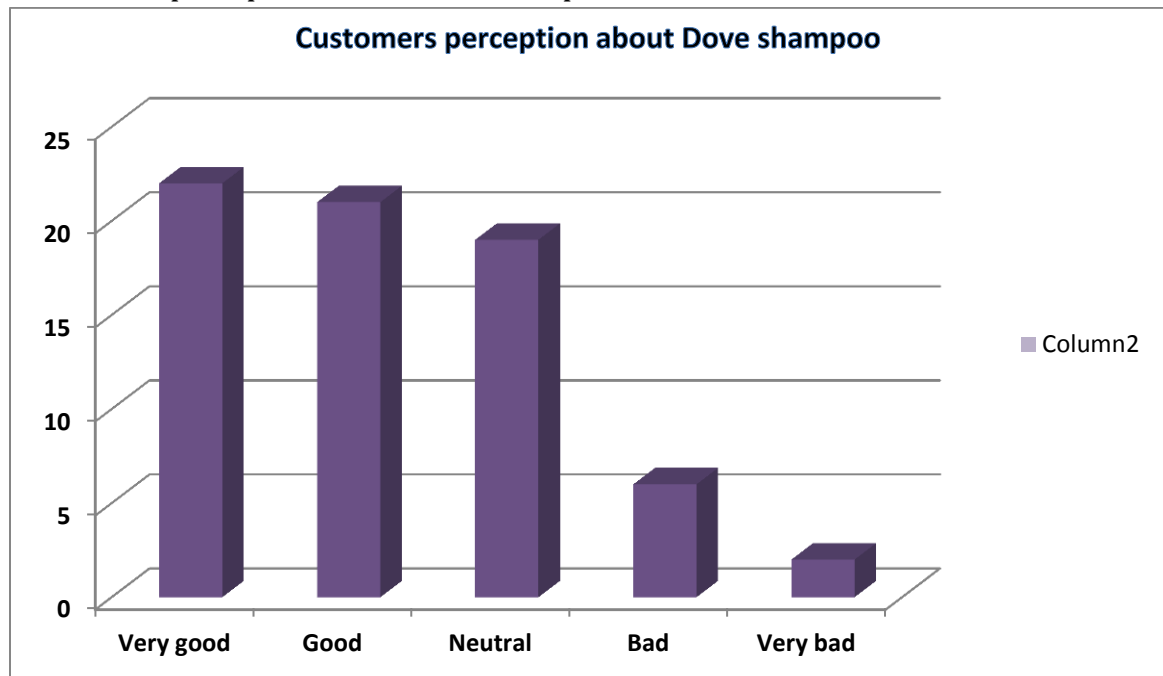
Sunsilk Black Shine:

- It makes no differences in hair.

- It contain harmful color
- Makes hair rough

Appendix-22

Customer's perception about Dove shampoo:

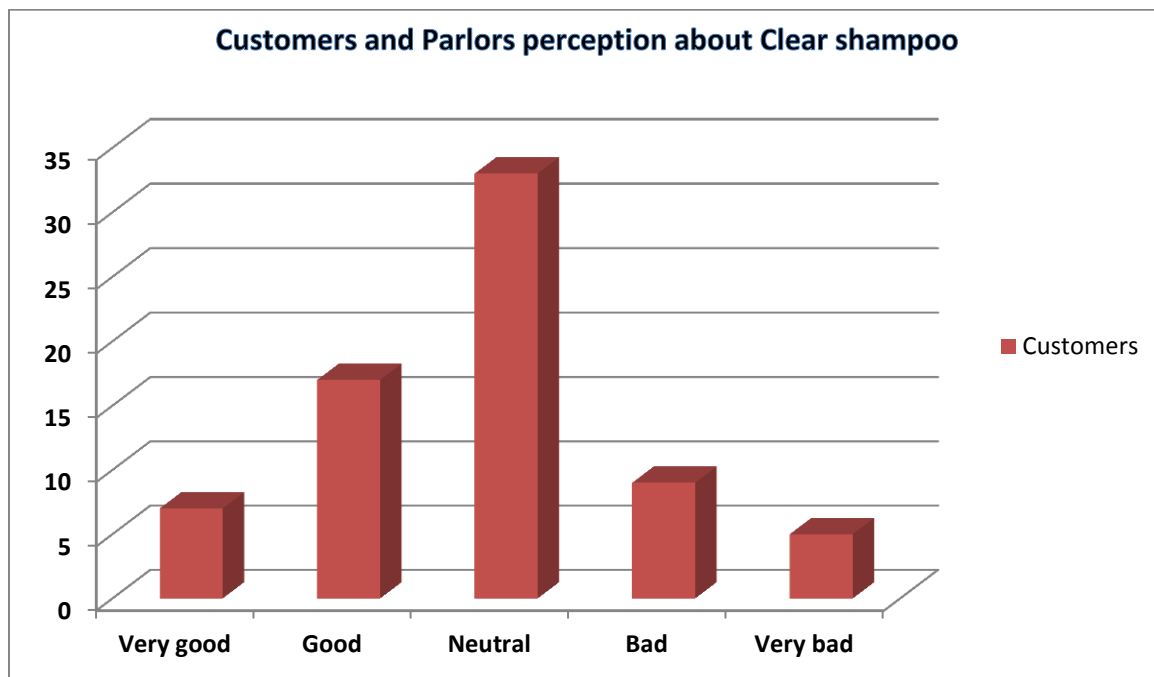


Comments and Suggestions:

- Better than Sunsilk
- Makes hair oily
- Decrease hair fall
- Make hair dry
- Should lunch a herbal shampoo
- Love it
- Increased hair fall
- Causes dandruff and split ends
- Increase the volume of hair
- Good fragrance.
- Price should be less

Appendix-23

Customers and beauty salons perception about Clear shampoo:



Comment and Suggestions:

- Soften hair
- Make hair dandruff free
- Hair becomes shiny
- Dandruff comes back in one hour.
- It's not good for women
- Increase hair fall
- Makes hair rough
- Don't know if it clears dandruff, but from experience, it certainly does clear out hair!!
- It clean hair
- Causes skin irritation

- Don't see any difference
- Just good
- Want conditioner
- Oily scalp

Appendix-24

Hair appearance customer wants most:

