

**Report On
ACI Limited's (Consumer Brands Division)
Implementation of Secondary Sales Automation**

By

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ID- 18204019**

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

Brac Business School
Brac University
June, 2023

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Declaration

It is hereby declared that

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

Student's Full Name & Signature:

Akhi Sarkar
Student ID- 18204019

Supervisor's Full Name & Signature:

Ms. Takmilla Tabassum
Lecturer, BRAC Business School
BRAC University

Letter of Transmittal

Ms. Takmilla Tabassum
Lecturer,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Madam,

This is my pleasure to submit the internship report “ACI Limited's (consumer brands division) implementation of secondary sales automation”. Working for ACI Limited was a wonderful opportunity for me to gain knowledge and experience regarding the functions and processes of a FMCG company. I have learned a great deal and gained valuable experience during my internship, both of which will serve me well in the future career. I have given this my full attention and done my best to realize the goals of the pragmatic perspective. I pray that my efforts will bear fruit. Nonetheless, I will gladly adhere to any additional instructions you may provide.

Sincerely yours,

Student Full Name- Akhi Sarkar
Student ID- 18204019
BRAC Business School
BRAC University
Date: June 16th, 2023

Non-Disclosure Agreement

This report is made and entered into by and between ACI Limited and the undersigned student Akhi Sarkar, ID- 18204019 at BRAC University for the purpose of internship. During my internship with ACI Ltd. I am in possession of “confidential information” and I am aware of ACI’s management process. This “confidential information” may not be shared with any online, offline or other news or print media without prior authorization and notification to ACI Ltd. and myself.

Student’s Full Name & Signature:

Akhi Sarkar
18204019

Supervisor’s Full Name & Signature:

Shahed Kamal
General Manager (Consumer Brands Division)
ACI Limited

Acknowledgement

It's gratifying to be able to turn in this report after being given such a wonderful chance. I am offering my sincerest gratitude to everyone who helped make this report possible. It is absolutely true that the list of ways to show appreciation, no matter how long it is, will always be insufficient and incomplete.

However, firstly I want to pay thanks to our Almighty God for giving me the fortitude I needed to complete this huge report by the assigned time. In addition, I would like to express my gratitude to our esteemed faculty members Ms. Takmilla Tabassum and Tarannum Khan Majles for providing me with insightful feedback that helped me strengthen my report. It would have been nearly impossible to complete this task without their support.

I am also very grateful to the team of the consumer brand division of ACI Limited. I was honored that they offered me the opportunity to be a part of their team as an intern. My special thanks to Mohaiminul Srabon, Assistant Manager of E-Commerce and Amitabh Sarker, Deputy Manager of Sales Automation and all the employees who have taught me the ropes of the sales business in a very hands-on manner.

I would also like to thank everyone at ACI Limited and beyond who helped me with this report.

Executive Summary

This internship report is founded on my successful completion of a three-month internship program. As part of the program, I had the chance to collaborate with the Consumer Brand division of ACI Limited. ACI Ltd. is one of the nation's most renowned FMCG companies. The goals of this study are to learn what kinds of benefits and obstacles ACI Ltd. may encounter by automating the sales process, and to investigate the adoption of automation in the secondary sales of ACI Ltd. focused on consumer goods.

In order to achieve this objective and finish the research project successfully, I employed a combination of primary and secondary sources. I made an effort to create a questionnaire that would fulfill the research's purposes as well as feasible. Throughout my investigation, I've discovered a number of facts about automation in sales, including benefits, challenges, and possibilities such as- the implementation of sales automation has resulted in noteworthy advantages for ACI Ltd., particularly in terms of enhanced reporting and analytics that have been streamlined. Additionally, the sales team has been able to save time and effort that would have otherwise been expended on the manual compilation of data from various sources. Despite its efforts, ACI Ltd. encounters obstacles in achieving complete automation of its secondary sales, primarily due to financial constraints. Furthermore, the challenges of providing training and education to the sales team after the implementation of the tools have been identified as significant barriers in ACI Ltd.'s present sales automation endeavors. Other factors and results ought to be mentioned in the report as well.

The analysis recommended that ACI Ltd. should think about a few key things when automating, the first piece of advice is to center the efforts on developing user-friendly, interactive processes. Second, it is essential to provide users with in-depth training on how to utilize the automation tools properly. Better decision-making and enhanced overall performance are just two more ways in which ACI Ltd. can benefit from shifting to a data-driven strategy. Last but not least, the success of the automation system relies on keeping data accurate and up-to-date. These suggestions can help ACI Ltd. make the most of automation to boost productivity and hit their revenue targets.

Keywords

“Automation”, “Internship”, “Secondary Sales”, “Implementation”

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List of Acronyms

ACI	Advanced Chemical Industries Limited
Ltd.	Limited
ICI	Imperial Chemical Industries
FMCG	Fast Moving Consumer Goods
ROE	Return on Equity
HP	Hygiene Product
GP	General Products
SP	Special Products

Chapter1

1. Introduction

1.1 Student Information

Name	Akhi Sarkar
ID	18204019
Program	Bachelor of Business Administration
Major	Marketing

1.2 Internship Information

1.2.1 Period, Company Name, Department, Address

Period	3 Months (15 January 2023 to 14 April 2023)
Company Name	Advanced Chemical Industries (ACI) Limited
Department	Consumer Brand- Sales Development
Address	ACI Centre 245, Tejgaon Industrial Area, Dhaka-1208, Bangladesh

1.2.2 Supervisor's Information

Name	Shahed Kamal
Position	General Manager- Sales Development (Consumer Brands Division)

1.2.3 Job Scope- My Responsibilities

I was chosen to join the Automation team. However, my supervisor initially did not assign me much work. Before assigning me any job, he urged me to observe and learn.

Some of my primary responsibilities include:

Calculation of trade offers: This responsibility of calculating trade offers is to make sure if the customer(retailer/distributor) of ACI Ltd. is being able to facilitate fair and mutually beneficial exchange or not and ensuring that the offer/free product/ discount that has been given by the company, has effectively executed or not while trading the products.

Enter distributor information to the main server: ACI Ltd.'s server Vision CB needs regular updates about distributor information. I was given the data of distributors. This normally comprises the name of the company, contact information (including address, phone number, and email), the person to reach out to, the goods or services distributed, the area covered, and the terms and conditions of the distributorship. Each distributor will need to have their own entry in the database, with their information entered into the appropriate fields. This process must be carried out with extreme precision so that no data is corrupted or inconsistent.

Documenting SR field issues: I entered that information in the excel sheet. Document the specifics of each issue that was brought to me. This includes information that is pertinent to the issue, such as the date, the type of the issue, the location, and any supporting documentation or evidence. This documentation guarantees that a complete record of the problems experienced by SRs will be kept.

Focus on learning new skills and sales techniques: This is the core responsibility of each internship. Because gaining practical experience is what an internship is all about. I was tasked with expanding my knowledge of sales best practices, innovative strategies, and current market trends. Learning about new sales strategies through daily sales meetings held by higher-ups and briefings given to SRs.

1.3 Internship Outcomes

1.3.1 My Contribution to the Company

I joined the sales development division, where the employees are responsible for enhancing the company's growth through greater sales and consumer acquisition.

Some of my contributions-

I was responsible for working with the Vision CB database throughout the Internship to ensure data accuracy and identify inconsistencies and discrepancies. This duty was essential to the integrity of the final report that the team leader was required to submit at the end of the week. By meticulously analyzing the data and cross-referencing it with other sources, I was able to detect and promptly correct any discrepancies. This meticulous procedure ensured the final report's reliability and credibility.

In addition to working on the database, I was responsible for modifying and revising raw data. Getting the data ready for transfer to the main server necessitated some careful planning and preparation. I helped the system run well by organizing the data so that it could be quickly retrieved when needed.

I was also responsible for updating the client documents with the latest pricing information. This required a thorough evaluation of the existing documents and the implementation of any necessary changes to reflect the new prices. By ensuring that the documents were up-to-date, I helped maintain open communication and transparency with our clients, allowing them to make decisions based on accurate data.

Furthermore, I was tasked with creating pack photos for several products. Finally, I concentrated on adding up the prices on the return slips of online retailers like PandaMart and Daraz. The number of items ordered and their wholesale prices had to be determined. I ensured that the return slips appropriately reflected the overall price by carefully analyzing and calculating these aspects, which aided in the smooth running of the business.

I conducted various tasks related to data management, documentation, product presentation, and financial calculations during my internship. Each of these responsibilities performed a crucial role in preserving the precision, veracity, and efficacy of our work processes.

1.3.2 Benefits for the students

Soft skills: Interning at ACI Ltd. helped me improve my soft skills. I learnt to work with varied stakeholders and achieve goals via communication, teamwork, and collaboration. Operational challenges sharpened my problem-solving and analytical skills, while attention to detail ensured work accuracy. Consumer interactions and market developments foster a customer-

focused perspective. Professional work environments foster professionalism, work ethic, and presentation abilities, and networking and relationship-building opportunities grew my professional network. These transferrable soft talents helped me grow personally and professionally, making me useful in any business.

The chance to work in a fast-paced environment: ACI Ltd. offers such an environment that includes intense activity, quick decision making, pressing deadlines, and the need to respond nimbly to shifting conditions. Working in a fast-paced setting requires handling a heavy workload, making quick judgements, adapting to change, multitasking, prioritizing, retaining energy and resilience, accepting constant learning, and finding excitement in the work. It requires proactive, nimble, and productive people. These experiences are very important for self-development for any student who wants to join any FMCG company and I certainly got that experience from doing an internship in ACI Ltd.

Possibility to gain vast knowledge in a brief time: ACI Ltd. gave me a chance to learn about the inner workings of a company or an industry as a whole. I was able to gain exposure to the inner workings of a specific field, as well as gain knowledge of current trends and best practices. The dynamics, difficulties, and potential of the industry can be better understood thanks to this experience. My ability to make educated career decisions and establish a planned approach to professional goals is greatly enhanced by this internship.

Practical experience: Internships are a great way to gain practical experience in a professional setting. I acquired hands-on experience by contributing to real-world projects and responsibilities. ACI Ltd. has provided me with a unique opportunity to put my classroom learning into practice and gain practical experience that will help me stand out to potential employers.

1.3.3 Problems faced during the Internship period

Understanding how to set limits and communicate with others in a professional setting was a significant obstacle and a very new thing for me. Since I'm completely unfamiliar with the tasks at hand, I've had to consult my superiors and coworkers for advice on how to complete them efficiently and successfully on a regular basis. I had difficulty understanding the nuances of the

processes, which caused a knowledge gap that hampered my performance. Bringing my personal laptop to the office was also a source of difficulty for me; it was a burden to transport it daily between home and the workplace.

1.3.4 Recommendations

- To achieve optimal outcomes, ACI Ltd. should adopt a process-oriented rather than a people-oriented strategy. This necessitates placing a greater emphasis on designing and optimizing effective sales processes, as opposed to relying exclusively on individual efforts. By emphasizing on standardized and streamlined processes, ACI Ltd. can reduce its reliance on particular individuals and ensure the consistency and scalability of its sales operations.
- It is recommended that the organization seek the services of a third-party consultant for their app development project, given the current challenges being experienced by the in-house team.
- The implementation of a delegation culture within ACI Ltd. has the potential to substantially improve efficiency and productivity. Efficient and timely completion of work can be achieved by assigning tasks and responsibilities to competent members of the team. Delegation is a practice that not only facilitates the distribution of workload but also enables individuals to concentrate on their respective domains of proficiency, thereby resulting in superior quality outcomes.
- Providing comprehensive training initiatives within ACI Ltd. can produce substantial returns and garner employee appreciation. By investing in training programs, employees can improve their skills, knowledge, and abilities, resulting in enhanced job performance and job satisfaction. Training provides employees with the necessary tools and knowledge to effectively address challenges, enhances their confidence, and fosters professional development.

Chapter 2

Organizational overview



ACI Limited

Company Introduction

2.1 History

The British multinational corporation set up a branch named Imperial Chemical Industries after East Pakistan was freed which was later renamed ICI Bangladesh Manufacturing Limited. ICI sold its stake in Bangladesh to the administration in 1992. At the time it became known as Advanced Chemical Industries Limited (ACI Ltd, 2022).

Dhaka Stock Exchange recognized ICI Bangladesh Manufactures Limited, a public limited company that was a subsidiary of the multinational conglomerate ICI Plc. In 1992, management bought out ICI Plc stock and changed the company's name to Advanced Chemical Industries (ACI) Limited. Direct listing allowed ACI's subsidiary, ACI Formulations Limited, to join the public markets. ACI's goal is to attain quality in business by fully appreciating and satisfying its customers' needs. In order to provide consistently high-quality goods and services and to assure 100% customer satisfaction, ACI uses a quality management system that complies with international standards. In addition to adhering to the CGMP suggested by the WHO, ACI satisfies all applicable national regulatory requirements for its ongoing operations. The World Economic Forum, the most illustrious business networking organization, has welcomed ACI as a founding member of the Community of Global Growth Companies (ACI Ltd, 2022).

2.2 Mission & Vision

2.2.1 Mission

According to ACI Ltd. (2022) the mission is to enrich the quality of life of the people through responsible application of knowledge, technology and skills. ACI is committed to the pursuit of excellence through world-class products, innovative processes and empowered employees, to provide the highest level of satisfaction to our customers.

2.2.2 Vision

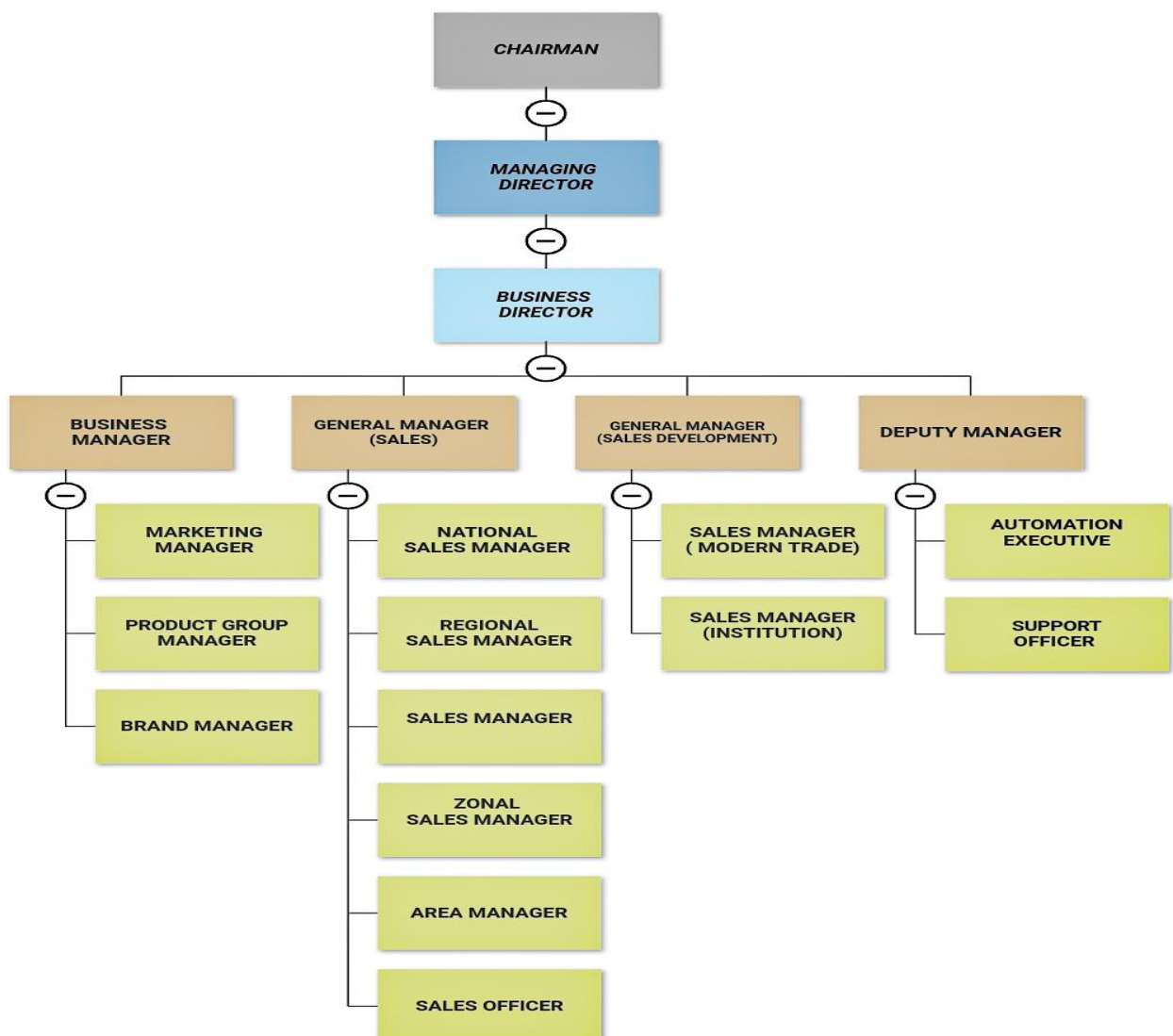
According to ACI Ltd. (2022) to realize the mission, ACI Ltd. will:

- ❖ Provide products and services of high and consistent quality, ensuring value for money to our customers.
- ❖ Endeavour to attain a position of leadership in each category of our businesses.
- ❖ Develop our employees by encouraging empowerment and rewarding innovation.
- ❖ Promote an environment for learning and personal growth.
- ❖ Attain a high level of productivity in all our operations through effective utilization of resources and adaptation of appropriate technology.
- ❖ Promote inclusive growth by encouraging and assisting our distributors and suppliers in improving efficiency.
- ❖ Ensure superior return on investment through judicious use of resources and efficient operations, utilizing our core competencies.

2.2.3 ACI Limited in brief

Website	http://www.aci-bd.com/
Industry Type	Pharmaceuticals and Conglomerate company
Company Size	10,233 People
Headquarters	ACI Centre 245, Tejgaon Industrial Area, Dhaka-1208, Dhaka, Bangladesh
Type	Public
Founded	January 24, 1973

2.2.4 Organizational Structure



2.2.5 Products

General Product (GP)

The product lines under general products are as follows:

Savlon: Savlon men's soap, Neem original soap, ACI Neem Original nourishing hand wash

Septex: Septex antiseptic bar

Angelic: Angelic air freshener (Misty wood, Anti tabac, Orchid Breeze, Amazonia, Fruit Punch)

Colgate: Colgate dental cream, Colgate Active salt, Colgate max fresh gel, Colgate herbal, Colgate visible white, Colgate total advance health toothpaste, Colgate Swarna ved shakti toothpaste, Colgate charcoal fresh toothpaste, 360 charcoal toothbrush, Colgate mouthwash, Slim soft charcoal toothbrush, sensitive toothbrush, super flexi toothbrush, Colgate 360 degree whole mouth clean toothbrush, Zigzag neem toothbrush, Zigzag charcoal toothbrush, Colgate 360 floss tip toothbrush, Colgate 360 visible white toothbrush, Colgate pain out tube.

Palmolive: Palmolive body wash

ACI Supreme/Smart: ACI supreme washing powder, ACI smart washing powder, ACI smart laundry soap, ACI supreme liquid detergent.

Impact: Impact deodorant body spray

Glade: Glade touch and fresh air freshener

Mosquito Coil and Insect spray: ACI Aerosol insect spray, Black fighter max mosquito coil, ACI Cockroach spray.

Mr. Muscle (Cleaning agent): Mr. Muscle glass cleaner, Mr. Muscle floor cleaner, Mr. Muscle kitchen cleaner.

Dranex Drain cleaner, Vanish toilet Cleaner.

Special Products (SP)

The special products that ACI Ltd. has are given below-

Savlon: Savlon antiseptic cream, Savlon liquid antiseptic, Savlon lemon burst hand wash, Savlon hand rub, Savlon baby wipes, Savlon wet wipes, Savlon hand wash, Savlon herbal hand wash, Savlon disinfectant spray, Savlon soap, Savlon hand sanitizer.

Shinex: Shinex floor cleaner, Shinex glass cleaner

Wonder: Wonder dish wash bar, Wonder dish wash liquid, Wonder stainless steel scrubber.

Hygiene Products (HP)

ACI Ltd.'s hygiene products include diapers and sanitary napkins and few more.

Freedom: Freedom heavy flow wings sanitary napkin, Freedom ultra-wings sanitary napkin, Freedom regular flow sanitary napkin, Freedom teens sanitary napkin, Freedom combo wings sanitary napkin, Freedom belt system sanitary napkin, Freedom panty system sanitary napkin, Freedom regular flow popular sanitary napkin, Savlon respect adult diaper, Freedom pregnancy test strip, Antibacterial Intimate wash, Freedom hair removal cream.

Twinkle: Savlon Twinkle baby diaper, Twinkle baby wipes, Twinkle baby feeder, Twinkle baby spoon feeder, Twinkle baby lotion, Twinkle baby soap.

2.3 Management Practices

2.3.1 Leadership Style

ACI Ltd.'s management style is a hybrid of autocratic and democratic approaches. While upper management is ultimately responsible for making all of the company's most consequential choices, they frequently consult with and receive input from other employees in the matter of marketing strategies and sales. Because upper management can make choices quickly while simultaneously considering the opinion of other employees, this method strikes a good balance between efficiency and innovation.

2.3.2 Human Resource Planning

Recruitment and Selection Process: Initial screening, interviews and background checks are all part of ACI Ltd.'s thorough recruitment and selection process. This method ensures that only the most qualified individuals are selected for open positions.

Compensation System: Benefits, bonuses and a competitive base income are all part of ACI Ltd.'s remuneration package. Promotions are available to deserving employees based on their performance and length of service.

Training and Development Initiatives: ACI Ltd. provides its personnel with regular training and development opportunities in order to enhance their skills and knowledge. This includes both on the job training and workshops conducted off-site. Every now and then, special training has been provided to the sales force.

Performance Appraisal System: ACI Ltd. has a performance evaluation mechanism in place to evaluate employee performance. This process includes objective setting, progress monitoring and feedback provision. Employees are also allowed to debate their performance and provide feedback on the evaluation procedure. In ACI Ltd. appraisal trips are given if the employee can fulfill the target sales in a given period.

Overall, with a mix of autocratic and participative leadership, a thorough recruitment and selection process, a competitive compensation system, regular training and development initiatives, and a performance appraisal system in place, ACI Ltd. is well positioned to achieve its goals and objectives. All these have been working in favor of ACI Ltd. throughout the decades.

2.4 Marketing Practices

2.4.1 Marketing Strategy

There are a few common practices in setting up marketing strategies among the FMCG companies. That has been proven to develop customer loyalty and ultimately help to grow the revenue. ACI Ltd. tends to follow a few of them. Such as-

- ACI Ltd. has a strong brand positioning in terms of product and they are devoted to maintaining it. This brand's motivation sets them apart from rivals.
- ACI Ltd. is engaging in penetration pricing also while utilizing promotional pricing.
- ACI Ltd. is investing in omnichannel marketing activities.

- ACI Ltd. is focusing on concentric diversification.

2.4.2 Target Customers, Targeting, and Positioning Strategy

Since ACI Ltd. is a FMCG industry therefore they are in a high competition space and it requires constant innovation. That requires modifying and having separate target segments for each of their product lines. In terms of ACI Ltd. it has plenty of products and if put simply then it can be stated that ACI Ltd. has different target customers for different products. The product range is so diversified that it covers the majority of the targets. For instance- their Aerosol targets the midrange income people whilst they offer coil option as an inexpensive alternative for other target markets.

2.4.3 Marketing Channels

ACI Ltd.'s marketing channels are quite vast. Their media communication includes- news, events, interviews, corporate publications, advertisements and many more. They claim to have their marketing channels as actively consumer-focused. Online-based channeling has been going on simultaneously.

2.4.4 Product/New Product Development and Competitive Practices

ACI does its new product development by analyzing the needs of the consumer. Specifying the target market and doing research on the buying pattern play a very crucial part while developing a new product. How long the product will remain high in demand is a very important question for FMCG sectors like ACI Ltd.

2.4.5 Branding Activities

Since there are so many similar items on the market, branding is crucial for ACI Ltd. brand loyalty is easier to achieve when consumers have an easier time recalling and recognizing the brand.

The branding activities of ACI Ltd. consist of few steps which are given below-

- Understanding the customer first
- Setting branding goals
- Measuring everything
- Running test
- Launching in the market

2.4.6 Advertising and Promotional Strategies

ACI Ltd. believes that loyal customers will purchase their products frequently. Therefore, they try to focus on making the product more appealing and up to the need and try to communicate the renewal of the product. Their advertisement is being made while focusing on a few aspects. Such as-

The marketing team at ACI Ltd. understands how crucial it is to have distinct strategies for each of their goods. The company's unique value proposition may be effectively communicated to target customers when separate promotional tactics are developed for each product. By doing things this way, ACI Ltd. may better focus its advertising to the qualities, benefits, and consumers most interested in its products. The success of marketing campaigns and the chance of creating consumer attention and sales can be maximized with the support of clear promotional plans that help guarantee the right messages reach the right customers through appropriate channels. Celebrity endorsement also falls under this category and ACI Ltd. is successfully doing it.



ACI Ltd. has taken a customer-focused strategy because it values learning about its clients so it may better serve them. ACI Ltd. aims to create successful goods and services by putting the

needs of their clients' safety first. Because of the company's dedication to its customers, they are able to provide excellent products and services, resulting in satisfied clients who return again and again and trust ACI Ltd. To ensure that ACI Ltd.'s products and services consistently meet the needs of its clients, the company routinely polls its clientele, analyzes market data, and compiles customer feedback.



ACI Ltd. knows how crucial it is to make the most of its storage space. Shelf space is limited, and competition is fierce, so making the most of it is essential in the fast-moving consumer goods (FMCG) market. In order to attract customers' attention, ACI Ltd. makes sure its products are displayed prominently on store shelves. By making the most of available shelf space, the company may better advertise its products, draw attention to their best qualities, and set itself apart from rivals. The goal of ACI Ltd. is to increase sales and market share, hence the company may use strategies like category management, shelf layout optimization, and product placement to raise product exposure and appeal.

2.4.7 Critical Marketing Issues and Gaps

ACI Ltd. is one of the largest conglomerates in the country. It has about five thousand products. Managing marketing strategies and implementing every strategy is not easy to do therefore gaps and issues can easily occur. Making sure every promotion is aligned with the branding concept while doing marketing product education, packaging, availability, affordability and quality of products are on point are major issues for ACI Ltd.'s product marketing.

2.4.8 Marketing 4Ps

Product, pricing, place, and promotion are the four Ps of marketing, commonly known as the marketing mix. These components are utilized to develop an effective marketing plan for a business. The 4Ps of ACI Ltd. are given below:

Product: As it has been already mentioned that ACI Ltd. has more than five thousand products that include- pharmaceuticals, food, salt, hygiene products for babies, women and adults, herbal products, kitchen care, surface care, surface care, pest control, insect spray and many more.

Price: the pricing strategy that ACI Ltd. usually follows is cost-based pricing. The pricing of the product is determined by a few variables such as the cost of production and distribution cost. They offer products with various ranges and sizes to various consumers. Therefore, their customer base is also very wide.

Place- ACI Ltd.'s product is available in retail stores. They have their retail chain known as Shwapno. Apart from that they have their gondolas at well-known superstores such as Unimart, and Agora. ACI Ltd.'s product is locally widely available throughout the country. Currently products are available on ecommerce platforms too, like- Daraz, Chaal dal.com, Shajgoj and few more.

Promotion- For promotion ACI follows traditional marketing as well as few online promotions. ACI Ltd.'s Traditional marketing utilizes conventional channels and techniques to reach and engage the target audience. For instance- Ads for ACI Ltd. could appear in periodicals, pamphlets, and other printed media. To reach a large number of people, ACI Ltd. produces commercials or sponsors TV and shows. Moreover, the strategic placement of billboards, banners, posters, and signage in high-visibility locations serves to cultivate recognition and pique curiosity regarding the offerings of ACI Ltd.

To fully take advantage of the potential of the internet and digital platforms, ACI Ltd. also employs a number of online promotional strategies. To reach out to their current clientele and find new ones, ACI Ltd. launches email marketing campaigns. To cultivate relationships with customers and inspire them to buy again, they send out newsletters, product updates, special deals, or personalized messaging.

2.5 Financial Performance of ACI Limited

2.5.1 Ratio analysis

Liquidity Ratio

A liquidity ratio is a measurement that is used to indicate whether or not a debtor will be able to pay off their short-term debt with the cash that they have readily accessible, or whether or not they will need to raise extra capital to cover the amount. In other words, a liquidity ratio indicates whether or not a debtor will need to obtain additional capital to cover the amount.

Liquidity is a measure of a company's ability to meet its short-term obligations, hence understanding the liquidity ratio is crucial. Even the most successful business eventually has to declare bankruptcy when it can no longer pay its short-term debts. Liquidity ratio includes current ratio and quick ratio.

Current ratio = Current assets / Current liabilities

Quick ratio = (Current assets - Inventories) / Current liabilities

Liquidity ratio of ACI Ltd.

For the year 2019-2020,

$$\begin{aligned}\text{Current ratio} &= 30403157777 / 43453474842 \\ &= 0.69\end{aligned}$$

$$\begin{aligned}\text{Quick ratio} &= (30403158888 - 12545671650) / 43453474842 \\ &= 0.41\end{aligned}$$

For the year 2020-2021,

$$\begin{aligned}\text{Current ratio} &= 37,481,746,399 / 50,528,739,398 \\ &= 0.74\end{aligned}$$

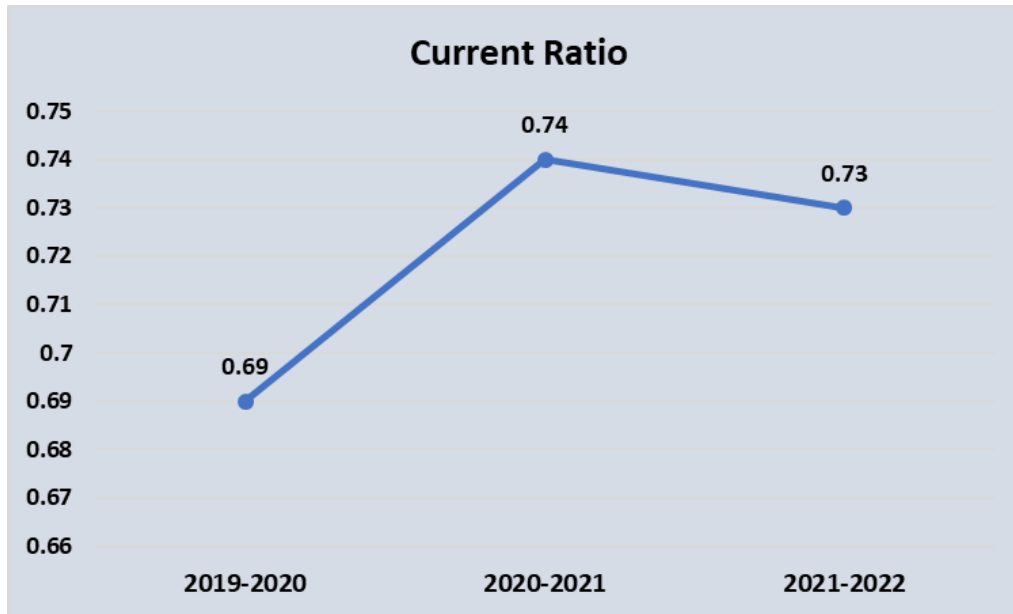
$$\begin{aligned}\text{Quick ratio} &= (37,481,746,399 - 17,349,949,096) / 50,528,739,398 \\ &= 0.39\end{aligned}$$

For the year 2021-2022,

$$\begin{aligned}\text{Current ratio} &= 39,654,871,778 / 54,036,942,472 \\ &= 0.73\end{aligned}$$

$$\begin{aligned}\text{Quick ratio} &= (39,654,871,778 - 20,323,249,620) / 54,036,942,472 \\ &= 0.36\end{aligned}$$

Interpretation: A company's ability to fulfill its short-term obligations, or those that are due within the next year, can be determined by looking at its current ratio. Since we can clearly see, the current ratio in 2020 was far lower than it would be the following year.



This drop in the ratio can be explained by either an increase in short-term debt or a loss in current assets for ACI Ltd., or it could be the result of a combination of the two factors. A lower value for this ratio in the year 2020 indicates that the company had a lower capacity to generate cash flow, regardless of the reasons behind the fall. In the year 2021, it rose ever-so-slightly. In spite of the fact that the current assets were higher in 2021 compared to 2020, the current liabilities had significantly increased. As a result, the growth in 2021 wasn't quite as dramatic. When compared to the previous year, 2022 did not see a significant rise in the value of the present assets.

Debt to Asset Ratio

The debt to asset ratio is a measure of the extent to which debt financing is supporting the company's day-to-day activities. To calculate the debt to asset ratio we need,

$$\text{Debt to Asset Ratio} = \text{Total debt} / \text{Total Asset}$$

Now, if we calculate ACI Ltd.'s debt to asset ratio then-

For the year 2019-2020,

$$\begin{aligned} \text{Debt to asset ratio} &= 10819370525 / 61562822805 \\ &= 0.175 \\ &= 17.6\% \end{aligned}$$

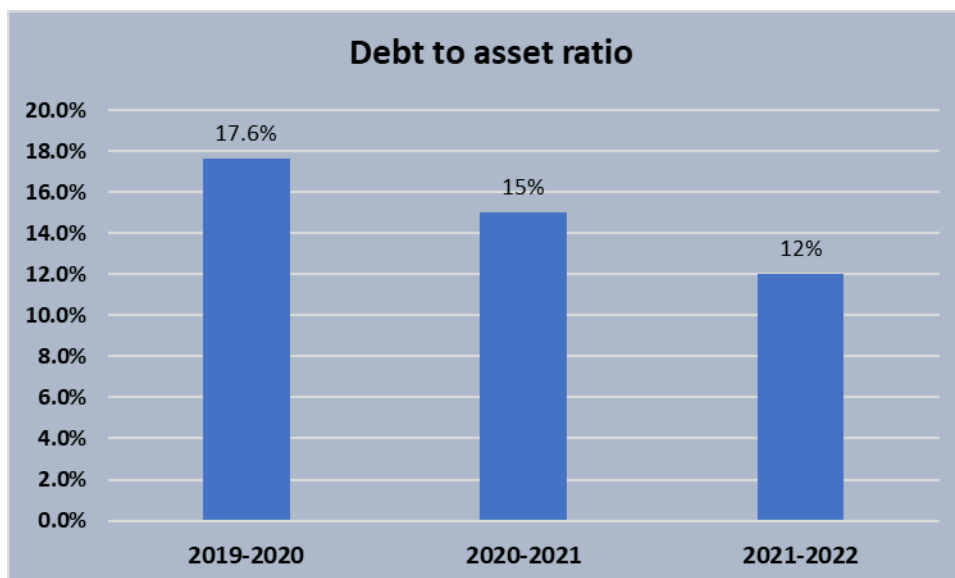
For the year 2020-2021,

$$\begin{aligned} \text{Debt to asset ratio} &= 10,467,865,353 / 72,099,655,810 \\ &= 0.15 \\ &= 15\% \end{aligned}$$

For the year 2021-2022,

$$\begin{aligned} \text{Debt to asset ratio} &= 9,376,790,384 / 75,618,425,028 \\ &= 12\% \end{aligned}$$

Interpretation: A company's total debt as a percentage of its total assets can be determined using this ratio. In the year 2022, ACI Limited had a decline in this ratio. which is good news considering that there is evidence of greater sales in 2022. However, it did reach a rather high point in 2020, and then it dropped once more the next year (2021). A higher ratio shows that the company's creditors have the potential to seize a greater proportion of the company's total assets.



As a consequence of the difficulties in acquiring new financing for the project, this results in increased operational costs. There is a potential for an increase in the ratio of debt to assets. The expansion of sales is one approach that can be taken to solve this, and ACI Ltd. may choose to place a greater emphasis on equity financing as a potential option in order to maintain a ratio that is as low as is practically achievable.

2.5.2 Horizontal Analysis

Gross Profit Margin

The gross profit margin of a company is the amount by which its total revenue is greater than its total production expenses. The formula to calculate gross profit margin is-

$$\text{Gross Profit Margin} = (\text{Gross Profit} / \text{Sales}) \times 100$$

ACI Ltd.'s gross profit margin,

For the year 2019-2020,

$$\begin{aligned} \text{Gross profit margin} &= (19483513961 / 69475287805) \times 100 \\ &= 28.0\% \end{aligned}$$

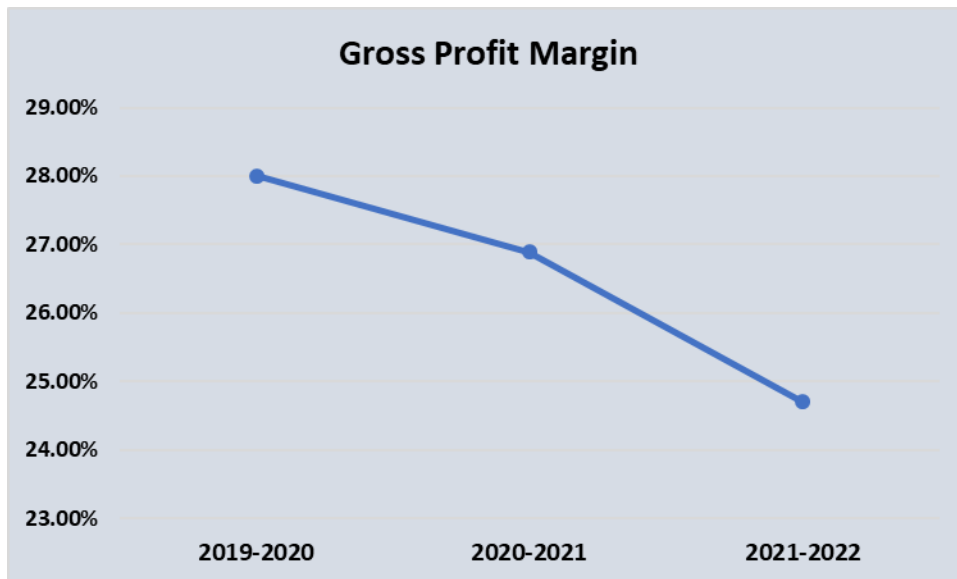
For the year 2020-2021,

$$\begin{aligned} \text{Gross profit margin} &= (21,715,717,089 / 80,748,403,165) \times 100 \\ &= 26.89\% \end{aligned}$$

For the year 2021-2022,

$$\begin{aligned} \text{Gross profit margin} &= (23,853,868,838 / 96,571,641,497) \times 100 \\ &= 24.70\% \end{aligned}$$

Interpretation: This ratio, once interpreted, shows the percentage of sales revenue retained by the company after deducting the cost of products sold. The highest percentage of gross profit was achieved in 2020. However, there is a clear declining trend during the past two years. It began declining in 2021 and continued doing so through 2022. the gross profit margin dropped in the 2020-2021 fiscal year, perhaps the covid will be to blame.



More specifically, the gross profit margin likely suffered at this time because of the pandemic's impact on supplier prices. The gross profit margin can be increased in two ways: by increasing sales or by decreasing the cost of things sold. Since the corporation can't do much to reduce its suppliers' prices, growing sales is the best option.

Operating Profit Margin

Subtracting the cost of products sold and selling, general, and administrative expenses yields the operational profit margin.

Operating profit margin = (Operating profit / Sales) x 100

ACI Ltd.'s Operating profit margin,

For the year 2019-2020,

$$\begin{aligned} \text{Operating profit margin} &= (4331414866 / 69475287805) \times 100 \\ &= 6.23\% \end{aligned}$$

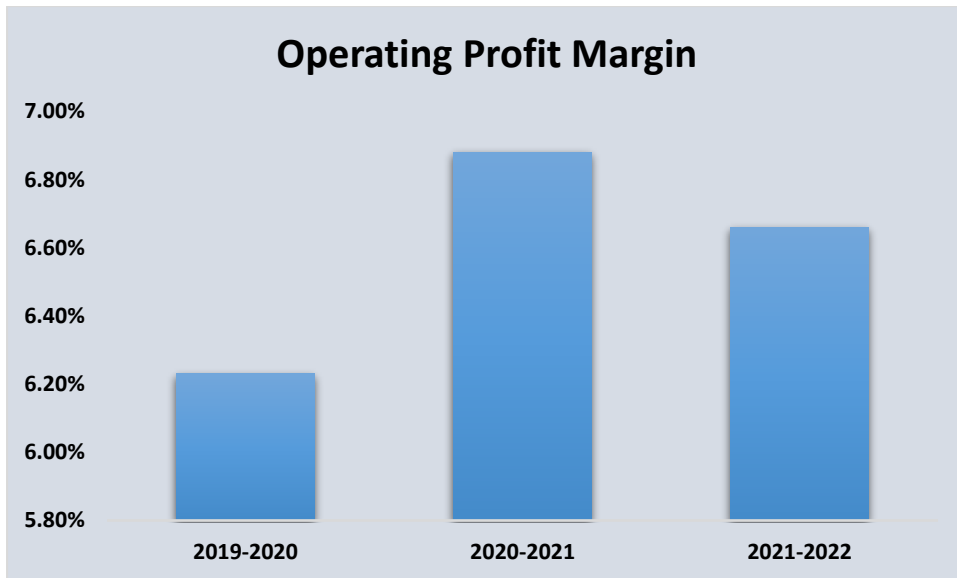
For the year 2020-2021,

$$\begin{aligned} \text{Operating profit margin} &= (5,558,970,342 / 80,748,403,165) \times 100 \\ &= 6.88\% \end{aligned}$$

For the year 2021-2022,

$$\begin{aligned} \text{Operating profit margin} &= (6,434,047,819 / 96,571,641,497) \times 100 \\ &= 6.66\% \end{aligned}$$

Interpretation: The percentage of operating profit that ACI limited makes has experienced some recent shifts.



An expanding operating profit margin indicates that a greater amount of operating profit is being earned on each taka of revenue that is being brought in. This is a strong indicator that a company has a solid earnings basis to support its operations.

2.5.3 Dupont Analysis

Dupont Analysis: Decomposition of ROE (2019-2020)

DuPont analysis = Profit Margin × Asset Turnover × Financial Leverage

$$\begin{aligned} \text{ROE} &= \frac{\text{Net Profit}}{\text{Sales}} \times \frac{\text{Sales}}{\text{Total Assets}} \times \frac{\text{Total Assets}}{\text{Common equity}} \\ &= \frac{1444750119}{69475287805} \times \frac{69475287805}{61562822805} \times \frac{61562822805}{7289977438 - 2211343343} \\ &= 0.021 \times 1.128 \times 12.121 \end{aligned}$$

$$= 0.287$$

Dupont Analysis: Decomposition of ROE (2020-2021)

DuPont analysis = Profit Margin×Asset Turnover×Financial Leverage

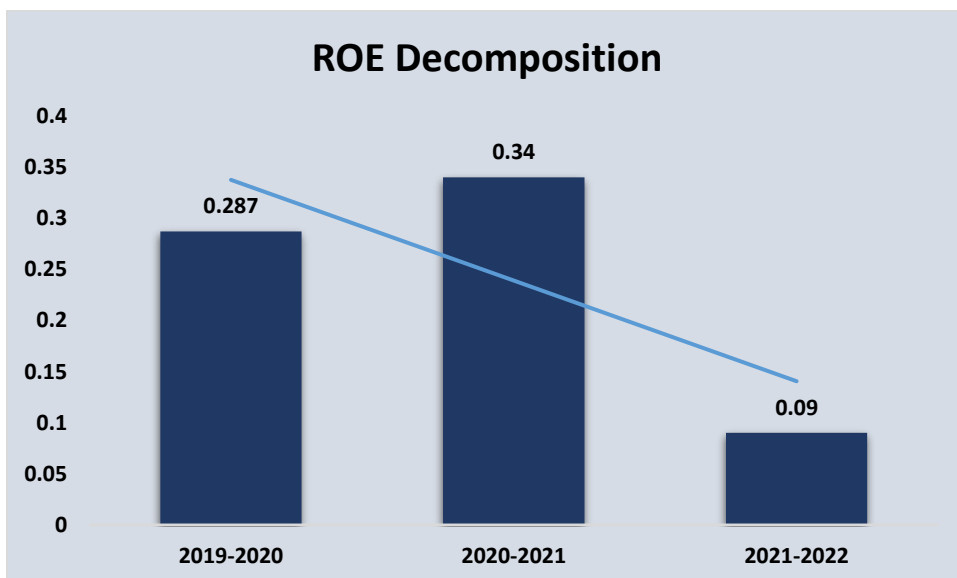
$$\begin{aligned} \text{ROE} &= \frac{\text{Net Profit}}{\text{Sales}} \times \frac{\text{Sales}}{\text{Total Assets}} \times \frac{\text{Total Assets}}{\text{Common equity}} \\ &= \frac{3,094,544,534}{80,748,403,165} \times \frac{80,748,403,165}{72,099,655,810} \times \frac{72,099,655,810}{9,482,666,417} \\ &= 0.04 \times 1.12 \times 7.60 \\ &= 0.34 \end{aligned}$$

Dupont Analysis: Decomposition of ROE (2021-2022)

DuPont analysis = Profit Margin×Asset Turnover×Financial Leverage

$$\begin{aligned} \text{ROE} &= \frac{\text{Net Profit}}{\text{Sales}} \times \frac{\text{Sales}}{\text{Total Assets}} \times \frac{\text{Total Assets}}{\text{Common equity}} \\ &= \frac{749,930,613}{96,571,641,497} \times \frac{96,571,641,497}{75,618,425,028} \times \frac{75,618,425,028}{10,807,316,035} \\ &= 0.01 \times 1.28 \times 7.00 \\ &= 0.09 \end{aligned}$$

Analysis: From the Dupont analysis we can observe that the ROE has increased in 2021 from 2020 but again dropped in the year 2022.



In the year 2020-2021, the ROE has increased which represents the increase of profit margin over the year. Which was a good sign for ACI Limited. That means that ACI Ltd. was managing

the operating and financial expenses better than the previous year. However, in the next year (2021-2022) ACI Ltd. could not keep that up and their profit margin decreased.

Accounting Practices

There are fifteen companies that operate under Advanced Chemical Industries Limited. The parent company's financial statements have been properly consolidated with ACI Limited in accordance with the rules of the Bangladesh Securities and Exchange Commission and the International Accounting Standards (IAS)/IFRS accepted by Bangladesh, as well as the Companies Act, 1994.

The financial statements have been prepared in accordance with International Accounting Standards (IAS) and International Financial Reporting Standards (IFRS).

2.6 Operations Management and Information System Practices

Like any other fast-moving consumer goods (FMCG) firm, ACI Ltd. relies heavily on its MIS and operations departments to run smoothly.

ACI Ltd.'s management information system includes-

Management of Sales and Inventory: Management information systems (MIS) are useful for keeping tabs on stock and sales figures across an organization's many outlets and channels of distribution. It helps ACI Ltd. to get immediate feedback on stock levels, sales patterns, and reorder points. With this information, accurate demand projections, stock planning, and optimization ACI Ltd. usually fulfills their target.

Distribution and Logistics: It keeps tabs on shipments, checks in on delivery times, and finds the most time- and gas-saving routes. This prevents stores from experiencing stockouts and helps save money on transportation.

Retailer management: Data about ACI Ltd.'s retailers' sales, inventory levels, and payment histories may be captured and analyzed with MIS, allowing for easier administration of business partnerships. This data is used to determine the best performing stores, set credit limits, and carry out strategic advertising campaigns.

Operations Management in ACI Ltd.-

Optimization of the supply chain between suppliers and manufacturing plants and warehouses is a key part of ACI Ltd.'s operations management. In order to properly meet client demand, it is necessary to manage sourcing, production planning, storage, and transportation.

In ACI Ltd., quality assurance and control are prioritized so that products consistently meet or exceed customer expectations. Quality is maintained via the efforts of quality assurance and control procedures set in place by operations management at various points during the production process.

Another primary goal of ACI Ltd.'s operations management is to minimize expenditures at every stage of manufacturing and distribution. It includes finding ways to cut costs, simplifying procedures, negotiating with suppliers, and cutting down on waste and inefficiency.

2.7 Industry and Competitive Analysis

2.7.1 SWOT Analysis

The strengths, weaknesses, opportunities and threats to any business are compiled in a SWOT analysis. A SWOT analysis's primary objective is to help businesses learn more about all the factors that go into a decision-making process.

SWOT analysis of ACI Ltd. is given below-

Strengths <ul style="list-style-type: none">• More than five thousand products are marketed presently in Bangladesh• Countries spread across three continents.• Strong distribution networks	Weaknesses <ul style="list-style-type: none">• Less tech efficiency in sales force• Several 'me too' products• Emphasis on the conventional promotions more.• Less innovative
Opportunities <ul style="list-style-type: none">• Large domestic market• Export Potential	Threats <ul style="list-style-type: none">• Huge competition from foreign giant

Explanations:

Strengths- ACI Ltd. has a huge product range that's very much hard to beat. It has spread its wings in so many sectors. For instance- pharmaceuticals, skin care, salt, herbal care, kitchen care, surface care, pest control, adult hygiene, food, automobiles and many more. Its rapid growth across three continents is a significant asset for any fast-moving consumer goods (FMCG) firm. Lastly ACI Ltd. very much focused on optimizing their sales routes and that gave them a very strong distribution network in the entire country.

Weakness- The weaknesses is worth highlighting about ACI Ltd. are- in few sectors tech efficient people are more required. Since the majority of the companies of this sector are moving towards being more and more technically advanced in every sector therefore, for ACI Ltd., not adopting it as soon as possible is a need for time. Also, ACI Ltd. has so many identical competitor products that are serving almost exactly the same purpose in the market. It decreases the value and takes away the attention from ACI Ltd.'s product.

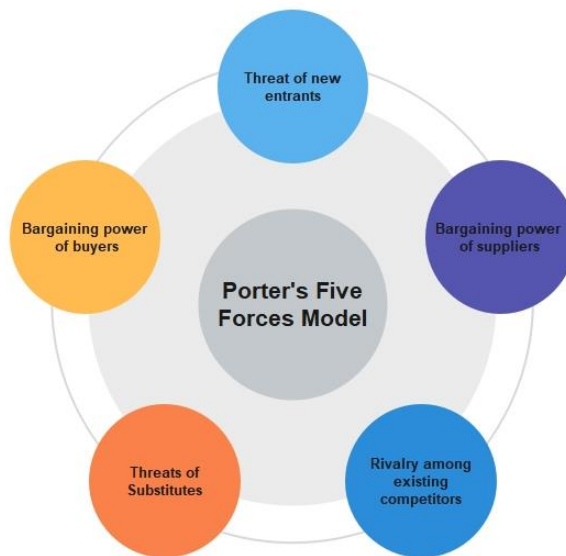
Another weakness is that ACI Ltd. still puts more emphasis on traditional advertising and promotions. However, in the promotion world, the game seems to have changed a lot which needs to be followed to keep oneself ahead of the competition.

Opportunities- It is needless to say ACI Ltd. is ruling the domestic market for many years, the reason behind this could be their massive product lines. Also, currently they hold such a position which gives them the liberty to export their goods overseas.

Threats- ACI Ltd. is facing intense competition from multinational. For instance- Unilever.

2.7.2 Porter's Five Forces

The following is a discussion of Porter's five forces considering ACI Ltd.



The threat of new entrants: Weak

Threat of new entrants or new entries is low because there is a high cost in brand development involved. ACI Ltd. is a household name in the market, building something close to that is hard. Also, there is a high economy scale that ACI Ltd. takes advantage of. It supports competitive pricing and high organizational efficiencies that new entrants typically lack.

Threat of Substitute Products: Weak

The low switching costs is a threat in this part. However, because there are not many options, the overall effect of substitution is dampened. Also, most substitutes have a reputation of low performance therefore it also acts as a weak force against ACI Ltd.

Bargaining Power of Suppliers: Moderate

This force is quite moderate for ACI Ltd. Although some of ACI Ltd.'s suppliers, particularly those based abroad, are quite sizable, most are much more modest in scale. The consumer products business is under modest pressure from this external source. Furthermore, the moderate supplier population allows suppliers to extend a large but manageable amount of influence over companies like ACI Ltd. Also, contributing to such substantial yet limited influence of suppliers is the modest level of the overall supply.

Bargaining power of Customers: Strong

This force is very strong if we analyze a few points. For instance- Customers can easily switch from ACI Ltd.'s products to those of competitors due to the cheap switching costs. The intense negotiating power of consumers is bolstered by this external element. The availability of high-quality information on consumer goods also facilitates consumer choice when switching from ACI Ltd. to alternative brands.

Competitive Rivalry: Strong

This force is also very strong because in the consumer goods market, numerous companies compete for customer's dollars. This outside influence exerts a significant amount of pressure on ACI Ltd. The already high levels of competition are made much more so by the aggressive nature of these businesses. Because of the ease of switching brands, ACI Ltd. faces stiff competition.

2.8 Summary and Conclusion

I was given the opportunity to work at ACI Limited as an intern for a period of three months. My time spent working with ACI Ltd. was consistently a fascinating and enjoyable experience for me. The organization provides me with a pleasant working atmosphere. I've become a creative thinker and now am able to understand how the market operates in a real scenario. I can also evaluate what customers want and how items might be sold to them. This has been an excellent stepping stone for me in the direction of my potential future careers. I am confident in saying that ACI Ltd. provides a fantastic setting for an intern who is interested in pursuing a career in the FMCG industry.

The outcome of ACI Ltd.'s ratio study demonstrates the company's potential to tackle any market circumstance, despite the fact that it has previously faced financial setbacks. ACI Ltd.'s inventory and asset management skills paid off, as the company saw a rise in revenue. The firm's financial health has been preserved by sustained profit and reduced reliance on debt financing.

When it comes to fast-moving consumer goods (FMCG), ACI Ltd. is at the top of the heap in Bangladesh. Its products are widely dispersed across the country, which helps it maintain its dominant position in the market.

ACI Ltd.'s leadership, management, and marketing efforts all contributed to the company's rise to the top of its field. Analyzing ACI Ltd.'s internal procedures, one can conclude that the

company is making concerted efforts to maintain both its wide range of products and its dedication to quality and innovation.

2.9 Recommendations

My recommendations after overviewing ACI Ltd.'s components-

ACI Ltd. should prioritize leveraging digital tools and platforms to facilitate seamless collaboration between all process participants. This may involve utilizing project management software, communication tools, and online platforms to expedite communication, share data, and coordinate activities. ACI Ltd. can ensure that all stakeholders, whether internal teams, suppliers, or partners, can collaborate efficiently and effectively by utilizing digital solutions.

ACI Ltd. must prioritize conducting exhaustive analyses to determine the most effective marketing and promotional tactics and strategies. This requires market research, consumer insights, data analysis, and competitor research. ACI Ltd. can determine the most effective marketing strategies, including advertising channels, pricing strategies, product placement, and audience segmentation, based on its knowledge of the market environment and consumer behavior. This analysis-driven strategy can assist ACI Ltd. in optimizing their promotional activities and maximizing their ROI.

Developing solid ties with merchants. ACI Ltd. should understand the significance of fostering close connections with their retail partners. In order to get their items in front of consumers' eyes and into their hands as quickly as possible, they need to prioritize forming mutually beneficial agreements with merchants. This includes supplying retailers with resources and training, providing promotional opportunities, and keeping lines of communication open. ACI Ltd. may raise awareness of their brand, broaden their customer base, and boost sales by strengthening their relationships with retailers.

Creating more distinctive packaging to differentiate from competitors. ACI Ltd. needs inventive packaging design to stand out from competitors and establish a brand identity. They

can invest in unique packaging solutions that attract consumers, communicate the brand message, and improve product experience. This could include eye-catching designs, sustainable packaging materials, practical features, or interactive packaging or QR codes.

ACI Ltd. can employ innovative promotional efforts to attract consumers and raise product awareness. Social media contests, influencer relationships, limited-time discounts, product demonstrations, and experiential marketing events are examples. ACI Ltd. may boost sales by creating creative and compelling promotional experiences.

Chapter 3

Main Project

ACI Limited's (Consumer Brands Division) Implementation
of Secondary Sales Automation

3.1 Introduction

This report is to analyze the automation that was implemented in the secondary sales of consumer brands division by ACI Ltd. The goal of automating secondary sales processes is to improve efficiency and effectiveness after the initial transaction has been made. Order handling, stock control, sales reporting, data analysis, and interacting with clients are all examples of such tasks. When it comes to automating secondary sales, integrating software tools that allow for constant data flow and real-time information sharing is crucial. In addition to this, the study investigates the challenges that this company encounters in the process of introducing automation, the advantages that automation is bringing to secondary sales, and the other opportunities for this channel within ACI Ltd. At ACI Ltd., Salespeople can take advantage of mobile apps or portable devices to record sales data, maintain stock levels, and process orders while out in the field. The need for documentation disappears, and errors in data entry are mitigated.

Throughout the course of my internship, I have been exposed to a great deal of information regarding the automation channel. Which was a bit of a revelation for me, as I was not particularly familiar with how this channel operates. Previously, I believed that sales representatives are the key to simplifying the sales process. During my internship, however, I learned that automation eliminates manual and time-consuming duties for the sales force and that the entire automation team plays a crucial role in streamlining the purchasing process for customers at every selling point.

3.1.1 Literature Review

The implementation of automation is deemed critical and significantly beneficial for ACI Ltd. as it is a vast conglomerate corporation. In order to better understand ACI Ltd.'s adaptation of secondary sales automation, this literature review will critically analyze the existing studies on sales automation.

In the second decade of the 21st century, marketing and sales processes underwent and are still undergoing significant change. In part, this shift can be attributed to the advent of mammoth software corporations that leverage cloud computing to offer cutting-edge marketing and sales

automation capabilities and services to their customers, frequently employing novel business models in the process (Stone et al, 2020).

According to Stone and Woodcock (2021), businesses who are lagging in their adoption of marketing and sales automation should think about how to fully integrate it into their strategy. Typically, this would begin with a review of the company's current marketing and sales processes and a comparison to best practice (as a whole, rather than in specific areas), followed by consultation with one or more providers of marketing and sales automation systems and services to determine the value of the automation approach and the best way to implement it.

Jarvinen and Taiminen (2016) highlighted the significance of producing suitable content for the purpose of generating high-quality leads through sales automation systems. According to Frey and Osborne (2017), it appears that IT-based systems are becoming capable of doing a growing proportion of the cognitive tasks that were once performed exclusively by humans. On the other hand, the concept of automation does not necessarily entail complete elimination of human involvement. The feasibility of this endeavor is contingent not only upon the functionalities of information and communication technology, but also on the degree to which self-service is viable and the procurement classification (Mier et al. 2020).

Overall the literature suggested that Automation can boost secondary sales productivity, improve decision making and forecasting, and increase customer satisfaction. Also, Information technology (IT) solutions have the potential to significantly transform the sales process. However, adoption and acceptance by stakeholders is essential to a successful implementation, which necessitates thorough planning, sufficient training, and effective change management methods.

3.1.2 Objective of the study

Broad Objective: The primary objective of this report is to carry out a comprehensive research on the implementation of automation in ACI Ltd.'s consumer brand division's secondary sales

processes, aiming to offer valuable insights into the benefits, challenges, and opportunities for enhancing the organization's secondary sales automation procedure.

Specific Objectives:

- Examine the current secondary sales process at ACI Ltd, including its manual components, obstacles, and constraints.
- Identify and assess the potential benefits, obstacles, and hazards associated with automating the secondary sales process at ACI Ltd.
- Conduct a thorough analysis of market-available automation technologies and tools that can be applied to secondary sales in ACI Ltd.
- Assess how automation may affect sales reps, distributors, and customers in the secondary sales process and find solutions to enable a smooth transition and optimum benefits.

3.1.3 Significance of study

The significance of this research rests in the fact that it examines the situation of ACI Ltd. especially while concentrating on the automation of secondary sales of FMCG. The report provides a thorough comprehension of the advantages and obstacles associated with automating secondary sales processes in the FMCG industry. It examines the unique circumstances of ACI Ltd, allowing the company to obtain valuable insights into the potential impact of automation on their sales operations.

The report enables ACI Ltd. to make informed judgements by analyzing the pros and cons of automation. It assists in identifying potential benefits, such as enhanced efficiency, accuracy, and decision-making, as well as potential obstacles, such as implementation costs, training requirements, and resistance to change. Understanding these factors enables the company to develop effective strategies to capitalize on the opportunities and overcome the obstacles.

The report's findings can contribute to the existing corpus of knowledge on the automation of FMCG secondary sales. It adds case-specific insights, enabling other businesses in the industry

to draw lessons and adopt similar automation strategies. This contributes to the advancement of automation practices in the FMCG industry as a whole.

3.2 Methodology

Research Design: The research design for this study is quantitative in nature. Quantitative research commonly involves the collection of data through various methods, including questionnaires and structured observations. In this study the participants will be given questionnaires about implementing automation and will share their perspective about it. Therefore, quantitative research would be appropriate for this study.

Sampling method: I shall use the non-probability sampling method in this report. Non-probability sampling is a method in which the samples are chosen based on the researcher's subjective evaluation rather than random sampling. Everyone in the population has an equal chance of being chosen.

Data type and data sources

Primary data: Primary data will be obtained by conducting a survey to gather the responses of members belonging to the automation team.

Secondary data: Secondary data will be gathered through articles, internet sources, published papers and annual reports.

Sample size: The sample for this research study comprises 5 employee's responses who are directly working in the automation and directing the sales force.

Data collection method: This research study made use of a self-administered online survey carried out with Google Forms as its instrument of choice for data collecting. The purpose of the survey questions was to collect information about ACI's implementation of automation in their secondary sales of consumer goods.

Data analysis technique: The results of the online survey, which included the data gathered from it, were analyzed using descriptive statistics. It's the first step towards learning more

about the data and making informed decisions based on that learning. The information was arranged in a logical manner and summarized so that a clear picture of the existing situation with the automation of secondary sales at ACI Ltd. could be presented.

Limitations: Due to logistical limitations, the distribution of the survey form to a substantial sample size in this case to the sales representatives was not viable, thereby restricting the research to five employees who hold managerial positions and are actively engaged in the automation team. Although the sample size seems small however, by focusing on five highly knowledgeable employees in managerial roles who lead the automation team and have a lot of insights and experience, the data collected is likely to be accurate and representative of key insights about automation.

3.3 Findings and Analysis

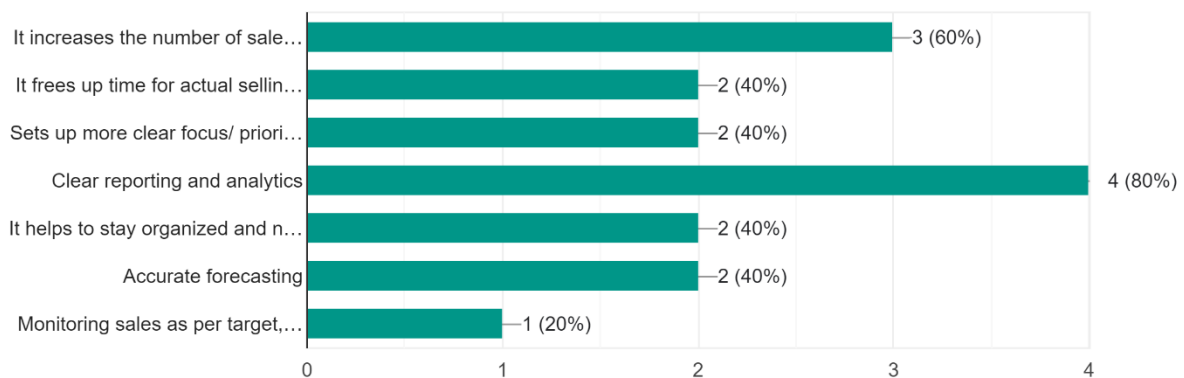
Findings and analysis from employee responses

3.3.1 Benefits of implementing Automation

From the responses 80% believed that the most beneficial thing about automation is it provides clear reporting and analytics.

9. What is the BIGGEST BENEFIT that you experience from sales automation?

5 responses



Having a sales force automation system can give sales reps and managers access to valuable data that can be used to plan for future expansion of the company's customer base and also gives them the liberty to generate accurate reports and analytics. The automation tools immediately gather every essential information about the sales data. What the retailers/distributors of ACI are doing is being recorded by the system. The resulting profile can be used to improve the company's in-person sales results.

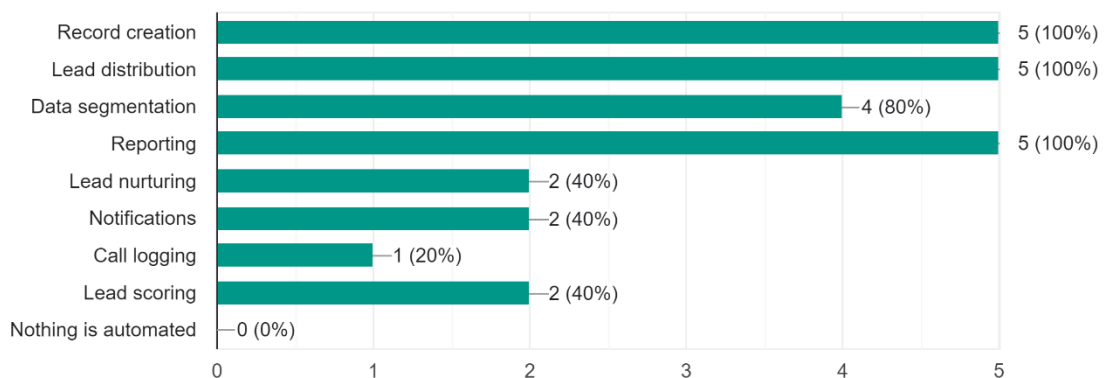
The sales team can save time and effort otherwise spent manually compiling data from various sources and entering it into a spreadsheet by using the sales force automation system's report and graph creation tools instead.

60% agreed that its increased sales. It is maybe because if automation is completely adopted then it increases productivity. Workplace automation has had and will continue to have a significant impact. This enhanced efficiency allows businesses to prioritize activities like innovation while still meeting stringent deadlines. These initiatives benefit the business and pave the way for future achievements and increased sales. Same has been happening with ACI's secondary sales. Therefore, they are trying to get more and more automated.

3.3.2 Automated tasks at ACI Ltd.

4. Which tasks are automated in your sales workflows?

5 responses

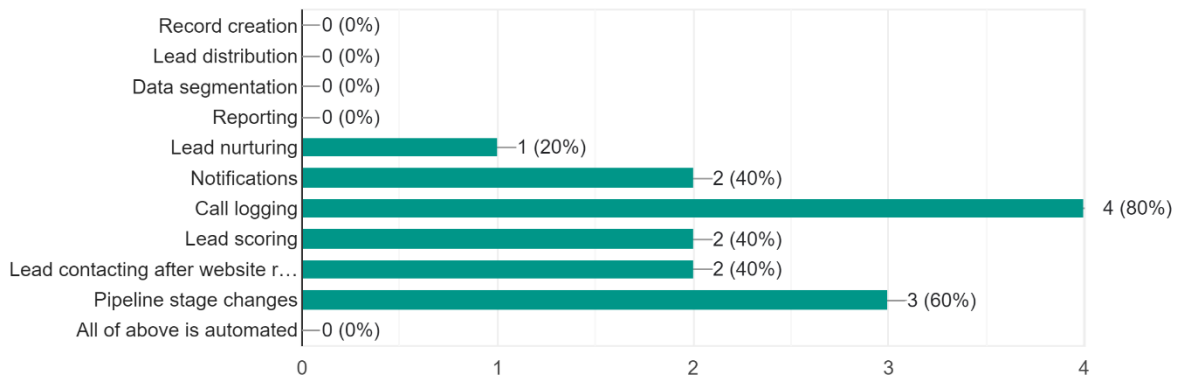


The most automated tasks in ACI's consumer division are record creation, lead distribution and reporting. Regarding several additional tasks, the participants did not all come to the same conclusion regarding whether or not these are automated. It reflects a significant number of

activities within ACI Ltd. that are not yet automated and that ought to be automated in order to improve secondary sales. These tasks should be automated as well because these contribute to overall effectiveness.

5. Which tasks are still NOT automated in your organization?

5 responses



Lead nurturing is maintaining contact with possible buyers and assisting them in making a purchasing decision. It entails giving potential customers information that is both useful and relevant to them. Personalized emails, tailored content delivery, and automatic follow-ups are just a few of the many lead nurturing touchpoints and conversations that may be automated with sales automation. A higher conversion rate can be expected as a result of this regular and personalized interaction with leads.

The quality and conversion potential of leads can be evaluated via a rating system. Lead scoring includes giving prospective customers a numerical value based on their actions, demographics, and level of interest. Lead scoring is made possible by sales automation through the monitoring and evaluation of lead activities such as website visits, email opens, content downloads, and social media participation. Lead scoring software helps sales teams focus on the most promising prospects, increasing productivity and directing attention where it is most required.

The term "call logging" is used to describe the practice of documenting and monitoring sales calls and their outcomes. Call details such as time, notes, customer questions, objections, and next steps can all be recorded and stored by sales automation software. Salespeople can use this data to keep track of interactions with customers and respond to them in a more tailored manner. Sales managers can use call logs to track agent productivity, pinpoint areas of improvement, and evaluate the success of different tactics.

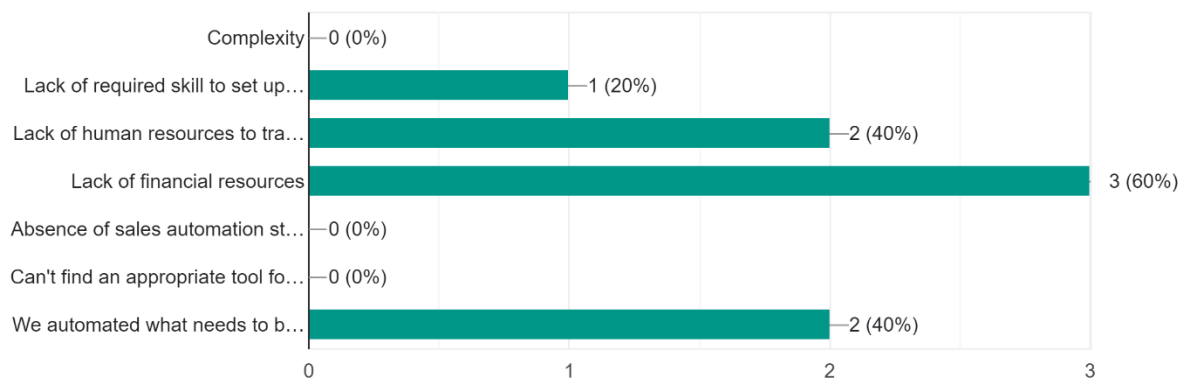
Thus, essential elements of sales automation include lead nurturing, lead scoring, and call logging, all of which contribute to better lead management, greater efficiency, greater personalization, and data-driven decision making, which in turn leads to greater sales effectiveness and enhanced customer relationships and it is very important to put these tasks under automation.

3.3.3 Reasons behind not being fully automated

According to the response of the employees of ACI Ltd. the main reason on which 60% agreed was that ACI Ltd. cannot fully automate its secondary sales activities because of lack of financial resources.

8. Why haven't you completely automated the sales processes within your company?

5 responses



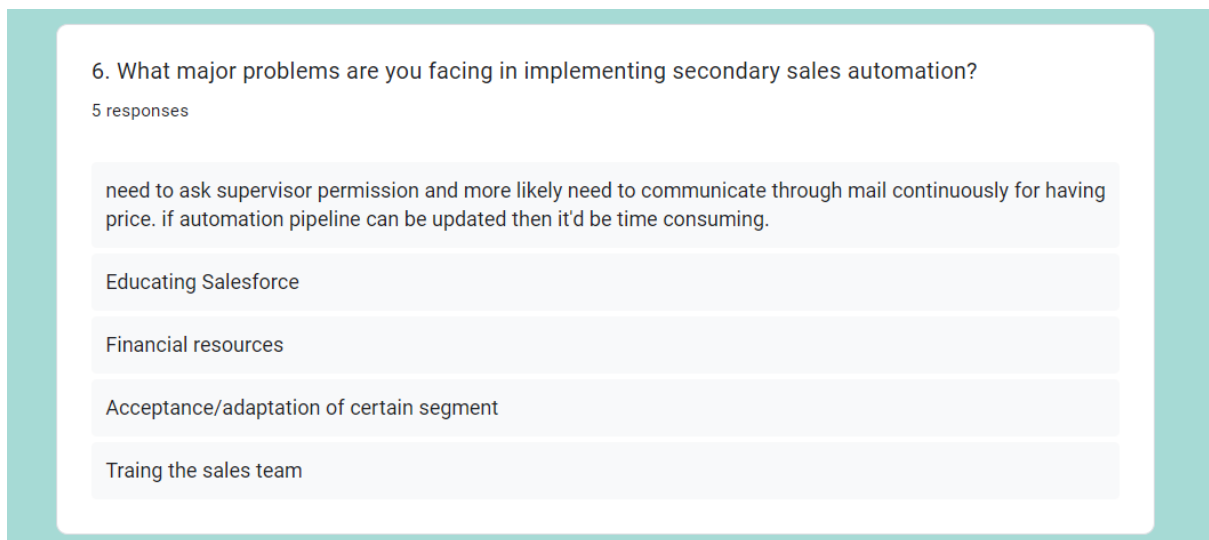
In order to stay competitive in the marketplace, many businesses are investing in automation technologies, as does ACI Ltd. However, it is important to remember that investing in new software or hardware comes with ongoing costs, such as installation and the hiring of technical specialists. Overall, the software/app is pricey to maintain, and a high-quality internet connection is required for proper implementation, which might add further expense.

After tools have been implemented, expensive training on the software is required. All staff members and upper management need to receive training on the new program before it can be used effectively. Being a flexible medium that enhances the selling procedure. It's difficult to

master without the guidance of an experienced trainer. It is necessary to provide the software and instruction on how to use it through seminars and training sessions.

3.3.4 Major problems in implementing secondary sales automation

Answers given by the automation team of ACI Ltd.-



Acceptance/adaptation of a particular portion

This acceptance and adaptation work both ways. It has to come from the salesforce and as well as from the management. Accepting it first by the management will make it easier for the sales field to adopt it faster.

Management support is crucial for any sales force automation product to be well received by its end users. This is a significant barrier if upper management is opposed to adopting this approach. Since the field force would be most motivated by training under the aggressiveness of management staff, gaining their support and acceptance is a difficulty. It can be challenging to get management to accept a process that is fundamentally different from what they're used to. This is the difficult part.

Top management and senior managers must be won over to the benefits of this approach before any work can begin on adopting it. They must be involved in both the tiered implementation planning and the user training. If they can be persuaded, then the fight is half over. Then selling the end customers on a simple rollout won't be hard at all.

Educating the salesforce

If the sales team isn't properly briefed on the rollout, they'll be confused and eventually lose interest in it. As a result, individuals become more invested in the automation tools if they are provided more information about them.

Implementing a field force automation solution or the mobile sales application requires a full understanding of the processes already in place for all existing sales teams. Since there may be multiple processes at play, it's crucial and difficult to investigate each one and identify any potential blind spots. Failure to do so may result in major inconsistencies between the way things are done now and the way they will be done with the solution. If the user's procedures aren't adhered to, they might not be able to make use of the solution. The scope of the project may have been poorly defined due to a lack of information and education.

To fully grasp and capture the current processes, thorough documentation and analysis must be performed in preparation. An in-depth analytical report outlining all of the current processes and their characteristics needs to be compiled before work can begin on the solution itself. Changes to procedures necessitated by the solution must be thoroughly documented and communicated to the workforce so that they may adopt them without resistance.

Time consuming

In ACI Ltd. the user finds it difficult to use the automated tools because, according to them it takes up a lot of time before taking the order. They need to ask permission before taking the order from the supervisor even though the entire process is automated. They need to communicate through mail continuously about price updates or other things because data integration is somewhere lacking.

A suitable migration and integration strategy must be developed in advance to ensure a seamless interaction between systems and data. This will assure optimal utilization and effectiveness of the new system, maximizing return on investment.

Training the salesforce

Easy implementation of a good system depends on the users receiving thorough training and being convinced that the system will produce superior results. It is difficult to find skilled

trainers to help with the task of educating and orienting these users. It's tough to get good results if you don't do it right.

There should be a considerable amount of time allotted for training before the implementation begins. Whatever works best for the consumers, whether it be in-person meetings or online chats. Keeping users apprised of the program's continuing modifications necessitates routinely scheduled orientation regarding software and application updates.

Financial Resources

Implementing sales automation does reduce cost in the long run however, the implementation process is costly. Because it involves so many steps. Such as-

Consulting service- Hiring certified consultants and system architects is pretty expensive.

Data management- Data clean up and input into the system takes both time and money.

After launch support- Implementing automation requires extensive user training and support during the initial stage.

3.3.5 The automation team's greatest challenge in administering the mobile application

Vision CB is the name of the app that ACI has developed in-house for use in the secondary sales of its consumer brands. This app's primary function is to track and compile sales data from the field sales team. The sales force and the staff who are in charge of leading the automation are having issues while using this app, which is causing a lot of frustration. Based on the team's responses, we know there are numerous causes for this. There are a lot of different reasons why the app isn't working properly. Five different and unique answers have been given, which shows that there are many important factors associated with it.

7. What's the biggest obstacle you face while operating the app that is being used for the automation team?

5 responses

Mostly technical

Less tech savvy

sometimes it's shows error without any reason. apps should take JPG file/PNG file. while uploading through phone it shows error. but fine with pc.

Pore network on remote areas

Slow Internet

Technical issues

Salesforce apps might have technical difficulties that influence performance and operation. Slow loading, data retrieval, and system sluggishness are frequent performance concerns. Large data quantities, sophisticated queries, inefficient code, and system integration concerns might cause these issues.

Also, Integration issues may develop. Salesforce needs to exchange data with other apps and systems. Integrating with third-party, legacy, or incompatible Salesforce or other applications might cause complications.

Other concerns include data quality and administration. Incorrect data entry, duplicate records, data synchronization issues, and data integration flaws might compromise data integrity and quality.

Additionally, mobile and offline functionality may cause technical issues. Salesforce's mobile and offline capabilities can be hindered by connectivity or synchronization concerns.

Workforce that is less adept with modern technology

Users with less technical expertise may struggle with the app's technical complexity. It takes a certain level of technical knowledge and ability to manage an app on Salesforce by adjusting its settings, configuring it, and integrating it with other systems.

Less tech-savvy users may struggle with app customization, security settings, user permissions, processes, and technical concerns. Salesforce's terminology, interface, and concepts may take time to master.

Furthermore, Salesforce upgrades, adds features, and improves, which might complicate the user experience for non-technical users. Technology-challenged users may struggle to keep up with these changes and grasp their ramifications.

Weak internet connection

When administering a sales app on Salesforce or any other cloud-based platform, slow internet can be a problem. It becomes a significant issue when the location is in a remote area. Slow internet connection can lead to several challenges. Such as-

A slow Internet connection can cause Salesforce pages, including app screens, records, and data, to render more slowly. As a result, users may become frustrated and less productive as they wait for information to process.

Also, salesforce mobile apps may access some data and conduct basic operations offline. However, slow or no internet connectivity can limit offline mode performance, making it difficult to work in places with poor internet service.

Additionally, integrations between Salesforce and other systems may run more slowly than expected if the internet connection is slow. A poor connection might cause integrations to fail because of delays or errors in data transfer, which in turn affects the overall functioning and stability of the service.

3.4 Summary and Conclusion

Automation in secondary sales has significantly altered the way businesses handle their sales operations. Sales at ACI experienced the same thing. Automation has greatly improved efficiency, accuracy, and productivity in secondary sales activities by capitalizing on cutting-edge technologies and streamlining human procedures.

The elimination of human error is a major perk of automating secondary market transactions. Errors and discrepancies are less likely to occur when automated systems handle repetitive and routine processes like data entry, order processing, and inventory management. As a result, ACI Ltd.'s sales data will be more accurate across the board, and the company will avoid making any mistakes that could result in dissatisfied customers or financial losses. Automation allows real-time sales data tracking and analysis, providing vital insights into secondary sales success. Automation tools, CRM systems, and analytics platforms let firms track important

indicators, spot sales patterns, and make data-driven choices. This visibility permits proactive sales strategies and timely adjustments to boost revenue and market competitiveness.

Despite the fact that automation brings significant benefits to secondary sales, it must be implemented strategically and in accordance with the ACI's specific requirements and objectives. To ensure the seamless adoption and acceptance of automation tools by the sales teams, proper training and change management initiatives are required. In addition, regular evaluation and optimizations of automated processes are essential for maintaining a competitive edge and adapting to changing market dynamics.

3.5 Recommendations

- Make the automation tool more interactive and user friendly. For this, simplifying the interface can be beneficial. The tool should be straightforward and easy to use. Utilize plain, concise language and a logical organization of the options.
- Educating the sales representative first then starting the automation process. Identifying the tasks and procedures that will be automated is the first step. This will assist in determining which sales representatives will be affected by the automation and what they must learn.
- More data driven applications are required. It will help the sales representative to make better selections and do a better job overall.
- Maintenance of the tools because it is crucial for ensuring the optimal performance and longevity of the tools.
- Every Information needs to be updated so that it saves time at fieldwork.

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Appendix

Survey questionnaire

Email

.....

1. Name

.....

2. What's your job title and company?

.....

3. What industry do you operate in?

- Information Technology and services
- Education
- Finance and Insurance
- FMCG
- Food and Hospitality
- Marketing and advertisement
- Safety/ Security & legal
- Logistics & Supply Chain
- Construction
- Event Services
- Telecommunications
- Non-Profit Organization
- Other

4. Which tasks are automated in your sales workflows?

- Record creation
- Lead distribution
- Data segmentation
- Reporting
- Lead nurturing

- Notifications
- Call logging
- Lead scoring
- Nothing is automated
- Other...

5. Which tasks are still NOT automated in your organization?

- Record creation
- Lead distribution
- Data segmentation
- Reporting
- Lead nurturing
- Notifications
- Call logging
- Lead scoring
- Lead contacting after website registration
- Pipeline stage changes
- All of above is automated
- Other...

6. What major problems are you facing in implementing secondary sales automation?

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7. What's the biggest obstacle you face while operating the app that is being used for the automation team?

.....

8. Why haven't you completely automated the sales processes within your company?

- Complexity
- Lack of required skill to set up sales automation workflows
- Lack of human resources to train the team on how to use a system
- Lack of financial resources

- Absence of sales automation strategy
- Can't find an appropriate tool for your sales automation
- We automated what needs to be automated
- Other...

9. What is the BIGGEST BENEFIT that you experience from sales automation?

- It increases the number of sales and revenue
- It frees up time for actual selling/ negotiations/ outreach
- Sets up more clear focus/ priorities between customers and leads
- Clear reporting and analytics
- It helps to stay organized and not miss any task/ opportunity
- Accurate forecasting
- Other...

10. If you experience any kind of NEGATIVE EFFECT of sales automation, what is it?

- Robotic answers, less personalization
- Lower opens and click rates in email campaigns
- Decrease in sales
- I do not feel any cons of automation
- Other...

11. On a scale of 1 - 5, how easy was the implementation of sales automation tools?

- 1
- 2
- 3
- 4
- 5

12. What is your best sales automation tip?

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