
Report On
**Trade program strategy's effect on meeting the sales target on
Square Toiletries Ltd.**

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

BRAC Business School

BRAC University

March, 2023

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Declaration

1. This internship report is my individual work while pursuing a degree at BRAC University.
2. The report does not include previously issued or written information from a third party, unless this information is correctly cited with complete and accurate referencing.
3. The report does not contain anything that has been submitted or accepted for another degree or diploma at a university or other institution.
4. I have identified all of the significant sources of assistance.

Student's Full Name & Signature:

Maliha Afroz

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Supervisor's Full Name & Signature:

Mr.Zaheed Husein Mohammad Al-Din

Senior Lecturer, BRAC Business

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Letter of transmittal

Mr.Zaheed Husein Mohammad Al-Din

Senior Lecturer,

BRAC Business School

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on “Square Toiletries Limited”.

Dear Sir,

With all due respect, I write to inform you that I have successfully completed my internship and am presenting this report as part of my degree requirements at BRAC University.

I wanted to express my appreciation for your help and direction throughout my internship and in writing this report. Thank you so much for the opportunity to perform my internship and report under your direction; I truly appreciate it. This report will give an overview of Square Toiletries Limited and an in-depth examination of the topic "Trade program strategy's effect on meeting the sales target on Square Toiletries Ltd." It will also provide insight into my job as an intern in the sales department.

Your help and direction were invaluable in finishing my report. To that end, I pray that the report exceeds your expectations.

Sincerely Yours,

Maliha Afroz

17104142

BRAC Business School BRAC University

Date: March ,2023

Non-Disclosure Agreement

This agreement is established and entered into by and between Square Toiletries Limited and the signatory student at BRAC University to prevent the unauthorized disclosure of the organization's sensitive information. This agreement is intended to prevent the unauthorized disclosure of Square Toiletries Limited's sensitive information.

Square Toiletries Limited

Maliha Afroz

Acknowledgement

All praise and appreciation are due to Allah, the Almighty, for allowing me to complete my internship report while in good health. Without the grace of Allah, this event would not even be possible.

I'd like to thank the management and sales team at Square Toiletries Limited for letting me be a part of their organization and giving me the chance to work there as an intern. The internship program was very good and helped me improve my learning curve in many ways.

I also thank my supervisor, Mr. Kazi Reza-E-Rabbi, Executive, Trade marketing department, Square Toiletries Limited. He led me through the internship and taught me about the organization. He treated me like a colleague and accelerated my growth in three months.

Finally, my thanks to Mr. Zaheed Husein Mohammad Al-Din, Senior Lecturer, BRAC Business School, for his guidance throughout my report. His step-by-step advice made this report possible.

Executive Summary

Square Toiletries Ltd is one of Bangladesh's most reputable and prominent manufacturers and sellers of fast-moving consumer goods. It is a subsidiary of Square Group, but operates independently. As an FMCG manufacturer, it carries twenty distinct brands, ranging from skin care to home cleaners. It has hundreds of distributors throughout Bangladesh, and as their customer base has risen rapidly, so has their market.

This report will provide an overview of the tasks that an intern at Square Toiletries Limited completes on a daily basis. Recently, the sales department at Square Toiletries has begun hiring interns in order to provide candidates with an introduction to the workings of a sales department for a fast-moving consumer goods (FMCG) company. Instead of serving as an internship, this program gave participants experience more similar to that of an employee.

In addition, this report will give insight and offer an overview on Square Toiletries Limited as a business, including the company's vision and mission, employee procedures, marketing tactics, and a variety of other topics. As a company, Square Toiletries is very open and honest, while still maintaining a high level of accountability. Their products are able to compete with those of multinational companies as a result of effective corporate practices and consumer-based products.

In addition to that, there will be a in-depth analysis into the strategies behind Square Toiletries' trade program. This analysis will give insight on the topic of "Trade program strategy's effect on meeting the sales target on Square Toiletries Ltd." Following the completion of the research, it became clear that trade program strategies play an essential role in the process of reaching sales goals. These strategies are implemented in order to attract the attention of retailers and to encourage them to make more purchases, both of which are necessary in order to achieve the sales target. It was also noted that the sales department is not exclusively dependent on trade program tactics since other aspects also play key roles, and trade programs do not always result in success. This was noticed as a result of the fact that trade programs do not always result in success. Yet, it is an important aspect that has a big impact on the amount of sales goals that can be achieved.

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Chapter 1: Overview of Internship

1.1 Information of the Student

Name	Maliha Afroz
Student ID	17104142
Program	Bachelor of Business Administration
Major	Major in Human resource Management, Minor in Marketing

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

Period	3 Months (18 September – 18 December)
Company Name	Square Toiletries Limited
Department/ Division	Sales Department
Address	43 South Avenue, Gulshan 1, Dhaka 1212.
Logo	

1.2.2 Internship Company Supervisor's Information Name and Position

Name	Kazi Reza-E-Rabbi
Position	Executive , Trade Marketing, Square Toiletries Limited

1.2.3 Job Scope – Job Description/Duties/Responsibilities

As a sales intern, the primary responsibility that was given to me was to assist professionals in Sales and Trade Marketing with the various administrative tasks that they needed to complete. The following is a list of the responsibilities I was responsible for while working at Square Toiletries Limited:

- Assesting trade marketing executives with different trade programs
- Preparing trade program report and sharing with field tem
- Daily sales report monitoring
- Communicating with sales officers on a daily basis to guide them to increase sales
- Various paper works related to trade marketing
- Assisting in Achieving Monthly Sales Target

1.3 Internship outcomes

1.3.1 Contribution to the company by the student:

In the three months of my internship at Square Toiletries Limited, I completed several tasks and activities provided by my supervisor and management. These are the activities.

- **Maintaining Communication with Field Officers:** I was responsible for keeping in touch with the field officers on a regular basis, including the Regional Sales Manager, the Area Sales Manager, and the Territory Sales officer. Because I needed to provide them an update on their assigned track and market as well as remind them of their follow-ups
- **Assisting in Achieving Monthly Sales Target:** My responsibilities also included keeping the field team informed about the latest changes to the trade marketing initiatives and ensuring that we maintained open lines of contact. STL kicks off numerous kinds of trade marketing programs all during the month as well as the year, and the field force needs to be kept up to date on the program on a consistent basis in order to keep compatibility and clarity with the head quarter. It was my responsibility to act as a channel for communication in order to connect them with the most recent trade marketing campaigns.
- **Assisting trade marketing executives with different trade programs:** While I was working in STL there was a trade program going on named “winter program” to achieve its monthly target my supervisor divided the divisions and gave us the responsibility to full fill the target of those regions. I was in charge of two divisions and I had to contact with the sales officers of those divisions every day and push them to increase the sales. It was a great opportunity for me to learn how to achieve sales target

1.3.2 Benefits to the student:

My internship at Square Toiletries' sales department shaped my learning curve and gave me invaluable insight into how to advance my career over the course of three months. I think it was a brilliant move on my part to intern at Square Toiletries. STL is part of Square Group, one of Bangladesh's largest business giants. It was a great introduction to the corporate world and provided me a taste of the FMCG industry. I had no knowledge regarding to the internal workings of a sales department before to joining STL's team.

My communication skills were greatly improved by the three months I spent learning how to interact formally with the officials. In addition, I improved my verbal and linguistic abilities because

of all the phone calls I had to make to formally interact with the field force. Likewise, I had to adjust to the hectic pace of the sales department and meet strict deadlines.

in addition to the importance of reaching objectives. On the other hand, I made a concerted effort to learn about company culture during my time working for one of the country's leading fast-moving consumer goods (FMCG) companies. STL has a tight work schedule of (8:30 AM - 5:30 PM), thus I learned to be more decelerated, organized, and punctual as a result of working there.

My internship at Square Toiletries Limited prepared me to take on greater responsibilities and make a positive impact in the workplace. Because interns at Square are given the same opportunities and responsibilities as full-time workers, they quickly find themselves comfortable in the office. Over my three months on the job, I became proficient in using Microsoft Excel for a wide variety of calculations and calculating purposes. That helped me speed up my typing in both English and Bangla. The most fascinating feature of my experience is how my fellow managers and supervisors encouraged my professional development in every way. Moreover, I improved my efficiency and focus on outcomes in my professional endeavors alongside my soft skills throughout time. My supervisor's supportive approach, combined with the opportunities to develop my interpersonal and soft skills, was important in my professional growth.

1.3.3 Difficulties faced during the internship period:

Working for a well-known, large firm has its advantages as well as its problems and obstacles. Working in such a large company with no prior experience brought its own difficulties, and conquering these difficulties is ultimately what matters. I, too, faced issues early in my internship and required time to adjust.

Considering I was new to how an FMCG sales department operates, it took me some time to master the department's terminology and procedures.

Although they used different phrases for various things, it took me a few days to acquire their terminology.

STL is a company that strictly maintains punctuality, and I had difficulty arriving at the workplace at precisely 8.30 a.m. due to the heavy traffic in Dhaka. Even 8:31 a.m. was considered late, so I had a difficult time to cope up with this . I was unfamiliar with working 9-hour shifts without a break,

therefore I sometimes struggled to give my complete focus to my work. In addition, I was required to regularly follow up with the field employees to ensure that they met their deadlines, which was a difficult chore to accomplish. Somedays I had to phone over 30 people and speak with each of them for at least 20 minutes, which was challenging. In conclusion, meeting deadlines and guaranteeing consistent participation were challenging. I had to juggle multiple projects concurrently, which was first difficult but which I soon mastered.

1.3.4 Recommendation

For a beginner like me, being able to do an internship at a well-known company like Square Toiletries Limited was a great chance. They gave us so much to learn about their culture and environment in such a short amount of time. On the other hand, I have some suggestions. Having said that, I will offer a few suggestions.

- Freshmen like myself, who want to work in an environment where their contribution is recognized, are motivated by the fact that they treat interns as if they are regular workers. They should maintain this approach and continue to do so.
- As we are all aware that the functions of the Sales Department are limitless, I believe that a more effective workplan should be developed for interns in order to provide us with experience in each and every aspect of the department. By gaining experience in a variety of fields, we will be able to get a deeper comprehension of the processes carried out by the Sales Department, which will, in the long run, enable us to pursue a wider range of employment opportunities.

Chapter 2: Organizational Part

2.1 Introduction:

Square is a well-known industrial conglomerate in Bangladesh. Square Group was founded in 1958 by Samson H Chowdhury and three friends. The name "SQUARE" was inspired by the similarity of accuracy and quality. Furthermore, Mr. Samson has stated that one of the reasons for naming it "SQUARE" was because they were four friends when they began their venture.

Since its inception in 1958, the small company has grown into a large conglomerate with over 56,000 employees. It began as a pharmaceutical company called Square Pharmaceutical Limited, but after years of consistent success, it began to diversify into other businesses. Square Group's revenue is estimated to be \$1.8 billion by The Business Standard (2021). Square Toiletries Limited is a subsidiary of Square Group that operates as a separate private limited company. Square now includes a diverse range of products and brands. Sister companies of Square Group are

- Square pharmaceutical's Ltd.
- Square Toiletries Ltd.
- Square Food and Beverage Ltd.
- Square Hospitals Ltd
- Square Textiles Ltd.
- Square Agro Development and Processing Ltd.
- Aegis Services Ltd.
- Square Air Ltd
- Square Securities management Ltd.

2.2 Company Overview:

SQUARE Toiletries Limited is a well-known fast-moving consumer goods (FMCG) producer in our country. Meanwhile, Square Toiletries was established in 1988 as a subsidiary of Square Pharmaceutical Limited, but in 1994 it became a separate private limited company. STL has seen rapid growth in both its product line and market share since that time. STL currently has and markets twenty different brands for various consumers and segments, as well as a product line of fifty, which also includes various stock keeping units (SKU). The majority of the products are made in Rupshi and Pabna, where their factory is located. Meril, Kool, Senora, Chaka, Jui, Supermom, Zerocal, Xpel Aerosol, and Revive are among the company's major brands. All of these brands offer a variety of products, many of which have multiple SKUs. For the past 34 years, SQUARE Toiletries Limited has provided its customers with skin care products, hygiene products, and home

cleaning essentials. Its products cover children, adults, and men and women, with a focus on sustainability and affordability.

2.2.1 Vision of STL

We strive to understand each customer's individual needs and convert those into products that deliver on those needs in a way that is both exceptional and cost-effective.

2.2.2 Mission of STL

- One of our most valuable assets is the relationships we've built with our customers, therefore we make it a point to learn as much as we can about them so that we can meet their ever-changing demands to the best of our ability and leave them feeling satisfied with our service.
- To supply products to customers at lower prices by maintaining a tight, unyielding, and excellent stance toward quality maintenance.
 - The people of STL are its greatest strength, thus it's important to maintain a welcoming environment where they can thrive. In addition to aiming for an abnormally high level of enthusiasm and contentment among employees.
 - To keep the compulsion closer to the government and society with the highest moral standards and to make every effort for a social order without malpractices, actions that hurt the environment, and unethical and corrupt business practices.

2.2.3 Quality Policy of STL

Square Toiletries Limited follows logical and structured during production and conforms to the highest possible global quality standards for their finished goods.

- Develop a thorough understanding of consumers, their behavior, and product requirements.
- Enhance STL's resources for acquiring, developing, and monitoring innovations across the company's extensive portfolio.
- The ability to "associate" consumer needs with technological capabilities.

2.2.5 Global Partners of STL

Square Toiletries Limited produces high-quality goods for the U.S. market and exports to another thirteen nations. The United Arab Emirates, the United Kingdom, Australia, Malaysia, and Germany make up the bulk of its overseas market. Seven of STL's twenty brands and 136 individual products

are being shipped overseas. STL has official agreements with the overseas corporations to export these products in partnership.

2.3 Management Practice

2.3.1 Leadership Style

Leadership styles can influence the level of employee participation, engagement, and transparency in any organization. Square Toiletries Limited has a democratic, or participatory, leadership style. Because participatory leadership is required to include all impacted employees in decision-making, and it is apparent that this type of endeavor enhances employee engagement in organizational work and makes them feel appreciated. This, it appears, improves their incentive to work. Similarly, management at STL consistently exhibits a democratic leadership style and invites employees to provide feedback before making the final decision. As a result, there is always transparency, which helps to reduce internal misunderstanding. I've seen the head of my department set up meetings with people from different levels of management. As a result, it improves the effectiveness of any decision in which all impacted employees can express their views.

2.3.2 Recruitment & Selection Process

This is a critical responsibility for Square Toiletries Limited. Because hiring a candidate who is a perfect fit for the position may have an impact on a company's overall effectiveness. As a result, they take great care to maintain the process's quality and efficacy. Square, as an umbrella brand, guarantees its personnel' exceptional credentials and adaptability. STL constantly looks for people to be a resource for the company and provides numerous opportunities for them to demonstrate their competence and talents. Their employability in the current market is excellent, and they hire people from all backgrounds and nationalities without discrimination. The Human Resource department is primarily in charge of STL's recruitment and selection processes, and they are responsible for picking the right individuals for the right job. When there is a need for someone for a specific role, the recruitment process in STL begins. The STL Human Resources department creates job descriptions and advertises them in various job platforms and media. STL guarantees that information reaches the proper applicants in every hire. STL has made some key characteristics requirement for the hiring process. As an example,

- Merit should take precedence.
- Each applicant's professional background must be checked before to employment.
- Medical fitness, which includes both physical and mental health, is necessary.

- Everyone should have an equal chance, and the entire process should be transparent.

STL employs a dynamic multi-step recruitment approach to find the best applicant. They first take a written test, then go through three phases of interviews to conclude the recruitment process. They hire for marketing, human resources, management information systems, field force officers, sales officers, executives and non-executives, among other positions.

2.3.3 Training and Development

Companies frequently offer T&D programs in an effort to improve the education of their staff. Working provides the opportunity to learn new things. That's why businesses invest in their employees' professional development by giving them access to courses and programs designed to help them improve personally while also making them better equipped to serve the company. Square Toiletries Limited provides a wide range of opportunities for employee education and development, tailoring these to the needs of each individual employee's position. To clarify,

Field Training: This type of training is frequently created for the field force or personnel who work in a variety of marketplaces. The majority of them are Sales Representatives. When a sales officer is hired, they must go through field training under the supervision of their supervisors, after which their work is evaluated. Their supervisor then recommends their chosen sales representatives to the recruitment supervisors, who make the final employment choice.

In-house Training: This is also for sales employees and occurs after they have completed their field training. This comprises primarily of a two-day training during which they are informed on their responsibilities and evaluated on the knowledge they have received.

On-the-Job Training: The first six months of an employee's employment at STL are considered probationary. Where he or she is meant to learn their general responsibilities and duties, and where senior managers supply work. During this time, the employee's performance as a trainee is also evaluated. Following the probationary period, the employee must undergo a single confirmation interview in which higher-level authorities seek to assess the individual's learning level. As a result, workers here learn through on-the-job experience.

Managerial training: STL encourages its managers to participate in off-the-job training to improve their performance efficiency and contribute to the organization's goals.

2.3.4 Compensation System

The Human Resource department of SQUARE Toiletries Limited is in charge of most of the compensation system, which includes bonuses, incentives, and yearly raises. They look at how well employees do their jobs over time, and STL employees get some benefits that aren't offered by other companies.

Employees get a basic salary every month based on their experience and length of time with the company. They also get a house allowance, insurance, and a provident fund, among many other rewards for doing well. Every employee gets a 10% salary increment every year based on their basic salary, which can change based on how well they do their job. On the other hand, at the end of each fiscal year, they also get a share of the company's profits. The people who work at STL get two bonuses and one paid leave a year. Also, STL has an air-conditioned transportation system for its employees that goes all over the Dhaka metropolitan area. Managers and people in higher positions get their own private transportation, though. Aside from that, every employee, from the top level down, gets a fully subsidized lunch every day, along with tea twice a day.

To do their best work, employees need to be healthy and happy. As a result, all STL employees will get 50% off at SQUARE Hospital for any kind of medical service, including emergencies. Lastly, they get all SQUARE Group products at the Trade Price or at a 25% discount because they are part of the SQUARE Group.

2.4 Marketing practice

As one of the largest manufacturers of toiletries and cosmetics products in Bangladesh, Square Toiletries Limited (STL) handles a wide range of promotional initiatives. We will analyze their advertising strategies and target market below.

2.4.1 Marketing strategies

STL's mission is to become Bangladesh's leading maker of household and cosmetic products by providing them at competitive prices while preserving their trademark SQUARE quality. As part of SQUARE, STL's brand value was high from the beginning. However, this is not enough for lasting success, and STL has done excellent marketing and branding to get where it is now.

- Market Segmentation:

The process of marketing segmentation is extremely important for achieving success in marketing and developing a comprehensive marketing plan. The STL market is typically segmented based on

demographic considerations. The ages, genders, and levels of income of consumers are taken into consideration when developing and marketing their products. For instance, their Meril items are marketed at female consumers, whereas Meril Baby is aimed solely at the child market group. On the other hand, Kool is aimed only towards male customers of any age. Lastly, these products are priced so that people with middle-incomes in our country can afford them.

- Marketing Mix:

STL, like many other FMCG firms, focuses their marketing strategy on the "4 Ps of Marketing." With the right marketing strategy in place, you can effectively reach a wide range of consumers and cover a wealth of information. The 4 P's of STL will be covered here:

- Product

STL's products are primarily high-quality, well-packaged convenience items for skin care and household use. The product is made up of two parts: the main product and the packaging components.

- Price

Pricing is one of the most important and difficult parts of the marketing mix. If done right, one-way prices can give a business an edge over the competition. The prices that STL sets for its products are mostly set with the middle-income people of Bangladesh in mind. As a developing country, most people have middle-class incomes or less, so prices are set so that everyone can afford them.

- Place

Since the products sold by STL are fast-moving consumer goods, it is important that they are accessible in a broad range of locations. These products are offered for sale at a wide variety of retail locations in Bangladesh, ranging from local shops to super markets and everything in between. People are now able to purchase things through e-commerce websites as a result of the growth of online marketplaces in today's society.

- Promotion

STL does a lot of advertising on a large scale and in many different ways. Promoting a product is very important if you want to get the word out about how valuable it is. STL doesn't just advertise their products in different ways; they also run campaigns and sponsor a lot of events to get their customers more involved.

2.4.1 Target customer, targeting & positioning strategy

STL makes and sells mostly fast-moving consumer goods, and they have about twenty different brands. For each brand, they sell different kinds of products to meet the needs of their wide range of customers. They also offer different SKUs of each product based on how much the customer can afford and how often they use it. People of all ages are the main target market for STL's products, and middle-income and low-income people are the most likely to buy them. STL sells products that can help with everything from skin care to cleaning the house.

In the FMCG industry, there is a lot of competition, STL is always thinking about how to position itself in the market to stay ahead of the competition. They do aggressive marketing all the time to stay ahead of the competition, and STL's trade marketing department comes up with different trade programs and bonuses for retailers to get more attention on their products.

2.4.3 Marketing Channels of STL

STL has made different distribution and marketing channels so that the products can be sold to the right people and reach potential buyers. STL has given 261 distributors all over the country permission to sell their products so that people can find out about them and buy them. With the help of STL's own field force, these distributors sell the products or take them to the retailers. On the other hand, STL's put their products on different online markets and e-commerce sites like Daraz, Chaldal, and Panda Mart so that they could be seen online. Also, they no longer just use the newspaper, billboards, and TV to promote their business. With the help of their in-house media partner Mediacom Limited, they promote their product through different channels like social media. They also put a lot of emphasis on through-the-line marketing (TTL). Some of their ads are very focused on making people aware of social issues. For example, Meril soap once ran an ad saying that only bright skin is not beautiful and that all skin is beautiful.

2.4.4 STL's Branding activities

SQUARE Toiletries Limited makes use of a multi-branding strategy for its wide range of products. As has already been said, STL has 20 different products with different SKUs that are sold under different brand names and are meant for different markets. For example, Kool sells shaving foam, aftershave lotion, aftershave gel, talcum powder, and body spray for men. On the other hand, Sepnil sells hand sanitizer, face masks, antibacterial soap, and hand wash, all of which are aimed at different markets. Meril also sells soap and body wash, but these products are meant for different people. STL has a different strategy for branding each of its products. Where Kool tries to encourage manliness, Meril encourages care and sensitivity, while Sepnil encourages protection. All in all, different brands tell their customers different things.

2.4.5 Advertising & promotion strategies by STL

The two types of advertising and promotion strategies used by STL are ATL (Above the line) and BTL (Below the line). The two work together to bring in the ideal client. Advertisements on television, billboards, newspapers, and especially cooperative marketing with retailers to achieve desired shelf placement in stores and shops are examples of ATL methods used to attract customers' attention. On the other side, they use e-commerce websites like Shajgoj and Chaldal to promote their items as part of their BTL strategy. They also sponsor events like the Meril Prothom Alo Puroshkar and the Kool T20 series and other events to boost customer participation. Their BTL efforts aren't tailored to a particular goal, such as a sale, but rather are meant to raise general brand awareness. Nonetheless, these advertisements are designed with a definite goal in mind, and that goal is to get customers to buy the product and convert.

2.6 Operation Management & Information System Practices in STL

Planning, controlling, and keeping the organizational procedure to initiate the desired achievable profit by maximizing output and limiting outlays are all aspects of operation management. Its job is to ensure that the business runs smoothly and that the company's projects are productive and efficient. The STL operations team is responsible for product procurement, production, and distribution to customers. On the other hand, the sales & commercial team gives the work of processing the information system to the MIS department. In the following, we are going to talk about the methods that STL has acquired in terms of its operation management and information system;

2.6.1 Controlling Quality:

Regardless of the circumstances, STL always places a high priority on ensuring the quality of its products. The organization keeps a dedicated department known as Quality Control to watch over the products it manufactures and sells. This department is constantly conducting research and development with the intention of improving the overall quality of the products they produce. ISO 9001:2015 and ISO 22716:2007 are two international standards that STL's products have been certified to meet. Every quality test result is analyzed for future reference and a continuing effort is made to fully grasp what the customer needs under STL's quality control administration.

2.6.2 Maintenance of resources:

In order to produce high-quality goods, STL utilizes completely automated machinery in both of its large manufacturing facilities, which are located in Pabna and Rupshi respectively. The production unit undergoes routine maintenance, and it is also evaluated in terms of the production or the demand. or instance, if it is determined through resource planning that a higher output is required, then additional machines will be optimized and added.

2.6.3 Management of Data:

STL takes into account information management and data management in the context of operational management. Keeping everyone in sync with one another—from workers to the company to departments to shareholders—is essential for smooth operations. Data is collected and processed by STL's dedicated information system management team with the help of relevant authorities to facilitate efficient management of business processes. High-tech programs are used to store the data. The MIS team collects data from everywhere else in the organization and uses it to inform strategy and decision-making.

2.7 Industry & Competitive Analysis

2.7.1 Porter's Five Forces Analysis for STL

Industry rivalry among existing competitors: Current competitors present a significant challenge for Square Toiletries Limited since they offer a high level of competition. There are other businesses in Bangladesh that are direct competitors of STL that make the same goods, and these other businesses are located in Bangladesh. They have maybe around 25 candidates total.

Because of the relatively little variations in quality that exist between their products, the level of competition is extremely high; hence, additional product development is required to achieve a position of advantage in the market.

Bargaining power of suppliers: The suppliers' ability to negotiate is considered to be medium. The number of businesses operating within this sector is relatively high; yet, the negotiating power of suppliers is only moderate for a number of different reasons. To begin, because STL conforms to global standards and markets its wares in a number of countries, the company places a significant emphasis on the product quality it offers. Having access to raw materials of a high quality is therefore absolutely necessary. Due to the severe nature of STL's requirements, the company does not accept any materials that do not undergo appropriate quality control. On the other hand, the

negotiation strength of STL's suppliers is moderate because of their desire to supply the company with raw materials.

Bargaining power of buyers: Because there are many comparable products accessible on the market and the price differences between them are minimal, which enables customers to easily switch brands, buyer power is considerable. This gives buyers more leverage in negotiations with sellers. STL is working to improve product quality in order to maintain customer loyalty to the brand. The corporation is making more of an effort to expand its market share by paying more attention to the particular needs of its customers and participating more actively in CSR initiatives.

Threat of new entrants: New entrant threats are moderate. There are a number of factors that play a role in this decision. To begin, the possibilities and scope of this market may attract new participants, but it will be difficult to sustain improved profitability throughout the course of the entire business cycle. It is challenging for new businesses to achieve economies of scale since established companies have already achieved them through years of toil and skill. Even though there is a low level of brand loyalty in this market as a result of the number of alternatives, it is nevertheless very difficult for new entrants to generate brand value. Consequently, new entrants offer a moderate threat.

Threat of substitute products: The competition that comes from alternatives is a significant risk. As was mentioned earlier, there are a number of other national and multinational companies besides STL that sell the same products, and the quality standards of these other businesses are comparable to those of STL. Additionally, the tastes of Bangladeshi consumers are taken into consideration during production of each product, making it simple to transition between different brands. In this location, STL sells shampoo under the brand name Meril, whilst Unilever supplies the more well-known and widely used Sunsilk.

2.7.2 SWOT Analysis

Strength

- Comparatively lower price.
- Strong Brand Loyalty.
- Brand Reputation.
- Immense financial resources.
- Strong distribution channel.

Weakness

- The R&D department is primitive.
- Confined product line.
- Lack of new product development.
- Inadequate brand revitalization.
- Inner operation problems.

Opportunity

- Can increase market share by increasing the product line.
- Can expand the market with international certification.
- Create its own ecommerce platform.
- Meeting the increasing demand of buyers.

Threat

- Many companies sell similar products.
- Consumers switching costs are very low.
- New trends & shift in consumers preference.
- Barrier to entry is low.

2.8 Summary & Conclusion

With hard work and determination over many years, SQUARE Toiletries Limited has become one of the most well-known and prominent FMCG companies in our country. STL's slogan, "We care for you," reflects that company's commitment to the satisfaction of its customers and the company's mission to supply high-quality goods at reasonable prices. As a result of the public's trust in SQUARE group products, "Expect the Same SQUARE Quality" serves as the slogan for STL. So far, it appears that STL places a premium on responding to customer feedback when developing and promoting new goods. Instead, they offer high-quality goods at rock-bottom prices. The organizational structure at STL is quite flat, and the company's culture and standard operating procedures are both excellent. They have a laid-back approach to hiring new staff members and an

open policy toward sharing responsibility. They provide regular training to ensure that their workplace is always up to date, and they also offer a number of bonuses and other incentives to keep their staff happy and productive. On the other hand, their marketing strategy and the clarity with which they present the value of their products to clients are also noteworthy. They have to focus on multiple companies, but they give each one their full attention and handle it with the utmost expertise. The SQUARE team is well-known for their commitment to transparency with investors and customers. Financial reports and statistical analysis are provided annually to show stakeholders the company's performance. STL is exceptionally well-organized and -fluent as an organization, despite having to contend with tough competition and a number of challenging circumstances. STL's management style and operation are well organized, but like any business, they need to adapt to new circumstances as they emerge. As a result, STL still has a number of openings to become the market leader in Bangladesh and to develop its market on a global level, despite the fact that it faces certain serious weaknesses and challenges.

Recommendation

Being a part of STL was a fantastic experience for a newbie like myself since they treat the interns like members of their team and as colleagues, which is by far the most significant factor. During that time, I was a part of the sales team, and I got a firsthand look at how an FMCG company's sales department operates. Even though I learned a lot and had a fantastic time, there are a few criteria I think they'd get benefit from considering.

- Continuous shifts may grow monotonous for everyone involved if there is no scheduled break during the day. The work schedule is quite tight and strict, which employees may find difficult to cope with, thus there should be a minimal break when employees can think and come up with creative solutions and ideas.
- Every time an intern completes a task, they should receive feedback and be informed of the project's outcome, just as regular employees would. It will help them to learn more and stay motivated.
- Steps can be taken to lessen the dependency on paper work and to increase the use of automation and technology in their day-to-day operations so that they can keep pace with the digital age.
- There is no doubt that all of STL's products are of a high quality; however, more emphasis needs to be placed on their packaging, and more research and development should be done, to make their products more appealing in the market in comparison to the high-quality products offered by other top-tier competitors.

Chapter 3: The Project Part

“Trade program strategy’s effect on meeting the sales target on Square Toiletries Ltd.”

3.1 Introduction

When it comes to satisfying customers, the fast-moving consumer goods (FMCG) sector is among the most competitive. While trying to keep an advantage over rival businesses, thoroughness in both work and product is essential. Although it's crucial to provide excellent value to customers, selling to retailers is a different ballgame altogether. In a more general sense, for a business to reach the end users, it must first win over the retailers who will stock its items. The reason for this is because rather than buying the thing they want from the manufacturer, buyers usually go to a retail outlet. So, a corporation must first consider how to best please the retailer in order to get the necessary shelf space in a retailer shops. The strategy of the trade program is the means through which this is accomplished.

Retailers and wholesalers are the primary targets of a trade program's strategy, rather than the end users of the product (The Economic Times, 2022). When a manufacturer offers incentives and offers to retailers to increase the availability of their product chain and boost the efficacy of their promotion, this is promoted as B2B marketing. STL, like many other FMCG producers, uses this tactic to get stores to stock its wares. Thus, STL promotes and organizes a wide variety of trade activities all year round to maintain the interest of retailers and so keep their items on store shelves. The trade marketing department has given each of these initiatives a unique name, such as Aponjon Program, Appayon Program, Grishmer Anondo Program, Halkatha Program, Jamai Ador Program, Winter program and many more. All of the initiatives are planned with the retailers in mind, but the sales staff also carefully examines the trade offers made by rivals. Their analysis is very secret due to the nature of the data they collect in the field. Furthermore, these programs are successful due to the hard work and dedication of the 1135 field force employees, who go directly to retailers to collect purchase orders and convince them.

During my internship at STL, I collaborated with the trade marketing executives to increase awareness of the trade marketing program among the field force personnel. Moreover, I helped the management carry out the trade marketing campaigns necessary to meet the monthly sales target. How fascinatingly the trade programs are created and implemented captivated me, and I'm sure it plays a significant influence in meeting the monthly sales goal. Hence, I'll be talking about how STL approaches its trade program methods and soliciting input from the sales team on how these initiatives help the company meet its goals.

3.1.1 Literature Review

In every business, sales are the engine that drives revenue and keeps the lights on. The trade programs help a business's goods stand out, get the proportion of the market they want, and expand their market structure (Ceuta Healthcare, 2021). Despite the fact that many marketers didn't understand it at the time, trade marketing and trade programs became crucial in the 1990s as merchants gradually obtained the ability to promote brands (Corina, 2021). Square Toiletries limited's trade program initiatives are responsible for 100% of the company's retail sales potential. Nevertheless, in today's digital world with its ever-expanding number of distribution channels, businesses waste a lot of money on trade marketing plans that only half of the time even succeed (Arsene, 2020).

Since the objective of trade program strategy is to raise demand in line with brand promotion, it is one step farther and one phase more complex than standard consumer marketing or proposal (Intelicle, 2021). The major problem with the trade program's approach is that it focuses entirely on merchants, even though shops can't make a sale if customers aren't willing to purchase the items. Nonetheless, merchants are especially important in the last stages of the sales process, since they may perform the company's last-ditch marketing efforts and persuade customers to buy the items. The competitiveness of one's items may be shown by retailers thanks to the many product categories and the many firms that sell comparable things (Sevin,2022). STL's trade marketing division competes for prime shelf real estate by delivering competitive pricing. When a customer makes a purchase from a supermarket, however, the situation is different.

Since the change is made by the pos system, the shops have no work to perform. But, a well-thought-out trade program plan may help you leapfrog the competition by quickly responding to product demand (Hilson,2021). Doing market research is essential, as is obtaining a peek of price specifics and offers from rivals, for the trade programs to be successful. To be more proactive and improve the capacity to make the proper selection and offer, competition analysis aids in managing trade initiatives (Gumusten, 2022). As a result, in STL, they monitor the activities of their rivals and make frequent adjustments to their own trading strategy. Since in the business of buying and selling, everyone always looks for the greatest possible price. Increased product availability and brand recognition are two further benefits. Retailers benefit from both trade and marketing programs because they foster a positive and enduring connection between the two parties.

The trade program approach is mostly B2B, aimed at retailers and wholesalers, and it drives up supply chain demand (Gilbert, 2019). Any firm since the 1990s that aspires to compete in the fast-moving consumer goods (FMCG) market uses this technique. STL relies heavily on its MIS section to do

thorough data analyses and give actionable insights. As the plan's overarching objective is to outdo rival B2B value propositions, thorough market research and analysis of the competition is crucial to the strategy's success (Master Class, 2022). Successful program creation relies on a design that is both data-driven and intrinsically linked to the product being promoted (Sonntag, 2021).

3.1.2 Objectives of the Report

The primary purpose of this study is to assess the effect of Square Toiletries Limited's trade program strategy on the company's ability to meet its sales goals.

Detailed Aims:

- Determine the process for allocating resources for trade programs.
- Recognize potential trade programs that are suitable for achieving retailer concentration.
- To assess the intensity and effectiveness of Square Toiletries Limited's trade programs.

As it will be impossible to build trade programs without adequate budgets and resources, the first concrete goal is to gain insight into how these factors are handled inside the sales department.

The second goal is to learn more about the methods used to manage the trading systems. Finally, we can see how it is contributing to sales results by assessing its intensity and efficacy.

3.1.3 Significance of the Report

The purpose of this research is to throw light on Square Toiletries Limited's trade program initiatives and provide an analysis of their influence on the company's ability to meet its sales goals. Furthermore, we'll investigate the sales department's planning and execution of various promotional initiatives. The research will also shed light on why the implementation of their trade strategy is crucial to the attainment of their market sales targets. In the long run, this might assist the company achieve its goals by enhancing its trading techniques and facilitating a more streamlined and alluring operation. Overall, they'll get a vivid picture of the topic and a solid understanding of its essentials through this.

3.2 Methodology

A number of strategies were used to carry out the research and accomplish the goals. Most of the data included in this analysis came from inside the company itself, as that's where the relevant information for the study's goals would be most likely to be found. To do this, interviews and surveys are conducted with personnel in the sales department at STL's corporate headquarters. Primary research was conducted, and a mostly qualitative strategy was used, therefore the report draws on this. Interviews, questionnaires, and direct observation are all part of the qualitative method to data collection, which entails gathering information via description and conceptual conclusions (Ivan, 2021). So, throughout my internship, I conducted interviews with the sales department's leaders, created a questionnaire to gather their replies, and regularly observed the sales team in action.

Before we up sight of the primary goal, we interviewed the executives in charge of running the trade programs to learn more about their processes for allocating and budgeting available resources. They explained how they got their hands on the trade program funding and how they put it to use.

Three specific executives who establish trade programs and marketing strategies were questioned extensively, and then data was gathered through questionnaires, in order to recognize and identify the trade programs and the second purpose. The reason for this is because the trade plans are created by these three executives using data from the previous year and information obtained from the MIS department.

When it comes to making the trade program a success, though, the whole sales team at STL pitches in. So, a survey was administered to the 23 workers working in the sales department at Square Toiletries' corporate headquarters in order to assess the program's vigor and efficacy and to achieve goal three. Using a Google form, respondents were asked to share their thoughts and feelings. The report's findings originate from interviews and questionnaires conducted inside the sales division of STL's corporate headquarters.

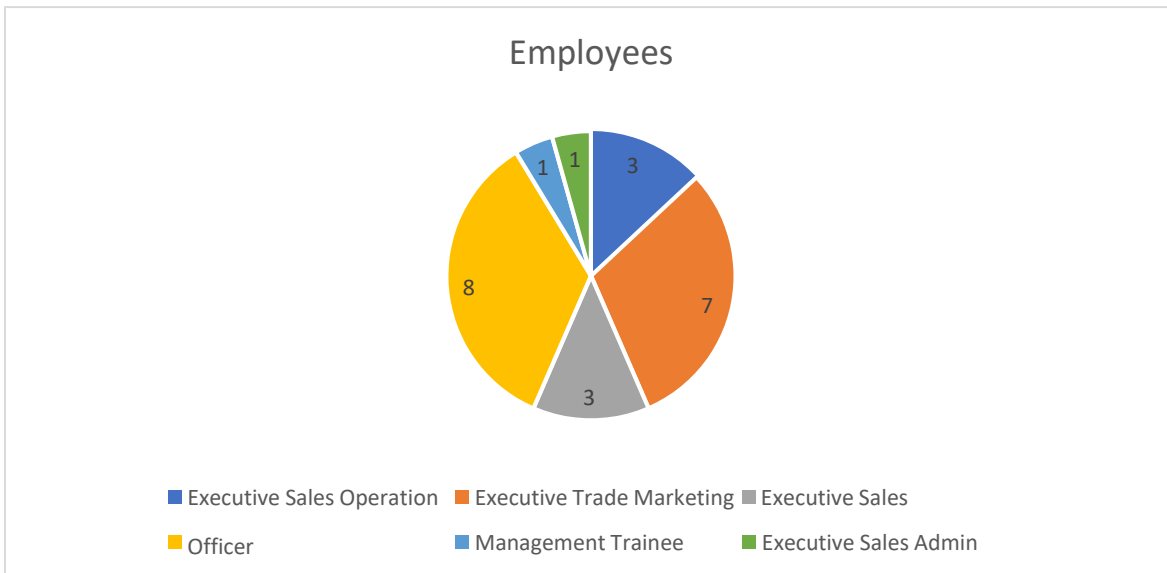


Figure 1: Employees of STL Sales Department

Employees of STL's sales department are shown in Figure 7. There are officers who report to executives in many departments, such as sales operations, trade marketing, sales, administration, management trainee, and sales.

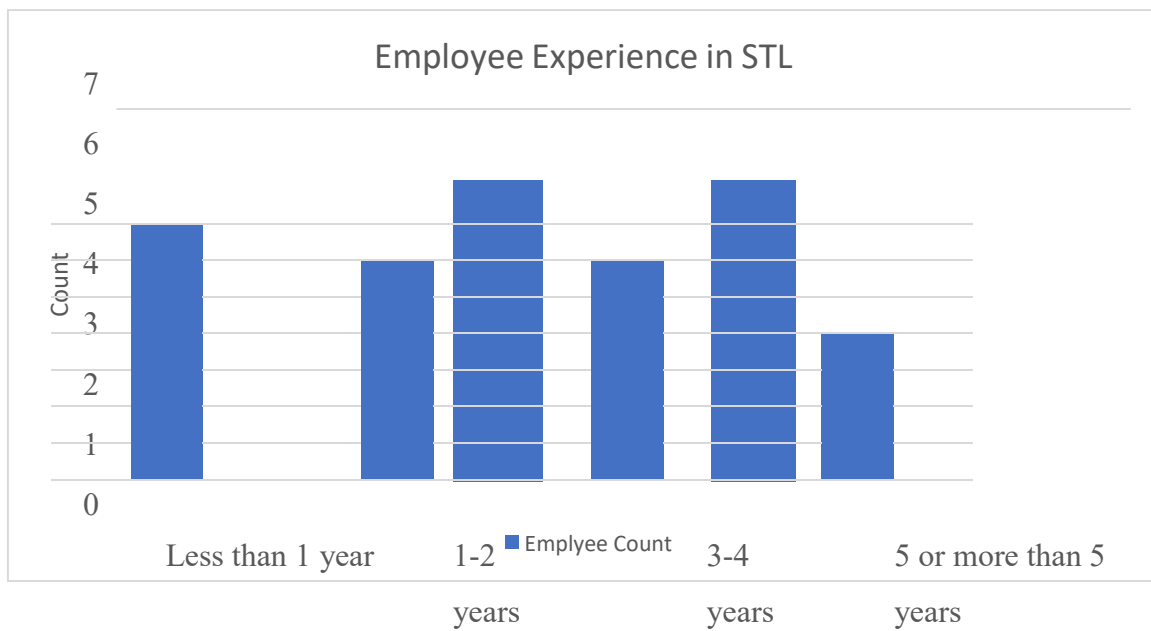


Figure 2: Experience of sales department employees

Figure 8 displays the average years of service for the sample of workers whose appreciation was analyzed for this paper. Seven workers have been in STL for less than a year and are new to the department. But, a few of them already have some sales experience in STL.

3.3 Findings & Analysis

3.3.1 Allocation of resources for trade program

Following interviews with STL executives, it became clear that resource allocation is critical for designing and implementing the trade program. The budget for the sales department's trade program strategy is provided by higher-level officials such as the head of sales. Monthly, quarterly, and annual budgets are provided. Thereafter, the whole amount is broken down into their respective "trade program" budgets. The trade initiatives that provide tangible financial benefits are the primary recipients of the quarterly and monthly budgets. The trade program's monthly budget is used to fund the distribution of gifts and other incentives to merchants. Both the budget and the incentives may be adjusted at any moment, even once per week.

Commercial program funding is allocated to support the expansion and improvement of business. As a result, the budget is determined by looking back at the reports from the same month and quarter the previous year. Each SKU's sales target is raised by 20% every period, and the trade program budget is raised by the same amount. As a result, the market expands and more items are sold. Products, stock keeping units, and SKUs are organized into many categories, such as "toiletries," "health and hygiene," and so on. The sales representative does this to increase the items' chances of being sold. As the strategic units' trade plans are distinct, so too is the sales force. That's why some commissioned salespeople promote sanitation goods while others push personal hygiene items.

3.3.2 Trade programs suitability for attaining the concentration of the retailers

- Trade Bonus

When a retailer purchases a product bundle in one invoice, a trade bonus is applied. In this case, two factors are crucial: trade price (TP) and effective trade price (ETP). The price at which the company sells the product to the retailer is marked by TP, while the price at which the retailer obtains the product is marked by ETP. If one soap is 20 Taka, 12 pieces will cost 240 Taka and the TP will be 20 Taka. The retailer gets 13 soaps for 12 due to the usual bonus. The ETP for retailers is 18.46 taka (240 Taka/13 soaps). Retailers earn more when ETP is low. Retailers choose brands with low ETP and decent MRP (Maximum Retail Price).

- Normal Bonus

These are the most fundamental and basic of the sales department's benefits for STL customers. Typically, a store will get a free item when they acquire 12 or more of the same stock-keeping unit (SKU) in a single transaction. If a wholesaler is eligible for a discount on identical soap, for instance, and purchases 12 bars in a single order, they will get 13 bars instead of 12. So implies, for the price of 12, the shopkeeper is receiving 13 bars of soap. So, they are saving money by buying only one product from the corporation rather than a bundle. This persuades the store to buy the items as a set rather than individually, which increases exposure and ultimately, sales.

- Slab Bonus

The ETP is reduced by a greater margin and the retailer gains more from a slab bonus than from a standard bonus. If a merchant buys more than 36 bars of soap, they will get 3 free bars as a standard incentive. The slab incentive, however, entitles the store to three more bars of soap. To clarify, this only applies to certain items. This technique appeals to the larger retailers since, for the same price as 36 goods, they may receive 39 products, resulting in a greater decline in ETP and a greater profit to the merchant.

For measuring the suitability of the Trade bonus program, the respondents were asked, do they agree that trade bonuses help to attain the focus of retailers toward their products. The responses were taken through a five-point likert scale.

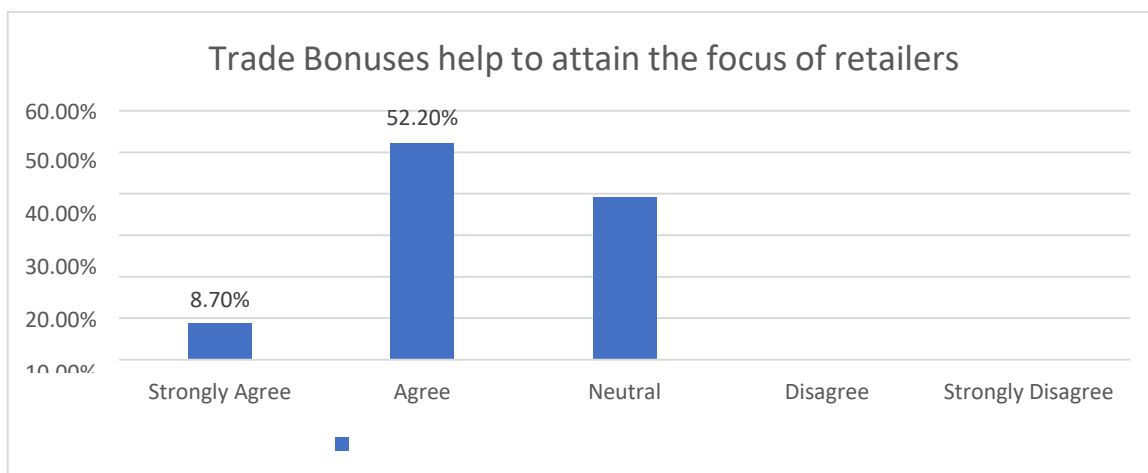


Figure 3: Trade Bonuses attain the focus of retailers

As can be seen in the graph, a majority (52.20%) of those who replied see the Trade Bonus scheme favorably and believe it helps in attracting the attention of merchants. Instead, 8.70% were in complete agreement with the trade agenda, while 39.10% were agnostic. This demonstrates a profound understanding of how trade incentives may pique the interest of retailers in stocking STL items, which is critical for hitting sales quotas.

- Monetary Trade Incentives

Rather of offering bonuses or additional incentives, it offers monetary incentives to shops. But, there is only a short window of opportunity to take advantage of this offer. It's done to increase revenue, both via introducing new items and through research and development. A monthly or quarterly schedule is possible for this program.

- Program Trade Incentives

If a store meets its monthly or quarterly sales goals, it will get a direct financial reward from one of these incentive schemes. Executives in the field of trade marketing create incentive programs for stores by taking shoppers' spending habits into account. If a merchant meets the program's monthly or quarterly requirements, they will receive direct monetary incentives of between 1 and 5 percent. They may return to the distribution station at a later time to receive the cash or similar quantity of goods. By offering financial incentives, this is aimed at encouraging large retailers and wholesalers to increase their invoice volume.

- Bundle Incentives

It's what retailers do when they have a shortage of stock or when they need to make room for new goods. It's useful for expanding the company and getting on the shelves where you want to be. Here, an SKU bundle is made, and the bundle's total number of parts might be anything from 30 to 72. The store owner may choose between receiving a cash bonus from the central distribution hub or receiving an STL product with the same value if they decide to purchase the bundle. To be clear, they have a limited number of items from which to choose.

For understanding the importance of Monetary Trade incentives & whether it encourages retailers to buy more products or not to fill out the quota & receiving monetary bonus, the respondents were asked if they believe that by providing monetary trade incentives the retailers were encouraged to often buy extra products or not.



Figure 4: Monetary incentives & retailers buying intensity

It can be shown here that merchants, in the case of 39.10% of the times, purchased more items in order to meet the quota and earn the financial incentives. The second largest group of respondents (34.8%) believes that whenever there is an opportunity to make more money, shops would constantly strive to sell more of their wares. When it comes to reaching sales goals, the desire of merchants to meet their quotas is a highly helpful factor.

In addition, it was essential to have an understanding of the types of retailers that are more likely to participate in meeting the requirements for monetary trade incentives. They were then questioned about the types of retailers who are most often enticed by monetary incentives.

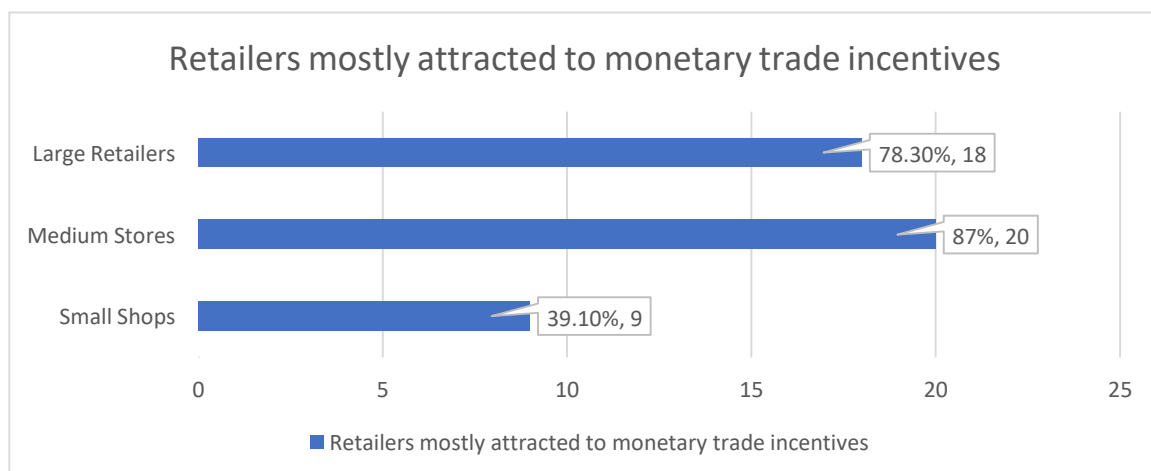


Figure 5: Retailers attracted to monetary incentives

In light of the information shown in Figure-11, it is possible to deduce that 18 respondents, which represents 78.30% of the total, believe that big shops are more attracted to the Monetary trade incentives, followed by 87% of medium businesses, which is acknowledged by 20 respondents. One possible explanation for this is that major stores and shops of a medium size are able to meet these kinds of requirements. But, smaller stores do not have the same capabilities.

- Motivation with Other Incentives

In the same way as regular bonuses and slab bonuses include giving retailers the same goods as a bonus, motivational and other incentives often involve giving retailers some kind of present in exchange for their business. As an illustration, in some incentive programs the retailer receives a bonus in the form of products after purchasing a bundle of products in a single invoice. In other incentive programs, the retailer receives a plastic bowl, bucket, stools, T-shirts, and a variety of other things as part of their bonus. The purpose of these freebies is to encourage customers to make more purchases of our goods.

The respondents were asked, "Is it vital to give other incentives such as plastic bowls, buckets, stools, etc. rather than trade bonuses?" This was done so that the significance of other incentives could be determined.

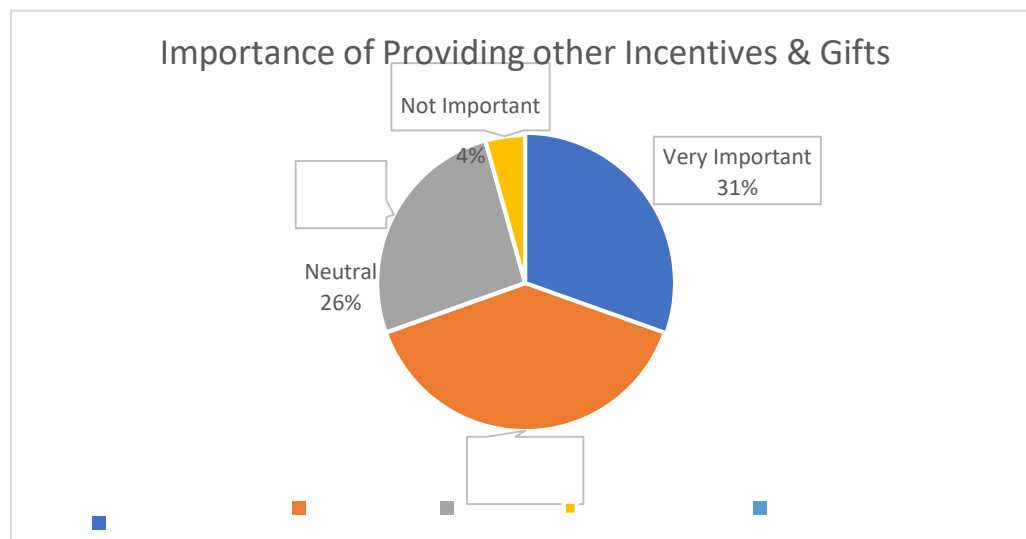


Figure 6: Importance of providing other incentives & gifts

39% of those polled believe that it is vital to give additional incentives and presents, followed by 31% who believe that it is extremely necessary to do so. These results may be found here. despite the fact that 26% of people have no opinion on the matter and 4% consider it to be of little significance. Nonetheless, the majority of people believe that offering this sort of incentive is essential for successful attainment of sales goals.

They were asked that which kind of retailers are attracted to these schemes, as it is important to know which kind of retailers they attract to purchase their product by providing these small gift items and other incentives. This is because it is important to know which kind of retailers they attract to purchase their product.

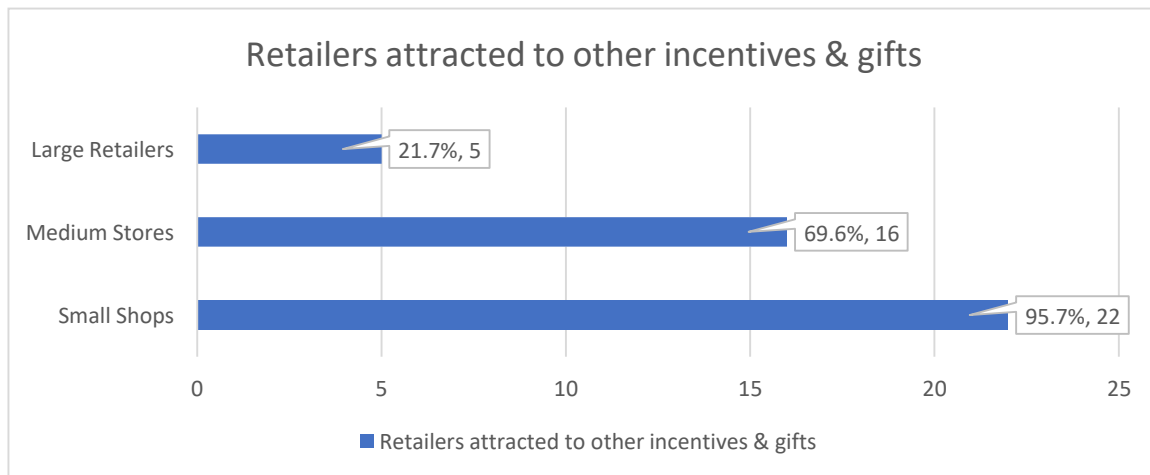


Figure 7: Retailers attracted to other incentives & gifts

By looking at the responses it can be estimated that mostly small shop owners attracted to other incentive & gift programs. Among the respondents 22 of them which accounts for 95.7% believes small shops are mostly attracted to this kind of programs because the quota is low to fill-up followed by the medium size stores. But large retailers don't find it that much attractive.

- **Cooperative benefit**

There are many parallels between the cooperative advantages that the STL trade department delivers to its stores and cooperative marketing tactics. The most fundamental definition of cooperative marketing is an agreement between two firms that allows those businesses to give reciprocal advantages to one another in terms of selling items and reaching the target demographic (Team,2022). The STL offers the same type of unique advantage to the merchants so that they may sell more of their items.

Also, the trade section of STL works directly with the shops to advertise and merchandise the items that they sell. Retailers are provided with light boxes and billboards by STL so that they may promote the business and sell the firm's goods. The fact that STL pays the retailer's power bill on a monthly basis in addition to providing a benefit for the installation of light boxes is an interesting aspect of the partnership. Shelf space is provided by the retailer, and STL is granted permission to merchandise their items inside the retailer's store in return for this advantage. The store acts in two capacities for STL: as a publicist and a seller

In order to determine whether or not the respondent is eligible for their cooperative benefits regarding an increase in purchase from the retailers' end, the question of whether or not they agree that shops that are provided with light boxes and billboards consider their products more and do greater invoices was posed to them. After that, a Likert scale was used to evaluate the replies.

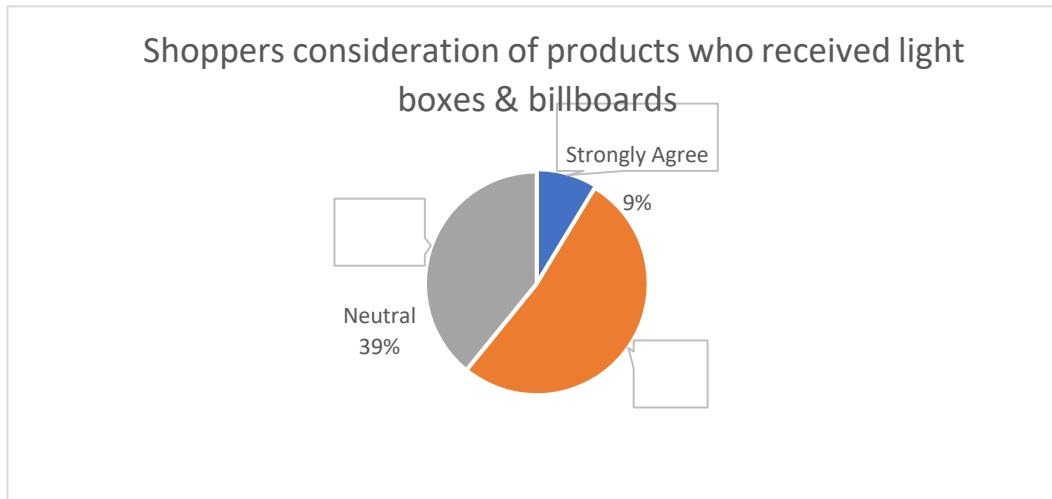


Figure 8: Retailers consideration of products who received light boxes & billboards

When we take into consideration the replies, we can see that the majority of the respondents, like 52% of them, believe that the shops that were provided light boxes and billboards examine their items more and are more confidence in marketing and retailing products of STL. On the other hand, 39% of those who responded did not have a strong opinion either way. But, we are in a position to assert that the effect of this goal of contemplation is a bigger number of sales and responses from the stores.

3.3.2 Analysis of the intensity & effectiveness of trade program in Square Toiletries

There are just a few elements that need to be heavily addressed in order to establish whether or not trade program methods were successful in terms of producing intended sales. It is very necessary to have a solid understanding of the following: the readiness of trade programs; their intensity; their reliance on producing sales; their significance; and the changes they bring.

The responder was asked how often trade programs need to be presented in order to meet the sales target, and then they were asked how reliant the sales department is on trade program in order to achieve sales objectives. These questions were designed to quantify the intensity of trade programs.

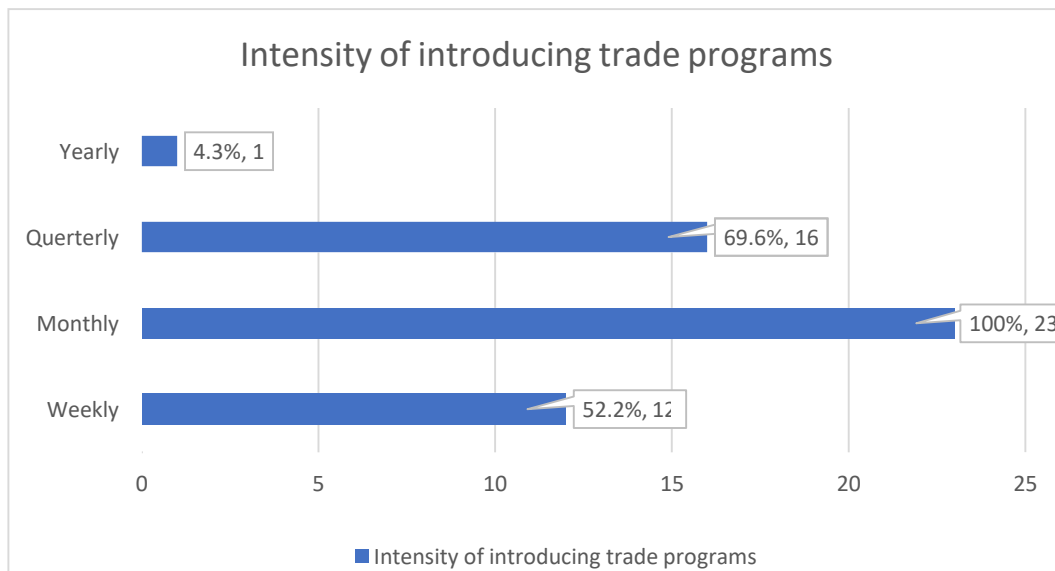


Figure 9: How often trade programs should be introduced

As can be seen from Figure 15, the biggest number of new trade programs are offered on a monthly basis. This is due to the fact that the more recent a strategy is, the more interest it generates among retailers. To thrive in a market that is saturated with competition, you need new ideas that have been carefully considered, which is why the ongoing development of strategy is so vital.

Furthermore, to see the dependency and do the sales department really depend on the trade program strategies to achieve sales targets, the respondent was asked if the sales department relies on trade programs to generate sales & achieve their desired outcomes. The responses were taken through a likert scale.

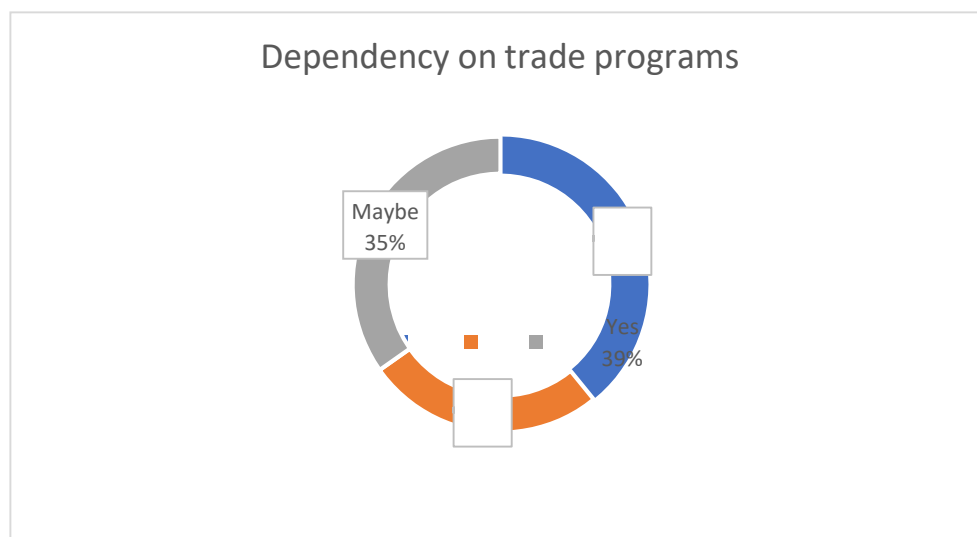


Figure 10: Is the sales department dependent on trade programs

When we take a look at Figure-16, we can see that the responses that we are receiving are rather diverse. 39% of the results indicate that the sales department depends on trade programs to accomplish sales objectives, followed by 35% of the results indicating that they do not have a clear picture, and 26% of the results indicating that not simply trade programs are sufficient. The explanation is related to shifts in the various avenues of distribution. 50% of trade marketing campaigns are unsuccessful, despite the fact that corporations invest a lot in these programs (Arsene, 2020). In this scenario, the value of the brand as well as the customers' impression of the items is vital since retailer won't keep things in stock that consumers aren't willing to contemplate buying.

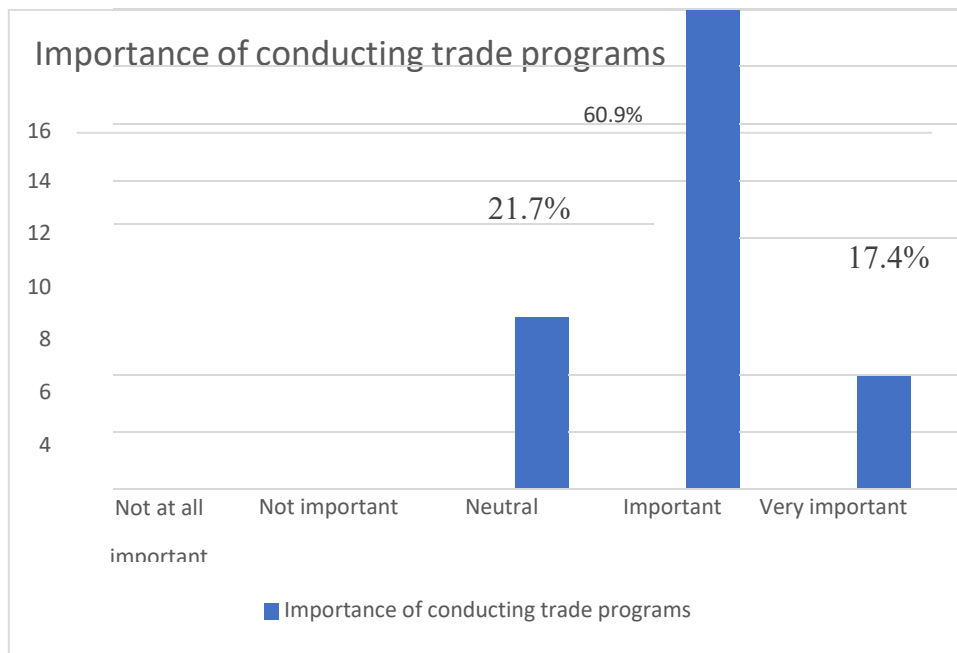


Figure 11: Is conducting trade program important to achieve sales target

Even though the success of trade programs relies on various factors and the success is not guaranteed but still most of the respondents like 60.9% think that it is important to conduct trade programs to achieve sales target, the reason is it is a good strategy to have in terms of working in a competitive market. Followed by that, 17.4% think it is very important when it comes to achieve desired sales target. So, it can be argued that majority agrees that trade program strategy is important in terms of achieving sales target in STL.

3.4 Summary & Conclusion

Square Toiletries Ltd, which manufactures and retails fast-moving consumer goods, should be commended for its ability to compete successfully with large multinational corporations (MNCs). It is exceedingly difficult to compete in a market in which the cost of switching brands for the customer is either very cheap or almost nonexistent. It is indeed mind-boggling to see how STL utilizes its standardized method to attract the attention of its retailers in order to get its items into the hands of final customers. Their trade program methods are completely connected with their sales aim, and this helps them intentionally in terms of reaching the sales target that they have set for themselves. Even though there are a lot of factors to consider in terms of achieving sales objectives, such as companies' images, brand values, consumers' perceptions, and many more, the trade program strategies that STL sales department conducts also plays a significant role in terms of their sales activity. This is because in addition to those factors, the trade program strategies STL sales department conducts also plays a significant role.

3.5 Recommendation

As Square Toiletries Ltd is one of the most reputable and trustworthy firms in our country, not only has it been serving its customers with value and high-quality goods for the past two decades, but it also has an excellent reputation. It has the necessary amount of experience and is very effective in carrying out its activities. A firm that has been functioning for such a long time and is able to compete in the market with such large MNCs is considered to be established. Nonetheless, despite having such a high level of capacity and effectiveness, they need to think of new ways to run their firm in addition to expanding their sales. Companies need to develop their brands not just in the minds of the customers, but also with a strong emphasis on the merchants as well. It is a good strategy to accomplish their targeted sales by conducting and inventing frequent trade program strategies, but if a strategy is employed so often, it might become outdated in a period of time. This is a good effort to reach their sales goals. In addition to their existing trade programs, they need to concentrate on merchandising their items to other kinds of retailers. This will not only help them recruit new retailers, but it will also contribute to the development of a positive image for their wares. As a result of the fact that many businesses are concentrating their efforts these days on launching their very own retail chains as well as developing their very own e-commerce platforms, they are also in a position to sell their wares via their very own platform. In a market that is highly competitive, such as the market for fast-moving consumer items, maintaining focus and having the benefit of being the first mover may be quite beneficial.

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