

REPORT ON:

Evaluating consumer purchasing behavior for Shawpno's pet foods

By

Humayra Anzum

Mim ID: 21304147

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

March, 2024

© [2023]. BRAC University

All rights reserved.

Proclamation.

I thus attest to the following:

1. A special project I worked on while attending BRAC University was the subject of the internship report I gave.

2. Any previously published or created content from outside sources is not included in the report unless complete and accurate citations are given.

It also excludes any content that has already been approved or submitted to any educational institution for a separate degree or certificate.

3. The report has been thoroughly reviewed and acknowledged for its contributions from all significant sources.

Student's Full Name & Signature:

Humayra Anzum Mim

ID: 21304147

Supervisor's Full Name & Signature:

Takmila Tabassum

Lecturer

BRAC Business School BRAC University

Letter of Transmittal

Ms. Takmilla Tabassum

Lecturer at BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of my internship report on Evaluating consumer purchasing behavior for Shawpno's pet foods

Dear Ms. Tabassum,

As a way to complete the prerequisites for my Bachelor of Business Administration degree, I humbly submit my internship report to BRAC Business School, BRAC University. In order to produce this report, I have carefully integrated the theoretical information I have obtained in my academic studies with the practical experience I gained from my internship at ACI Logistics (SHWAPNO). The vital guidance and counsel I received from my supervisor has really improved the quality of my report, and I sincerely appreciate their help. I have carefully incorporated all relevant information and have tried my best to provide wise recommendations in order to ensure the report's thoroughness and coherence. I am confident that the report will fulfil all the necessary criteria and showcase my professionalism and dedication to the task at hand. I want to sincerely thank you for all of your help and support over the years in my academic endeavors.

Sincerely,

Humayra Anzum Mim

21304147

BRAC Business School

BRAC University

Date: September, 2023

Non-disclosure agreement

The collaboration is between BRAC University designated student Humayra Anzum Mim and ACI logistics (shwapno).

Student's Full Name & Signature:

Humayra Anzum Mim

21304147

Supervisor's Full Name & Signature:

Gazi Mozibur Rahman

Head of procurement-company goods

ACI Logistics (shwopno)

Acknowledgment

ACI Logistics (Shwapno) has provided me with an invaluable opportunity by allowing me to complete an internship with their esteemed company. This experience has significantly contributed to my academic and practical development.

I extend sincere appreciation to all the devoted people with whom I had the privilege of working during my tenure at the company. Not only did their unfailing courtesy and patience contribute to a harmonious work environment, but they also greatly facilitated my learning and professional growth. These individuals have my deepest gratitude, which I express to them with the utmost delight and reverence.

For his great assistance, I would like to thank Mr. Gazi Mozibur Rahman, Head of Procurement for Company Goods. During my apprenticeship, his provision of essential resources and constructive feedback significantly contributed to my personal and professional development.

I also want to express my gratitude to the Office of Career Services and Alumni Relations (OCSAR) and the internship coordinators, Ms. Takmilla Tabassum and Ms. Tarannum Khan Majles, for their unwavering guidance and support in helping me to secure and complete my internship with the aforementioned company.

Finally, but just as importantly, I would like to sincerely thank my friends and the department staff for their invaluable assistance in assisting me to successfully complete this vital internship, which has been essential to my academic career.

Executive Summary

I successfully completed a three-month internship programmed, which I found to be rewarding, and my report serves as its conclusion. I had the honor of working with ACI Logistics (Shwapno), a major player in the retail sector, at this time. I started my internship on June 5, 2023, and it finished on August 6, 2023. It was mostly concentrated on the company's goods department, where I was introduced to the real-world applications of marketing and sales. Under the direction of my supervisor and superior, I was given an intermediate grasp of the complexities of modern trade, which I have sought to summarize in my report.

This report is evidence of my commitment to overcoming challenges and acclimating to a new work environment so that I could fully understand the dynamics regulating retail sales and marketing. It provides crucial information regarding how ACI Logistics (Shwapno)'s digital marketing efforts impact consumers' perceptions of the company in the retail industry, serving as a guide for anyone aspiring to work in sales and marketing.

Being employed by ACI Logistics (Shwapno), a company well-known for its impeccable organizational standards and exceptional reputation in Bangladesh, has been an eye-opening experience for me.

Keywords

Internship, Experiential Learning, ACI Logistics (Shwapno), Sales, Marketing, Digital Marketing, and Brand Perception are the keywords that best describe this article.

Contents

Non-disclosure agreement	4
Acknowledgment	5
Executive Summary	6
CHAPTER -1	10
Overview of Internship	10
Chapter 1: Internship Overview	11
1.1 Student’s Information	11
1.2 Internship - Information:	11
1.2.2 Company Supervisor’s Information:	11
1.2.3 Job Scope - Job Description	12
1.3 Internship Outcomes	14
1.3.1 Contribution of the Student	14
1.3.2 Student benefits	15
1.3.3 Problems/Difficulties	16
Chapter 2	18
2.1 Introduction	18
2.2 Company overview	19
2.2.1 Mission:	20
2.2.2 Vision:	21
2.3.1 Leadership Approach:	23
2.4 Marketing Practices:	26
2.5 Financial Performance:	30
2.5.1 Ratio Analyzing:	33
2.7.2 SWOT Analysis	45

2.8 Recommendations	47
Chapter 3	48
3.1 Introduction	48
3.1.2 Research objectives:	49
3.1.3 Significance:	52
3.2 Methodology	53
3.3 Findings and Analysis	55
3.4 Summary and Conclusion	65
3.5 Recommendations	67
References	68

List of Acronyms

ACI log	ACI Logistics
Ltd (shwapno)	Limited (shwapno)
RTI	Retail industry
FMCG	Fast Moving Consumer Goods
ROE	Return on Equity
PF	Pet Foods
GP	General Products
SP	Special Products

CHAPTER -1

Overview of Internship



Chapter 1: Internship Overview

1.1 Student's Information

Name: Humayra Anzum Mim

ID: 21304147

Program: BBA

Major: Marketing

Minor: Management Information System

1.2 Internship - Information:

Period: 3 Months.

Company Name: ACI logistics (shwopno)

Department: Company – goods

Address: Novo Tower, Level-14, 270 Tejgaon Industrial Area, Dhaka

1.2.2 Company Supervisor's Information:

Name: Gazi Mozibur Rahman

Position: Head of procurement-company goods

1.2.3 Job Scope - Job Description

During the period of my three-month internship with ACI Logistics (shwapno), I was had the opportunity to undertake a range of activities that were closely connected with the marketing processes structure of the organization. The following responsibilities are outlined in a sequential manner:

Market survey:

I have been given the task of conducting a thorough market analysis within a certain product category as an intern. This assignment entails performing in-depth market research to evaluate the leading brands in the category, ascertain the standard price points, and identify the brands that move the fastest, locate the most popular package sizes, and find the flavor profiles that our target market prefers.

New vendor enlistment:

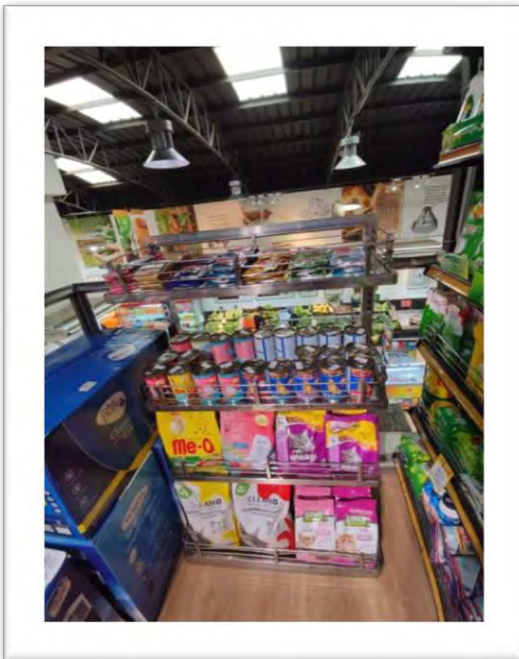
Secondly, I have to research the market just to discover potential suppliers through trade shows, networking and doing physical meeting. Send out Request for Information documents to possible vendors after I've found a few to learn more about their capabilities and suitability for your needs. I will then move on to the Request for Proposal or Quotation stage, where I will ask these vendors for thorough proposals or quotations that are focused on their offerings, pricing, terms, and any other pertinent information.

Assortment:

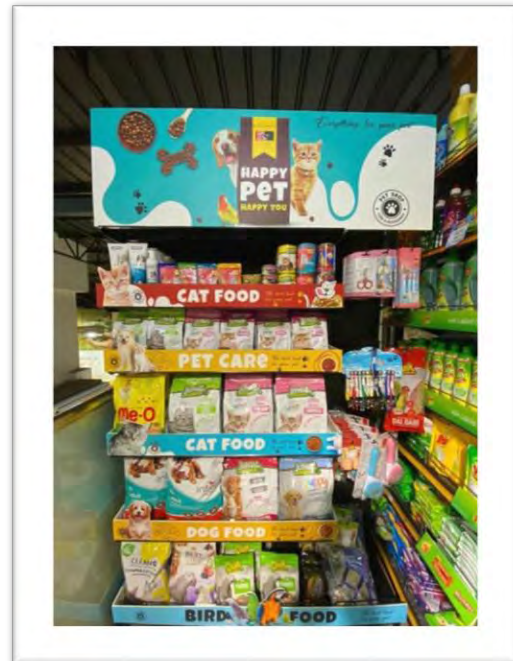
A structured effectively process is needed to guarantee the project's success. I started by conducting in-depth market research, looking at the purchase habits of my target market, and looking at previous sales statistics. Make divisions for my products based on factors like product type, price range, and frequency, but don't lose sight of your objectives. To assess a category's performance, use key performance indicators like as sales, margins, and turnover rates. Examine my rivals to identify gaps in the market and set your services apart.

Gondola branding:

My task is to supervise the development of our pet food category's creative branding. I have worked closely with our communication team in this capacity, and together we have created an engaging brand communication plan specifically for the assigned gondola. Making sure this communication plan is implemented flawlessly across all platforms is my main goal. This entails arranging for the communication materials to be distributed to each site and confirming that it is carried out consistently. After the deployment goes well, I will be in charge of taking excellent pictures of the branded gondola displays. This complex task demonstrates our dedication to professionally and creatively advertising our pet food category.



Before



After

Place banner on different outlets

Giving our esteemed showroom executives exact directions on the strategic placement of X-stand banners inside our showrooms was one of my assigned responsibilities. I sent the banner design electronically on my own initiative, making sure to include all relevant details.

1.3 Internship Outcomes

1.3.1 Contribution of the Student

I started my internship with ACI Logistics (Shwapno) on June 5, 2023, and I was placed in the prestigious Company Goods Department. In charge of overseeing product sales and directing commercial development, this department is essential. I had the honor of working closely under the tutelage of Mr. Gazi Mozibur Rahman, Company Goods' Head of Procurement, throughout this time. Mr. Rahman gave me invaluable advice throughout my internship.

Taking care of customer concerns pertaining to several product categories—pet food in particular—was my main responsibility. I was given the responsibility of finding and onboarding new vendors, carrying out in-depth market research, and closely observing the expansion of sales for current vendors. Furthermore, I maintained consistent communication with outlet managers to guarantee efficient performance monitoring.

I am appreciative of the priceless chances and advice I received during my internship at ACI Logistics (Shwapno), which gave me a thorough understanding of the nuances of company growth and sales management inside the Company Goods Department.

1.3.2 Student benefits

During my stay at ACI Logistics (Shwapno), I had the good opportunity to obtain a wide range of educational outcomes, which had a considerable positive impact on my professional and personal progress. Among the advantages of education are:

1. Practical Experience: Internships serve as a vital conduit between theoretical knowledge acquired in an academic setting and its pragmatic use in real-life scenarios. I gained excellent practical expertise in the generator sector through my employment with ACI Logistics (Shwapno). After I graduate, this first-hand knowledge will definitely help me be more productive and employable.

2. Skill Development: A wide range of skills can be developed during an internship in addition to gaining real-world experience. I was able to hone my formal documentation, negotiation, and value proposition creation skills during my stint with ACI Logistics (Shwapno). Additionally, the corporation provided training in a range of generator-related subjects, including as technical support, customer relationship management, sales, and marketing.

3. Networking Possibilities: One excellent way to begin developing a professional network is through internships. My engagement with ACI Logistics (Shwapno) brought me into contact with seasoned leaders in the generator sector, laying the foundation for valuable relationships and future professional opportunities.

4. Personal Development: Internships foster human growth in addition to technical skill acquisition by pushing participants to take on new challenges, venture outside of their comfort zones, and learn from practical experiences. The welcoming and caring environment that ACI Logistics (Shwapno) established helped me grow and mature as a young professional.

1.3.3 Problems/Difficulties

Throughout my internship, I ran into a lot of operational issues that require scholarly investigation. These challenges in relation to human interactions, physical access control, and communication protocols are listed in the following order:

1. **Personal Phone Usage for Vendor Communication:** One of the biggest issues was that I was dealing with merchants mostly via my personal phone number. This practice created additional logistical issues and blurred the limits between personal and business contact. The combination of work-related responsibilities and personal communication channels has given rise to privacy and proper communication management concerns.
2. **Communication Problems with Vendors:** The way in which vendors were communicated with led to several operational annoyances. The absence of a standardized communication infrastructure led to uneven and inefficient vendor interactions. This may have affected not only the communication flow but also the overall efficacy of vendor relations.
3. **Lack of RFID-Enabled ID Card:** Another problem was the absence of an identity card with RFID capabilities. Using one of these ID cards, a card-scanning system at entry points is frequently utilised to grant secure access to office premises. I found it difficult to regularly enter and exit the workplace in the absence of this access control system, which could have disrupted work operations, particularly when I had to leave for various reasons.
4. **Limited Knowledge of Colleagues:** The fact that I didn't know any of the employees made my job unique. Not only was I unfamiliar with them, but I also lacked their contact details. It was difficult for me to plan and organize how I would interact with my coworkers because of my ignorance. I frequently had to start unexpected and occasionally awkward conversations as a result.

1.3.4 Recommendations

I would like to provide some helpful guidance to help future Shwapno interns have a better internship experience. The difficulties I ran into during my internship inspired me to provide these suggestions, which aim to create a more hospitable and productive atmosphere.

1. **Provision of Intern ID Cards:** To foster a sense of integration and belonging among the team, it is recommended that the company issue identification cards to interns. These ID cards facilitate easier and safer involvement by providing interns with access to essential resources and serving as a badge of connection.
2. **Comprehensive Company Orientation:** All new personnel, interns included, must go through a comprehensive orientation session that covers the fundamental values and culture of the organization. This orientation ensures a more cohesive and informed team by providing a greater understanding of the company's vision, values, and operational procedures.
3. **Facilitating Team Coordination:** To enhance teamwork and cooperation, it is suggested that interns be provided with the contact details of every employee across all departments. By streamlining channels of communication and empowering interns to work more productively with their colleagues, this activity fosters an environment that is favorable to shared objectives and output.

Chapter 2

The organization

2.1 Introduction

Shwapno is currently one of Bangladesh's largest grocery chains and leading retail brand. ACI Logistics Limited, a division of ACI Limited, founded Shwapno in 2008, and it now has over 440+ locations and employs over 40,000 people daily (according to shwapno insight report). It employs over 4,300 people and exerts great effort to retain them (according to shwapno insight report). The prime position for the brand. In 2016, Bangladesh Brand Forum and Kantar Milward Brown jointly recognized Shwapno as the leading store brand in Bangladesh (*ICAB Publication*, n.d.). This achievement caused a stir. The brand's mission is to provide Bangladeshis with high-quality goods and services at competitive prices. While striving to become Bangladesh's most dependable and popular retail brand. Shwapno is committed to providing customers with a superior purchasing experience through its clean, well-organized stores and friendly staff. Shwapno also offers practical services such as online purchasing, home delivery, and gift cards to ensure that it remains competitive and current. Fruits, vegetables, meat, fish, cooking essentials, sauces, pickles, snacks, instant foods, chocolates, bakery items, spreads, dairy, beverages, baby food, and care items, personal care items, home care and living items, and appliances, as well as stationery, gifts, toys, pet care, fashion, sports, office supplies, and Shwapno's own products are included in the extensive selection of products offered by Shwapno.

2.2 Company overview

Shwapno was established with the goal of developing a cutting-edge, user-friendly platform that links up farmers and small businesses in rural areas with urban consumers. Shwapno has evolved into a reliable link between suppliers and buyers, benefiting both groups. Our specialized teams scour all of Bangladesh for the freshest produce, meats, dairy products, seafood, and other perishables.

Shwapno's power comes from the fact that it works with companies of various sizes, from startups to conglomerates. With our combined efforts, we are able to provide our consumers the best costs. At Shwapno, we strive to give our business partners and customers the tools and resources they need to succeed.

Shwapno places its stores in convenient areas across Bangladesh to cater to a wide range of customers. Shwapno is able to meet the diverse requirements of customers from all walks of life because it carries a vast selection of both domestic and international products. Products and services are strategically placed at each location to best serve the local population.

Shwapno understands that the people who work in retail are as crucial to the success of a business as the products themselves. The success of Shwapno can be attributed in large part to its hardworking customer service staff. The goal of Shwapno is to completely change the shopping experience for people who are used to going to dirty, crowded, and inconvenient traditional wet markets.

Company Goods	Packaged Foods
	Personal Care
	Dairy
	Beverage & Tobacco
	Kitchen Additives
	Home Care
	Baby Food
	Baby Care
	Stationeries
	Home Made
	Medicine
NFD (Non-Food Department)	Life Style
	Electronics & Appliances
	Home Accessories
	Gift & Toys
	Home Appliances
	Accent & Decors
	Infotainment

2.2.1 Mission:

ACI's mission is to improve people's quality of life through the responsible application of knowledge, technology, and specialized skills. We are committed to achieving excellence through the development of world-class products, innovative processes, and an empowered workforce, with the end goal of achieving the highest level of customer satisfaction (*Mission, Vision and Values*, n.d.).

2.2.2 Vision:

With these goals in mind, ACI will:

1. To ensure that our customers always get the most for their money, we are dedicated to providing only the finest quality products and services.
2. Achieve Leadership: ACI's ultimate goal is to become the industry leader in every market segment in which it competes.
3. Promote employee growth and well-being by giving them responsibility and then rewarding them when they use that responsibility to come up with something new.
4. Foster an Atmosphere of Learning ACI is committed to creating a work environment that fosters the growth and development of its employees.
5. Maximize Productivity: We are committed to achieving our goals of excellence through the efficient application of all available resources and the implementation of state-of-the-art technological innovations.

In order to encourage inclusive growth, ACI is dedicated to helping its distributors and suppliers improve their effectiveness and capabilities.

2.2.3 Values:

The organization is committed to excellence, demonstrating a dedication to adhering to the highest quality standards in all its activities. It ensures that the products and services provided consistently meet or exceed the expectations of customers.

A customer-centered approach is prioritized by the organization, with its top focus being the unwavering commitment to serving customers. The organization addresses the needs and concerns of customers, aiming to deliver exceptional experiences.

Pioneering Spirit: We cultivate a culture of innovation, pursuing novel and inventive solutions to problems and remaining at the forefront of our industry.

Fairness is an essential value that directs our relationships both inside and outside of our organization, promoting morally upright behavior.

Transparency: We conduct business in a fully transparent manner, giving all parties involved accurate and transparent information in order to foster open communication and confidence.

Continuous Improvement: In order to achieve higher excellence, we are dedicated to continuously assessing and improving our procedures, goods, and services.

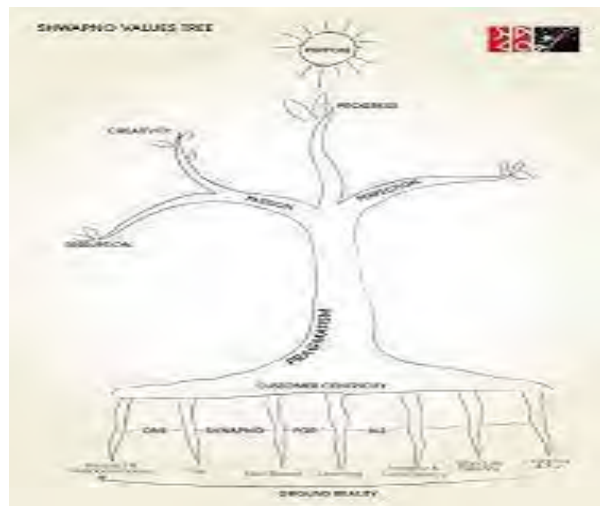


Figure: Shwapno Values Tree (Akib, 2018)

2.3 Management practices:

2.3.1 Leadership Approach:

ACI logistics' remarkable performance may be ascribed to its efficacious leadership approach, which is marked by creativity, growth, and a commitment to exceeding client expectations. The leadership style of the organization is centered on collaboration and involvement.

The leaders of ACI logistics adopt a participative style, inspiring their teams to cooperate to achieve common objectives. This leadership attitude has driven the business's expansion and agility. Employee creativity and exploration of unconventional solutions are fostered, leading to the development of novel goods and technology that meet changing consumer and market demands.

Internal cooperation is a key component of ACI logistics. The organization cultivates a culture of trust among its staff members by facilitating cross-functional cooperation and encouraging teamwork. The management team actively encourages employee participation, diversity, and innovation. This cooperative approach has not only helped ACI logistics thrive in the fiercely competitive generator market, but it has also strengthened the organization's feeling of community.

ACI logistics' remarkable performance may be ascribed to its efficacious leadership approach, which is marked by creativity, growth, and a commitment to exceeding client expectations. The leadership style of the organization is centered on teamwork and involvement.

2.3.2 Human resource planning process:

Recruitment process: ACI logistics' leaders take a participative approach, motivating their teams to work collaboratively towards shared goals.

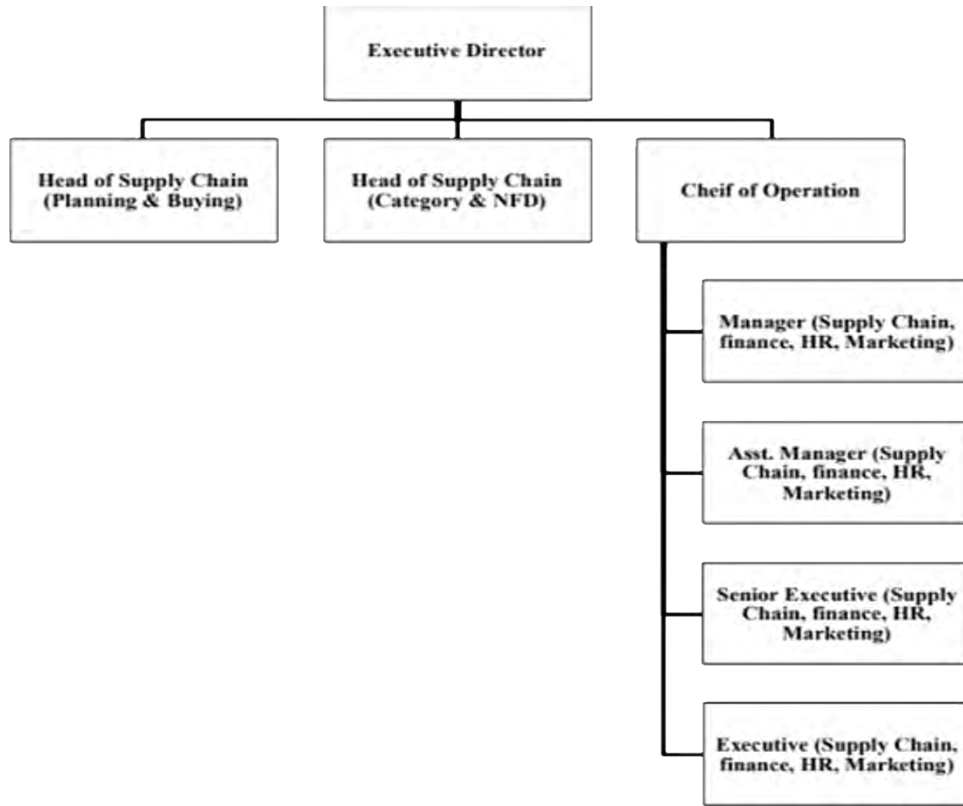
The expansion and adaptability of the business have been propelled by this leadership philosophy. It motivates employees to think freely and explore unorthodox solutions, resulting in the creation of innovative products that satisfy the evolving needs of the market and consumers.

ACI logistics places a significant emphasis on internal collaboration. The company facilitates cross-functional cooperation and promotes teamwork, fostering a culture of trust among its employees. The management team actively encourages employee participation, diversity, and innovation. This cooperative approach has not only helped ACI logistics thrive in the fiercely competitive generator market, but it has also strengthened the organization's feeling of community.

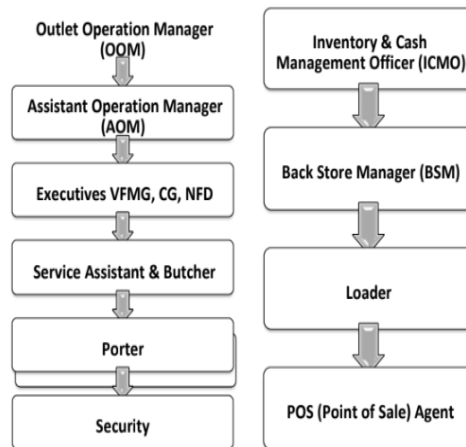
Pay structure: The primary objective of the compensation system is to effectively motivate, engage, and retain employees. ACI logistics provides its employees with a competitive compensation package that meets industry standards. In addition, the company guarantees that its employees receive annual salary increases of 70% of their base pay. This strategy not only functions to reward employees for their contributions, but also encourages their long-term commitment to the organization.

Training and Development: When it comes to training and development, ACI Logistics places a premium on in-house and on-the-job instruction. New hires are given a specific amount of time to learn about the company's history, philosophy, and core values. After three months of training and evaluation, those who prove themselves committed to the company's mission and values

2.3.3 The Organizational Structure of ACI Logistic Limited



2.3.4 The following figure depicts the ACI Logistics Ltd. (SHWAPNO) outlet's organizational structure.



2.4 Marketing Practices:

ACI Logistics Ltd. has been successful in increasing the percentage of domestically sourced manufactured goods, processed foods, and agricultural products to 23% during the past ten years (*Shwapno*, 2021). Shwapno joined Global GAP in 2016 and follows the HACCC approach for managing food safety.

Marketing Strategy:

1. Shwapno uses shorter inventory cycles to reduce costs associated with storage.
2. Shwapno engages in in-house production, resulting in greater profitability than rivals.
3. Shwapno's network of 370 stores affords it the benefit of purchasing in quantity.
4. Shwapno raises its revenue by collaborating with entrepreneurs to open stores in multiple districts.
5. Shwapno purchases produce directly from producers, thereby increasing profit margins.
6. Shwapno collaborates with these brands and earns a portion of each transaction through the sale of third-party brands.
7. Shwapno generates income from placement fees.
8. Shwapno sells slow-moving products of other brands at a discount, enabling the company to earn a percentage of sales from those brands.
9. Shwapno implements a points system as a customer loyalty incentive.
10. Shwapno launches KID'S ZONE in an effort to attract children to their establishments.
11. Shwapno's commitment to product quality is unwavering.
12. Shwapno's receipts do not contain BPA or Bisphenol Chemical.

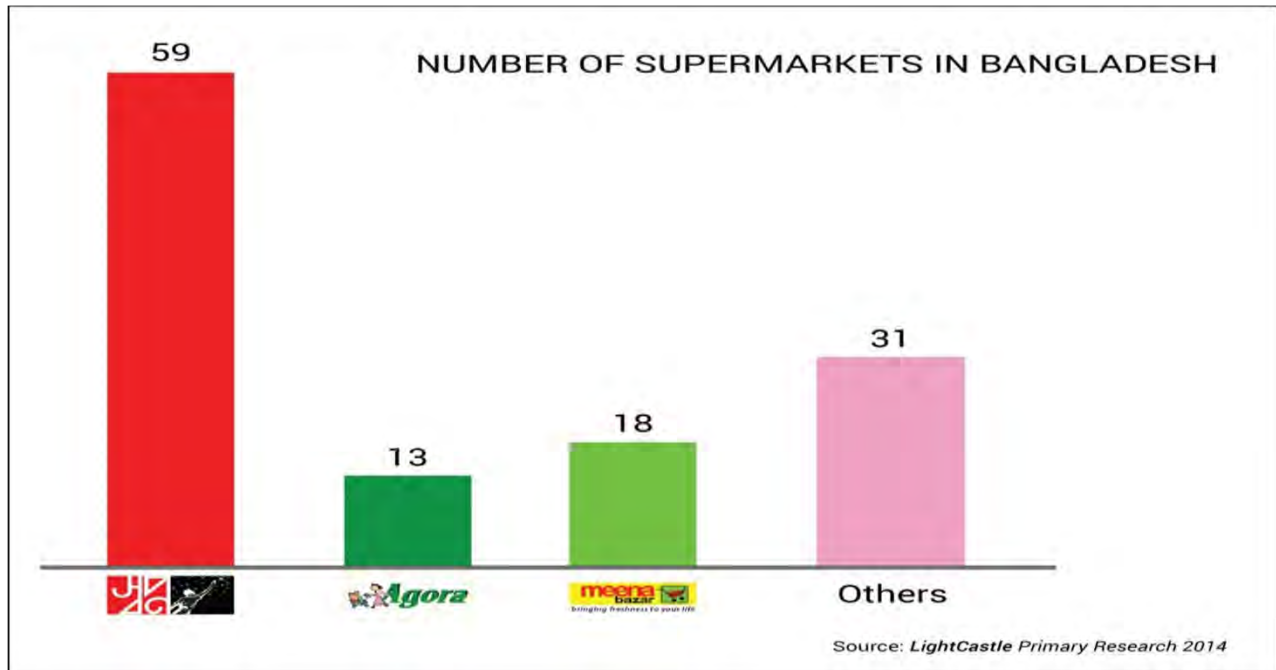
Targeting and Positioning Strategy: ACI's drive to producing high-quality products has been noticed by discerning consumers. Their loyal consumers trust them because they always uphold the highest quality standards.

They are proud of their track record, since many of their brands lead the market due to consumers' steadfast trust. They strive to exceed our discerning clients' expectations, and this trust is a testimonial to our excellence.

Quality assurance is key to ACI's culture. From rigorous quality control to rigorous sourcing, they do everything they can to ensure our products match our clients' high expectations.

COMPETITIVE POSITIONING & MARKET SHARE:

Shwapno can be explored in 'the retail industry' and 'the supermarket industry'. All sorts of retail establishments in Bangladesh have a great growth potential, making it hard to choose a single location. Research inefficiency makes it harder. The supermarket industry shows that the dream has the biggest market share and growth rate. BSOA (Business Supermarket Owners Association) reports 121 supermarkets nationwide. However, Shwapno (206 outlets), Agora (13 outlets), and Meena Bazar (18 outlets) dominate the business (Sanz Espinar, 2022). Once the dominant competitor, Nandan now has two stores. Shwapno leads in distribution and cost, whereas Agora and Meena lead in quality. Rapid urbanization is anticipated to boost the business by about 15 times by 2022. Positive economic externalities, such as SMEs producing jobs, food safety and security, price stability, and inclusive business development, are expected to result from growth.



Branding activities: To expand its generator business in Bangladesh, ACI Logistics has concentrated on building its brand. The company's branding efforts boost its image and consumer awareness.

ACI logistics has built a solid brand through advertising. Print, TV, and social media advertising campaigns are ongoing for the corporation. Consumers remember the ACI logistics brand and its products because to this thorough strategy.

ACI logistics brands itself by supporting sports tournaments and activities in addition to advertising. These strategies increase brand visibility and recognition among its target audience, cementing its market position.



Advertising and promotion strategies: ACI Logistics uses several branding and promotional methods across old and digital advertising channels. Print media, billboards, and digital marketing are examples. The company uses influencer branding to attract a bigger, more varied audience. Notably, ACI Motors now prioritizes digital marketing to increase brand awareness and audience reach. Digital advertising efforts are mostly run by creative agencies. These firms provide compelling static and looping Facebook posts for ACI Logistics. These organizations handle the complex media procurement process, ensuring ACI Logistics' Facebook page reaches a large, targeted audience.



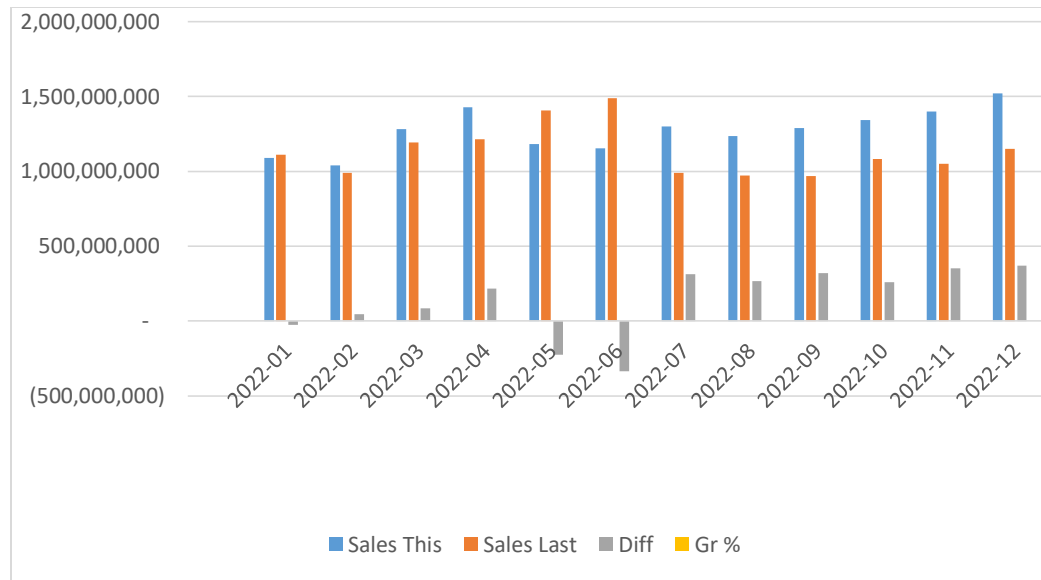
2.5 Financial Performance:

Shwapno utilizes a range of IT solutions, with SAP being the most prominent, to effectively manage and improve their financial performance. SAP S/4HANA is an excellent option for medium and big businesses, providing a strong combination of analytical capabilities and transaction processing features. The exceptional capabilities of this technology are especially advantageous for sectors such as banking, hospitality, security, and airlines, as it offers real-time analytics.

SAP's wide range of applications is essential since it can easily combine and analyze data from different business processes on one platform. By encouraging smooth communication and collaboration between various departments, this consolidation is essential for improving organizational efficiency. Any organization's success depends on its ability to exchange data and communicate effectively, and SAP is a valuable tool for bolstering these vital initiatives.

The data team at Shwapno use SAP software for comprehensive data analysis. Leveraging this data, they develop performance targets for specific categories and frequently analyze individual achievements against these standards. Furthermore, at the end of the fiscal year, they undertake a comparative study, comparing the achieved targets with the performance measures of the previous year. This methodical methodology assists in assessing and enhancing the organization's performance trajectory. Here I have showing a target file example of this company

This Year	Last Year	Sales This	Sales Last	Diff	Growth %
2022-01	2021-01	1,088,718,791	1,112,514,773	(23,795,982)	-2.14%
2022-02	2021-02	1,037,997,330	991,359,157	46,638,173	4.70%
2022-03	2021-03	1,280,379,588	1,194,661,661	85,717,927	7.18%
2022-04	2021-04	1,429,576,308	1,214,124,218	215,452,090	17.75%
2022-05	2021-05	1,182,841,253	1,407,536,598	(224,695,345)	-15.96%
2022-06	2021-06	1,153,052,765	1,488,140,754	(335,087,989)	-22.52%
2022-07	2021-07	1,301,426,220	989,952,326	311,473,894	31.46%
2022-08	2021-08	1,236,110,290	971,171,599	264,938,691	27.28%
2022-09	2021-09	1,289,857,933	968,791,541	321,066,392	33.14%
2022-10	2021-10	1,342,678,525	1,083,337,798	259,340,727	23.94%
2022-11	2021-11	1,399,615,131	1,048,787,647	350,827,485	33.45%
2022-12	2021-12	1,521,836,888	1,151,569,510	370,267,379	32.15%



(According to shwapno insight report)

Upon analyzing the company's visual representation and strategic documents outlining goals for 2021 and 2022, clear patterns in sales emerge. More precisely, in the months of January, May, and June, several categories failed to meet their assigned targets, leading to a decrease or negative growth. In contrast, the remaining months exhibited expansion in different specific categories. This document outlines the approach used to establish goals, emphasizing that it is the duty of each category team to achieve their specific performance targets.

The retail chain 'Shwapno' has disclosed an operating profit of Tk 13 crore for the fiscal year 2022-23. This represents a substantial rise from the operating profit of Tk 20 lakh documented in the preceding fiscal year 2021-22. Shwapno revealed this statistic in a press release on Thursday, emphasizing that the company has continuously attained operational profits for five consecutive years, excluding depreciation expenses. (–Shwapno” Made an Operating Profit of Tk 13 Crore in One Year.,” 2024)

2.5.1 Ratio Analyzing:

A fundamental statistic used to assess a debtor's ability to meet their immediate financial obligations with readily available cash resources is called a liquidity ratio. It sheds light on whether the debtor would need more money to pay off outstanding debts. In this sense, liquidity refers to a company's ability to satisfy its short-term financial obligations, which emphasizes the need of understanding liquidity ratios. In the event that they are unable to pay their immediate debts, even the wealthiest businesses could go insolvent. Notably, the liquidity ratios group includes the current ratio and the quick ratio.

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,

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

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

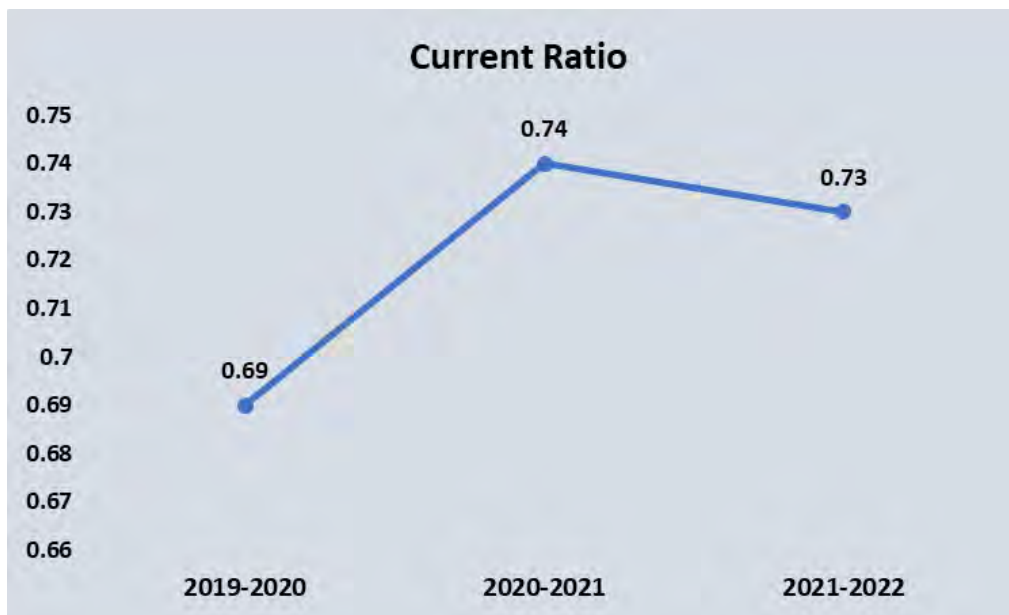
For the year 2021-2022,

$$\text{Current ratio} = 39,654,871,778 / 54,036,942,472$$

$$= 0.73$$

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

$$= 0.36$$



Analysis: ACI Ltd.'s 2020 current ratio decline compared to the following year could be attributed to a decrease in current assets, an increase in short-term debt, or a combination of the two. Whatever the underlying reasons, the 2020 ratio decline points to a deterioration in the company's capacity to produce cash flow. Despite the greater current asset base compared to 2020, the little increase in 2021 was quite minimal given the significant increase in current commitments. In 2022, the current ratio increased very little over the year before.

Debt to Asset Ratio

A measure of how much debt is used to fund a company's continuing operations is the debt-to-asset ratio. In order to determine the necessary debt to asset ratio,

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

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

For the year 2019-2020,

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

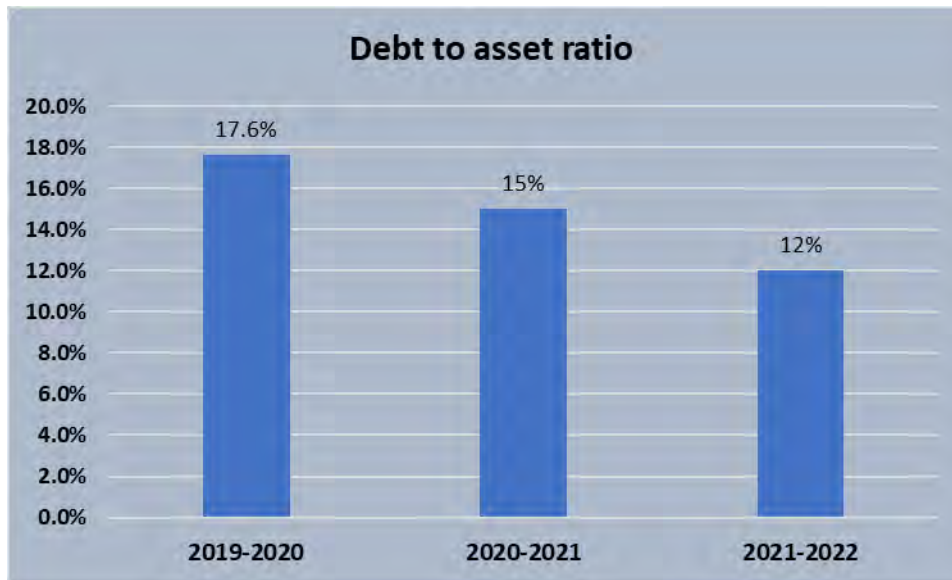
For the year 2020-2021,

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

For the year 2021-2022,

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

Interpretation: This ratio makes it easier to calculate how much debt a firm has in relation to how much asset it has, which gives important information about how leveraged its finances are. Interestingly, In 2022, ACI Limited experienced a drop in this ratio, which is encouraging given the data indicating stronger sales at that time.. It's important to note, nevertheless, that this ratio peaked in 2020 and then declined in 2021. A higher ratio indicates a larger percentage of the total assets of the company that could be seized by creditors.



One measure that shows how much a company's continuing operations depend on debt funding is the debt-to-asset ratio. It is calculated by dividing total debt by total assets and offers crucial insights into the financial makeup of an organization. Larger operational costs could be the consequence of a larger debt-to-asset ratio since it could be more challenging to secure additional finance. As a result, ACI Ltd. may choose to focus on equity financing or increase sales in order to keep the ratio at a manageable level and minimize any negative impact on the company's financial health.

2.5.2 Horizontal Analysis

Gross Profit Margin

The amount by which a company's total revenue exceeds its total production expenses is known as its gross profit margin. 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: Once it is understood, the gross profit percentage provides details on the portion of sales revenue that the business retains following the deduction of item costs. It's interesting to note that 2020 was the gross profit percentage high. However, there has been a discernible downward tendency for the past two years, beginning in 2021 and lasting until 2022. It is most likely the COVID-19 effects that are to blame for the gross profit margin reduction that was observed in the 2020–2021 fiscal year.



More accurately, there was likely a decrease in the gross profit margin during this time due to the pandemic's impact on supplier prices. Increasing sales or decreasing the cost of products sold are the two ways to increase the gross profit margin. Since the corporation cannot reduce the prices established by its suppliers, its best option is to grow sales. Operating Profit Margin

The operational profit margin is obtained by deducting selling, general, and administrative expenditures from the cost of products sold.

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: There have been several recent changes in ACI Limited's operational profit %.



An increasing operating profit margin signifies that higher operating profit is being made for every taka of revenue generated. This is a reliable sign that a business can sustain its operations with a healthy profits base.

2.5.3 Dupont Analysis

Dupont Analysis: Decomposition of ROE (2019-2020)

DuPont analysis = Profit Margin × Asset Turnover × Financial Leverage

$$\text{ROE} = \text{Net} \frac{\text{Profit}}{\text{Sales}} \times \frac{\text{Sales}}{\text{Total Assets}}$$

Assets

$$\begin{aligned}
 & \text{Sales} \quad \text{Total Assets} \quad \text{Common equity} \\
 & = \frac{1444750119}{69475287805} \times \frac{69475287805}{61562822805} \times \frac{61562822805}{7289977438 - 2211343343} \\
 & = 0.021 \times 1.128 \times 12.121 \\
 & = 0.287
 \end{aligned}$$

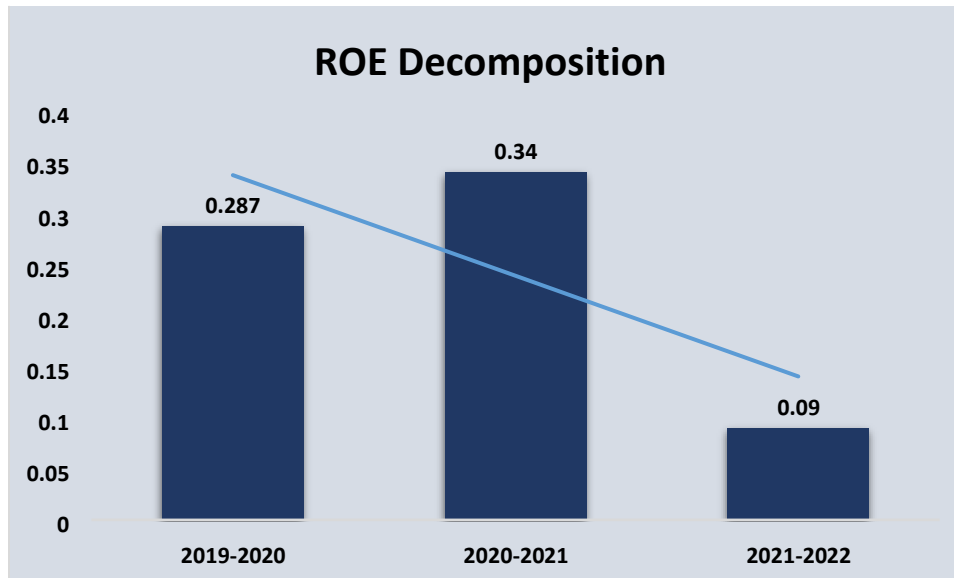
Dupont Analysis: Decomposition of ROE (2020-2021)

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

Dupont Analysis: Decomposition of ROE (2021-2022)

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

Analysis: Based on the Dupont research, it is clear that the Return on Equity (ROE) increased in 2021 relative to 2019, but then declined in 2022.



Positive signs for ACI Limited were shown by the ROE's growth from 2020 to 2022, which indicated an improvement in profit margins throughout this time. This trend suggests that, compared to the previous year, ACI Ltd. was efficiently handling its operating and financial costs. But profit margins dropped the next year, from 2021 to 2022, indicating a reversal in this pattern.

Accounting Practices

Advanced Pharmaceutical Industries Limited is in charge of fifteen subsidiary businesses. Following the guidelines issued by the Bangladesh Securities and Exchange Commission (SEC) and the Worldwide Accounting Standards (IAS)/International Financial Reporting Standards (IFRS) that are recognized in Bangladesh, the parent company's financial statements have been painstakingly consolidated with ACI Limited.. Furthermore, compliance with the Companies Act of 1994 has been ensured through the consolidation process.

International Financial Reporting Standards (IFRS) and International Accounting Standards (IAS) have been followed in the preparation of the financial accounts.

2.6 Operations structures:

In compliance with stock transfer orders, a distribution center receives, stores for a short while, and effectively redistributes goods. The efficient operation of SHWAPNO's distribution center is facilitated by a focus on client contacts and state-of-the-art technology. There are three phases to the distribution center's construction. These are:

- Product Receiving
- Product Storing
- Product Delivery

❖ Product Receiving:

The distribution center receives supplier products according to the Purchase Order (PO). Recording serial numbers, product categories, and receipt times is necessary. To meet standards, product details and quality must be thoroughly assessed. Unfortunately, a product's quantity must be rejected if it doesn't match the PO. After product reception and inspection, the distribution center generates a Goods reception Note (GRN) using SAP software, an internal platform for stock tracking and other operations. The GRN report is critical for suppliers seeking payment for their goods. This thorough record-keeping assures accuracy, transparency, and accountability in distribution center-supplier transactions.

❖ Product Storing

The distribution center carefully keeps merchandise awaiting retail outlet delivery instructions. Freestanding shelves called gondolas are used to showcase products in the distribution center. However, the distribution center follows a "Return to Vendor" protocol for damaged or expired products. The appropriate and diligent return of such products to their vendors ensures quality control and supply chain compliance.

❖ Product Delivery

We coordinate product distribution with our locations and headquarters. Initially, our outlets notify their zonal teams of product demands or shortfalls. After that, the zonal teams refill outlets in coordination with the head office. The head office uses EPS Software to verify product supply levels across our outlets in order to streamline stock management. With the ring road store, SHWAPNO now has 370 stores. Category A, B, C, and D outlets are listed. Categories have different numbers of outlets.

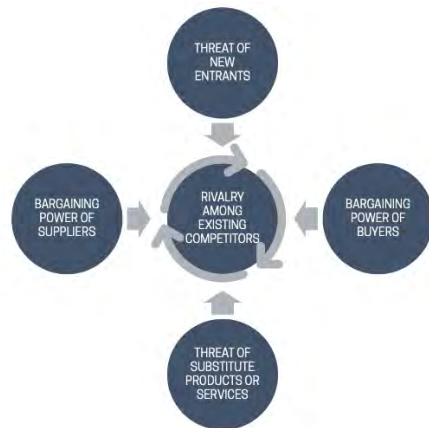
Software: EPS and SAP let Shwapno Lifestyle manage sales, inventory, and stock across many stores, vendors, warehouses, and product entries.

EPS: EPS programed gives complete sales history and product stock levels of all Shwapno shops. It can also track client footfall, perform basket analysis, generate loyal customer reports, price-related analyses, and VAT information. Note that as an intern, I cannot access these software components.

SAP: SAP duties include Stock Transfer Orders (STO), Purchase Orders (PO), warehouse stock monitoring, tracking product entries into the warehouse, retrieving vendor product information and pricing, barcode printing, and master file updates. SAP has more functionalities than my intern access level, which is significant. The EPS and SAP software systems help track outlet stock levels, analyses product demand across outlets, and provide a complete view of outlet and vendor sales.**2.7**

Industry - Competitive Analysis

2.7.1 Porters Five Forces analysis



1. **Threat of new entrants:** The retail sector in Bangladesh is comparatively competitive, with both local and foreign players. The threat provided by new rivals is moderate because of entrance hurdles like distribution networks, economies of scale, and brand recognition.
2. **Bargaining power of suppliers:** Due to its prominent position as one of the foremost entities on the Bangladeshi retail market, ACI Logistics possesses considerable bargaining power with its suppliers.
3. **Bargaining power of buyers:** As a result of their exposure to a large number of suppliers whose quality fluctuates greatly, retail buyers have a strong negotiating position.
4. **Threat of substitutes:** The retail industry confronts an elevated and persistent threat from substitutes. This is due to the presence of a large number of extant competitors and the anticipated growth of the emerging media trade market in the future, which will be fueled by the increasing modernization of consumers.
5. **Competitive rivalry:** Intense competitive rivalry characterizes the retail industry, with several other companies offering a wide range of items and high-quality products.

2.7.2 SWOT Analysis



❖ Strengths

- It is the largest retail company in Bangladesh.
- It targets a large number of middle-class and price-sensitive customers.
- It has a large workforce that strives to maintain Shwapno's leadership position.
- The number of consumers in this industry is growing daily.
- It is in a strong position to negotiate with its suppliers.
-
- It has approximately 370 locations throughout Bangladesh, capturing a substantial consumer mindshare.

❖ Weakness:

Its purchase-on-credit policy can occasionally result in a price increase.

- Many express outlets are tiny in size.
- Fewer opportunities for creative expression.

❖ **Opportunity:**

- Purchasing products in cash so that prices can be reduced;
- Increasing the number of express locations because this policy is so simple and effective.
- Launching a residential delivery service comparable to Amazon.com and Alibaba.com, etc.
- Possible to add more electronic products to the lifestyle section

❖ **Threat:**

Emergence of new retail chain stores.

- Social media marketing.
- The reliance of many target consumers on traditional shopping locations, such as agora, wet market, Meena bazar prince bazar.

2.8 Recommendations

Retail giant ACI Logistics offers a variety of tools to improve sales operations. ACI Logistics competes in a competitive market. I urge ACI Logistics invest in growing its product line and solutions to reach more customers after analyzing the data. ACI Logistics may stand out from competition by promoting eco-friendly and contemporary brands.

ACI Logistics must build a clear brand identity that conveys company principles and competencies to customers. Actionable proposals for ACI Logistics include:

- Conducting ongoing market research to monitor client preferences, changing demands, and industry trends. This will help Bangladesh's dynamic retail market stay competitive. Prioritizing long-term connections with dealers and distributors to efficiently distribute its products nationwide.
- Effectively engaging its target audience across several platforms. These channels allow ACI Logistics to engage with clients, advertise its products, and update company activity. These strategic efforts can help ACI Logistics grow and dominate the retail market while remaining professional and customer-focused.

Chapter 3

3.1 Introduction

The pet food industry in Bangladesh is undergoing a notable shift, indicative of an increasing inclination towards conscientious pet ownership and a developing recognition of the importance of offering nutritious food to our cherished animal companions. The pet food market has experienced significant expansion in recent years due to shifts in consumer preferences, changes in lifestyle patterns, and a growing emphasis on the health and well-being of pets.

Bangladesh, a country with a population over 160 million individuals and experiencing substantial urbanization, has witnessed a discernible transformation in the perception and treatment of pets within domestic settings. The aforementioned transition is evident in the manner in which individuals who possess pets are progressively pursuing specialized and nourishing dietary alternatives for their animals, whether they be mammals, avian, or reptiles.

In the present setting, it is imperative to analyze the dynamics and patterns that are influencing the pet food market in Bangladesh, alongside the opportunities and obstacles encountered by the business. The objective of this study is to present a thorough examination of the pet food industry in Bangladesh, encompassing an analysis of the causes that are driving its expansion, an evaluation of the key participants in the market, and an exploration of the different segments and products that are experiencing increased significance within the industry.

The consumer goods sector has been greatly impacted by ACI Logistics, a well-established retail market chain player. Their pet food category, which is closely related to packaged food, is notable. Due to rising pet food demand, ACI Logistics has entered this sector to capitalize on its profit potential.

ACI Logistics has increased their outlet coverage to increase access to a wide range of pet food in a bid to strengthen their market presence. To satisfy their customers' demanding tastes, they have carefully selected their inventory to include top brands. This measured strategy shows ACI Logistics' dedication to providing excellent products to fulfil customers' changing needs and growing the pet food industry profitably.

3.1.2 Research objectives:

Broad Objective:

The overarching goal of this research is to gain a comprehensive understanding of consumer purchasing behavior concerning Shawpno's pet food, specifically delving into the selection criteria adopted by consumers within the ACI Logistics (SHWAPNO) market. This study seeks to explore consumer preferences, motivations, and the effectiveness of marketing strategies to deliver a thorough and insightful analysis of the purchasing behavior of pet food consumers within the ACI Logistics (SHWAPNO) framework. By undertaking this market research, ACI Logistics aims to make informed decisions and enhance its offerings to align with the diverse needs and expectations of its clientele.

Specific Objectives:

- **Understanding Bangladeshi Pet Owners' Preferences:** Investigate the various types of pets preferred by Bangladeshi pet owners, providing insights into the diverse landscape of pet ownership in the region.
- **Identifying Demand for Pet Food Brands and Package Sizes:** Determine the most sought-after pet food brands and preferred package sizes, focusing on categories such as cats, dogs, and birds, to inform strategic product offerings.
- **Evaluating Consumer Satisfaction with ACI Logistics:** Assess the level of consumer satisfaction regarding the purchase of pet food from ACI Logistics, identifying strengths and areas for improvement in the consumer experience.
- **Analyzing ACI Logistics Pet Food Quality and Pricing:** Conduct a comprehensive analysis of the quality and pricing of pet food within the ACI Logistics portfolio, aiming to understand the correlation between consumer satisfaction, product quality, and pricing strategies.

By addressing these specific objectives, this research endeavors to provide ACI Logistics (SHWAPNO) with actionable insights into the nuanced preferences and behaviors of pet food consumers. The outcomes of this study will enable ACI Logistics to refine its market strategies, enhance product offerings, and ultimately elevate customer satisfaction in the competitive pet food market.

3.1.1 Literature Review

The Pet Care Products Market in Bangladesh is poised for consistent growth, fueled by various factors such as the upward trend in pet ownership, increasing awareness of animal welfare, and the anticipated rise in per capita income along with evolving lifestyles. This burgeoning industry presents significant opportunities for market players, particularly with the projections from 6Wresearch indicating an accelerated growth trajectory for the Bangladesh Pet Care Products Market between 2023 and 2029 (Manhotra, 2023).

The research sheds light on the preferences of pet lovers in urban areas of Bangladesh, encompassing a diverse range of pets, including dogs, cats, caged birds, rabbits, guinea pigs, hamsters, and aquarium fish. The heightened ethical consciousness surrounding pet care and dietary needs has translated into an increased demand for various pet-related products. This demand spans pet food, medicine, bedding, toys, decorative items, and grooming products (Dramburg S, 2023).

The evolving culture of ethical pet keeping and dietary awareness has given rise to a plethora of pet products, not only available in luxury superstores in affluent areas of Dhaka but also accessible through online marketplaces and specialized digital pet shops. These outlets provide a comprehensive range of pet food and grooming products, catering to the dynamic needs of urban pet owners.

The observations of Shahjahan Molla, the proprietor of Molla Traders in Gulshan-1 Dhaka North City Corporation Market, further underscore the market trends. Molla notes a consistent influx of retail pet shop owners seeking wholesale quantities of cat and dog food (Islam & Azad, 2022). The adaptability of the pet food sector in Bangladesh to these changing dynamics is evident, with manufacturers diversifying their offerings to cater to different breeds and dietary preferences. The proliferation of pet food stores and expanded offerings in existing retail outlets enhances the choices available to pet owners (Islam & Azad, 2022).

In conclusion, the growth of the pet care market in Bangladesh is intrinsically linked to the increasing awareness of pet health. Pet owners, cognizant of the significance of proper nutrition for their pets' well-being and longevity, actively seek pet food that aligns with these criteria. This transformative consumer behavior has spurred research and development in the pet food industry, resulting in notable advancements in ingredients, formulations, and production methods. Bangladesh's pet food business is reflective of dynamic consumer demands, encouraging ongoing innovation to provide optimal nutrition for pets.

To fortify the literature review, incorporating insights from additional secondary sources would contribute to a more thorough and robust analysis of the dynamics shaping the pet care industry in Bangladesh.

3.1.3 Significance:

The main goal of this study is to look at how people buy pet food and how they feel about ACI Logistics. Possible benefits of the study's results include learning more about the brand's strong points and areas where it might need to improve. This information will help people to know about newly launch pet food category in ACI logistics and about the price and quality of pet food.

ACI Logistics would benefit greatly from learning more about the opinions and points of view of the people it wants to do business with. These kinds of information will help the business better meet the changing wants and needs of its customers. In the long run, this could lead to happier customers, more loyal customers, and more people talking about the brand.

In addition, the study results are likely to shed light on how competitive the pet food business in Bangladesh is as a whole. This knowledge will be very helpful for ACI Logistics as it tries to find its place in the market. Because of this, the study is very important because it could help ACI Logistics improve its brand image, strengthen its position in the market, and support its continued growth and expansion.

3.2 Methodology

Research Design: The purpose of this study, which includes a quantitative research approach, is to determine how consumer purchasing decisions impact ACI Logistics' pet food business.

Number of participants who responded:

Sample Size and Participant Selection: The selection of participants for this study will be conducted with precision to ensure a diverse representation across various demographic factors, including age groups, types of pets owned, brand preferences, preferred package sizes, and professional backgrounds. A pet food questionnaire will be disseminated through social media platforms to facilitate a thoughtful and inclusive participant selection process.

Target Sample: The target sample for this study is set at 32 individuals. This sample size has been carefully chosen to capture a broad spectrum of perspectives within the context of the ACI Logistics brand. The seven-day data collection period is designed to elicit comprehensive responses, contributing to the richness and depth of the study.

Rationale for Sample Size: The modest sample size of 32 participants is intentional, aligning with the exploratory nature of this study. Despite its size, the sample is strategically composed to encompass diverse characteristics and preferences. The focus on quality over quantity ensures a nuanced understanding of consumer perceptions, and careful participant selection enhances the validity and reliability of the study's outcomes.

Study Implications: Given the limited sample size, cautious interpretation of the results is paramount. The insights derived from the responses of these 32 participants are expected to offer valuable information regarding how individuals perceive the ACI Logistics brand. These findings will serve as a foundational framework for subsequent, more extensive studies in this area. The data collected over the seven-day period is anticipated to provide meaningful insights, facilitating informed decision-making for ACI Logistics and guiding future research endeavors in this domain.

Data Collection: The gathering of data will be simplified by use of an online survey. The survey will be distributed to relevant Facebook groups and individuals who have been connected with during my affiliation with the organization in order to ensure accessibility. This methodology guarantees a comprehensive yet focused scope for the collection of relevant data.

Data Analysis: A lot of work will go into processing and analyzing the survey data so that we can figure out how people's buying habits affect ACI Logistics in the pet food business.

So that this can happen, the survey answers will be carefully looked over, with a focus on finding patterns and trends. The open-ended answers will be carefully sorted into groups and analyzed by theme to find the main ideas. By digging deeper into how customers feel about ACI Logistics' consumer pet food purchasing efforts, these thematic insights will be very helpful.

The answers to closed-ended questions will be carefully looked at, and the percentage of people who chose each answer option will be calculated. The answers to these closed-ended questions will be shown in the form of tables and graphs to make the results easier to understand and draw attention to the main findings.

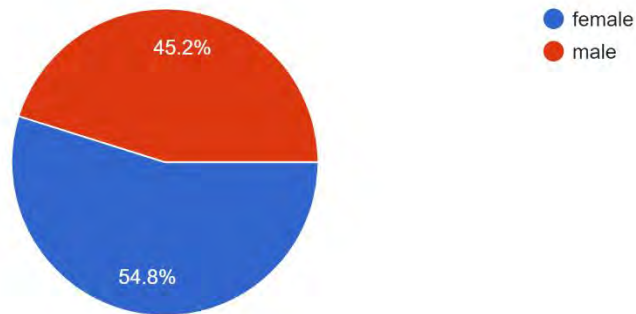
Ethical Considerations: I am committed to making sure that the poll is fair and that everyone's privacy is respected. I will make sure that each volunteer knows they can quit the study at any time and get their informed consent before I start the study. I will also strictly protect the privacy of the information I collect and will only use it for research reasons.

Limitations: The limitation of this study lies in the modest sample size of 32 participants. While this intentional choice aligns with the exploratory nature of the research, it may restrict the generalizability of findings to a larger population. The insights derived from this limited sample size may not fully encompass the diverse perspectives that could exist within the broader consumer base influencing ACI Logistics' pet food business.

3.3 Findings and Analysis

What is your gender ?

31 responses

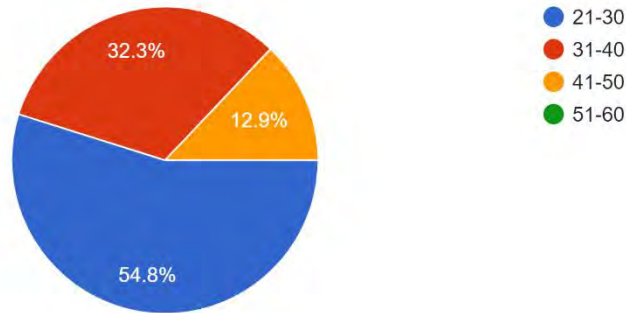


45.2% of respondents were male and the rest female, according to the survey. Female respondents make up 54.8% of the sample, while male respondents make up 45.2%.

The gender gap in gender representation shows that females may be more interested in pet-related issues, which may explain their greater participation rate in this study. The survey's dissemination through a network or platform that mostly appeals to women may have caused an unequal representation of male participants.

What is your age range ?

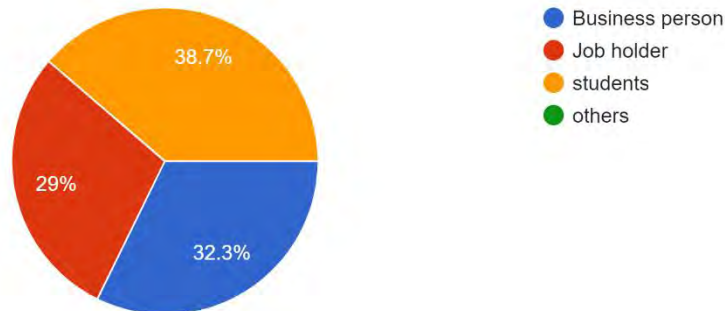
31 responses



questioned the responders' ages in this section. The findings indicate that the majority of responders, or 54.8% of them, were between the ages of 21 and 30. The age groups of 31–40 account for 32.3% of the respondents, with the remaining percentages coming from 51–60 and 41–50. This indicates that those between the ages of 21 and 30 are either more likely to purchase pet food or are more interested in generators.

what is your occupation?

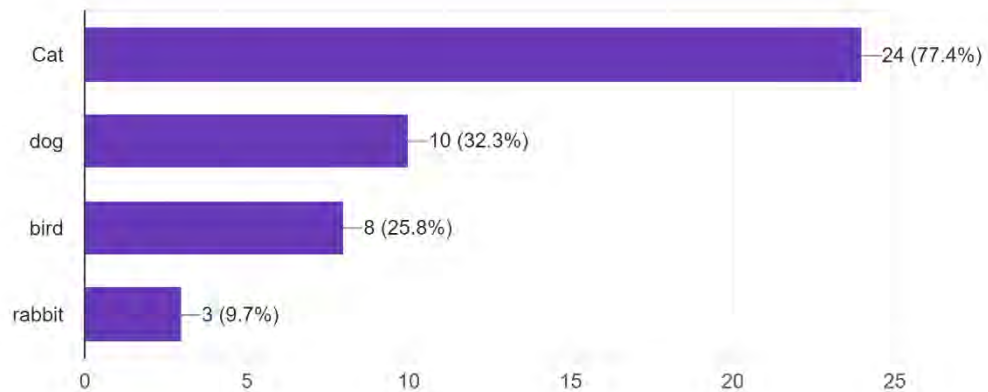
31 responses



The survey data shows a clear trend among the groups that were looked at: 38.7% of students buy pet food, which is the highest number in this group. Not far behind, 32.3% of those who answered who said they were businesspeople also do this kind of shopping. The last 29% of responders are people with different jobs who also buy pet food.

What types of pets do you have?

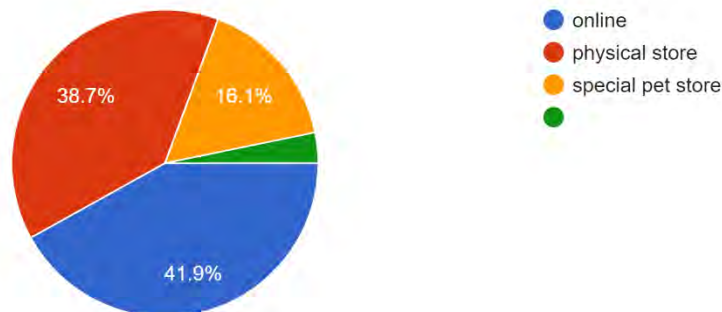
31 responses



Based on the results of the poll, a significant proportion of persons express a preference for cats as their preferred companion animal, as seen by 77.4% of participants reporting ownership of cats. After cats, dogs are considered the second most favored option, as indicated by 25.8% of respondents who reported owning them as companions. In contrast, a far smaller proportion, specifically 9.7%, of persons indicated possession of rabbits.

Where do you typically buy your pet food?

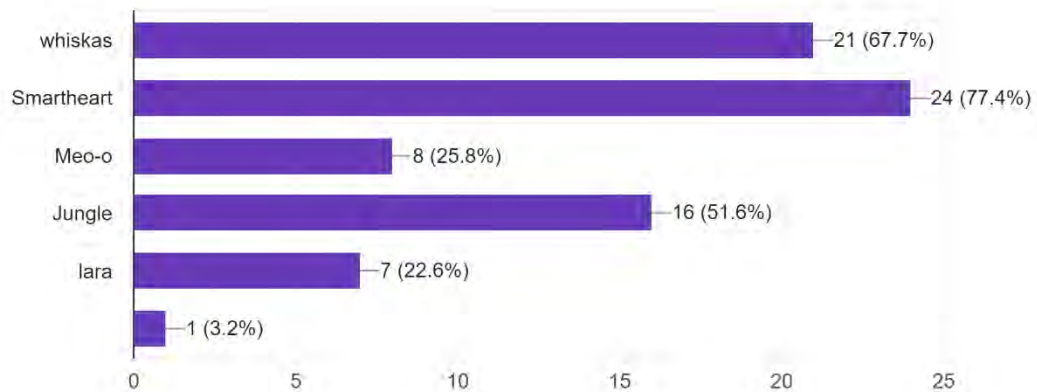
31 responses



The current patterns seen in the acquisition of pet food demonstrate a broadened market presence that extends beyond conventional establishments dedicated solely to animal-related products. According to the survey data, a majority of respondents, namely 41.9%, expressed a preference for procuring pet food through online channels, whereas a slightly lower percentage of 38.7% indicated a preference for traditional brick-and-mortar retail establishments. A lesser proportion, accounting for 16.1% of the participants, exhibit a preference for specialized pet stores when it comes to purchasing pet food.

Which brand is your preferred choice? (in terms of Cat food)

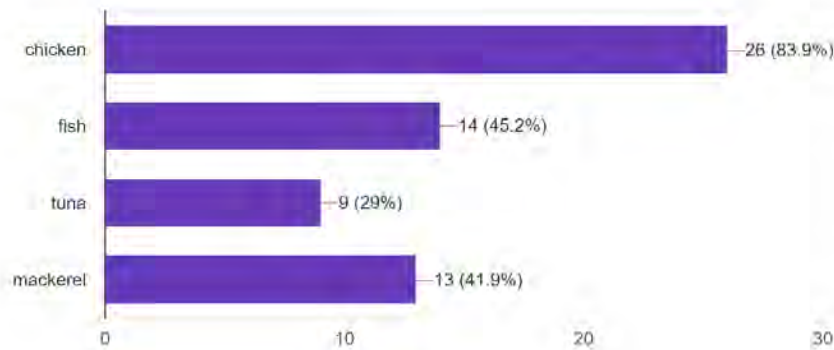
31 responses



Consumer preferences in the pet food sector of our country are substantially influenced by price sensitivity. The study findings indicate a clear preference for high-quality items offered at competitive rates, resulting in Whiskas and Smartheart emerging as the most highly desired brands. According to the study, Whiskas demonstrates a significant market demand of 67.7%, while Smartheart closely trails after with a market demand of 77.4%. In comparison, the demand for Me-O stands at 25.8%, which is lower compared to Jungle's demand of 51.6%. Lara's market demand accounts for 22.6%, whilst the aggregate demand of the other brands constitutes 3.2% of the entire demand.

which flavor you prefer most?(in terms of Cat)

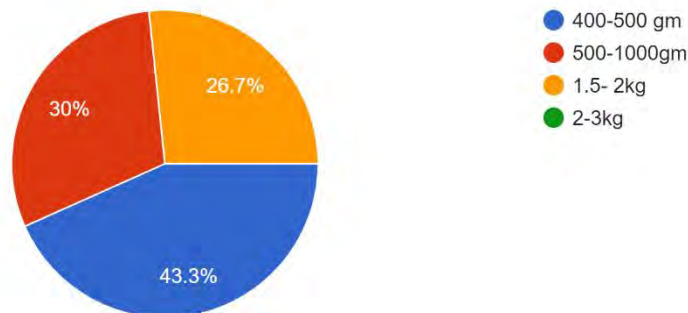
31 responses



There is variation in individual feline preferences, but, a general trend can be observed from the survey results in relation to the flavors that are most preferred. The chicken flavour exhibits a notable prominence, being the most extensively sought-after, with a preference rate of 83.9% among the participants. The chicken flavor is shown to be preferred by a significant proportion of consumers, accounting for 45.25% of the total. Mackerel and tuna flavours closely follow, with each capturing a preference of 41.9% among consumers.

Which package size do you commonly purchased ? (in terms of Cat food)

30 responses

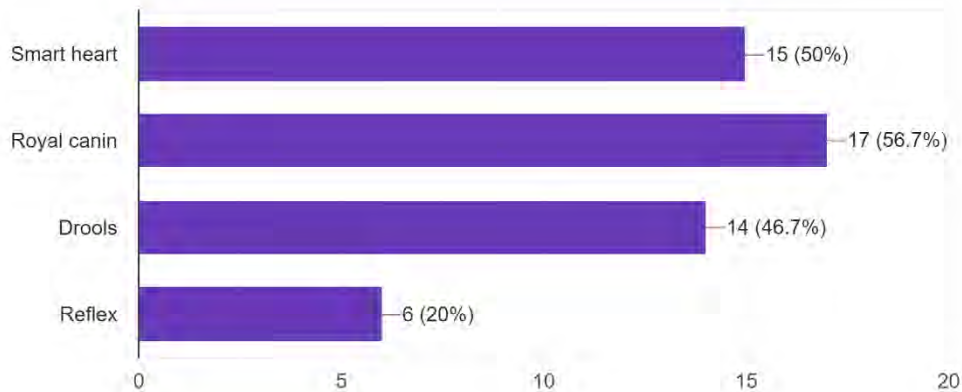


The number of cats a person has is related to the size of the pet food package they buy. Also, an interesting fact came up: some cat owners prefer to feed their pets homemade food instead of commercial cat food as a snack. Based on the results of a large poll, the following trends can be seen in how people choose to package pet food: 43.3% of those who answered like a package

size between 400 and 500 grams, making it the most common size bought. Next, 30% of those who answered show a strong desire for package sizes ranging from 500 to 1000 grams. Lastly, 26.7% of people choose bigger package sizes, which are between 1.5 and 2 kilograms.

Which brand is your preferred choice? (in terms of Dog food)

30 responses

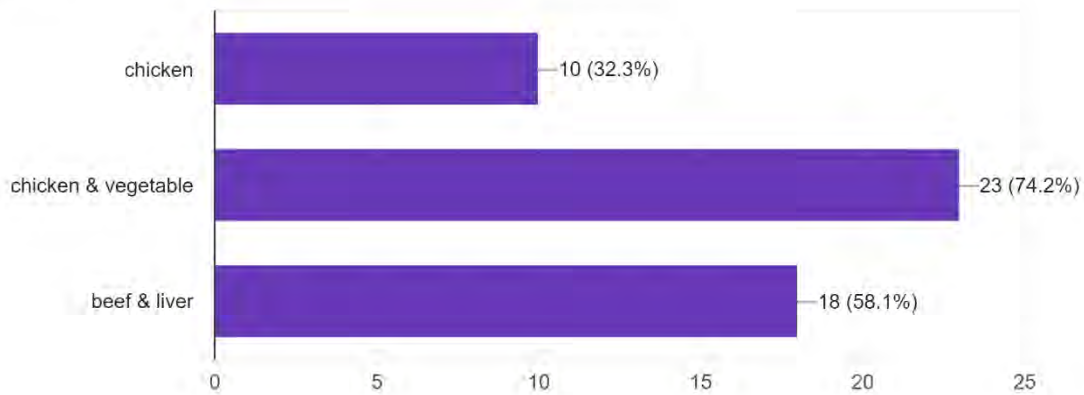


According to market trends in dog food, consumers prefer the Royal Canin brand the most, with 56.7% of those polled saying they would buy it again. Not far behind, SmartHeart comes in as the second most popular name, with 50% of customers wanting to buy it. Another notable place goes to Drools, which is chosen by 46.7% of respondents. Reflex, on the other hand, stands at 20%.

People's choices are influenced by how healthy they think something is compared to how much it costs. SmartHeart and Royal Canin stand out because they are thought to have a lot of nutrients and are cheaper than other brands. On the other hand, it looks like the prices of the remaining brands are a little higher, which affects buyer choices.

which flavor you prefer most?(in terms of dog food)

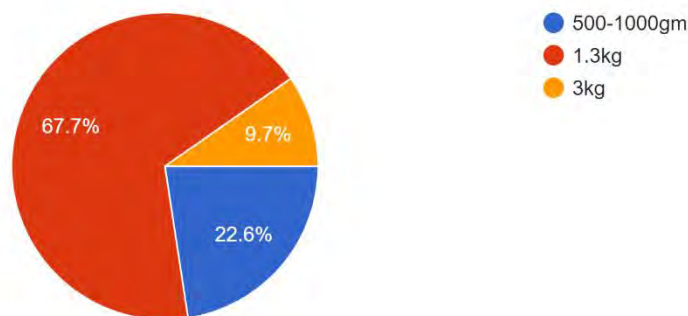
31 responses



Based on the results of the poll, a substantial majority of respondents, specifically 74.2%, expressed a preference for chicken and vegetable as their primary dietary selection. The flavor preference for beef is experiencing a significant level of demand, as indicated by 58.1% of respondents expressing a strong propensity towards this option. Finally, it should be noted that chicken, as a flavor option, is preferred by approximately 32.3% of consumers when making their purchasing choices.

What package size do you commonly purchased ? (in terms of Dog food)

31 responses

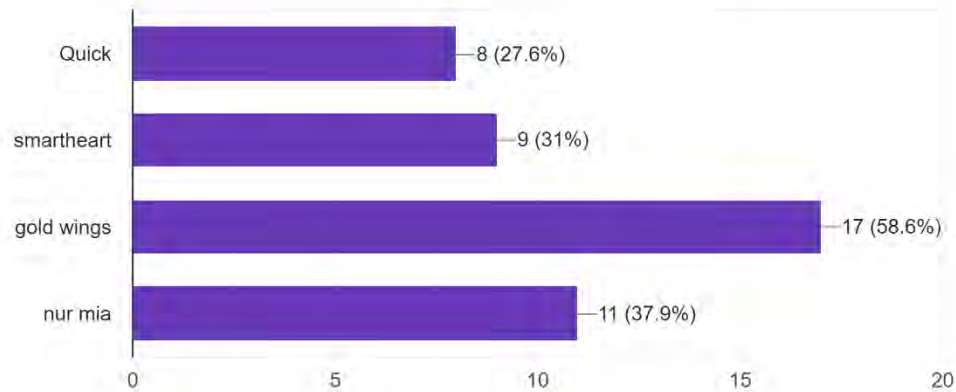


Based on the findings of the study, it is apparent that a majority of customers, specifically 67.7%, exhibit a preference for the 1.3kg package size. Conversely, a smaller proportion of consumers,

specifically 22.6%, indicate a preference for the package size ranging between 500-1000gm. A subset of responders, accounting for 9.7% of the total, opt for the 3kg package size.

Which brand is your preferred choice? (in terms of bird food)

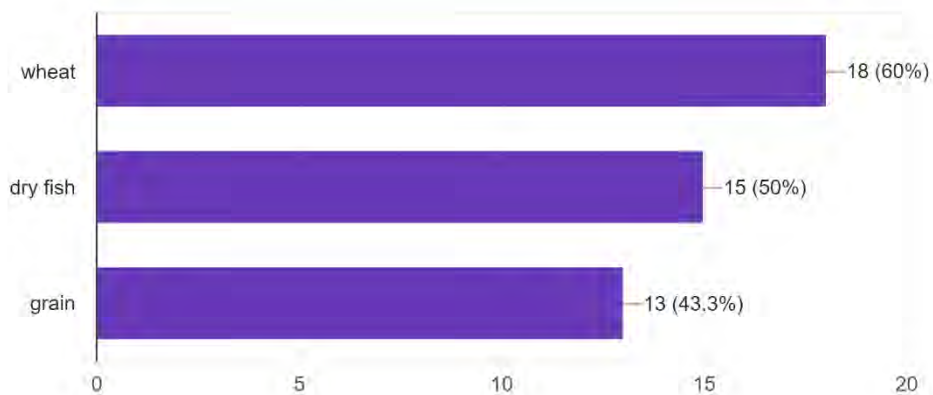
29 responses



Within the scope of the survey conducted, it is worth highlighting that Nur-Mia emerges as the solitary domestic brand in the presence of foreign alternatives. The results indicate that a significant proportion of consumers, precisely 58.6%, exhibit a preference for Gold Wing as their principal selection of bird food. Nur-Mia, the local brand, has achieved a substantial market share of 37.9%.

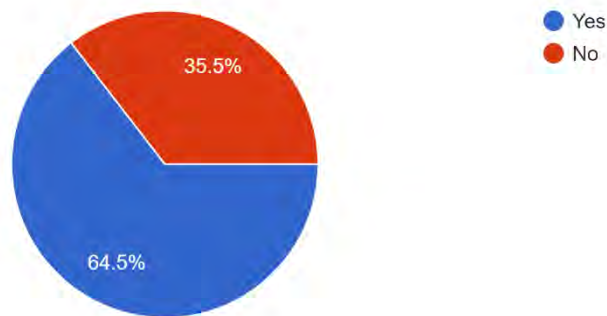
which flavor you prefer most?(in terms of birds food)

30 responses



According to the findings of the survey, the wheat flavor has emerged as the most favored choice among customers, with a significant majority of 60% expressing a strong preference for this alternative. The dry fish flavor is highly preferred by 50% of consumers, making it the most favored option. On the other hand, the grain flavor is appealing to 43.3% of respondents, positioning it as the third most popular choice.

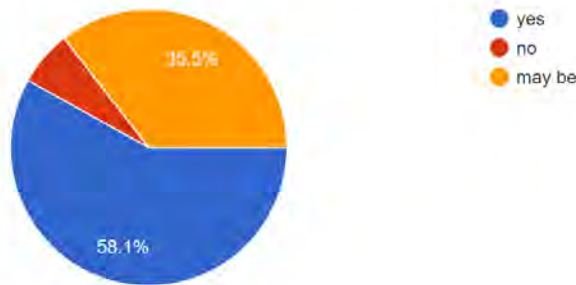
Have you ever purchased pet food from ACI logistics (shwopno)
31 responses



Survey respondents, 64.5% of whom purchased pet food from ACI Logistics, are the majority of respondents, according to the data.. Conversely, a minority of respondents, amounting to 35.5%, express a preference against procuring pet food from this particular source. The observed tendency could potentially be ascribed to ACI Logistics' new inclusion of pet food in their product offerings, resulting in a limited level of consumer familiarity with this particular category.

Do you think in shwopno pet food price is reasonable then other media trades shops ?

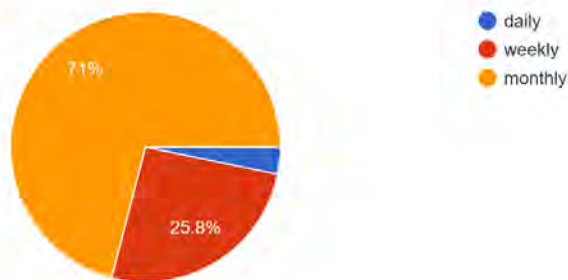
31 responses



The majority of respondents, or 58.1%, believe that the price of the pet food provided by ACI Logistics is reasonable, according to the study's findings. Additionally, the commendation is given to ACI for its ability to uphold price sensitivity, not only in the pet food sector but also in all other product sectors. In contrast, a notable proportion of participants, specifically 35.5%, express disagreement with this feeling, suggesting a divergence in their perception of price sensitivity as viewed by ACI. A subset of individuals raises concerns primarily on the affordability of pet food within ACI's product range.

How frequently do you come across shwopno for purchasing pet food?

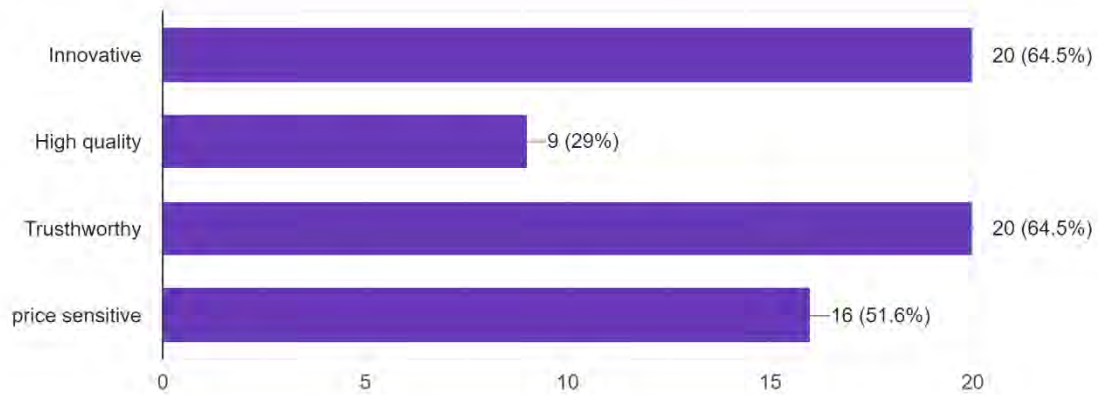
31 responses



According to the results of the poll, a substantial majority of respondents, comprising around 71%, engage in the regular monthly acquisition of pet food. In addition, it was found that 25.8% of the participants choose to engage in weekly purchasing. The subset of consumers who continue to purchase pet food on a daily basis represents a significantly smaller proportion within the assessed population.

which following word describe ACI Logistics pet food category ?

31 responses



According to the study findings, a significant proportion of participants, specifically 64.5%, have the perception that ACI Logistics is an entity characterized by innovation. Moreover, a substantial majority of approximately 63.5% of consumers maintain the perception that ACI Logistics is a reputable entity. Furthermore, a majority of participants, specifically 51.6%, recognize the dedication of ACI towards addressing price sensitivity. In contrast, according to the survey findings, a lower percentage of individuals, roughly 29%, perceive ACI Logistics as being associated with high-quality offerings.

3.4. Summary and Conclusion

This study's analysis shows both the good and bad things about ACI Logistics' pet food products and how well they match up with what customers want. This means that the company could improve its performance even more. It's clear that a lot of customers are happy with their purchases and would be ready to promote ACI Logistics' products, especially since their digital ads work so well. There is, however, a notable group that is either neutral or unhappy with both their purchases and digital marketing efforts.

Based on these results, ACI Logistics could improve the content of their pet food to better involve their target audience, which would make it more likely that those people would become customers. Additionally, it is very important for ACI Logistics to handle the concerns raised by unhappy customers, proactively fixing problems and avoiding bad word-of-mouth publicity.

In conclusion, these results show how important it is to make sure customers are happy, offer great goods, and come up with smart ways to promote your business in the pet food market, which is very competitive.

3.5 Recommendations

- From the survey results, the following recommendations are made for ACI logistics in an effort to perhaps strengthen their positive brand image
- The results of the poll can help ACI logistics make better pet food. They can hone in on areas like email marketing, social media content, and website design to better engage their target audience. If they implement this plan, they may be able to connect with their audience on a deeper level, which could lead to more conversions.
- ACI logistics can utilize this survey to categorize their product range based on geographical areas, as not all places have customers who are capable of purchasing high-end products. This survey will provide ACI logistics with insights into the preferred areas of their customers.
- This poll will provide ACI logistics with useful insights into consumers' current pet preferences and help identify the most commonly purchased flavors. This information will greatly assist ACI logistics in strategically choosing and producing flavor variations that closely correspond to consumer demand and preferences.
- ACI logistics employs the survey data to inform their product assortment strategy. By analyzing which occupational groups exhibit higher pet food purchase rates, they can diversify their selection of brands accordingly. This approach enables ACI logistics to cater effectively to various consumer segments based on occupation-related

References

- ✓ Dramburg S, H. C. (2023). Allergy to pets and new allergies to uncommon pets. *PMC PubMed Central*.
- ✓ Islam, M. M., & Azad, K. M. (2022). Rural-urban migration and child survival in urban Bangladesh: are the urban migrants and poor disadvantaged? *The Global Science gateway*.
- ✓ Manhotra, A. (2023). Strategies for Breakthrough, New Market, Sustaining and Disruptive Innovation. *6Wresearch*.
- ✓ –Shwapno” made an operating profit of Tk 13 crore in one year. (2024). *Prothom Alo*.
<https://www.prothomalo.com/business/corporate/qvbn3k4xtc?fbclid=IwAR14nZ5qBXkWkksDKsQvcgED1SwxbVOSX7A9zhPtU2Mk-aIQx0olyLPe8Uo>
- ✓ Sanz Espinar, G. (2022).
https://riull.ull.es/xmlui/bitstream/handle/915/30978/C_22_%282022%29_28.pdf?sequence=1&isAllowed=y. *Çédille*, 22, 513–519. <https://doi.org/10.25145/j.cedille.2022.22.29>
- ✓ *Shwapno*. (2021b, October 11). [Slide show]. SlideShare.
<https://www.slideshare.net/ShantoReshad/shwapno-250418834>
- ✓ *ICAB publication*. (n.d.). <https://www.icab.org.bd/publication/news/4/1000/Factors-Affecting-Consumer-Purchasing-Decision-A-Study-on-SHWAPNO-Super-Shop-in-Bangladesh#:~:text=In%202016%2C%20SHWAPNO%20was%20recognized,that%20authentic%20farm%20fresh%20taste>.
- ✓ Financial statements. (n.d.). <https://www.aci-bd.com/financials/>