

A Report on
Leveraging Digital Media for Brand Awareness and Engagement:
A Case Study of Marico's Digital Marketing Strategy

By
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19104106

An internship report submitted to the BRAC Business School in partial fulfillment of the requirement for the degree of Bachelor of Business Administration.

BRAC Business School
BRAC University
November 2023

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Declaration:

It is hereby declared that:

1. The submitted internship report is an original work of mine while completing my undergraduate degree at BRAC University.
2. This report does not contain any information written by or published by any third party entities, except for instance where information is taken from any third party sources where they are accurately cited through APA style referencing.
3. This report does not include any material previously published by other institution or published for other degrees or diplomas.
4. All main sources of assistance has been acknowledged.

Student's Full Name & Signature

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Supervisor's Full Name & Signature

Tania Akter
Senior Lecturer
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Letter of Transmittal:

Ms. Tania Akter
Senior Lecturer
Brac Business School
Dhaka-1212

Subject: Submission of Internship Report on “Leveraging Digital Media for Brand Awareness and Engagement: A Case Study of Marico's Digital Marketing Strategy”

Dear Ma'am,

With great enthusiasm, I am submitting my internship report on “Leveraging Digital Media for Brand Awareness and Engagement: A Case Study of Marico's Digital Marketing Strategy” as a core part of completion of my undergrad degree Bachelor of Business Administration.

This report analyzes how Marico Bangladesh LTD. has been performing digitally to increase brand awareness and engagement. This report also provides a recommendation on effective usage of digital media for the company.

I have tried my best to gather all the necessary data and develop this research in a significantly compact and comprehensive manner as possible.

I would like to grab the opportunity to thank you for guiding me throughout the process of writing this internship report. I, therefore, hope and pray that you would be kind enough to accept my report and oblige me thereby.

Sincerely Yours,
Tafriha Kamrul Neha
ID: 19104106
Brac Business School
Brac University

Date: 6th November, 2023.

Non- Disclosure Agreement:

The Brac University and Marico Bangladesh Ltd. signatory student has created and signed this form.

By signing this form, I, Tafriha Kamrul Neha, pledge this report will not contain any information that can be considered sensitive and that can cause any harm to Marico Bangladesh Ltd. This report is written with the guidance of my workplace supervisor and focuses on the actions performed at the office.

And so, as part of the requirements for the completion of my internship, this report will not be published online and will be preserved at Brac University to protect the privacy of the information. Both parties involved have agreed to keep the information used in this report confidential.

Acknowledgement:

To begin with I wish to express my sincere appreciation to Tania Akter, my internship supervisor for her invaluable guidance and support. Her feedback and advice were instrumental to me not only for the completion of this report but for my whole internship journey. Continuing on, I humbly extend my heartfelt appreciation to Marico Bangladesh Limited for presenting me with the opportunity to partake in their highly regarded Impact 90, internship program. It was a truly transformative experience that enabled me to gain valuable insight into the intricate realm of the corporate world and has helped me ready myself for the coming challenges. And for this I am also greatly indebted to my on-site supervisor, Asif Iqbal, Group Product Manager- for his unwavering support and patience in helping me become familiar with my assigned tasks, for placing his confidence in me to achieve objectives, and mentoring me on how to adapt to the organizational culture and offering insights from their extensive professional career. I would like to express my gratitude to my fellow colleagues and the dedicated employees at Marico Bangladesh Limited for their invaluable contributions in facilitating and enhancing my overall experience. I would like to extend my gratitude to the Human Resource department for their consistent guidance and motivation.

Executive Summary:

The report focuses on the utilization of digital media for brands to increase brand awareness and engagement. It also focuses on conducting a comprehensive analysis on the effectiveness of digital media. The whole report was written in three chapters. The first chapter talks about my internship experience. The second chapter demonstrates an analysis of the company profile of Marico Bangladesh Limited. For a deeper understanding of the company, this chapter has analyzed the company through SWOT, and also an industry analysis Porter Five Forces is also provided. The last chapter highlights the research that was conducted to understand how Marico Bangladesh Limited is leveraging their digital media for brand awareness and engagement. The analysis was completed through literature review and survey. The survey response gives an overall picture of how Marico Bangladesh Limited is performing digitally. Furthermore, the report also provides actionable recommendations that the company can implement to make the most efficient use of their digital media.

Keywords: FMCG, Multinational Company, Marico Bangladesh Limited, Digital Media, Social Media Marketing, Digital Marketing, Electronic Word-of-Mouth.

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List of Acronyms:

RTB: Reason to believe

ROI: Return on investment

CHV: Consumer House Visit

USP: Unique Selling Proposition

KPI: Key performance indicator

CTR: Click Through Rate

MBL: Marico Bangladesh Limited

FMCG: Fast Moving Consumer Goods

TG: Target Group

E-WOM: Electronic Word-of-Mouth

Chapter 1: Overview of the Internship

1.1 Information of Student:

My Name is Tafriha Kamrul Neha, currently pursuing my bachelor's degree from BRAC Business School. I have finished my double major in Marketing and HRM and continuing my internship in the marketing department of Marico Bangladesh LTD.

1.2 Information of Internship:

1.2.1: Period, Company Name, Department, and Address:

I was recruited as an Impact 90 intern at the Head Office (Gulshan-1) of Marico Bangladesh LTD. Impact 90 is the internship program of Marico which intakes interns in different departments of the organization. I started working as a Marketing intern on 21st August of 2023. Initially, the internship program duration was 3 months but with an extension of another 3 months, I will be continuing my internship here till the 21st of November.

1.2.2: Internship Company Supervisor's Information

During my first 3 months of internship, my on-site supervisor was Asif Iqbal. He is the group product manager of the marketing Department and currently oversees three portfolios: baby care, skin cream, and hygiene category.

1.3: Job Scope:

During the first 3 months of my internship, primarily, I worked for the brand Glo-On America Pink Glow Cream which is a new skin-brightening cream in the market. Then during my extension period, I worked for Parachute SkinPure which is a skincare brand that sells Lotion, Aloe Vera gel, Facewash, Petroleum jelly and Olive oil. I was also privileged enough to attend

many operational works of some other brands such as Parachute Advanced, Just for Baby, and Mediker Safelife. The opportunity to work here gave me a practical insight into how things work in the FMCG industry. My work experience here has broadened my Novel knowledge of the activities of the sales, marketing, and trade teams. Along with it, I was exposed to the corporate culture of a renowned MNC in our country. During my first three months of internship, my project was to establish the Brand Pillars for Glo-On America on Facebook and Instagram while maintaining a Light pink Digital world. Glo-On America's digital presence has been at a standstill since December 2022. Since May, I have activated its presence on Digital Platforms. Moreover, my other project was to launch an influencer campaign for Glo-On America to create brand awareness and engagement. Furthermore, I have also ensured the delivery of creatives and the proper execution of the deliverables through collaboration with marketing agencies. My day-to-day tasks also included sending Masking SMS to all the DSRs of our brand Glo-On America. This SMS is sent to encourage the DSRs to drive sales. Moreover, I have also worked on product category extensions for Glo-On. In the development phase, I have done primary and secondary research on the skincare category globally and also done CHV for market research. My internship opportunity in Marico Bangladesh was a tremendous experience because, with the fast-paced work culture, I have been learning new things here every day. The work culture of Marico Bangladesh is designed in a way that as a novice you learn new things every day. To motivate our learning, all the interns are instructed to submit 2 learnings every day to the marketing director directly.

1.4: Outcomes of the Internship

Internships are a stepping stone for students to gain practical experience in the corporate world. My experience at Marico Bangladesh LTD. was excellent as I learned the field of work and gained an understanding of the FMCG industry. The opportunity to work in a well-reputed multinational company has also provided me with a scope of networking with industry professionals and experts. While working here, I also had a direct view of the daily operations and procedures of a fast-paced marketing team in the country. I got first-hand experience with how the brands are building themselves. Since I worked on a new product portfolio, I also got

the opportunity to learn how a new brand flourish. My product extension research, both secondary and primary, has helped me gain an overall idea of the beauty industry globally. I have also handled the digital site of both Glo-On and Parachute SkinPure which has taught me about how a brand uses the digital platform and keeps its social presence alive. Furthermore, this internship opportunity has enabled me to enrich my resume and hopefully will help me with my future endeavors as well.

1.5: Contribution to the organization:

Working in Marico Bangladesh LTD, I got the opportunity to learn from one of the top companies of FMCG Industry and their employees who are knowledgeable as well as skillful. As I worked in the marketing department, my work revolved around marketing activities. My contributions have been listed down below:

- **Glo-On Digital:** One of my core projects was to re-establish the digital pillars and create a new digital world for Glo-On on Facebook and Instagram. To do so, I have collaborated with the creative agency “Arani” and developed the creative content of May to August month. Before that, the digital scenario of Glo-On was inactive. With my contribution, I have made sure that every month, at least 15-20 content are posted both on Facebook and Instagram. My responsibility was to ensure that the digital content communicated our brand *RTB* and Brand pillars efficiently while maintaining the playbook that had been prepared beforehand for the brand on how we wanted to communicate with our audience. To do that, the structural method is to gain approval from the whole brand team as well as the legal department. To make content live, I had to check every post myself, and then gather feedback from the team’s brand manager, and group brand manager. The revision and feedback process with the brand team and the creative agency required me to coordinate with both parties and finally by ensuring legal requirements, each content is approved and posted live.
- **Influencer Shortlisting for Glo-On Campaign:** One of my other projects was to launch a large-scale influencer campaign for Glo-On. Since Glo-On is a newly launched product,

the campaign's objective was to create awareness in the market. To do so, I have initially shortlisted influencers. I have created a list of 140 influencers who have good followers on Facebook, Instagram and TikTok. Then I have shortlisted 20 influencers among them according to our product category and our target consumer. To shortlist influencers, I have also checked many other criteria such as views on their videos, their page engagement. Moreover, I have also done a Sprinklr check to analyze the *ROI* of the influencers. Then with the coordination of the agency, the influencer costs are negotiated. With the overall picture in hand, with the help of my experienced seniors I have selected 6 influencers for the Glo-On influencer campaign.

- **Glo-On Influencer Campaign Planning:** The planning was also a big part before launching a campaign. To plan the campaign, I have benchmarked various campaign ideas and aligned them with my whole team. Finally, we have decided to make the campaign with 3 episodes. Each influencer will post 3 different entertaining videos with our product. Starting with video planning, costing, scripting, influencer timeline, I have planned everything for the campaign with the supervision of my seniors in the team.
- **Glo-On Campaign Execution:** The campaign duration was one month. During this time, I have made sure to ensure the quality of every influencer video. It was necessary that the videos uphold our brand personality. With thorough feedback and revision process each of the 6 influencers posted a total of 18 videos all together. Over all, with a lot of ups and downs, I successfully executed the whole Glo-On influencer campaign.
- **Exploring opportunity for Glo-On:** My other project was to explore the beauty category and see where the brightening cream brand Glo-On has the opportunity to expand. To do so, Initially, I conducted secondary research on different beauty categories such as Face Wash, Moisturizer, Sunscreen, Powder, Serum, Sheet mask. I have gathered data on over 150 products all over the world who are doing good in the beauty category. Furthermore, I have conducted market visits in Taltola market, DNCC market, Pink city and few other places where I have talked to the retailers to know what is more popular in the market. I have also conducted consumer surveys to learn about the skincare routine of people in general which helped me to present a report about exploring opportunities for Glo-On. Apart from that I have conducted multiple *CHV* where I have visited the houses

of consumers and gained insight on their skincare routine and consumption behavior for my research.

- **New Trend Analysis on SkinCare:** With the help of Mintel and Warc, I am conducting research on new trends on Skincare Globally. This is done so that Marico can be updated with the skincare disruption happening throughout the world.
- **Operational activities:** Apart from working for Glo-On and Parachute SkinPure, I have also done some operational work for other brands such as Parachute extra care, Parachute Just for Baby, Studio X, and Beardo. For Parachute extra care, I have conducted CHV in Gazipur. I also used to make sure that the creative agency for Just for Baby is making their creative deliveries on time. Moreover, I am also assisting in the activation campaign of Beardo which is going to launch in GrameenPhone Office soon. Furthermore, My operational work includes benchmarking competitor brands for studio X and also making a monthly pricing dictionary so that the brand is up to date with the industry prices.

1.6: Student Benefits:

As a student, the opportunity to do my internship at Marico Bangladesh was a blessing because here, I was able to gain first-hand experience in the marketing field. At Marico, I was exposed to how giant brands like Parachute operate and how different brands grow under one big company. I learned about different marketing activities and also the corporate structure of sales, trade, etc. In my first 3 months of internship, I worked for Glo-On, which is an NPD and through this brand, I have learned how a new brand grows. Overall, I believe that this experience will help me kick-start my career.

1. *Branding Strategy of a New Brand:* While working on Glo-On, I have learned that a newly growing brand needs to focus more on creating awareness. I have also gained an understanding of brand pillars, the USP of a brand which is the main focus of Newly developed brands. Most of the contents of Glo-On are built on its brand pillars.
2. *Understanding of Influencer KPI:* I have learned that the KPI of an influencer campaign is engagement which is counted by observing the likes, shares, comments, views, and CTR. After launching an influencer campaign, it is important to observe the impact of the influencer campaign.
3. *Masking SMS:* I have learned that masking SMS is the process of sending a message from the name of the company. While working for Glo-On, I used to send masking SMS every day to the DSRs to make them aware of different trade offers.
4. *Sales Organogram:* I have learned the sales organogram where at the top there's a sales director then there are 2 cluster heads. Right under cluster heads, there are 2 regional heads. ASM/DSH serves right under the 2 regional heads. Finally, a lot of DSRs are working under ASM/DSH.
5. *Off-take:* I have learned the term off-take which is very commonly used in corporations. Off-take is when a product is sold from retailer to end consumer.
6. *Different Channels of Sale:* I have learned about different channels such as the Gray Market, Cosmetics, Modern Trade, and E-commerce. Overall, my market understanding has been enriched immensely.

1.7: Difficulties faced during internship:

During my internship in the marketing department at Marico, I had to overcome a lot of challenges. Learning to multitask well was one of the biggest obstacles because, despite being such a giant MNC in the FMCG industry, the Marketing department at Marico is considerably small with only around 20 people. Thus, every member of the department had a considerable amount of workload. To combat this, I improved my time management abilities by learning to

set aside focused time for various responsibilities and prioritizing work according to their relevance and urgency. With so much work, one of the biggest challenges was figuring out which things needed to be done right away. To guarantee alignment with the company's strategic priorities, this called for a deeper comprehension of the organization's overarching goals and constant communication with my coworkers and managers. The overall experience helped me in fitting myself into the dynamic environment of Marico and taught me the ways of corporate life.

1.8: Recommendation for Future interns:

1. Fixed work hours should be maintained more strictly as the norm of working late hours cuts down the efficiency of work and makes work process slow.
2. Seat arrangements for interns need to be improved to increase work comfortability.

Chapter 2: Organizational information:

2.1: Introduction:

This report aims to provide a detailed understanding on how Marico Bangladesh Ltd. is leveraging digital media for the sake of engagement and brand awareness how the company's strategies are executed. The focus is to examine the existing strategies for the usage of digital media by the company and deliver some recommendations that would be actionable in the cases where there is room for improvement for the company. In order to conduct the research, primary data was collected with the help of surveys and secondary data was collected with the help of various other resources. This part of the report serves the purpose of providing a deep understanding on the position of the company within the FMCG industry of this country as well as the internal state or position of the company. In order to achieve this, various "analytical tools" are used for analysis such "SWOT" and "Porter's five forces analysis". This section of the report should stand to be useful in conducting the research along with providing a image of the company as a whole.

2.2: Company Overview:

2.2.1: Company profile:

Marico, an Indian-based multinational company that has been operating in Bangladesh since 1999 with its huge range of personal care products and food categories. It started its journey with only one brand Parachute hair oil and now is considered amongst the top 3 companies in the FMCG industry with 29 brands. The brand categories are Personal care, hair care, male grooming, Skin Care, Food category, and Baby care. The company also has a very strong manufacturing and distributing network in the country and operates with 2 manufacturing plants in Dhaka and Chittagong. It is distributed in more than 73,00,000 outlets all around the country. With only 1631 employees, the company is dedicated to ensuring the well-being of its employees. It has a very strong employee culture that makes the workplace a very motivated place to work and grow. Marico Bangladesh Ltd. is considered to be one of the most revenue-earning units in Marico International, bringing about 45% to the overall international business. At present, the head office of Marico Bangladesh is in Gulshan-1, Dhaka.

2.2.2: Objective, Mission & Vision:

Mission: To make a difference in the lives of Bangladeshi people by providing them with innovative & high-quality products that meet their needs and aspirations.

Vision: To be the most trusted by consumer product company in Bangladesh

Objective:

- To achieve sustainable & profitable growth
- To build strong brands that are loved by Bangladeshi consumers
- To develop and launch innovative products that meet the unmet needs of the consumer.
- To develop its distribution network to reach more consumers in Bangladesh.
- To create a strong employee culture that satisfies customer satisfaction, innovation, and continuous improvement.

2.2.3: Business Categories and Brands of MBL:



Fig 1: Brands of Marico Bangladesh LTD

CATEGORY	POWER BRANDS
Branded Coconut Oil (BCNO)	Parachute Coconut Oil
Value Added Hair Oil (VAHO)	Parachute Advansed
	Parachute Advansed Bellphool
	Parachute Advansed Extra Care
	Parachute Advansed Aloe Vera
	Nihar Naturals Shanti Badam Amla
	Nihar Naturals Joba Amla
Hair Dye	Nihar Naturals 5 Seeds
	Nihar Lovely
	Hair Code Powder
Hair Serum	Livon
Male Grooming	Studio X No Gas Perfume Spray
	Studio X Hair Gel
	Studio X Face Wash
	Studio X Styling Shampoo
	Studio X Soap
	Studio X Power Brightening cream
Skin Care	Parachute SkinPure Body Lotion
	Parachute SkinPure Petroleum Jelly
	Parachute SkinPure Aloe Vera Gel
	Parachute SkinePure Beauty Olive Oil
	Parachute SkinPure Coco Olive Soap

CATEGORY	POWER BRANDS
Baby Care	Parachute Just for Baby Oil
	Parachute Just for Baby Lotion
	Parachute Just for Baby Wash
	Parachute Just for Baby Soap
	Parachute Just for Baby Baby Powder
	Parachute Just for Baby Toothpaste
	Parachute Just for Baby Rash Cream
	Parachute Just for Baby Face Cream
Hygiene	Mediker Safe Life Hand Sanitizer
	Mediker Safe Life Hand Wash
	Mediker SafeLife Veggie Wash Vegetable Cleanser
Edible Oil & foods	Saffola Active
	Saffola Honey
Hair Cleaning	Parachute Naturele Shampoo
	Parachute Naturele Conditioner

2.2.4: Management Practices:

The corporation's operation is conducted within 5 departments. The departments are-



Fig 2: Departments of MBL

Overall, MBL has over 230 employees but the total number of indirectly working people related to MBL is 2,600 (including suppliers, distributors, etc.) Overall, MBL aims to achieve maximum profit while ensuring production efficiency. All the departments and sectors of the business align together to achieve this goal. The HRM department of the organization recruits employees with an experienced view of hiring people who will benefit the organization. Moreover, the HRM department is responsible for maintaining the corporate culture of the company and building rapport within the organization. The finance department oversees all the financial transactions including, tax and treasury, profits, expenses, collection etc. Since MBL is a very big organization, a good supply chain department is very much needed to keep all the activities, The supply chain department ensures that all the materials and resources are maintained and available according to the necessity. Furthermore, the sales department looks after the sales drive and trade operation. The purpose of the sales department is to ensure revenue flow from the products.

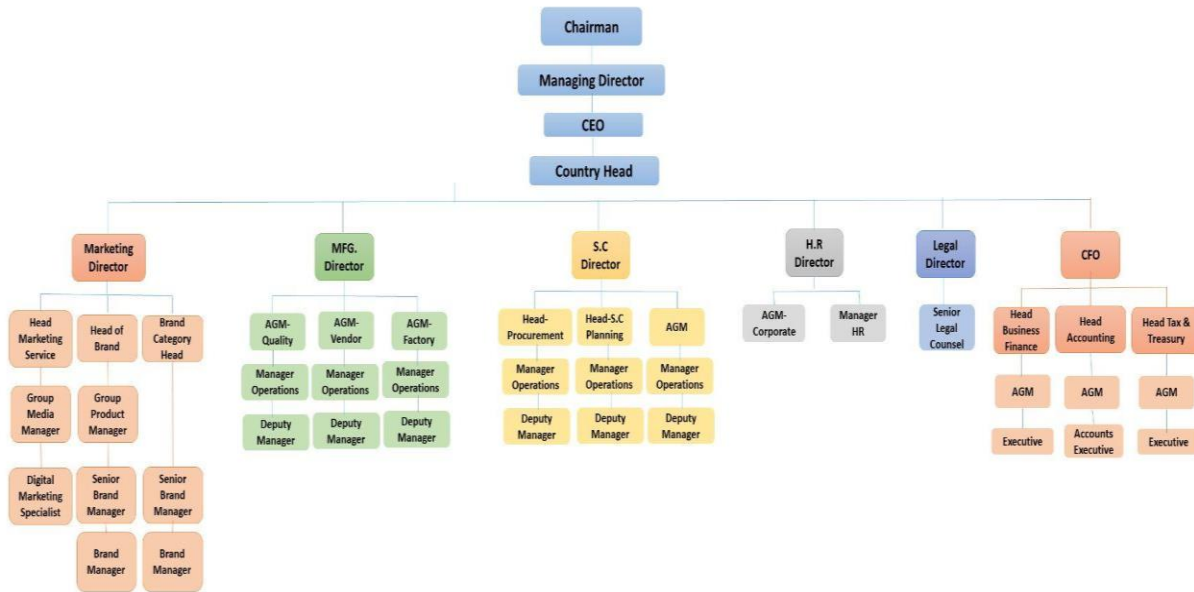


Fig 3: Hierarchy Structure of Management (Source: Marico Bangladesh)

2.2.5: Leadership Practices:

In the management of MBL, collaboration is the norm. Most companies in our country usually follow the top-down hierarchy of the organization. However, MBL leadership practices are to collaborate, discuss, and work as a team.

2.2.6: MBL's Marketing Practices:

Marketing Department Organogram:



Fig 4: Marketing Department Structure (Source: Marico Bangladesh)

In the marketing department of MBL, the category heads usually report to the marketing director for monthly and annual discussions of various marketing efforts. The category heads have a team made of Brand managers and senior brand managers. Usually, the whole team is responsible for looking after several brands and the category head supervises them. All the activity plans are submitted to the marketing director before budgeting and execution. The marketing structure also consists of the head of the marketing service who has the manager of media and the assistant manager working under them. Other than that, there is also a manager medical, and a manager GPH working in the department.

2.2.7: Marketing Strategy:

Since MBL has a lot of brands, the company tailors its marketing strategy according to the brand's personality, strength, TG, Positioning etc. With 34 brands working under one roof, MBL ensures its strategy by conducting thorough market research and consumer research beforehand to understand the market needs and market trends. MBL is a sales-driven company but in recent times, they are aiming to take advantage of digital as well to uplift the brands.

2.2.8: Marketing Channels:

MBL conducts its sales in three stages- firstly they produce and provide the distributor which is called the primary sale. Then the distributor provides the products to the retailers- which is called the secondary sale. Then finally the retailers connect with the consumers to sell the product which is referred to as off-take. This strategy is called the indirect selling strategy, it makes the overall process smoother for MBL and ensures that the product reaches even the farthest outlets in the country.



Fig 5: Marketing Channels of MBL

2.2.9: New Product Development & Competitive Practices:

Being an innovative company, MBL has always been prone to coming up with new products in the market. Before coming up with a new product in the market, market and industry research is a must-take step. MBL tries to look for opportunities and for that benchmarking of products in the industry is a very common process. Moreover, consumer surveys and consumer Household visits (CHV) are done to analyze the need for a product in the market. After a lot of research when a product is developed, in the first three months the product goes through an NPLP (new product launch program). In this phase, it is ensured that the new product is the priority and is

promoted through TVC, visuals, and everything. Even in the sales drive the new product is prioritized and DSRs get more incentives for taking an order of it. MBL usually tried to differentiate its product in the market from the beginning.

2.2.10: Branding & Promotional Activities:

Different marketing activities such as activation campaigns, events, competitions, and sponsorship programs are held to attract customers in MBL. Apart from this, the use of TVC, digital media, and celebrity endorsement is also a popular method in MBL for promotion. MBL maintains individual social media pages on Facebook & Instagram and the pages are usually active. The digital content is made in a way to uphold the brand's personality. Recently, some MBL brands have started to use TikTok for promotions as well. Engagements are regularly measured on social media to understand how much engagement the brands are getting. MBL brands also invest in different E-com channels for promotions. Promotional banners on E-com site is also very popular.

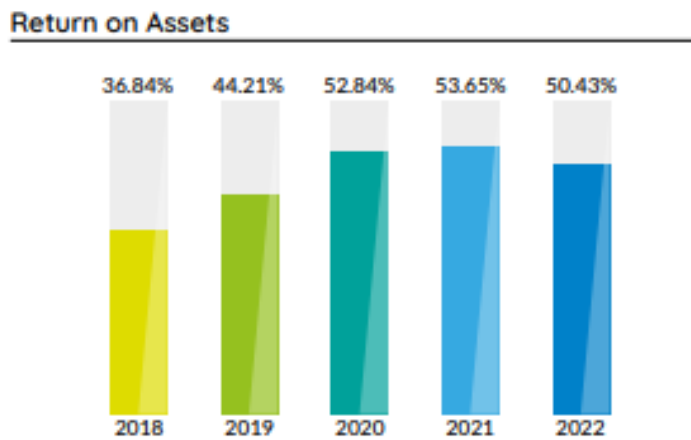
2.2.11: Accounting Practices & Financial Performance:

Return on Asset (ROA):

ROA refers to the gained profitability over the total asset of a company. ROA can be used to determine if the assets of a company is being efficiently used to make profit. ROA can be calculated by dividing a company's net income by all its assets. MBL's ROA in the last 5 years are the following:

2018	2019	2020	2021	2022
36.84%	44.21%	52.84%	53.65%	50.43%

Table 1: ROA of Last 5 Years (Source: MBL Annual Report of 2022)



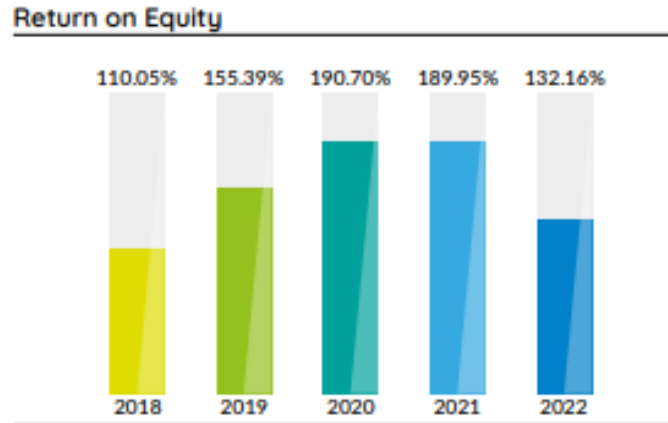
This indicates that the company is making profit and depending less on its debt. From 2018-2021, the increasing ratio demonstrates that the company effectively utilized its resources in terms of its assets but in 2022, the company fell behind a little but the numbers are still good.

Return on Equity (ROE):

ROE of a company is measured to analyze the effectiveness of revenue generation of a company. It is calculated by dividing a company's net income to the equity of the company's shareholders. MBL's ROE in the last 5 years are:

2018	2019	2020	2021	2022
110.5%	153.39%	190.70%	189.95%	132.16%

Table: ROE of Last 5 Years (Source: MBL Annual Report of 2022)



In the graph, we can see that the company has been maintaining a good ROE ratio in the last 5 years but in a slight drop in ROE in last 2 years referring that the efficiency in profit generation has decreased a bit and needs to be improved.

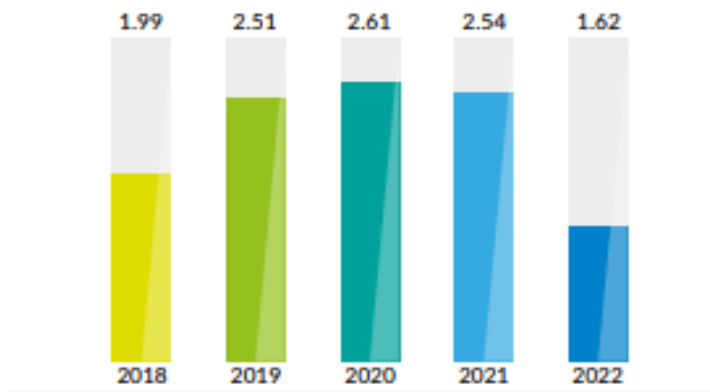
Debt Equity Ratio:

In the last 5 years company's debt ratio has decreased indicating a favorable trend in finance where the company is operating with taking less debt.

2018	2019	2020	2021	2022
1.99	2.51	2.61	2.54	1.62

Table: Debt Equity Ratio of Last 5 Years (Source: MBL Annual Report of 2022)

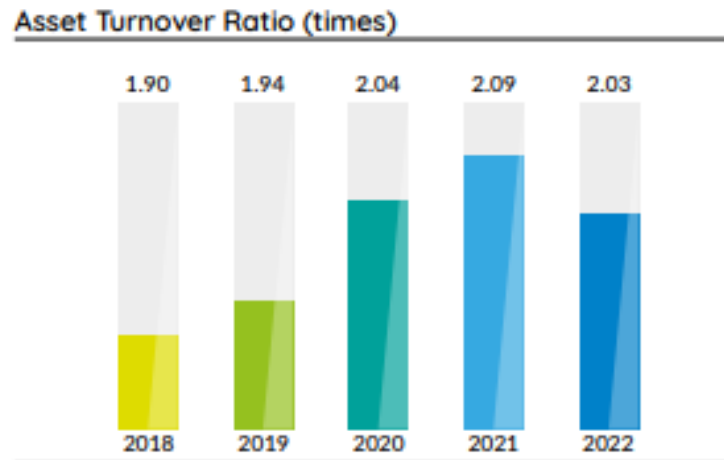
Debt Equity Ratio



Total Asset Turnover Ratio:

Total Asset Turnover Ratio is good if it is increasing as it implies that the asset is being used more efficiently for revenue. The Asset turnover ratio of last 5 years are:

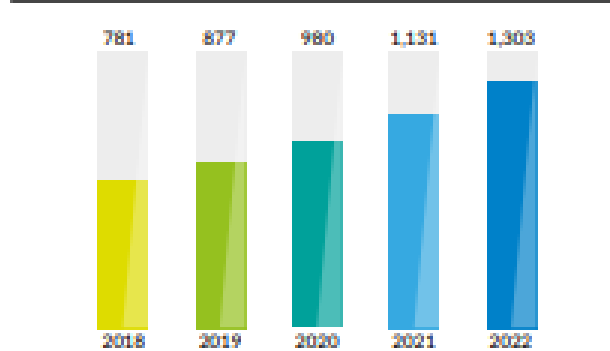
2018	2019	2020	2021	2022
1.90	1.94	2.04	2.09	2.03

Table 2: Asset Turnover Ratio of Last 5 Years (Source: MBL Annual Report of 2022)

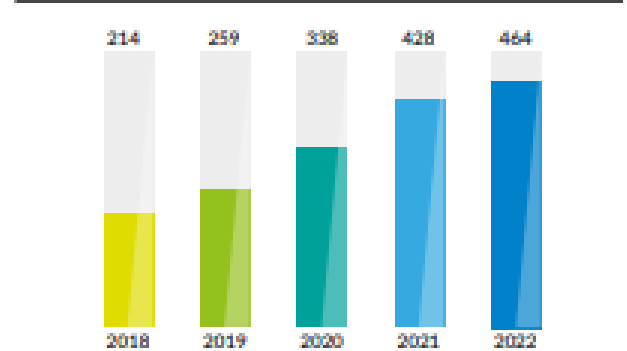
It can be seen that from 2018-2021, the asset turnover ratio has increased implying that the business is successfully utilizing its asset for profit gain. In 2022, the number slightly dropped demonstrating a need of improvement. But the overall Asset Turnover Ratio is good of the company.

Last 5 Years Financial Highlights of MBL:

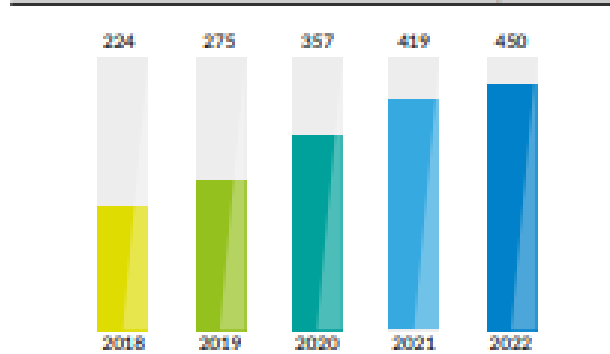
Turnover (BDT Crores)



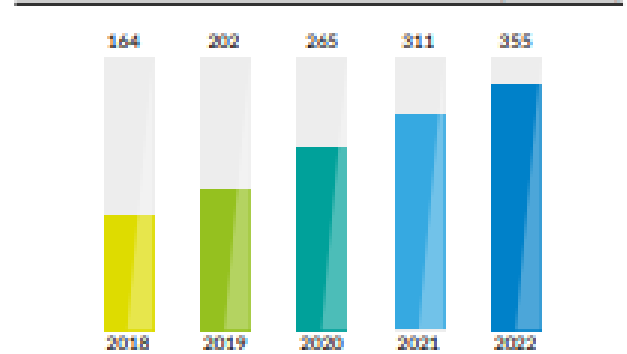
Profit from Operations (BDT Crores)



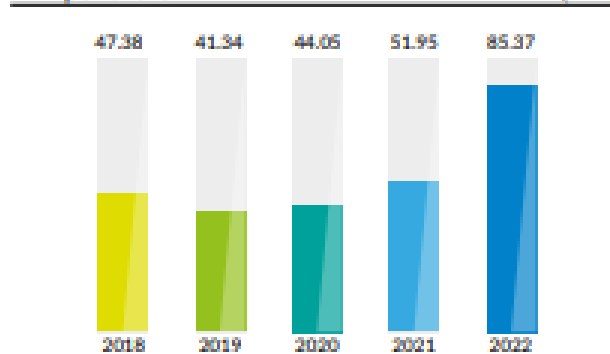
PBT (BDT Crores)



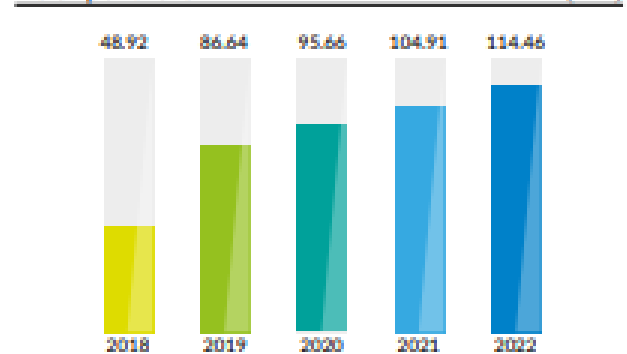
PAT (BDT Crores)

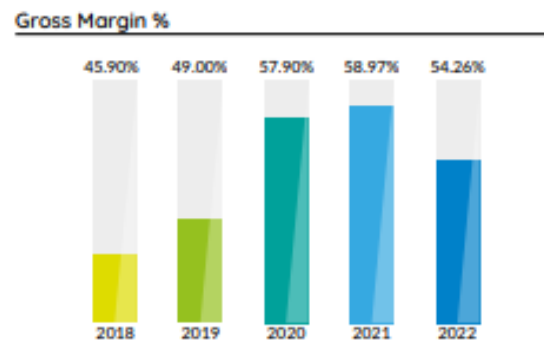
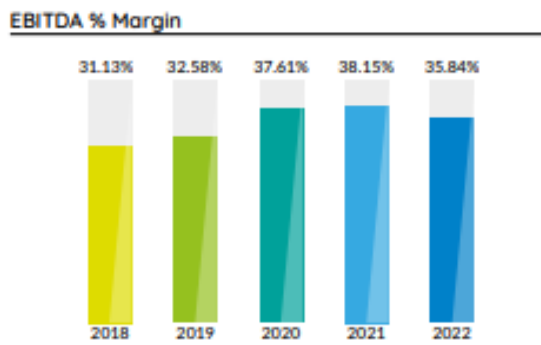
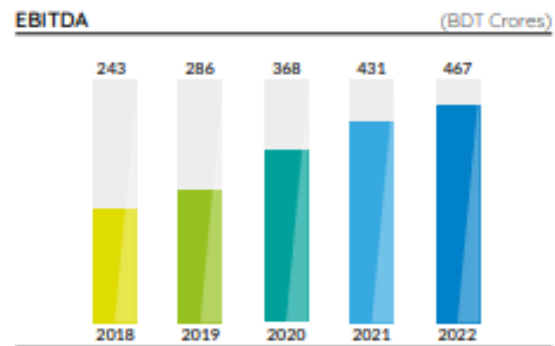
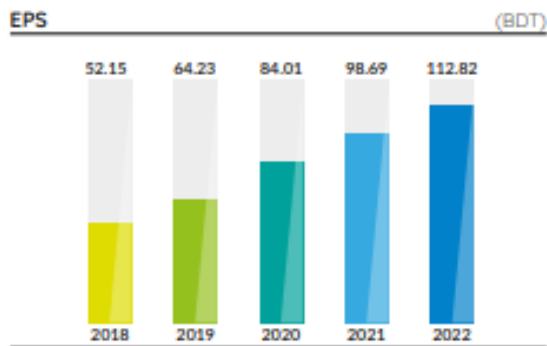


NAV per share (BDT)

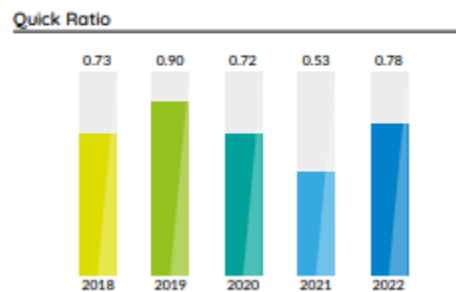
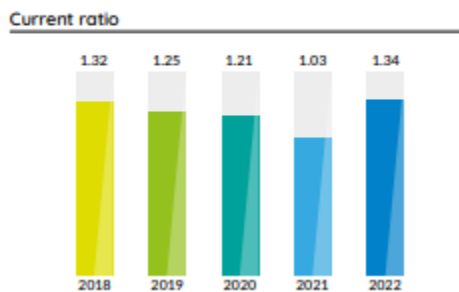


NOCF per share (BDT)





KEY RATIOS



Overall, the financial performance of MBL is good but has dropped a bit in the year of 2022. MBL needs to be aware of their performance and make plans to improve accordingly.

2.2.11: History & Growth of Marico:

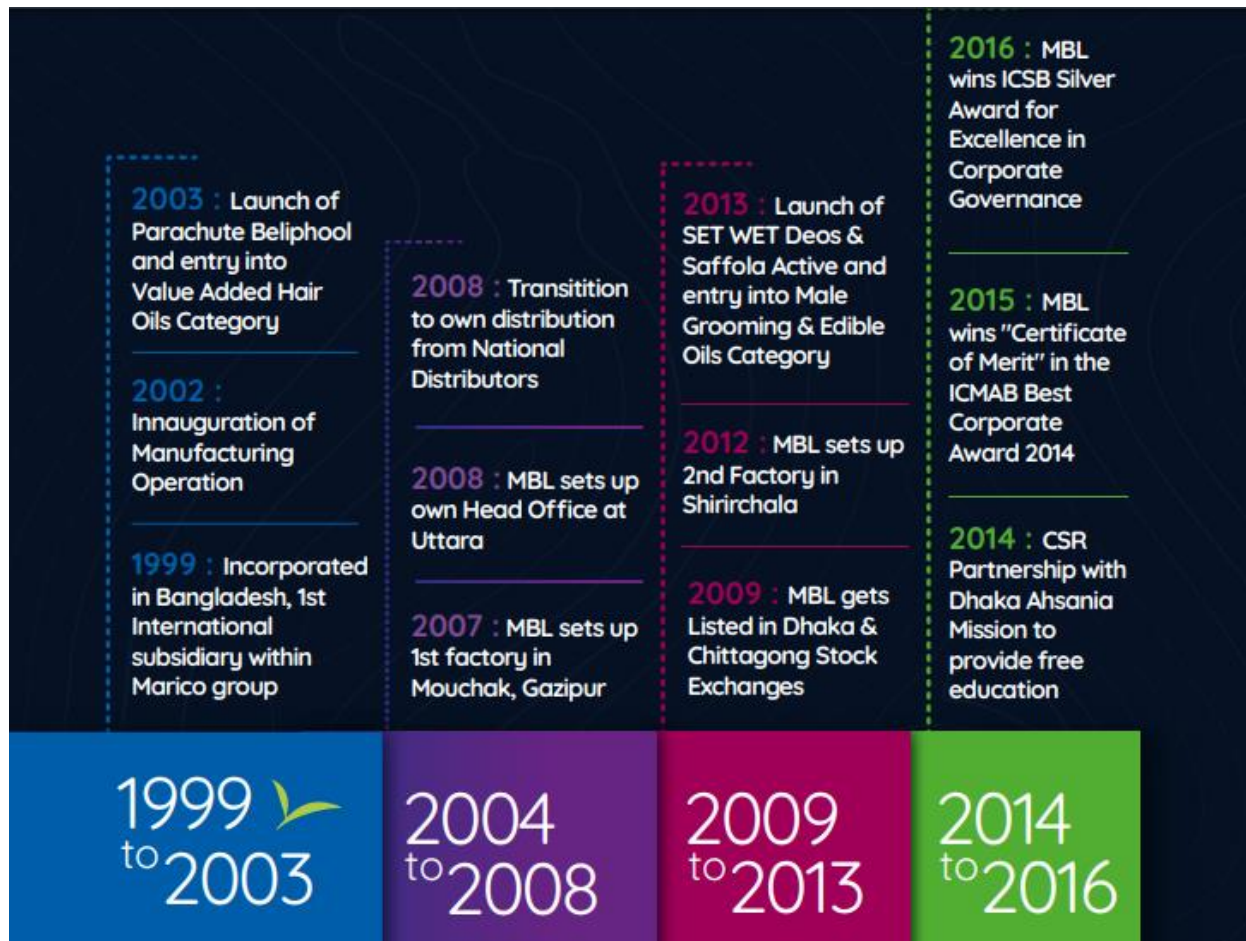


Fig 6: Journey of MBL 1999-2016 (Source: MBL Annual Report 2021)



Fig 7: Journey of MBL 2017-2022 (Source: MBL Annual Report 2021)

After starting its journey in the Bangladeshi market 24 years ago, Marico has become one of the leading companies in the FMCG (Fast-Moving Consumer Goods) industry of Bangladesh. Here are a few significant events in the history of its journey:

- **1971:** Harsh Mariwala joins Bombay Oil Industries as a young graduate;
- **1974:** A national distribution network is set up in India for Parachute after Harsh Mariwala's vision to create a market for branded FMCG for coconut oil and edible refined oil in small packages;

- **1980:** The iconic blue Parachute bottles make the revolutionary entrance replacing tin bottles with plastic bottles;
- **1988:** Company incorporated under the name “Marico Foods Ltd.” with products under brand names “Parachute”, “Saffola”, “Sweekar”, “Marico's Hair & Care”, “Revive” and “Sil”.
- **1989:** Company name changed to “Marico Industries Limited”, acquisition of “M/s. Rasoi Industries Limited’s” unit located at Jalgaon.
- **1990:** Official beginning of Marico with the brands Parachute and Saffola registered for use;
- **1991:** Launches “Hair & Care” non-sticky hair oil with modern packaging, “Sweekar” sunflower oil released on national level;
- **1992:** Headquarters shifted to up scale “Bandra”;
- **1993:** Saffola wins the “Brand of the year” award given by the “Advertising Club of Mumbai”, establishment of first overseas office in Dubai and becoming an international marketer from being an exporter, establishment of new plants in Kanjikode, Kerala and Palghat District for the production of Parachute coconut oil;
- **1994:** Innovation of “Revive” cold water starch making “starching cotton” more convenient;
- **1995:** Acquisition of the brand “SIL” from “KFL”;
- **1996:** Being listed in the Indian Stock Exchange, “Parachute Herbal” is launched; the Total Quality Movement gathers speed;
- **1997:** Awarded the “Top Performing Global Growth Company” in India by the “World Economic Forum”, factories are set up in Jaipur and Jalgaon;
- **1999:** Sets up its first overseas manufacturing unit in Bangladesh, acquires “Mediker”;
- **2002:** Launches India’s first unisex “dermatology led clinics” and ventures into skin care formulas from FMCG;
- **2003:** “Marico Innovation Foundation” is introduced, “copra collection centers” are set up in order to collect resources directly from the farmers while attempting to improve their quality of life;
- **2005:** The company changes its name from “Marico Industries Ltd.” to “Marico Ltd.”, “Mediker Plus” is introduced in southern markets;

- **2006 - 2007:** Launches “Nihar”, enters the Egyptian market with the acquisition of “Fiancee”, a haircare brand, enters the South African market with the acquisition of “Caivil”, “Black Chic” and “Hercules”, Wins “Gold EFFIE” with “Marico Uncommon Sense” in the “Corporate Advertising” division;
- **2009:** Bangladesh becomes the company’s one of the first subsidiaries in foreign countries as the company makes a “public equity offering”;
- **2010:** Enters Malaysian markets with the acquisition of “Code 10 male grooming”, enters Singaorian markets with the acquisition of “Derma Rx skin care solutions”, launches “Saffola Masala Oats”;
- **2011:** Enters Vietnamese market with the acquisition of a “male grooming, skin care and food portfolio”, launches “Parachute Gold Hair Cream” in the Middle Eastern markets, launches “Parachute Advansed skin care” through “Parachute Advansed Body Lotion”;
- **2012:** Launches male grooming product brand “SetWet” marketed as products for “India’s Gen Next”, acquisition of “Paras”, a personal care brand form “Reckitt”;
- **2013:** “Kaya”, the skin care business unit becomes independent and is established as a demerged separated business unit or entity;
- **2014:** Launches “Livon Cream Conditioning Cream Color” from “Livon”, the turnover crosses five-thousand crore INR;
- **2015:** Market share exceeds twenty-five crore INR;
- **2017:** Acquisition of “Isoplus”, a market leading hair styling brand in the South African market, enters the “nutriceuticals” market with “Saffola Active Slimming Nutri-shake”; makes a “strategic investment” in “Zed Lifestyle (Beardo)”;
- **2018:** Launches new brand “True Roots” and “Studio X” which is the company’s first exclusive digital brand, makes a “stretgic investment” in “Revolutionary Fitness Private Ltd.”;
- **2020:** Collaboration with “Swiggy” and “Zomato”, launches “Ayurvedic” products;
- **2022:** Introduces “Sustainability 2.0” which defines the company’s sustainability goals in a long-term plan which the company targets achieving by 2030, adopts to “sustainable processes” to have a “net-zero emission” by 2040, launches “Saffola Soya Bhurji” which becomes the first soya snack created for “small hunger”.

2.2.12 Export Market of Marico

- **Southeast Asia:** “Malaysia”, “Vietnam”;
- **South Asia:** “India”, “Bangladesh”;
- **Africa & Middle East:** “South Africa”, “Egypt”.

2.2.13: Porter’s Five Forces Analysis of MBL:

1. **Threat of New Entrants- Low:** The FMCG industry is highly competitive as there’s a lot of existing brands in the market and most market shares are grabbed by the giant companies. Newly entering brands will face difficulty in establishing the brand name and competing with the giant brands in terms of pricing, distribution and brand image. Companies like MBL have been developing its brand name for years and are operating in the industry with a huge distribution channel. They also have an edge on adjusting their pricing as they can take advantage of high economies of scale. Moreover, the R&D costing of product development is also high in this industry. As we know that BSTI (Bangladesh Standard and Testing Institution) is responsible for quality checking in the industry, so any new company will also have to adhere to BSTI standard before entering the market which is often very difficult. Furthermore, there are also other laws and regulations such as Food Safety Regulation, Packaging & Labeling Regulation, Competition laws, trade mark & intellectual property laws, Environmental regulation and much more which makes the threat of new entrants low in this industry.
2. **Competitive Rivalry-High:** Competitive rivalry in the FMCG industry is high as there are a lot of existing competitors in the industry. The companies are usually very aggressive. Companies are always trying to come up with new innovative ways to take the attention of the consumers. Since the industry is very price sensitive, consumers tend to switch very easily from one company’s goods to another. So the companies are always trying to take-away customers in various ways. So far, Marico Bangladesh LTD has been successful in competing with its competitors through its brand trust of “Parachute” and also with its innovative marketing.
3. **Bargaining Power of Buyer-High:** The FMCG industry immensely depends on how the customers are responding about the product. Since the industry is very competitive

there's a lot of options for buyers to switch. Moreover, in today's world customers are becoming informed consumers who research about their own product and make the buying decision. So, here the bargaining power of buyers are high because all together If they decide not to buy MBL's product they still have a lot of options to choose from.

4. **Bargaining Power of Suppliers–Moderate:** Since MBL has a lot of brands under one umbrella it requires a lot of raw materials as well. Most of the raw materials are acquired from local suppliers but some packaging materials and related supplies are often imported from abroad. As MBL is a big MNC, most local suppliers are willing to make deals with the company. So having a lot of options makes the bargaining power of suppliers low for MBL. But in the case of foreign suppliers who provide raw material like paper, oil and other necessary supplies that cannot be found locally, those suppliers have some power on their hands because those kinds of raw material suppliers are limited. So it can be said that the Bargaining power of suppliers is moderate.
5. **Threat of Substitutes- High:** MBL has a lot of brands starting from beauty category, Hair care, Male- Grooming, Baby care, Food Category etc. All of these category markets are very vast and have a lot of competition. So, the threat of substitutes is very high for Marico with intense rivalry in the industry. But with the established consumer trust and good product quality, MBL has been safe-keeping its place in the industry.

2.2.14: SWOT Analysis of MBL:

Strengths: Strengths refers to the capabilities of a brand that helps them to gain market share, attract and retain customers while providing a competitive advantage over its competitors.

1. **Brand Trust of “Parachute”:** Marico's most successful brand Parachute has gained a lot of popularity and has the trust of its consumers. The company capitalized on the name of Parachute and later on started a lot of other brands with the name of it such as “Parachute SkinPure”, “Parachute Just for Baby”- utilization of the brand trust of Parachute worked well in the favor of MBL.
2. **Distribution Channel & Product availability:** MBL's strong distribution network covers almost 8 cities around Bangladesh while also focusing on E-commerce channels, MBL has successfully created a distribution network and made its products available all

around the country, even in the smallest outlets. Today, MBL reaches over 2.5 million outlets while ensuring 9 out of 10 households have MBL products in the house.

3. **Addressing Niche Market:** MBL's strategy of addressing niche markets helps the company to avoid unnecessary rivalry. For example, Livon for smooth hair, Studio X for Men grooming, these are some of the needs that have not been addressed properly in the market of Bangladesh. Catering to this market helped MBL gain a competitive advantage over its competitors.
4. **Diversified Product Portfolio:** MBL has been enriching its portfolio at a very fast pace. Starting from the hair care category, MBL has products in skin-care, male grooming, baby-care, and food categories which has strengthened the growth of MBL.

Weakness: Weakness refers to the point of improvements of a brand that needs to be modified in order to grow.

1. **Failed Product of MBL:** Being an innovative brand, MBL is prone to experimenting with products. On their long journey they have had some failed products. For example, Parachute hot oil, Parachute natural hijab shampoo etc. These products has caused MBL financial losse.
2. **Too many existing products across different industries:** MBL is a very competitive brand and has been taking an aggressive strategy to come up with new products very frequently. Eventhough this strategy has helped MBL to gain a exclusive amount of market share very rapidly but too much diversification can possess risks as well. MBL has introduced 3 new products in last fiscal year across different industry. This type of strategy can cause a loss of focus in the overall scenario and the company may face difficulty to channel resources strategically.
3. **Incapability to hold the premium brand status:** MBL has has always had reputation of being an affordable brand which is preventing MBL from having the premium brand status. The company has tried to enter the premium brand with multiple of its products, which later had suffered loss and discontinued.

Opportunity: Opportunity refers to scope for a company that the company can utilize to increase its market share and enhance growth.

1. **E-Com and Social Media Sales drive:** As the popularity of E-com channels are increasing, MBL has started to gain good profit from these channel as well. MBL needs to focus their marketing effort on these channels as well.
2. **Expansion on New Marketing:** Food, Health Care these category product demand is ever increasing, MBL can tap into this category of emerging markets and utilize its brand image in these markets as well.

Threats: Threats refers to the obstacles that may come up against the growth of MBL. The potential threats of MBL needs to be kept in mind while planning the future strategy.

1. **Strong Competitors in the industry:** The industry has a lot of strong competitors who are global players as well. Such as- Unilever, Nestle etc. MBL needs to be always on guard and continue to bring innovations to beat the powerful competitors.
2. **Competition from unbranded products:** Unbranded, local brands of the market can possess a significant threat for MBL. As the unbranded products are often available in the market with lower prices, consumers often opt for those cheaper alternatives. For example, Parachute SkinPure Aloe Vera gel is quite popular in the market but the brand has been facing difficulties to compete with this type of existing unbranded aloe vera gel in the market.

2.2.14: Summary & Conclusion:

Overall, MBL is gaining a profitable position in the FMCG industry. In recent times it has managed to achieve 3rd position within its competitors. Operating with 29 Brands MBL is determined to make a difference in the Bangladeshi market with quality assurance and innovative products. Moreover, MBL works in a non-hierarchical structure which makes the work environment more encouraging for growth. MBL is an innovative company and always looking for opportunities. With their dynamic of growing something new while maintaining the existing brands, they tailor their strategies according to the brand's consumer demand, purchasing trend and brand personality. From the financial point of view, MBL has been doing

good in terms of generating profit and making growth. All the financial indicators indicate a good finance status of the company.

Furthermore, from the SWOT analysis, it is visible that the company has been utilizing its strengths of the brand name 'Parachute', its distribution channels and network very efficiently. While there are some threats from strong competitors and local brands, the brand still can grow despite those factors by building on its strengths and taking up opportunities. Again, in the analysis of Porter's five forces we have seen that the brand has the upper hand in this industry since the possibility of other new companies entering the market is very low but at the same time, battling with the existing competitors may be tough work for MBL. Overall, the market situation is still in favor of MBL and MBL can grow more if they plan strategically for their future endeavors.

Chapter 3: Project Part

3.1 Literature Review

Consumption habits cannot be separated from the process of marketing as it affects the way consumers buy the goods or services they desire (Mulyawan et al., 2022). The consumption market is largely dominated by “fast moving consumer goods” or FMCG as people need them to function in their daily lives and as these products usually have a short life they need to be constantly bought (Ogunlela & Lekhanya, 2016). The consumers perceive the FMCG market as a market that provides products with lower buying prices which need to be bought often due to the short amount of time it takes to consume them and products with short “shelf-life” while the marketers perceive the FMCG market as a market with high volume of products with the turnover being high and the margin being low and having a wide-range network of distribution (Gupta, 2018). Marketers have been focusing a lot more on digital media rather than traditional media for advertising in these previous few years as digital media has become a crucial medium of communication which allows the marketers to advertise their products more effectively and can be inexpensive. Consequently, marketers are leveraging innovation in the digital marketing area in this last decade to increase the sustainability of brands (Deighton & Kornfeld, 2009). Consumers have a preference for digital media as they are believed to be more informative. Additionally, consumers' decision-making and preference to purchase is influenced by their emotions while interacting with digital media as the products they see cannot be physically seen, touched or they cannot experience the service face-to-face (Dwivedi et al., 2021). There are numerous ways in which digital media is used by brands to increase brand awareness and engage with consumers. “Electronic Digital Mail (EDM)” is used for advertising products to consumers as well as to set up loyalty programs amongst consumers as they regularly get mail. Advertisements such as this tend to invoke curiosity within the consumer (Ghazie & Dolah, 2018). FMCG brands that employ marketing strategies directed towards various social platforms tend to have a great and positive effect on the consumers' “desire to buy” (Thornhill et al., 2017). Social media platforms such as “Facebook”, “YouTube”, “LinkedIn”, and “Twitter” or “X” have changed the way that brands create their content, strategies regarding distribution and

consumption which has empowered the consumers over the marketers as to how the brand image is shaped as brand image gets built on consumers' connections online and the content they consume online (Tsai & Men, 2013). "Electronic word-of-mouth" or "e-WOM" occurs within various social media platforms and consumer behavior is affected significantly as consumers can get information that is latest and up-to-date, can access the information with ease, and can get news about products or services through other consumers on the basis of "perceived experience" or by vicariously experiencing a product or service through them or get reassured through "testimonials" (Alghizzawi, 2019).

Marico Bangladesh Ltd. is a company that is listed in the country's stock exchange since 2009 with the operations including a "greenfield investment" with three factories with which the company not only looks to cater to local demands but also to export to neighboring countries (Mahmud & Rayhan, 2023). The company has been focusing on diversifying the product portfolio under its brands and the company was reported to have spent 114.37 crore BDT in market research, "communication", "business promotion" and other marketing operations in the financial year of 2019 which much bigger than the spending of the previous financial year (Habib, 2020) which showed the company's increasing interest in investing more in the development of marketing and not shying to spending money in the development of new marketing campaigns. The FMCG industry in Bangladesh has great impacts on its economy (Shih, 2016). Bangladesh is a country that is densely populated and the population keeps increasing. According to a study conducted in 2018, the population kept growing from one-hundred-and-sixty-five million among which 81.7 million people were internet users and thirty million people were shown to be active in various social media platforms which was 18% of the total population and the numbers keep increasing (Bruhi, 2017). Companies present in the current market of Bangladesh need to fully understand the economic potential of Bangladesh and fully utilize the scope of "SMM" or "Social Media Marketing" (Bednarz & Orelly, 2020).

3.1.2: Objectives:

The core objective of this report is to look into the effectiveness of Marico's Digital Media Strategy with the purpose of leveraging digital media to increase Brand awareness and Engagement while recognizing the content strategies and different dynamics of audience

engagement. Furthermore, this report will provide some recommendations for MBL to incorporate for the betterment of digital strategy and social media marketing.

Additional definite objectives are stated below:

- To inspect the efficacy of MBL's Digital Marketing Strategy
- To identify key Digital medial channels for audience engagement and interaction of MBL
- To examine the overall content communication and visuals of MBL
- To measure customer engagement in overall digital media platforms of MBL
- To analyze MBL's brand strategy in comparison to its competitor brands in the industry

By fulfilling the above objectives, this report will provide an overall picture of the effectiveness of MBL's Digital Brand strategy and by taking other factors into account, this report aims to provide recommendations to improve the brand's overall digital content

3.1.3: Significance:

The research on effective digital marketing has a noteworthy impact on the understanding of how brands can leverage their digital resources to increase engagement and brand awareness. The findings of the research can be utilized by different companies across various industries to understand digital media more thoroughly. Additionally, the study will also provide ideas regarding factors that assess a brand's engagement. As the FMCG industry is very competitive, it is very difficult for companies to stand out digitally. This report gives an idea regarding which sectors the brands can work on and also sheds light on the motivating factors that can help brands gain consumer attention. Furthermore, this report can also act as a guideline for other researchers who want to gain insights on what kind of digital marketing strategy to follow, especially in the competitive industry of FMCG. For newcomers to the industry, the research report will come in handy in terms of getting a visual of the different factors that affect digital marketing outcomes in the industry and they can gain insights from MBL in terms of what strategy is effective and what should be improved. The recommendation part of the report can also be helpful for other brands to make their digital marketing strategy more competent. By preparing this research paper, it is expected that it will be able to contribute immensely to the

understanding of various factors that impact the effectiveness of a brand's digital marketing strategy and benefit the whole industry as a whole.

3.2 Methodology:

In the preparation of the research paper, the “descriptive research method” was used to gather information and highlight the findings. Both primary and secondary data were taken while making this report.

The data collection of this report was accomplished through a survey of a total of 61 consumers to gain an understanding of what is working in digital marketing strategy and what is not working. The questionnaire was sent to the consumers through Google Forms. Furthermore, primary research was conducted mainly through MBL's official website and various new paper articles, journals, and websites. The primary data was gathered to gain an understanding of the Company's overall profile and future goals that were needed to assess the company's position in the industry. The data was utilized to come up with actionable recommendations that are aligned with the company's goals and vision. Both primary and secondary data were crucial to get a complete understanding of MBL's Digital marketing strategy. Secondary data helped to gain a broader picture of digital marketing practices, and consumer behavior.

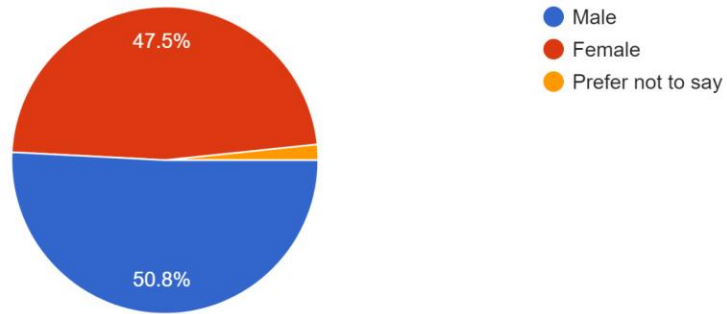
3.3: Analysis and Finding:

With the view to understand how digital media can be leveraged for brand awareness and engagement, a survey was conducted with 61 respondents. The survey questionnaire contained 16 questions relevant to the research interest.

3.3.1: Survey Results:

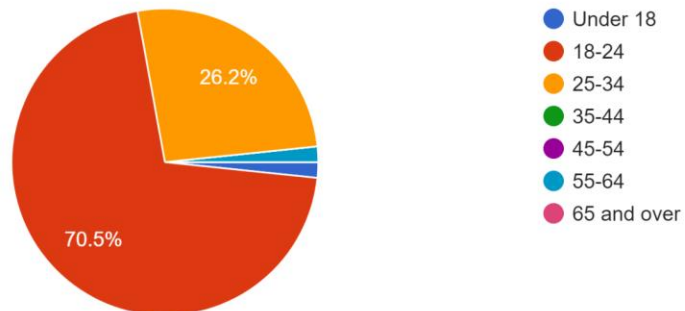
What is your gender?

61 responses



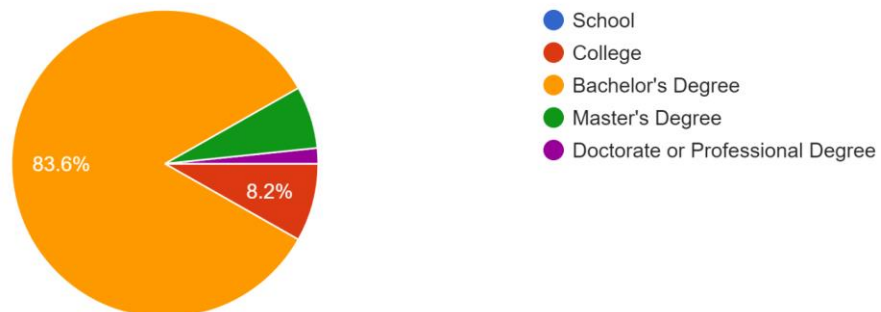
Which age group are you from?

61 responses



What is your level of education?

61 responses



From the above 3 questionnaire responses, we can see that the respondents have almost 51% percent of males and 48% of females. This ratio represents that perspectives of both genders were captured during the survey indicating a relatively balanced gender distribution. However, it is also important to note that the male survey respondents were slightly higher than females which needs to be kept in mind while coming to a conclusive suggestion regarding this research.

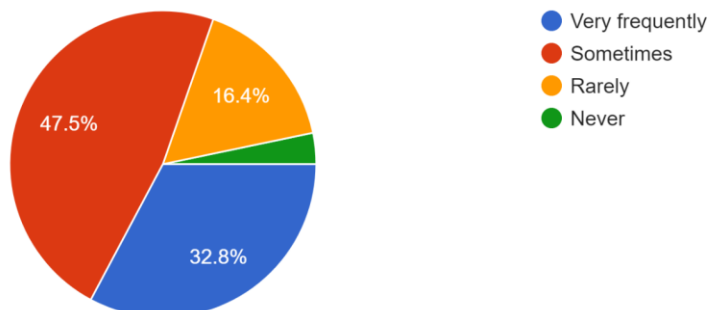
Again, From the second question response, it can be seen that the majority of respondents belong to the survey group of 18-24 and the 2nd majority group is from the age group 25-34 with the percentage of 70.5 and 26.2. The ratio indicates that the whole survey was conducted by taking responses from young audiences.

Moreover, It is also seen that the respondents mostly belong to the education group of bachelorette degree with the percentage of 83.6 and 8% of respondents are college graduates indicating the majority of respondents are highly educated.

Overall, for our research the majority of respondents belong to the youth and highly educated (bachelorette degree) group of people. Even though there's a gender wise balance meaning a good ratio of male and female respondents not being able to cover all the demography may have resulted in having limited insights for our research.

How often do you see Marico brands on different Social Media Platforms (e.g: Parachute, Parachute Extra Care, Parachute Advansed, Parachute SkinPure, Just for Baby, Livon, Nihar etc.)

61 responses



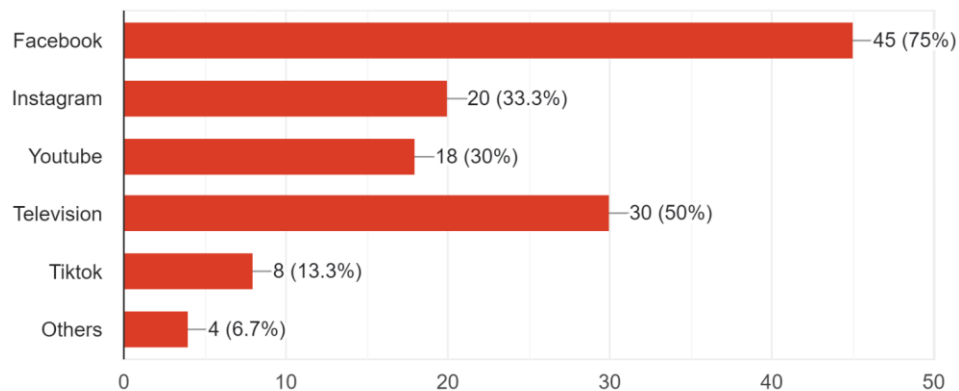
Survey graph chart 4

This question was given to assess the visibility of Marico brands on different social media. We have observed that the majority of respondents (47.5%) responded that they see Marico brands on different social media “sometimes” indicating that Marico brands have noticeable visibility on Social media but not constantly. On the other hand, 32.9% of respondents responded that they see Marico brands very frequently on social media platforms. This indicates positive engagement of Marico Brands. Again, 16.4% of respondents rarely encounter Marico brands on social media, and on the other hand, the rest of the respondents never encountered any Marico brands on social media platforms.

From here, we can understand that Marico brands need to work on their visibility in digital as the majority of respondents stated they sometimes see Marico brands content on their social. But it is also good that their digital presence is not very bad as a good amount of the audience also witness Marico content frequently in their socials. Marico Bangladesh LTD needs to tailor their digital branding strategy in a way to increase visibility.

On which digital platform have you interacted or encountered contents from any of the Marico Brands? (Select all that apply)

60 responses



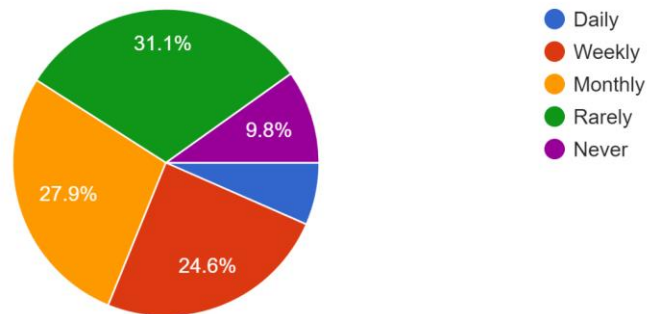
Survey Graph Chart 5

Here the survey highlights that Facebook receives the most engagement and interaction among all the social media platforms when it comes to Marico Digital with a percentage of 75%. Again, Television plays a significant role in engaging the audience with digital media as 50% of respondents revealed they encountered Marico Brands' content on TV. While Instagram and YouTube's contribution to engagement and interaction is also increasing with percentages of 33.3% and 30%, in TikTok and other platforms only 13.3% and 6.7% of respondents came across Marico brands content. Overall, Facebook and Television is the most prominent platform for Marico brands to receive interaction and visibility.

It can be concluded that Marico Bangladesh LTD. digital is vastly focused on Facebook media. As the result suggests, to leverage digital media for brand awareness and engagement Marico Bangladesh LTD should try to keep a balance between all the digital platforms. Since Television is the second most popular media for Marico Brands and the popularity of Instagram is also increasing MBL should build its digital marketing strategy by focusing on these platforms.

How frequently do you interact with digital content of any Marico Brands? (e.g., posts, videos, Ads)?

61 responses



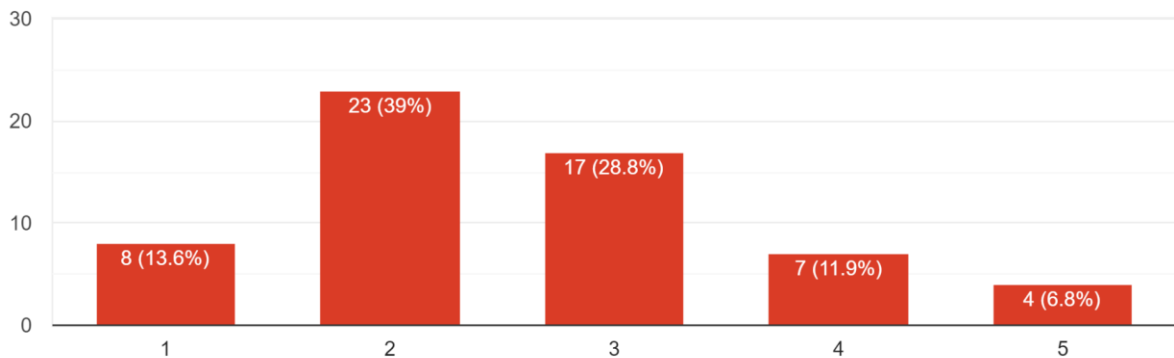
Survey Graph Chart 6

The question was given to understand the frequency of interaction of respondents with Marico brands on digital. Here, we can see that the majority (31.1%) of respondents revealed they interact with Marico brands “rarely”. Again, 27.9% of respondents said they only interact with Marico Brands “monthly”. Both the numbers of “rarely” and “monthly” respondents are close and indicate that a significant number of respondents engage infrequently with Marico brands on digital. Moreover, among all the respondents, 24.6% reported “weekly” engagement with the brand which is a more consistent interaction in comparison to other respondents. Lastly, only a few percent of respondents reported interacting with the Marico brands “Daily” but the number is very small.

MBL should look for a Digital marketing strategy to increase interaction. As previous analysis suggested, MBL has some visibility but to make full use of digital sites, keeping good interaction with the audience is also necessary. Thus, MBL must come up with innovative ways to make the content interactive.

How would you rate the overall quality of Marico's digital content?

59 responses



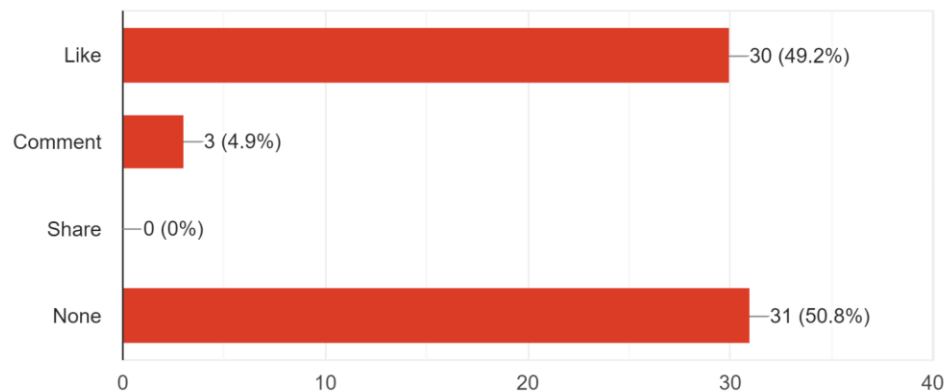
Survey Chart Graph 7

This questionnaire assesses the quality of the digital content of Marico Brands. To answer this 28.8% responded that the quality is good and 13.6% conveyed that the contents are excellent. But on the contrary, 11.9% of respondents found the contents bad and 6.8% very bad. From these mixed responses, a good number of people (28.8%) also expressed neutral opinions on the digital content.

This analysis suggests that the contents of Marico brands are good quality but it needs to be upgraded to stand out in the digital platforms. Overall, the quality of Marico brand contents should be looked into for betterment as there are audiences who are not satisfied with the quality.

Do you like, share, or comment on digital contents of any Marico Brand?

61 responses



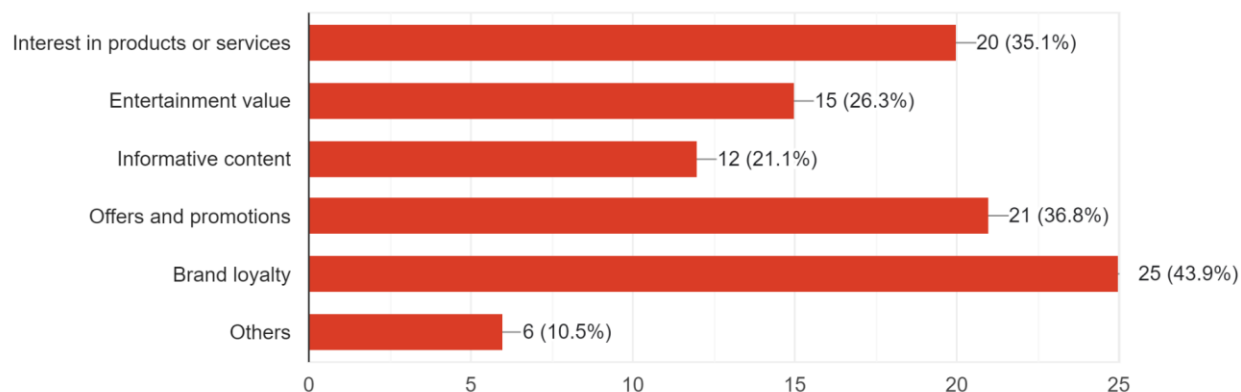
Survey Graph Chart 8

From the respondent's answers, we can understand the engagement that Marico Brands receives. 50.8% of respondents meaning the highest number of people do not engage with the brand by any means. However, almost a similar percentage of respondents (49.2%) shared that they use like as a form of engagement with the brands of Marico. The percentage of share from our respondents is 0 and a very insignificant percentage (4.9%) of respondents share contents from Marico Brands.

The results show that there's a lack of engagement in digital sites. And with the minimum engagement, we can see that likes are the most used medium of engagement. MBL brands need to focus on content development to be more creative and mind-engaging. Especially to increase engagement of shares, comments, etc.

What motivates you to engage with Marico's content? (Select all that apply)

57 responses

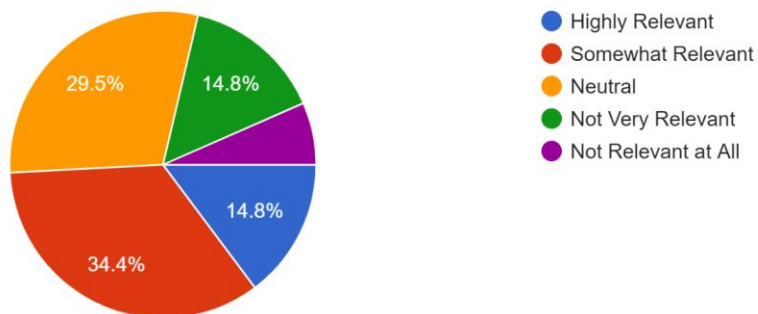


Survey Graph 9

This question was given to understand the motivating factor for engaging with Marico Brands. I have observed that the highest percentage (43.9%) of the audience engages due to Brand Loyalty. Since the name “Parachute” has a loyal customer base, this may work as a reason for the audience to engage with the brand’s content further. However, offers and promotion are also motivating factors for the audience to engage with the brand with a percentage of 36.8% of the response. Thirdly, 35.1% of respondents said that they engage due to their interest in a product or service since brands provide a lot of information about themselves on the page. Again, only 26.3% of respondents are motivated by the entertainment value of the content, and 21.1% of respondents are motivated by informative content. So it is clear that, for brands, content entertainment and information is not very motivating for engagement. Offers and incentives are good motivations for the audience to engage, so MBL brands should focus on customer offers through their digital.

Is Marico's digital content relevant to your interests or needs?

61 responses



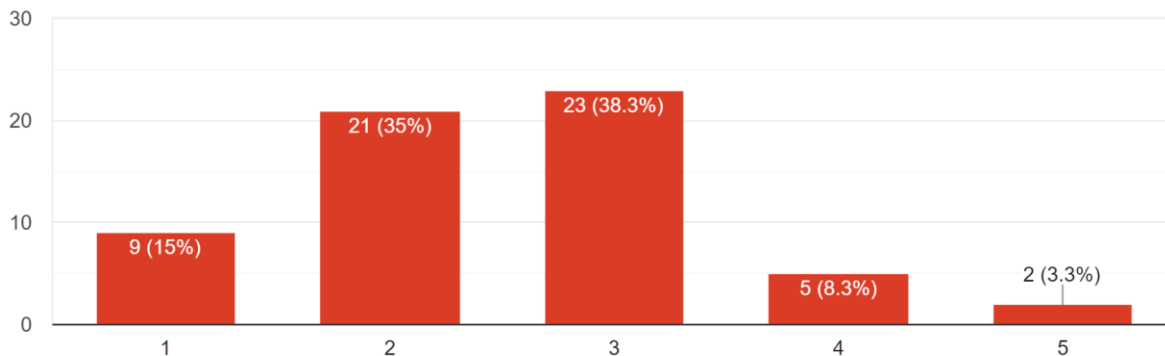
Survey Chart 10

This question was given to analyze the relevance of the contents to the audience's interest or need. In this graph, I have observed that the highest percentage (34.4%) of the audience reveals that Marico's digital content is somewhat relevant to their interest. However, we see 29.5% of our audience is neutral about it. Moreover, 14.8% find the contents highly relevant. But in comparison to being somewhat relevant and neutral, the number of people who find it highly relevant is very insignificant.

As the survey concludes, the majority find MBL contents to be somewhat relevant. MBL needs to build on it, redesign its digital marketing strategy and find out what kind of content is relevant. Increasing relevance with the audience will help MBL leverage its digital media to its full potential.

Do you agree with the statement "The digital content of Marico Brand's are visually appealing and well designed"?

60 responses



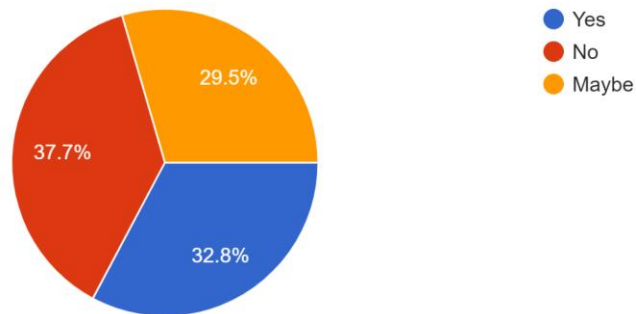
Survey Chart 11

The chart analyzes the question of Marico Brand's content being visually appealing and well-designed. It can be seen that the charts show the majority (38.3%) of respondents are neutral about the aesthetic of the brand's content. But we can also see that a good percentage (35%) of respondents finds the brand's content moderately appealing and well-designed. Again, a very few percentages (15%) of people strongly agree that the brand content is very well designed. On the other hand, 8.3% of people do not agree that the brand's contents are well designed. Moreover, 3.3% of people find the contents very unappealing.

Brands need to make their content according to the audience's taste. As the results suggest, the majority are neutral about MBL's digital content's visuals. It suggests that there's a scope for improvement for the digital content and MBL needs to make it more visually appealing and well-designed.

Have you ever made a purchase decision after seeing digital advertisement of any Marico Brand?

61 responses



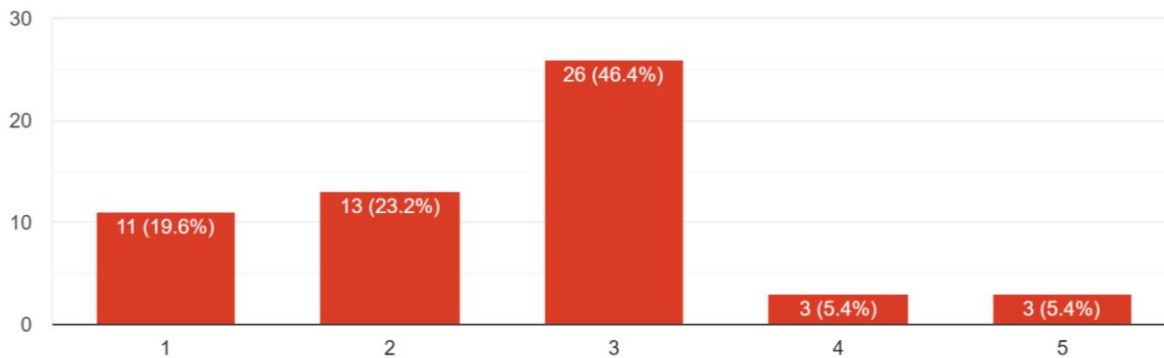
Survey Graph Chart 12

This question will help us to understand if the digital advertisement of Marico has any direct impact on the purchase decisions of the consumer. We can see that the majority of respondents (37.7%) reveal that they are not affected by the digital advertisement of Marico while purchasing. But it is also noticeable that a similar percentage of people (32.8%) says that digital advertisements have a direct impact on their purchasing decision. Moreover, 29.5% are unsure about ads impacting their purchasing decisions.

The findings indicate that the purchasing decisions of the majority of respondents are not affected by Marico Advertisements which means MBL brands must make their advertisements more effective as according to the findings they are not serving the purpose of influencing product purchase decisions.

How would you rate the responsiveness of Marico's customer support or social media teams when you engage with them online?

56 responses



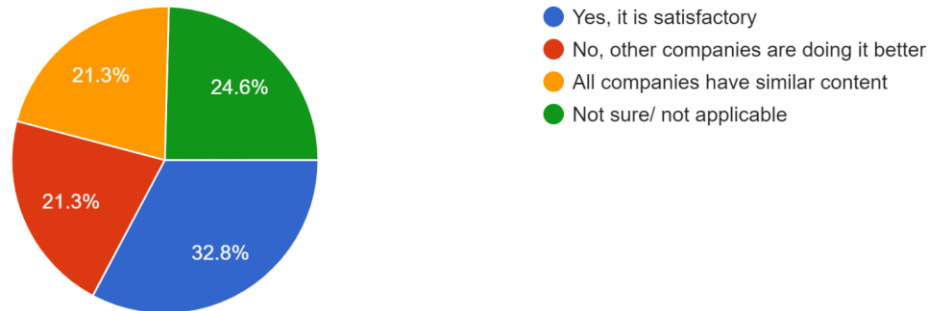
Survey Graph 13

Here, we can see how responsive the Marico Customer support or social media teams are to the audience who are engaging with them online. The majority of the respondents are neutral about the responsiveness meaning they do not find the responsiveness either good or bad. Furthermore, only 32.2% of people think responsiveness is good, and 19.6% of respondents strongly agree that responsiveness is good. But on the other side, we can see that only 5.4% of respondents find the digital site of Marico non-responsive and 5.4% of respondents find it very non-responsive.

It appears that the audience is neutral about the responsiveness of MBL Digital. By providing good social media management brands can improve their digital sites and MBL needs to work on improving this as it may be hampering their effectiveness of digital communication.

Do you believe that the digital content Marico provides is satisfactory compared to other competitor companies (e.g: Unilever, ACl, Pran, Nestle etc.)?

61 responses



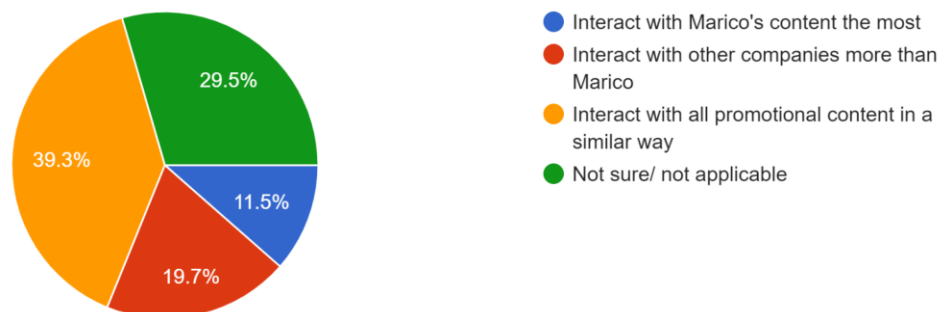
Survey Graph 14

In this graph, it is visible that the majority of respondents (32.8%) compared to other competitors find the digital content that Marico Brand provides satisfactory. On the other hand, an equal number of respondents with the percentage of 21.3% believes that the other companies are doing better and also all company contents are similar. But we can also see that 24.6% of respondents are unsure about the contents.

The results indicate that even though MBL's digital content is doing good in comparison to the competitors, it still needs improvement as there are a significant portion of respondents who finds the competitor brands doing better.

How much do you interact with the digital content of Marico in comparison to other brands in the FMCG industry?

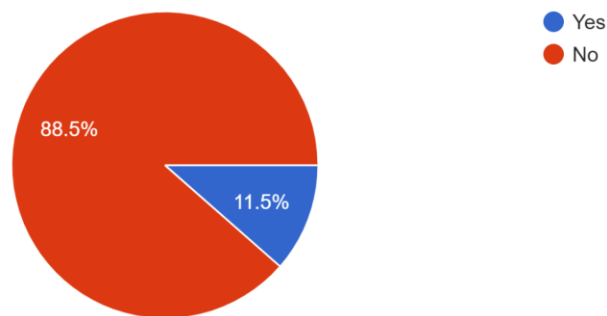
61 responses



Survey Graph 15

This question gives us a clear view of how much the audience interacts with Marico's digital content in comparison to other brands in the FMCG industry. It is visible that the majority (39.3%) of the audience says that they interact with all the promotional content in a similar way. On the other hand, we can also see that 19.7% of respondents say they interact with the contents of Marico Brands less than the other competitor brands. Here, a good percentage of respondents (11.5%) are unsure about their interaction. Furthermore, 11.5% of respondents interact with Marico's content the most. Since the majority believe that most brands' contents are similar, Marico Bangladesh LTD needs to incorporate this idea while making their content and figure out ways to stand out more than the other competitor brands. It can also be inferred that the other brands in the FMCG industry are coming up with better interactive content than Marico according to 19.7% of respondents. So, it is high time for Marico Bangladesh LTD to bring innovation in their content and make it more interactive.

Have you ever participated in user-generated content campaigns initiated by Marico, such as sharing own experiences or photos or stories with ...tform (Facebook, Instagram, Youtube, Daraz etc.) ?
61 responses



Survey Graph 16

The question asks about the audience directly participating in any campaigns and it reveals that a huge percentage of respondents with the percentage of 88.5% said they do not participate. However, a very small number of respondents with a percentage of 11.5% do participate in interactive content campaigns. It can be inferred that to leverage the digital contents of Marico,

they need to come up with digital marketing strategies that will grab the interest of the audience more to make them willing to participate in this kind of campaign.

3.4 Summary & Conclusion:

The survey regarding the Digital brand's effectiveness in Brand awareness & engagement revealed a lot of factors that can improve MBL's digital marketing strategy. It was discovered from the respondents that MBL brands are seen on social media only sometimes and the visibility is the most on Facebook. Moreover, the interaction of the audience with MBL brand content is supposedly only monthly which gives us an idea of low interaction of the audience with the brand. To support this result, we have also seen that, most people do not engage with the brand or engage with like reactions mostly. Also, MBL's interactive campaigns do not have much participation. Moreover, From the results, we have also discovered that the quality of MBL's digital content has scope for improvement as there is still a good percentage of people who are either neutral or not satisfied with the quality. Even it appeared on the results that the majority of respondents were neutral on the comment of Marico's contents being well designed. It is a clear indication of the need for MBL content betterment in terms of their designs, aesthetics, and quality. Furthermore, the survey results tell us that the audience mostly interacts with MBL's brand content due to brand loyalty, offers /incentives, and also for interest in the products. Other reasons are very insignificant in comparison to the stated three reasons. In addition, the MBL brand's content needs more relevance to consumer needs and interests according to the findings to keep the audience hooked. Lastly, it was also inferred from the survey results that MBL's digital is trailing behind in comparison to its competitors in many aspects.

In conclusion, MBL's digital marketing strategy needs to be revitalized while focusing more on increasing engagement. Ensuring content quality and catering to the audience by addressing the audience's needs and interests is vital for MBL to leverage its digital media to its full potential and compete effectively with competitor brands.

3.5 Recommendation:

Based on the conducted research, here are some implementable recommendations for MBL:

- **Revitalizing Digital marketing strategy to create differentiation from the competitor brands:** It can be seen from data analysis that MBL's digital marketing efforts are not able to stand out from the competitor brands. According to some respondents, competitor brands are doing better. MBL needs to be aware of their competitor brand's digital strategy and for that, they can benchmark the contents of their competitor brands and gain insights on what MBL can do better. On top of that, it is necessary for MBL to gain an understanding of what kinds of content are trendy and implement them in a way that will keep MBL brands on top of the mind of the consumer.
- **Increasing Visibility in Digital Platforms:** As per the survey results, the visibility of MBL's content is not very frequent. To increase visibility, MBL brands must increase their content posting frequency, and also follow SEO, to optimize content to rank higher in the search engine. MBL can also use content boosting options to make the digital content appear more on the newsfeed. For Television content, it is crucial for MBL to identify the right channels that the brand TG regularly follows and invest in those channels specifically.
- **Ensuring Content Quality:** As data suggested, the quality of MBL's digital content has scope for improvement as many respondents did not find the content well designed and relevant to consumer interest. MBL needs to recheck the content development guidelines to ensure that it is meeting the taste of the consumer while upholding the brand's personality. Ensuring well-designed communication can attract consumers and keep them interested.
- **Developing More Engagement-Focused Contents on Social Media Platforms:** As data revealed, MBL digital content has very low engagement. Also, the findings reveal that the audience does not engage personally with the brand and does not share, comment, or participate much in engagement campaigns such as sharing reviews, photos, or stories. The engagement seems to be limited to views and likes only. To ensure engagement MBL needs to develop more engaging user-generated content such as content to encourage reviews, and arrange contests or challenges that invite pictures, and

videos and also, start up conversations in discussion boards, and comment threads of relevant groups or create a community with an audience of relevant interest with the brand.

- **Making Contents Impactful:** According to the research, the advertisements and contents of MBL brands are lacking in influencing the purchasing decisions of consumers. Moreover, the contents are not relevant to the audience (as per the survey). MBL needs to be aware of its consumer mindset and create digital advertisements that can impact purchasing behavior. For that, it is important for MBL to do appropriate consumer research on the audience and identify what is relevant to them. Using the appropriate emotional appeal can be a good means of making content impactful. It is also necessary to ensure that the contents are reaching the Bull's eye TG of the brands. For example, Glo-On, a newly developed brand of MBL has a TG of 20-35 year old, lower economic group (SEC D/E). So to reach this audience group, the brand Glo-On needs to focus more on TV channels, specifically those channels that address the interest of this TG as many of the audience from this category have low accessibility on smartphones, they may not use different social media as much as other people.

3.6: Limitations:

While conducting the research, I have faced some limitations. The biggest difficulty I faced during my internship report was finding survey respondents from different demographic groups which may have caused generalization of the research analysis and understanding. Moreover, during the primary research, the information on the MBL website was not adequate. To overcome this limitation, I have gathered some information from the MBL Head Office.

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Appendix:

What is your gender?

- Male
- Female
- Prefer not to say
- Other...

Which age group are you from? *

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 and over

What is your level of education? *

- School
- College
- Bachelor's Degree
- Master's Degree
- Doctorate or Professional Degree

How often do you see Marico brands on different Social Media Platforms (e.g: Parachute, Parachute Extra Care, Parachute Advansed, Parachute SkinPure, Just for Baby, Livon, Nihar etc.) *

- Very frequently
- Sometimes
- Rarely
- Never

On which digital platform have you interacted or encountered contents from any of the Marico Brands? (Select all that apply)

- Facebook
- Instagram
- Youtube
- Television
- Tiktok
- Others

...

How frequently do you interact with digital content of any Marico Brands? (e.g., posts, videos, Ads)? *

- Daily
- Weekly
- Monthly
- Rarely
- Never

How would you rate the overall quality of Marico's digital content?

	1	2	3	4	5	
Excellent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Bad

Do you like, share, or comment on digital contents of any Marico Brand? *

- Like
- Comment
- Share
- None

What motivates you to engage with Marico's content? (Select all that apply)

- Interest in products or services
- Entertainment value
- Informative content
- Offers and promotions
- Brand loyalty
- Others

Is Marico's digital content relevant to your interests or needs? *

- Highly Relevant
- Somewhat Relevant
- Neutral
- Not Very Relevant
- Not Relevant at All

Do you agree with the statement "The digital content of Marico Brand's are visually appealing and well designed"?

	1	2	3	4	5	
Strongly Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Disagree

Have you ever made a purchase decision after seeing digital advertisement of any Marico Brand? *

- Yes
- No
- Maybe

How would you rate the responsiveness of Marico's customer support or social media teams when you engage with them online?

	1	2	3	4	5	
Responsive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Non-responsive

Do you believe that the digital content Marico provides is satisfactory compared to other competitor companies (e.g: Unilever, ACl, Pran, Nestle etc.)? *

- Yes, it is satisfactory
- No, other companies are doing it better
- All companies have similar content
- Not sure/ not applicable

How much do you interact with the digital content of Marico in comparison to other brands in the FMCG industry? *

- Interact with Marico's content the most
- Interact with other companies more than Marico
- Interact with all promotional content in a similar way
- Not sure/ not applicable
- Other...

Have you ever participated in user-generated content campaigns initiated by Marico, such as sharing own experiences or photos or stories with their products on any digital platform (Facebook, Instagram, Youtube, Daraz etc.) ? *

- Yes
- No