

Report On  
**An Analysis of Consumers' Perception on  
The Products of Aman Group of Companies Ltd.**

By

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ID: 16304118

An internship report submitted to the 'BRAC Business School' in partial fulfillment of  
the requirements for the degree of BBA

BRAC Business School  
Brac University  
January, 2022

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## **Declaration**

It is hereby declared that

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

**Student's Full Name & Signature:**

**Nahian Bin Wali**

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**Nahian Bin Wali**

16304118

**Supervisor's Full Name & Signature:**

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**Supervisor Full Name**  
Designation, Department  
Institution

## **Letter of Transmittal**

Feihan Ahsan

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report Titled ‘An Analysis of Consumers’ Perception on The Products of Aman Group of Companies Ltd.’.

Dear Sir,

This is my pleasure to submit the internship report ‘An Analysis of Consumers’ Perception on The Products of Aman Group of Companies Ltd.’, which I was appointed by your direction.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

---

Nahian Bin Wali

ID: 16304118

BRAC Business School

BRAC University

Date: January 19, 2022

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between Aman Group of Companies (FMCG Division) and the undersigned student at BRAC University student Nahian Bin Wali. This is an agreement to make sure that no confidential data about the company will be leaked or disclosed by the student (intern) or by the institute.

## **Acknowledgement**

The feel I am going to express will not be enough in some words only. Because the journey was very precious. I started my internship semester from Fall 2021. I want to thank the OCSAR team for assisting me by giving information about the internship semester. After completing all the courses in BRAC University, I was left with only one course BUS400. The University assigned me to the course and I started my internship semester.

First of all, I want to thank to the Almighty Allah for everything. Alhamdulillah. Thanks to my academic supervisor for cooperating and monitoring me throughout the semester. He guided me from first to last. Not only that, he provided me enough time to get a good company for the internship placement. Preparing a good report with a good title, my supervisor helped me by giving me the report writing guidelines.

Thanks to the supervisor Mr. Naeem Hossain who recruit me as an intern in Aman Group of Companies (FMCG Division). He is the Human Resource, Business Partner (HR-BP) of this company. I got a good guideline from him about how to work in the FMCG division. Not only that, he monitored me and assisted me throughout this internship. Since this is the first-time experience for me in a company, he cooperated me from first to last to make me easy.

Lastly, my humble gratitude towards the BBS department of BRAC University. The department assists the students by providing the proper guidelines of internship. All the major information related with my internship I got from the department. They always try to help their students by giving information or by giving other opportunities that can help them to build a good career in the future.

## **Executive Summary**

Aman Group of Companies Ltd. pays great attention to social and economic development of the country. Starting from trading of consumer goods, the group now covers Textile, Chemical, Real Estate, Education, Banking, Stock Brokerage, Media, Insurance and FMCG with a greater distribution network. We are working hard towards expansion of our business and service portfolio to meet the diversified demands of the consumer and make a large contribution to the national economy.

In this report, I gave attention to the analysis of consumers' perception on the products (Vasmol, Sesa, Rohto and Olive Oil). I worked as an intern in this company. My work was to assist the HR-BP and the Assistant Manager by monitoring the Sales Promotion Officers (SPO) over phone as well as through the company's software, tracking positions, recording regular sales updates and reports (Target Vs. Achievement, Order Vs. Delivery, Productive Calls, Effective Coverages, Offers and Incentives)

**Keywords:** Human Resource Management, Sales, Marketing, FMCG Division, Order Vs Delivery, SWOT Analysis, Porter's Five Forces Model.

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## List of Acronyms

BRAC	Bangladesh Rural Advancement Committee
BUS 400	Business (Course Code)
FMCG	Fast-Moving Consumer Goods
MEL	Mousumi Enterprise Ltd.
SPO	Sales Promotion Officer
ASE	Area Sales Executive
ASM	Area Sales Manager
RSM	Regional Sales Manager
DGIC	Desh General Insurance Company Ltd
CSR	Corporate Social Responsibility
PC	Productive Call
EC	Effective Coverage

# Chapter 1


## Overview of Internship

An internship is a professional learning experience which offers practical learning opportunities for interns. One who wishes to complete graduation from BRAC University, he has to attend the internship program by taking an academic course BUS400. A faculty is assigned for every student as a supervisor who monitor them from first to last of this semester. Students can complete the internship from any company if he gets chance to join there. At the same time, he has to prepare a report which is related to the internship program. After completion of all the required tasks, a student becomes qualified to be graduated from the University.

### 1.1 Student Information

1.	Student Name	Nahian Bin Wali
2.	Student ID	16304118
3.	Department	BRAC Business School
4.	Program	BBA
5.	Course Code	BUS400
6.	Semester	Fall 2021
7.	Major	Human Resource Management
8.	Minor	Marketing

## 1.2 Company Information

1.	<b>Company Name</b>	<b>Aman Group of Companies</b>
2.	Division	FMCG
3.	Department	Marketing
4.	Address	Taher Tower (5th Floor) Plot # 10, Gulshan North Circle Gulshan-2, Dhaka-1212, Bangladesh
5.	Logo	
6.	Website Address	www.amangroup-bd.com
7.	Email Address	info@amangroup.com.bd
8.	Phone No	(880)-2-9851895, 9852730, 8825471, 8827968   IP no: 09606441400

## 1.3 Supervisor Information

1.	<b>Supervisor Name</b>	<b>Naeem Hossain</b>
2.	Designation	Human Resource, Business Partner (HR-BP)
3.	Department	Human Resource Management (FMCG Division)
4.	Email Address	naeem.h@melnetwork.com

## **1.4 Internship Information**

The duration of the internship is 3 months in total. BRAC University offers an entire semester for completing the internship. Moreover, the company where I joined also offers 3 months duration of internship to their interns. Since I joined here in December 22, the duration will be ended by March 22. I got an offer letter from the company in December 21 and started internship from December 22.

### **Job Description (Internship)**

1. Assessing and developing sales standards (systematic call to SPOs, standards of performance)
2. Monitoring the performance objectives for all the Sales Promotion Officers.
3. Ensuring that they achieve the daily performance goal (daily target).
4. Pushing them to give proper time to the market and building a good relation with the marketers.
5. Monitoring, controlling and remarking the SPOs' daily sales report.
6. Maintaining productive relationships with all Regional Sales Teams.
7. Maintaining mobile phones of users and act as the IT technical support for the sales project.
8. Supporting the coordinating of all product launches, activation exercises and relaunch of existing products in desired locations/regions.

## **1.5 Student's Contribution to The Company**

The internship program organized by the company is nothing but a learning period for a student. Specially for the students of business, this is a very valuable period. Because this a very practical period for any student. Practical learnings provide a student a live experience in life. Especially in the field of job, this sort of experiences works very well. When students come in the job sector as an employee, generally he has a very little knowledge about the field. Since the person has no knowledge what he has to do in this field, he may feel very nervous or shy or may loss the interest to work in this sector. After completing internship period, a student becomes confident and knowledgeable regarding the field. He knows what he has to do as well as he can relate certain things related with the job. However, a student has to contribute to the company in case of gaining experiences from an internship program. These contributions are as follows:

1. When a student joins a company as an intern, he becomes one of the members of a company for a specific period of time. In this period, he is required to assist the company in their regular tasks. He not only works, but also gains knowledge about official works.
2. An intern is required to work under the advisory of the supervisor of the company. He should obey what the supervisor advises him to do. At the same time, the supervisor has responsibilities to observe and guide the intern properly.

3. An intern is responsible to work for this company very seriously and attentively. He has to complete the task what the company gives him to complete in a specific period of time. For example: making documents like MS Word file, PowerPoint slides, Excel sheets and so on.
4. A company or organization contains Human Resource department, Marketing and Sales department and so on. An intern has to achieve a number of experiences from a number of departments in a company. He needs to experience almost all these departments to get a clear idea or knowledge about the hierarchy of a company or an organization.
5. An intern contributes to the company by assisting the employees in their official works such as computer-based works like creating documents, online based works like collecting consumer based public data, market data, sales data and so on.

## **1.6 Benefits to The Student**

A student gets several benefits from the internship program. These practical benefits will reflect in his future workplace. These are as follows:

1. A student can be benefitted by getting work experiences from an internship program. Such as making official documents, tracking sales markets, understanding the marketing and sales, working with the Human Resource etc.
2. He can get a chance to practice different sorts of skills which is needed in a job life. These skills are communication skill, time management skill, listening skill and speaking skill.



3. An intern attends the internship program to learn new things from a company or an organization. Most of the employees are very flexible and cooperative. He can ask the employees about the things he wants to know about the job sector.
4. The company or the organization provides free lunch to the employees and interns along with the morning tea and another tea break in the afternoon. Also, there are snacks in the evening for all.
5. The company offers at least 4-digit salary to the interns which is quite good for a student. The intern works for the company and he gets the payment from it.

## **1.7 Problems/Difficulties**

Aman Group of Companies is an outstanding workplace for every intern. They try to create an easy environment for their interns. They train an intern and guide an intern with full responsibilities. They also offer a good salary to them. As a result, he as a student feel interested and get motivated. However, I found some problems or difficulties that I want to mention with respect towards the company.

1. Since we are passing a tough time due to Coronavirus, the employees along with the interns has no option to work from home. This is mandatory to work from office unless the government declares any official notice.
2. Some minor errors found in the company's Excel sheets. This is nothing serious but the typing mistakes only. I had to correct those mistakes but not all are done yet.
3. There is a lack of enough space in the office. But this is not a major issue. Because this is only a division of the main office.

4. Though the office environment is nice, neat and clean, the washroom doors are not well sized with the washroom.

## **1.8 Recommendation**

There are some recommendations for the betterment of the company. The recommendations will help them to be more successful in the internship program.

1. Since the global pandemic exists currently, Company should an option for their employees as well as interns to work from home in any serious condition.
2. It will be better if the office (division) gets more spacious than before. Employees as well as interns will get more space and feel more flexible to work.
3. Since this is the FMCG division, more products should be added in the category. Though existing products are running well in the market, additional products will assist the company to dominate the market.
4. The FMCG division can recruit more interns if they feel the necessity to recruit more in the future. As a result, many of the students can get internship opportunities in the company and work for the company as well.

## **Chapter 2**

### **Organization Part**

#### **2.1 Introduction**

Aman Group of Companies Limited is one of the respected business houses in Bangladesh. It is a fast-growing conglomerate.

We believe that evolution, modernization, continuous learning and anticipation to the new changes. The group believes in sound planning, close analysis, study of opportunities and that the successful performance is a result in a clear vision, effective management and competent individuals. We pay a great attention to the social development and the effective participation in the economic growth and development.

The Company has moral, ethical, a proud heritage and tradition of bringing high quality brands and international standard products to market. We have a strong commitment to our employees in the form of a stable work environment, ethical treatment, justified benefits, a commitment to training and supporting the balance of your work and personal life.

When we started our business over 40 years ago, we had a vision, a dream to build a group of companies. With limited resources, it was our sheer passion, dedication and hard work that made our dream unfold, and helped our company grow. Today “Aman group of Industries” has become one of the fastest growing industrial conglomerates of our country.

We are devoted to expand our industrial portfolio for developing economy and generating employment of the country. Starting from trading of consumer products, the Group's industry now covers Textile, Chemical, Real Estate, Education, Banking, Stock Brokerage, Media, Insurance and FMCG with a greater distributional channel. The ride has not always been smooth but taking in the lessons from our past experiences, we have become stronger and better in the markets that we serve. Further we are working hard for more expansion of our business and service portfolio to meet consumer prospect and make a large contribution to the national economy.

## **2.2 Mission and Vision**

### **Mission**

Aman Group of Companies' mission is to build up an intensive leadership industry with the latest technology to preserve the environment as well as maintain employee ownership with a specific commitment to society and make a significant contribution to Bangladesh GDP through sustainable growth.

### **Vision**

Aman Group of Companies' vision is they can try to meet the basic needs of the country through industrialization while maintaining the overall quality.

## **2.3 Management Profile**

Mr. M. Amanullah (Group Chairman), Engr. Tahsin Aman (Group Vice Chairman), Mr. Tahrin Aman (Group Managing Director), Tazneen Aman (Group Director), Nusrat Aman (Group Director), Anowara Aana Aman (Group Director).

## 2.4 Group of Companies

Aman Spinning Mills, Mousumi Enterprises, Ayat Network, Ayat Packaging Solutions, HRI Bangladesh, Arena Securities, Devidane, Scholartroop, Child Foundation, Aman Foundation Health Center, Dayton Holdings Ltd, Stern Industries, Ayat Education, Ayat Skill, Development Center, Ayat College of Nursing and Health Sciences, Ayat School of Driving, DGIC, Daily Amader Somoy, Presidency University, Global Insurance Ltd, Mercantile Bank Ltd, Aman Tech, POTU.

## 2.5 SWOT Analysis

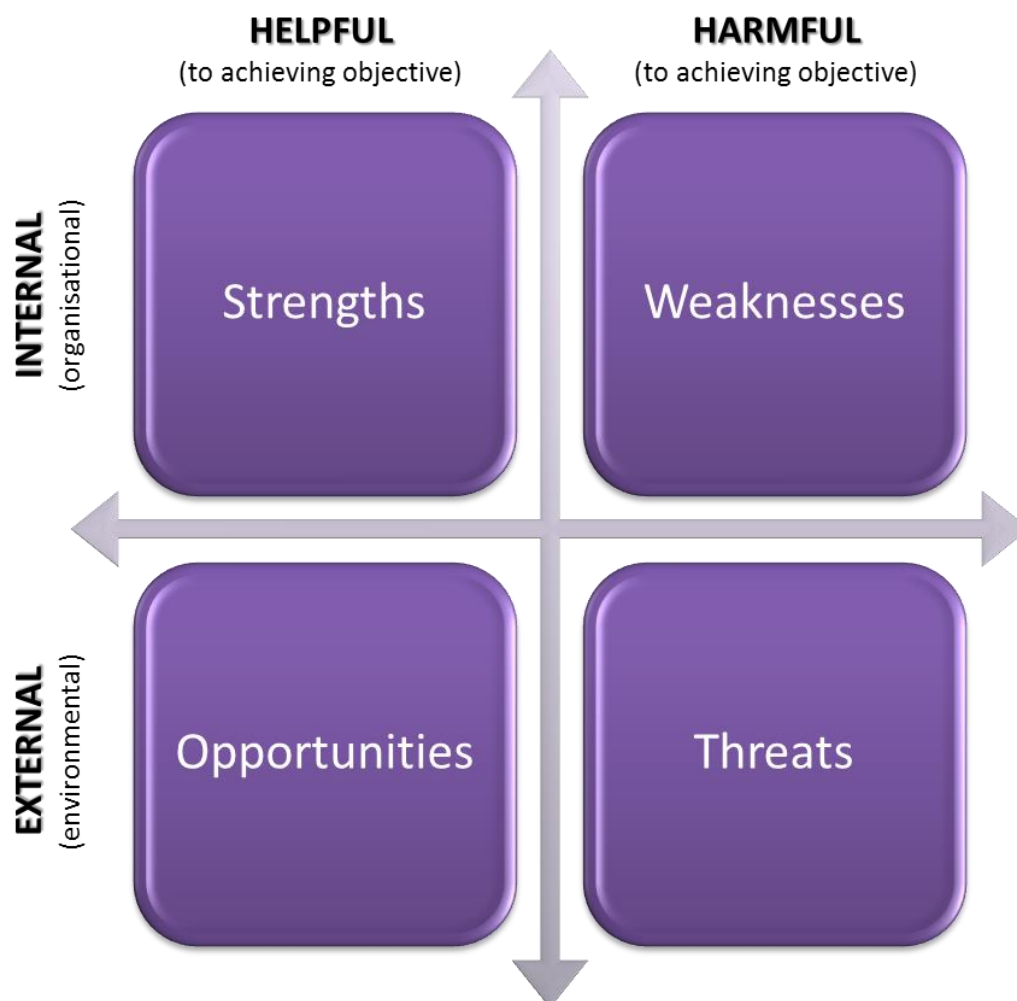


Figure 1: SWOT Analysis

<p style="text-align: center;"><b>STRENGTH</b></p> <ul style="list-style-type: none"> <li>• Strong market identity.</li> <li>• Strong cost capability</li> <li>• Pleasant Organization Environment.</li> <li>• Efficient performance.</li> </ul>	<p style="text-align: center;"><b>WEAKNESS</b></p> <ul style="list-style-type: none"> <li>• Luck of innovative service</li> <li>• Lack of core resources and capacity - activities and processes, human resources, physical resources such as land, buildings, financial resources and past experience and success.</li> <li>• Low Return on Investment.</li> <li>• implementation of technology in the process</li> </ul>
<p style="text-align: center;"><b>OPPORTUNITY</b></p> <ul style="list-style-type: none"> <li>• Increasing Standardization</li> <li>• Reducing market entry and marketing costs in the international market</li> <li>• Growing market size and developing consumer preferences</li> </ul>	<p style="text-align: center;"><b>THREAT</b></p> <ul style="list-style-type: none"> <li>• Existing business competitor are increases</li> <li>• Similar services offered by other organization.</li> <li>• Increasing bargaining power of buyers.</li> </ul>

## **2.6 Products and Services of Aman Group of Companies Ltd.**

### **Products**

#### **1. HRI Bangladesh Pvt. Ltd**

HRI Bangladesh Pvt. Ltd has a long-range of FMCG personal care items which are marketed & distributed through the channels of MEL Consumer Brands. For more than a decade HRI provides hair care, hair color and personal care products to meet the consumer needs in Bangladesh market. Names of the products are as follows: Vasmol 33, Vasmol Black Hair Oil, StreaX Insta etc.

#### **2. Olive Oil**

Olive oil or olive oil is as beneficial for our skin as it is also an impossible ingredient to increase the nutritional value of our food. However, there is a shortage of olive oil to be used in food in Bangladesh. Maybe you're thinking that the product you've bought is suitable for cooking. But in reality, the olive oil used for food is very different from other olive oils. Virgin olive oil is generally useful for use in our food. Names of the products are as follows: Lucy Oliva Olive Oil, Lucy Gold Olive Hair Oil, Lucy Glycerine.

#### **3. Rohto-Mentholatum (Bangladesh) Limited**

MEL monitor and control sales & distribution functions of Rotho's OXY-The dedicated Menz skin care brand, Acnes-pimple and skin care & LipIce-lip care range. Names of the products: OXY Face Wash, Acnes Face Wash, LipIce Lipbalm.

#### 4. Ambassador Olive Oil

MEL represents world-class brand Ambassador Spanish olive oil in Bangladesh market. Ambassador olive oil as an emollient resulting in hydration, extra layer protection, anti-aging and smoother younger-looking skin. Name of the product: Spanish Olive Oil.

### 2.7 Porter's Five Forces Model



Figure 2: SWOT Analysis



Porter's Five Forces Model is a competitive analysis of an industry. This is a framework for analyzing the organization's competitive environment.

### 1. Threats of New Entrants

**Economies of Scale:** In the beginning period, it is very tough to produce in a large scale as well as reduce the production cost.

**Distribution:** Aman Group of Companies has a large distribution all over the country. These distribution channels exist in every town of the division of Bangladesh.

### 2. Threats of Rivalry

**Competitors:** There are many competitors of Aman Group of Companies (FMCG Division). These are Unilever Bangladesh, Hemas, Emami Bangladesh Ltd, Marico Bangladesh Ltd.

**Nature of the Products:** The competitors usually produce the same category of the products which is a great factor of the rivalry.

**Growth Rate of The Industries:** Industry growth rate is getting higher day by day. As a result, the competition is getting more and more tough day by day. These industries are highly competitive in the market.



### 3. Bargaining Power of Buyers

Since there are so many brands nowadays in the market. So, it has become easier for the consumers to switch a brand to another brand. Since the brands are highly competitive, they usually have more customizations, more designs, more features and more advantages for their products or services. As a consequence, customers get more access to the bargaining power. Another thing is that several brands are providing offers a good percentage discount to grab more customers. These sort of market initiatives increase the bargaining power of the buyers.

### 4. Bargaining Power of Suppliers

Since the competition is not easy nowadays in the market as well as the rivalries are getting tough, it has become very hard to maintain qualified suppliers. It results in the bargaining power of the suppliers.

### 5. Threat of The Substitutes

Threat of the substitutes are getting higher day by day. Since the company has many competitors in the market, it has increased the threat of the substitutes for the company. There are many brands in the market which offers the substitute products. Such as Marico Bangladesh, Emami Bangladesh, Unilever Bangladesh and so on. They almost have same products in the market like the Aman Group of Companies Ltd.



## **2.8 Summary and Conclusion**

Aman Group of Companies Ltd. is dominating the market more than 20 years in Bangladesh. It pays huge attention to the socio and economic development of the country. It began from the trading of consumer goods. The company is covering textile, chemical, real estate, education, banking, stock brokerage, media, insurance and FMCG currently along with a huge distribution network. The company's hard work, dedication and passion has already met the success in the market. From the beginning till now, it has expanded its businesses and made the company nationwide. Most importantly, it focuses much on the consumers' demand towards its products and services. At the same time, it contributes to the nation economy. This should be mentioned that the company's vision is to serve the consumers, develop the economy of Bangladesh through the products and services.

## **2.9 Recommendation**

1. The company should find out its issues where it does mistakes most of the time and then they can go for permanent solutions.
2. The company should increase more features to its products and services to grab more customers to the market to increase the sale.
3. The company needs to focus much on media to telecast more advertisements about their products and services to make the consumers more interested towards the brand.
4. The company should open more branches in the country. The branches should be opened in every division of Bangladesh. This will benefit the employees more than before. Also, the company will be able to track and communicate easily and physically with the field forces.

5. The company should increase more benefits to the employees who are employed here. The benefits are as follows: increasing employees' salary, increasing more compensation, monthly or yearly official programs, make some gifts for the employees, especially the field forces (SPO) should be gifted and benefited by the company. Because they are one of the most important work forces for the company who are working in the field all day long.

## **Chapter 3**

### **Project Part:**

#### **An Analysis of Consumers' Perception on The Products of M Network.**

### **3.1 Introduction to The Study**

BRAC University offers an internship semester to every student of BRAC Business School. The purpose of doing an internship semester with a placement in a company is to getting experiences of a corporate job, working fields, official documents, official meeting and events and so on. The most important part is to learn from the internship which will help a student to build a business career. There are more purposes of an internship period such as:

1. The program helps us to achieve a fast-decision-making skill which is one of the most important functions of the business world.
2. Help to get attached with the corporate people to increase the corporate network.
3. Help to learn how to behave in a professional life, how to behave with the senior officers, employees, juniors and so on.
4. An intern gains a portfolio of knowledge and skills from the official intern programs.
5. Moreover, an intern can learn attitude, professionalism, punctuation, responsibilities and so on.

## 3.2 Background

Bangladesh economy has already achieved the developing stage if we compare our country with countries in the Asian subcontinent. This is not happened in a day or overnight. There were a few companies in the past. Currently, many companies are in the same market and all these brands are highly competitive. When the word ‘competitive’ comes in mind, the matter of threats also knocks the door. The threats could be like rivalry threats, substitute threats and so on. If we look at some group of companies in Bangladesh, among few of them contributed to the development of the Bangladesh economy. We all know that economic growth rate of Bangladesh after 1971 war was very low. In the late 80s and 90s, some industrial companies began to rise. The rise of the industries helped to balance the economic condition of the country. Aman Group of Companies Ltd. was one of those companies who led the market as well as contributed to the economy to increase the GDP growth rate of the country. Aman Group of Companies Ltd. is highly committed to meet Corporate Social Responsibility (CSR) campaigns. The company has launched Aman Foundation to thrive its commitment of Corporate Social Responsibility to develop the society, community welfare and social responsibility. The group is mainly focused on some certain things such as skills development, education, health and community. There are many activities of this foundation in social development. Many campaigns have been launched by the foundation likewise providing donations for the social and cultural; purposes, health check-up program for the workers, distribution of winter clothes among the workers as well as among the helpless people in the society. The company cares its employees by providing various opportunities in every occasion such as Eid-ul-Fitr and Eid-ul-Adha. Not only ensuring benefits to the employees but also providing primary education to its employees to develop their skills and empowerment.

### **3.3 Objective**

This sort of practical experiences helps me to learn the official curriculum, the strategical behavior, professional attitudes and so on. Especially I should mention the FMCG division of Aman Group of Companies Ltd. It is one of the most important parts of the company. I have learnt so many things from the division. The division is basically about the sales activities. The brand offers most of the foreign products to the consumers. Customers buy those products and thus company can list out customers' perception about the brand and products.

### **3.4 Methodology**

The objective of the report is to attain a thoughtful analysis on consumers' perception about the products of Aman Group of Companies Ltd. Every month from this company, an analytical campaign launched to attain a thoughtful analysis on their consumers' perception. For example, a campaign had been launched in the last month of the January by the FMCG division of Aman Group of Companies Ltd. to overview the consumers' choice regarding their brand. The FMCG division offers four main products such as Vasmol, Sesa, Rohto, Olive Oil. These products also have sub products with them. Sales Promotion Officers are responsible to sell these products to the market, not directly to the consumers. The company can get feedback from the consumers and the company get the feedback from both marketers as well as consumers. As a result, the company can analyze the feedbacks and make decisions according to the results of the feedbacks. These feedbacks contain several reports like how much of these products are making good profits by making sales in the market, whether they have great substitute or rivalry in the market or not etc. Since these products come from Spain, India, and Japan, it needs to be found that how these foreign products compete with local products in this country.

### 3.5 Findings and Analysis

Product Name	Sub Product Name
Vasmol	Super Vasmol 33 Kesh Kala, Vasmol Gold Harbal, Vasmol Black Hair Oil, Vasmol Beliful Hair Oil, StreaX Insta, StreaX Pro.

#### MNL-SPO Wise B3 Projection (Vasmol)

These are the reports of December 23, 2021 and December 29, 2021 where the Vasmol and its sub products had scored the following in the market. The table shows B3 Achievement (%), Month End Plan and Month End Achievement (%).

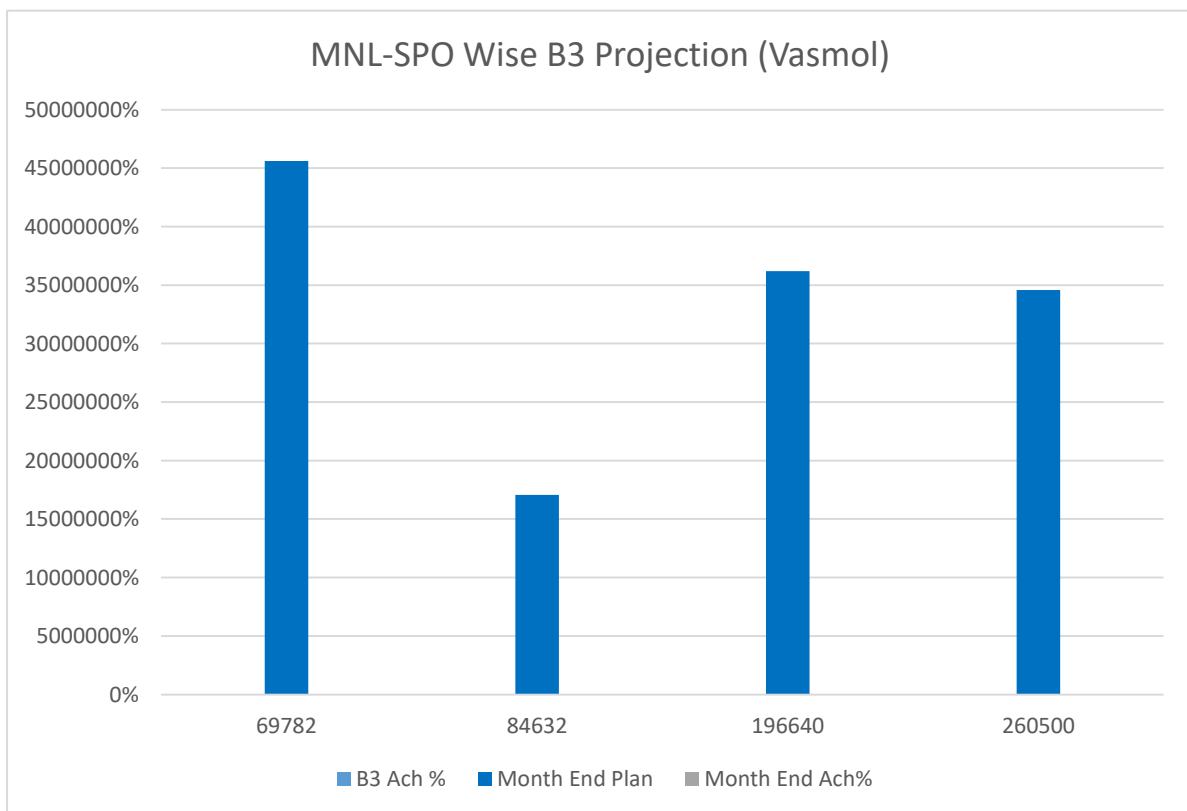


Figure 3: MNL-SPO Wise B3 Projection (Vasmol) (December 23, 2021)

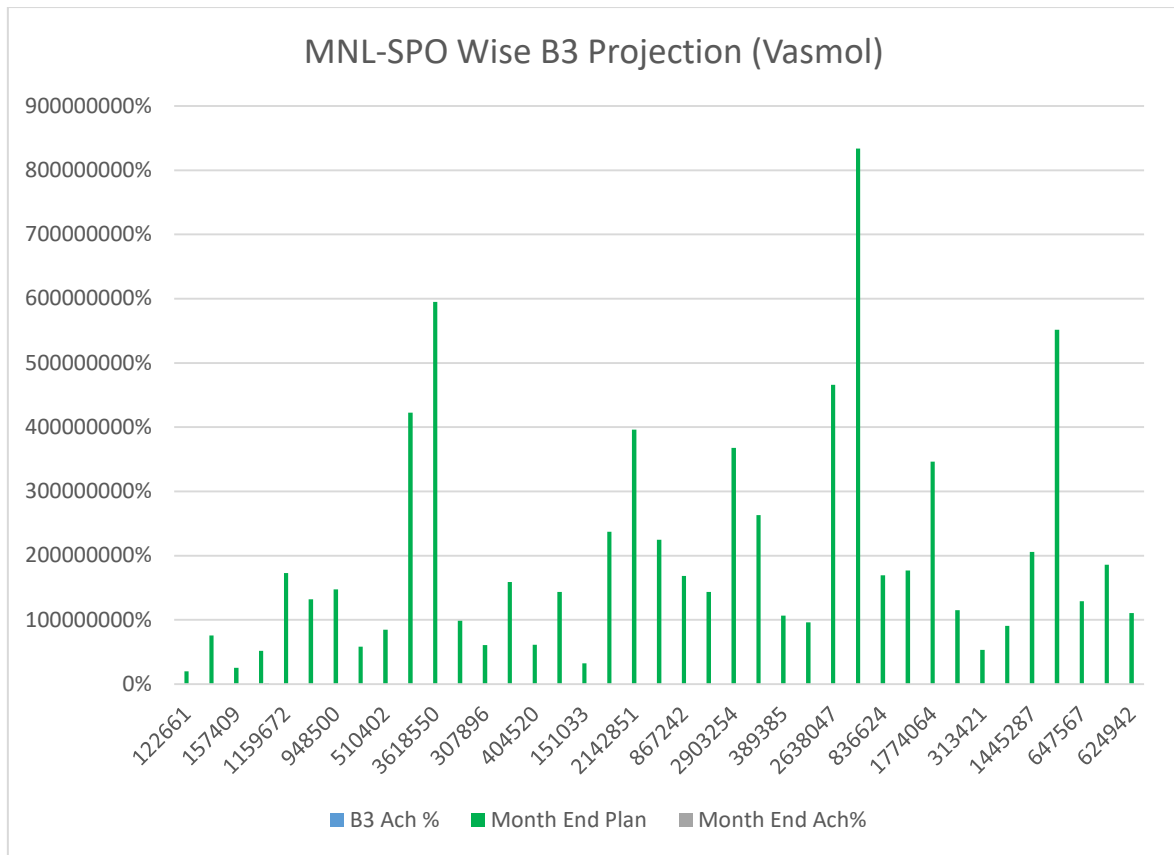


Figure 4: MNL-SPO Wise B3 Projection (Vasmol) (December 28, 2021)

Product name	Sub Product Name
Sesa	Sesa Ayurvedic Strong Roots (Shampoo + Conditioner)

**MNL-SPO Wise B3 Projection (Sesa)**

These are the reports of December 23, 2021 and December 29, 2021 where the Sesa and its sub products had scored the following in the market. The table shows B3 Achievement (%), Month End Plan and Month End Achievement (%).



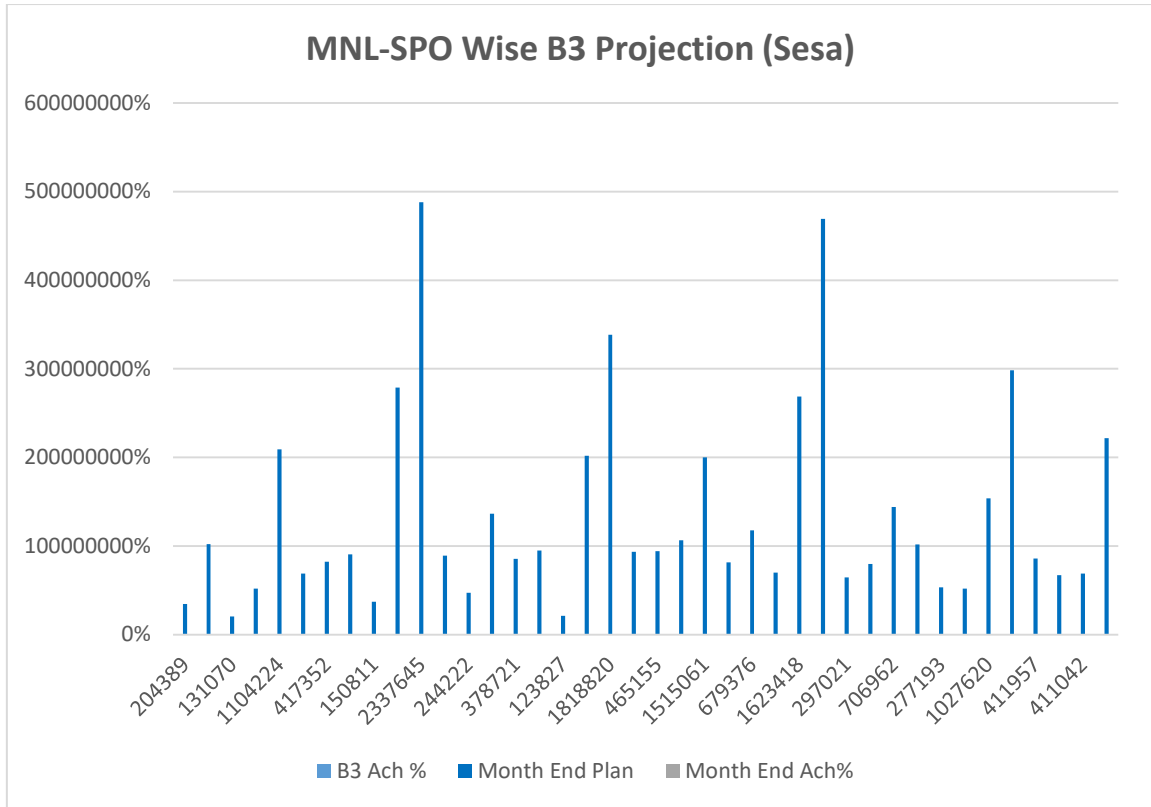


Figure 5: MNL-SPO Wise B3 Projection (Sesa) (December 23, 2021)

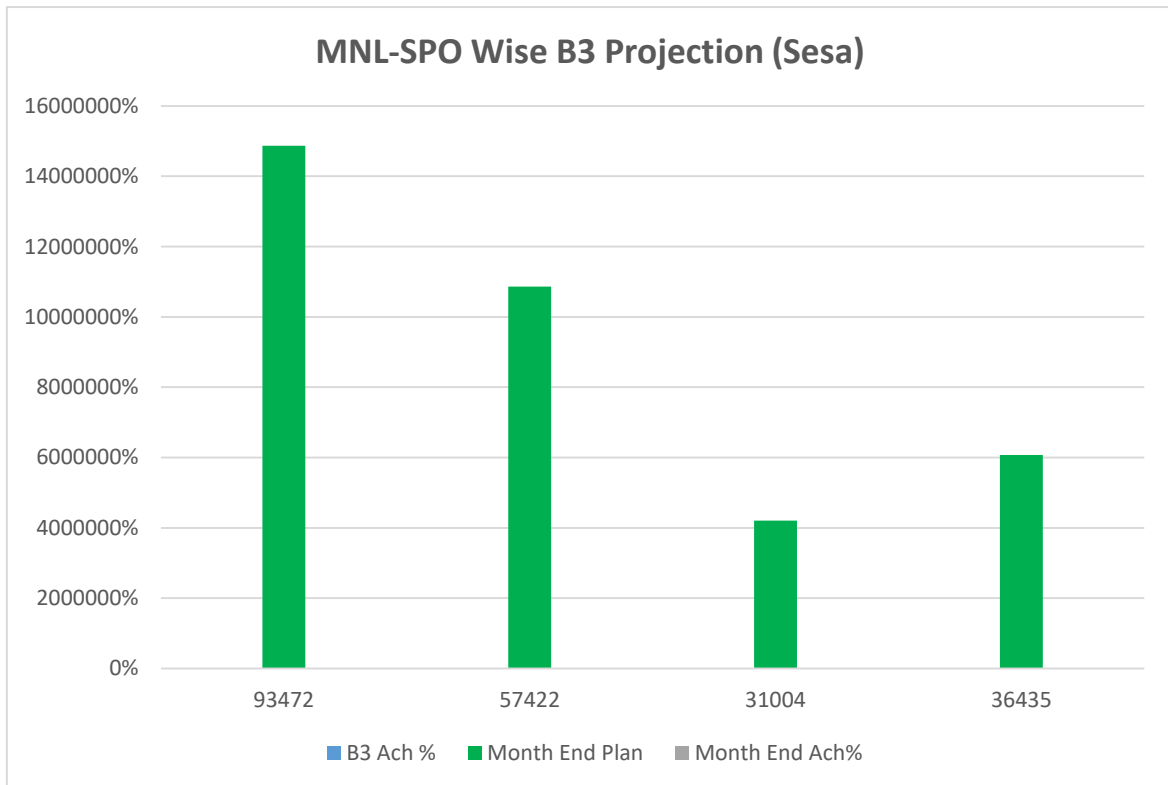


Figure 6: MNL-SPO Wise B3 Projection (Sesa) (December 28, 2021)

Product Name	Sub Product Name
Rohto-Mentholatum (Bangladesh) Limited	Rohto Oxy Deep Wash, Acnes face Wash, LipIce Lipbalm

### MNL-SPO Wise B3 Projection (Rohto)

These are the reports of December 23, 2021 and December 29, 2021 where the Rohto and its sub products had scored the following in the market. The table shows B3 Achievement (%), Month End Plan and Month End Achievement (%).

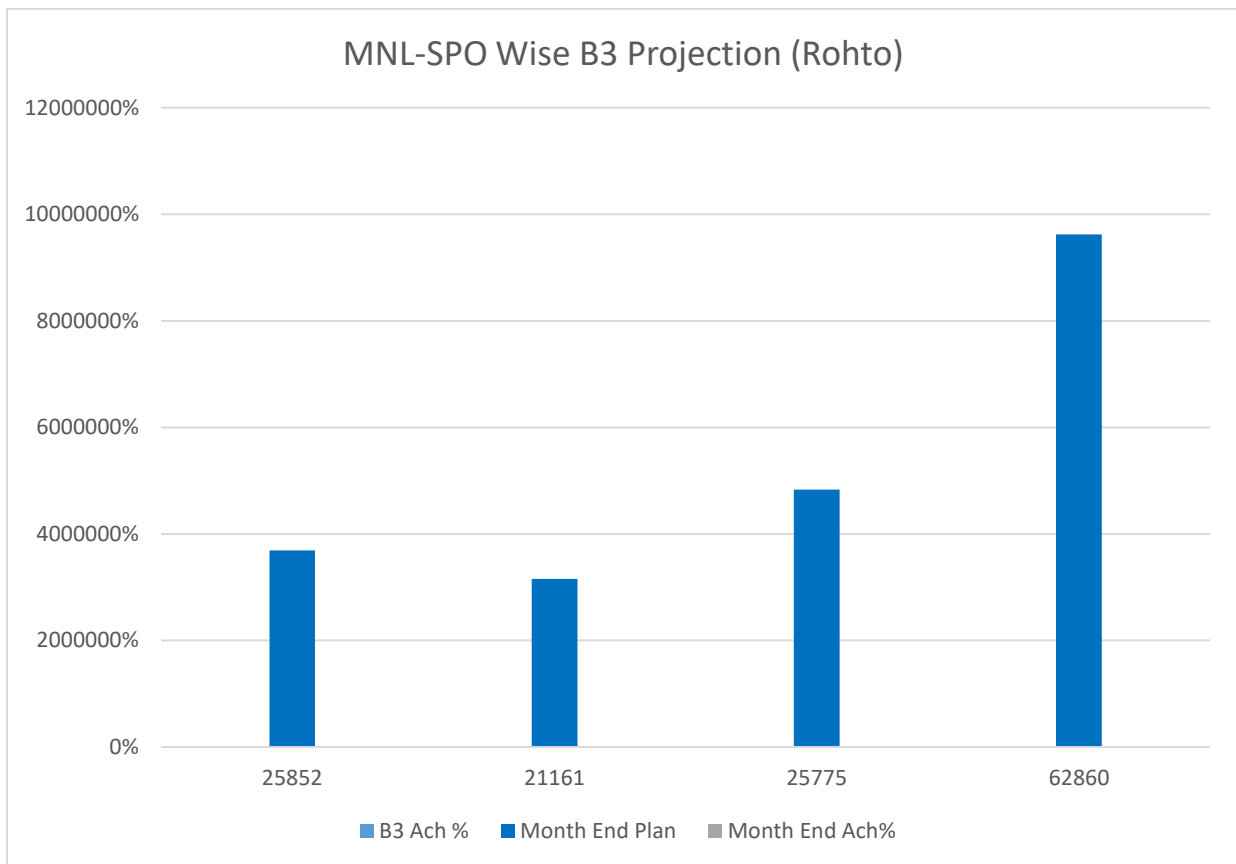


Figure 7: MNL-SPO Wise B3 Projection (Rohto) (December 23, 2021)

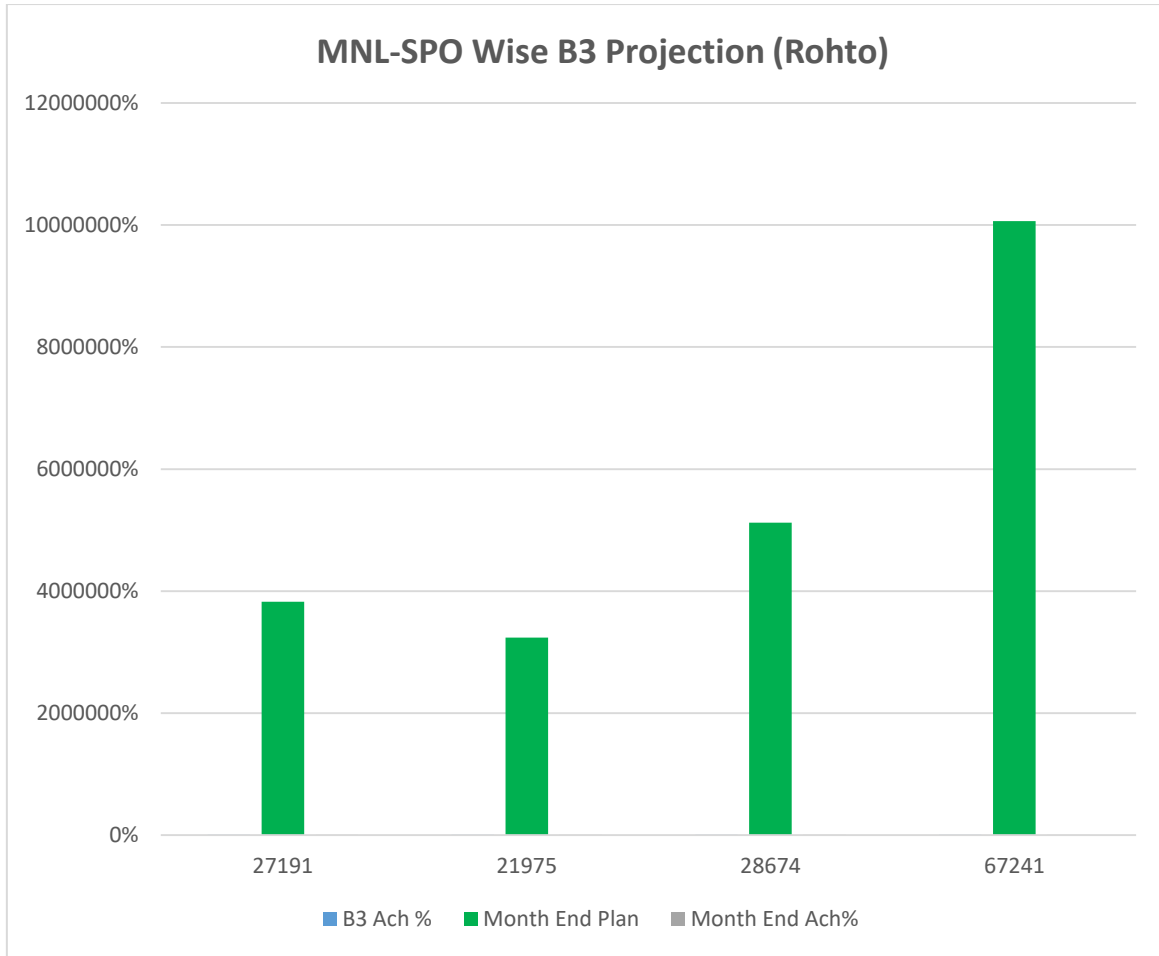


Figure 8: MNL-SPO Wise B3 Projection (Rohto) (December 28, 2021)

Product Name	Sub Product Name
Olive Oil	Lucy Olive Oil, Spanish Olive Oil Ambassador

#### MNL-SPO Wise B3 Projection (Olive Oil)

These are the reports of December 23, 2021 and December 29, 2021 where the Olive Oil and its sub products had scored the following in the market. The table shows B3 Achievement (%), Month End Plan and Month End Achievement (%).

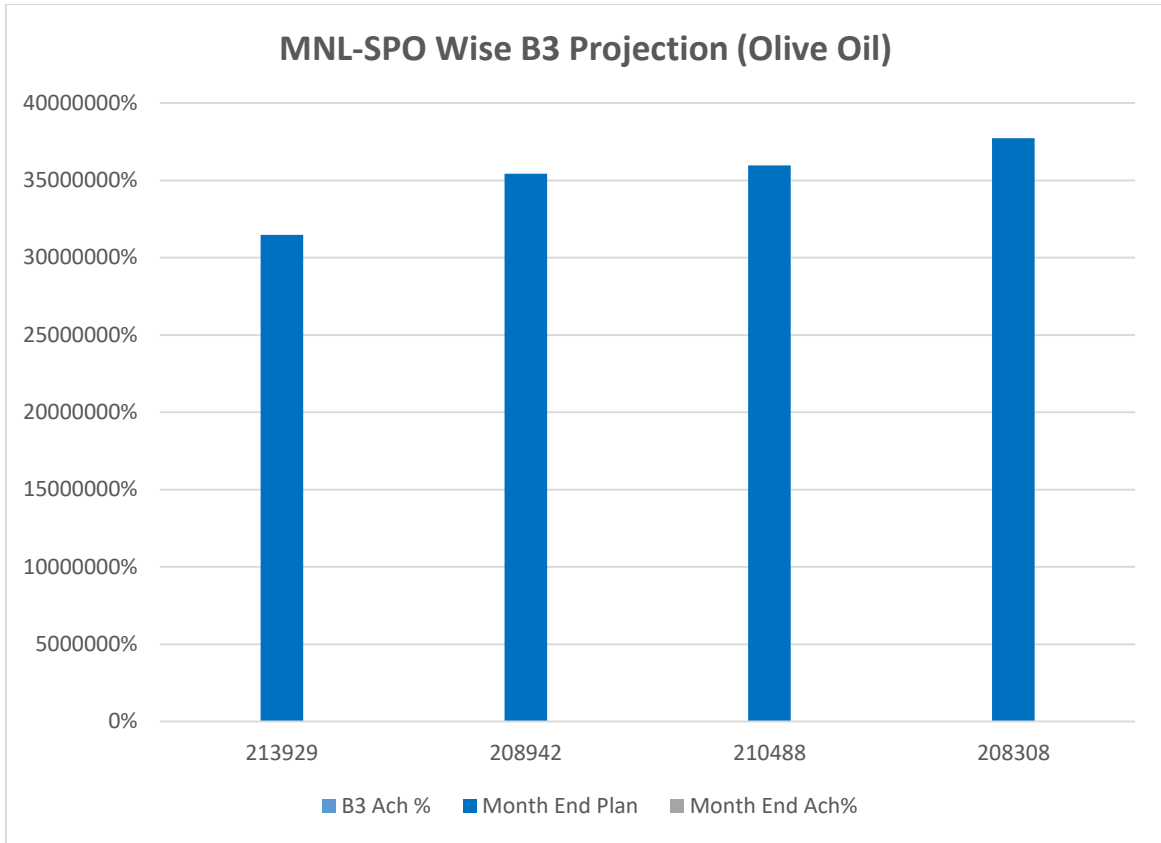


Figure 9: MNL-SPO Wise B3 Projection (Olive Oil) (December 23, 2021)

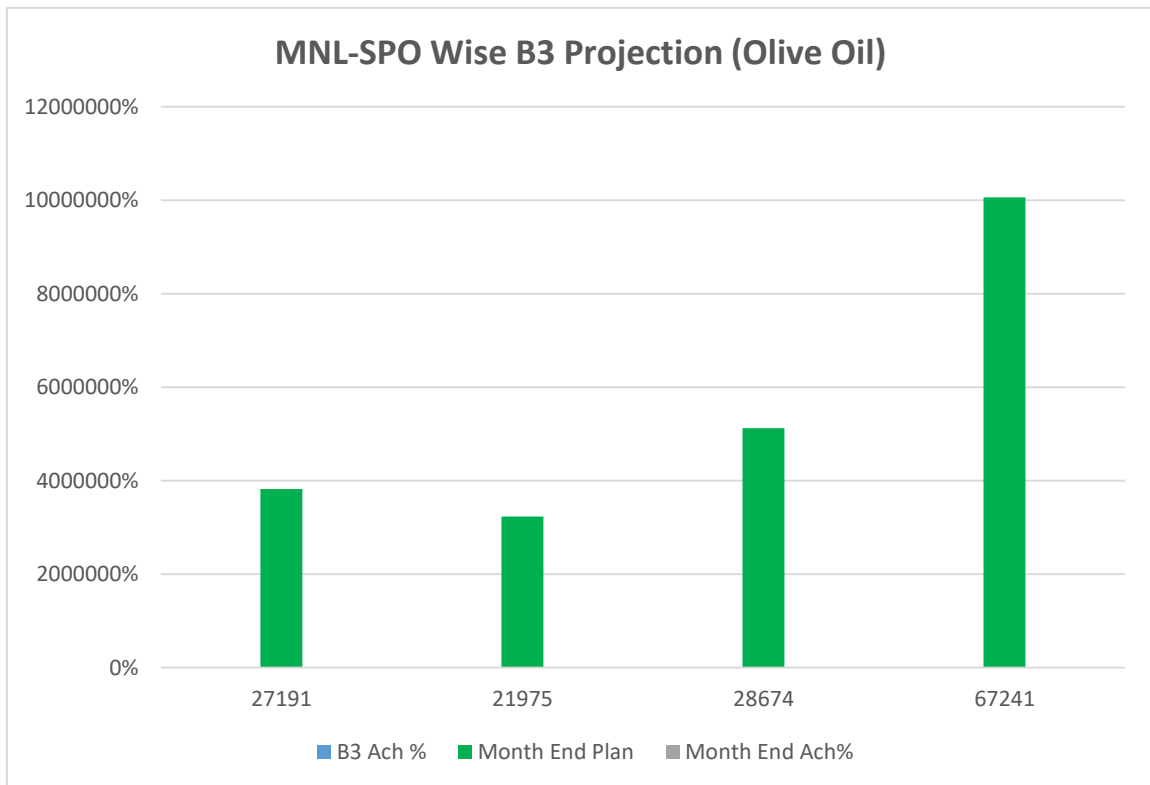


Figure 10: MNL-SPO Wise B3 Projection (Olive Oil) (December 28, 2021)

### **3.6 Conclusion**

Aman Group of Companies is a nationwide group of companies in Bangladesh. This is one of the major companies which contributes to the economy of Bangladesh. Its one of the dominating companies in the market. One of its important divisions is the FMCG division. The products of Aman Group of Companies Ltd operates and coordinates from this division. Human Resource Management is the most important departments in this sector. Employees of department have to dill with several markets around the country. They also recruit the interns from universities. Another important teamwork here is the Sales Capability Team. The team members track and record the daily sales and the Sales Promotion Officers (SPO). The company has thousands of employees around the country along with Sales Promotion Officers, Area Sales Executives (ASE), Area sales Managers (ASM), Regional Sales Managers (RSM). From the analysis, we have found the products' position in the marketplace from one month campaign. We have seen the ups and downs of the market, consumers' perception about the products, the demands of the products, the price of every product and so on. We have also found some of the major issues which may cause loss and fall to the sales in the market. Such as SPO shortage, underrate issues, stock shortage, irresponsibility and mistakes, PC and EC sales were not covered, delivery returned and so on. This analysis on consumers' perception will help us to reach a standard decision which may suit the brand and its products in the future sales to the heavy competitive marketplace.

### **3.7 Recommendations**

1. The company should go for more media coverage. Such as advertisement, postering etc.
2. The company should increase more activity in the social networking sites like Facebook, Instagram, LinkedIn etc.
3. The company should use digital platform like YouTube to introduce their products and services, describe products' features, advantages of the products and services to the viewers.
4. The company needs to launch more consumer-based evaluations to make sure the stability of the products in the market. For instance, analysis on consumers' perceptions and feedback, market conditions etc.
5. The brand should discover and apply new strategies and plans to increase their sales in the market.
6. They should launch more products and sub products in order to make more sales in the marketplace.
7. Some major issues in the sales should be solved as early as possible like underrate issue, stock shortage issue, delivery return issue and so on.

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## **Appendix A.**

1. What is your name?

Ans: \_\_\_\_\_

2. What is your age?

- 16-18
- 18-20
- 20-22
- 22-24

3. What is your gender?

- Male
- Female
- Other

4. What is your occupation?

- Business
- Service Holder
- Student
- House Wife



5. What is your major in BBA?

- Human Resource Management
- Finance
- Accounting
- Marketing

6. Mention the name of the university you are doing graduate now.

Ans: \_\_\_\_\_

7. Mention the name of the company you are doing internship now.

Ans: \_\_\_\_\_

8. Which one is your internship period?

- 2 Months
- 3 Months
- 4 Months
- 5 Months

9. What is your experience doing internship in the company?

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