

Analyzing Bangladeshi women's views on premium sanitary napkins to boost SMC Enterprise Limited's brand “Joya”

Submitted by

Maisha Binte Saroar

19104163

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

BRAC Business School

Brac University

April,2024

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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:

Maisha Binte Saroar
19104163

Supervisor's Full Name & Signature:

Afsana Akhtar
Assistant Professor, BRAC Business School
BRAC University

Letter of Transmittal

Afsana Akhtar
Assistant Professor
BRAC Business School
BRAC University

Subject: Internship Report on " Analyzing Bangladeshi women's views on premium sanitary napkins to boost SMC Enterprise Limited's brand "Joya"."

Dear Ma'am,

I, Maisha Binte Saroar (ID-19104163), is honored to present my internship report, titled " Analyzing Bangladeshi women's views on premium sanitary napkins to boost SMC Enterprise Limited's brand "Joya". " Under your supervision. I have prepared the report as a requirement for the completion of my BBA Program at BRAC University. This internship report details my experiences, observations, and insights that I have gained during my 3-months tenure as marketing intern at SMC Enterprise Limited.

I sincerely hope that this report reflects my dedication and commitment to the responsibilities assigned to me during my internship.

Thank you for your support and guidance.

Sincerely yours,
Maisha Binte Saroar
Id: 19104163
BRAC Business School
BRAC University

Date: May 5, 2024

Non-Disclosure Agreement

The agreement was made between me, Maisha Binte Saroar, an undergraduate student of BRAC University and SMC Enterprise Limited to sign up for the internship Program for 3 months. It was a paid internship opportunity of BDT. 10,000 which started from February 5, 2024 and ended on May 4, 2024. Utmost integrity was expected from the intern when handling confidential information belonging to SMC Enterprise Limited that should not be used for individual purpose or disclosed to outside of the company.

Acknowledgement

Many knowledgeable individuals contributed to the final product of the report. Thanking them would be on my mind. Thankfully, I have finished all my work.

To start, I want to thank my esteemed supervisor, Afsana Akhtar Ma'am, an assistant professor at BRAC University, for taking a genuine interest in my report and offering helpful feedback and suggestions up to the deadline. She gave me incredible, crucial guidance on how to write an elementary report.

My on-site supervisor, Dr. Raiatun Tehrin, deserves an immense amount of respect and gratitude for allowing me to contribute to a few critical initiatives. Even though she was quite busy with the company's activities, I am very thankful to her for the wonderful support and assistance she gave me. She helped me learn a lot and get the report done quickly with her suggestions, encouragement, and direction.

Thanks to everyone on the SMC EL team, I always feel supported and helped.

Last but not least, I want to thank everyone who has helped me succeed throughout my internship, especially my family and friends.

Executive Summary

The report on ‘Analyzing Bangladeshi women's views on premium sanitary napkins to boost SMC Enterprise Limited's brand “Joya”.’ is considered as a brief representation of my knowledge, experience and performance as marketing intern during the 3-months internship tenure at SMC Enterprise Limited. This report particularly highlights the company’s general market situation as well as strategies for getting over some obstacles in selling their sanitary napkin brand named Joya. The first part of the report provides the important information related to myself, the details of internship offer including job responsibilities I performed in marketing department and the company supervisor I have worked under. The second part features the background of SMC EL including company mission and vision and its established brands. Management, Marketing and Financial, Accounting and Operations practices along with competitive analysis have been discussed here in this portion as well. Finally, the last part of the project focuses on the report I have worked on. In this section, I explained the results and analysis of the project based on the primary data I gathered throughout my internship. Examining the current premium sanitary napkin usage trend, purchasing behaviour, brand position (Joya), and factors influencing purchasers to purchase is the primary objective of this paper. By gaining insight into the ways, research influences the overall growth of a company is beneficial.

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Chapter 1: Overview of Internship

1.1 Student Information

Name	Maisha Binte Saroar
ID	19104163
Program	BRAC Business School
Major	Marketing
Minor	Human Resource Management (HRM)

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

Company Name	SMC Enterprise Limited
Period	3 months
Department	Marketing
Address	SMC Tower, 33, Banani C/A

1.2.2 Internship Company Supervisor's Information

Name	Dr. Raiatun Tehrin
Designation	Marketing Manager

1.2.3 Job Responsibilities

My main duty at SMC Enterprise Limited was to do primary research in order to help the company detect market gaps and finding new opportunities like launching new brand. I had to go to different pharmacies to accomplish this. Here are some of my crucial responsibilities at SMC Enterprise Limited:

1. Design the Research Instrument: I developed questionnaires, discussion guides and experimental protocols that were used to collect data. I assisted my team leader in developing the research sheet.
2. Collect Data: Executed the research plan by gathering data from the chosen sample population. This involved using various methods including as surveys, interviews, data analysis, and customer behavior observation.
3. Report the Results: I was further asked to provide an Excel report basing on the survey's findings after it was finished.

Other Responsibilities:

Areas	Accomplishments
1. Brand marketing, communication and operational Aspect	<ul style="list-style-type: none">➤ Online Research on International and local competitors' different activities and campaign on 'Menstrual hygiene day and generate report.➤ Learning and doing online research before launching new brand. Suggesting some taglines & names for premium sanitary napkin after online analysis of international and local brand.➤ Competitor analysis and making presentation of different brands➤ Assisting in the campaign of 'Joya Alokito Nari' & various digital campaigns.➤ Learning how to operate software like E sales & SAP.
2. Record and interpretation of data	<ul style="list-style-type: none">➤ Go through the contraceptive pages to create archive of promotional activities for future reference.➤ Creating interpretation from market analysis data.
3. Market Scenario Analysis	<ul style="list-style-type: none">➤ Visiting premium pharmacies to assess product availability and visibility. In addition, identifying the situation of a fake product named Durex in market.
4. Intra and inter departmental networking	Actively Participation in- <ul style="list-style-type: none">➤ Joya Alokito Nari event➤ Milad Mehfil at SMC➤ Pahala Baisakh at SMC

1.3 Internship Outcomes

1.3.1 Student's contribution to the company:

During my three-month internship, I uncovered product development and market gap reduction opportunities for the organization. Distribution channels were often ineffective. Retailers were late getting items despite customer demand. I investigated the charges in numerous areas for accuracy. My inquiry found that SRs were not supplying all Eastern retailers with enough products. Also, I visited premium pharmacies to assess product availability and visibility. In addition, identifying the situation of a fake product named Durex in market

Second, I found that Smile Baby Diaper, SMC Fruity, and SMC Bolt require greater market exposure. These goods are new to many stores. Third, 73% of stores stocked SMC's popular contraceptive tablets (Norix, Femicon). However, sellers should be notified of pricing policy changes. All of these findings were given to the appropriate parties to correct them. I helped the business. Again, I went through the contraceptive pages to create archive of promotional activities for future reference

Lastly, as the company decided to launch a premium Sanitary napkin, I helped them to decide the tagline and packaging by investigating many national & international brands. Also, conducted Online Research on International and local competitors' different activities and campaign on 'Menstrual hygiene day and generate report

1.3.2 Benefits to the student

Students benefit most from the organization's many learning opportunities. The marketing team presents new ideas and changes monthly, creating new challenges. In my first two weeks of internship, I was told to learn the team's process. I learned about department collaboration, procurement, and more. Students benefit most from the organization's wide learning scope. Here are some student benefits:

1. Business operation exposure: Marketing works with most goods and departments. Thus, interns understand how each department works. During my internship, I worked in sales, HR, finance, and administration. Thus, this organization gives the most learning opportunities.

2. Skill development: Working in a large team helps students develop soft skills like time management, leadership, critical thinking, market research, etc. Working here taught me a lot about PowerPoint and Excel, which was wonderful.

3. Networking opportunity: Corporate networking is crucial. I worked with the organization's directing department. This department's networking opportunities are greater, which is great for interns.

4. Professional Development: SMC EL gave me corporate experience. During the internship, I worked on real-world projects and learned project management, which improved my abilities.

5. Personal Growth: Working on significant projects and under pressure at SMC EL has enhanced my multitasking, time management, teamwork, and problem-solving abilities, which will help me in my career.

In conclusion, my experience as a marketing Intern was rewarding and will help me in my career.

1.3.3 Problems/Difficulties (faced during the internship period)

SMC EL internship was hard. I have these issues as a marketing intern:

Adjusting to Corporate Culture: I had never worked for a leading company like SMC EL before being a marketing intern. Initially, adjusting to the business environment and comprehending the company's culture and customs may have been difficult.

Understanding the complex process: Marketing students work in sales and marketing. Marketing is just one part of this task. They must understand each department and segment's business operations. It makes marketing associates' jobs tough.

Time and Workload Management: Managing my internship, academics, and personal life while fulfilling SMC EL deadlines was difficult. Additionally, handling numerous jobs or projects at once has proved difficult. My internship at SMC EL was stressful. However, those trials gave me more opportunity to learn how to handle difficult work circumstances.

1.3.4 Recommendations (to the company on future internships)

Here are few extra tips that might make the internship experience even more smooth:

Being specific about expectations: It would be great if SMC EL could briefly define in depth internship objectives, duties, and obligations depending on the individual department to interns. It would make them understand what is expected of them throughout their working period.

Relevant Projects: It would be more specific and clearer if SMC EL allocate the interns to meaningful activities that fit with their academic background, skills and competence. It will ensure their considerable contributions.

Regular feedback: SMC EL conducts mid cycle review of the internship program. In my opinion, it would be helpful for the interns if they would have regular check-ins every week. Thus, they can be sure whether they need progress, can address any challenges or concerns they may have, and get appropriate guidelines to achieve a healthy internship experience.

Lastly, I want to tell that SMC EL has done an excellent job in establishing their internship program and providing notable facilities. I feel taking care of these factors will boost their internship opportunity to a higher level.

Chapter 2.0: Organization Part

2.1 Introduction of the company

SMC started social marketing in Bangladesh in 1974. To enhance the health and well-being of families, women, and children, SMC partners with both public and private companies to socially market products and services related to maternity and child health, family planning, nutrition, adolescent health and hygiene, TB, and other socially useful issues. SMC is one of USAID's most effective projects after 49 years of engagement. According to the Bangladesh Demographic and Health Survey (BDHS) 2017–2018, SMC has raised the national Contraceptive Prevalence Rate (CPR) by giving 47% of pills, 62% of condoms, and 33% of injectables. SMC contributed 38% of modern contraception usage nationwide. SMC was the second-largest social marketing business in the globe by CYP supply in DKT International's 2022 Contraceptive Social Marketing Statistics. SMC is important to Bangladesh's health and family planning program. Family planning, food and beverage, health and hygiene, zinc, deworming pills, ORS, MNP, MMS, and other public health goods are sold there. SMC is the leading ORS producer in the country with approximately 61% market share (Nielsen, 2019). The company has a nationwide sales and distribution network and field-level program activities. The firm also works with regional distributors to strengthen its product supply chain. To maintain its growth and maintain a competitive edge, the company has increased its online brand promotion. The company invested much in infrastructure and production to maintain expansion. SMC is tirelessly expanding its public health goods for women, children, and families to serve the nation with wide programming activities. SMC and SMC EL's complete operational process is evolving with new marketing and communication strategies to provide the community with excellent products and services at accessible rates and every convenience that represents SMC as a trusted brand.

2.2 Client Introduction

2.2.1 Historical Background of SMC Enterprise Limited

The Bangladeshi government requested a two-year A.I.D./Washington contract to provide non-clinical contraceptives nationwide in 1974. contract started the Social Marketing Project. Population Services International (PSI) was awarded a sole-source contract and worked with the Bangladeshi government to construct a parasternal business with a project council as the board of directors. It became a business in 1990 and had a volunteer board. AKM Shamsuddin initially managed the firm. Muhammad Mahbubuzzaman founded and chaired the company. The group, which included governmental, commercial, and private leaders, was led by the health and family planning secretary. Social Marketing Company founded profit-making SMC Enterprise Limited in 2014. Social Marketing Company items will be distributed by SMC Enterprise Limited, which will give income. Menstrual health education programs. Toslim Uddin Khan became Social Marketing Company interim managing director in September 2022.

Here goes in short transition of SMC EL:

1974: An agreement between Population Services International (PSI), GOB, and USAID formed the Family Planning Social Marketing Project (FPSMP).

1975: USAID-donated Raja condom and Maya contraceptive pill distribution began through private sector stores.

1985: To combat increasing diarrheal fatalities, FPSMP introduced Oral Rehydration Salt (ORS).

1990: FPSMP became Social Marketing business (SMC), a private, non-profit business under the Companies Act of 1913 with a volunteer Board.

2000: Launched company headquarters, 'SMC Tower' in Banani, Dhaka.

2008: Central Warehouse opened in Baluka, Mymensingh.

2012: Achieved sustainability by recovering over 100% of non-program costs.

2012: Awarded USAID-funded Marketing Innovation for Health (MIH) Project through competitive bidding.

2014: Establishing SMC Enterprise Ltd., a wholly owned- for-profit subsidiary.

2016: Awarded the MISHD project by USAID.

2017: Hygiene product production begins at Comilla facility.

2017: Launched prescription pharmaceuticals under its own brand.

2019: Commercial manufacturing of MoniMix began on December 31, 2019.

2019: The Bhaluka factory began commercial manufacturing of capsules and MoniMix pouches in December 2019.

2020: Received the Multiple Micronutrient Supplements (MMS) award from CIFF.

2021: Completed SMC Tower-2 construction and opened SMC Clinic and Pharmacy.

2.2.2 SMC's contribution in national programs:

Through social marketing collaborations with public, commercial, and NGO sectors, SMC has improved the health and welfare of Bangladeshi families, children, and women. SMC has supplied 38% of contemporary contraception to Bangladesh's health and family planning programs for 40 years, according to the 2017-2018 Bangladesh Demographic and Health Survey. SMC distributed to 151,753 pharmacies, 506,300 non-pharmacies, and 699 NGO outlets in FY 2021.

SMC's Green Star, Blue Star, Pink Star, and Gold Star networks promote public health and community awareness through healthcare professionals and rural women entrepreneurs. SMC trains and checks these networks to guarantee high-quality health messaging and services.

SMC's social marketing has improved Bangladesh's health and family planning. In 2020, DKT International placed SMC second in international family planning social marketing. ORSaline-N,

Zinc tablets, and MoniMix from SMC have improved child health and nutrition. Treating diarrhea in children under five with ORSaline-N, 61% of the nation's oral rehydration solutions, has decreased infant mortality. Zinc and MoniMix sales grew, and SMC Enterprise Limited sold 1,354 million ORS sachets in FY 2020-2021.

SMC released FullCare for pregnant women and MonoMix Plus for 6-12-year-olds. In addition, SMC's JOYA brand of sanitary napkins tops the market with 22% share, boosting menstruation hygiene for low-income mothers and juvenile girls. Schoolgirls in SMC mobilization regions used sanitary napkins 56% to 77% between 2019 and 2021, showing better period hygiene.

2.2.3 Mission, Vision & Strategic Intention of SMC EL

Vision

The vision of SMC is to be a leading social company that advances social marketing ideas, tenets, and strategies and practices to improve the health and welfare of women, children, families, and society.

Mission

SMC entrepreneur Ltd. helps SMC become a profitable social entrepreneur by using additional income from successful operations to finance socially good program activities.

SMC's Strategic Intention:

SMC Enterprise Limited tries to be known for its professionalism and excellence. We think we can strengthen our relationships to the nation and area while maintaining our sincere and respected position in the FMCG, pharmaceutical, non-profit, and foreign branches markets.

2.3 Overview of Management Practices

2.3.1 Management processes

The Board adjusts as necessary based on its ongoing monitoring and review of the Company's Corporate Governance Practices. With the support of Board Subcommittees, SMC has enough internal controls for the Board to oversee. Company members elect Board Directors at the AGM. The Board must supervise corporate activities and manage them efficiently. Directors remain informed of the company's financial performance and status to supervise and regulate operations, financial reporting, and asset management. The Board also ensures that all employees are aware of and obey the firm's code of conduct and rules and that the organization follows best practices for management and monitoring.

The Management Committee is the SMC Executive Committee. The MD & CEO-led committee manages and operates the firm. Current Management Committee officials include the DMD, CFO, GM of Engineering, Additional GM of HRM and Administration, and Additional GM of Program Operations. The Management Committee helps the MD & CEO formulate and handle policy concerns to achieve the Board of Directors' strategic goals. To perform its functions, the Management Committee meets as asked by the Company. Management makes sure that the activities of every employee are inspected on a regular basis. Without updating their job details, employees will not get their income and perks. Therefore, everyone updates their employment information every day. With these methods, management can easily track staff activity.

2.3.2 Partners of SMC

SMC EL thanks their development and strategic partners for their help in improving society. The company extend their gratitude to MOHFW and USAID for their ongoing support of SMC since its inception.

2.3.4 Recruitment and selection process

SMC management follows internal and external recruitment policies. SMC usually recruits articulated students outside. Their website requests resume from prospective students. Instead, they hire managers, senior executives, and executives internally. SMC recruits externally via three methods. After receiving resumes, a screening exam is done. Schedule a written exam for the applicant. They test English, accounting, and finance here. Last, the candidate must provide a director or partner with their viva. In SMC, outside hiring is done this way. Only the partner and directors interview internal hire prospects.

2.3.5 Organizational Structure of SMC EL

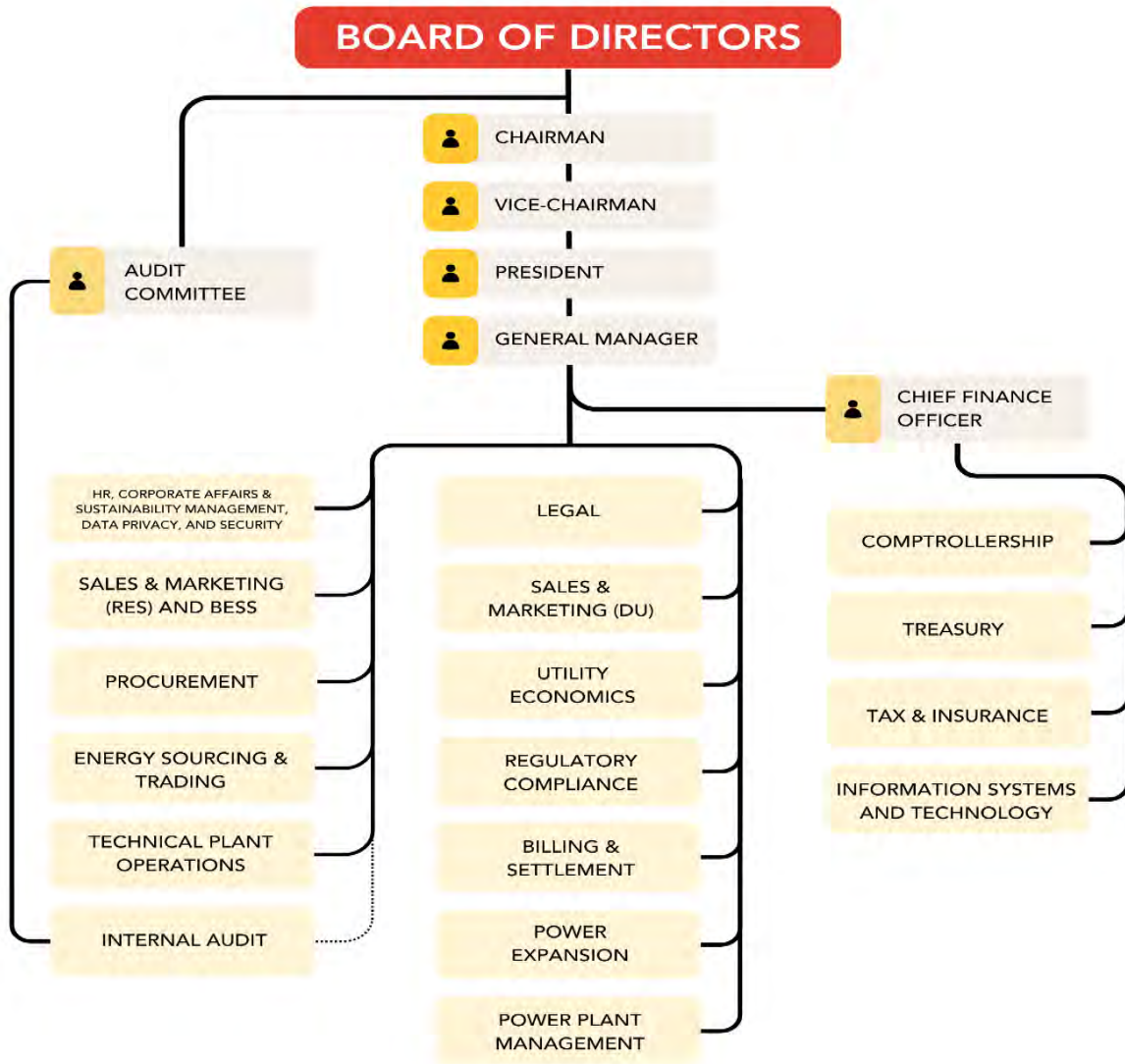


Figure 1: Organizational Structure of SMC EL

2.3.6 Human Resource Planning Process

The Company's corporate culture and inclusive work environment promote excellent governance and achieve business goals. SMC EL's Human Resources Division has policies and processes for talent management, pay, capacity building, performance, and reward management. These initiatives increased efficiency and ensured that all employees participate to corporate growth.

Workforce Details:

Total manpower for the reporting period was 1,810, with 1,697 male and 113 female personnel. During the reporting period, 314 new workers were employed, including 300 male and 14 female employees.

Capacity Building:

SMC EL seeks to develop and grow talents to maximize organizational capability. As part of capacity building, HRD provides training to boost staff productivity, efficiency, and work satisfaction. Approximately 2100 workers underwent training programs during the reporting year, a 61% increase from the previous year. The main training programs were 5S and Kaizen, Selling Skills, Sales Management, Strategic Change Management, Emotional Intelligence, Presentation Excellence, Mastering Sales Leadership, and others.

Total manpower for the reporting period was 1,810, with 1,697 male and 113 female personnel. During the reporting period, 314 new workers were employed, including 300 male and 14 female employees.

Since the Gender Policy was established, HR has been responsible for ensuring that all company policies and procedures align with diversity and equality values.

2.4 Marketing Practices

2.4.1 Brands Offered by SMC EL

The main areas of services of SMC are given below:

- Maternal, Child Health & Nutrition
- Contraceptives
- Food and Beverage
- Hygiene
- Pharma

Product Portfolio of Program Division

Product Category	Brand Name
Clinical & Injectable Contraceptives	Relax, i-plant, SOMA-JECT
Public Health Products	MoniMix, MoniMix Plus, Vermicid, FullCare, SMC Zinc, Safety Kit, Easy Clean, Quick Test, Forbon

Product Portfolio of SMC EL

Product Category	Brand Name
Contraceptives (Male)	Raja, Hero, Panther, Sensation, U&Me, Xtreme, Amore.
Oral Contraceptives (Female)	Femicon, Femipil, Noret-28, Minicon, Norix-1, Ovacon Gold, Mypill, SmartPill.
General Health and Nutrition	ORSaline-N, SMC Fruity
Food and Beverages	Taste Me, Bolt, SMC Plus, Super Kid, SMC Butter Cookies, SMC Orange Biscuit, SMC Energy Biscuit, SMC Coconut Cookies, SMC Lexus Vegetable Crackers Biscuit.
Health and Hygiene	Joya Sanitary Napkin, Smile Baby Diaper, Smile Gentle Baby Wipes, Germ Kill Hand Wash, SMC Pure Petroleum Jelly.

Product Portfolio of SMC Pharma

Product Category	Brand Name
Antibiotics	Aziday, Cefimax, Ceframax, Ciprodyl, Neoclav, Secoxim, Triforce
Analgesic & Antipyretic	Paragesic-C
Antiasthmatic	Ezevent
Antiemetic & Anti-nauseant	Vomidyl
Antifungal	Fungicap
Antihistamine	Fenox
Antispasmodic	Spadyl
Antiulcerants	Esomium, Pantoprox, Prazomax
GI Regulator	Moticare
Mucolytic expectorant	Kofmelt
NSAIDs	Actifast, Dolwin, Ezepain, Flexidol
Vitamin & Mineral supplements	Aminobost, Nurowel, Seacoral D, Seacoral DX, SMC Gold, SMC Zinc, Zifday

Figure 2: Brands offered by SMC EL

2.4.2 Marketing Culture, Value proposition and Target Group

As an FMCG firm, SMC provides B2B services. However, they occasionally serve individuals. SMC has a different marketing strategy because their target market is businesses. This marketing strategy relies on the company's reputation. The company's goal is to boost brand and service value. SMC does not require a unique marketing approach for the reasons mentioned. Businesses asking services by mail or public announcement. After a proposal is approved, the firm can serve that company. Businesses are hired by government organizations through tenders.

Value Proposition

Values

- Prioritize our organization's objectives. • Never compromise on quality or customer pleasure.
- We aim for continuous improvement and growth.
- We prioritize honesty, decency, and equality for everyone.
- Our key goals are company, quality, devotion, and integrity.

2.4.3 Segmentation, Targeting and Positioning

To create a STP strategy for SMC Enterprise Limited in Bangladesh, we will categorise the market, determine target segments, and position each brand. We'll use all their brands as examples.

A. Demographic Segmentation

i)Age:

-"Maya" provides contraceptives such tablets, condoms, and emergency contraception to young individuals (18-35 years old) who are beginning families or seeking family planning.

ii) Income:

- "Smile" brand provides cheap family planning and hygiene items to low-to-middle-income households.

- "Femipill" offers premium contraceptives with expanded features and quality to intermediate to high-income groups.

iii) Segmentation by geography:

- In urban regions, "ORSaline-N" is sold through retail and internet channels, whereas in rural ones, it is supplied through local health professionals and community programmer to combat dehydration and diarrheal disorders.

iv) Psychographic segmentation

• Values and Attitudes:

- "MoniMix" offers vitamin powders for easy addition to homemade meals, targeting parents who prioritise their children's health.

v) Segmented Behaviour

• Usage Rate:

- "Femipill" targets frequent contraceptive users with subscription or bulk purchase options for ease and availability.

vi) Sought Benefits:

- "Joya" targets ladies seeking trustworthy and high-quality sanitary napkins with comfort and protection.

b) Targeting

1. Young Adults (18-35 years old):

- Products: Contraceptives, cleanliness, and nutritional supplements.
- Important for family planning and wellness.

2. Women of Reproductive Age (15-49):

- Goods: Oral contraceptives, sanitary napkins, maternity health goods.
- Rationale: Reproductive health products' primary audience.

3. Health-conscious consumers

- nutritional supplements, vitamins, and wellness items.
- Increased focus on health and wellbeing in metropolitan settings.

4. Low to Middle-Income Families:

- Affordable contraception and hygiene items.
- Reason: High need for affordable health treatments.

c) Positioning

Positioning concerns how SMC Enterprise Limited wants its target markets to see its goods compared to rivals. Effective positioning techniques for SMC Enterprise Limited may include:

a. Value-Based Positioning: Offering high-quality, cheap items to fulfil the demands of cost-sensitive consumers. For example, Smile Brand Provides essential health and hygiene products that fit your budget without compromising on quality." "Smile" contraception and hygiene products advertising emphasizes price and reliability, highlighting their value for money.

b. Benefit-based positioning: Health & Wellness: Highlighting product advantages and efficacy, especially for nutritional supplements and family planning.

The Problem-Solution Position

Convenience and Accessibility: Emphasizing product accessibility, particularly in remote regions with inadequate healthcare access. For example, ORSaline-N – Trusted by families across Bangladesh for quick dehydration relief." Promoting "ORSaline-N" as a remedy for dehydration and diarrhea, particularly in rural regions with limited healthcare access during hot seasons.

The Emotional Position: Family Care: Establishing the brand as a valued partner in family health and well-being, emphasizing emotional caregiving.

Statements of position

1. For Young Adults: "SMC Enterprise – Empowering you to take control of your reproductive health with reliable and affordable contraceptives."
2. SMC Enterprise – Your trusted partner in every stage of womanhood, providing safe and effective health solutions."
3. Health-Conscious Consumers: "SMC Enterprise – Nurturing your health with premium nutritional supplements for a balanced and active lifestyle."
4. For low-to-middle-income families, SMC Enterprise offers affordable healthcare products to ensure family health.

2.4.4 5Ps of Marketing Mix

As there are huge number of brands are offered by SMC EL, we can pick 5 major brands named Maya, ORSaline-N, Smile, Joya, Femipill, and MoniMix for describing 5 P's:

1. Products:

SMC Enterprise Limited offers a distinct type of healthcare and consumer products customised to specific market demands.

Examples:

- Maya: Pills, condoms, and emergency contraception.
- ORSaline-N: Oral rehydration for dehydration and diarrhoea.
- Smile offers affordable family planning and hygiene supplies.
- Joya: Superior sanitary napkins.
- Femipill: Premium contraceptives.

MoniMix is a micronutrient powder for children's nutrition.

2. Price Overview: SMC Enterprise Limited offers products for different income groups with its price policy to maintain quality and accessibility. For example,

- Maya is priced affordably for young adults and couples.

- ORSaline-N: Affordable accessibility solution for urban and rural locations.
- Smile is affordable for low-income families.
- Joya is priced extra owing to its superior quality and comfort features.
- Femipill: Premium product with higher price point.
- MoniMix: Affordable pricing for widespread child nutrition adoption.

3. Place Overview: SMC Enterprise Limited maintains its distribution channel in urban and rural regions to maximize reach.

Examples:

- Maya: Found in metropolitan stores, pharmacies, and internet platforms.
- ORSalineN is widely available in rural medical complexes, community programmed, and urban retail establishments.
- Smile: Distributed by local doctors, community programs, and rural medical centers.
- Joya is available in supermarkets, pharmacies, and online platforms.
- Femipill is available in metropolitan pharmacies and health clinics.
- MoniMix: Distributed in schools, community centers, and health programmers.

4. Promotion Overview: SMC Enterprise Limited promotes emphasizing awareness and education through traditional and digital media.

Examples:

- Digital marketing, TV, and radio campaigns promoting family planning are used for Maya.
- ORSaline-N: Community workshops, health lectures, TV/radio advertisements.
- Smile: Community outreach, health camps, and educational activities.
- Joya: Health awareness campaigns, social media marketing, and testimonials.
- Femipill: Digital instructional information and targeted marketing for contraceptive usage.
- MoniMix: School outreach, community involvement, and health education projects.

5. People: This includes staff training, customer service, and involvement with partners and communities.

Examples:

- Maya: Product knowledge and family planning training for sales and healthcare workers.
- ORSaline-N: Collaborated with rural health professionals to ensure proper use.
- Smile: Training community health workers to distribute and educate on product use.
- Joya: Targeted customer service for women's health problems and comments.
- Femipill: Unique contraceptive counselling training for healthcare practitioners.
- MoniMix: Promoting child nutrition via community engagement with health workers and leaders.

2.5 Services

2.5.1 Supply Chain Management

SMC supply chain management covers all actions that ensure quick delivery and product availability to retail outlets. It involves procuring raw materials and finished goods for domestically produced items from local and foreign suppliers, warehousing, logistics, and supply to the 12 SMC Area Sales offices before distribution to supermarkets, pharmacies, wholesale, and retail outlets. SMC Enterprise Ltd.'s [SMC EL] SCM teams work to ensure product availability up to retail outlets and timely supply in response to marketing and sales demand. The SCM division has five teams: Demand Planning and Inventory FMCG, Management, Pharma, NGO and other channels, Commercial, and Logistics & Distribution. Supply chain management (SCM) coordinates sales, marketing, production, outsourcing/toll partners, and suppliers to optimize income. SCM purchases finished goods and raw/packaging materials from local and global vendors for in-house and contract manufacture. It also handles logistics, warehousing (around four lac square feet of warehouse space across 24 locations), and supply of goods to the 24 Area Sales

offices (12 FMCG and 12 Pharma), retail and wholesale pharmacies, grocery stores, non-profit organizations, and other channels.

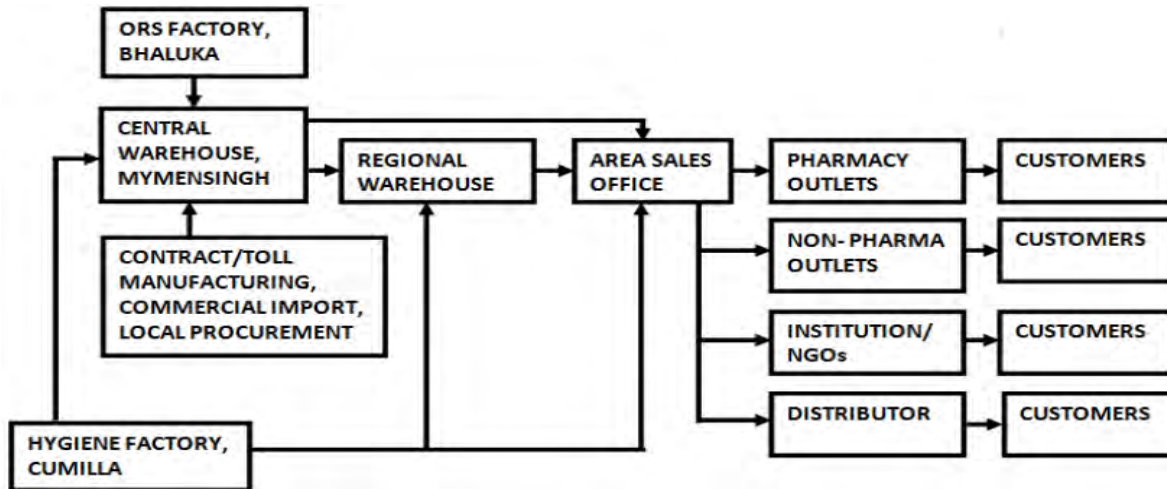


Figure 4: Supply Chain Management

SMC increased its local distribution houses countrywide in April 2018 to boost domestic product accessibility in rural and non-pharmacy regions.

2.5.2 Sales and Marketing

Social marketing focuses on commercial marketing which includes affordable, high-quality health products and services. SMC's social marketing model includes private sector access to high-quality, reasonably priced goods and services with obvious health benefits, multifaceted communications strategies to create demand and change behavior, and cross-subsidization to sustain financial sustainability. The SMC sales and distribution network in Bangladesh is one of the most extensive and successful. Twelve offices under two regional offices in the nation's major division and district towns offer countrywide coverage. SMC ensures that 388 distributors, 196 sales executives, and 630 sales agents work together to quickly and consistently supply all outlets by December 2023. SMC serves 816,577 outlets annually, 24% of which are pharmacies and the rest grocery shops and kiosks. Sales offices get merchandise from SMC's Cumilla, Bogura, and

Bhaluka warehouses. The sales crew distributes pharmaceutical outlets nationwide using delivery trucks, while distributors manage non-pharma businesses in respective districts. SMC's strong distribution and sales network allows many retailers to stock its products. A recent product availability study found that 94% of Bangladeshi retail pharmacies carry SMC oral contraceptive pills (OCP), 85% carry condoms, and 98% stock ORS. Additionally, more people have access to them, SMC distributes condoms and ORS through places other than pharmacies. Over two-thirds of non-pharmacy retail locations nationwide carry SMC ORS, while one-fourth carry condoms (CSMR, 2017).

2.5.3 Information and Communication Technology:

To ensure informed decision-making, the Company priorities business process automation and data protection. The ICT Division of SMC EL has been instrumental in achieving this goal. The Division successfully completed the following key projects/tasks in FY 2022-2023, as in prior years:

- Used GPS-based Pharmaceutical Field Force Tracking System (Team Tracker) to monitor field troops.
- Implemented e-Sales and e-DMS systems on different physical servers, enabling subsequent usage by users.
- Created Mobile Apps for Cash Automation, ensuring online cash transactions in Consumer Sales.
- Provided complete training on e-Sales, e-DMS, and Healthcare modules to all users.
- Implemented dual data connectivity and regular load balancing in Bhaluka and H & H Factories to ensure uninterrupted ICT services from the Head Office Data Centre and SMC Cloud services.
- Rebuilt network infrastructure for 12 Area Sales Offices, enhancing data connection and ICT services with modern switches and LAN design.

2.5.4 Accounting Practices

To the best of their knowledge, the Board of Directors of the Company confirms the following in compliance with the Corporate Governance Code of the Bangladesh Securities and Exchange Commission:

- Management's financial statements accurately reflect the company's status, activities, cash flows, and equity changes.
- Issuer Company maintains accurate books of accounts.
- Financial statements were prepared using appropriate accounting rules and estimations based on reasonable and proficient judgement.
- Financial statements were prepared using International Accounting Standards (IAS) or International Financial Reporting Standards (IFRS) in Bangladesh, with any exceptions mentioned. The internal control system is well-designed, implemented, and monitored.
- Minority shareholders are protected from abusive actions by controlling shareholders and have effective redress.
- It is hardly in doubt that Issuer Company may continue as a business.
- Checked financial accounts for the year ending June 30, 2023 for complete disclosures and compliance with Bangladesh Financial Reporting Standards (BFRS) issued by the Institute of Chartered Accountants of Bangladesh (ICAB).
- Checked compliance with corporate and internal rules, procedures, and standards.
- Reviewed 2022-2023 external audit management letter and management replies.
- Authorised the 2023-2024 Internal Audit Plan, monitored progress, and made required adjustments.

2.5.5 Operations

Program operations:

SMC offers nationwide coverage through its five Star networks, partnering with various private sector providers. The Blue Star Programme includes 11,159 private sector non-graduate

providers, the Green Star Programme includes around 4,928 drug vendors, and the Pink Star Programme includes 552 graduate providers, mostly Obstetricians and Gynaecologists. SMC provides basic and occasional refresher trainings to enhance the competence of private providers. SMC just launched Rose Star, a network of 217 paediatricians providing nutrition and growth monitoring advice for children under five. On the Gold Star network, over 3,232 women entrepreneurs at the neighbourhood level are active.

SMC is starting a community mobilisation programme in 104 Upazilas to promote healthier lifestyles. Besides rural regions, SMC used the Gold Star concept to fulfil the needs of low-income populations. SMC is conducting the Gold Star network programme in 7 peri-urban regions of Dhaka, Barisal, and Sylhet City Corporation.

Field Operations:

SMC has a significant sales and distribution network and field-level programmes nationwide. Local distributors have improved the product supply method. Our company has developed its digital presence to sustain healthy growth and gain a competitive advantage in brand marketing. To correspond with expansion, SMC spent heavily in manufacturing and infrastructure development.

Field teams of SMC accessed 174,071 pharma and 642,145 non-pharma establishments nationwide through 12 strategically located region offices.

The SMC adolescent health programme promotes Adolescent Sexual and Reproductive Health (ASRH) awareness and skills for healthy behaviour adoption among individuals, families, and peers. Recently, SMC announced basic pregnancy care services through Star Network Providers. In addition, SMC recruited paramedics in 104 Upazilas to organise gatherings for pregnant mothers, providing basic care services such as weight measurement, blood pressure measurement, urine albumin and sugar tests, counselling on danger signs, and Multiple Micronutrient Supplements or Calcium tablets.

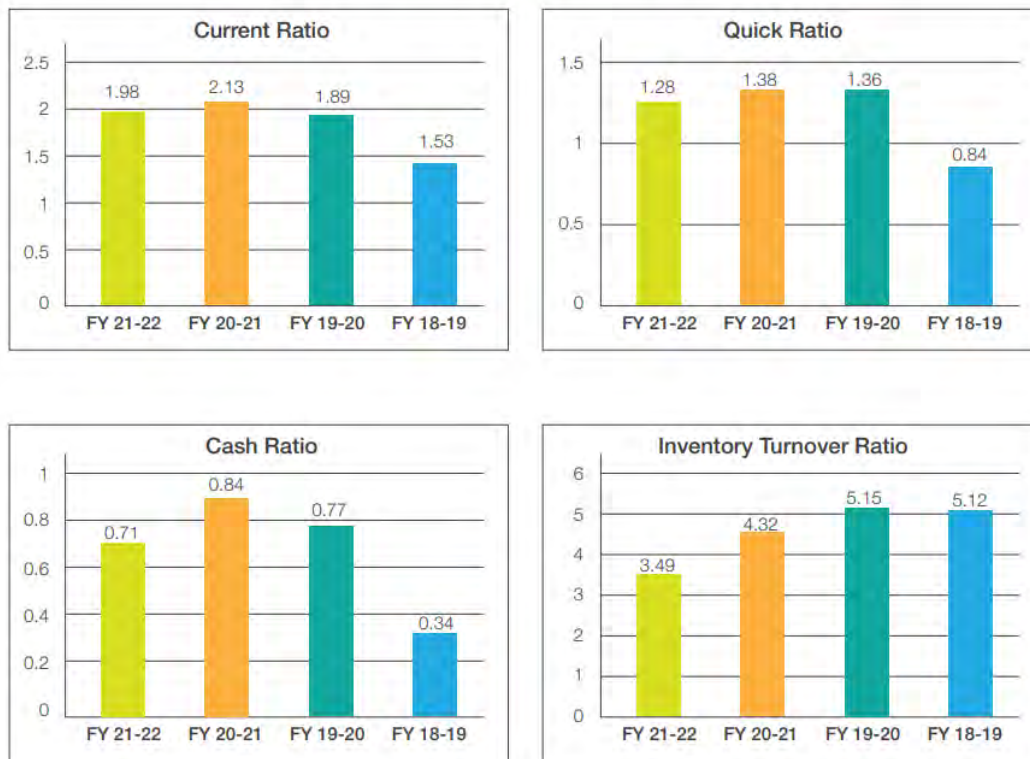
SMC expands Community Mobilisation Activities in 8 additional Upazilas and peri-urban regions annually to achieve greater effect along with its five-year strategic plan.

Manufacturing Operations:

Modern manufacturing facilities work 24/7 to satisfy increasing revenue targets. These factories, with great automation and efficiency, produce high-quality products. The Pharmaceutical factory now produces ORSaline-N, as well as pharmaceutical and consumer items at its Food Manufacturing Division (FMD) in Bhaluka, Mymensingh, and Health & Hygiene products.

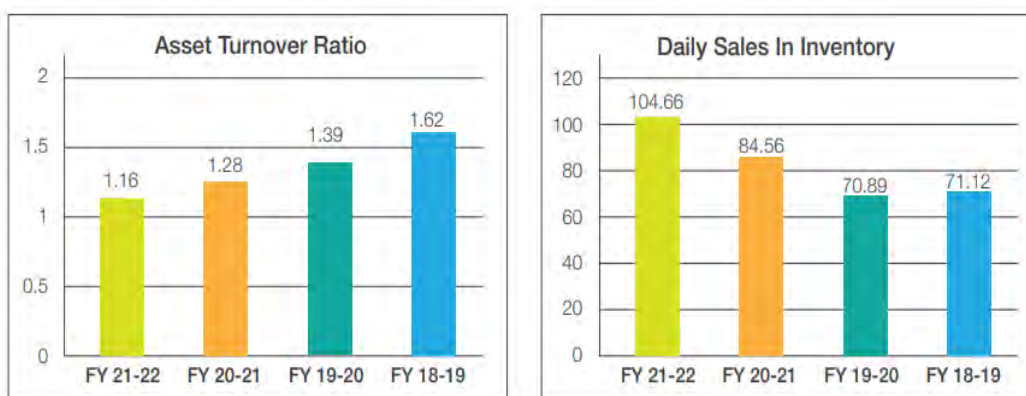
2.6 Financial Performance

Trend Analysis (4-year)

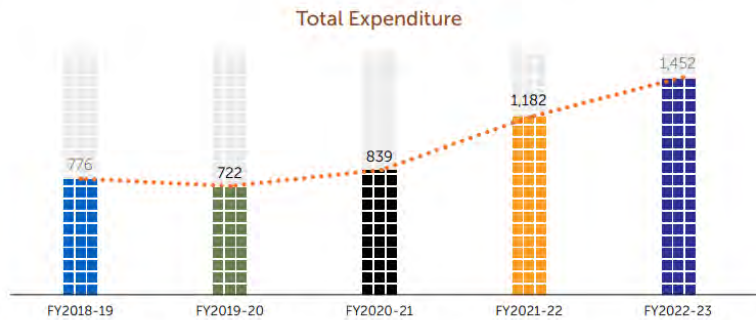
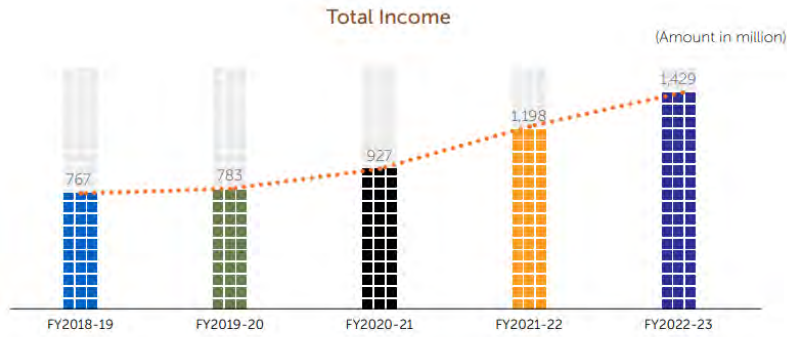


- ✓ current ratio (FY21-22: 1.98, down from FY20-21: 2.13): The company can meet short-term payments, but the decrease indicates a decreasing buffer of current assets compared to current liabilities.

- ✓ FY21-22 Quick Ratio (1.28, down from 1.38 FY20-21): Although liquid assets (excluding inventory) are dropping, the company can satisfy short-term obligations. However, this decrease reduces financial freedom from debt.
- ✓ Cash Ratio (FY21-22: 0.71, down from FY20-21: 0.84): The most cautious indicator reveals a reduction, showing the corporation has less cash to satisfy urgent liabilities. If this reduction continues, cash flow issues may arise.
- ✓ A decrease in Inventory Turnover Ratio (FY21-22: 3.49, down from FY19-20: 5.15) indicates a slowdown. This may indicate inventory management inefficiencies, slower sales, or overproduction as the company takes longer to sell its products.

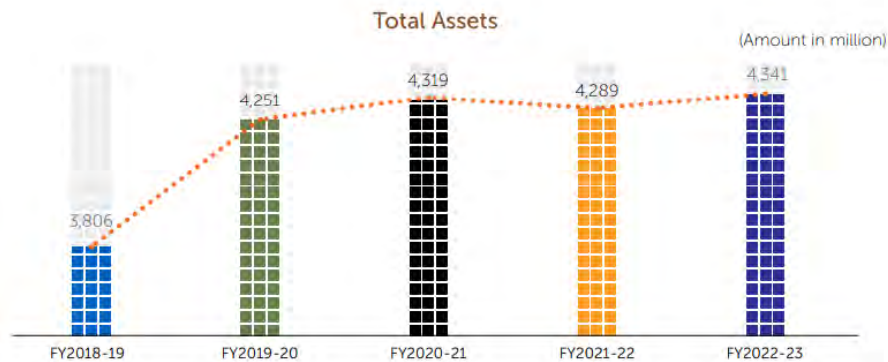


As asset turnover ratio grows, company asset utilisation efficiency improves. Fluctuating daily inventory sales show inventory management requires improvement.

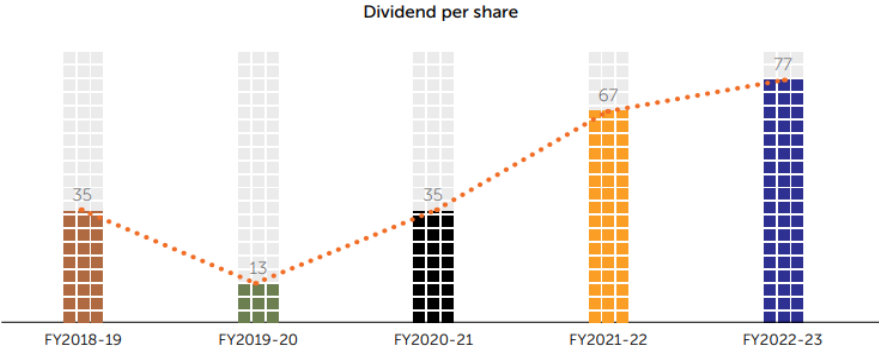
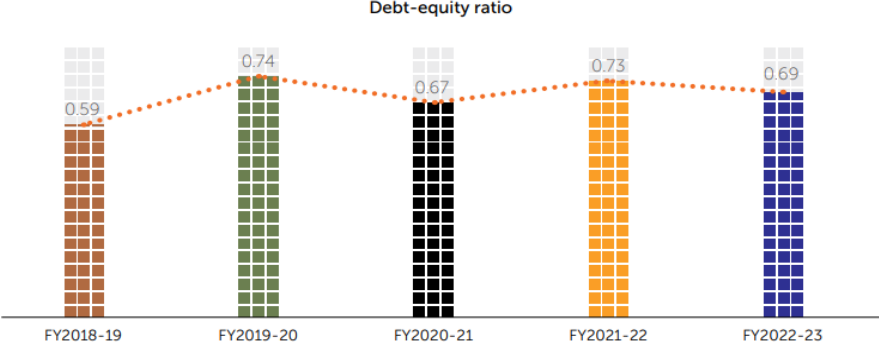


Revenue increase is seen in Total Income, which increased to 1,429 million in FY22-23 from 767 million in FY18-19. Total expenditure rose to 1,452 million in FY22-23 from 776 million in FY18-19. In FY22-23, corporate spending (1,452 million) somewhat surpassed income (1,429 million).

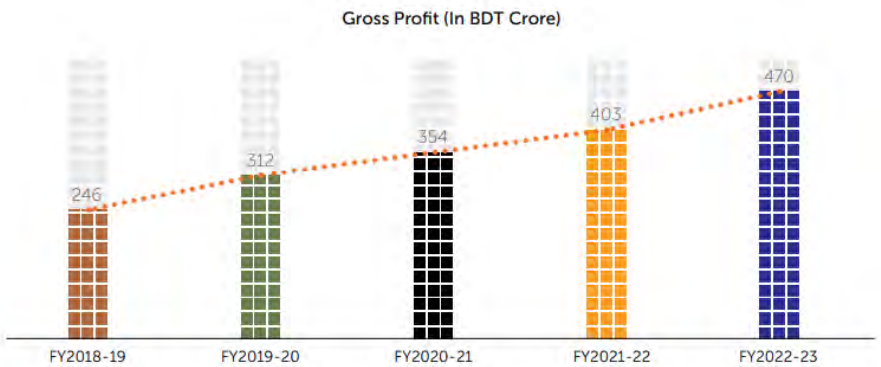
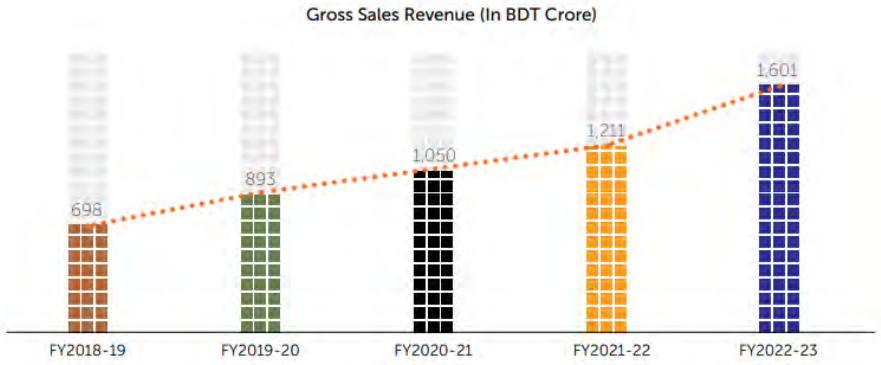
Its revenue is growing, but its expenses are exceeding it. This can affect profitability if not controlled appropriately.



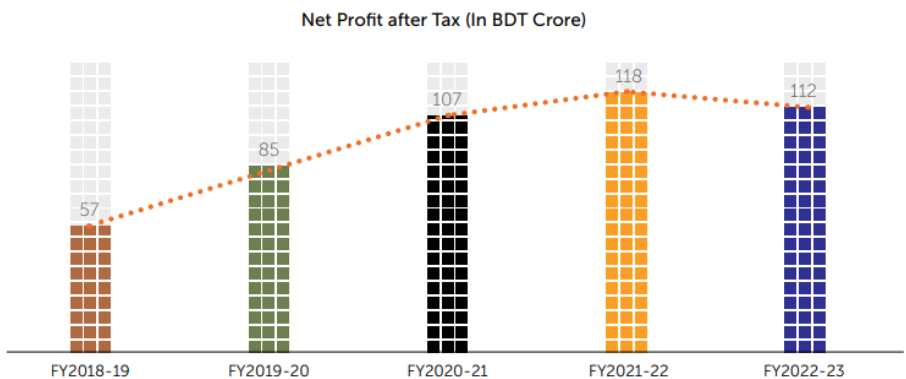
The company's Total Assets climbed in FY20-21 (4,319 million) and rose to 4,341 million in FY22-23. The company has a stable asset base. The company's asset base has been maintained, which is good. Given rising expenses, the company must use these assets efficiently to create profits.



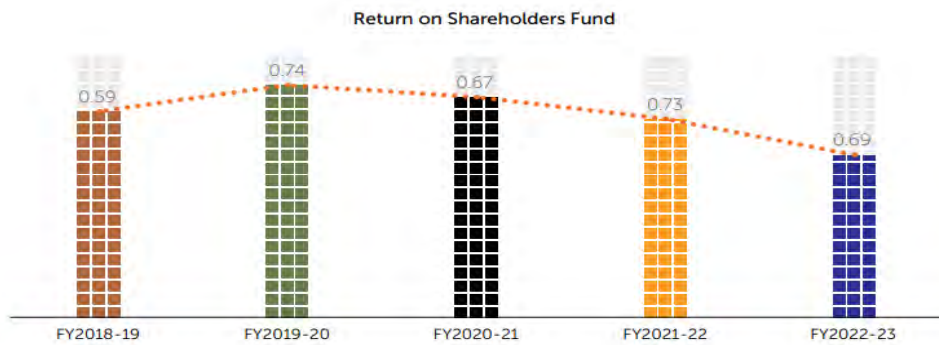
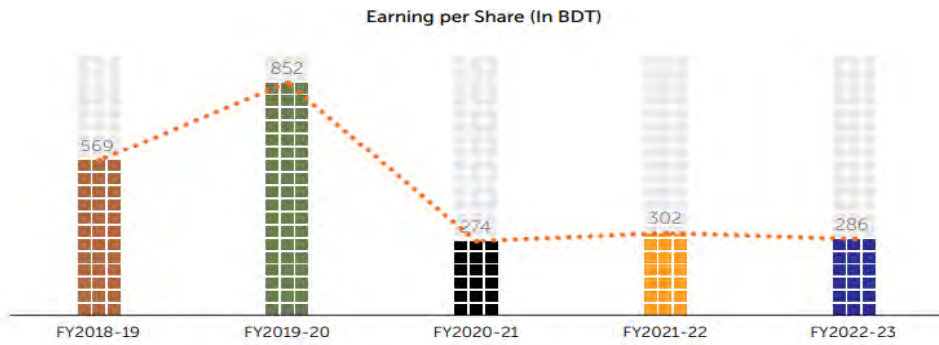
Debt-equity ratio declined as the debt-equity ratio dropped from 0.74 in FY2019-20 to 0.69 in FY2022-23. From 35 BDT to 77 BDT, dividend payments improved shareholder returns.



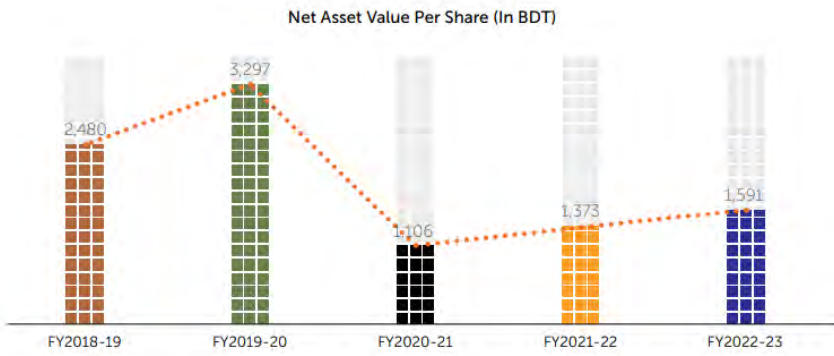
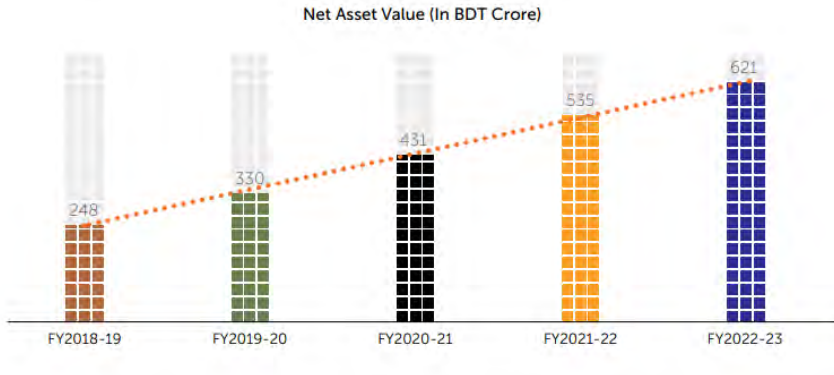
- ✓ Gross sales income rose from BDT 698 crore to BDT 1,601 crore from 2018-19 to 2022-23, with a considerable increase in FY 2022-23.
- ✓ From BDT 246 crore to BDT 470 crore, gross profit grew consistently with revenue.
- ✓ However, profit margins grew slower than revenue and stayed consistent which reflects consistent but not exponential profitability growth.



The company's net profit grew from 57 crore BDT in FY2018-19 to 118 crores in FY2021-22 before falling to 112 crores in FY2022-23. Overall profit is strong.



In FY2019-20, EPS reached 852 BDT, then dropped to 274 BDT and recovered to 286 BDT in FY2022-23. Shareholders' Fund return peaked at 0.74 but dropped to 0.69 by FY2022-23.



Based on the graphs, the company looks financially stable. The rising NAV demonstrates the company's asset growth. However, NAVPS variations show that the company's share price is affected by factors other than its financial performance.

2.7 Industry and Competitive Analysis

2.7.1 SWOT analysis of SMC Enterprise Limited

SWOT analysis helps us understand a company's strengths, weaknesses, opportunities, and threats. This examination clarifies a company's image. The firm may mitigate its issues and maintain its sustainability using this research. This is SMC SWOT analysis:



Strength

- ✓ Established participation in Bangladesh's healthcare system.
- ✓ A vast distribution network that allows us to reach a large number of customers.
- ✓ A wide range of products to meet different healthcare requirements which ensure diverse product line.
- ✓ Well-known for providing excellent healthcare products and services.

- ✓ An FMCG company's greatest asset is its employees. SMC starts with 10 Board of Directors. The organization relies on them.
- ✓ SMC's reputation gives them an edge. As one of Bangladesh's oldest enterprises, it's known for its excellent service.

Weaknesses

- ✓ Smile Baby Diaper, SMC Fruity, and SMC Bolt had as much exposure as their competitors' products but struggled to obtain market share.
- ✓ There may be an effect on price competitiveness due to relatively high production costs.
- ✓ Raw material reliance on other supplier parties, which may impact supply chain management efforts.
- ✓ Lack of internet presence is a major issue for the firm. Even if the organization is large and well-known, I think an online presence helps extend its client base and reach new markets.
- ✓ Demand and availability of ORS and electrolyte drinks are usually insufficient in summer.

Opportunities

- ✓ The healthcare product market in Bangladesh is experiencing rapid growth, which presents an opportunity for expansion.
- ✓ Possibility of branching out into other product categories or healthcare markets.
- ✓ Improving productivity and product offers via implementing cutting-edge technology and procedures.
- ✓ Many international companies are entering our country. Corporate operations in Bangladesh are supported by the government. Thus, FMCG firms' market share grows daily. This supportive environment allows SMC to capitalize on rising demand and favorable business conditions to expand its market presence.
- ✓ Promote non-profit advertising and build customer trust.
- ✓ The government fully supported family planning.

Threats

- ✓ The healthcare business is very competitive, with both domestic and foreign firms competing for market share. It's difficult to maintain market share without fresh innovations and upgrades.
- ✓ Potentially affecting business affairs by changing government rules and policies.
- ✓ Economic factors that may influence how much money people are willing to pay.

2.7.2 Competitive Analysis of SMC

Porter's Five Forces

1. Threats of new entry (Low): Due to certain entry restrictions, the healthcare business in Bangladesh is not likely to see a surge in new rivals with a wide range of products and a well-established distribution network, SMC Enterprise Limited is well-positioned for future growth.



The business also must contend with established rivals like Beximco Pharmaceuticals, Square Pharmaceuticals, and ACME Laboratories. New entrants find it difficult to break into this industry because of the established presence and reputation of these rivals.

2. Supplier power (High): SMC Enterprise Limited gets its raw materials from outside sources. Competitors in the pharmaceutical industry, such as Eskayef Pharmaceuticals and Incepta Pharmaceuticals, use the same suppliers as the current business. Still, SMC Enterprise Limited

may stay ahead of the competition if it works on its supplier connections, pays its bills on time, and investigates other sources of supply.

3. Buyers' bargaining power (Low): Hospitals, pharmacies, and consumers all have some negotiating power as buyers in the healthcare market. Renata Limited, Popular Pharmaceuticals, and Healthcare Pharmaceuticals are some of the pharmaceutical firms that SMC Enterprise Limited encounters competition from. Offering competitive pricing, high-quality products, and outstanding customer service is essential for SMC Enterprise Limited to maintain a strong position and attract and keep consumers.

4. Threats of substitute products (High): Healthcare is a market where SMC Enterprise Limited can encounter competition from similar businesses. Some healthcare items, for instance, have generic counterparts and other treatment choices that can be used in their place. Similar drugs are offered by competitors such as Aristo pharma, Opsonin Pharma, and ACI Limited, which enhances the availability of replacements. Consistent innovation, differentiating products, and fostering strong brand loyalty are crucial for SMC Enterprise Limited to counteract this risk.

5. Rivalry in the market (High): Global and domestic competitors face up against SMC Enterprise Limited. Renata Limited, Beximco Pharmaceuticals, and Square Pharmaceuticals are formidable rivals. Maintaining a competitive advantage requires constant inspection over market trends, investment in R&D, and product and service differentiation on the part of SMC Enterprise Limited.

Taken together, these rivals and the reasons given will help SMC Enterprise Limited better comprehend the competitive environment in Bangladesh's healthcare market and formulate plans to stay ahead of the curve.

2.8 Summary:

After starting as an NGO, SMC Enterprise Limited entered the FMCG market. It might be crucial to a client's business. SMC has traditionally provided good service. With efficient employees,

they provide nationwide service. It supports businesses and the economy. This Company's goal is to provide high-quality, affordable goods to clients, achieving sustainable growth via customer-centred innovation, quality, and sustainability. It emphasises keeping ahead of industry trends, discovering new markets, and utilising new technology. It is well-positioned for on-going success with a clear strategy and active employees.

2.9 Recommendations:

- **Develop the channels for distribution more effectively:** SMC Enterprise Limited should improve its distribution channels to expand its market. This involves collaborating with trusted distributors, expanding into new locations, and using effective logistics to streamline delivery. Optimizing these channels helps SMC deliver products faster, lower costs, and increase market share.
- **Grow the online and commercial presence:** SMC needs a strong e-commerce platform and active social media to capitalize on the digital economy. Digital advertising and partnerships with big online marketplaces can increase their audience. This method promotes sales, brand visibility, and accessibility for consumers on the internet.
- **Examine methods for managing the supply chain:** For efficiency and cost savings, SMC should regularly analyse and adjust its supply chain procedures. Optimizing inventories, using effective supply chain management tools, and building strong supplier connections helps ensure a consistent supply of materials and products.

Chapter 3.0: Project Part

3.1 Introduction:

Sanitary napkins, a type of disposable hygiene product, are technical textiles made of functional textile components. (Kara, 2021). The market for sanitary napkins is significant due to the fact that over half of the global population is female and all women have menstrual bleeding during fertile periods. Sanitary napkins will remain popular until new, more convenient, hygienic, and pleasant solutions develop.

Layered sanitary napkins are designed to simultaneously meet many features including absorption, leakage control, and comfort. During menstruation, women use sanitary napkins to collect menstrual fluids hygienically. Sanitary napkins are stacked to meet many end-use features. In this study, 150 women from various regions of Bangladesh were surveyed. The first portion of the poll asked about sanitary napkin expectations, performance perception, and current issues. Additionally, information was gathered to create a new and practical sanitary napkin. To inform SMC Enterprise Limited, we examined existing sanitary napkin preferences, usage patterns, and product promotion impacts. By knowing this they can develop their sanitary napkin brand.

3.1.1 Background Study of Bangladeshi Sanitary Napkin Industry along with present condition of Joya:

Joya Sanitary Napkin debuted in 2013. It is one of Bangladesh's most popular sanitary napkin brands because it's considered as the first scented sanitary napkin in the country and is of high-quality and affordable. Joya breaks menstrual taboos and empowers women. The tagline of this brand is "পিছিয়ে থাকবো না". Joya sanitary napkins are made to the highest standards at SMC's modern Health and Hygiene Products plant. High-quality raw materials from USA, Canada, Germany, and Japan are utilized to make the items. Joya Sanitary Napkin comes in Belt, Wings Regular Flow, Extra Heavy Flow Wings, Ultra Comfort Wings and All-Night Wings to provide users more options.

Promotional Activities of Joya: The brand's holistic approach includes ATL, BTL, and digital initiatives to promote menstrual hygiene and reduce social stigma. A successful campaign was the cloth conversion campaign, which connected with the target group.

The brand also promoted its luxury items through TV ads, boosting its market presence and brand recognition. Joya's BTL activities emphasized school and ready-made garment (RMG) industry participation and awareness-building. Throughout the year, the brand held activations at 405 schools and 40 RMGs across Bangladesh. Joya created a digital campaign titled "Making menstruation a normal fact of life by 2030." The initiative aims to promote open and honest discussions regarding societal periods.

Price & positioning for different premium sanitary napkin brands which are available in Bangladesh:

Senora Confidence Sanitary Napkin Regular Flow (Panty System) 8pcs

MRP: ₳ 120

Positioning: positioned for modern women, to address their need to move freely with confidence

Senora Biodegradable Sanitary Napkin 8pcs

MRP: ₳ 160

Positioning: eco-friendly organic product

Senora Ultra-thin Heavy Flow (8 pcs)

MRP: ₳ 120

Positioning: 100% protection during heavy flow due to Gel Ball Technology and wings flexibility.

Freedom Ultra Wings (8pcs):

MRP: ₳ 120

Positioning: lightest feeling to the user at reasonable price

SOFY COOL EXTRA LONG (6 PADS):

MRP: ₳ 185

Positioning: refreshing and comfortable feeling even in hot summer days with high durability

Sofy Sanitary Napkin Body Fit (6 Pads)

MRP: ₹ 125

Sofy Antibacterial (7 Pads)

Positioning: No worry of smell and prevent leakage

MRP: ₹ 160

Whisper ultra clean wings (30 pads)

MRP: ₹ 680

Positioning: absorbed in seconds and it has a delightful scent

Whisper Ultra Softs Air fresh (15 Pads)

MRP: ₹ 445

Positioning: Softness with Airy Freshness for an irritation-free feel during your periods

Whisper Maxi fit Wings: 8 pads

MRP: ₹ 185

Positioning: Stay confident and worry-free on your heavy flow days

Whisper Bindazz Night heavy flow: 7 Pads

MRP: ₹ 220

Positioning: Night Protection, 0% leaks all night-long due to dual-action gel which neutralizes odor and locks wetness

Stayfree Ultra-Thin Regular Pads with Wings

MRP: ₹48 (Indian)

Positioning: Barely there feel among users.

Joya All Night (Panty/Wings System): 8 Pads

MRP: ₹ 120

Positioning: antibacterial sanitary napkin

Joya Ultra Comfort (Panty/Wings System): 8 Pads

Positioning: thinnest sanitary napkin and provides maximum comfort to users

MRP: ₹ 100.00

Joya Extra Heavy Flow (Panty/Wings System): 8 Pads

MRP: ₹ 110.00

Positioning: highest absorption of liquid during the heavy flow period, reduces bacterial infection and menstrual odor.

3.1.2 Literature Review:

Due to increased knowledge of women's health and cleanliness, Bangladesh's feminine hygiene market has grown. SMC Enterprise Limited must grasp women's attitudes and expectations to increase brand preference and consumer loyalty.

Ajzen and Fishbein (1980) defined real purchasing behaviour as an individual's willingness to buy certain produced items or services. Purchase intention was assessed using prior research (Kumar & Mokhtar, 2016; Taylor & Todd, 1995). Several studies demonstrate that intention may accurately predict behaviour. Davies and Wright (1994) state that product awareness drives purchasing behaviour. Also, according to the American Marketing Association, "Price is the charge for a product or service that will both help to make a profit and is realistic for consumers. (2022 American Marketing Association). Customers use price to judge quality, thus if a greater price is paid, their expectations are higher, assuring satisfaction and client retention (Razak et al., 2016). However, Loken defines product or service quality as "the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs." Marketing strategy requires understanding customer expectations. If service quality exceeds expectations, customers will be satisfied and happy "(RahMAWAti & Sentana, 2021).

Depending on the product or service, competition, target market, and consumer value, pricing and customer perception can be challenging (Moradi, 2020). However, charging more might make it tougher to keep customers if they think the price is too high for the product or service (Islaini & Nayan, 2020). Meaning that brand loyalty is higher if customers believe they are receiving good value for their money. If the price is too expensive for the perceived value, customers may switch to a competitor or research alternatives.

Higher quality increases consumer happiness and perceived value, according to Mahsyar & Surapati (2020). Positive customer perceived value and great satisfaction would naturally bring consumers to trust. So, they'll likely be brand loyal. Increased customer satisfaction leads to increased revenues for a corporation (Anderson et al., 1994; Almohaimmed, 2019). A better relationship leads to favourable electronic word-of-mouth (e-WOM), mostly on social media, from past customers (Purnasari & Yuliando, 2015).

Also, Hsieh and Li (2008) found that customers' impression of an organization's PR approach influences loyalty. Public relations perception (PRP) affects consumer loyalty more when the brand image is positive. PRP has no impact on customer loyalty if it's bad. (Tien Hsieh & Kai Li, 2008)

Additionally, Ahuja and Singh (2023) aimed to study how health beliefs affect women's attitudes about sustainable menstrual products rather than plastic components as menstruation is a public health concern. The study found that all health belief perceptions affected attitude. Sustainable menstruation products are for women with good health views and low negative fears. (Ahuja & Singh, 2023).

Likewise due to increased environmental awareness, Lathabhavan and Lathabhavan (2024) examines how it affects Indian women to motivate purchase intention for sustainable menstruation products. The study uses the Stimulus-Organism-Behavior-Consequence (SOBC) framework to explain these factors.

Results show that sustainability knowledge, health consciousness, and environmental responsibility favorably impact self-identity and mindfulness. Additionally, the study discovered that favorable organism moods influence the buying intention of sustainable menstruation products.

Again, Melendez-Torres and Hennegan (2020) in their study show that health consciousness, sustainability knowledge, and environmental responsibility favorably impact self-identity and mindfulness. Additionally, the study discovered that favorable organism moods influence the buying intention of sustainable menstruation products. A substantial correlation was found

between purchase intention and mindful consumption. Additionally, the study found substantial positive correlations between satisfaction and important connections. ((Hennegan, 2020))

Therefore, according to the research of Singh and Srivastava (2023), women value qualities in considering sanitary napkin. Antibacterial action was the most desired functional feature. The challenges, selection criteria, and expectations that women expressed varied significantly depending on their age group. To promote sustainability in the sanitary napkin production process, the gathered data was utilised to build an affordable sanitary napkin that is composed of more than 80% biodegradable elements. (Singh & Srivastava, 2023)

Then, Paul and Saha (2020) examine menstrual hygiene behaviours among young married Indian women by geography and socio-demographic factors. Multivariate studies show that women's education and financial level are the most important favourable factors in menstrual hygiene. Mass media and women's autonomy also encourage menstruation hygiene. In contrast, rural, scheduled tribal, and jobless women are less likely to adopt sanitary menstrual procedures. (Paul & Saha, 2020).

Given the subject's potential, future research should examine the advantages, obstacles, and methods of the perception of Bangladeshi women on Sanitary Napkin.

3.1.3 Problem statement

Bangladesh's premium sanitary napkin market has grown due to women's menstrual hygiene awareness and improved living circumstances. According to several pharmacy owners and managers of SMC El, Joya Sanitary Napkin struggles to compete with Whisper, Sofy, Senora, Freedom, and Stayfree despite its quality and cost. With aggressive marketing, strong brand reputations, and better comfort, high absorbency, biodegradable features, and novel designs, these companies dominate the premium market. Joya, a lower-end brand, struggles to compete with its rivals' brand loyalty and stronger marketing.

Joya needs to rethink its brand strategy and marketing to overcome these issues. Odor control, ultra-thin designs, and more pleasant materials are needed to compete. Using digital marketing, influencer collaborations, and targeted campaigns to emphasize Joya's distinct traits may boost brand perception and customer retention. Joya must emphasize affordability without sacrificing quality to be a premium brand. Joya can improve its goods, brand image, and competitiveness in Bangladesh's premium sanitary napkin industry by conducting detailed consumer survey data and market trend analysis. The research examines how these strategy changes may affect Joya's market position.

3.1.4 Objective:

Broad objective: This research was conducted to discover what Bangladeshi women's expectation and perception about premium sanitary napkins so SMC may better understand their buying patterns and motives. The SMC marketing department might also improve the quality of their brand "Joya" based on consumer preferences during this poll. Thus, it will bridge the consumer-SMC divide and lead to prosperity.

Specific objectives:

- To identify the qualities Bangladeshi women value in sanitary napkins.
- To examine Bangladeshi women's sanitary napkin purchases and decisions.
- To assess customers' happiness and solicit suggestions for improvement.
- To assess Bangladeshi women's sanitary napkin price sensitivity and value-for-money.
- Examine how marketing and promotions affect Bangladeshi women's purchases of sanitary napkin.
- To provide the SMC marketing staff ideas for improving Joya's features, packaging, price, and promotions.
- To provide recommendations to improve brand loyalty and market share of Joya sanitary napkin by understanding consumer requirements and expectations.

3.1.5 Significance:

This report will be valuable for multiple parties, including SMC marketing and Bangladeshi women customers. Research findings will be useful in several ways:

Better Product Development: SMC's "Joya" sanitary napkin brand may be improved to fulfill Bangladeshi women's needs by analyzing their wants.

Understand Marketing Insight: Our extensive research of buying habits and reasons will help the marketing team create customized marketing tactics that resonate with their audience and boost sales.

Better Customer Satisfaction: User happiness and development feedback may help solve consumer pain points and boost brand loyalty.

Competitive advantage: SMC may compare "Joya" to rivals to determine its strengths and weaknesses and strategy.

Economics: Closing the consumer-SMC gap will enhance relations and company growth. Products that meet customer expectations increase market share and revenue.

Social Importance: Helping Bangladeshi women improves their health and hygiene and quality of life.

Strategic Advice: The study will recommend product adjustments, price strategies, packaging enhancements, and effective promotions to keep "Joya" competitive and relevant.

3.2 Methodology

3.2.1 Information derived from Primary and secondary sources

Primary data: collected through interviews with pharmacy owners and marketing managers at SMC EL during market research. This data showed that SMC EL is trying to portray Joya, its sanitary napkin brand, as a luxury product despite challenges. Customer survey is also conducted through google forms.

Secondary Data: Keyword searches on Scopus, Google Scholar yielded secondary insights. To augment primary data, 18 research articles, essays, and SMC EL annual reports were evaluated.

3.2.2 Research Design and Methods

Descriptive and quantitative research are used in this work. The main goal is to understand client opinions about high-quality sanitary napkins. Pharmacy owner interviews and SMC EL management input provided qualitative information. An online Google Forms poll was done to determine client perceptions can be considered as quantitative information. The poll asked women about luxury sanitary napkins' pricing, quality, features, and brand image.

Survey and Sample Information

The poll targeted sanitary napkin-using women of the age 14–50 years. Due to time and money restrictions, the survey was performed online using Google Forms, which collected data quickly. Google Forms responses were used to represent a generalized sample of the target demographic. There were no in-person interviews.

3.3 Findings and Analysis:

Demographics of participants

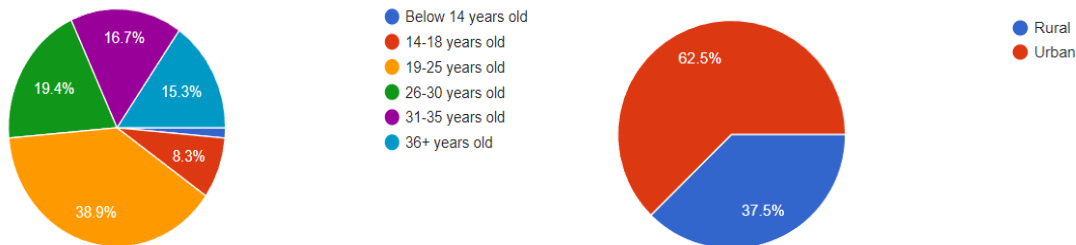


Figure 5a: Q1- What is your age?

Figure 5b: Q2- Type of residence

Respondent demographics included age, residence, income range, marital status and employment. The age distribution is shown in Figure 5.a. The biggest percentage of participants (38.9% ratio) were aged 19-25. All reproductive age groups (14-36+) were surveyed.

Figure 5.b shows respondents' accommodation by rural and urban areas of Bangladesh. Higher involvement was observed in urban areas due to their easy access to information, easy access, exposure to premium products and progressive mind as well as more job opportunity which leads higher income range. Job types among respondents included professions such as professor, researcher, chef, banker, biologist, office worker, dentist, chemist, housewife, investor, beautician/hairdresser, architect, accountant, engineer, student, teacher, secretary, insurance, salesperson/consultant, design doctor etc.

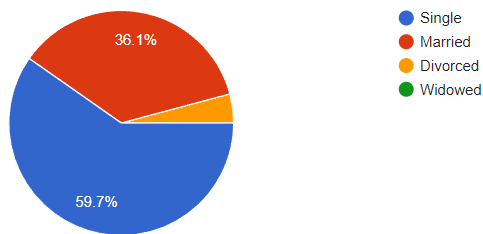


Figure 5c: Q3- Marital Status

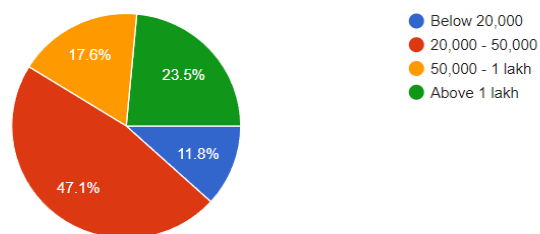


Figure 5d: Q4- Income range (Monthly in BDT)

Figure 5c shows that the biggest percentage of participants (59.7% ratio) were single and second big percentage were married in the survey result. Through figure 5d, we can say that based on income, we may examine women's views on premium sanitary napkins. Due to their financial means, women in higher income categories may regard premium sanitary napkins as a desirable investment in their health and comfort. Lower-income women may prioritize essential requirements above expensive things, which may impact their impression of these products. Income affects how women see premium sanitary napkins' cost and value.

General demographic data revealed a diverse group of Bangladeshi women who completed the poll.

Expectations from sanitary napkins

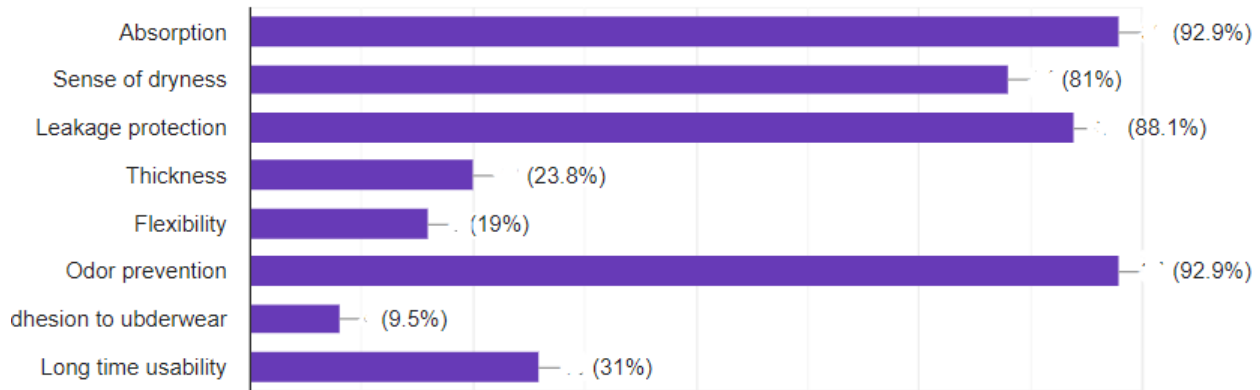


Figure 5e: Q5- Which criteria you will consider as premium performance criteria?

Three primary questions assessed women's sanitary napkin expectations. The primary performance criteria were identified in the first question. Small group studies were used to determine performance factors which is shown in Figure 5e. It highlights absorption, odor prevention and leakage avoidance as the top performance criteria. Most literature investigations focused on absorption qualities. It shows that 92.9% and 88.1% of respondents ranked these traits as important. At least 80% of respondents gave the highest marks to these criterions. Other performance characteristics, including as sense of dryness, usability have shown that respondents deemed these qualities crucial for performance. Compared to others, respondents placed less significance on flexibility, thickness, and adhesion to underwear.

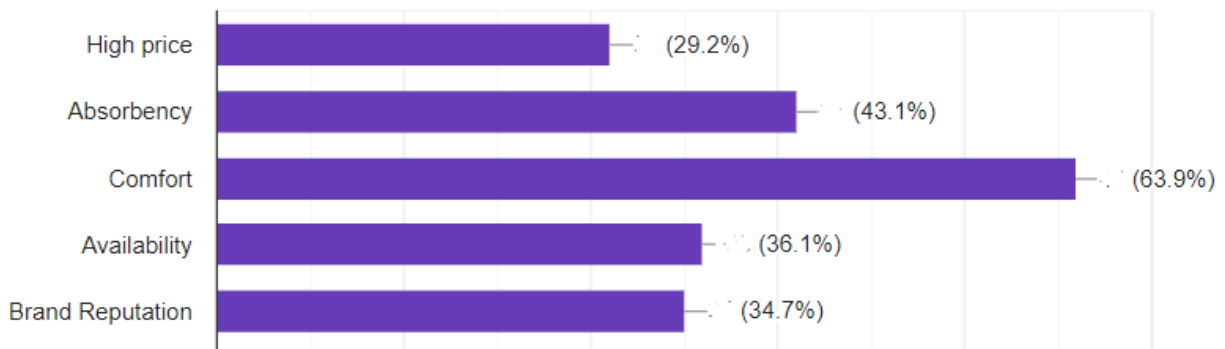


Figure 5f: Q6- Factors influencing premium brand preference

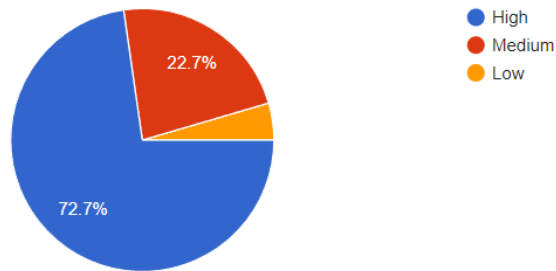


Figure 5g Q7- Which price is more acceptable to you for a premium sanitary napkin?

Figure 5f shows the percentage distributions for important degrees. It shows that respondents prioritized performance attributes while purchasing sanitary napkins. The least crucial aspect in choosing sanitary napkins was price. Respondents preferred sanitary napkins that prevent odor. It shows that respondents prioritized comfort over absorbency, brand, and availability.

Figure 5g shows that most respondents (72.7%) agree with that high price is important when I am deciding whether to buy a premium sanitary napkin or not.

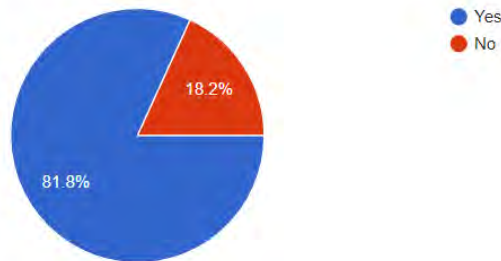


Figure 5h Q8- I will purchase a higher price premium sanitary Napkin though lower priced one is available

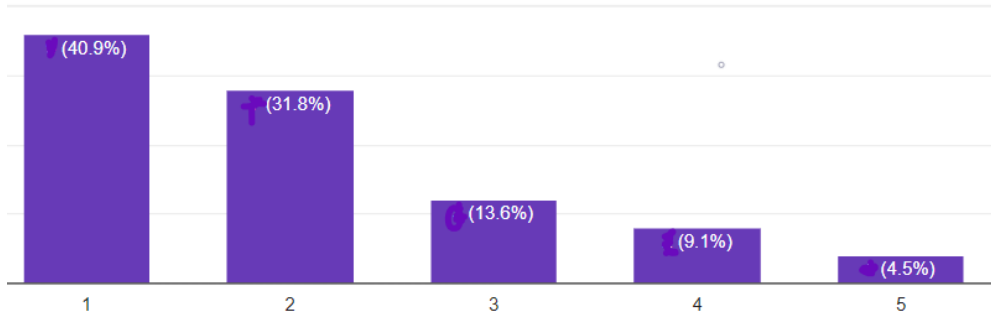


Figure 5i Q9 I am willing to pay a higher price for premium sanitary napkin made with a higher quality material.

Figure 5h and 5i shows that Over 81.8% agree or strongly agree that high price influences their buying decisions though low priced one is available. More than 40% agree to pay most in case the quality is not compromised.

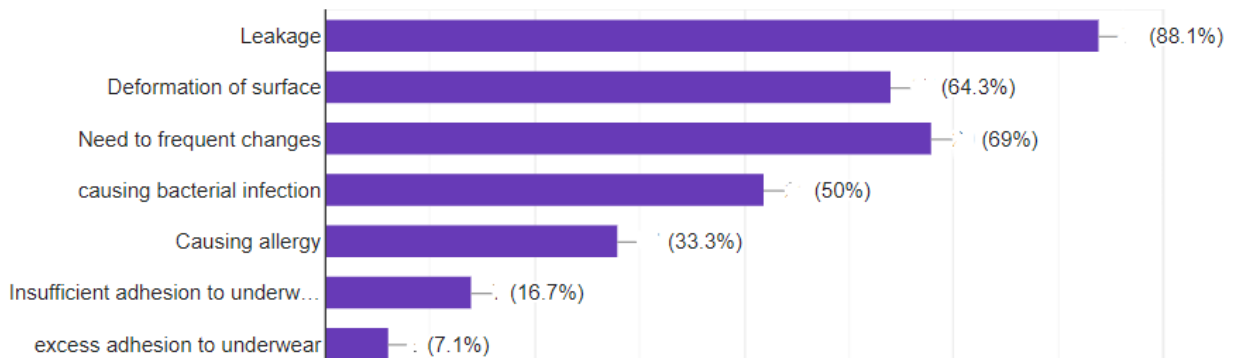


Figure5k: Q10- Problems you face in using existing sanitary Napkin?

Women ranked their current sanitary napkins' primary issues in the last question of this poll. Figure 5k shows that the main issues were leakage, frequent changes, deformation, all linked to moisture management and absorption performance. This figure shows that respondents also experienced additional issues, albeit in lesser amounts. For instance, 50% of respondents had bacterial or 33.3% fungal illnesses from sanitary napkins.

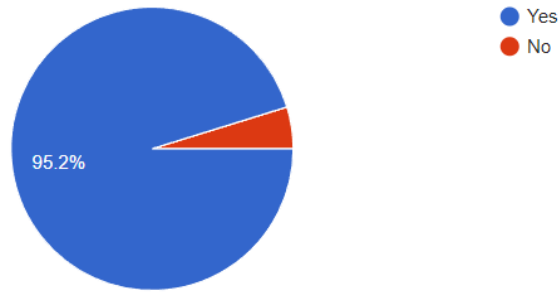


Figure 5l: Q11- I am likely to purchase the sanitary napkin if I see a relevant brand ambassador or expensive positioning in the advertising?

This figure shows us that 95.2% respondents perceive it's an expensive positioning of sanitary napkins if relevant brand ambassador promotes it.

Functional properties to be added to sanitary napkins

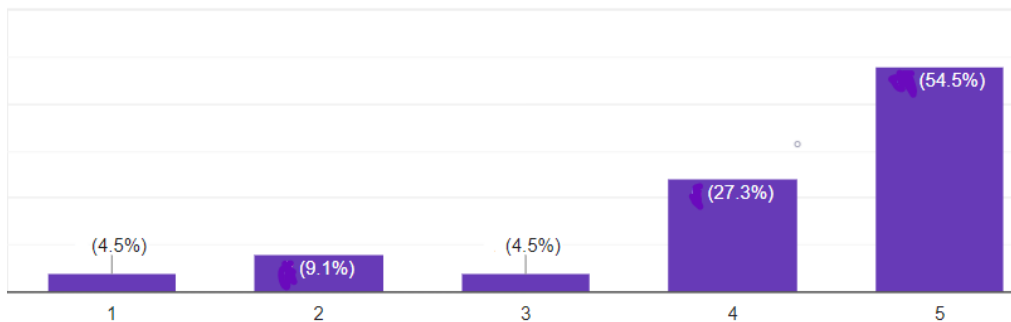


Figure 6 a: Q12 Quality is one of the most important features I look for in a premium Sanitary Napkin

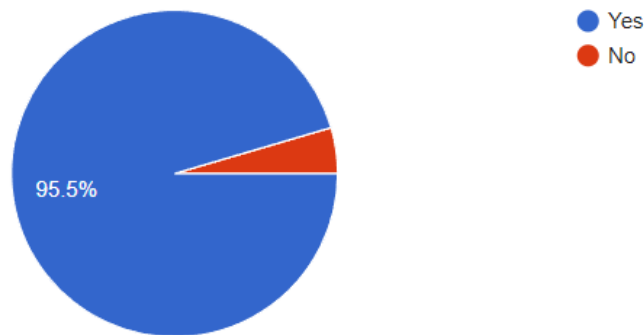


Figure 6 b: Q13 I believe a premium sanitary napkin brand is supposed to provide a variety of attributes for me to consider being loyal to them.

This survey explored adding new and practical qualities to sanitary napkins. Figure 6 a and 6 b indicates that 95.5% respondents agree that after paying high price for premium napkin, they will expect various attributes from it which ensure the value of their payment.

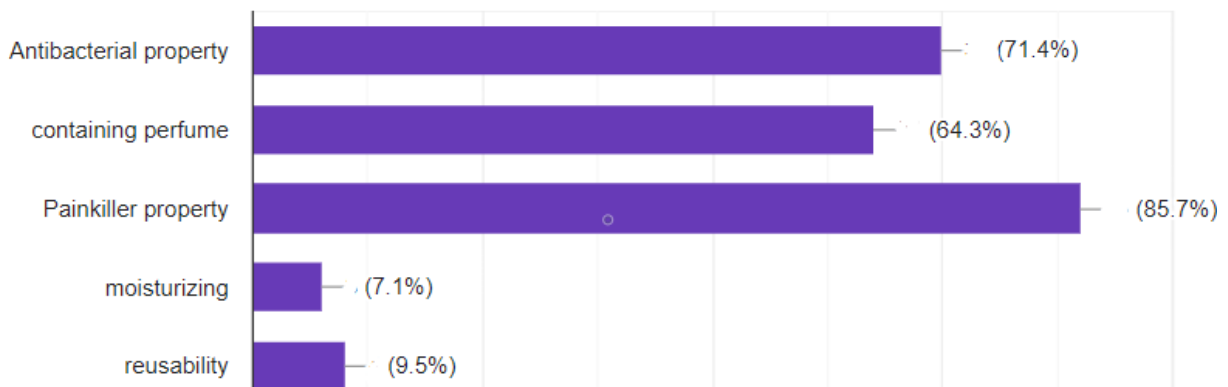


Figure 6c: Q14- Functional Properties to be added to premium sanitary napkins?

Figure 6c shows respondents' functional property choices in frequency. Respondents had many choices. Most responders 85.7% desired painkilling properties. A total of 71.4% respondents expressed interest in using a sanitary napkin having antibacterial properties. It helps to establish a niche in the sanitary napkin market by adding topical medicines to the top sheet to relieve vulva-related discomfort. Respondents did not like innovative qualities like reusability, moisturizing.

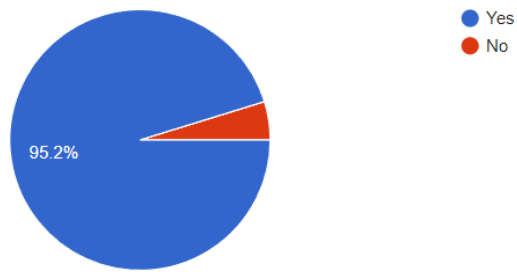


Figure 7a: Q15- Do you think there can be harmful chemicals in sanitary napkin?

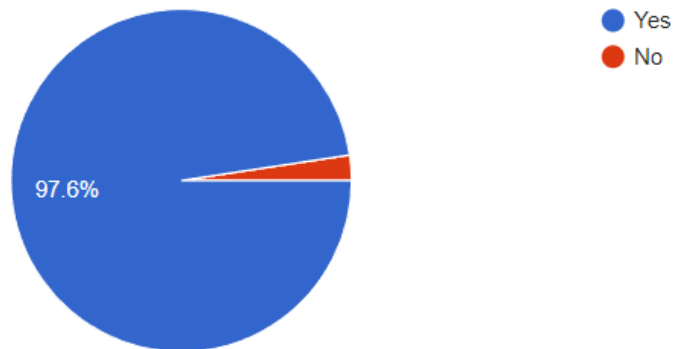


Figure 7b: Q16- Would you like to use sanitary napkin made from natural raw materials?

Figure 7a shows that 95.2% of respondents believed sanitary napkins included dangerous substances. Thus, 97.6% choose natural sanitary napkins (Figure 7b).

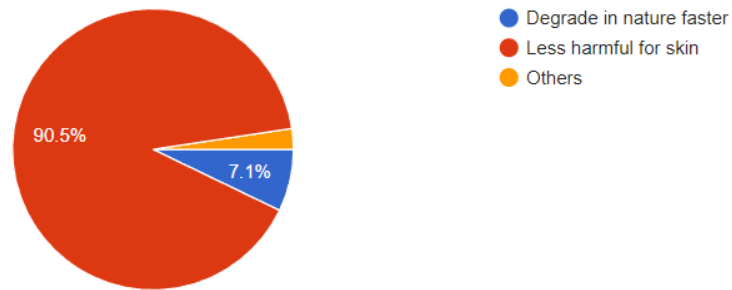


Figure 7c: Q17- Why?

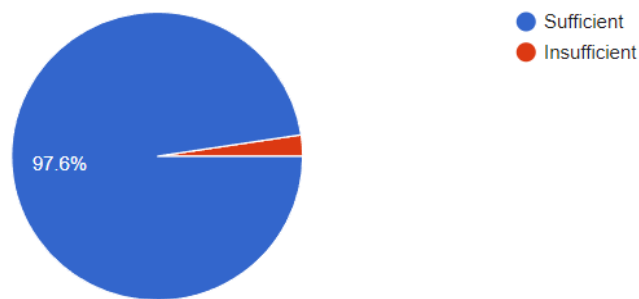


Figure 7d: Q18- What do you think of shape, size and grabbing of wings of sanitary napkin?

According to 90.5% respondents (Figure 7c), natural sanitary napkins were perceived as less damaging to their skin. It is observed that respondents lack confidence in their sanitary napkins for health reasons. Nearly 97.6% respondents said wings' form, size, and grasp were enough in figure 7d.

Sanitary napkin usage habits

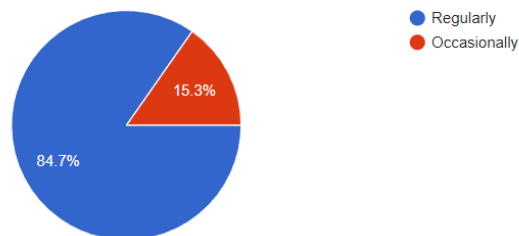


Figure 8a: Q19- Frequency of Sanitary napkin usage

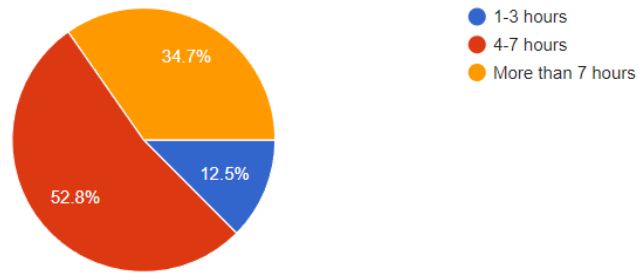


Figure 8b: Q20- Duration of usage each napkin

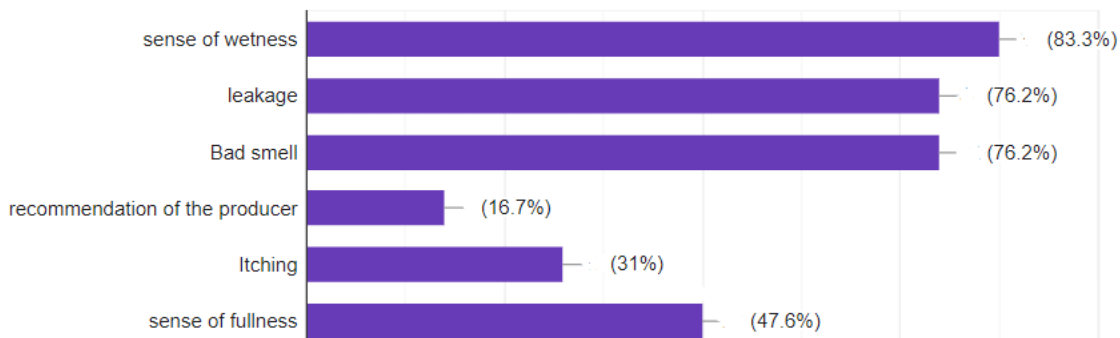


Figure 8c: Q21- How do you decide to change your sanitary napkin?

This research examined individuals' consumption and disposal patterns. Initial study questioned sanitary napkin change throughout the days of menstruation (heaviest bleeding days) and the remaining days. Figure 8a shows us that 84.7% respondents use sanitary napkin regularly. Figure 8b shows these questions' outcomes. The result indicates that respondents replace their sanitary napkins every 4 to 7 hours. Figure 8c shows that wetness, leaking and Odor are the main reasons for replacing a sanitary napkin.

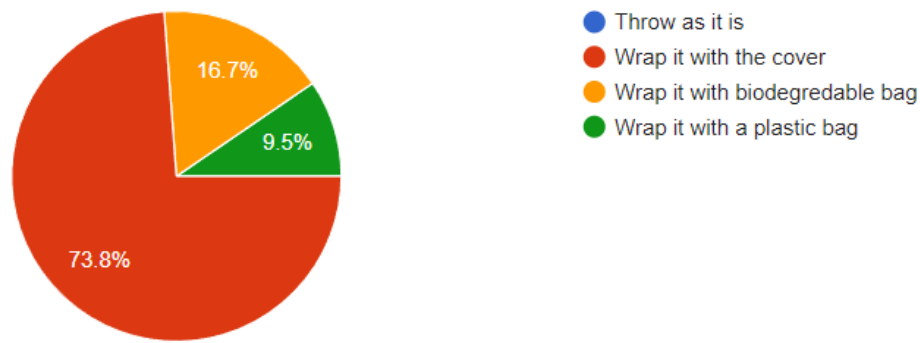


Figure 8d: Q22- Do you make any preparation before disposing your sanitary napkin?

Figure 8d shows respondents' disposal practices. It shows 73.8% of respondents tied their sanitary napkins to the next napkin cover before throwing them away. Creating natural and biodegradable products is not enough to protect the environment. Sanitary napkins and covers should be biodegradable. Nyoni et al. (2011) examined the disposal of sanitary waste, such as napkins and other materials, for Zimbabwean women.

Consuming preferences

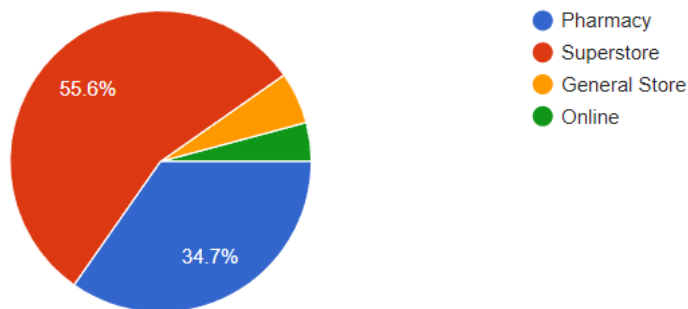


Figure 9a Q23- From where you purchase your sanitary napkin

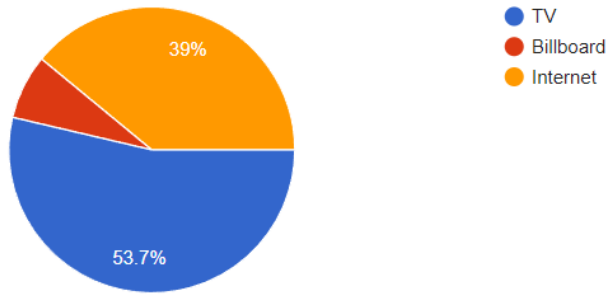


Figure 9b Q24- Where do you mostly see the premium sanitary napkin promotion?

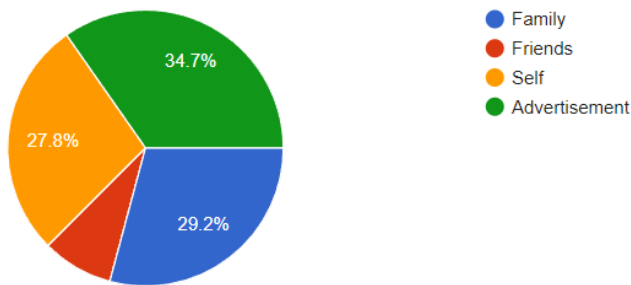


Figure 9c Q25- Who influence the buying decision

Sanitary napkin preferences of women were found in the final poll. This information is collected to inform manufacturers. Figure 9.a shows that 55.6% women primarily purchase sanitary napkins from supermarkets and 34.7% from pharmacy. It's surprising to find that general store and online retailers were the least recommended. Figure 9.b shows women mostly viewed sanitary napkin promotions on television. The majority of women favored sanitary napkins based on the advertisement. The marketing and advertising of these items influence women to buy premium sanitary napkins. Premium product benefits, features, and value can influence women's purchase decisions and preferences through effective advertising. Thus, advertising strongly influences women's premium sanitary napkin purchases.

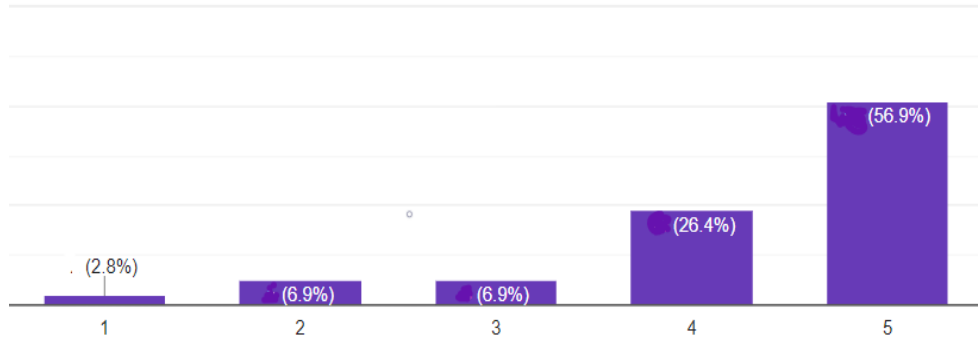


Figure 9d: Q26- How accessible are sanitary napkins in your area?

In Figure 9d, sanitary napkins were highly accessible in Bangladesh according to 56.9% respondents.

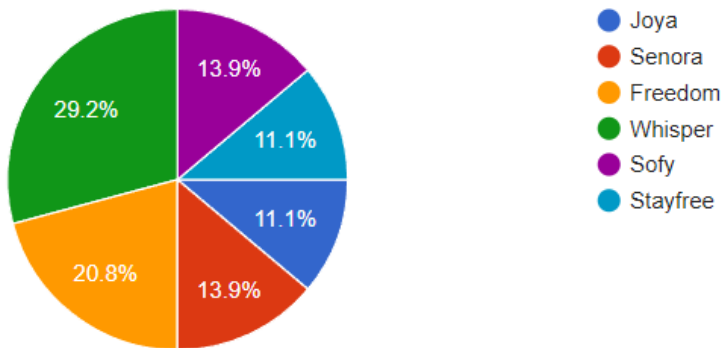


Figure 9e: Q 27- Brand preference as premium performance?

This figure shows that 29.2% accepts whisper as a premium brand. And least respondents think that Joya is premium brand.

Awareness:

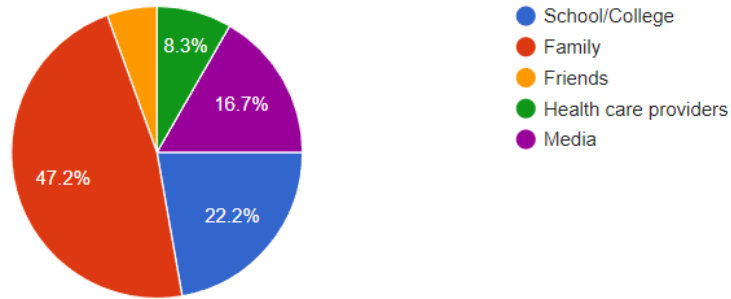


Figure 10a: Q 28- How does you learn about menstrual hygiene and the use of sanitary napkins?

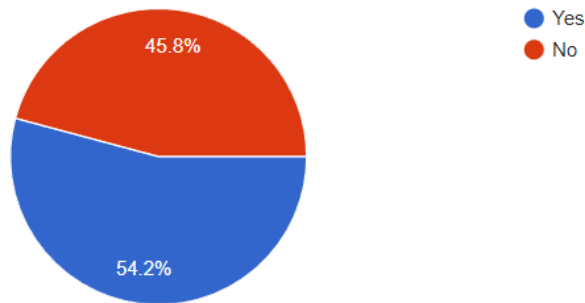


Figure 10b: Q 29- Do you believe there is enough awareness about menstrual hygiene in your community?

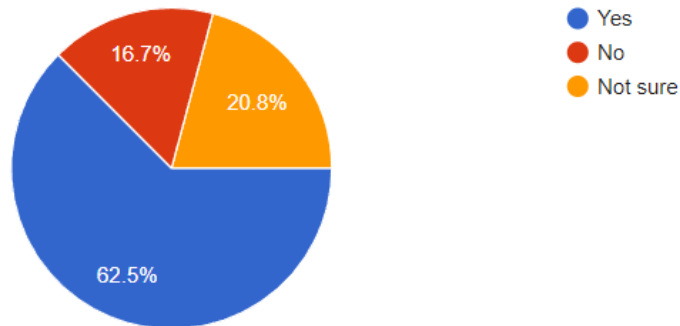


Figure 10c: Q 30- Are there any cultural or social taboos associated with menstruation in your community?

From figure 10b and 10c we can see that majority of the respondents think that enough menstrual hygiene awareness should be created in Bangladesh through enriching family and school by knowledge and awareness about sanitary napkin and health issue as figure 10 a show that over 50% people are introduced with sanitary napkin by family and school.

3.4 Discussion:

Detailed evaluation of sanitary napkin expectations, performance perception, functional property demands, and usage patterns of 150 women in Bangladesh.

The top performance criteria for sanitary napkins include absorptivity, leakage control, dryness, softness, and odor prevention. The most prevalent issues reported by respondents' leakage, frequent changes, deformation. Although superabsorbent polymers improve sanitary napkin absorption and leakage prevention, current napkins lack the desired dryness and leakage prevention. Further research should improve the gelation property of the absorbent layer and examine the moisture management features of higher layers, such as top sheet and acquisition-distribution layer. Moisture and wetness in the vaginal region can cause skin irritation and dermatitis. Survey results indicate women choose high-performance sanitary napkins, indicating a willingness to spend more for a better option. Certain phrases, such as leakage prevention and having wings as performance requirements, pain killer properties, antibacterial properties and odor control showed substantial disparities in scores based on age groupings of respondents.

Survey findings indicate that adding painkiller properties to sanitary napkins is the most essential functional characteristic. Respondents preferred antibacterial systems above scent on sanitary napkins to address odor issues. Care should be exercised to prevent skin flora degradation. The absorbent layer can be treated with antibacterial properties to prevent bacterial development in menstruation debris, rather than the higher layers that are in touch with the skin. The price-benefit ratio of sanitary napkins should be carefully adjusted based on usage time.

According to the report, people lack faith in their sanitary napkins. Some individuals believe that sanitary napkins contain dangerous substances that might hurt their skin. Therefore, they aim to

use natural raw materials for sanitary napkins. This finding may be linked to increased TV advertisements for organic sanitary napkins. Research suggests that sanitary napkins may contain hazardous dioxins, however these investigations are limited. Further research is needed to determine if these elements are dangerous in amounts. Compare the bacterial growth resistance, comfort, environmental impact, pesticide and chemical requirements, and extinction time of natural and synthetic raw materials for sanitary napkins to make an informed selection.

Sanitary napkins change frequencies are linked to menstruation, according to surveys. The study found that sanitary napkins are often discarded after being wrapped with absorbent material or plastic bags. Even though sanitary napkins are biodegradable, frequent changes increase waste burden. Biodegradable sanitary napkin manufacturers should consider women's usage habits and use biodegradable materials for the cover sheath. However, longer sanitary napkin use was hypothesized.

A report that shows advertising drives women to buy premium sanitary napkins suggests that marketing and promotions play a big part in influencing women to buy them. Premium product benefits, features, and value may influence women's purchase decisions and preferences through effective advertising. Also, as a part of it the brand ambassador may have influenced them to view the product as price worthy. This implies that the link with a high-profile ambassador may induce buyers to assume that the product is expensive and as useful as stated, resulting in a positive view of the sanitary napkins.

The poll shows that most consumers would buy a high-priced napkin even if a lower-priced one is available, it suggests they are willing to pay more for perceived quality, features, or benefits. This implies that napkin buyers regard brand recognition, quality, and perceived value over price. This suggests that people choose higher-priced napkins notwithstanding the availability of cheaper ones.

A poll that shows most consumers favor quality, performance, and distinctive features in sanitary napkins and are prepared to spend more for them suggests people value quality, performance, and unique features over price. This shows that buyers are prepared to pay extra for high-quality,

desired sanitary napkins. People often associate premium with pricey or high-end items. It reveals that people associate "premium" with expensive items and services.

Joya sanitary napkins are not considered premium by many.

It appears from the survey findings that Joya is not considered a premium brand due to a lack of brand familiarity or distinctive features. Joya may not have the quality, features, or reputation of luxury sanitary napkin brands.

A premium brand might utilize the fact that families and schools teach menstruation hygiene and napkin use to launch educational marketing. They might work with schools to teach menstruation hygiene and the benefits of premium sanitary napkins. Premium brands may establish themselves as trustworthy and reliable menstrual health brands by highlighting the significance of quality goods.

Most people feel periods are culturally taboo, therefore a luxury sanitary napkins business may start awareness efforts to overcome the stigma. Through marketing and education, the brand may change society's ideas of periods and encourage menstrual health discussions. The company might also work with celebrities or activists who break menstrual taboos to spread their message and support the cause.

3.5 Recommendation:

Based on the thorough investigation and poll, below are Joya sanitary napkin or SMC Enterprise Limited brand launch recommendations:

Product Development and Improvement

1. Gain Absorptivity and Control Leakage: Improve absorbent layer gelation to regulate moisture and preserve dryness.
2. Higher Layers: Improve top sheet and acquisition-distribution layer moisture control to reduce dampness and leakage.

Include Antibacterial Properties:

1. Antibacterial Treatment: Antibacterial the absorbent layer to prevent bacterial development in menstruation waste while keeping the top layers skin-friendly and without degrading skin flora.

Painkiller Effects:

1. Functional Integration: Create sanitary napkins with painkillers to meet survey respondents' most important functional attribute.

Odor Control:

1. Natural Options: Choose antibacterial systems over artificial smells to reduce odor without harming skin.

Material Factors

Raw Materials Nature:

1. Organic Ingredients: Use natural and organic raw ingredients to reduce health risks and profit on the growing demand for organic sanitary goods

Biodegradability:

1. Sustainable materials: The cover sheath and other components should be biodegradable to lessen environmental effect and match consumers' disposal habits.

Branding and marketing strategies

Prioritize Quality and Performance

1. Premium Positioning: Market the product's excellent quality, performance, and distinctive characteristics to justify a premium price.

2. Customer Education: Explain premium qualities including absorptivity, leakage control, antimicrobial capabilities, and pain alleviation.

Differentiating brands:

1. Distinctive Features: Highlight Joya or the new brand's USPs to stand out.

2. Celebrity Endorses: Work with celebrity ambassadors to boost company reputation.

Address Cultural Taboos:

1. Menstrual health taboos can be eliminated with awareness efforts. Join celebrities or activists to

promote menstruation health and knowledge.

2. Initiatives in education: Inform schools and communities on menstrual hygiene and the benefits of high-quality sanitary napkins. People, community leaders, educators, healthcare professionals, and legislators may protect menstrual health by using a comprehensive approach. Healthcare and education can improve women's and girls' menstrual health. Healthcare workers should be able to advise on period pain management and propose screening for excessive pain or abnormalities.

Ads and promotions:

1. Marketing: Promote the product's premium features through captivating advertising. Promote recommendations to establish trust.

2 Goal-oriented campaigns: Highlight elements that appeal to each age group in marketing.

Research and Development

Improve continuously:

1. R&D: Research superabsorbent polymers and moisture-management materials to improve product characteristics.

Feedback from Users:

1. User surveys and focus groups: Regularly acquire user input to understand their changing wants and preferences to keep the product meeting customer expectations.

Launch Strategy for New Brand: Market Entry

1. Initial Rollout: Launch the new brand in specific markets for feedback and modifications before a wider launch.

2. Offering samples and initial deals encourages testing and builds a client base.

Identity brand:

3. Premium Image: Create a luxurious, reliable, and high-performing brand. Design and package sophisticatedly to attract the target audience. Give a tagline which indicates the target audience are premium.

4. Customer Trust: Be transparent about product components, production procedures, and premium sanitary napkin advantages.

Joya or a new SMC Enterprise Limited brand can better satisfy Bangladeshi women's needs and expectations by following these ideas, establishing themselves as sanitary napkin industry leaders.

3.6 Conclusion

It is clear from the thorough analysis that Bangladeshi women place a high value on sanitary napkin absorptivity, leakage control, dryness, softness and odour prevention. So, SMC Enterprise Limited may improve brand preference, customer satisfaction, brand loyalty, and word-of-mouth marketing with high quality products, important features and effective advertising. It is imperative to address these needs, especially by enhancing the expected properties and moisture management. The inclination towards natural components and the incorporation of antimicrobial and painkiller attributes highlights a need for products that are both multipurpose and health conscious. Marketing plans should emphasize informing customers about these innovative premium features and using celebrity endorsements to improve consumer impression of the business. Campaigns to raise awareness about cultural taboos can also help create a more accepting environment for menstruation health. By putting these suggestions into practice, Joya or a new brand from SMC Enterprise Limited can become a market leader in the sanitary napkin industry, providing superior, cutting-edge goods that satisfy Bangladeshi women's changing requirements.

3.7 Limitations:

During the course of completing this report, I have run into several obstacles and constraints. The proper perspectives from stakeholders and the gathering of information were crucial to the preparation of the suggestions. Since I was an intern and did not have direct access to sensitive material, gathering information may occasionally be challenging. Moreover, I conducted survey on very limited respondents who were accessible due to the time constraints, thus getting information from the broad target audience was another difficult task for me.

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Appendix A.

Senior Management Team - SMC & SMC EL



Mr. Md. Ali Reza Khan
Managing Director & CEO
Social Marketing Company



Mr. Abdul Haque
Managing Director
SMC Enterprise Ltd



Mr. Toslim Uddin Khan
Deputy Managing Director
Social Marketing Company



Mr. Md. Feroze-Ul Alam
Deputy Managing Director, Factory Management
SMC Enterprise Ltd



Mr. Abul Bashir Khan FCMA
Chief Financial Officer
SMC Enterprise Ltd



Mr. Masum Ahmed Jaigirdar
General Manager, Engineering
Social Marketing Company



Mr. Syed Mohammad Zubeyr Ali FCMA
Company Secretary
Social Marketing Company &
SMC Enterprise Ltd



Mr. Khandaker Shamim Rahman
General Manager, Marketing
SMC Enterprise Ltd



Mr. Rana Kaiser Ahmed
General Manager, HR
SMC Enterprise Ltd



Mr. Mohammad Abdur Rouf
General Manager,
Supply Chain Management
SMC Enterprise Ltd



Mr. Tapan Bala FCA, FCMA
Additional General Manager, Internal Audit
Social Marketing Company &
SMC Enterprise Ltd



Figure: Partners of SMC EL

Google Form Link: <https://forms.gle/nm2TLJgERxERduNQ9>

Exploring women's perception & expectations in Bangladesh about premium sanitary napkins

Thank you for participating in this survey. Your feedback is valuable for understanding the usage and preferences of sanitary napkins among women in Bangladesh.

This form is automatically collecting emails from all respondents. [Change settings](#)

Full Name *
Short answer text

Gender *

Male

Female

Prefer not to say

Email ID *
Short answer text

What is your age? *

Below 14 years old

14-18 years old

19-25 years old

26-30 years old

31-35 years old

36+ years old

Marital Status *

Single

Married

Divorced

Widowed

Do you think there can be harmful chemicals in sanitary napkin? *

Yes

No

Is there any fit problem between your sanitary napkin and underwear? *

Yes

No

Which criteria you will consider as premium performance criteria? *

Absorption

Sense of dryness

Leakage protection

Thickness

Flexibility

Odor prevention

Adhesion to underwear

Long time usability

Section 2 of 6

Socioeconomic Status
Description (optional)

Your Occupation *
Short answer text

I believe a premium sanitary napkin brand is supposed to provide a variety of attributes for me. I consider being loyal to them. *

Yes

No

Frequency of Sanitary napkin usage *

Regularly

Occasionally

If used regularly, please note down number of daily usage of sanitary napkins. *
Short answer text

Duration of usage each napkin *

1-3 hours

4-7 hours

More than 7 hours

Basic preference as premium performance? *

Size

Scent

Pattern

Wrapper

Soft

Shiny

Other

Factor influencing premium brand preference *

High price

Absorbency

Comfort

Availability

Brand Reputation

Other

Preference *

Recycled

Organic

No preference

Where do you mostly see the premium sanitary napkin promotion? *

TV

Billboard

Internet

I am likely to purchase the sanitary napkin if see a reward brand ambassador or expensive positioning in the advertising? *

Yes

No

How do you decide to change your sanitary napkin? *

Sense of wetness

Leakage

Bad smell

Recommendation of the purchase

Stching

Sense of freshness

What do you think of shape, size and gabling of wings of sanitary napkin? *

Sufficient

Insufficient

Problems you face in using existing sanitary Napkin? *

Leakage

Deformation of surface

Need to frequent changes

Causing bacterial infection

Causing allergy

Insufficient adhesion to underwear

Excess adhesion to underwear

Do you make any preparation before disposing your sanitary napkin? *

Throw as it is

Wrap it with the cover

Wrap it with biodegradable bag

Wrap it with a plastic bag

Functional Properties to be added to premium sanitary napkins? *

Antibacterial property

containing perfume

Painkiller property

moisturizing

reusability

Would you like to use sanitary napkin made from natural raw materials? *

Yes

No

Why? *

Degrade in nature faster

Less harmful for skin

Others

Who influence the buying decision? *

Family

Friends

Self

Advertisement

Other...

Income range *

20,000 - 50,000

50,000 - 1 lakh

Above 1 lakh

Type of residence *

Rural

Urban

Section 4 of 6

Access and availability

Description (optional)

How accessible are sanitary napkins in your area? *

1 2 3 4 5

Very Rare Highly Accessible

From where you purchase your sanitary napkin? *

Pharmacy

Superstore

General Store

Online

Section 3 of 6

Effects of perceived quality, feature, cultural factor, peer influence, price, availability, previous experience

Description (optional)

Which price is more acceptable to you for a premium sanitary napkin? *

High

Medium

Low

Section 5 of 6

What do you think could be done to improve awareness about menstrual hygiene? *

Long answer text

Are there any cultural or social taboos associated with menstruation in your community? *

Yes

No

Not sure

How do these taboos impact your menstrual hygiene product? *

Long answer text

Section 6 of 6

Feedback

Description (optional)

Is there anything you would like to see improved in the sanitary napkins products available in market?

Long answer text

Who purchase the product? *

Long answer text

Do you face any challenges in purchasing sanitary napkin? *

Long answer text

Section 1 of 6

Awareness

Description (optional)

How does you been about menstrual hygiene and the use of sanitary napkins? *

General Culture

Family

Friends

Health care providers

Media

Other...

Do you believe there is enough awareness about menstrual hygiene in your community? *

I will purchase a higher price premium sanitary napkin though lower priced one is available? *

Yes

No

I am willing to pay a higher price for premium sanitary napkin made with a higher quality material.

1 2 3 4 5

Strongly Agree Strongly Disagree

If a brand I always purchase Sanitary Napkins from increases its prices because of valid reasons, I will stop purchasing from them.

Yes

No

Quality is one of the most important

Features I look for in a premium Sanitary Napkin

1 2 3 4 5

Strongly Disagree Strongly Agree