

Report On

Increasing the presence of Domex in the market place at Unilever Bangladesh Limited

By

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17104235

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

BRAC Business School
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Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing a 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 that has been accepted or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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Letter of Transmittal

Mr. Raisa Tasneem Zaman

Senior Lecturer (BBA Program)

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66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Sir,

I am grateful to the Almighty for providing me with the opportunity for completing the internship and submitting this report to you. I am also very grateful for your kind advice and guidance while preparing this report. I consider myself lucky enough to have you as my internship supervisor. This report includes a summary of my role as an intern at UNILEVER, the organization overview, and also research on the topic “Increasing the presence of Domex in the marketplace at Unilever Bangladesh Limited”.

I, therefore, hope that you would like and appreciate the effort that I have put into the report. I also hope that this report will benefit every reader in a fruitful way which was a prime goal while writing this report. Thank you for encouraging me to work on this interesting topic. I hope you will accept it with thoughtful consideration.

Sincerely yours,

MUNTAKIM SHAHRIAR ROHAN

17104235

BRAC Business School

BRAC University

Date: 09 19, 2022

Non-Disclosure Agreement

This agreement is made and entered into by and between UNILEVER and the undersigned student at BRAC University, BRAC Business School

...**MUNTAKIM SHAHRIAR ROHAN**.....

As per the agreement, the information used in this report on territory sales management cannot be used anywhere else and is to be used only for internship purposes.

Acknowledgment

First and foremost, I'd want to thank Almighty Allah for allowing me to stay healthy and complete the internship program during Unilever's most difficult Territory sales period. All of my efforts would have been in vain if it hadn't been for the guidance of the Almighty. Next, I am grateful to my parents who provided me with constant support and aid to complete my degree.

To begin, I'd like to express my thanks and indebtedness to my faculty, Mr. Raisa Tasneem Zaman, Senior Lecturer (BBA Program), BRAC Business School, BRAC University, for his unwavering support, guidance, encouragement, and suggestions during the composition of my internship report. I sincerely appreciate him taking the time from his busy schedule to read my report.

Secondly, I want to convey my gratitude to MD. Tafizul Islam Pail, head of sales nutrition emerging Business & Sales Operations, Unilever, deserves my gratitude for his guidance, continual support, and supervision. I would not have ended up as an intern at Unilever without his assistance. Moreover, upon his guidance, I have worked in the External Territory sales at the distribution house at Mirpur where I have gathered hands-on experience on the procedure in Territory sales in the multinational sector.

Thirdly, I would appreciate and express my gratitude to my beloved friends who provided me with constant support during my completion of this degree. In addition to that, I'd like to thank Md. Sadab Rahaman Ridam, Rezwana Rahman, and Azman Durjoy provided me with mental support and help.

Finally, I convey my sincere gratitude to my Territory sales team member namely, Waliul Rahman Sumon, and Syed Arafat for providing me with all love and support throughout my internship period. I would also like to thank my on-site supervisor, Asiad Manjur for his constant guidance and support as a helping mentor. It was quite peaceful and instructive under his supervision.

Executive Summary

The study paper reflects my three-month learning experience working as an intern with the function for Customer Development at Unilever Bangladesh Limited. The research study's title report, "Increasing the presence of Domex in the marketplace of Unilever Bangladesh Limited," was created with the intention of examining the important procedures of the activation programs. This section goes into detail about the main duties of each functional department, the Products of Unilever Bangladesh Limited, the SWOT analysis, and my role as an intern. The key responsibility is about knowing about the maintaining territory business. Unilever begins the activation process by determining the purchasing goals of its target consumers. Finding various distribution channels to best satisfy the various shopping goals of the target clients is the first phase of the second process. Finally, after examining various channels, Unilever Bangladesh Limited creates various Shopper Marketing Activations to best meet the needs of each channel. Unilever created Laabher Bazar for the 150 Wet Market Clusters around the nation using the information gathered during the selection process, and Privilege Point for the 39 Modern Trade Centers in the city of Dhaka using the data. The planning phase and the filing of the final sales report are the two steps that mark the beginning and finish of the activation activities. All other procedures in between are covered in depth in this section. As a result, it can be argued that the study gives a full explanation of the core procedures of Unilever Bangladesh Limited's Shopper Marketing Activation operations.

Keywords: Territory sales, CD, Domex, Unilever.

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List of Acronyms

CD	Customer Development
USLP	Unilever Sustainable Living Plan
UGS	Urban General Stores
UNG	Urban Neighborhood Grocers
RNG	Rural Neighborhood Grocers
IT	Information Technology
HRM	Human Resource Management

Chapter 1: Overview of Internship

Student Information

Name: MUNTAKIM SHAHRIAR ROHAN

Student ID: 17104235

Department: BRAC Business School

Program: Bachelors of Business Administration

Major: Marketing

Minor: Human Resource Management

Internship Information

Employment Details: Provided down below-

Work Duration: 12th June 2022 to 12th September 2022 (3 months internship with as trainee)

Company or Multination company name: UNILEVER

Department: Territory sales Manager as (CD) intern

Address: Shanta Forum, 187-188/B, Bir Uttam Mir Shawkat Sarak, Dhaka-1208, Bangladesh.

Internship On-site Supervisor Information

Supervisor Name: Tafizul Islam

Designation: head of sales nutrition emerging Business & Sales Operations.

Job Duties and Responsibilities

I was appointed as a junior Territory sales intern at UNILEVER Multination company where I was assigned to the distribution house as Territory sales manager job responsibility at Mirpur. The main task and objective at the distribution house are to conduct management and territory sales under a team. When I joined UNILEVER, I was assigned to conduct an annual Territory sale in different territory houses of UNILEVER in Dhaka. However, I mostly handled the annual Territory sales task at the head office of UNILEVER limited which is the territory sales, and managing team. The main objective of our external territory sales at the distribution house is to find out the material misstatement of their sales report and whether the affairs of the distribution house represent the true and fair view

towards their stakeholders. During the Territory sales period the key responsibility I was assigned:

1. At first, I was assigned to a different distribution house to conduct a sales report. During my internship period, I did sales report audits on two different branches of UNILEVER. Those respective branches were in Mirpur and Pollobi distribution houses of UNILEVER limited.
2. The main job objective during the Territory sales period at distribution house branches was to collect documents in the form of evidence to support our Territory sales report purpose.
3. Later on, I was appointed to the corporate head office for further document collecting purposes and also to examine business and client sales reports at the distribution house.
4. I was assigned to the territory sales managing department the provision for fill-up monthly target for the whole team.

Internship Outcome

Contributed to the organization

During my internship period at UNILEVER, I was assigned to a distribution house at Mirpur and Pollobi. However, I was mostly associated with the head office of UNILEVER ltd. There I helped the Territory sales team by collecting documents for Territory sales report purposes. At first, I was sent to a distribution house with an assigned senior as a supervisor for that individual branch. However, after conducting a Territory sale report on two different branches and completing my major task successfully my immediate senior manager was very pleased with my performance. This is why I was assigned a job in charge of Territory sales report purposes at the Pollobi branch of UNILEVER limited. Later on, I was sent back to the corporate head office of UNILEVER limited where I examined the previous year's Territory sales report for additional findings. In addition, I help my senior to match the outstanding balance figure of the sales amount taken by UNILEVER from a different distribution house.

Furthermore, I helped the entire Territory sales team to gain access to the Territory sales report of the distribution house to gather documents such as ledger or sales report and other statements for further Territory sales purposes. Apart from that, I had to deal directly with the top officer of the distribution house for further compliance checking purposes. Where I have to convince and guarantee the confidentiality of the documents, they are providing to us. Since I was

collecting the financial statements of their business client. Tasks such as finding errors or wrong input in the general ledger of the distribution house. Finally, I helped both my senior and junior team members in the territory sales managing team to calculate the period of arrear credit sales.

Benefits of the Internship

The most significant benefit received as a territory sales intern received during my internship period is the learning opportunity of conducting an annual territory sale as a junior sales officer. Also, I am able to observe the Multination company culture and policy to adapt myself to it accordingly. I got the opportunity to be the job in charge of conducting a branch territory sales report at Mirpur and Pollobi for their respective distribution house. In my new role, I have dealt with challenges since I had to guide new people. However, I successfully dealt with all those challenges and objectives accordingly and fulfilled the task respectively. Since I was appointed to the distribution house territory sales team, I was able to get an insight into how the multinational company operates and the business process of the large MNC companies' system in Bangladesh. Specifically, in the territory sales management team, I got a clear idea about how distribution house conducts their sales report to sustain the service-oriented industry in Bangladesh. Besides all these, I got the opportunity to the territory sales managing team to calculate provision on credit sales. Furthermore, I learn how to handle clients or deal with them in a professional manner. How to interact with the top officers such as the head of sales or director of a multinational company and gather information in the form of documents accordingly. Apart from all these, I have gained almost 3 months of Territory sales experience which provide me with a clear view of the current business and job opportunity in the multinational sector of Bangladesh.

Difficulties during the internship

Overall internship period provided me with a mixed experience although I learned a lot since I was treated no less than a full-fledged employee at UNILEVER Ltd. During the internship timeline there were a few challenges I faced which are as follows:

- Distribution house was situated a long distance from our head office (UNILEVER). Since we have to conduct a Territory sales report by presenting in the Distribution house it is difficult to maintain proper time management. Thus, it creates obstacles in the efficiency of the Territory sales reporting purpose.

- Gathering documents is one of the biggest challenges I faced during my internship. Since distribution houses are not compliant enough in Bangladesh which is why it's tough to get all the information readily available to the auditors. It requires a huge effort and time to gather all those documents and evidence in the form of support of our Territory sales report matters.
- Understanding the client business operation is another challenge that is faced by many junior Territory sales interns such as me. Since MNCs is very diverse and complex also their business operation is vast. This is why it is almost impossible for a territory sales manager to understand all the concepts at once.
- Establishing proper communication between territory sales managers with the higher-up officer of the MNCs was an immense challenge. As these officers held up with huge responsibility and were always busy with their tasks and objective. The same goes for the team members as well.
- Lastly, but least the time bound for the MNCs Territory sales managers was not adequate enough to execute proper judgment or opinion. Since there was not enough manpower in our Territory sale steam at the time, we had to deal with two distribution houses simultaneously.

Recommendation

As a fresh intern at UNILEVER, I will recommend only those students who are willing to pursue a career as a sales officer for MNCs. The multinational company is quite challenging and its work area is heavily diversified. I was given major responsibilities such as a job in charge of gathering confidential information by negotiating with clients. Although he or she must be a good team player since most of the annual Territory sales management is conducted within a team. However, an individual territory sales intern can gain huge knowledge by working with Multinational companies such as UNILEVER. For the intern, it would help them to navigate that individual sector properly to take advantage of scope and opportunity. I would suggest a fresh intern go through the job description as a territory sales manager since it will add a huge advantage as well as work efficiency.

Chapter 2: Organizational Part: Overview, Operations, and Strategic Territory sales

Introduction

Objective

During the last four years of my Bachelor's program at BRAC University, I learned a lot which I eventually tried to implement in real-life and corporate life as well. My main objective is to understand the Territory sales procedure and principles according to the Territory sales management system at MNCs. Since I was appointed to conduct a Territory sales report on distribution houses my secondary objective was to gather as much knowledge and information about the distribution houses' business system and Territory sales procedure.

Methodology

In order to conduct this research, the data collection process was based on both primary and secondary sources. My primary data source was the sales officers who are currently pursuing jobs at that UNILEVER ltd. In addition, I talked with the admin team and interviewed a few interns who previously did internships at UNILEVER. Apart from the primary source, I have collected data from secondary sources like the website of UNILEVER and google scholar. These secondary sources help me a lot to complete most of the part of chapter 02.

Significance of the study

The second chapter of this report will provide an overview to the readers of UNILEVER a Multinational company and its Territory sales practices. The readers of this report will get a clear idea about territory sales managing practices at Unilever. Furthermore, this segment will provide a few background insides of UNILEVER such as management practice, Client retention policy, IT and Admin facility, and accounts and financial system. The chapter will provide overall insides of Multinational companies and their cultural practice in Bangladesh. Furthermore, it will give an idea about the Territory sales system and technique which is currently being practiced by many multinational companies.

Limitations of the study

One of the biggest limitations of the study during my internship period was confidentiality. Excessive confidentiality hinders my search for valuable documents. For instance, I wasn't able to collect the financial information of UNILEVER since I wasn't allowed to do their annual FS and PL. In addition, there were time constraints which further created obstacles to a

deeper analysis of the topic. Since that time all of the territory sales managers were very busy with the task in their hands. In addition, they also have to meet up the target at hand. As a result, it was impossible since this study was only three months, as a result, some latest data was unable to collect due to a shortage of time. As a result, I have to rely on past data to complete my report.

Overview of the Multination company

About the Organization (UNILEVER)

UNILEVER is one of the top ten MNCs in Bangladesh, according to the Bangladesh Bank's Multinational Company Ranking (Morshed, R. 2018). Unilever Bangladesh Ltd., one of the world's most successful producers of fast-moving consumer items, reports to regional business groups for innovation and financial results. Lever Brothers Bangladesh Ltd., a subsidiary of Unilever, controls the Bangladeshi markets for food, personal care, and home products. The eastern plant of Lever Brothers Pakistan Ltd., located at Kalurghat near Chittagong, was formally launched on February 25th, 1964, with a capacity of 485 metric tons of soap. The private limited company started out with the Pakistani government owning 44% shares, while Unilever owned 55%. After independence, the eastern facility was declared abandoned. However, on July 5, 1973, it was registered as Lever Brothers Bangladesh Ltd. as a joint venture between the government of Bangladesh and Unilever PLC, with Unilever owning 60.75% and the government owning 39.25%..

Service offered by UNILEVER

UNILEVER provides a wide range of high-quality items to its extensive consumer base in Bangladesh. Unilever Bangladesh is well-known for providing consumer goods with a particular emphasis on food, personal care, and home care. It has several brands that fit within the aforementioned categories. Companies with a presence in Bangladesh include:

Knorr Lifebuoy Lux Knorr Clear Close Up Dove Fair & Lovely Pepsodent Ponds Pureit
Rexona Rin Sunsilk Surf-excel Tresemme Vaseline Wheel

Unilever Bangladesh, in addition to providing consumer goods, offers a program called the Unilever Sustainable Living Plan (USLP), which executes a variety of projects aimed at increasing people's well-being in the country. Among these projects are, to name a few, hand-washing awareness, free dental checkups, and providing fresh water to needy persons and public areas.

Vision Mission and Objective

Every organization has a vision, mission, and core value statement to set its goal and objective for continuous growth. Such statements are very for every organization in order to move forward. As a service provider, UNILEVER also has its core value, vision, and mission statement.

Vision Statement of UNILEVER: The vision statement of UNILEVER is as follows- *“The vision of Unilever is to double the size of the business and at the same time reduce the impact on the environment, as well as, increase social impact in a positive manner. Unilever will be a leader in responsible growth and act as inspiration to people to take small everyday actions, which will collectively amount to a significant change.”* (UNILEVERs, 2022). The MNC’s aim is to create an environment that encourages initiative, continuous development, learning, and coordinated efforts.

Mission Statement of UNILEVER: The mission statement of UNILEVER is as follows- *“The mission of Unilever is the incorporation of vitality to life. Unilever aims to meet the everyday requirements of individuals in nutrition, hygiene, and personal care by means of brands which not only help people to feel and look good but also to get the most out of life.”* (UNILEVERs, 2022). The MNC’s objective is to always include an incentive by assisting consumers in their success. The Multination company was founded with the goal of creating a foundation that would foster initiative, continuous development, learning, and collaborative activities.

Types of Channels

700,000 outlets are spread among 27 channels. Nine of the 27 potential growth paths have been formalized. These canals connect urban and rural locations. Priority channels are currently available across the country via traditional means. This waterway connects the cities and the countryside. The priority channel is made up of six separate shop types.

These are their names:

Urban General Stores (UGS) are retail businesses located in city neighborhoods or commercial districts. They have an eternal essence. HPC items are typically sold in conjunction with other necessities.

The following are the characteristics of UGS:

Urban Neighborhood Grocers (UNG): These are popular in cities. They are also full-time employees that provide non-branded food and HPC goods. They resemble convenience stores.

UNG has the following characteristics:

It's close to the wet market. They frequently gather in groups. These stores are always well-organized. The business has no counter; the merchant usually operates from the godi. In general, this channel distributes non-branded commodities, consumables, and high-performance computing (HPC) products. They are similar to convenience stores. It's near the wet market. They typically congregate in groups. These shops are always clean and well-organized. The business has no counter; the merchant usually operates from the godi. In general, this channel distributes non-branded commodities, consumables, and high-performance computing (HPC) products. They are similar to convenience stores. These are temporary structures that sell tea and baked goods. The majority of folks come here to socialize and drink tea. It can be found in both residential and business settings. The structure of these channels is just transient. This channel primarily sells generic goods and food, with a few high-end items tossed in for good measure.

Rural Neighborhood Grocer (RNG): A store in rural residential regions where residents go to restock their goods. The structure of the store is mostly made of tin or wood. The store is usually run by one individual, but assistance is seen on occasion. These kinds of establishments are widespread in rural and wet market locations. It is typically found in groups. The majority of the products sold on the channel are food, dairy, and health and beauty items. Customers with middle-to-lower-income levels are the primary demographic for this channel.

Emerging channels: Emerging channels are those that have specific qualities but are not prioritized. Their consumer base, structure, and product categories differ. This category has three types of channels. They are discussed in greater depth below.

The most typical location for a shopping center is in a city, usually along a major artery. Outlets are attached to the structure and are typically located in clusters, usually under one roof or a similar boundary. They primarily sell fashion and HPC items. In shopping malls around the country, there are approximately 23400 stores.

Self-service Stores: Self-service stores first appeared in 1999. It began with a few persons and has now grown to 62. These stores have a fixed structure and a large space where many types of merchandise are presented under one roof. This store is frequented by middle-to-upper-income males and females. These shops stock a wide range of products.

Rural cosmetic stores can be found in rural market areas, particularly along highways. It is significant because to the increasing demand for this developing channel. The building and decorating of the store are quite sophisticated for a rural area. Because they sell intimate things, these stores are dominated by female customers. Channels, as previously said, are intended to focus on unique product categories, diverse sets of consumer needs, and to simplify the company's marketing strategy. Unilever decides what kind of assistance to provide for which category based on the channels. They also take comprehensive measures to maintain the SKU level in each channel. Unilever has taken many initiatives to strengthen its distribution channels in order to increase sales and gain a significant market share.

The goal of Unilever's CD efforts

Product availability is guaranteed by the CD team. Product orders are accepted and distributed on a regular and timely manner by SSO/SO.

Unilever will provide merchandising insights that are specific to its shops. Unilever will supply shop signage, panel branding, shelf talkers, and other marketing materials. None of these are required of the retailer. Unilever will also conduct various promotional efforts in order to persuade merchants to stock more items in their locations. This will aid shops in increasing their sales.

The goal of the CD shopper activities

The CD team ensures that all Unilever goods are visible and available in all retail locations. Furthermore, all of the items are presented in an attractive and eye-catching manner. Customers are more likely to notice and purchase the goods as a consequence. Customers will receive a free gift, a discount, or a promotional offer for certain purchases. This will encourage people to buy more frequently.

Strategies followed by UNILEVER

Functional Level Strategies

To establish and preserve competitive advantages in mature sectors, Unilever Bangladesh Ltd. adopts a variety of functional level methods.

- They design goods that are easy to make by utilizing flexible manufacturing technology, training personnel, and performing research and development responsibilities.

- They offer a higher degree of customer service. They do extensive research in order to develop new goods and improve existing ones to better meet the needs of consumers. They are constantly developing new products, promotional activities, packaging, and distribution strategies. This allows them to reply to client requests quickly.
- They adopt a cost-cutting approach due to intermittent overcapacity and the opportunity to achieve economies of scale. This enables them to develop low-cost products while being profitable.

Business Level Strategies

Strategic managers at Unilever use a number of business-level strategies to gain a competitive edge over rivals by using the company's resources and specialized skills. They also use a differentiation strategy for individual items in order to meet the needs of consumers in a unique way. They target different market groups with separate items in order to have a diverse product range. Through expanded operations, they reduce the risk of entry and expand their product line to serve a wide range of niches. The many strategies and efforts of Unilever, as well as their expertise, are passed on to Unilever Bangladesh Ltd.

Global Environment Strategies

Unilever Bangladesh Ltd. is a subsidiary of Unilever. It follows several Unilever-wide strategies and ideals as part of a global company. However, depending on the country, they employ a variety of tactics. The following are the many strategies that they employ in the global environment.

- They import raw resources from less priced locations, producing a location economy.
- They are sensitive to local needs.
- They are always willing to enhance and adjust their products to satisfy the needs of their local clients.
- UBL adopts a worldwide strategy in which the corporation substantially customizes both its product offering and its marketing strategy to diverse national situations.
- They are involved in short-term contracts and competitive bidding for the supply of raw materials.

Corporate Strategy

The following corporate strategies are used by UBL:

- They have a very diverse portfolio. UBL expands in both linked and unrelated ways.

- They compete in nine different businesses, selling anything from home care to personal care to food.
- They have 14 economies of scale since most of the goods may use the same manufacturing facilities, materials, and delivery systems.

Unilever's Growth

Although Unilever has been there since before the country's independence, the company's largest growth surge occurred in 1999. Since then, sales growth has been continuously in the double digits, more than double the rate of GDP growth. In 2003, UBL was the fastest-growing company in Unilever Asia, with a profitable growth rate of 17%. They have also reinforced the company's fundamentals and boosted the rate of gross margins, providing us with the essential fuel for expansion. Profit after tax has more than doubled in recent years, resulting in exponential growth in the shareholders' fund, which is now one of the largest in corporate Bangladesh.

Unilever's Corporate Social Responsibility

- Unilever Bangladesh Limited is always seeking to lessen the environmental impact of its operations by deploying efficient manufacturing equipment and proper waste management methods.
- Unilever Bangladesh Limited also seeks to lessen the environmental impact of their products by using recyclable packaging and safe ingredients.
- Fishing, agricultural, and water programs are available.
- Unilever Bangladesh Limited's Business Principles Code
- Fair Trade Practices
- Local communities are supported.

The Competitive Analysis and Conditions of Unilever

In a highly competitive climate, Unilever opted to reorganize its communications efforts to guarantee that communication and advocacy became a crucial component of all activities, both to increase the profile of and address concerns about sustainable development in particular. Unilever has a specialized communication department all over the world. Because of its tiny

size, UBL lacks a recognized department. Communication, on the other hand, is with the HR department, and communication is highly appreciated both internally and internationally.

Analysis of the industry

Bangladesh's beauty market

- Healthy beauty (dove)
- Whitening-hygiene toothpaste
- Rural - soap for washing - soap for bathing
- Shampoo and bath soap

Strengths:

Their biggest asset is their people's enthusiasm. We all strive for professional excellence and ethics at Unilever in order to make a difference in people's lives. People's lives are rapidly changing. As our way of life and work develops, so do their demands and preferences. The purpose of Unilever is to make people's lives easier. As a consequence, they continue to develop new items, improve established brands, and encourage better, more efficient working methods.

They have a portfolio that includes worldwide brands, regional items, and local variants of well-known names. This variation is a result of two of our primary strengths:

- Strong roots in local markets, as well as firsthand knowledge of the local culture
- Internationally, world-class business expertise is used to serve customers all over the world.

They are routinely regarded as one of the most admired employers in the world, with a reputation for putting people first. This is due to the fact that they allow all of their workers to achieve their career objectives, grow professionally, and maintain a good balance between their working and personal life. They are committed to their employees because they recognize that their energy and enthusiasm are their most valuable assets. And they feel that variety enhances them by allowing people to collaborate to achieve outstanding achievements.

Weaknesses:

UBL's main weakness is its small size. Because the market is growing every day, UBL is smaller in comparison to the market.

Opportunities:

UBL's great opportunity is its massive market size.

- Dove's new products
- Food business start-up - nuclear family, both parents working - packaged foods
- Knorr Healthy Foods
- Igloo-ice cream-walls

Threats:

UBL's main competition is Square Toiletries Ltd. As a result, UBL may face severe danger.

Consumer Behavior: Consumer behavior is a critical issue to examine. If consumers lose interest in UBL's products, the corporation might face serious problems.

Department of Brands and Development

The Brands Team has been renamed Brands and Development in order to improve collaboration between the marketing and development teams. Recognizing new market prospects requires an understanding of consumer wants and preferences. They must identify new market opportunities in order to stay ahead of the competition. However, using technology and advancements to quickly translate uncovered insights into concrete products that suit consumers' needs and aspirations is equally crucial. Successful innovation requires a solid understanding of both users and technologies. To achieve a successful innovation process, Unilever has combined branding and development.

This will enable their development team to have a closer interaction with the consumer world, following the leads and signals of their objectives and, as a consequence, designing goods that are more tailored to their demands at a faster rate. The Brands and Development Department is further split into six key groups.

These are some examples:

- Personal care
- Dental care

- Food
- Tea export
- Marketing research
- Manufacturing

The Supply Chain Division

The Supply Chain Director (SCD) oversees the Supply Chain Department's planning, buying, manufacturing, and distribution. The supply chain process is comprised of a number of critical operations that ensure on-time delivery to clients. Through the supply chain process, planning and buying are linked to manufacturing. By including both backward and forward links, the chain is extended even farther. They will gain from an integrated supply chain since it will allow them to respond quickly and keep up with ever-changing business situations. It is currently divided into the following functions:

- Engineering
- Purchasing for the Company
- Distribution
- Quality Assurance
- Planning
- Business System

The Finance and Information Technology Departments

Both the financial and information technology departments are overseen by the same director. The primary goals of this department are to serve all divisions and departments of the company, to secure and safeguard the company's assets and interests, to ensure proper internal control within the company, and, most importantly, to be cost effective in order to maximize the company's benefit while operating. Currently, the key sub-departments are:

- Legal

- Finance
- Industrial Relations or Factory Personnel Functions

The Customer Development Division

For retailers, wholesalers, and distributors, customer management is becoming increasingly important. The Customer Management Department (CMD) is directed by the Customer Management Director (CMD). Sales Operations Managers, Regional Sales Managers, and Area Sales Managers report to him. The Sales Operation Manager oversees the company's media. Assistant Area Managers are overseen by Regional Sales Managers. Territory Managers report to Territory Sales Managers, the number of whom varies depending on the sales area.

The Marketing Department

Every initiative and campaign that FMCG marketers create and carry out to benefit the FMCG and earn their loyalty is connected to one or more of the components. The product, pricing, distribution system, and promotional techniques make up the marketing mix in the FMCG sector. Based on their characteristics and value propositions, Unilever's brands are categorized into market categories. The price varies depending on the kind of merchandise. Nearly every marketing tactic at Unilever's disposal is used for promotion. More than 190 nations offer Unilever goods. The logo, design, ideology, and message of Unilever are present in all of the company's brands, which each have their own branding strategy.

Each of Unilever's 400 brands is represented by one of the logo's 25 symbols. Unilever has about 165,000 employees globally and a broad network of retailers and distributors (Unilever, 2016). Unilever goods are typically packaged in plastic packs or bottles. They are sold at retail establishments, shopping malls, and online.

Clients or customers of Unilever can be classified based on their age, income, and what they want from the company. Customers at Unilever varies in age. The personal and home care segment's age range is 14-50, with a medium to high income. The age range of the food sector begins at 5 and enjoys pleasant and healthful foods. Unilever's product expenses include charges for manufacturing, packaging, marketing, and distribution, among other things. Unilever uses a range of communication platforms and is always looking for new ways to communicate with customers. Customers of Unilever purchase items through retail stores, supermarkets, and internet retailers, among others, and Unilever actively engages in these interactions.

The Human Resources Department

The Human Resources Director presently leads this division (HRD). The key tasks of this department are recruiting, training and development, labor welfare, personnel services, and security. Unilever Bangladesh Limited combines as many of these core people tasks as feasible, resulting in increased efficiency. Unilever Bangladesh Limited now employs 720 individuals, including 159 in management and 543 unionized permanent workers who are connected to a robust distribution network.

Management Practice

The management practices of UNILEVER are as follows –

Leadership and Decision Making

The leadership style of UNILEVER is quite autocratic. The renowned Multination companies are mostly led by the directors or simply put the owners of the firm. The organizational hierarchy of UNILEVER is as follows -

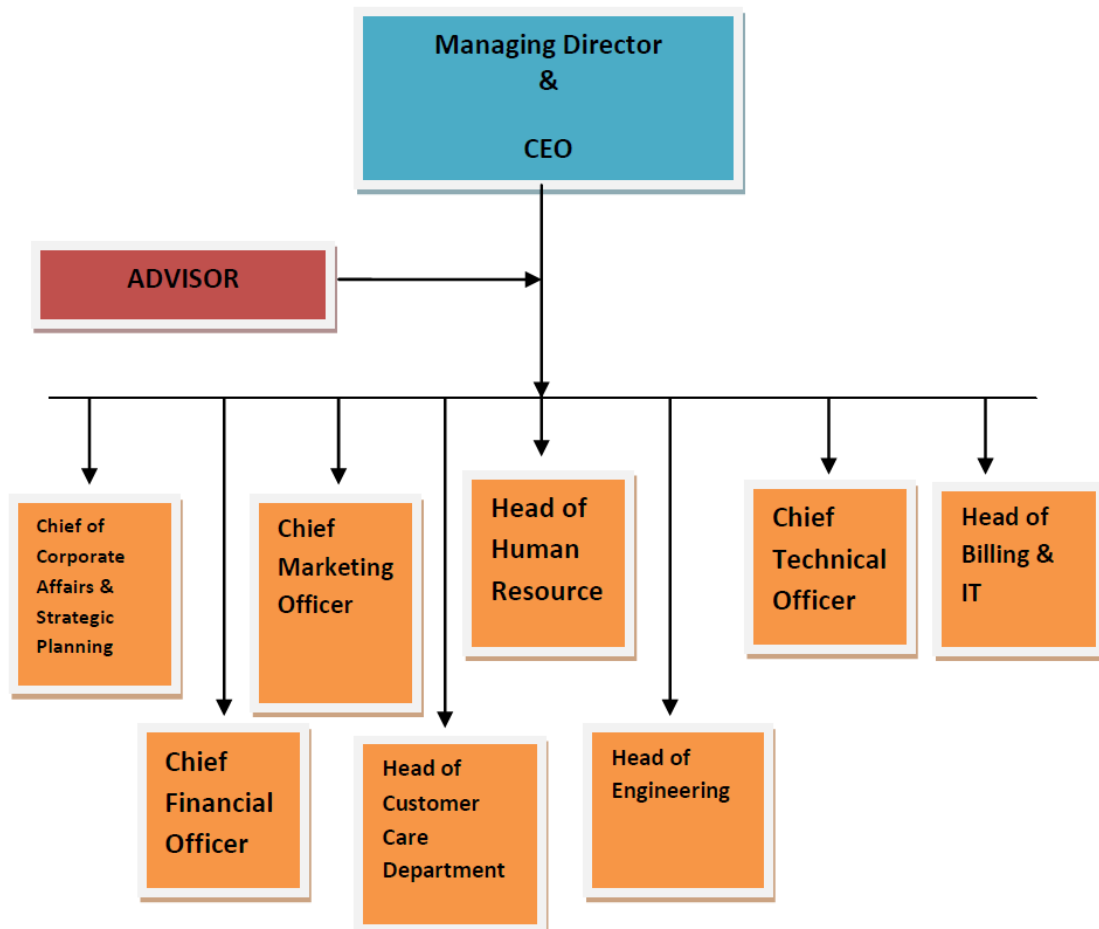


Figure 1: Organization Hierarchy of distribution house of Unilever

In the above figure, we can observe the leadership pattern for Unilever Bangladesh. The managing director or CEO is mostly accountable for lots of tasks. Since he or she has to deal with another department and observe whether all the task is going accordingly or not. Latter on the specific department head comes into play where the individual department head is responsible for their own respective department performance.

Human Resource Planning Policy

Unilever is very serious about retaining the best and most experienced professionals in their company. The Multination company usually doesn't hold internship students if they are done with their internship. However, the Multination company found any individuals are more efficient and effective than they try to apply the employee retention method to retain that employee by increasing his or her remunerations as compensation for his efficient service. They retain workers based on their performance and work quality not by reference age, race, gender or family background.

Summary and Conclusion

In brief chapter 02 talks about the background information about UNILEVER specifically territory sales management and its vision, mission, and objective. It also talks about the service the Multinational company provides in different sectors. Then, the chapter focuses on the management practices of UNILEVER, their leadership style, remuneration policy, and employee retention methods. Later on, the chapter discusses the marketing practices of UNILEVER where its focus is on segmentation, branding, promotion, and service development criteria. In the financial and accounting practice area the chapter talks about the last three-year highlights and generally accepted accounting principles and practices by UNILEVER. The operating management and information system division is very curtailed where we know about the ERP system of UNILEVER. Lastly, in the industry and comparative analysis, the chapter focuses on Porter's five forces, SWOT, and the differential strategy of UNILEVER.

To sum up, UNILEVER is one of the prominent Multinational companies in Bangladesh that have been doing business for more than 18 years. They have received many international awards in their journey. They are also adding huge value to the product service in the context of Bangladesh.

Recommendation

Most of the time during my internship period I was in the Distribution house to conduct a Territory sales report I observed a few important areas in which UNILEVER territory sales management is focused for their betterment in their future days. The following recommendation is given below:

- UNILEVER territory sales management can improve their work environment by leveling the work pressure among junior and senior employees.
- Create better policies for their existing employees to retain longer in the organization. Human resources of UNILEVER are required to come up with a better policy to do so.
- More training is required to be held within the Multination company to improve the work efficiency of the junior territory sales associates. Every year several new employees come into the Multination company to take an interview for pursuing territory sales officer.

Chapter 3: Project Part- Increasing the presence of Domex in the marketplace.

Increasing the presence of Domex in the marketplace.

One Broad Objective

Ensuring tertiary and secondary sales of Domex toilet cleaning liquid in selected market clusters of Mirpur.

Three Specific Objective

- Ensure the availability of Domex in the selected market cluster.
- Ensure the presence and visibility of Domex in the outlets where its competitor brands are present.
- Interact with consumers and try to convince them to switch to using Domex.
- Collecting feedback regarding the product from shopkeepers and consumers, to understand its strengths and weaknesses.

Review of Literature

As my workings are about an FMCG product of Unilever Bangladesh LTD. Where ensuring the tertiary and secondary sales of the product based on a finding, I can see that Fast-moving consumer goods (FMCG) are those with quick, low costs. Even though FMCG products make very little money when sold for retail, they typically make a lot of money when sold wholesale. Therefore, the total profit on such products may be substantial. According to Brand Careers Glossary, the term FMCG is used to define often purchased, low cost, minimal involvement, and convenient consumer goods, such as snack foods, cleaning products, stationery, toiletries, etc. The main threat to the entire FMCG business is the presence of illegitimate products on the market. Products that have been imported illegally tend to be inexpensive. so that it undermines market stability. (Islam, 2016)

A crucial component of the sales life cycle of any commercial good is secondary sales management, particularly for new product introductions. For product availability and visibility, we can see there is always a chance that the product will run out of stock during periods of strong demand after it has been distributed to the appropriate stores and areas. Reorder booking and replenishment cycle must be planned correctly to be consistent. The frequency of orders may differ from one product to another or from one retailer to another. Planning the best route or frequency of outlet visits requires reliable data and experience. A company's sales teams must each make plans that take into account their unique setbacks and planning opportunities while keeping an eye on the overarching objectives of the company. Companies typically announce their financial year's sales goals, and the corresponding heads begin team preparation. The quarterly and monthly goals for sprints are separated. But dividing the overall aim equally across all sales representatives would not be fair. Considering prior sales cycles, there are a variety of geographic restrictions that must be taken into account.

Because of this, businesses must create bottom-up targets based on historical performance in addition to top-down expectations based on cities or distributors. (hedge, 2019).

The data on FMCG tertiary sales in India is based on a Retail Panel. When compared to the vast majority of urban sales from individually owned businesses, contemporary supermarkets account for less than 10% of Indian FMCG sales (Kirana).

Each product sold to a consumer at a contemporary supermarket has its barcode scanned, providing a data point. The raw data is then sold by these supermarket chains to organizations (such as AC Nielsen, IRI, and others) that assemble, arrange, and put up the tools to analyze and organize the data before reselling it to FMCG manufacturers.

Obtaining statistics from each Kirana store—there are over 3 million of them in urban India—is essentially impossible. As a result, businesses like Nielsen and others run a retail panel that is representative of the whole store universe. According to the FMCG company, The panel size is secret, although it's probably about 20,000 across all states and demographic regions. The size, share, etc. of the entire Indian market are then projected using this.

The stock levels of retailers are estimated based on past sales, and smart FMCG companies also approximate this back calculation by knowing how much stock they have sold to distributors (primary sales) and how much stock the distributors have sold to retailers (secondary sales).

Primary sales, secondary sales, and tertiary sales should eventually be comparable if changes to distributor and retailer stock levels have been taken into account (Academy, 2015).

Methodology

The project will focus on managing the tertiary and secondary sales of DOMEX a few significant factors or mechanisms which might play an important role in improving FMCG products. In order to conduct this research, information was obtained from the internal source of the organization which is classified under the primary data source. In addition, the secondary data are being taken via Google form responses. Furthermore, to complete the project objectives both qualitative and quantitative data were taken from the respondents. Later on, the data which are being collected are run in the company's IT and management system to run both analyses to find out the relationship among the variables for my project title. The brief methodology of my research objectives is explained below

In my Objective 1, I have prepared the proper survey on the market visit to the maintain availability and visibility of Domex. This specific strategy will offer statistical information on the in-the-moment replies of the experts working in the company's distribution house in order to justify the approach.

Nevertheless, in objectives 2 & 3 technique is based on both interpersonal observation and data gathered through Google form replies. Both the interview session and the statistical data of the professionals' real-time responses were used to justify the strategy.

In objective 4 I have to maintain tertiary and secondary sales of the product where need to available the overall penetration of Domex from the distribution house of Mirpur of Unilever to Market and know about and spread the information of the name of the product. Additionally, professional interviews and statistical information from real-time replies were used to support the methodology.

Findings And Analysis

In order to achieve the general purpose, this conclusion focuses primarily on the specific goal. Discovering the reasons why people loathe those who face them, in particular, was one of the project's main goals. Along with that, I looked for the criteria for either an internal or external territory manager. I also try to estimate how long it takes to do a market research study. In addition, I attempted to highlight the FMCG industry's flexibility with clients and Bangladesh's workplace. The study included an in-depth analysis of all the additional crucial elements that contribute to the efficient distribution. To uncover links between the variables, I lastly conducted a numerical analysis of my research topic on the DMS Company.

General findings of the survey

I looked at the survey respondents to determine what proportion of the public had the least knowledge about audits or had experienced them at work in order to do my research. Additionally, I made an effort to learn the respondents' occupations.

Significance of the study

The current study advances our understanding of FMCG product sales growth and the market environment in Bangladesh. This report's main goal is to identify the crucial elements that, on an effective level, lead to both tertiary and secondary sales. The reader will be able to pinpoint the main regions and causes of sales inefficiency according to the study's findings. This study is distinctive in that it has focused on the Territory officer/manager profession who are interested in professional sales and marketing. Additionally, it will show how important paying professionals for their services is. This will somewhat connect with the practice of human resources. Finally, the study will provide quantitative information regarding the level of education that territorial business professionals have and how that affects the quality of their job. It will demonstrate the problem with the sales' inefficiency clearly. The reader will gain a greater comprehension of each of those elements as well as a clearer understanding of how to approach solving those problems.

How they profit and to whom

The distributor is a partner of a company. If the company's turnover revenue is 100 Tk, the company gives the distributor 50 Tk, and in this 50 Tk distributor provides products to the outlet and manages all administration processes. To maintain the administration process company, spend 40 Tk and the rest of the 10 Tk is the profit of the distributor.

Domex Outlet-wise Sales

A	B	C	D	E	F	G	H	I	J	K	L	M	N
Code	Name	Channel	Route Name	FSE	Harpic Present	312	1493240	29451	228	22	7	81	7
							Monthly avg sales of Harpic	Monthly Avg. Sales of Domex	Mar-21	Apr-21	May-21	Jun-21	Jul-21
													Aug-21
D40-1434	Helal Store	Urban Wet Market Grocer	6 Bazar	Md Asadul Khan	1		3000	135	606	0	0	1286	0
D40-1440	Hira Momy Store	Urban Wet Market Grocer	6 Bazar	Md Asadul Khan	1		12000	88	0	0	0	0	1500
D40-133534	Home Plus	Urban Wet Market Grocer	6 Bazar	Md Asadul Khan	1		80	17	0	0	0	0	0
D40-1431	Jafor Store	Urban Wet Market Grocer	6 Bazar	Md Asadul Khan	1		9000	671	606	0	0	1286	0
D40-11544	Janata Mosla Store	Urban Wet Market Grocer	6 Bazar	Md Asadul Khan	1		2000	512	606	0	0	1286	0
D40-1429	Jhangir Store	Urban Wet Market Grocer	6 Bazar	Md Asadul Khan	1		2000	391	606	0	0	1286	0
D40-1439	Jomota Store	Urban Wet Market Grocer	6 Bazar	Md Asadul Khan	1		6000	487	606	0	0	0	1211
D40-1448	Mahin Store	Urban Wet Market Grocer	6 Bazar	Md Asadul Khan	1		3000	148	606	0	0	1286	0
D40-1446	Manik Store	Urban Wet Market Grocer	6 Bazar	Md Asadul Khan	1		3000	623	606	0	0	1286	0
D40-1591	Mayer Doa Store	Urban Wet Market Grocer	6 Bazar	Md Asadul Khan	1		1500	124	606	0	0	0	1500
D40-8590	Nazrul Store	Urban Wet Market Grocer	6 Bazar	Md Asadul Khan	1		3000	36	606	0	0	0	0
D40-1451	North Bengal Store	Urban Wet Market Grocer	6 Bazar	Md Asadul Khan	1		7500	309	606	0	0	1286	0
D40-14119	Rabby Store	Urban Wet Market Grocer	6 Bazar	Md Asadul Khan	1		1500	36	606	0	0	0	0
D40-1432	Razib Store	Urban Wet Market Grocer	6 Bazar	Md Asadul Khan	1		3000	111	606	0	0	1286	0
D40-1435	Shah Poran Gen Store	Urban Wet Market Grocer	6 Bazar	Md Asadul Khan	1		1500	358	606	0	0	1286	0
D40-1516	Shahhajal Mostala	Urban Wet Market Grocer	6 Bazar	Md Asadul Khan	1		1500	240	606	0	0	0	0
D40-1458	Shoink Enterprise	Urban Wet Market Grocer	6 Bazar	Md Asadul Khan	1		4500	118	606	0	0	1286	0
D40-1459	Takidra Store	Urban Wet Market Grocer	6 Bazar	Md Asadul Khan	1		3000	413	606	0	0	0	0
D40-1447	Tamanna Store	Urban Wet Market Grocer	6 Bazar	Md Asadul Khan	1		1000	36	606	0	0	0	0
D40-13916	AADIL LIFE CARE PHARMA	Drug Store	Arambag M Road	Md Asadul Khan	1		1500	80	346	0	0	321	0
D40-10612	Akota Traders	Urban Neighborhood Grocer	Arambag M Road	Md Asadul Khan	1		1680	25	346	0	0	0	0
D40-227871	Al Mokha General	Urban Neighborhood Grocer	Arambag M Road	Md Asadul Khan	1		4200	20	346	0	0	0	0
D40-1562	Alamgir Gen. Store	Urban Neighborhood Grocer	Arambag M Road	Md Asadul Khan	1		1000	41	346	0	0	0	0
D40-4211	Alvie Gen. Store	Urban Neighborhood Grocer	Arambag M Road	Md Asadul Khan	1		2100	75	0	0	0	0	1269
D40-1950576	Armena Gen. Store	Urban Neighborhood Grocer	Arambag M Road	Md Asadul Khan	1		2100	0	0	0	0	0	0
D40-1756291	Anas store	Urban HPC Tong	Arambag M Road	Md Asadul Khan	0		0	0	0	0	0	0	0
D40-1714	Arambagh Store-1	Urban Neighborhood Grocer	Arambag M Road	Md Asadul Khan	1		800	20	346	0	0	0	0
D40-14764	Bhuyan Gan. Store	Urban Neighborhood Grocer	Arambag M Road	Md Asadul Khan	1		4200	95	346	0	0	0	1269
D40-2342610	Collection Store	Urban HPC Tong	Arambag M Road	Md Asadul Khan	1		2100	0	0	0	0	0	0

Figure 2: Table showing overall sales of Domex per outlet

Here are the monthly sales of Domex where I am pushing about 376 outlets to have penetration and visibility of Domex where I found out monthly average sales of Harpic and Also found out monthly average sales of Domex. In this finding, I can easily go through the idea about Domex sales and other available staff. Also, the presence of Harpic so that I can know about the position of Domex. So that where I can ensure the tertiary and secondary sale of the existing FMCG product. Maintaining LPC, SR, and FCS, properly and knowing about the scheme & Channel of the shopkeeper.

After the market visit collect memo from accounts based on the sales and target arrived compiling money receipts if any due product or memo left.

They have to maintain the calling procedure by using S-SMARTCS. Everyday KPI of an SSO depends on Values, SR, and effective coverage. IQ is related to the assortment of how many products the outlet sells for equal.

Summary of The Target of Domex Tracker

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	No. of Targeted Outlets	374														
2																
3	Harpic Present	312														
4	% of Harpic Penetration	83%														
5																
6	L17M Domex Avg. Monthly ECO	36														
7	L17M Domex Avg. Monthly ECO %	10%														
8																
9	Highest Ever ECO of Domex in a Month	228														
10	Highest Ever ECO of Domex in a Month %	61%														
11																
12	Avg. Monthly Sales of Harpic in Tk.	1493240														
13	Avg. Monthly Sales of Domex in Tk.	29451														
14																
15	August Domex ECO	63														
16	August Domex ECO %	17%														
17	August Domex Sales															
18																
19																
20																
21																

Figure 3: Summary of The Target of Domex Tracker

Here is the summary of the sales for the last 17 months of Domex and Harpic. Here we can see the number of outlets and number of outlets where Harpic is present and also the percentage penetration. After achieving 10% of the last 17 months after penetration of Domex in August till 23 it comes with 17% the end of the month I will get the number of penetrations. From the comparison, we can understand that Domex is certainly rising in popularity, even with very low overall sales.

Monthly Domex Sales route wise

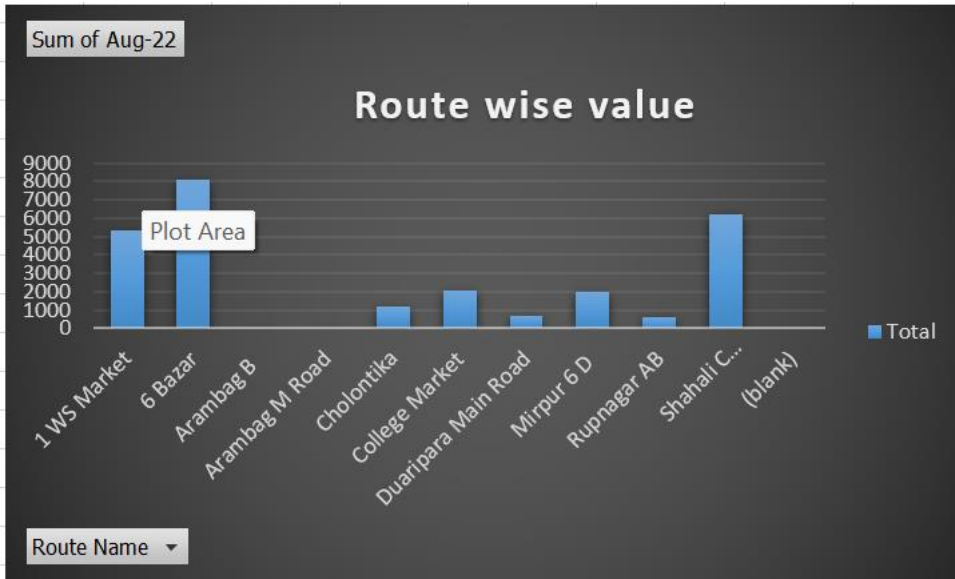


Figure 4: Monthly Domex Sales route wise

Here is the route-wise value where the estimated value should be upgraded in the gap area and the route should be filled out with the product. 6 Bazaar and Shahali reported the highest volume of sales in the entire graph. It is to be noted that areas with more low-middle class households showed a general lack in popularity for Domex. Therefore, in my opinion, it is much more cost-efficient to promote Domex in areas with more middle to high-class households.

Interpretation of monthly Domex Sales route wise

	V1	V2	V3	V4	V5	V6
1	Route	August	No. of	Cont.	Target	Gap
		ECO	Outlets			
2	1 WS Market	11	40	0.10695	20	9
3	6 Bazar	21	34	0.09090	17	-4
4	Arambag B		39	0.10427	19.5	19.5
5	Arambag M Road		37	0.09893	18.5	18.5
6	Cholontika	3	35	0.09358	17.5	14.5
7	College Market	4	38	0.10160	19	15

8	Duaripara Main Road	2	39	0.10427	19.5	17.5
9	Mirpur 6 D	5	33	0.08823	16.5	11.5
10	Rupnagar AB	2	41	0.10962	20.5	18.5
11	Shahali C Corporation	15	38	0.10160	19	4
12	Grand Total	63	374	1	187	124
Tota l	N	12	12	12	12	12

a. Limited to first 100 cases.

Figure 5 Summary of Domex route-wise analysis

This summary shows the mean and distribution of sales and outreach that Domex has on an area basis. As we can see, sub-urban areas with a lot of malls show a bigger number of sales and outlets for the product. In fact, areas with a lot of active households are showing better acceptance of the product at a rising pattern. It is also noted that the difference in sales is not that significant for each separate area, as they share the same demographic of consumers with similar buying patterns. Therefore, as long as availability is ensured with no drastic change in economic factor, the popularity of the product will certainly rise with its growing acceptance.

Recommendation

Unilever Bangladesh and its field force are really well organized and active, but I feel the following concerns should be prioritized.

The Importance of Increased Visibility

Visibility should be prioritized by the CD team. They should utilize more colored shelf talkers, billboards, and so on, and present all of the items in more enticing ways so that customers notice them and are persuaded to buy them.

Increase the number of promotional offers made to retailers and customers.

Domex should give more promotional offers, such as free presents, to entice buyers, and shops can provide further incentives. They can also create a variety of programs for their loyal customers.

Packaging for a product

Unilever never replacements or dates faulty items. When merchants receive complaints, they are not always responsive. This policy needs to be revised.

Ensure that their items are delivered on time.

The delivery sales person may not always be able to make it to the market on time. As a result, shops were unable to fulfill all of the orders. Because rivals' sales reps come early, they may make more orders for the merchandise.

Promo events

Special promotions can be organized by UBL for a variety of events such as Eid, New Year's, and other seasonal occasions. It is not required for them to have a costly campaign; they may keep it simple by delivering complimentary groceries or nonbranded things with any UBL product, depending on the subject of the event. They can also organize special events for retailers such as outings or picnics, as well as sports. This will act as an incentive for them.

Training program

UBL may arrange for merchants to attend specific training programs to learn how to deal with consumers and develop long-term relationships with them, as well as retail management and product marketing.

Conclusion

Unilever Bangladesh Limited is a major global firm in the country. I got the opportunity to work for this firm throughout my internship program. I was a territory sales representative for UBL. During this period, I was able to see the general tasks of managing a retail setting. This analysis gave some fascinating insights into the kind of services that consumers and merchants are receiving and what they anticipate from the Unilever Customer Development Department. It also looked into merchant opinions, such as how it helped build a relationship with UBL and enhanced sales. The connection with merchants has already improved, as observed. UBL should now endeavor to re-engage unsatisfied clients and re-establish a good relationship with them. UBL should also provide greater value to its loyal clients. Finally, I would argue that this internship at UBL has increased my practical understanding of business administration while also making my BBA education complete and more relevant.

Appendix

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Survey Questionaries.

What is the most selling product for Unilever?

1. Domex
2. Rin.
3. Wheel
4. Ponds

What is the feedback for a customer using Domex as a Household care item?

1. Excellent
2. Good
3. Very good.
4. Satisfied
5. Dissatisfied.

Which of the following format do you prefer to make a purchase?

1. Departmental Store
2. General store.
3. Supermarket convenience store.

Have you purchased any FMCG products recently after coming across an advertisement?

1. Yes
2. No

Will you like to switch your brand preference if you get some promotional scheme with another brand?

1. Yes
2. No

What are the Market conditions for the toiletries item of Unilever?

1. Positive
2. Negative

What is about pricing condition of all FMCG products of Unilever?

1. High
2. Low
3. Moderate

What do tertiary and secondary sales depend on?

1. On price
2. On product.

What do you think about which channel Toiletries Item running most?

1. UNG
2. UWMG
3. UGC.
4. Modern Trade

According To the market research, which product consider a competitor of Domex?

1. Harpic
2. Swift.
3. Glitter
4. Shakti

How likely are you to recommend this product to others?

1. Yes
2. No

What do you think? How many percent of people use the product of Unilever in Bangladesh?

1. 100%
2. 80%
3. 60%
4. 40%

Are you willing to pay more for eco-friendly consumer goods?

1. Yes
2. No.

In which category has the greatest number of SKUs in Unilever?

1. Skin care
2. Personal care.
4. Hair care
5. Household care.

Whom is the targeted customer for Unilever believe?

1. Aged
2. Children
3. Middle Aged
4. All over