

**Internship Report**  
On  
Understanding the Market for Instant Powder Drink  
&  
Future Trend of the Category



GlaxoSmithKline

# **Internship Report**

on

## **Understanding the Market of Instant Powder Drink & Future Trend**

of

**GlaxoSmithKline Bangladesh Limited**

### **Submitted to:**

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# Letter of Transmittal

**Ms Afsana Akhtar**

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**Sub: Submission of final internship report for completion of BBA Program**

Dear Ma'am,

I am pleased to submit my Internship Report on “Understanding the market for Instant Powder Drink and the future trend of the category”. This report was part of my assignment during my tenure at GlaxoSmithKline Bangladesh Limited.

The report also includes a review of my job duties and experiences as a Marketing Intern. In the end I have included some of my recommendations regarding the critical points in the processes.

I have prepared the report through working with my supervisor (at GlaxoSmithKline Bangladesh Limited) and consulting with you. I am submitting my internship report and I will be grateful enough if you kindly accept my report.

Your consideration will motivate me in the future to write better reports.

Yours Sincerely,

Yestabshir Mahmud

ID: 09204085

BRAC Business School

## **Acknowledgements**

I am personally grateful to some people who really assisted me in my exertion. First, I would like to thank my supervisor at GlaxoSmithKline Bangladesh Limited, Mr Shaahed Redwan, Brand Manager, Corporate Sales Officer-Mr. Raquibul Islam for his continuous assistance and guidance in completing the report.

I am also indebted to Mr. Raquibul Islam, Corporate Sales officer for giving me an exposure as a Brand Activation Officer at GSK. I would like to thank Mr. Raquibul Islam, Corporate Sales Officer of GSK for his immense help, support and most importantly for believing in my capabilities and me.

I would also like to express my gratitude to my internship instructor, Ms Afsana Akhtar for her kind support and instruction for making this report more meaningful. I would also like to thank all the staffs of GSK and my intern colleagues for their nice cooperation during my tenure at GSK.

Finally, I like to show my gratitude to my loving parents for their loyal support for continuing my internship program and completing the report as well.

# **EXECUTIVE SUMMARY**

GlaxoSmithKline a subsidiary of GlaxoSmithKline plc (GSK) is one of the world's largest research-based pharmaceutical and healthcare companies. GSK continues to be committed to improving the quality of human life by enabling people to do more, feel better and live longer. The Company's principle activities include secondary manufacture of pharmaceutical products and marketing of vaccines, pharmaceutical and healthcare products. GlaxoSmithKline conducts the operational activities in Bangladesh as a principal with its own set-up of manufacturing, marketing and distribution.

The Marketing department of GlaxoSmithKline Bangladesh is mostly responsible for conducting the operational activities in Bangladesh. The department is divided into two self-management teams in order to attain efficiency in work processes. As a Marketing Intern at Consumer Healthcare I was assigned with a variety of tasks that are mostly related to Brand Support Activation program and Point of sale marketing.

In the Fast Moving Consumer Goods (FMCG) category, Instant Powder Drinks are common and popular. Instant Powder Drink market is mainly dominated by Sajeeb Corporation in Bangladesh. Tang, Foster Clark, Nutri-C, Glaxose, Tierra are available brands in the market.

This study mainly focuses on the issues like the market for Instant Powder Drink in Bangladesh, people's consideration about Instant Powder Drink, how many people take Instant Powder Drink, consumers' brand loyalty, consumers' perception about price and the future trend of Instant Powder Drink

By the end of the analysis, there is an elaborated discussion on my findings in GlaxoSmithKline. After analyzing the Instant Powder Drink trend strategies, some revamp options have been recommended in this paper.

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**\*References**

**\*Appendices**

## Introduction

Bangladesh is facing a changing phenomenon over its different phases of different categories of market especially in the field of FMCG category in recent years. As Bangladesh has a huge market for Instant Powder Drink and, there may have dimensional behavior regarding the products in the consumers' perception.

In the modern and competitive world people must do heavy work both mentally and physically to survive successfully. Over the last decade the health consciousness of consumers has become an important factor driving the agro-food market. Healthier food products have entered the global markets with force in the past years and rapidly gained market share. From the context of Bangladesh, instant powder drinks are very much popular in health food drink category. Consumers take health drink to overcome the nutrition lacking of health.

Bangladesh has a huge market for Instant Powder Drinks and market is introducing new brands gradually. Some of the aspects of behavioral pattern of consumers have been highlighted here. A couple of studies have been conducted by different scholars about the consumers' behavior of Health Drinks but most of them related to the nutrition issue and price and brand preference. This study is different from the previous in different aspects. Some different aspects of consumer behavior have been highlighted here.

### ***1.1: Background of the Study:***

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Every graduate from business study has to do the Internship with the purpose of learning how to do work practically from the knowledge gained so far as a business student. It is a great experience for every student to get practical experiences of the theoretical knowledge that we have gathered in our four years of graduation life. For gaining practical knowledge on a specific subject a research should be done. I have done my internship in the *Marketing* department of GlaxoSmithKline Bangladesh Limited.

The topic of my report is: ***Understanding the market for Instant Powder Drink and the future trend of the category.*** These days the brands of GlaxoSmithKline Limited are in fierce competition with that of other multinational FMCGs“ that are currently established in Bangladesh- for instance Unilever, Procter and Gamble, Reckitt Benckiser, Nestle, Novartis and so on. In order to stand out from the competition and hold more credibility, GSK Bangladesh must ensure that their brands are certified and recommended by top dermatologists, physician ; as general public highly depend on the advice provided by these specialists.

### ***1.2: Origin of the Report:***

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Main purpose of internship (BUS 400) is giving the practical experience of a theoretical subject. This credit course is required to be completed by all students graduating under school of business at BRAC University. I prepared this report as a partial fulfillment of Bachelor of Business Administration (BBA) program under the supervision of Assistant Professor Ms. Afsana Akhtar. This is the outcome of four months long internship program at GlaxoSmithKline Bangladesh Limited.



### *1.3 Scope and Limitations*

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This report only focus on the some aspects on the market and consumers' behavior of Instant Powder Drink but does not say about the all the aspects. As it is not possible to have a census on this, there are some limitations but is has been designed in the way to find out the best possible findings that meet the research objectives. As it is a household survey, the respondents also contributed their valuable time to furnish the study. The whole study has been conducted in such a way like a consumer research. The survey has been conducted on city area, so it represents the results of the same.

As the survey is a household survey, respondents needed to concentrate and give their valuable time to give answers of the questions. Because of some limitations, it would not be possible to have the survey in broad style but the data shows the relevant information as cross matched by market visit. So, it finds the actual information for what the researched has been conducted.

It has been designed in such a way that discarded the possibility of wrong data and represents the actual one. For that a pilot study has also be conducted. This discarded the lacking of the study.

There are huge scopes of future study as data from different segments have been collected so that further study can be possible with the collected each set of data. Each set of data can be base for further analysis.

## ***1.4 Nature of Data***

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The report is based on primary and mainly secondary data and sources

**1.4.1 Primary Data:** Primary data have been collected by:

- a. Informal interview with the officers of Supply Chain department
- b. Some information of my report objectives has been collected through discussion with Brand managers and experts

**1.4.2 Secondary Data:** data have been collected by:

- a. Most of the data have been collected from GlaxoSmithKline Bangladesh (GSK Bangladesh) web-site.
- b. The secondary data and research was mainly used to create the overall background and to provide basic information about the company.
- c. Other data involving IPD also collected from different related websites.

## Organizational Overview

### 2.1 GlaxoSmithKline Global

GlaxoSmithKline (GSK) is a world's leading research-based pharmaceutical company, along with in the area of Health care with a powerful combination of skills and resources that provides a platform for delivering strong growth in today's rapidly changing healthcare environment. GlaxoSmithKline A subsidiary of GlaxoSmithKline (GSK) is one of the world's largest research-based pharmaceutical and healthcare companies GSK, continues to be committed to improving the quality of human life by enabling people to do more, feel better and live longer. The Company's principle activities include secondary manufacture of pharmaceutical products and marketing of vaccines, pharmaceutical and healthcare products.

GSK has leadership in four major therapeutic areas- anti infectives, central nervous system (CNS) and respiratory & gastro- intestinal/ metabolic. In addition it is a leader in the important areas of vaccines and has growing portfolio of oncology product.

With the pharmaceutical products, GSK produces a lot of health care products including the renowned brands such as Horlicks, Boost, Viva, Glaxose, Maltova, Eno, Sensodyne.

GSK supplies products to 140 global markets and has over 100,000 employees worldwide. GSK has 180 manufacturing site in 41 countries.

### 2.2 History of GlaxoSmithKline

Henry Wellcome and Silas Burroughs founded Glaxo in 1880. Glaxo established medicine research centre around the world. In the Thirties, GSK introduced improved technology to the business. The business grew and new ventures were bought in UK. Glaxo Wellcome and SmithKline Beecham announced their intention to merge on 17 January 2000. The merger was completed in December that year, forming GlaxoSmithKline (GSK). Companies were competing for the same raw materials, both were involved in large-scale marketing of medicine produce and both used similar distribution channels. Between them, they had operations in over 76 countries. SmithKline Beecham grew through mergers with other medicine companies in the 1920s.

In a history that now crosses three centuries, GSK's success has been influenced by the major events of the day – economic boom, depression, world wars, changing consumer lifestyles and advances in technology.

And throughout they've created 5 products that help people get more out of life – Health Food Drinks, Oral Care, Vitamins Minerals Supplement and Instant Powder Drink. Through this timeline you'll see how GSK brand portfolio has evolved.

At the beginning of the 21st century, path to Growth strategy focused us on global high-potential brands and Vitality mission is taking us into a new phase of development. More than ever, how brands are helping people 'Do More Feel Better Live Longer' – a slogan that is visible to the main street of Bunny Thorpe that is over a hundred years ago.

### **Timeline**

#### **In 1830**

John K Smith opens a Drugstore in Philadelphia

#### **In 1842**

Thomas Beecham launches Beecham's pills in England

#### **In 1880**

Burroughs Wellcome & Company was founded

#### **In 1891**

SmithKline & Co. acquires French, Richards & Company

#### **In 1906**

Glaxos registered by Joseph Nathan & Company as a trademark for dried milk

#### **In 1935**

The importance of the pharmaceutical market was soon realized and in 1935, Glaxo Laboratories Limited was founded with its headquarters at Greenford, Middlesex and London for the production and marketing of foods and pharmaceuticals.

#### **In 1947**

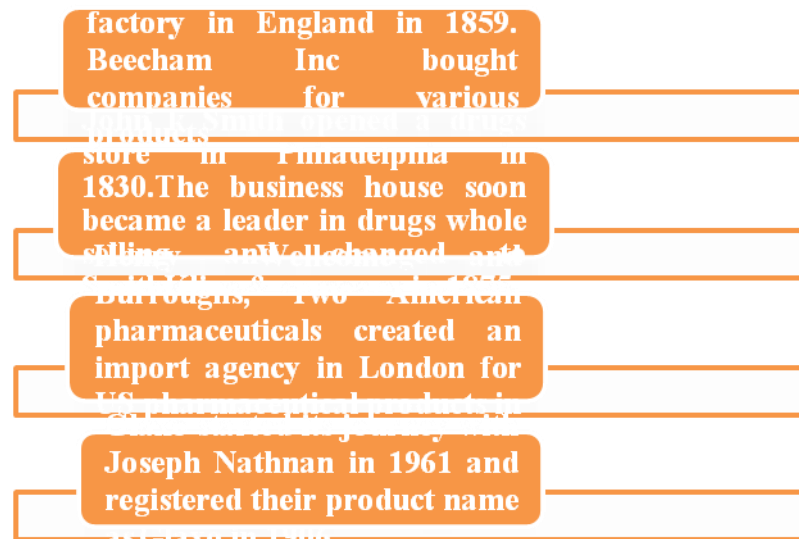
After the 2<sup>nd</sup> world war, Glaxo developed rapidly. Glaxo Laboratories Limited absorbed its parent Joseph Nathan & Company, and became a public company in 1947.

### In 1963

Edinburgh Pharmaceutical Industries Limited, which owned Duncan, Flockhart and Company Limited and MAC Farlane Smith Limited, joined Glaxo.

### In 1995

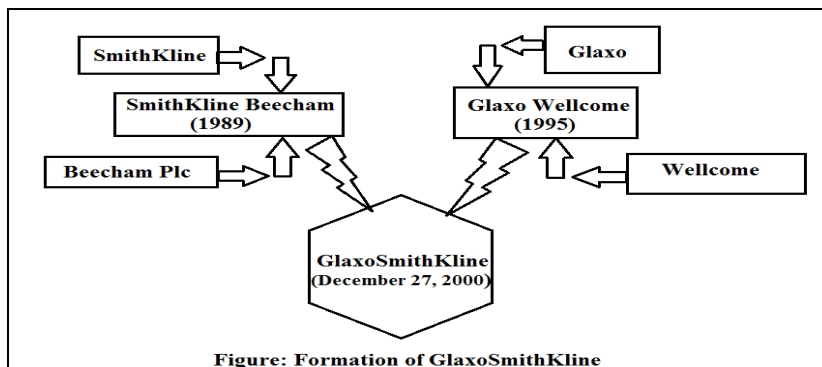
Glaxo acquired 100% share, of Wellcomes PLC on May 01, 1995 and formed GlaxoWellcome PLC.



(Source: Annual Report GSK 2013)

### In 2000

GlaxoWellcome and SmithKline Beecham merged to form GlaxoSmithKline; a worldwide research based pharmaceutical company.



### 2.3 GlaxoSmithKline Bangladesh Limited

GlaxoSmithKline Bangladesh Limited is a subsidiary of GlaxoSmithKline Plc.; world's leading research based pharmaceutical company. One of its strong strength is its powerful combination of skills and resources that provides a platform to deliver fastest growth in today's rapidly changing healthcare environment. The principle activities of the company are manufacturing and marketing of pharmaceutical, vaccines and healthcare products.

GlaxoSmithKline conducts the operational activities in Bangladesh as a principal with its own set-up of manufacturing, marketing and distribution. The company has started business in Bangladesh in 1969 at Chittagong by importing products from Group Company.

The Chittagong factory of GlaxoSmithKline Bangladesh Limited is considered as the *Center of Excellence* in Global manufacturing & supply network of the group.

In Bangladesh GSK held 6<sup>th</sup> position in pharmaceutical industry having market share of 5.2% (as of September 2002) occupying strong hold in key therapeutic areas like Respiratory, Dermatology, Anti- infective and Vaccines.

Brand names of some major products of the company are: Ventolin Inhaler, Ceoprex, Zinnat, Parapyrol, Zantac, Piriton, Dextrose and Engerix –B etc. on the other hand, in terms of consumer goods GSK is doing business by manufacturing Horlicks, Boost, Viva, Maltova etc.

## ***2.4 GlaxoSmithKline- At a Glance***

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- GSK is a research-based pharmaceutical company.
- GSK is committed to tackling the three "priority" diseases identified by the World Health Organization: HIV/AIDS, tuberculosis and malaria
- GSK's business employs around 99,000 people in over 100 countries
- GSK makes almost four billion packs of medicines and healthcare products every year
- In November 2009, GSK launched ViiV Healthcare, a global specialist HIV company established by GlaxoSmithKline and Pfizer to deliver advances in treatment and care for people living with HIV.
- Many of our consumer brands are household names: Horlicks, Lucozade, Aquafresh, Sensodyne, Panadol, Tums, and Zovirax.
- The Company has a Manufacturing factory located in Chittagong.
- GlaxoSmithKline Bangladesh Limited has eleven District Marketing Offices (DMO) throughout the country. These are divided in five zones by which GSK's products are sold.

## ***2.5 The Spirit of GlaxoSmithKline***

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The GlaxoSmithKline Spirit is a set of values and operating principles shared by employees across the company that form the basis of Corporate Culture

### **Mission**

- Improve the quality of human life by enabling people to do more, feel better and live longer

### **Vision**

- Grow a diversified global company that will deliver more products of value, build trust and successfully delivering the mission and, improving the quality of human life.

### **Behaviors**

- The GlaxoSmithKline believes in flexible thinking and making continuous improvement to their product.
- Building relationship with customer is their prime integrity.

## 2.7 GSK Brands

As a more than a century old R&D pharmaceutical and healthcare company GSK's product portfolio spreads across key therapy areas benefiting millions of lives across the globe. GSK products focus on different therapeutic areas such as- Anti-bacterial, Respiratory, Cough & Cold preps, Dermatology, Gastro-intestinal, vitamin, vaccines for Hepatitis A & B, Typhoid, Chicken Pox, Measles, Mumps as well as cervical cancer and others.

The company has Consumer Health Care and Nutritional Health Care Drinks also. Some products GSK are presenting through the following table:

<b>Therapeutic Area</b>	<b>Trade Name</b>
<b>Anti-Bacterial</b>	<b>Ceporex, Zinnat, Zinacef, Amoxil, Kefdein, Cexime, etc</b>
<b>Respiratory</b>	<b>Ventolin, Piriton, Flixonase ANS, VentolinNebules etc.</b>
<b>Cough &amp; Cold Preps</b>	<b>Actifed, Sudafed</b>
<b>Dermatology</b>	<b>Betnovate, Betnovate N, Betnovet CL, Dermovate, etc.</b>
<b>Vitamin</b>	<b>Complavit</b>
<b>Oncology</b>	<b>Alkeran, Imuran, Leukeran, Mylaren, Purinethol</b>
<b>Eye/Ear preps</b>	<b>Otosporin</b>
<b>Gastro-intestinal</b>	<b>Zantac, Norain</b>
<b>Oral steroid</b>	<b>Betnelan, Prednisolone</b>
<b>Anti-Viral</b>	<b>Zeffix</b>
<b>Vaccines</b>	<b>Engerix B, Havrix, Varilrix, Tritanrix HB, Priorix, etc</b>
<b>Non- Pharma</b>	<b>Dextrose, Glaxose (Health Drink)</b>
<b>Consumer Products</b>	<b>Horlicks (Chocolate Horlicks, Junior Horlicks, Horlicks Lite, Womens' Horlicks, Mother Horlicks), Maltova, Viva, Boost, Ribena, Aquafresh, Glaxose,</b>



## ***2.8 Strategy followed by the Company***

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### **a. Functional level strategies:**

GlaxoSmithKline Bangladesh Ltd follows different functional level strategies to gain competitive advantages and sustain it in the long run in the matured industries.

- They increase their efficiency through exploiting economies of scale and learning effects. For Example: Invested £3.4 billion in 2013 in our search to develop new medicines, vaccines and consumer products
- They carry out extensive research to innovate new products and modify the existing products to better satisfy the consumers

### **b. Business-Level Strategies:**

GlaxoSmithKline strategic managers adopt different business level strategies to use the company's resources and distinctive competencies to gain competitive advantage over its rivals. These are:

- They follow cost-leadership strategy as they have intermittent over capacity and the ability to gain economies of scale. This way they can produce cost effective products and yet be profitable.
- They also target different market segments with different products to have broad product line. By product proliferation they reduce the threat of entry and expand the range of products they make to fill a wide variety of niches.

### **c. Strategy in the Global Environment:**

GlaxoSmithKline Bangladesh Ltd. is registered under GlaxoSmithKline plc. As a part of a global company it follows some generalized strategies and principals of GlaxoSmithKline. However, they also modify different strategies based on the national conditions. The different strategies that they follow in the global environment are stated below:

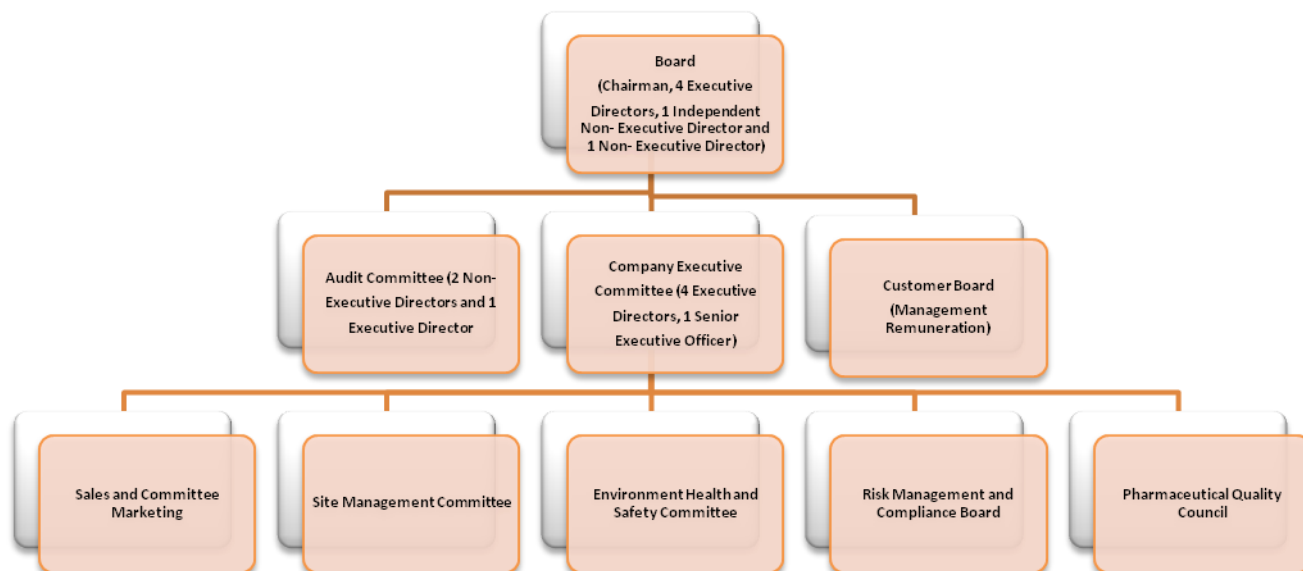
- They import the raw materials from the places where it is less costly, thus achieve location economy.
- GSK follows a multi domestic strategy where the companies extensively customize both their product offering and marketing strategy to different national conditions.

#### **d. Corporate strategy:**

GSK carries out the following corporate level strategies:

- They have a diversified business. GSK has reflected the changing market dynamics there and to prepare for the launch of multiple new products. GSK are restructuring to improve efficiency and focus resources to growth opportunities in what continues to be a challenging market environment.
- GSK have changed the traditional R&D so that it is better able to sustain a pipeline of products that offer valuable improvements in treatment for patients and healthcare providers.
- As business continues to change shape, GSK is transforming so that it can reduce complexity and become more efficient.

## 2.9 GlaxoSmithKline Corporate Governance Framework



*Source: Annual Report GSK 2012*

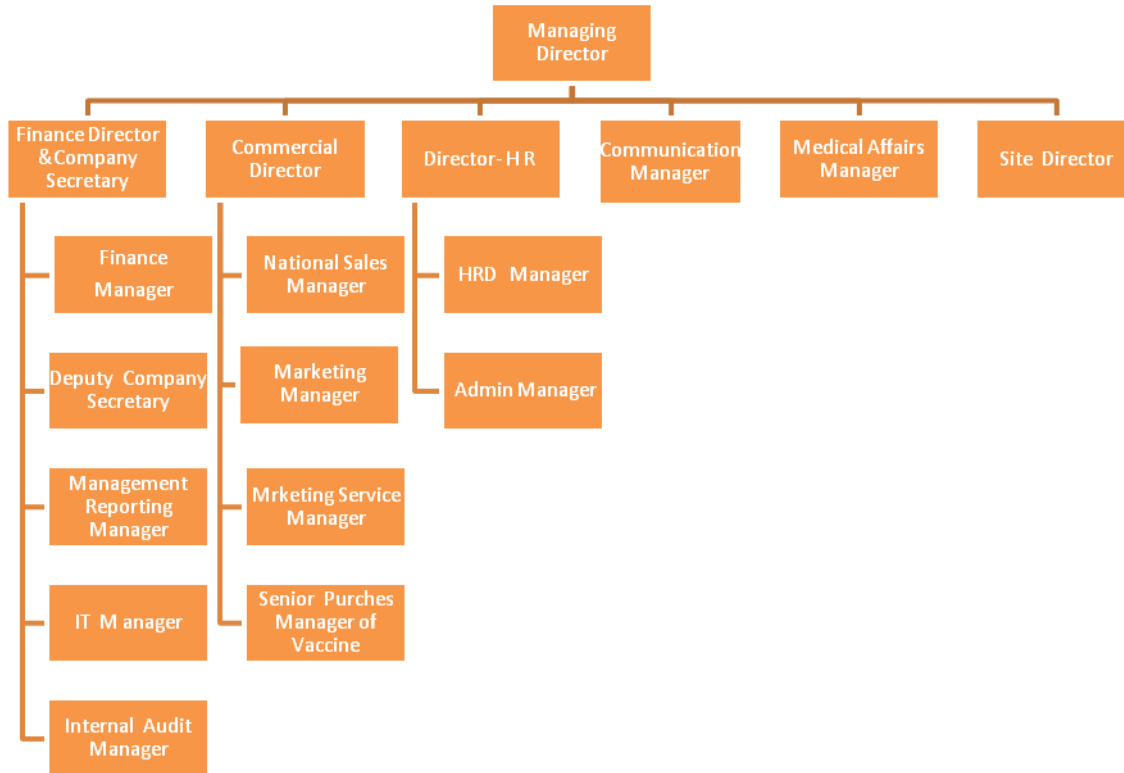
## 2.10 Functional Departments of GlaxoSmithKline Bangladesh Ltd.

GlaxoSmithKline Bangladesh limited comprises of six major departments. Those are as follows:-

- Marketing
- Human Resources
- Sales Department
- Finance & Accounts
- Information Technology
- Consumer Healthcare

## 2.11 Organization Chart

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## *2.12 GSK Social Responsibility*

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### **a. Support Local Communities:**

During Cyclone Sidr 2007, the Majher Chor initiative was taken by GSK. The initiative included replace houses, build cyclone shelter, build a new ghat, replace lost live stocks, clean all the water supplies, raise the embankment and implement extensive reforestation.

### **b. GSK and Save the Children- a new PHASE**

To combat diarrhoea and improve the general hygiene and sanitation in the communities, GlaxoSmithKline initiated the Personal Hygiene and Sanitation Education (PHASE) Program in different countries of the world.

PHASE was initiated in Bangladesh with Save the Children (USA) in 2005 with a three year long (2005-2008) program in Nasirnagar, Brahmanbaria. Developing special PHASE materials and provide training to build teachers' capacity in School Health and Nutrition (SHN).

### **c. The Free Primary School**

In an effort to reach out to slum children (though very small in number) GSK Bangladesh is sponsoring a free primary school run by an NGO called Sathee Kalyan Samity, in Rupnagar, Mirpur (a suburban slum area in Dhaka). School is run by an NGO called Sathee Samaj Kalyan Samity (SSKS). This NGO is run. The school was opened in February 2010 and the sponsorship will cover all operating costs for the school.

## 2.13 GSK's SWOT Analysis

### Strength

- GSK is considered as world's one of the leading pharmaceutical companies because of its performance.
- Efficient, capable and honest workforce
- Considerable financial resources to grow the business
- Proprietary technology and importance patents
- Ability to take advantage of economies of scale
- Better product quality relative to rivals
- Goodwill of the company

### Weakness

- Underutilized plant capacity
- Higher unit cost relative to key competitors
- Lack of variety in products
- Low pack size
- Lack of sufficient promotional effort.
- GSK has weaker distribution network and sales force are relatively low compare to competitors.

### Opportunities

- GSK as a multinational company has opportunity for expand its investment and has potential growth in Bangladeshi market.
- Expanding the company's product line to meet a broader range of customer needs.
- Target and acquire an untapped marketing for vaccines
- Market is significantly large and growing
- Proper utilization of vaccines may result in higher profit.
- Availability of natural resources is the most lucrative opportunity for GSK to work with Bangladesh.
- In Bangladesh, GSK can get labors at a very cheap cost.
- High confidence brand name and quality

### Threats

- Adverse shifts in foreign exchange rates and trade policies of government
- Aggressive movement of rivals
- Slow down in market growth
- Growing bargaining power of the end consumers, thus high priced medicine are inconvenient for them
- Costly new regulatory requirements
- Competitors lower prices
- Increasing threats from local competitors.

## Job Nature

### 3. Job Natures and Description

I worked as an intern in GSK Bangladesh Limited as a Brand Activation Support Officer. I dealt with only instant powder drink brands, which mainly focuses on Health drink products. Since I was an intern my responsibilities were very limited and restricted. There is no set of particular responsibilities in my work but luckily I got the opportunity to get involved in various activation projects as my internship was at the end. From my experience in GSK and by observing other activation interns the nature and responsibility of the job is as discussed below:

- **Working with different agencies to ensure proper communication:**

My role also required working with different agencies in order to develop communication materials, promotion & packaging design, events & different activations. I had to communicate with GREY Bangladesh on different issues on behalf of GSK. I also had to work with agencies like Real Media to panel the activation videos (AV).

- **Conducting market research to understand consumer insights and business trends:**

I worked with the marketing team for few market research activities, which helped us understand the strategies of our competitors like Tang, Foster Clark and Nutri C. Mainly I had to observe their marketing trends which included shelving the products in modern trade, brand promoting instruments and product lines. Research was also done to understand different area, customers and their requirements. There were lots of field visits in Dhaka included as one of my job responsibilities.

- **Managing Consumer Promotions for Instant Powder Drink:**

The second project that I handled was the Brand activation of Glaxose product that was sold throughout the Dhaka city using teams that were coordinated through GSK external agencies. These promotional activities included training Brand Promoter (BP) girls, managing with merchandising agencies for booths, dealing with people for market access, managing uniforms, data cards, leaflets etc. I personally had monitor these work of Brand Promoter (BP) and the work of agencies and then report the daily sales to my advisor at GSK.

- **Coordinating with different functional departments:**

I was assigned with responsibilities to ensure smooth and on time delivery of products and other materials required for the promotions. Sometimes I got a say in booth designs and leaflet designs, though they have books with set rules and guidelines based on promotions around the globe for GSK powder drinks. The supply chain departments had to approve the availability of the stock and which areas will have what size of booths and banners. The marketing department with sales department had to approve on the product knowledge that needed to be highlighted and the special features with set lines that are mandatory to be used while selling the product. I also had to collect data at the end of every week and made reports in required categories for proper presentations. These data are then collected at the end of the month for observing the sales trend.

- **Working Environment:**

Like any other multinationals GSK has a flexible working routine. They have five working days from Sunday to Thursday. But on the other hand their office starts at 9 or 10 and ends at 5 or 6 respectively. There are many benefits provided to relax the employees such as cultural programme attending, social visit etc. Separate departments are in separate floors, which create a gap between the employees, or the communication is very restricted. There is a high priority in privacy of the director that it almost gets impossible to contact him.

- **Decision-making:**

In GSK the work is very nicely categorized in three levels. The brand manager, the market insight manager and the corporate sales officer every decision is finalized by the brand manager. Whatever idea a market insight manager or sales officer comes up with they need the approval from the brand manager before executing it. They before applying confirm even the minor changes. Thus if any sort of immediate changes are required to be applied it gets delayed at times. I during my internship worked for few activation programs so I came up with few situations like that with my supervisor, it was pretty hard to handle situations like that.



## **Recommendation:**

- There is continuous pressure on the employees as they sometimes feel it is tiring, boredom and often required to go visit out of the company even on the Weekends.
- If certain responsibilities are designated to the executives then execution gets faster and work can be done quickly. This will also give an opportunity to the managers to see the leadership capabilities of the executives and their level of decision-making abilities.
- From my work experience in GSK Brands Department I realized that everything regarding one product line keeps changing. Thus it is important to keep up with the most recent and relevant concepts of marketing and not limit to a certain view

#### ***4. Relating theory into practice***

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Marketing is a subject that we encounter or experience from a very young age but unknowingly. It is involved in our day-to-day life. Theories are taught to us to give detailed insight to the subject. My job was “below the line” branding where most of the theories learned were not applicable. Therefore, I have tried to highlight the reasons behind and how it is being not met with examples from my real life experience.

- a. Marketing has broad knowledge:** Marketing is a vast subject so it is very difficult to relate all the theories to practices in practical field.

For example, we have learned that 4Ps is what it takes to successfully manage marketing activities of a product. However, real business practices are different. They are not identified based on the Ps of Marketing or Cs for service marketing. Rather every product or service is designed and improvised depending on the needs of customer and image of the brand.

- b. There are Different ways in Implementations of Marketing Activities, Advertising or Brand Building in Bangladesh:** In Bangladesh, it is very difficult to implement what we have been taught by books. I can recollect from my very basic level marketing course, that regional, geographical and locational differences does have impact on marketing for any product.

For example: We had to implement different ideas for different types of markets like hypermarket or modern trade or supermarket or general shops. In Bangladesh locational differences are very different as because if we analyze Old Town to be a mediocre area but there are very rich people who demand for some products. On the other hand if we consider Gulshan and Baridhara as posh areas then they prefer imported products not GSK Bangladesh products. This indicates that in Bangladesh most of the work requires to be done on a reactive basis.

- c. **Relating to Various Types of Promotions:** Although our entire curriculum is well designed, yet we were unable to learn anything on below the line promotion. And now days in most of the industries the concepts of sales are done by these promotions, which are known as Activations. Organizations such as Unilever, Nestle, British American Tobacco, Square, Beximco, Ifad, Pran, Reckitt Benckiser, P&G, ACI etc. are now focusing on Activations.

There are separate departments for this work. We have not been given proper knowledge on this concept. We worked on how to merge service by relating it to the product. The concept of co-branding is also not being taught I had to face a lot of trouble to understand the concept, the process etc.

- d. **Social Media a New Method of Marketing:** It is completely a new form of marketing, as people nowadays spend maximum of their free time on social media like Facebook, Twitter, LinkedIn, etc. So indeed it is a great platform to advertise a product or service. It is a very different and also a difficult way to communicate to people. Different because it's a new platform to reach people at home, in car, in public transport or any means except regular ad platforms like TV, radio, billboards etc.

It needs a new and attractive way to catch people's attention and also we need to keep in mind that what age group mostly uses these social media in our country. It is difficult at times to reach people in social media because it becomes too obvious or it becomes too bothering. Keeping up with change and posting new things or promotions or offers are very important to keep up in social media.

- e. **Consumer Behavior Depending on the Manufacturing Country:** The trust for manufacturing in Bangladesh is moderately low, consumers want to purchase the same products but from Thailand or from Philippines or from even India. The reduced cost also draws an image of cheap quality but in reality the reduced cost is for the advantage of local productions. It is very difficult to bring the change in fortnight. This kind of issues need to be addressed very tactfully, it is not always wise to set up a manufacturing plant in the country especially when quality comes in question by consumers.

# Understanding the Market of Instant Powder Drink & Future Trend

## Introduction:

The Project part of the internship report is a study aimed at understanding the different aspects of, consumer behavior, type of buying pattern and type of sampling being used here. Moreover understanding the market for Instant Powder Drink and the Future trend is also being portrayed.

The report discusses the process with great details in a well-organized manner and portrays how GlaxoSmithKline Bangladesh Limited strives to conduct their tasks in the most efficient way.

The information collected here was largely based on personal experience, one to one interviews and a few secondary sources. However, some crucial information has been excluded from the report due to the privacy policy of GSK Bangladesh.

By conducting this research, some specific aspects of the consumers' behavior of Instant Powder Drink will be explored. It will focus on some aspects of consumers' behaviors that have relation with consuming IPD, buying behavior and will tell us about overall condition about consumers. As there has not been this kind of study in our country, it will also give us clear idea about the total income and expenditure condition of the people, its impact on consumers' behavior and market visit.

## 5.1 Instant Powder Market Background of Bangladesh

Bangladesh is facing changing phenomena over its different phases of different categories of market especially in the field of FMCG category in recent years. In the FMCG category, Instant Powder Drinks have huge market demand and it is growing. The vibrant Fast Moving Consumer Goods (FMCG) Market in Bangladesh as estimated by Nielsen is valued about \$1.8 billion. In 40 categories, the FMCG market is growing at 31.3% which is largely dominated by Non-food categories (\$759 million) growing at 33%, followed by branded foods (\$563 million) growing at 33% and nascent beverages (\$250 million) growing at 24%. Currently the Health Food Drinks (HFD) segment is growing at 54% and GSK Consumer Healthcare business dominates the segment with 87.5% share.

With the regular meal, consumers of health drinks take these with different perceptions. Consumers' behaviors are being more dynamic as the days are going. The instant powder drink category is led by the MNCs from the very beginning and still it continues.

Tang, is the market leader with its different categories, Foster Clark, Nutri-C, Glaxose, are the available drinks in this category. There have been some studies on the consumer behaviors of instant powder drinks in the context of Indian consumers of instant powder drinks but not on the context of Bangladesh. Studies shows facts regarding brand loyalty, nutrition, satisfactions and dissatisfaction issues, purchase factors, sources of information, customer segmentation, determinant of key success factors.

The difference in information contents across instant powder drink simply that there is no standard regulation for disclosing the nutritional information and therefore these information are provided by the organization on voluntary basis. 40% of the consumers change their Brand. Sometimes, 37% never change their Brand and 33% change their Brand Frequently. Lack of Brand Loyalty, Dissatisfaction, and Lack of Availability are the Major attributes of Switching of Brands. The other Factors are Price, Offers from Other Brands, Lack of Health etc. The Market price scenario for Instant Powder Drink in Bangladesh as follows:

## Price Scenario of Instant Powder Drink Market in Bangladesh

Brand name	Flavour	Size	Price (Tk)
Tang	Lemon, Pineapple, Mango, Orange	750gm	445
Foster Clarks	Lemon, Pineapple, Mango, Orange, Mandarin	750gm	435
Nutri C	orange	150gm	80
Glaxose		400gm	110
Tierra	Lemon, Orange, Pineapple	750gm	365

(Source: Collected by visiting the market)

### *Respondent Profile:*

The number of consumers who participated in the survey was 45. These are shown below:

<b>1. Profession of the Respondents:</b>	<b>value</b>	<b>Percentage</b>
Teacher/doctor/manager/engineer	29	64%
Business	3	6.69%
worker/clerical	0	0%
housewife/others	13	28.99%
N/A	0	0%
	45	100%

## ***5.2 Objectives of the Study:***

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### **General Objective:**

- To understand the market of Instant Powder Drink
- To explore the consumer behavior on Instant Powder Drink .

### **Specific Objective:**

- To find out that people think Instant Powder Drink can add value to nutrition need or not.
- To find out what percentage of people take Instant Powder Drink.
- To explore why people take particular brand, regularity of taking and frequency of changing brand.
- To find out that people are conscious about IPD or not.
- To explore the extent of relationship between taking insufficient regular meal and consideration of taking supplementary food, Instant Powder Drinks.
- Identify the regularity of taking IPD and loyalty to Brands.
- To explore the aspects of IPD in consumers' behavior and the consciousness regarding IPD.

## *5.3 Methodology of the Study*

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### *5.3.1 Research Design*

The research has been designed in the following way:

- **Pilot Study:** A pilot study has been conducted on 10 households to verify the questionnaire and to verify the feasibility of the broad study and to identify the changes needed to conduct the main study. This study has been conducted in the same way of main research.
- **Collection of Data:** The survey is a household survey and the questionnaire includes 26 questions. The questionnaire has both qualitative and quantitative questions.
- **Interpretation:** Data have been interpreted with Microsoft excel, Microsoft word. Data have been analyzed and presented by using charts and tables.
- **Analysis:** Here, data have been presented and analyzed in the following sequence:
  - Market visit analysis in accordance with survey data. The retailers and wholesalers and other chains have been interviewed with some basic questions so that they can give the real answer. This portion gives some extraordinary findings. The findings also give a base for new study.
  - Findings involve the outcome of overall study and on the basis of findings, some recommendations have been developed.



### 5.3.2 Sampling Method

- **The Population:** As the population size is not so big, it represents the whole Dhaka city. The survey is a household survey so, the respondents are mix of income and non-income group but they represent the whole family. Most of the people are of mid-income group. As instant powder drinks are not the main meal, so a certain disposable income is needed and the target population of instant powder drinks is those who have the ability to expend for instant powder drinks. The population of the survey is of mainly middle income group.
- **Sampling Area:** This research has covered four specific areas of Dhaka city and those are:
  - Basundhara
  - Mohakhali
  - Gulshan
  - Banani

Though the research has been conducted in these areas, this is to be supposed that it represents the condition and feedback of the whole Dhaka city. The survey conducted is a household survey and represents the opinion of one family per questionnaire.

- **Sampling Size and Method:** The sample size was 60. Some of the questionnaires have not been counted because of their unacceptable condition. 45 questionnaires have been counted in the research.
  - **A convenience sample** is simply one in which the researcher uses any subjects that are available to participate in the research study. There are some limitations of the study so; it is not possible to use a descriptive type of sampling method. Convenience sampling method has been used here.

## *5.4 Scope and Limitations of the Study*

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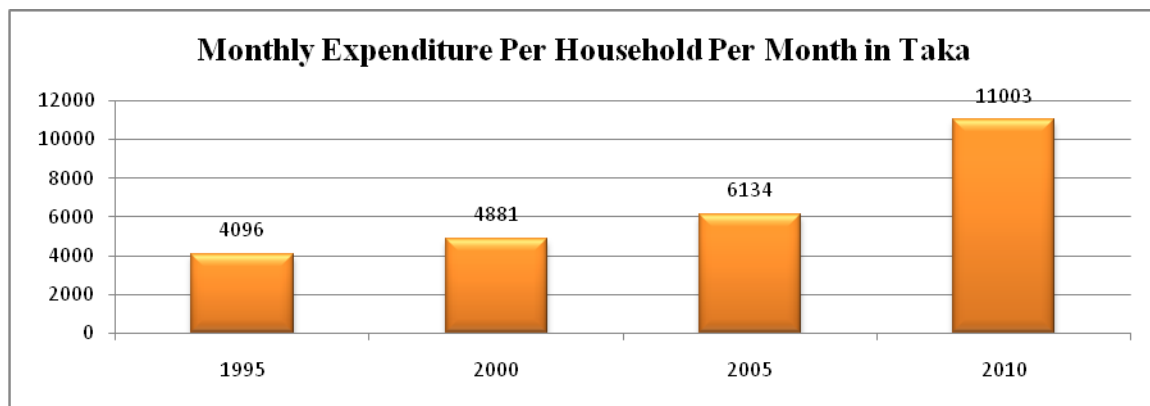
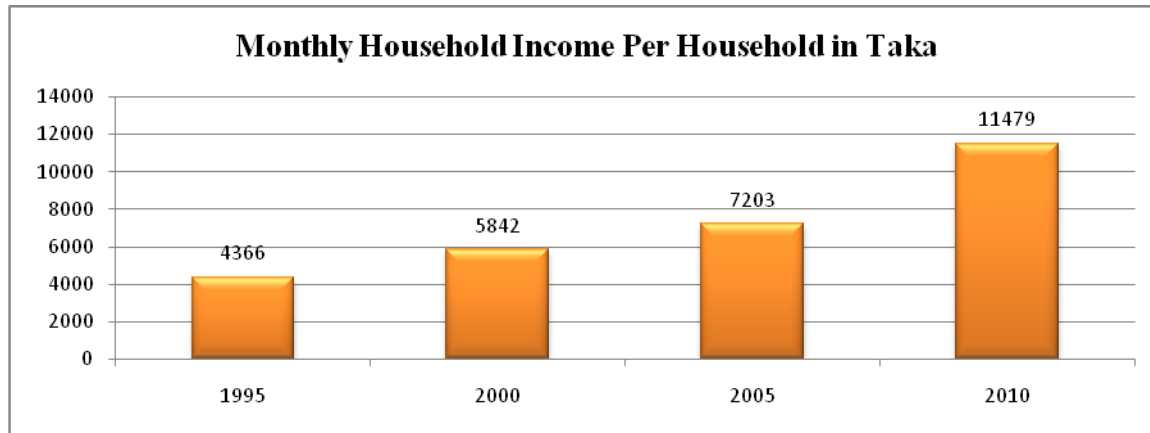
This research has taken the following data below from the present market offering of Instant Powder Drink. These are given as follows:

- a. Tang
- b. Foster Clark
- c. Glaxose
- d. Nutri C

By conducting the research carefully the following limitation are:

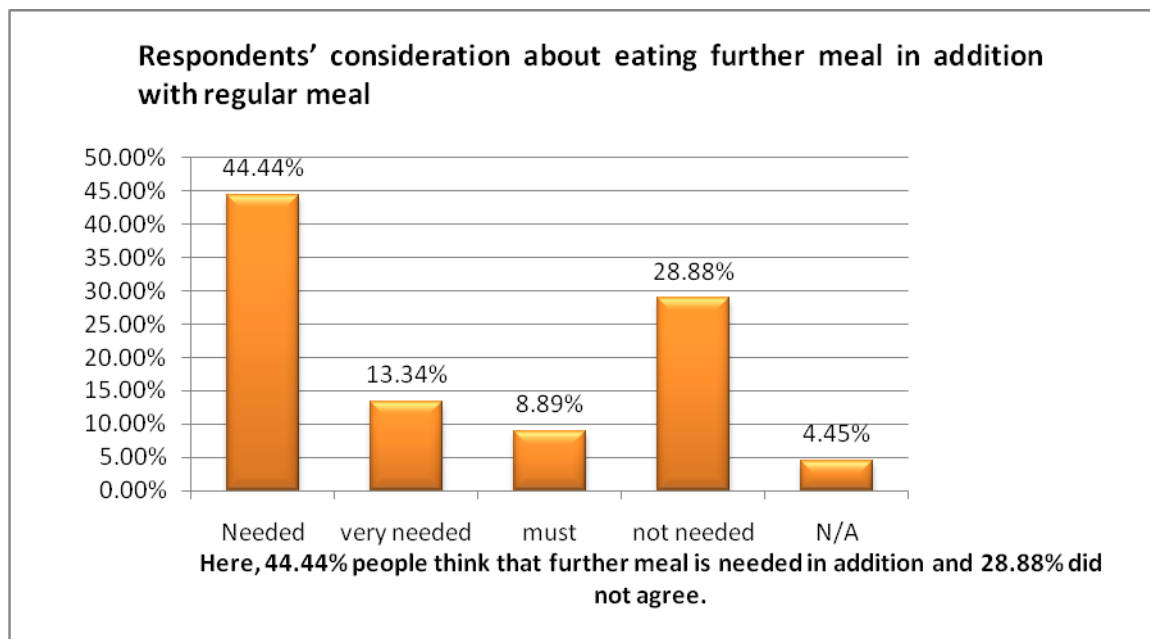
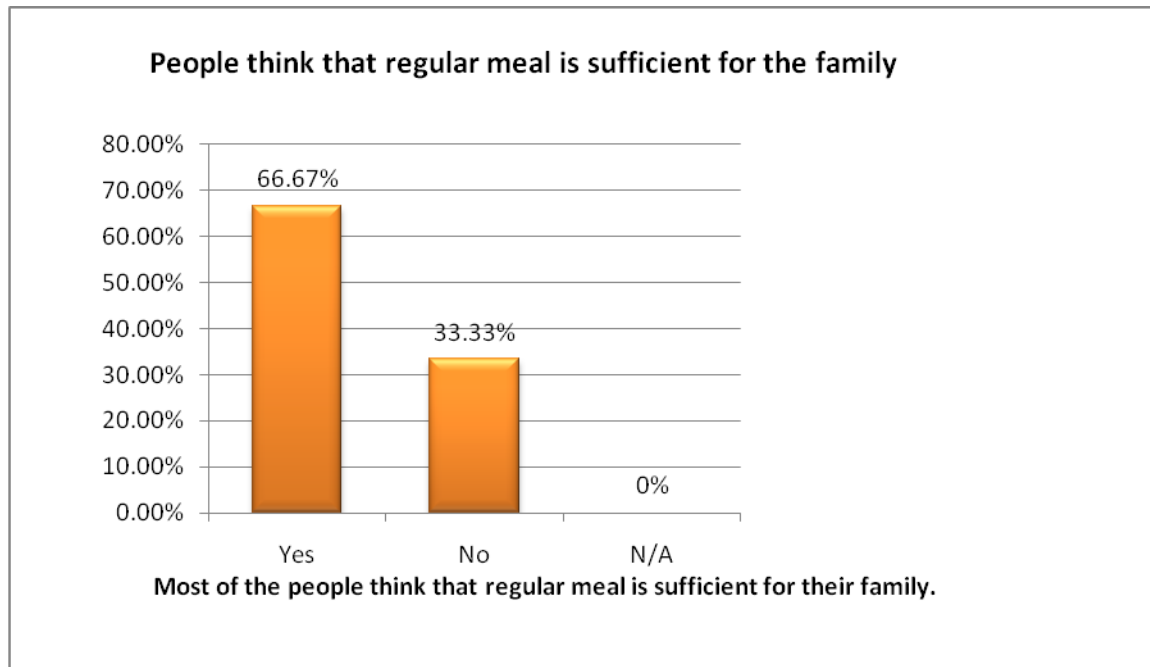
- Many of the analysis on the obtained data are based upon my sole interpretation. This in result might bring some biases, as lack of knowledge and depth of understanding might hinder me to produce an absolute authentic and meaningful report.
- Time constraint was another limitation restricting this report from being more detailed or analytical. The Supply chain Mangers at the operation or strategic level of the concerned department at the retail stores are awfully busy with meeting their targets. So, it was very difficult for me to get them free and obtain some practical ideas regarding their expectation and opportunities regarding my topic.

## 5.5 Monthly Income & Expenditure Profile

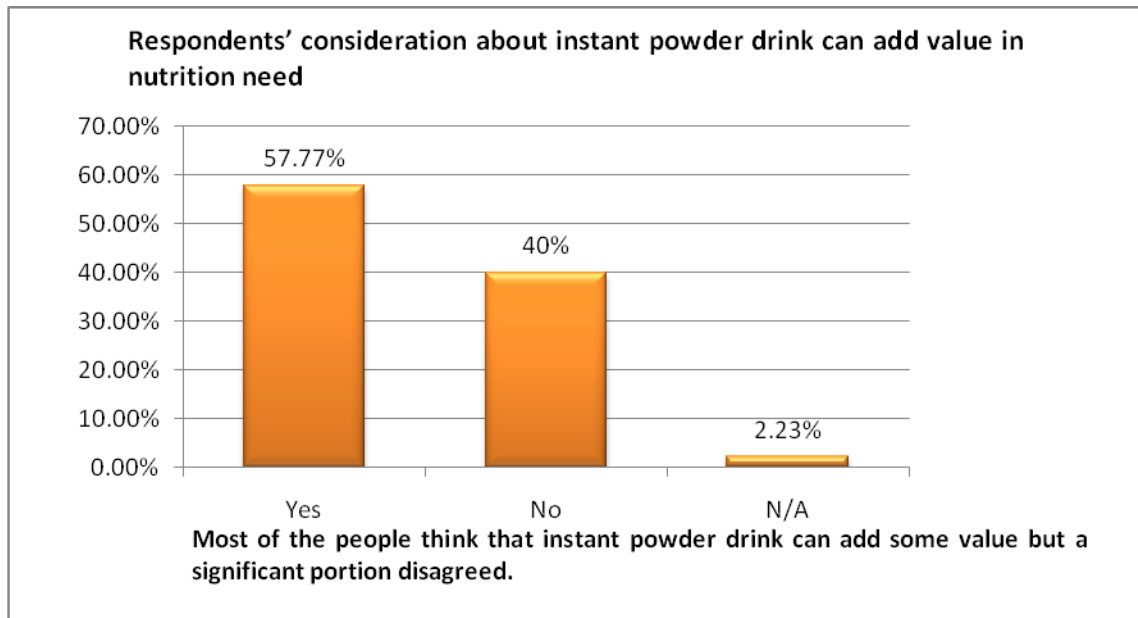


**Analysis:** The changes were gradual up to 2005 but a significant upward trend in 2010. This shows the improvement of economic condition and consumer's purchasing power.

## 5.6 Consumer Perception toward Instant Powder Drink

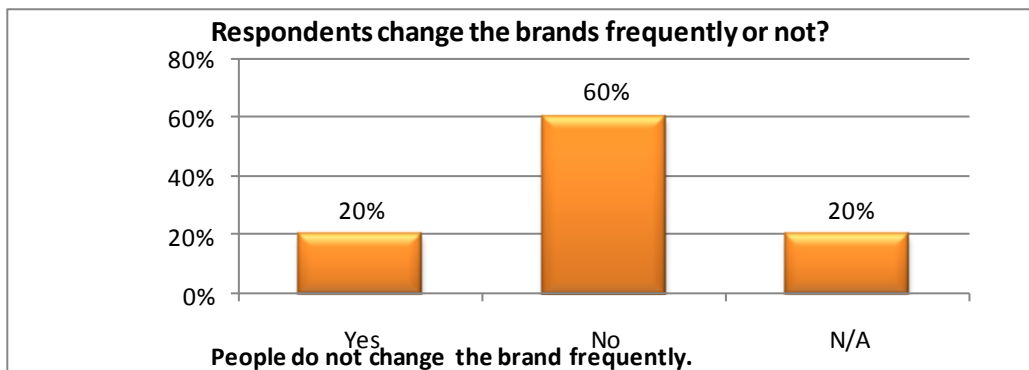
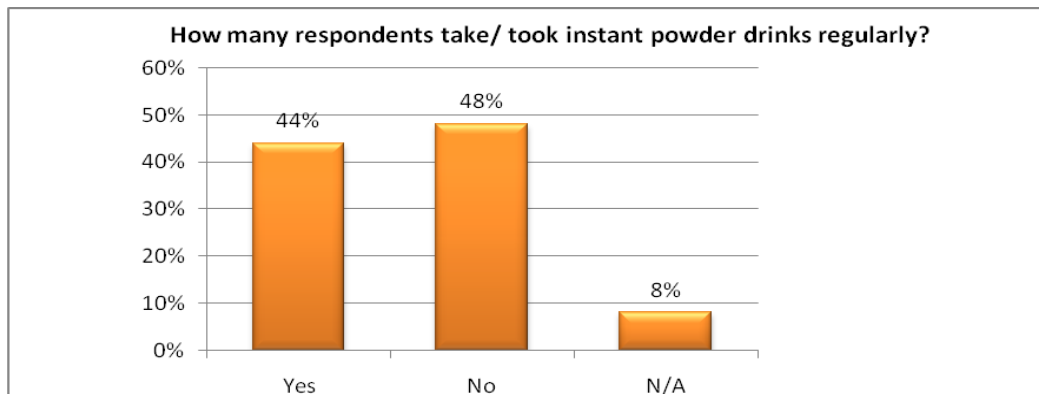
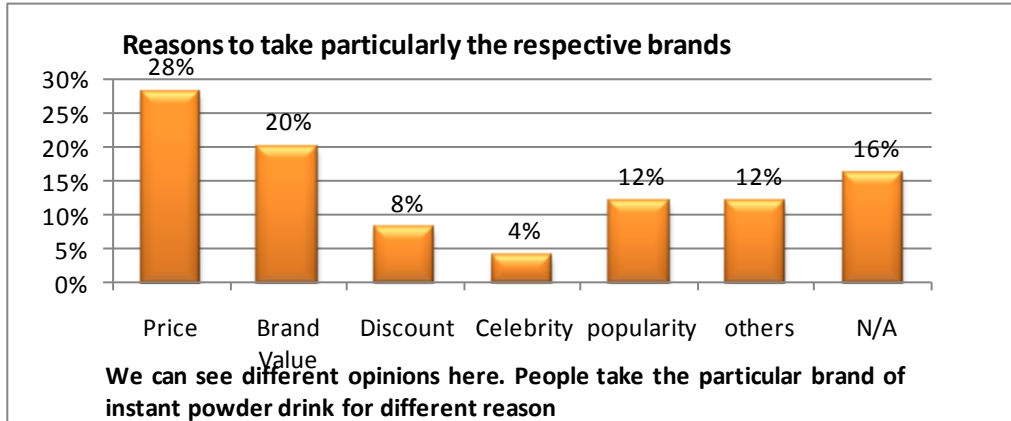


Analysis: Here, we can see a variation that in the first chart 66.67% thinks that regular meal is sufficient but in the second chart only 28.88% say that further meal is not needed. That means they think that regular meal is sufficient but they take further meal. The results that shows at Not available mean that respondents not willing to answer the questionnaire.

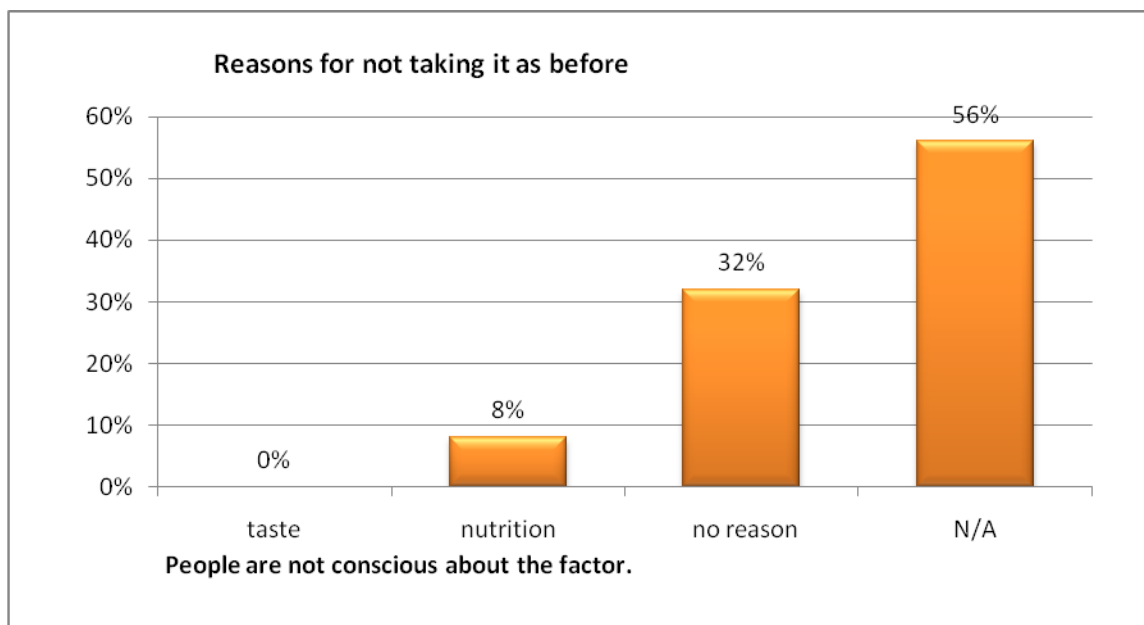
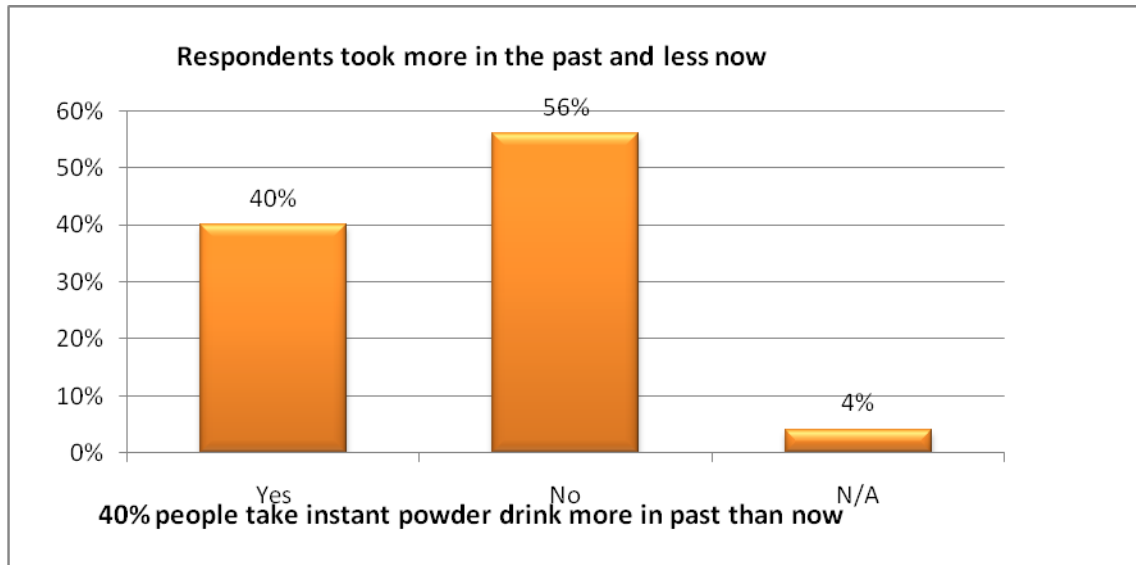


Analysis: Here 57% respondent believe that IPD can add value whereby 40% people think that instant powder drink cannot add some value and 56% people do favour Tang as their favourite brand.

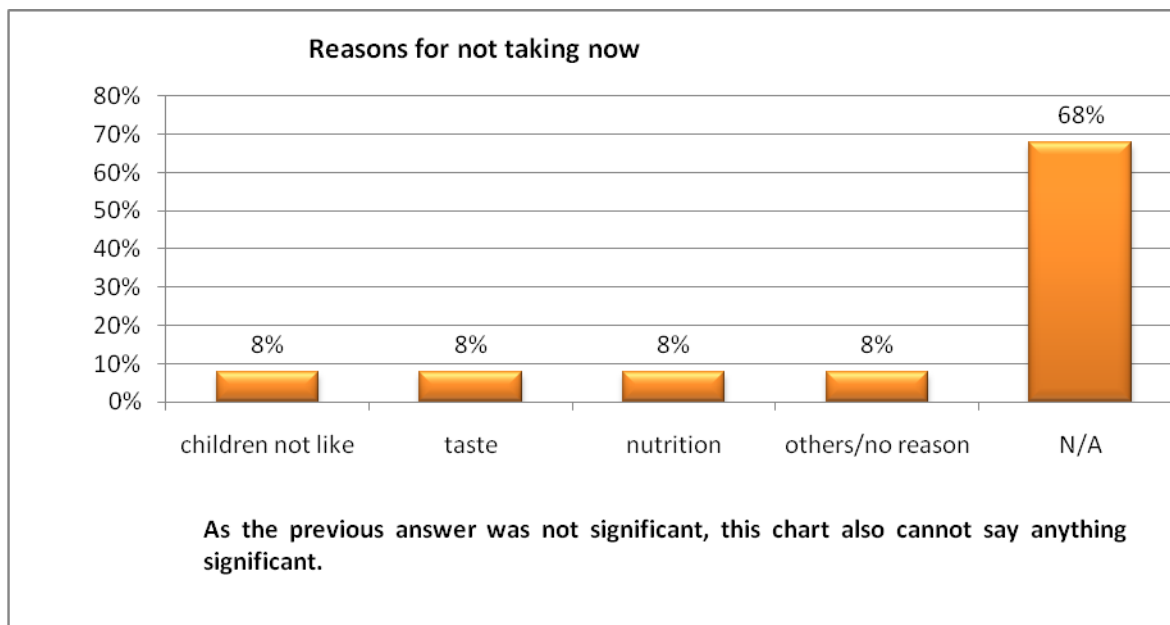
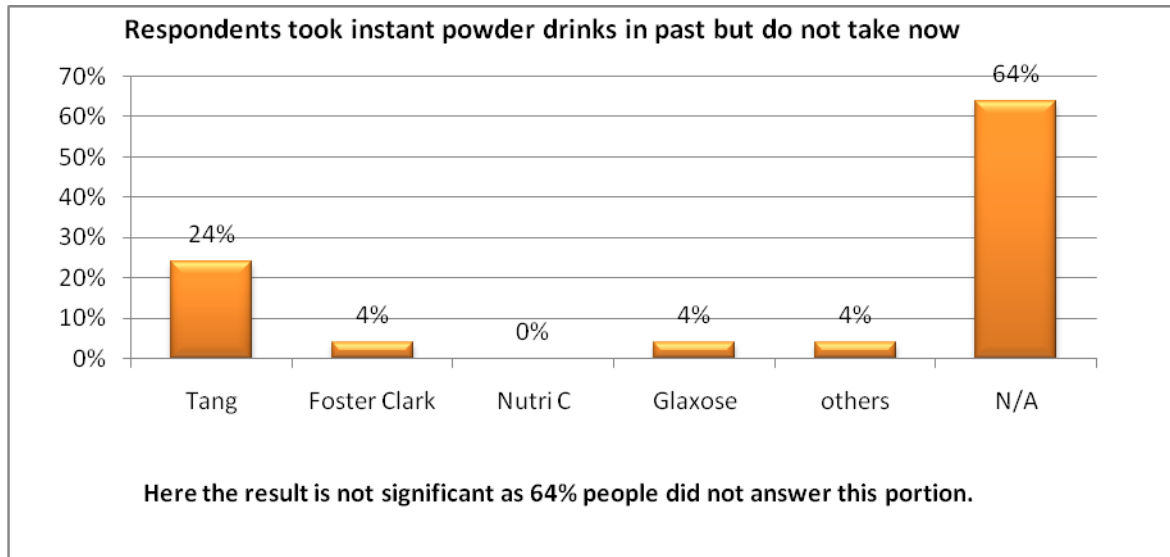
**This part deals with them who take or took Instant Powder Drink**



Analysis: People take the particular brands for so many reasons but price, brand value and popularity are the main reasons and the positive thing is that most of the people do not change the brand. Approximately half portion take instant powder drink regularly and half do not.

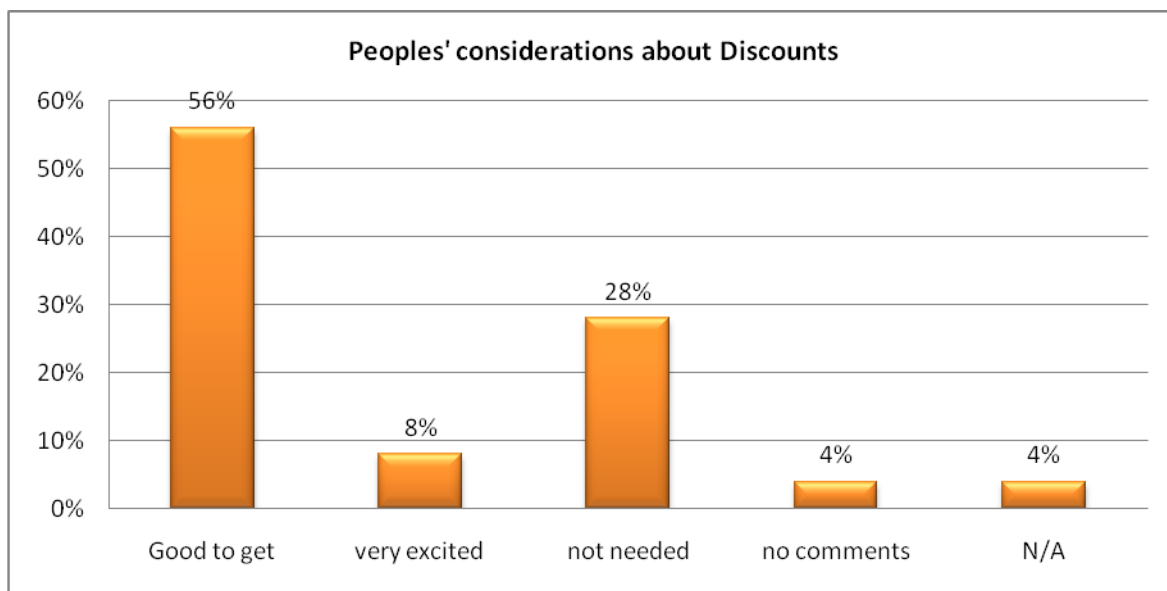
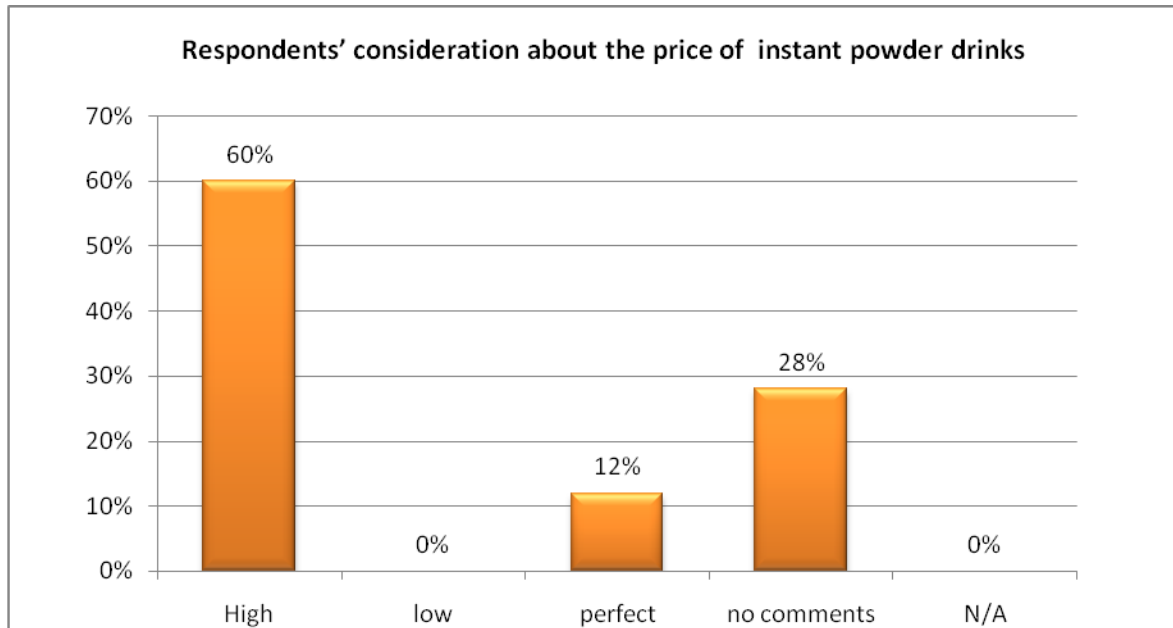


Analysis: 40% people took health drink more in the past but most of the people are indifferent to the reason for not taking it.



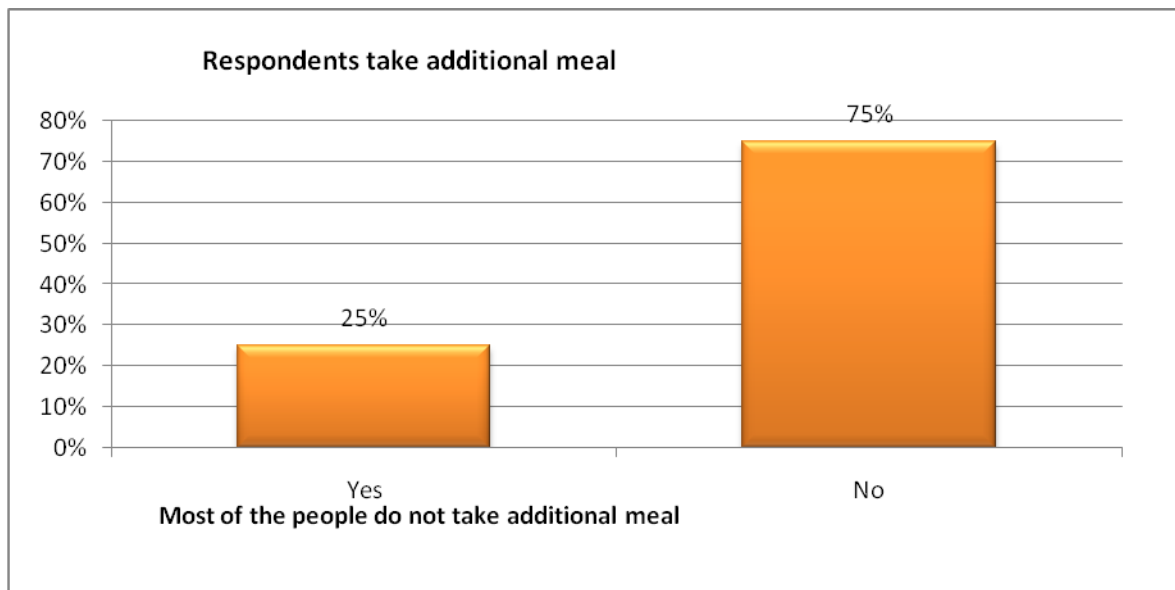
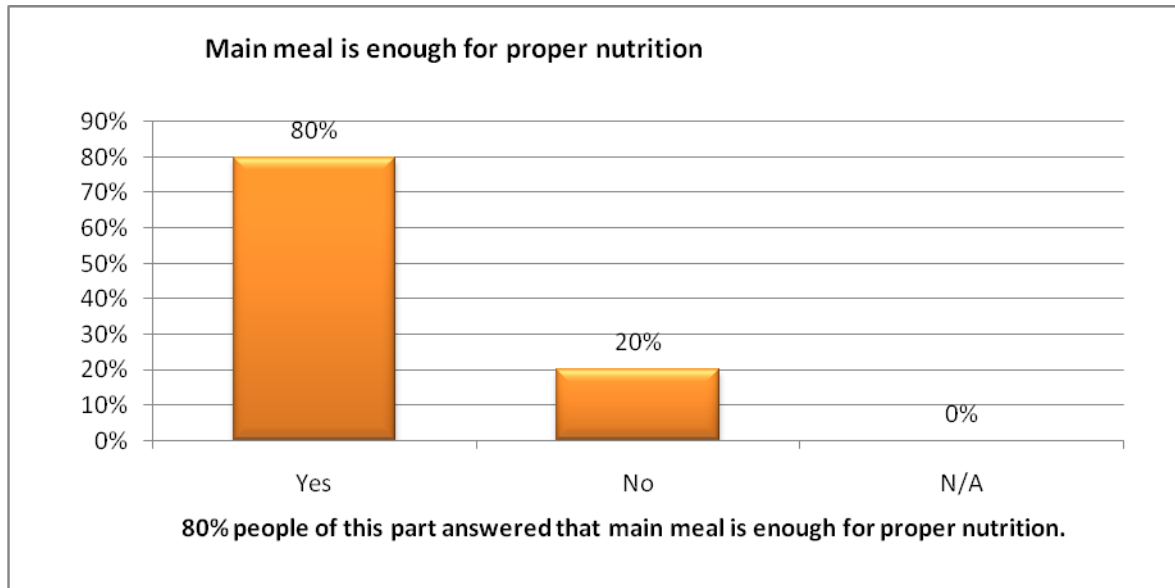
Analysis: 36% people took health drink in the past but not now and most of them are indifferent to the reasons but 24% answered that they do not take it because of children do not like, they do not like the taste and doubt about nutrition.



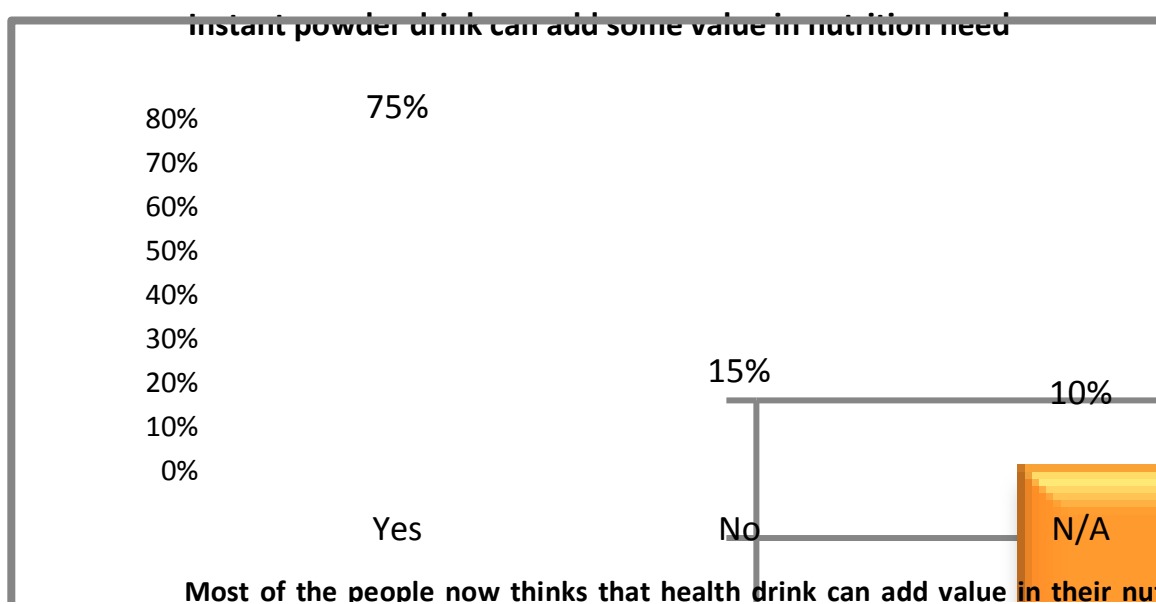
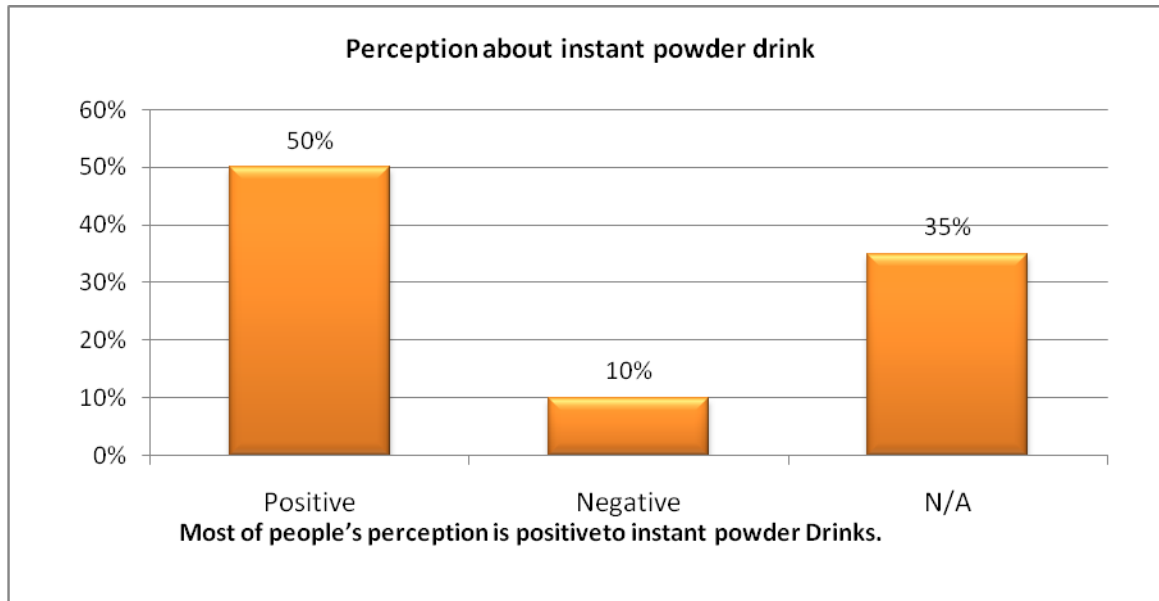


Analysis: Significant portion of respondents think that price of the health drink is high. But People like to get the things given with health drinks as free but 24% said that these are not needed.

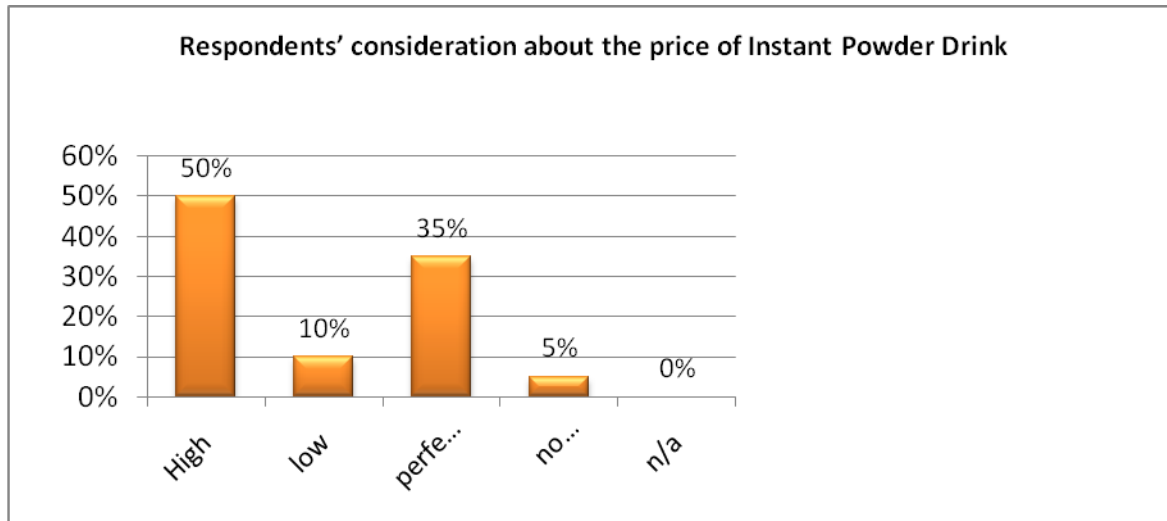
**For the respondents who never took Instant Powder Drinks:**



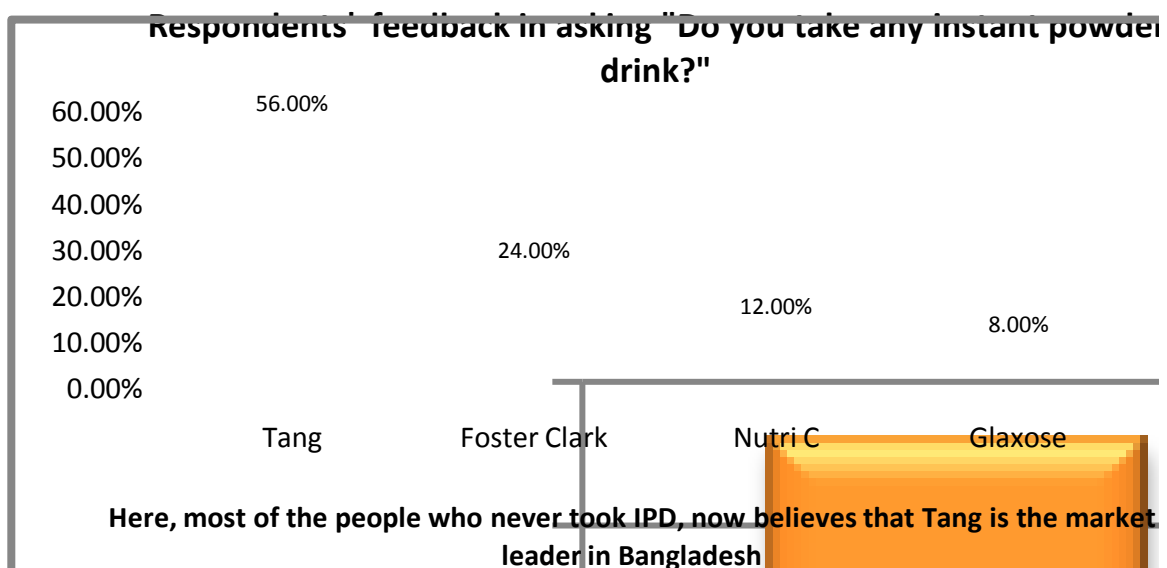
Analysis: These are quite similar that people think what they take as regular meal is enough and they do not take additional meal.



Analysis: Here, in the first chart 'positive' means they do like it to take and they think that instant powder drink can add some value in their nutrition need.



Analysis: We can see mixed opinion here.



Here, we can see that who take instant powder drink, most of them take Tang. The shopkeepers said that though the price is increasing, consumer buy it. If the free gifts are significant, it has obvious impact and the customers like to get discounts though the price is increasing

## 5.8 Findings from the Data Analysis

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- Over the years the monthly income and expenditure has risen and so purchasing power has also increased, which prompted the Producers to bring varieties Instant Powder Drink in Bangladesh market.
- 67% respondent consider that regular meal is sufficient
- 45% respondent feel that addition meal is needed
- 57% respondents think that Instant Powder Drink can add some value in the nutrition need.
- 56% consumers voted that they like Tang as their favourite brand
  
- Price, Brand Value and Popularity are the main concern for these respondent as they suggest that they are indifferent to particular brand of Instant Powder Drink
- 44% of respondent consume IPD regularly.
- Taste, nutrition and popularity are the main reason to select a particular brand.
- People do not change the brand frequently.
- 40% respondent used to take more IPD in the past but now 56% respondent take less.
- A change of behavior has also prompted these respondents of not taking previously as they lacked information regarding nutrition of the Instant Powder Drink.
- People have become more conscious regarding health. So 24% respondents take less now due to taste, nutrition of the product.
- 60% respondents feel that price is very high of Instant Powder Drink, however they feel if there is availability of discounts in the market.
  
- People, who never took Instant Powder Drinks, think that regular meal is sufficient and do not take additional meal.
- Most of people who never took IPD before have a perception that is positive to instant powder drinks as they add value to nutrition in their meal
- Respondents who never took IPD, now believes that Tang is the market leader in Bangladesh with a share of 56%.

## *5.9 Recommendations from Data Analysis*

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- There has been an improvement of economic condition and purchasing power over the years which give a competitive advantage to producers of Instant powder Drink to market more of their different product line by segmenting the market.
- The manufacturer of IPD can target the rest 44% untapped market as 57% consume IPD
- The household average income of the target market of instant powder drink is now to that extent that it has little significance in taking IPD. So, Instant Powder Drinks should focus on the aspects other than price.
- Instant Powder Drink companies should promote instant powder drink to that extent that how well it can serve as supplementary meal.
- Consumers are aware about the age wise IPD. So, age wise IPDs may be marketed so that consumers take their best one.
- As taste is the main reason to have a particular brand to most of the respondents, it should be valued.
- The company should concentrate the taste of Instant Powder Drinks in hot water as a considerable number of respondents say that the test changes in hot water.
- Majority of the respondents are very much interested about reusable packaging so they can think about reusable package and by this the company could acquire some market share.
- The brand should increase their availability even in the remote areas to hold a bright image in terms of availability being the only established national brand.
- Most people certified Nutrition as average so the companies should put emphasis to communicate the message that IPD is a Nutritious drinks and alone with the communication the companies can increase the vitamin C level as most customer take orange as for vitamin C.

### ***5.10 More Defined Researches:***

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Researches are necessary before introducing or launching any product in the market, even if a product exists in the market there can be a change in pattern of demand thus research is necessary. GSK has a research team in India to perform all research work of Bangladesh, Srilanka Nepal and Pakistan. There can be differences in research work for Bangladesh, the climate of Bangladesh is very hot and humid so we require energetic drink. The same is applied for Health Drink. It is not necessary that all the countries of sub-continent region will have the same requirements, so our products should be designed accordingly.

**Recommendation:** If there is a separate organization for research in Bangladesh, it will help GlaxoSmithKline to understand in depth the reasons for the fluctuating demand in the market, which can be because of seasonal requirement. To know a market of a certain country it is very important to be a part of it or to understand the geographic and demographic differences.

### *5.11 Future trend of Instant Powder Drink*

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The market would be witnessing tremendous growth in the near future, as there are huge opportunities in the Instant Powder Drink market. These are being fuelled by a rise in the disposable income, changing lifestyle and a burgeoning younger middle-class. As stated earlier, the per capita consumption is very low, and this presents the industry players with an opportunity to tap the huge untapped potential that this segment offers. The market for instant powder drink is expected to see a growth of 35 to 40 per cent in the foreseeable future.

A number of companies are trying to capture the untapped segment of the market aimed at children. The rural market in Bangladesh has a huge growth potential in this regard. Fruit juices have created a space for themselves in regular household menus, as a part of a family's breakfast, at social gatherings, and as an accompaniment to evening snacks. As a result, consumers are picking up multiple family packs at one go, which is an emerging consumption trend. Consumers are buying in greater quantities for household consumption and buying powder drinks has become more of a habitual purchase than a need-based purchase.

**Recommendation:** The increase in healthcare awareness, especially among the young population, has encouraged them to join fitness centers and gyms in order to stay fit. Consequently, inclining health conscious population has driven the instant powder drink market in Bangladesh due to hot and humid climate in the region. Longer working and stressful hours have emphasized the need for improved fitness levels and demand for fitness centers, which have aided the workforce in keeping themselves active and stress free. The increasing emphasis on healthy living has led to the growth of instant powder drink in the Asian region.



## 5.12 Conclusion

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Bangladesh has a huge market for Instant Powder Drinks and market is introducing new brands gradually. Instant Powder Drink is common here for a long time. Some of the aspects of behavioral pattern of consumers have been highlighted here. This study is different from the previous in different aspects. Some different aspects of market, consumer behavior and future trend have been highlighted here. The findings are based survey results.

We can see dynamic aspects of this topic after this analysis. So many finding are available now. Here, only the product quality is not everything. Along with product quality, promotional tools and consumers' mentality and their belief are responsible in decision making and preferences in selecting instant powder drinks.

There are so many dynamism here that are seems to be the base of further study. For that the study has been designed in such a way that only one area is not covered. It covers so many areas of market and behavioral study.

GlaxoSmithKline carries good branding image all over the world. Their brand building strategies are more well defined then others. To enhance the market share maintaining and market leadership, the company can focus on the above-mentioned issues. If the business can utilize such propositions, then it is going to become an uncontended category in the most diversified FMCG of Bangladesh. The quality of product must be maintained and promotional strategies must be modifying day by day.

That's why GSK's values are not optional. In every decision they make, they must put their patients and consumers first, act with integrity, treat people with respect and operate with transparency. In addition, GSK must abide by the spirit – not just the letter – of the necessary standards required by law. This is where the company GSK wants to be.

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- [www.horlicks.com.india](http://www.horlicks.com.india), as on March, 2014

# Appendices 1

## Research Questionnaire on Instant Powder Drink

Dear respondent, I, Mahmud, student of Marketing Research of BRAC Business School. I am surveying on Instant Powder Drink market that is booming. Your kind cooperation will help us to achieve this goal.

1. Name:.....

2. Gender

- Male
- Female

3. Family members

- 1 to 4
- 5 to 8
- Above 8
- N/A

4. Area

- Dhaka
- Outside

5. Occupation:.....

6. What is your household income?

- 5000-10000
- 10001-15000
- 15000-20000
- 20000-35000
- 35000-40000
- 40000-45000
- 45000-50000
- 50000-55000
- 55000-60000
- Above 60000

7. Family members

- 1 to 4
- 5 to 8
- Above 8
- N/A

8. Do you think that what you eat as regular meal is sufficient?

- Yes
- No

9. What is your consideration about eating further food in addition with your regular meal?

- Needed
- Very Needed
- Must
- Not Needed

10. Do you think that Instant Powder Drink can add some value in your nutrition need?

- Yes
- No

11. Do you take any Instant Powder Drink? (please specify)

.....

12. What is the reason of having particularly this brand?

**Price**

**Brand value**

**Discount**

**Celebrity endorsement**

**Availability**

**Other Factors**

**If other factors what are they?**

.....

13. Do you take it regularly?

- Yes
- No
- N/A

14. Do you change it frequently?

- Yes
- No
- N/A

15. Did you take it more in the past and less now?

- Yes
- No
- N/A

16. What is the reason of not taking the brand now?

- Taste
- Nutrition
- Other reason
- N/A

17. Did you take any instant powder drink in the past and do not take any instant powder drink now? (please specify)

.....

18. What is your consideration about the price of instant powder drinks in our country?

- High
- Low
- Perfect
- No comments
- N/A

19. What do you think about different discounts given with instant powder drinks?

- Good to Get
- Very Excited to Get
- Not Needed
- No Comments
- N/A

20. What is your perception about Instant Powder drink?

- positive
- negative

21. Which time of the year, which brand do you drink of instant powder drink?

PRODUCTS	SUMMER	WINTER	SPRING
Tang	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Foster Clark	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nutri C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Glaxose	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

22. Do you have any suggestion to improve your favourite brand?

- Increase Product Quality
- Advertisement
- Price Reduction
- Attractive Packaging

## **Retailers Suggestions/ Point Of View**

23. Is there any seasonal/occasional affect of consuming flavour drink?

- Yes
- No
- Don't know

24. Do you have any suggestions to improve drink market?

- Advertising
- Free sampling
- Price reduction
- Bonus offer

25. Which brand is more demandable to consumers?

- Tang
- Foster Clark
- Nutri C
- Glaxose

26. Who are the ultimate consumers of these drinks?

- Active Teen
- Active Adult



## Appendices 2

### Part:A; Data regarding respondents

<b>1. Profession of the Respondents:</b>		
	value	Percentage
Teacher/doctor/manager/engineer	29	64%
Business	3	6.69%
worker/clerical	0	0%
housewife/others	13	28.99%
N/A	0	0%
	45	100%
<b>2. Area</b>		
Dhaka	45	100%
Outside	0	
<b>3. Family member:</b>		
1 to 4	23	51.11%
5 to 8	18	40%
above 8	4	8.89%
N/A	0	0%
	45	100.00%
<b>4. Average monthly family income:</b>		
5000-10000	2	4.44%
10001-15000	2	4.44%
15001-20000	2	4.44%
20001-25000	3	6.67%
25001-30000	1	2.23%
30001-35000	4	4.44%
35001-40000	2	8.89%
40001-45000	1	2.23%
45001-50000	5	11.11%
50001-55000	1	2.22%
55001-60000	4	8.89%
over 60000	12	26.67%
N/A	6	13.33%
	45	100.00%
<b>5. People think that regular meal is sufficient for the family:</b>		
Yes	30	66.67%
no	15	33.33%
N/A	0	0%
	45	100.00%

<b>6. Consideration about further food:</b>		
Needed	20	44.44%
very needed	6	13.34%
must	4	8.89%
not needed	13	28.88%
N/A	2	4.45%
	45	100.00%
<b>7. Health drink can add some value:</b>		
Yes	26	57.77%
no	18	40%
N/A	1	2.23%
	45	100.00%
<b>8. take health drink?</b>		
Tang	25	56.00%
Foster Clark	11	24.00%
Nutri C	5	12.00%
Glaxose	4	8.00%
	45	100.00%
<b>9. Reason to take particularly this brand:</b>		
Price	7	28%
Brand Value	5	20%
Discount	2	8%
Celebrity	1	4%
Popularity	3	12%
others	3	12%
N/A	4	16%
	25	100%
<b>10. Respondents take regularly:</b>		
yes	11	44%
no	12	48%
N/A	2	8%
	25	100%
<b>11. Respondents change it frequently:</b>		
Yes	5	20%
no	15	60%
N/A	5	20%
	25	100%
<b>12. Took more in the past and less now:</b>		
Yes	10	40%
no	14	56%
N/A	1	4%

25 100%

**13. Reasons for not taking as before:**

taste	0	0%
nutrition	2	8%
others/ no reason	8	32%
N/A	14	56%
	25	100%

**14. Took health drink in past but don't take now:**

Tang	6	24%
Foster Clark	1	4%
Nutri C	0	0%
Glaxose	1	4%
others	1	4%
N/A	16	64%
	25	100%

**15. Reasons for not taking now:**

children not like	2	8%
taste	2	8%
nutrition	2	8%
others/no reason	2	8%
N/A	17	68%
	25	100%

**16. Respondents' consideration about the price of Instant Powder drinks:**

High	15	60%
low	0	0%
perfect	3	12%
no comments	7	28%
N/A	0	0%
	25	100%

**17. Respondents' consideration about Discounts**

Good to get	14	56%
very excited	2	8%
not needed	7	28%
no comments	1	4%
N/A	1	4%
	25	100%

<b>18. Main meal is enough for proper nutrition:</b>		
Yes	16	80%
no	4	20%
	20	100%
<b>19. Respondents take as additional meal:</b>		
Yes	5	25%
No	15	75%
	20	100%
<b>20. Perception about Instant Powder drink:</b>		
Positive	1	5%
negative	10	50%
N/A	9	45%
	20	100%
<b>21. Instant Powder drink can add some value:</b>		
Yes	3	15%
no	15	75%
N/A	2	10%
	20	100%
<b>22. Respondents' consideration about the price of Health drinks:</b>		
High	10	50%
low	2	10%
perfect	7	35%
no comments	1	5%
n/a	0	0%
	20	100%
<b>23. Suggestion/ Feedback for Instant Powder drinks from Retailers:</b>		
Tang	25	56.00%
Foster Clark	11	24.00%
Nutri C	5	12.00%
Glaxose	4	8.00%
	45	100%