

A study on understanding consumers' perception to develop a market for SMART Washing Powder- a home care product from ACI Consumer Brands



Internship report on

“A study on understanding consumers’ perception to develop a market for SMART Washing Powder- a home care product from ACI Consumer Brands”

BUS-400

Submitted to:

Mr. Md. Tamzidul Islam

Senior Lecturer

BRAC Business School

BRAC University

Submitted by:

Morsalin Rashid

ID: 11304030

Submission Date: 22nd August, 2015



ACI Limited

Declaration

I hereby declare that, the Internship report on “A study on understanding consumers’ perception to develop a market for SMART Washing Powder- a home care product from ACI Consumer Brands” submitted as a partial fulfillment of the requirements for the degree of Bachelor of Business Administration, to BRAC University is my own work. For the entire report content, I gathered information from various sources and the specific descriptions (company profile & products, work structure, formation) were solely taken from the Advanced Chemical industries Limited’s authentic source. To give credits for others’ work I incited their contribution and attached a reference part in the end of the report. This report is made only for the academic purpose and is uniquely done by me.

Morsalin Rashid

ID: 11304030

BRAC Business School

BRAC University



ACI Limited

Letter of Transmittal

August 22, 2015

Mr. Md. Tamzidul Islam

Senior Lecturer

BRAC Business School

BRAC University

Re: Submission of Internship Report

Dear Sir,

Here is the Internship Report on “A study on understanding consumers’ perception to develop a market for SMART Washing Powder- a home care product from ACI Consumer Brands”. This report was made as the final requirement of my Bachelor of Business Administration (BBA) degree.

I have tried my level best to bring a fruitful report obeying all your directions and guidelines carefully. I tried to gather all the related information within this small time frame by observing direct operations, taking interviews and reading related materials for preparing this report.

Therefore, I hope that you would be kind enough to accept my internship report and oblige me thereby.

Sincerely yours,

Morsalin Rashid

ID: 11304030

BRAC Business School

BRAC University



ACI Limited

Acknowledgement

At first, I would like to express my gratitude to almighty Allah for enabling me the strength and opportunity to complete this report within the schedule time successfully. I was assigned for three months internship program at Advanced Chemical Industries Limited and prepare this internship report on **“A study on understanding consumers’ perception to develop a market for SMART Washing Powder- a home care product from ACI Consumer Brands”**.

It would not have been possible without the dedication and contributions of a number of individuals as it involved diverse field of knowledge and expertise. I am really very grateful and only a few words cannot be justified to praise them for their unconditional and invaluable supports. Nevertheless, it will be unfair to ignore acknowledging some of them as they contributed so much to my effort of writing a worthy report.

First and foremost, I would like to express my gratitude to **Mr. Md. Tamzidul Islam**, my honorable supervisor, BRAC Business School, BRAC University, **Mr. Maruf Uz Zaman Aunik**, Senior Product Executive, ACI Bangladesh Limited for agreeing to supervise me by giving theoretical as well as practical aspects for preparing this report. Their eagerness and readiness to help me always motivated to propel myself higher. Secondly, I cannot forget the unconditional supports from my parents at the all time both mentally and financially.

I am also very grateful to **Mr. Md. Nahid Newaj**, Deputy General Manager, Media & Communications Department, ACI Bangladesh Limited who was my on-site supervisor in the organization in these three months period. Mr. Newaj supported me a lot for preparing this report and besides that he gave me a practical scenario of M&C dept. by assigning various jobs.

I am also thankful to those respondents who gave their precious time and patience participating in my online survey which brought this conclusion. Apart from that, I am also grateful to all the related parties who supported me in different form to collect the information and carry out this extensive report.



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ACI Limited

Executive Summary

Consumers' perception plays a vital role for accepting or rejecting a product. It is not the marketer who establishes a product but it is the consumers' choice which establishes the product in the market. Detergent powder falls under the commodity category. Changes in simple to simplest factors can manipulate the game in the commodity product category. Factors like- brand preference, product quality and attributes, availability, promotional factors, price and level of satisfaction are few of the determinants of consumers' perception. A survey was taken on a little number of detergent powder users on those factors. Questions were asked them on their current detergent powder usage to determine their perception. On the light of their responses I tried to find out the consumers' perception about using their current detergent powder. I started the report from the company overview and put light on giving a brief about ACI as a local FMCG Company in Bangladesh. Furthermore, I have added the jobs I have performed during my internship period. During my internship, I had some observation so I also included them into my report along with recommendation. The project part reflects the summary of the project which I worked on. The objective of the project, methodology and limitations are also included in this part. I have analyzed the survey result in my own word and after analyzing I got some findings and stated those findings as suggestions for new competitor of the market- SMART washing powder. For easy understanding of this report, supporting topics and materials are taken in the light of textbooks and other authentic sources. At the same time various information like company profile, product info, supporting activities and statistics were solely taken from the company's website and authentic sources. This work will only be successful if the readers get benefit from it and take it for further study.

CHAPTER-01

The Organization



1.1. Origin of the report

As a part of graduation, to earn the practical knowledge of work field or to understand the organization's culture, norms, behaviors and working practices BBA students have to do an "Internship". An internship is a period of work experience offered by an employer to give students and graduates exposure to the working environment, often within a specific industry, which relates to their field of study. (Internship: Graduate Advantage, 2011). Internship is a good opportunity where the business students from different disciplines like Finance, Marketing, Human Resources, Accounting and other fields' get first hand real experience. While working in the three months period of Internship, it gives the slightest test of the career.

As a BBA student, to complete all the degree requirements I got an opportunity to work with Advanced Chemical Industries (ACI) as an intern. I was assigned to the Consumer Brands division, where I assisted the "Media & Communication" department. My dept.'s duty was to make communications of the brands to the consumers for building brand equity. As a part of my assigned works, I got the opportunity to work with various consumer brands of ACI like ACI Salt, Savlon, ACI Aerosol, Coil, Colgate, Nivea, Vanish, Pure Foods, SMART and other brands.

SMART Washing Powder is the new born baby of ACI Consumer Brands. It was launched in the month of April, 2015. Already the washing powder market is dominated by giant brands. I worked to develop a market for this product. While doing this I tried to know about consumers' perception on their currently using detergent powder and on that basis I tried to give some insights for this product.

1.2. Background History of Advanced Chemical Industries (ACI)

Advanced Chemical Industries (ACI) Limited is one of the leading conglomerates in Bangladesh, with a multinational heritage. It was established as a subsidiary of Imperial chemical Industries (ICI) plc, U.K in 1968, at that time it was one of the oldest industrial units in our country. After the liberation war, the enterprise was declared 'abandoned'. On 24 June 1973, the factory re started its operations under the name ICI Bangladesh Manufactures Limited. On the 5th of May 1992, ICI plc divested 70% of its share to local management and hence the company, ACI Limited came into existence.

Today ACI Limited is a leading corporate body in Bangladesh. It is a public limited company with a total number of 15,550 shareholders. Among these, there are six foreign as well as fourteen local institutional shareholders. This Company also obtained listing with Dhaka Stock Exchange on 28 December, 1976 and its first trading of shares took place on 9 March, 1994. Later on 5 May, 1992, ICI plc divested 70% of its shareholding to local management.



Subsequently the company was registered in the name of Advanced Chemical Industries Limited. Listing with Chittagong Stock Exchange was made on 22 October 1995.

Strategic Business Units of ACI: ACI has diversified its business into four major Categories:

- Pharmaceuticals
- Consumer Brands & Commodity Products
- Retail Chain
- Agribusinesses:
 - ❖ Crop Care Public Health
 - ❖ Animal Health
 - ❖ Fertilizer
 - ❖ Motors
 - ❖ Cropex
 - ❖ Seeds

Subsidiaries of ACI:

- ACI Formulations Limited
- ACI Logistics Limited
- ACI Pure Flour Limited
- ACI Foods Limited
- ACI Salt Limited
- ACI Motors Limited
- Creative Communication Limited
- Premiaflex Plastics Limited
- ACI Agrochemicals Limited
- Flyban Insecticides Limited
- Apex Leather Crafts Limited
- ACI Edible Oils Limited
- ACI Healthcare Limited
- ACI Chemicals Limited

Joint Ventures with ACI:

- ❖ ACI Godrej Agrovvet Private Limited
- ❖ Tetley ACI (Bangladesh) Limited
- ❖ Asian Consumer Care (Pvt) Limited.



ACI has wide variety of product under various strategic business units, subsidiaries and joint ventures. If I mention all of its products, then only the introduction will take 100 of pages! Here, I am listing on the offerings from the **Consumer Brands** as I was an intern of Consumer Brands and I got chance to work with these brands (media & communication) directly.

1.3. Consumer Brands & Commodity Products

ACI Consumer Brands was initiated in 1995 with two major brands of the company – **ACI Aerosol and Savlon**. These are two of most prestigious products which are enjoying the leadership position in the market. The division started to take new businesses through off shore trading as well as local manufacturing. In this process ACI Consumer Brands launched many new products and also bonded with Joint Venture business relationships with ‘**Dabur India**’ and ‘**Tetley UK**’ and attained international alliances with world renowned companies.

The Consumer Brands Division boasts in having an unequivocal presence in consumers' heart with the market leading brands like **ACI Aerosol, Savlon, ACI Mosquito Coil & ACI Pure Spices and Flour**. With close to 80% market share in own categories, ACI Aerosol and Savlon are the persistent performers in keeping the household clean and free from germs and harmful insects. The ACI mosquito coil has also emerged as a formidable opponent to both the mosquito and the competition, by providing effective and affordable solution to the conscious people of Bangladesh.

A sound mind goes with a sound body-ACI believes in this age old proverb and our young generation needs to grow up with healthy physique and sound mind who will lead the nation in future. With this belief, ACI has entered in to the commodity food business with “**ACI Pure**” Brand. The aim is to provide purest of the food products to Bangladeshi consumers at affordable price for which ACI has invested in very large scale in state of the art manufacturing facilities for daily kitchen essentials like vacuum evaporated edible Salt, Spices and Flour. The products are delighting the consumers by providing 100% dirt free, pure and natural food ingredients which can compete against any international products.

ACI Consumer Brands is successfully serving the consumer demand for foreign products in household and personal care category with the world renowned product range of **Colgate, Nivea & Dabur**. With the proper distribution and marketing by ACI consumer brands, the **world's No. 1 tea brand "Tetley"** is now available to the consumers of Bangladesh.

Household Insecticides

ACI Aerosol and ACI Cockroach Spray: One of the most common problems people face in Bangladesh is the irritation of insects like mosquito, cockroach and others. Many diseases like Malaria, Dengue and others are transmitted to human by insects. ACI came up with an effective solution to this problem and offered a range of insect killing products like ACI Aerosol, Mosquito Coil and Cockroach Killer Spray.

Since its inception in 1967, ACI Aerosol has been the number one choice of consumers in Bangladesh. The effort to ensure the highest quality has helped ACI to be THE MOST EFFECTIVE MOSQUITO KILLER. To meet the requirement of consumers of different socio economic group, ACI Aerosol is available all around the country in four different pack sizes. They are: 800 ml, 475 ml, 350 ml and 250 ml.

ACI launched its ‘ACI Cockroach Spray’ in June 2008, the first ever locally manufactured Cockroach killing Spray with an objective of giving people relief from the menace of Cockroaches and also making the whole process of killing Cockroaches a safer and convenient one as using powder and chalk is harmful for health. Efficacy of the product is very high and it allows consumers to get rid of cockroaches quickly.



ACI Mosquito Coil: ACI Mosquito Coil is another important product of the Home Care category of ACI Consumer Brands. ACI Mosquito Coil has different Brands based on different shape, color and fragrance and price. ACI Mosquito coil has the following brands:

- ACI Hi Power.
- ACI Super.
- ACI High Booster and
- ACI black fighter



Because consumers' health and well being is always a priority to ACI we have top quality active ingredients like Metofluthrin and D-Allethrin from Sumitomo Corporation of Japan. None of our Coils have any harmful ingredients like DDT or Endrin in it. Among all its brands ACI Black Fighter has already captured the position of market leader in black coil category.

Antiseptics & Personal Care:



Savlon one of the world leading brands in personal hygiene has been a part of ACI's portfolio since the inception of this company. Savlon is as well recognized elsewhere in the world as it is in Bangladesh and ACI is proud to bring such a household name from around the world to your homes. This brand since the start has worked relentlessly in order to keep

the people of Bangladesh germ free. Following its motto Savlon has brought many innovative product ranges to achieve its ultimate goal and it is still doing so to ensure you are germ free.

As a Brand Savlon has two major Product Rages that it uses to provide personal hygiene to the people of Bangladesh.

Antiseptic Range: ACI's Flagship brands Savlon has two categories in its antiseptic range the Antiseptic creams and the Liquid Antiseptics. In both categories it's the undisputed market leader, holding 72% and 75% market shares in respective segments. As the competition lags furlongs in its wake the antiseptic range is still not about to give any headway to anyone, as it strides to make the people of Bangladesh germ free.

Antiseptic Cream: Savlon Antiseptic Cream combines germ-killing power and long-lasting protection in a soothing cream. Formulated to treat cuts,



scratches, blisters, grazes, insect bites, windburn, sunburn, nappy rash or even cracked and itchy skin. Soothes skin and helps protect against infections.

It has 2 specific SKUs in this segment the 30g and 60g tubes. Both of which are hugely popular among its customers.

Liquid Antiseptics: Even if it's just a scrape on the knee or an insect bite, cleaning a wound properly is vital to avoid the risk of infection. With a bottle of Savlon Antiseptic Liquid in the house, it couldn't be easier. Because of its antiseptic action, it helps protect your family by gently cleansing and helping to prevent infection. Use Savlon Antiseptic Liquid on cuts and grazes, insect bites and stings, minor burns and scalds - even for personal care in the bath or for midwifery. It has a total of 6 SKUs 56ml, 112ml, 500ml, 1Ltr, 5Ltr, HC 5Ltr. Savlon provides so many SKUs in the Liquid range to make sure that everyone has a size for every need.



First Aid Kit: The first aid Kit consists of a 56 ml or 112 ml Liquid Antiseptic along with a 30g or 60g antiseptic cream supported by Gauzes, Adhesive Bandages, Thermometers, Cottons etc. So in case of an unwanted accident you have the proper tool to cope with the immediate threat and save further problems. Our aim is to:



Savlon Antiseptic Soap: For bath time pleasure and protection from bacteria and also a stress less shower, ACI Consumer Brands has Savlon Antiseptic Soap in three variants- Active, Mild and Fresh Antiseptic soap. Savlon Antiseptic Soap delights its consumers through ensuring complete family protection with these three different variants. Pack size is available in 75 gm and 100 gm of each variant.

Savlon Antiseptic Handwash: Hand washing with soap is one of the most effective ways to prevent diseases. Savlon Hand wash brings more excitement and pleasure in regular hand washing practice of consumers by its three different variants- Active, Aloe Vera and Ocean Blue Hand Wash. Savlon Hand Wash leaves consumers' skin feeling smooth, soft and refreshed thus ensuring 'a complete family protection against germ in a charming way. Pack size is available in 200 ml Standy Pouch, 250 ml & 500 ml Dispensing Pump and 1 L Re-fill of each variant.

Savlon Shower Gel: ACI Consumer Brands has introduced Savlon Shower Gel. It is available in 250 ml Dispensing Pump in two variants of *mixed flower* and *mixed fruit extracts*. The shower gel market is comparatively a new one. However, this is growing market at a very fast rate in the metro market. Savlon, as the leading brand in personal hygiene, has taken the lead to introduce these products in the market among the local players. Today, in the stressful metro life, bathing experience for consumers has become not only a task to cleanse the body, but an occasion to relax and de-stress so that they can rejuvenate themselves. Considering this platform, Savlon Shower Gel is designed to offer a more spa-like experience with stronger scents and more holistic additives than regular soap. *Mixed flower extracts* refresh the senses with an elegant yet soft fragrance and *mixed fruit extracts* awaken the senses with a hint of fruity fragrance. The Extrapone flower extract evokes the warmth and subtle sweetness of floral fragrances. The natural Extrapone fruit extract moisturizes and soothes for a sparkling clean skin. Savlon Shower gel's odor killing Triclosan combined with Hydroviton 24 keeps the skin smooth and soft all day.

Home Care:

Angelic Fresh Air Freshener: Air Care is yet another product category ACI enriches its customers' lives with. Angelic Air Freshener; the pioneer among locally manufactured air fresheners is the leader in the category. It is the perfect way to fill your home, office or car with a cool soothing fragrance and to make the environment relaxed and tranquil. Its enticing fragrances are made from essential oils extracted from fruits, flowers and plants which lift your mood up and take you to the world of imagination. Citrus Burst, Orchid Breeze, Sparkling Orange, Fruit Punch, Misty Wood, Amazonia, Anti Tabac and Green Valley are the variants available in Angelic Fresh Air Freshener range.



Angelic Auto Dispenser Air Freshener: Angelic Auto Dispenser is a battery operated machine to guarantee continuous discharge of fragrance that will keep the air fresh and charming for you and people around you at home or at workplace. It ensures a brighter, happier living place or office. With a choice of 2 exquisite fragrances to lift up your mood, Angelic Auto Dispenser will keep your home smelling sublime. Moreover, this smart looking machine will make the interior more elegant. Each Refill contains 3,000 sprays which will last up to 125 days. With 3 time interval levels to choose from, you can adjust the discharge rate of fragrance to exactly the way you want.





Angelic Aqua Fresh: Angelic Aqua Fresh is a unique gas free, water based air freshener that delivers up to 12 hours of freshness to your home. This innovative home fragrance product contains elements that will burst to give you a mild fragrance once you sit, walk over or come in contact any other way with the spray residue. Now that is amazing! The Angelic Aqua Fresh "STAYS" in your room to keep you in mood. The light and invigorating mist allows you to instantly relish a beautiful home fragrance that smells as fresh as nature intended. It's so fresh that you'll want to use it in every room and from a single bottle you can spray about 690 times. Angelic Aqua Fresh comes in two variants; Zesty Jasmine and Rain Forest. It is perfect for use on car, office, home, sofa, curtain, carpet, cushion, bedspread, upholsteries, in wardrobe etc.

Vanish Toilet Cleaner: Vanish Quick Action Toilet Cleaner is a member of ACI Limited since 2003, but it was reborn in 2008 with new and attractive packaging with two different functional pack sizes like: 500 ml and 750 ml SKU. Vanish is the most effective toilet cleaner that kills 99.99% germs and ensure the maximum cleanliness in only 10 minutes , while the other toilet cleaner in the market including the most established brand offers cleaning and germ cleaning in 20 minutes. It has the excellent formulation added with Xantham Gum, LABSA and hydrochloric acid to challenge the product efficacy to any other brands in Bangladesh.



Cleanit ROBO Carwash: CleanIT ROBO is a car shampoo with wax that deals with even the toughest dirt, protecting original paints and leaving a shiny effect offered by its wax properties. Ordinary soaps or shampoos contain salt and other harmful properties which may destroy the original paints and protective coating on the car.

Cleanit Shinex Floor Cleaner: Cleanit Shinex Floor Cleaner is a surfactant based floor cleaner enriched with natural pine disinfectant and suitable for use on any type of floor surface. Its 4 in 1 Action effectively cleans shines, disinfects, and deodorizes the surface leaving a pleasant fragrance.





Cleanit Shinex Glass Cleaner: Under “CleanIT”, Shinex Glass Cleaner is the brand of glass cleaner which is a product intended to be used on any type of glass or similar surfaces with a streak free promise to make the glass look clear as well as to ensure proper hygiene and cleanliness.

Smart Washing Powder: Recently ACI has added another product in its family. This time it adds value to the Fabric Cleaner category. **SMART washing powder** is the smart solution for the fabric care. This washing powder is enriched with foaming booster, optical brightener which helps a lot to clean the cloth. While launching this product, ACI secures the consumers’ hands safety and the safety of clothes at the same time.



Female Hygiene:



Savlon Freedom Sanitary Napkin: To ensure good female hygiene practice among the Bangladeshi women, ACI launched **Savlon Freedom** sanitary napkin in 2008 under the Female Hygiene Category. ACI is always trusted by the consumers for its excellent product superiority. The product superiority of Freedom sanitary napkin has further increased the trust of the

consumers.

Savlon Freedom is the international standard Sanitary Napkin manufactured through World's latest technology. It provides the **highest absorbent capacity** and **best dry feel advantage** to make the user feel comfort and protected, so that she can move ahead equally in the 30 days of the month.



Commodity Foods:

ACI Pure Salt: “ACI Pure Salt was launched in 2005. Within the very short period it has been enjoying the pride of the Brand Leader. The best in its kind, ACI Pure Salt is vacuum evaporated, free flowing and properly iodized. It is also very porous and free flowing. Iodine is coated in every single grain which makes it an essential product for the children; the absence of right quantity of iodine in their food may cause mental disability to them. ACI Pure Salt has won the **"BEST BRAND OF BANGLADESH AWARD 2008"** for unparalleled customer loyalty beating all the brands in Foods & Beverages category.



ACI Pure Sugar: ACI Limited has launched sugar under the brand “ACI Pure” in 2010. “ACI Pure Sugar” was launched in an attractive three layer laminated pack. Its outstanding color and striking design will draw the consumer’s attention. This is yet another step by ACI Consumer Brands to enrich the consumers’ kitchen with Pure Food products in Bangladesh. It is being made through state-of-the-art technology with 99.9% polarization, which makes it sweeter than any other sugar brands.

ACI Consumer Electronics

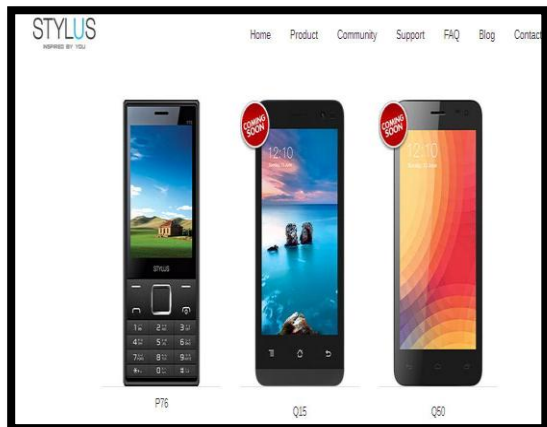
World renowned electronics company **Panasonic** and ACI Limited has joined together to bring the **Panasonic Audio Visual products and Home Appliances** to Bangladeshi consumers. The association was formally announced on the 16th of April 2008 through the launching ceremony in Bangladesh China Friendship Conference Center. Under this arrangement with Panasonic regional office in Singapore, ACI Consumer Electronics, a newly formed division in ACI Consumer Brands SBU will market the Panasonic AV line along with its Home Appliance products in Bangladesh.



Panasonic has a rich range of AV products comprising of High Definition LCD and Plasma Television, Home Theatre system, DVD and Blu-ray DVD player, Digital Still Camera & Camcorder. The Panasonic Home Appliance line comprises of high end refrigerator and Alkaline Battery. The LCD and Plasma TVs are marketed under Panasonic VIERA brand and Cameras are marketed under **LUMIX** brand.



Mobile Division



ACI large conglomerate of Bangladesh having Business in the area of Pharmaceutical, Consumer Brand, Agribusiness and Retail Chain has entered in to technological through most updated electronic telecommunication devices in the brand name of Stylus. Stylus offers exiting range of smart and feature mobile handset and accessories that will cater the need of each category of customer.

ACI Electrical Division

SPARKLE is the in house brand of ACI. SPARKLE has various items such as Tube Light, LED Light, Socket, Switch board, Ceiling fan & other electrical goods.



1.4. SUPPORT FUNCTIONS

Subsidiaries, Joint Ventures & strategic Business Units are operated by their own but the main control is in the hand of ACI Center. ACI Center (Headquarter) is solely responsible for HR, Financing & Planning, and Commercial activities, Training, Distribution and MIS.

To run the day to day operations, the support functions work as a key component.

Human Resources

Finance & Planning

Distribution

Commercial Department

Training



Human Resources Department:

ACI HR works with a vision for creating a work-environment to foster creativity, innovation and productivity for achieving business excellence through dynamic and dedicated people.

ACI- HR dept. believes that Human Resources are the most important asset of the organization. They identify the training needs and provide trainings accordingly to develop the knowledge and skills of human resources. Thought Leadership and Team Building meetings are conducted on a regular basis. They provide an enabling working environment to unleash the full potential of the employees and a performance based career progression.

ACI practices modern HR Policies and procedures for Recruitment & Selection, Manpower Planning and succession planning. ACI uses a combination of qualitative aspects and Balanced Score Card for performance appraisal.

Finance & Planning:

ACI Finance and Planning function is the nerve centre of the conglomerate. Being the nature of the structure, ACI Finance and Planning plays the centralized role in all kinds of financial and accounting services. Meaning it handles financial and accounting matters of not only ACI Limited but also of all of its subsidiaries supporting the mission and vision of the Group. The major areas of its activities include:

- Corporate Finance
- Treasury
- Insurance and risk management
- Costing
- Credit Management
- Accounts payable management
- General accounting
- Taxation
- New business management

The Planning function not only compiles and coordinate the company plan of the conglomerate but also instrumental in feeding the CEO and top team different macro and micro economic situation of the country as well as world in large. These in-depth analyses help the company to make correct and pragmatic decision as a part of strategic initiative.

Distribution:

The company maintains strategically located sales centers in nineteen different locations across the country. It has developed an advanced distribution system through its more than 300 skilled



and trained manpower and a large fleet over eighty vehicles. The distribution system is capable of handling continuing volume of diverse range of products from the various businesses.

The company's distribution centers are highly streamlined, computerized and automated. We are capable of maintaining a cold chain for some specialized range of products such as vaccines and insulin. The combination of this advanced function and multidimensional capabilities made it possible to handle hundreds of products efficiently.

Commercial Department:

Commercial Department of ACI is one of the most vital functional departments of the Company which deals with the supply chain activities of ACI. In order to keep all the businesses running flawlessly, the dedicated and hard working employees of this department maintain a good liaison with the customers, both national and international. The Commercial Department is consistently achieving the best prices for the products that we purchase, ensuring enormous amount of cost savings for the company. It offers invincible professionalism and expertise in the entire commercial activities of ACI.

MIS Department:

MIS department of ACI ensures the overall IT related supports for the company. This department manages a smooth operation of software's, hardware trouble shooting and business databases related to sales and inventory. The MIS department consists of knowledgeable and skilled programmers and software developers. MIS provides customized report and data analysis to the management to facilitate effective decision making.

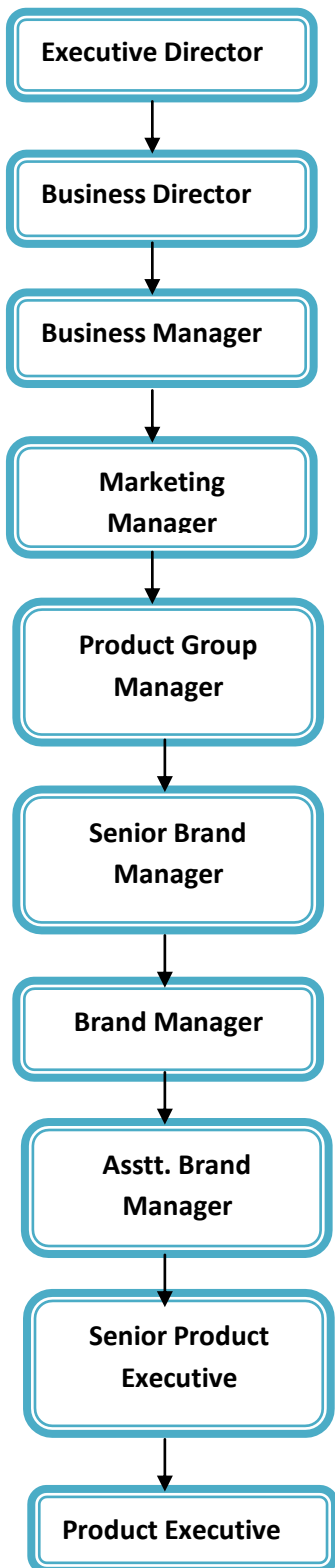
Training:

Training activities of ACI is focused on transforming its human capital to achieve business excellence by increasing the bandwidth of ACI workforce. To win present and future challenges we identify knowledge and skill sets that are pivotal factors and we design a variety of programs so that achieving such success by using creativity, agility, flexibility, skill diversity and IT technology becomes a custom. We scan external environment for comparing industry practices, benchmark best practices and implement competency management programs to offer outstanding services to our valued customers. Enormous and spontaneous shared efforts are made with the strategic intent of achieving excellence in delivering customized services to meet the ever changing development needs of the human resources. We design strategic learning roadmap consisting tailored learning strategies for each of our employee clusters of the business divisions, based on a shared vision, to make us a proud member of a learning organization. We adopt best technology based modules, methodologies, facilities, in-house and external faculties/trainers to



ensure the best return from human development investments. Corporate Values of ACI are embedded in the process of designing, developing and delivering each activity of Training Department throughout the organization

Business Management hierarchy of Consumer Brands



- In the following process orders are being carried out. In all the ways for making any major decisions or budget issues Executive Director is responsible.
- Position of Business Director depends on the category of business. In CB there is no Business Director. This position belongs to the ACI Food (subsidiary of ACI ltd.) but Executive Director of CB supervises and directs ACI Food.
- Positions are created on the need basis and on the understanding of business type and situation.



1.5. Mission of ACI

ACI's mission is to enrich the quality of life of people through responsible application of knowledge, skills and technology. ACI is committed to the pursuit of excellence through world-class products, innovative processes and empowered employees to provide the highest level of satisfaction to its customers.

1.6. Vision of ACI

- Endeavor to attain a position of leadership in each category of its businesses.
- Attain a high level of productivity in all its operations through effective and efficient use of resources, adoption of appropriate technology and alignment with our core competencies.
- Develop its employees by encouraging empowerment and rewarding innovation.
- Promote an environment for learning and personal growth of its employees.
- Provide products and services of high and consistent quality, ensuring value for money to its customers.
- Encourage and assist in the qualitative improvement of the services of its suppliers and distributors.
- Establish harmonious relationship with the community and promote greater environmental responsibility within its sphere of influence.

1.7. Values of ACI

- ✓ Quality
- ✓ Customer Focus
- ✓ Fairness
- ✓ Transparency
- ✓ Continuous Improvement
- ✓ Innovation

CHAPTER-02

The Job Part

2.1. Job Description

I was assigned with the Consumer Brands- Media & Communication Dept. to complete my internship program. During my Three months internship program I got an opportunity to work with the real life media marketing. In this short time period I tried to learn- how to work under pressure and fulfilling the duties. I got opportunity to work with several renowned brands, like- Savlon, SMART Washing Powder, Impact Body Spray, Freedom & ACI Salt.

2.2. Job Responsibilities

In this Three months period I did a lot of activities. Here I am listing the duties I performed in the last three months:

1. Maintain internal & External Communication.
2. Negotiation with vendors for ATL activities.
3. Billboard Site Visit & Monitoring
4. Assisting various brands in promotional activities
5. Online advertising & social site pages monitoring
6. Report & presentation making

Here I am giving a brief of my responsibilities:

Maintaining internal & External Communication: I maintained internal communication with the brand managers and disseminating their needs and demands to my manager. At the same time I maintained a communication with vendors especially for the billboards about the requirements of the company.

Negotiation with vendors: Consumer Brands has a wide variety of products. To promote the products to the mass people ACI needs Billboards for outdoor or ATL activities. In these three months of period I negotiated for various outdoor activities (billboards). Amongst them Gulistan passenger shade and Science Laboratory passenger shade are mentionable. In terms of negotiation, I had to follow a win-win situation where both the parties' benefits were equal.



Picture: Passenger shade board at Science Lab

Billboard Sites Visit & Monitoring: Currently Consumer Brands possesses 53 different billboards from various brands which costs a lot of money. To ensure the safe possession in favor to ACI and proper hanging, printing and other things I was assigned to this monitoring. I visited all those sites once a month for three months and I was instructed to check the sites randomly.



Picture: Billboard of Different Products in Different Locations

Assisting Various Brands in Promotional Activities: I assisted various brands in their promotional activities by giving ideas and passing the orders to the vendors.

Online Advertising and social site pages monitoring: I had to visit the online advertisements of ACI in different portals and online based newspaper, where they are using impression based and static advertisements. Currently Consumer Brands have online advertisements in 04 online newspaper, those are:

- i. ProthomAlo.com
- ii. Kalerkantho.com
- iii. Banglanews24.com
- iv. E-shomokal.com

Besides this online Medias, Consumer Brands maintain social sites to promote online attention and they have facebook fan pages on Savlon, Freedom, ACI salt and others. My duty was to promote the pages more effectively by giving ideas and creating more likes or fans in those pages.

Report and Presentation making: I made several presentations on viable billboard sites as proposal. Besides that, I also made monthly report on billboard sites maintenance whether they are installed and maintained properly or not by the vendors. At the same time, I prepared weekly report of facebook fan pages updating.

2.3. Different aspects of Job Performance

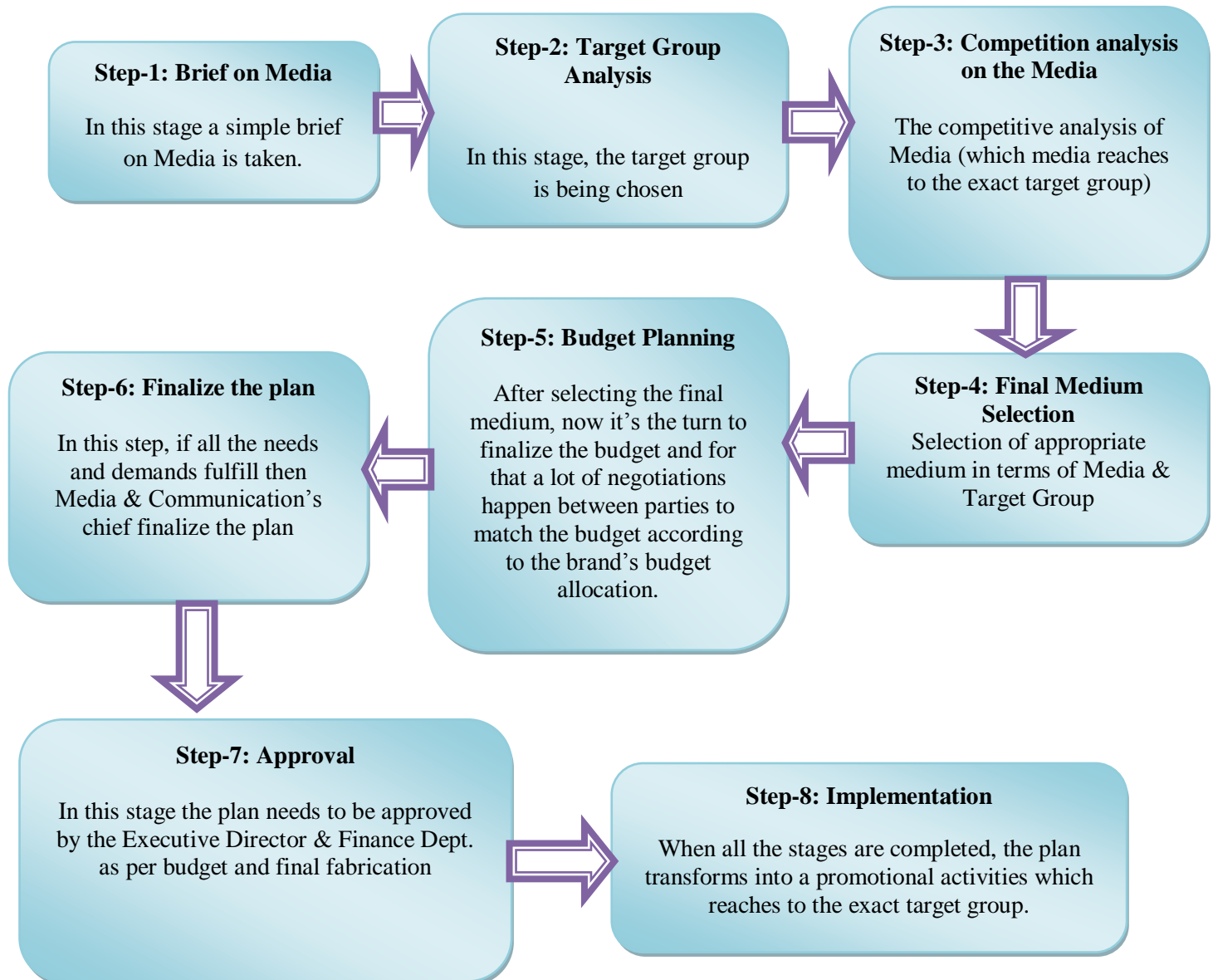
While working with the media and communication department, I explored a new world of marketing. People now a day are bored with traditional Medias. A few people are now reading newspaper in hand rather than reading it into the online. At the same time people have a very less time to see the Television commercials (TVC) and listening to the Radio commercials (RDC). People are busy with their work life and most of the time they are available in the online searching in Google, Chatting in Facebook or various free applications or emailing through various email sites. This opportunity creates a vast ground in online Medias forgetting about the traditional Medias. As of 2011, Facebook users in Bangladesh were 5.5 million and it is increasing exponentially. This opportunity creates a challenge to the marketers to shift into the digital Medias.

I was assigned to create a research in Digital marketing in online Medias. The online Media is a very challenging medium to grab consumers' attention. While exploring, I invented different mediums like:

- Google search ads
- Ad words ads
- PPC ads
- Google Display ads
- Retargeting ads
- Gmail ads
- Flash ads and others

These are whole new edition to my knowledge. Before that I had a very small knowledge on digital marketing but it created a thirst to know more.

In addition to my Knowledge I learned a little bit on **Media Planning**. Media planning is generally outsourced to a media agency and entails sourcing and selecting optimal media platforms for a client's brand or product to use. The job of media planning is to determine the best combination of media to achieve the marketing campaign objectives (Source: Wikipedia). There are several steps in Media Planning, which are:



I also did some silly but valuable works like **Documentation**. I really understood the value of documentation when I saw that each and every single document related to the Media & Communications is archived in an organizational manner. I had to archive each and every published advertisements and news. When a news or advertisement published in the daily

newspaper Firstly, I had to make a soft copy in pdf or JPEG format then I cut the following advertisement from the newspaper and pasted it on a paper for proof and storage. Here are some views of documentation in pdf format:



Picture: Documentation of Advertisements

2.4. Observations & Recommendations

Three months period is a very short time to comment anything. I witnessed the real things happening so my observations are:

- Work environment is very friendly.
- Excellent office ambiance.
- Long working hours.
- Dedicated and sincere employees.

Recommendations are:

- At the very beginning the HR should give a brief on the company and can give an ice breaking program.
- ACI has to involve their interns in real works rather than involving in silly works.
- ACI has to create an environment where interns can adjust and think themselves as a part of the organization.
- ACI should provide some facilities to the interns like arrangement of Lunch and if possible try to accommodate transportation facilities for the long distance interns.
- ACI should give the honorarium to the Interns at the earliest possible time.
- TA/DA should be given for official works.
- Employees of ACI must not involve interns into their personal work.

CHAPTER-03

Project Part

3.1. Background of the Study

Laundry detergent, or washing powder, is a type of detergent (cleaning agent) that is added for cleaning laundry. This laundry detergent is an essential part of our lives for cleaning laundry goods. History of Fabric Care Products in Bangladesh is quite old. We can divide the lifeline into generations:

- **1960s:** Locally made laundry ball soaps are used for washing clothes.
- **1970s:** Laundry soaps like Tibet 570 and Wheel are introduced in the laundry soap market.
- **1980s:** Tibet 570 and Wheel laundry soaps gain quick popularity among consumers with unique care benefits for hand and fabric, a generic weakness in traditional ball soaps.
- **1990s:** Introduction of washing powders or detergents like Wheel and Jet brings huge revolution in fabric washing habits in the country.
- **2000s:** Washing powders start gradually replacing traditional laundry ball soaps and bars and many local and international detergent brands enter the market e.g. RIN, Chaka, Fast Wash etc.
- **2010s:** Advanced washing powder category becomes more popular than the regular one with rise in popularity of RIN, Surf Excel etc.

According to the lifeline, detergent powder was introduced in Bangladesh at the 90's. In a very short time period this product made a very good call into the customers' mind. Today the market is dominated by various brands and the current Fabric Care market size of Bangladesh is 18.7 Billion Taka. Current demand is 283,381 MT p.a. which shows 11.4% growth in value and 8.2% growth in volume (Maxwell stamp PLC). If we think about the Global Fabric Market which is worth of \$73 Billion and it is going to be worth of \$73 Billion by the year 2018.

Consumers using detergent powder are having different mindsets and perceptions. Huge portion of consumers are satisfied with their current detergent brand but sometimes they also look for a change. They have some expectations and they are also very careful about their skins as well as their clothes.

So, this huge market is having bigger fragments which create a greater perception in the minds of consumers. That's why; I took-**Consumers' Perception** to determine consumers' minds, attitude, satisfaction, expectation and other behavioral things which can be used in developing the market of SMART detergent powder.

3.2. Objectives of the study

Dhaka City is one of the most populated cities in the world. Dust and smoke is everywhere which causes the intensity of washing clothes and hygiene factors every day. Varieties of Detergent Powders are there in the market. So, consumers frequently purchase the detergent powders as their washing materials. The main objective of this paper is to **understand the consumers' perception** about the detergent powder.

Specific objectives of this research are as follows:

- To find out the factors (availability, price, promotion, quality) driving perception.
- To know about the consumers' buying behavior.
- To know about the level of satisfaction regarding the preferred product.
- To find out the past experience and future expectation from the existing/ new detergent product.

3.3. Methodology:

Source of Info: For conducting this research, I have used primary data. To collect primary data I have followed questionnaire method. Firstly, I did an exploratory research. I made a questionnaire and distribute it online over a group of people (who use detergent powder as well as have ideas such as- house wives, purchasing person, house maid, bachelor and others) from where I collected the data. Besides the primary source, I also gathered information from secondary sources like internet, periodicals, journals and others. After collecting the data I have a subjective analysis.

Survey instrument: For doing this research, I made a survey and from that survey I ended up with a conclusion. In the questionnaire I used *multiple choice Questions* and description from the consumers to understand their attitudes or behavior toward the detergent products. To get proper understanding I used *Open-ended questions* for recommendations.

Measurement instrument: To find out a meaningful conclusion of this research I summed up the respondents' responses in subjective analysis where I showed the statistics, agree or disagreements and other perception based things in percentage form. I hope that the measurement scale used in this report is very simple and palpable.

Sampling process

Sample size: I did this survey over online. The main portions of the respondents were house wives, purchasing person, decision makers, bachelors or those people who are directly involved with using detergent powder. The total size of the sample was 40.

Sample technique: For doing the survey I used non probability technique where there were no chances of selection procedures rather relying on the personal judgment. I used convenience sampling to obtain a sample of convenient elements which totally depended on me.

3.4. Limitations

- Insufficient scholarly article on Consumers' Perception about detergent powder or fabric cleaner in the context of Bangladesh.
- Few attributes are taken to measure the perception.
- Very little amount of respondents which may not be able to showcase the macro view.
- Consumers' noncooperation while sharing their views.
- Many consumers left the questionnaire in the middle causes a very little amount of complete responses.

3.5. Literature Review

Perception describes one's perceived value which he expects or having something in his mind for a product or service. This observation can be varied or changed by various factors.

Brand Image perception:

Brand awareness plays a vital role in consumer perception especially when their buying pattern is not defined. Branded items gives the feeling of familiarity especially in low involvement products for example soaps and other day to day usage items, media and advertisement are effective tools for awareness (**Aaker, 2000**) Brand of the product is the most important factor since consumers more attracted toward brand. Income, age and awareness are dependant factors. (**Kumar et al. 1987**). **Hsieh & Liljander (2009)** describe brand image as the mental perception based on its associations toward a brand. Brand image is determined by prior experience, brand familiarity, and awareness. The origin of product such as country produced and manufacturer affect consumers' brand image perception (**Koubaa, 2007**). This suggests that the process of recalling is prior experience on the company, brand reputation and product attributes that may exert some influences on consumers' reaction and purchasing behaviour (**Chowdhury & Andaleeh, 2007**).

Promotional activities perception:

Sales promotions as we know are a very important component of marketing promotion. Consumer promotion (e.g. coupons, samples, contests, sweepstakes, and price packs) is a part of sales promotion that is targeted towards the final buyers of consumer products (**Kotler and Armstrong, 2002**).

Price perception:

According to **Schiffman and Kanuk (2004)** price perception is about how customers see a product's price, as high, low or fair. They also stated that perception of price unfairness affect consumers' perceptions of value and ultimately their willingness to buy a product. According to **Moore et al. (2003)** years of research concerned with price show both positive and negative perceptions serve as marketplace cues. Several studies have also portrayed the role of price perceptions as an attribute to success (**Jiang and Rosenbloom, 2004**). When the price perceptions are high this is a sign of positive quality, prestige and status (**Moore et al., 2003**). Consumers' perception on pricing is unique (**Ramirez & Goldsmith, 2009**). According to **Veale et al. (2009)**, information and details about the product cost, transaction cost and its accessibility through mass media influence consumers' evaluations and reactions to price. If the price is set too low, it may lead to a negative perception on quality (**Chandrashkaran & Grewal, 2006**). The perception toward price tag reflects the quality embedded. Low price may reflect low quality while high price with high quality (**Roberta & Quester, 2009**).

Product Quality perception:

Product quality perceptions represent consumer judgment about the superiority of a product, which the user-based approaches think is essential in describing quality (**Forker et al., 1996**). The benefits are measured through a perceived level of quality (level of working superiority), a bundle of attributes in comparison with the consumer's expectations. **Schiffman and Kanuk (2004)** stated consumers often judge the quality of a product on the basis of a variety of informational cues that they associate with the product. They also stated that the cues can either be intrinsic or extrinsic. Intrinsic cues are related to the physical characteristics of the product itself, like size, color, flavor etc. The extrinsic cues on the other hand are related to elements that are put together with the actual product like packaging, pricing, advertising etc. The perceived quality of products and services is central to the theory that strong brands add value to consumers' purchase evaluations (**Low and Lamb, 2000**).

Brand Loyalty:

Brand loyalty is the ultimate desired outcome of consumer learning (**Schiffman and Kanuk, 2004**). According to **Rawly and Dawes (1999)** brand loyalty is the likelihood of positive attitudes and behaviors of consumers towards a particular brand, this could amount to repeat

purchase and positive word of mouth. They also stated that a loyal customer base is an asset for a company and it reduces the need for seeking new customers. It is also a known fact that retaining current customers requires less money and effort than getting new ones. The strongest measure of brand value is the loyalty a company produces among customers (**Aaker, 1996**). According to **Quester and Lim (2003)** brand loyalty is known to have two components, namely attitudinal loyalty and behavioral loyalty. Behavioral loyalty is related to consistent purchase behavior of a specific brand; it is the consumer's overt purchase behavior (**Dikempe et al., 1997**) while attitudinal loyalty refers to a highly favorable attitude towards a particular brand.

3.6. Detergent powder market in Bangladesh

The current Laundry detergent powder market size of Bangladesh is worth of 12.5 Billion taka. If we calculate the demand, then annually we need 225,600 M.T of these products. Amazingly the growth is increasing 15% in value and 10% in volume per annum (**Source: Maxwell Stamp PLC**).

As of 2014, in Bangladesh, on an average we need 1.42 kgs of detergent powder per person annually (**Source: Maxwell Stamp PLC**). We can easily assume how big the market is!

Many producers are formulating many detergent powders. It varies by producer to producer, size, quality and price. The major players of this market are:

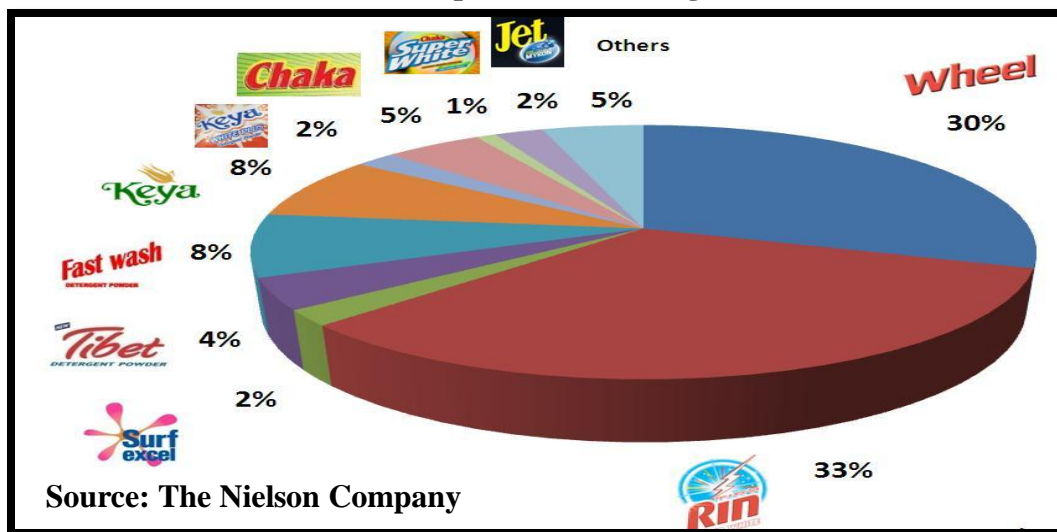
- Surf Excel
- Wheel
- Rin
- Chaka
- Keya
- Tibet
- Fast Wash
- Jet
- Kohinoor
- Tide
- Ariel

Among them Surf Excel, Wheel and Rin are the products of Unilever Bangladesh (locally produced). Chaka (Square); Keya (Keya Cosmetics); Tibet, Fast Wash (Kohinoor) are from the local companies. Tide, Aerial and Jet are foreign brands which come thru different distributors to the market.

Locally produced toiletries now play a significant role in the market which has been dominated by imports in the past. These products fall into the category of common consumer goods or commodity product. Import based products are targeted mostly to the middle and high-end segments consumers. Almost all of the local customers are happy with the locally produced

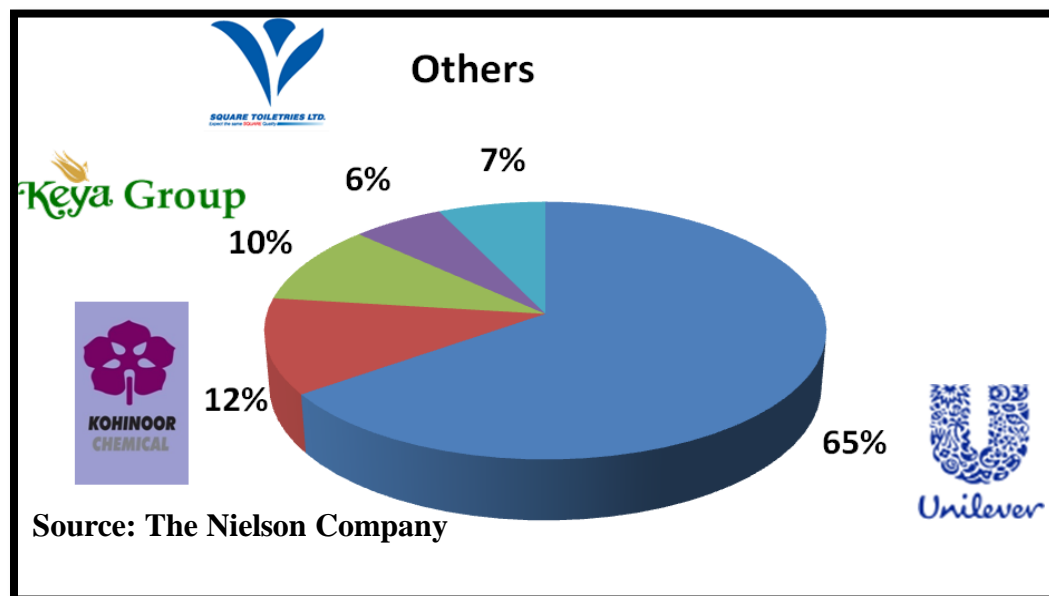
detergents as long as the performance is satisfactory and the price is reasonable. While most of the manufacturers focus primarily on meeting the demands of the local market, some firms have started exporting cosmetics and toiletries products from Bangladesh. (Source: Competition Scenario in Bangladesh ((Draft) Bangladesh Enterprise Institute July 2005)

Market Share of Competitors according to the volume



The biggest share of the whole market is being possessed by Rin (33%) & Wheel (30%), which is quite impressive and these two products are known as budget washing powder.

Volume Share according to the brands

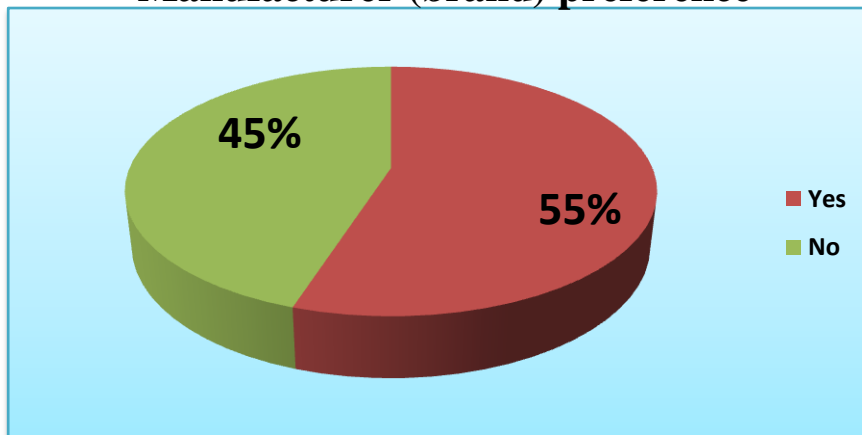


Statistics shows that 65%, that means the whole majority is possessed by the Brand- Unilever by their three (3) market leading products: Rin, Wheel & Surf Excel.

3.7. Analysis & Findings of the survey

i. Brand preference: It is very important to know the rationale behind choosing a specific detergent product. That's why; I wanted to find out the preference whether consumers prefer the products or the manufacturer (brand) behind the product. The result shows:

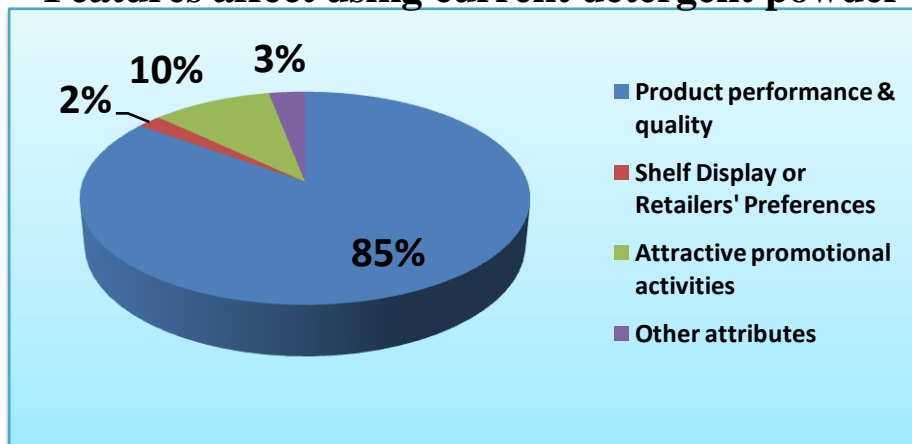
Manufacturer (brand) preference



55% of respondents prefer brand (manufacturer) rather than the product and rest (45%) prefers only the product. So, consumers have trust and faith in the brand (manufacturer).

ii. Features behind using current detergent powder: Features make consumers to fetch them using a specific product. Result shows that, the product's performance is the main attribute which fetches consumers rather than promotional activities.

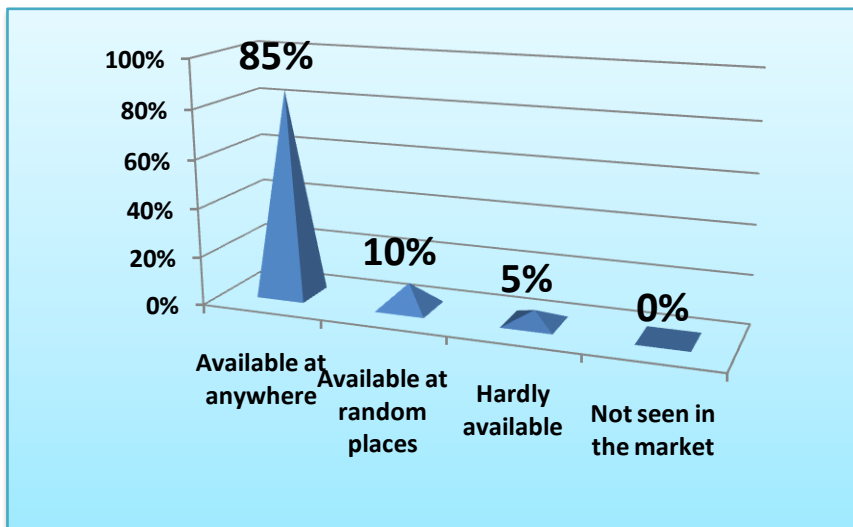
Features affect using current detergent powder



Product performance has got the highest preference (85%) then the promotional activities (10%), Shelf display or retailer's preference has got 2% and other things got 3%. So, Consumers only prefer that detergent powder which gives the best performance.

iii. Availability: Availability means obtainable or accessible and ready for use or service. Availability is the greatest factor which ensures satisfaction as you will get the product available at any time you need it.

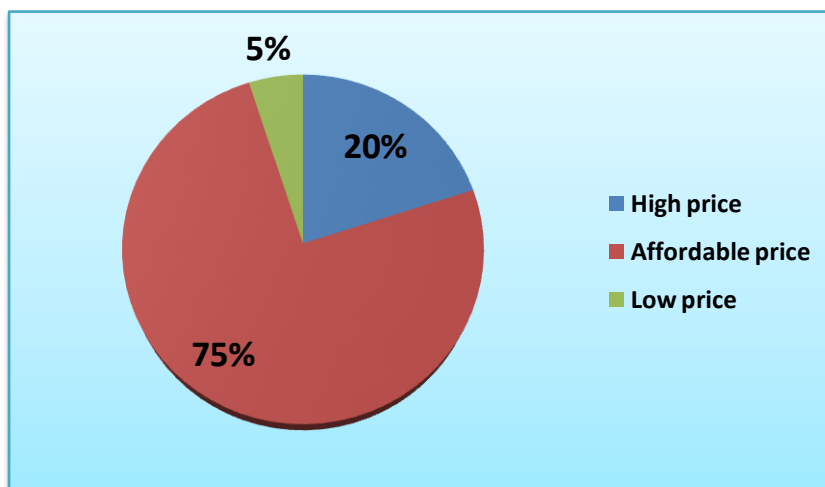
Availability of currently using detergent powder



Consumers use that product which is highly available in the market. This availability factor makes the product as the consumers' preference.

iv. Price: How a consumer perceives the price of the currently using detergent powder- as high, affordable, or low - has a strong influence on both purchase intentions and purchase satisfaction.

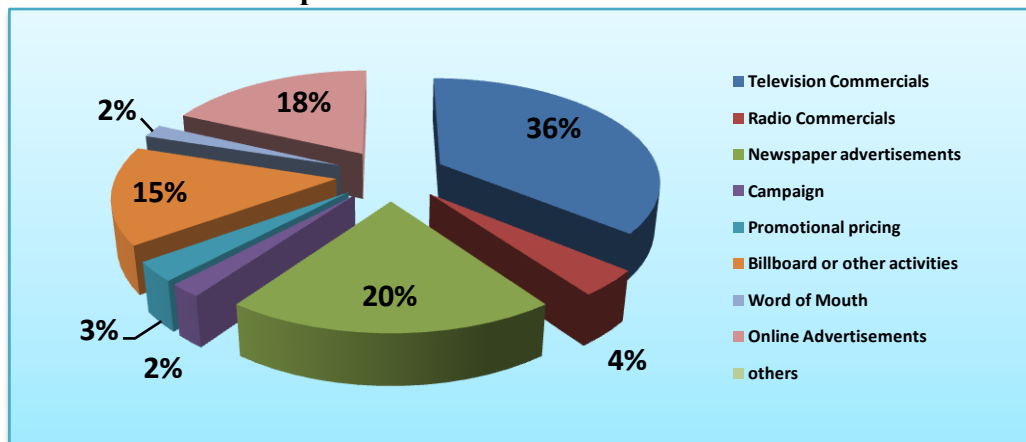
Price of currently using powder



75% consumers use the detergent which has the affordable price range. 20% thinks that the detergent, they are using is higher than the limit and 5% thinks the price as low price. So, affordable price range can change the game.

v. Promotional activities: Promotion is nothing but to aware the market about the presence of the product and at the same time insists consumers to purchase the product. I tried to find out the effective medium of promotion which gear up or work behind preferring the product. Result is:

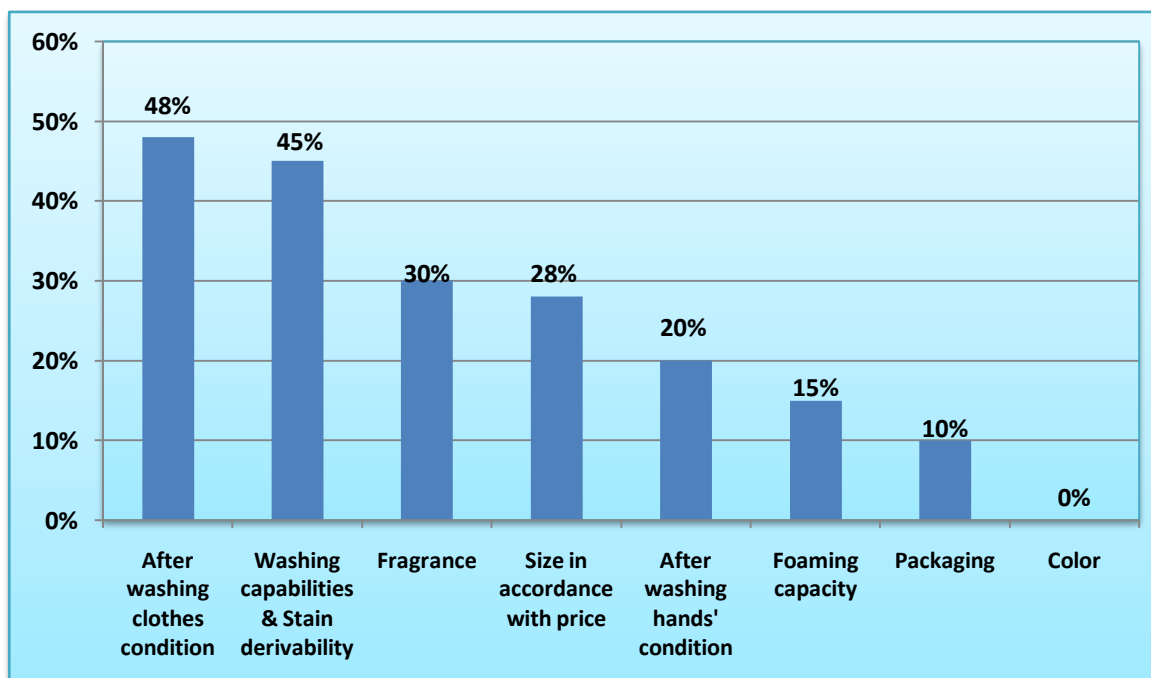
Consumers' preference on the mode of communications



It seems that consumers prefer TVC (36%), Newspaper Ads (20%), Online Ads (18%) and Outdoor (Billboard) - 15%. So, TVC ads have more appeal to the consumers.

vi. Attributes related to the detergent powder: Only the product is not enough. To grab the consumers' attention there are other attributes which are related to the detergent powder like packaging, washing capabilities & stain derivability, fragrance, color, foaming capacity, size in accordance with price, after washing clothes condition and after washing hand condition are important issues.

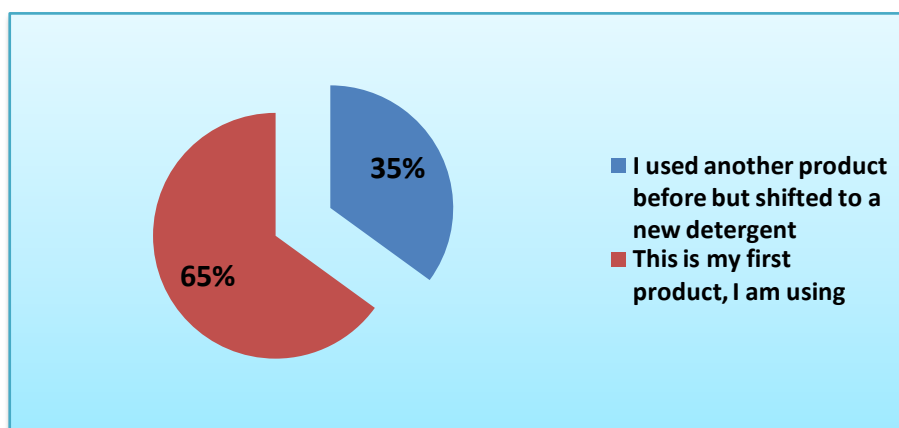
Consumers' preference to the detergent powder in order to the attributes



After seeing the graph we can easily rank the choices of attributes behind choosing the current detergent powder by the consumers. Ensuring these attributes like after washing clothes condition, Washing capabilities & stain derivability, fragrance and other can make a product-product of choice to the consumers.

vii. Level of satisfaction: Level of satisfaction is that thing which enables free marketing, where the existing consumers talk about the brand(word of mouth) and become a brand ambassador of that brand or product at free of cost. To measure that, I tried to find out the past experience of the users whether they are sticking to a product for the longer time or changed the product due to bad performances.

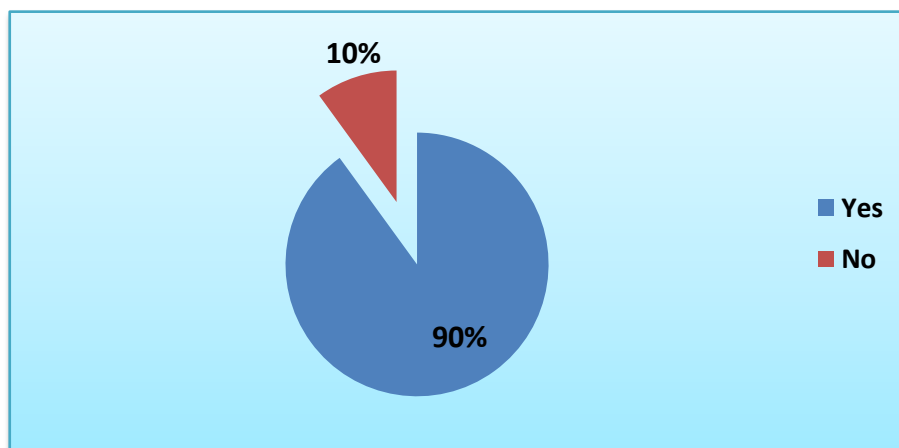
Past experience of current users



Those 35% dissatisfied consumers who have shifted to a new detergent powder described the reason behind the shifting into a new detergent powder:

- After washing bad condition of clothes.
- Quality deteriorated with the passage of time.
- Advanced quality product was in the market at the same price.

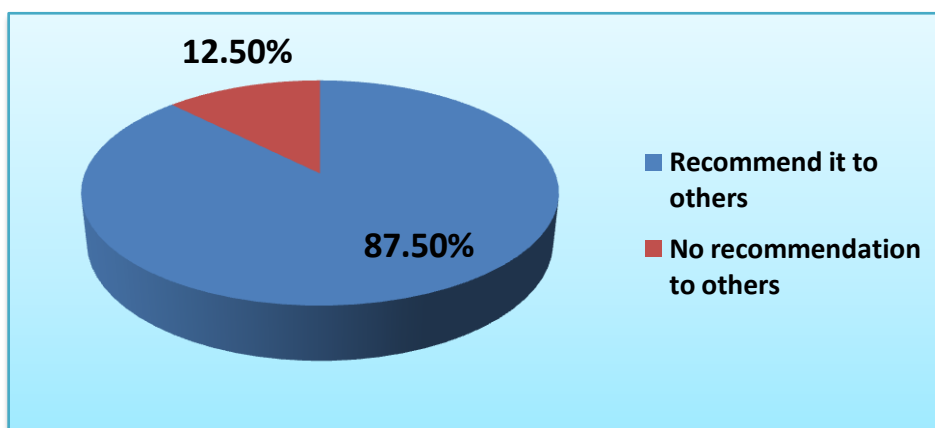
I asked another question to those 35% (**dissatisfied with previous product performance**) who shifted to new detergent whether they are satisfied or not with their current detergent powder.



From those 35% of consumers (who were dissatisfied with the previous product and shifted to a new detergent powder) 90% of them are now satisfied with the current detergent powder and 10% of them are still dissatisfied though they have shifted to another new detergent.

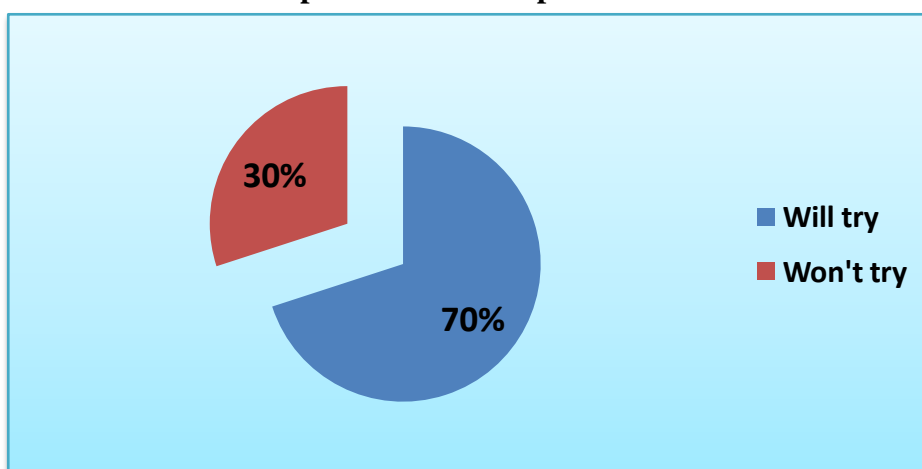
viii. Recommending own detergent powder to others: I asked them about whether they will recommend their washing powder to others or not. The result is pretty impressive where 87.5% consumers will be recommending their product to others but 12.5% will not be recommending their product to others.

Recommendation of current detergent powder to the others



ix. Openness to a new detergent product: If a new detergent comes into the market whether the consumers will try it or not- by this I tried to find out the numbers of consumers who have the possibility to convert into a new detergent powder.

Openness to a new product



So, the large portion of the consumers will try a new product if they find it fruitful then there are the highest possibilities to shift into that product.

CHAPTER-04

Suggestions &
Conclusion

4.1. Suggestions for SMART detergent powder

SMART detergent powder is a new product in the market. Already the market is dominated by the giant products but there are lot of opportunities and scopes for this new product.

In my survey it is clearly stated that, 70% of consumers have the openness to the new product, so they are ready to accept a new detergent brand which is a great opportunity to grab the market. At the same time 87.5% of the customers have the tendency to recommend their product to the others if they are satisfied with the product.

So, this huge opportunity will only be in effect if SMART does the following things:

- **Using Brand (manufacturer) Image:** Consumers' imagery extends beyond perceived price or anything to the producers themselves. Renowned manufacturers always enjoy a good market penetration than the other manufacturers as consumers are always readily available to take the products from the renowned manufacturers (brand). This thing leads to a positive purchase intension. SMART is from the ACI. ACI is already a known and trusted brand. So, direct representation of ACI will help this product to focus in the market.
- **Providing quality product:** Still now consumers judge a product (detergent powder) on the basis of quality. If the product quality meets consumers' expectation then there will be no hindrance of a detergent powder of being established. Listed features can ensure the quality product:
 - ❖ After washing good clothes condition.
 - ❖ Best washing capabilities & stain derivability
 - ❖ Good fragrance
 - ❖ Good hand condition (after use)
 - ❖ Outstanding packaging

Ensuring the listed features can help SMART to provide a quality detergent powder.

- **Easy availability:** Consumers always go for those products which are readily available in the market and they can get it any time when they need. So, ensuring availability will lead to consumers' purchase intention. SMART detergent powder must be available in all the shops and groceries to tell their presence in the market.
- **Price Factor:** Price should be in an affordable range and the pricing must be relevant to the size so that the consumers can easily consume it and become the permanent consumer. Affordable & competitive pricing should be offered to beat the competition.

- **Promotional activities:** Choose the best medium for communication which easily reaches to the target consumers. To communicate with the consumers, easy available mediums like TVC, Online ads, Paper ads can be followed. TVC is the best medium to communicate with consumers and at the same time online ads can be offered as this is an emerging medium to communicate.

- **Level of satisfaction:** Survey tells that, number of dissatisfied customers' portion is bigger and this portion shifts or converts into the new product. Reasons behind dissatisfactions are:
 - ❖ Unsatisfactory product performance
 - ❖ Deterioration of product quality with the passage of time
 - ❖ Rivals bring better product at same price level.

So, these factors must be verified for the satisfaction level. SMART must ensure all the promises it made to the customers. If all the promises are fulfilled then consumers will be satisfied.

4.2. Conclusion

Consumer perception has a vast area. Quality, Price, Promotional activities, Features, Satisfaction level and availability are some attributes of the perception. Because of the time constraints and limitations of information force me to work only in these factors. Ensuring quality product, using brand fame, ensuring easy availability in the market, maintaining fair price, effective promotional mediums will build SMART detergent powder as an established product and will lead to consumers' satisfaction. If SMART satisfies the consumers then these satisfied consumers will become the ambassador of the product who will help to develop the market.

CHAPTER-05

References &
Appendix

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5.2. Appendix

Questionnaire

1. While choosing the detergent powder brand, I prefer the manufacturer or the company? (E.g- I like Unilever and that's why I will prefer any brand only from Unilever)

| | |
|-----|----|
| YES | NO |
|-----|----|

2. Why are you using the current detergent powder?

- a. Product (detergent powder) performance & Quality
- b. Shelf display or retailer's preference
- c. Attractive promotional activities or Consumer promotion
- d. Others

3. Availability of currently using detergent powder:

- a. Available at anywhere
- b. Available at random places
- c. Hardly available
- d. Not seen in the market

4. Price of currently using detergent product:

- a. High price
- b. Affordable price
- c. Low price

5. By which medium you get acquainted with your product?

- a. Television Commercials
- b. Radio Commercials
- c. Newspaper Ads
- d. Campaign
- e. Promotional pricing
- f. Billboards or outside activities
- g. Word of Mouth
- h. Online Ads
- i. Others



6. Which attribute/ attributes fetch/fetches you to the product?

- a. After washing clothes condition
- b. Washing capabilities & stain derivability
- c. Fragrance
- d. Size in accordance with price
- e. After washing hands' condition
- f. Foaming capacity
- g. Packaging
- h. Color

7. Before using the current detergent powder, did you use any detergent?

- a. YES
- b. NO

If yes then kindly mention the reasons:

Are you satisfied with your current detergent powder (Previous dissatisfied users)?

- a. YES
- b. NO

8. Will you recommend your detergent powder to others?

- a. YES
- b. NO

9. If new detergent comes, I will try it for sure-

- a. YES
- b. NO