

Internship Report
On
**'A study on understanding consumers' perception
for buying FREEDOM sanitary napkin- a Female
Hygiene product from ACI Consumer Brands'**



I n s p i r i n g E x c e l l e n c e

Submitted By:

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Date of submission: 17th February 2016

Letter of Transmittal

17th February 2016

Showvonick Dutta

Lecturer

BRAC Business School

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Subject: Request to accept my internship report.

Dear Sir,

With great pleasure I am submitting my Internship Report on '**Customer's Perceptive analysis on Savlon Freedom Sanitary Napkins- a Female hygiene product from ACI Consumer Brands**'. This report has been submitted on the basis of my three months internship period for the completion of my Bachelors of Business Administration (BBA) Degree. This internship program has provided me with an opportunity of having an exposure to the working environment and on the internship experience in the Consumer Brands sector in a renowned conglomerate, **ACI Limited**. I found the experience to be tremendously interesting, beneficial & insightful.

I have left no stone unturned to prepare an effective & creditable report with all your encouragement, exceptional guidelines and continuous support. I hope you will find this report significance of all the effort I have put in it.

I welcome your entire query & take pride to answer them.

Sincerely Yours

.....

Ayesha Sirajee Leena

ID: 11204018

BRAC University

Acknowledgement

I begin by thanking the Almighty Allah for my successful completion of the internship report, which is a significant part of the BBA Program. I would like to take the opportunity to thank those people who have given me constant support while doing my internship program.

At first It's a pleasure to convey my heartiest gratitude and greeting to my honorable supervisor, Showvonick Dutta, Lecturer of BRAC Business School. I deeply appreciate his remarkable cooperation, advice and instruction in preparing this report.

I would like to extend my heartiest thanks to the Consumer Brands Department of ACI Ltd for allowing me to complete my internship. I would like to acknowledge and thank Farzana Hossain, Marketing Manager of Savlon Freedom 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 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.

Lastly, I am very grateful to all of the people mentioned above for their cooperation in every step to prepare my report successfully.

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. Sanitary Napkin 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 sanitary napkin users on those factors. Questions were asked them on their current sanitary napkin usage to determine their perception. On the light of their responses I tried to find out the consumers' perception about using their current sanitary napkin. 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- FREEDOM sanitary napkin. For easy understanding of this report, supporting topics and materials are taken in the light of text books 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.

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INTRODUCTION:

Advanced Chemical Industries was established as the subsidiary of Imperial Chemical Industries (ICI) in the then East Pakistan in 1968. After independence the company has been incorporated in Bangladesh on the 24th of January 1973 as ICI Bangladesh Manufacturers Limited and also as Public Limited Company. Advanced Chemical Industries (ACI) Limited is one of the leading conglomerates in Bangladesh, with a multinational heritage. The company has diversified into three major Strategic Business Units (SBU's), which are, Healthcare, Consumer Brands, Agribusiness & Logistics.

I joined ACI Limited as an intern of 'Consumer Brand' division. Being an intern of ACI, specific tasks were given to me that helped to increase my learning and use those in my internship report later on. Female Hygiene is the specific department based on which all my daily organizational activities were designed. It was a great matter of enjoyment whenever I fulfilled my responsibilities and got appreciated by ACI Limited. The company paid a fixed honorary amount to the interns as a monthly salary basis. I needed to work for three months under this brand to complete the internship program. I joined ACI on 1st September of 2015 and my internship period ended on 30th November of 2015. I got opportunity work with very talented minds at the office which will be leave a greater impact on my upcoming professional life. It was a massive experience to work as an intern in a company like ACI Limited.



ACI Center (Head Office)

1. Organization Background

1.1 Company History:

ACI was established as the subsidiary of Imperial Chemical Industries (ICI) in the then East Pakistan in 1968. After independence the company has been incorporated in Bangladesh on the 24th of January 1973 as ICI Bangladesh Manufacturers Limited and also as Public Limited Company.

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

1.2 Company's overview

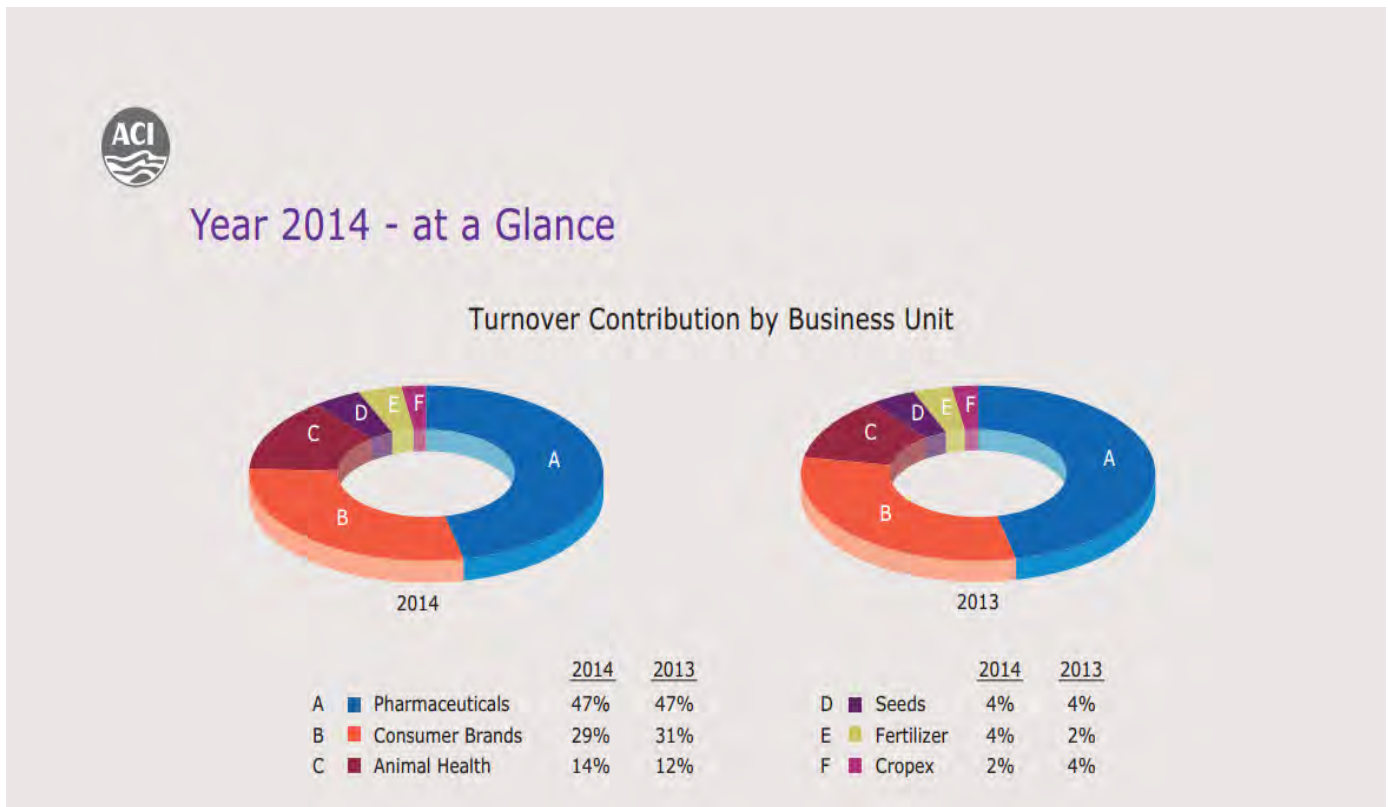
Advanced Chemical Industries (ACI) Limited is one of the leading conglomerates in Bangladesh, with a multinational heritage. The company has diversified into three major Strategic Business Units (SBU's), which are, Pharmaceutical or Healthcare, Consumer Brands and Agribusiness. Moreover, ACI has successfully undertaken some joint ventures to enhance their benefits of market expansion. Some of these successful joint ventures are ACI Godrej Agrovvet private limited, Tetley ACI (Bangladesh) limited and Asian consumer care private limited.

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. ACI represents principals like AstraZeneca, UCB, Searle and Fujisawa in Pharmaceuticals business; Colgate-Palmolive, Heinz & Dabur in Consumer Products sector; Synzenta in Agrochemicals; Ranbaxy, Dabur, Wockhardt, Sanofi and Invesa in Animal Health sector. The trading subsidiary of ACI represents in Bangladesh principals like ICI, Exxon-Mobile, Bayer, Stahl.

With around 4,995 employees operating in the company, ACI believes in intensively training the workforce in order to maintain quality and continuous improvement within the organization. They create various programs to achieve success through the development of the employees' creativity, flexibility, agility and skill diversity.

The company maintains strategically located sales centers in nineteen different locations across the country. It has developed an advanced distribution system through its skilled and trained manpower and a large fleet over eighty vehicles. The distribution system is fully equipped for handling the continuing volume of diverse range of products from the various businesses. The company's distribution centres are highly streamlined, computerized and automated. The company is capable of maintaining a cold chain for some specialized range of products such as vaccines and insulin. The combination of this advanced functionality and multidimensional capabilities made it possible to handle hundreds of products efficiently.

Its proper synchronization of the workforce, production, technology and marketing techniques has enabled them to deliver varieties of products to the market and has also benefited immensely. For instance, ACI Limited registered a 15.30% growth in revenue from its own operation compared to 2013. Total revenue has increased by Taka 1,635 million. Higher sales volume aided by favorable product mixes, lower material cost and selected product price increases have contributed to increases in Gross profit by 21.45% over last year. Profit after tax has increased, resulting in 24.4% growth over 2013. Given below are some figures of ACI's present financial condition that represents its financial success over the years.



1.3 Organization's Profile:

Organization Name	Advanced Chemical Industries Limited
Date of Incorporation	24 January, 1973 Incorporation of ICI Bangladesh Manufacturers Limited
Nature of Business	Manufacturing, Processing, Retail, Service
Legal Status	Public Limited
Date of Commencement	24 January, 1973
Registered Head Office	245 Tejgaon Industrial Area ,Dhaka
Chairman	Mr.MAnisUd Dowla
Managing Director	Dr.Arif Dowla
No. of Directors	08
Listing with DSE	9 March, 1994
Listing with CSE	22 October, 1995
Website	www.aci-bd.com

1.4 List of Board of Directors:

Name	Designation
Mr. M Anis Ud Dowla	Chairman
Mr. Arif Dowla	Managing Director
Mrs. Najma Dowla	Director
Mr. Waliur Rahman Bhuiyan OBE	Director
Mr. Md. Fayekuzzaman	Director
Mr. GolamMainuddin	Director
Ms. Shusmita Anis Salam	Director
Ms. Sheema Abed Rahman	Director
Mr. Wajed Salam	Director
Mr. Waliur Rahman	Director

Management Committee:

Dr. Arif Dowla	Managing Director
Dr. F H Ansarey	Executive Director, Agribusinesses
Mr. Syed Alamgir	Executive Director, Consumer Brands
Mr. M. Mohibuz Zaman	Chief Operating Officer, Pharmaceuticals
Mr. Pradip Kar Chowdhury	Executive Director, Finance and Planning
Mr. Sabbir Hasan Nasir	Executive Director, Logistics
Mr. Priyatosh Datta	Director, Quality Assurance, Pharma
Mr. Abdus Sadeque	Director, Marketing & Sales, Pharma
Ms. Sheema Abed Rahman	Director, Corporate Affairs
Mr. Md. Monir Hossain Khan	Financial Controller
Mr. Imam Ahmed Istiak	Director, Operations, Pharma

Auditors

Rahman Rahman Huq (a member firm of KPMG International)

Legal Advisor

Barrister Rafique-ul Huq, Huq and Company

Financial Consultant

Mr. M Sikander Ali

Principal Bankers

- Standard Chartered Bank
- The Hongkong and Shanghai Banking Corporation Limited
- Eastern Bank Limited
- Commercial Bank of Ceylon Plc
- Pubali Bank.
- The City Bank Limited
- BRAC Bank Limited
- Bank Alfalah Limited
- AB Bank Limited
- Bank Asia Limited

- Dutch Bangla Bank Limited
- NCC Bank Limited
- Jamuna Bank Limited
- Mercantile Bank Limited
- ONE Bank Limited

Support Activities-

Practically, the joint ventures and strategic business units are operated by their own way but the principal control is in the hand of ACI Center. ACI Center (Headquarter) is exclusively in charge of Human Resource, Financing and planning, and Commercial Department, Training, Distribution and MIS. To run the everyday operations, the assisting functions fall under a key segment

1.5 Consumer Brands - Organ gram (Marketing)

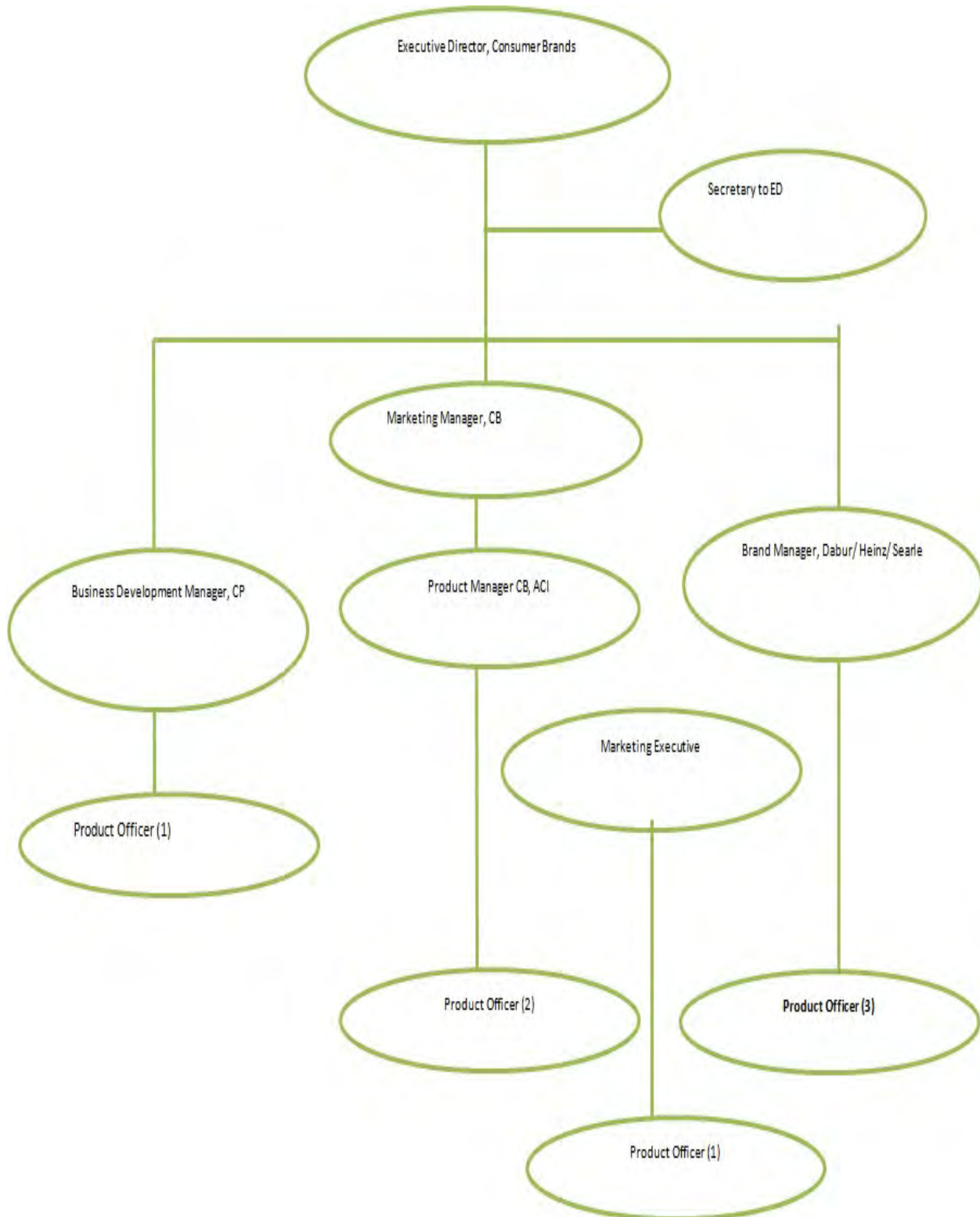


Figure shows the organ gram of the marketing department of Consumer Brands Division.

1.6 Visions for the Future

1.6.1 Company Mission:

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.

1.6.2 Company Vision:

- a) Endeavor to attain a position of leadership in each category of its businesses.
- b) 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.
- c) Develop its employees by encouraging empowerment and rewarding innovation.
- d) Promote an environment for learning and personal growth of its employees.
- e) Provide products and services of high and consistent quality, ensuring value for money to its customers.
- f) Encourage and assist in the qualitative improvement of the services of its suppliers and distributors.
- g) Establish harmonious relationship with the community and promote greater environmental responsibility within its sphere of influence.

1.6.3 Company Values:

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

Strategic Business Units:

❖ **Pharmaceuticals**

- People
- Plant
- Products
- Service
- Market
- International Operation
- Physician's Area

❖ **Consumer Brands & Commodity Products**

- Household Insecticides
- Antiseptic & Personal Care
- Home Care
- Female Hygiene
- Commodity Foods
- ACI Consumer Electronics
- ACI Electrical Division
- Mobile & Electronics

❖ **Agribusinesses:**

- Crop Care Public Health
- Animal Health
- Fertilizer
- Motors
- Cropex
- Seeds

ACI has the following subsidiaries:

- ACI Formulations Limited
- ACI Logistics Limited (Shwapno)
- 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:

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

1.3 ACI Consumer Brands and Commodity Products:

ACI Consumer Brands was started in 1995 with two noteworthy brands of the organization ACI Aerosol and Savlon. These are two of most prestigious items which are enjoying the top position in the business sector. The division began to take new organizations through local productions as well as international business. In this procedure ACI Consumer Brands propelled numerous new products and furthermore reinforced with Joint Venture business associations with 'Dabur India' and 'Tetley UK' and achieved international alliances with widely acclaimed organizations.

The Consumer Brands Division gloats in having unequivocal vicinity in customers heart with the business sector influencing brands like ACI Aerosol, Savlon, Freedom, ACI Mosquito Coil and ACI Pure Spices and Flour.

With near 80% market share in own classifications, ACI Aerosol and Savlon are the steady players in keeping the household spotless and free from germs and harmful bacteria. The ACI mosquito coil has likewise developed as an imposing adversary to both the mosquito and the competitors, by giving viable and reasonable solution for the conscious individuals of Bangladesh.

A sound personality runs with a sound body-ACI has confidence in this ancient proverb and our young era needs to grow up with healthy body and active mind who will lead the country in future. With this conviction, ACI has entered into the commodity food business with "ACI Pure" Brand. The point is to give purest food products to Bangladeshi customers at reasonable price for which ACI has put resources into substantial scale in state of the art manufacturing facilities for daily kitchen essentials like vacuum evaporated edible Salt, Spices and Flour. The items are providing so as to please the customers 100% dirt free, immaculate and natural food ingredient which can contend with any global items

ACI Consumer Brands is effectively fulfilling the consumer's demand of international brands in household and personal care with the incredibly renowned product range of Colgate, Nivea and Dabur. With the appropriate distribution and effective marketing by ACI Consumer Brands, the world's No. 1 tea brand "Tetley" is presently accessible to the consumers of Bangladesh.

As a fruitful business, The ACI Consumer Brands is concentrated on accomplishing the persistent growth required to proceed with the achievement and to make ACI a much more stronger organization.

The Consumer Brands trusts that this is the most ideal approach to benefit the customers, individuals and the shareholders of ACI. ACI Consumer Brands Strategic Business Unit is led by the Executive Director, Mr. Syed Alamgir. Mr Alamgir is regarded as a dictator identity in the zone of Sales and Marketing in Bangladesh market. His reputation has numerous successful brands which achieved initiative position in various categories in FMCG market. He is upheld by the strong professional team in the Marketing and Sales operations

1.4 Freedom Sanitary Napkin

In order to guarantee good female hygiene practice among the Bangladeshi women, ACI launched **Freedom** sanitary napkin in 2008 under the Female Hygiene Category of Consumer Brands. ACI is always trusted by the consumers for its excellent product superiority. The trust of the consumers has further increased due to the product superiority of Freedom Sanitary napkin.

Savlon Freedom is an international standard Sanitary Napkin manufactured through World's latest technology. We ensure a safe and secure workplace for all our workers. We import only the best raw materials from abroad. 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.



Fig: Manufacturing process of Freedom Sanitary napkins by maintains hygiene practice.



Under the Freedom brand we have the following SKUs-

Product	Pack Size (Pads)	Price to retailer	MRP
Savlon Freedom Regular Flow Wings	10	97.9	110
Savlon Freedom Heavy Flow Wings	8	97.9	110
Savlon Freedom Regular Flow Wings	20	177.3	200
Savlon Freedom Heavy Flow Wings	16	177.3	200
Savlon Freedom Combo wings	10	97.9	110
Savlon Freedom Regular Flow Belt	10	81	90
Savlon Freedom Regular Flow Panty	10	81	90
Savlon Freedom Regular Flow Belt (Economy pack)	15	105.14	115
Savlon Freedom Regular Flow Panty (Economy pack)	15	105.14	115
Savlon Freedom Regular Flow Smart	8	47.5	55
Savlon Freedom Ultra Wings	8	106.8	120

1.4.1 Current scenario of Bangladesh regarding sanitary napkins

Despite the health risks associated with unhygienic period, sanitary napkin penetration rate in Bangladesh is very low-at around 14%. Most women still use unhygienic cottons and clothes during period. As a result 92% women suffer from Urinary Tract Infections which can lead to infertility and cervical cancer. The major reason behind this low penetration rate is the high price of Sanitary Napkins. Currently all the sanitary napkin brands are catering to the SEC A & B only. But 80% women in Bangladesh fall in lower categories.

1.4.2 Initiatives taken by Freedom Sanitary Napkins

To increase the penetration rate we are currently running awareness campaigns in schools and colleges. In 2014 we conducted awareness programs in 60 educational institutions and reached out to 45,000 students. A large number of Bangladeshi women work in garments. We conducted awareness programs in these garments also. This year we covered 10 new RMG factories and made 14,000 garment workers aware of the importance of using a sanitary napkin. We distributed more than 2 lac sample pieces of Freedom this year so that new users can understand the difference between hygienic and unhygienic period.

1.4.3 Marketing Strategies of Freedom

ACI is very sincere for this category of consumer product. They are offering many sales promotion targeting consumers and retailers. Now a day they have arranged a display program for the retailers which is also a part of trade oriented sales promotion. They is also arranging many activation programs in girls School College and universities, targeting female students. Beside that there are many consumer oriented sales promotion exists in the market during my internship period.

- ACI launched its TVC for Savlon freedom sanitary napkin in 2015, named as “MUKTO BIHONGGO”
- In this TVC, the message is mainly says about girls empowerment in any work place without any obstacles. ACI describes & focuses the freedom napkin attributes in the TVC very properly.



Figure: Savlon freedom TVC 2015

- There are many billboards are established in many important location in Dhaka.
- Savlon freedom mainly focusing on sales promotion and display programs rather than other medium of promotional mix.
- From January 2016, Savlon freedom will offer a free Savlon bar soap for purchasing a freedom sanitary napkin.
- In the activation program, Freedom is offering 10% discounts to the female students for each products. They are also giving a Savlon bar soap for each unit of Savlon Freedom.
- In the display program, if a retailer display Savlon freedom to their shop according to the company demand for 3 months, retailers can have free products. But amount of free products are depend on company policies and some rules and regulations based on purchased amount.
- Activation programs are arranged in North South University, Eden College, Tangail Kumudini Medical College and many well-known female garments



Figure 36: Activation program in Eden Girls College



Figure 29: Savlon Freedom Billboards

2. JOB PART

2.1 Job Responsibilities

I fulfilled different job responsibilities during three months of my internship period. Furthermore, the major duties that I performed last three months are mentioned below,

- Content writer and website designer
- Maintaining internal and external communication
- Market visit and market auditing
- Conducting consumer surveys
- Monitoring activation programs
- Preparing reports and presentations

Here I am providing a brief description of my major job responsibilities,

Content writer and website designer:

Freedom is going to launch a new website. The website's content consists of all the relevant information that is required for a girl, such as menstruation, fashion, healthy recipes, exercise, beauty tips and many more interesting topics. My responsibility towards this website was to write all the articles that were included in the website's content, search relevant pictures for each of the topics, provide innovative ideas and find creative features that would make the website more interesting. Moreover, worked together with the Web Developers of ACI MIS depart to make website attractive, colorful and lively.

Maintaining internal and external communication:

I maintained internal communication with the sales managers and sales representatives of ACI Limited to disseminate information about display program to my supervisor. On the other hand, I kept communicating with people from different marketing agencies for promotional purpose of Freedom sanitary napkin.

Visiting markets:

During my internship there a display program of Savlon Freedom took place whose duration was three months. Thus, I frequently visited markets to monitor, whether the retailers and agencies are

maintaining display program properly or not. While visiting the markets I noted down every feedback and advise which I got from the shopkeepers and sales representatives. The information was then processed for further usage for the betterment of Freedom sanitary napkins.

Conducting consumer surveys:

ACI limited received few complains about Freedom sanitary napkins. In order to rectify those mistakes Freedom made new batch of samples and distributed it. My responsibility was to distribute the samples, collect information of the customers and then extract feedback about the batch of samples packs. The information from the consumer surveys were preserved for future usages and applications.

Monitoring activation programs:

I monitored and worked for several activations programs in different schools, medical colleges and garments, where I facilitated the promotion of the brand 'Savlon Freedom' as well as the company. Different tasks were done by me during those programs and before/after it such as, organizing, branding, supervising the brand promoter officers and administrating.

Preparing reports and presentations:

Reports and presentations were prepared often on different product lines and topics. The information in the reports was taken from both primary and secondary sources accordingly.

2.2 Practical learning while performing job

Some marketing terms were evident in the practical scenario to me while doing the jobs of Freedom sanitary napkin. Such as,

Understanding consumer behavior:

One of the most challenging tasks for a marketer is to understand the consumers' attitude and behavior regarding vibrant brands, which I practically learnt while performing my internship at ACI Limited.

Penetrating into a new market

In many remote areas of Bangladesh there female hygiene product is untouched and unaware. It was quiet interesting to get the opportunity to indentify the strategies to enter in new market where customers are absolutely unaware of the product and its usage. This awareness was formed through behavioral change by providing low price product for lower income people.

2.3 Observations & Recommendations

Three months period was insufficient to remark anything. However, in this short period of time my observations were:

- Work environment is very friendly and nice.
- 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 and 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..
- Employees of ACI must not involve interns into their personal work.

3. PROJECT PART

3.1 Background of the Study

For the women who have entered in the period of menstrual, sanitary pad is one of their essential needs. A sanitary napkins are the female hygiene product which is an absorbent item worn by a during menstruating, recovering from vaginal surgery, for post birth bleeding, abortion, or any other circumstances where it is required to absorb a blood flow from a woman's vagina. For women, such products are consciously selected because it is directly related to their health.

In Bangladesh, business of sanitary napkin is developing rapidly throughout the recent years. The competitiveness in this business is very high with more brands and their new features. The producers need to come up with new elements adding to their product for the comfort and safety, so that they won't switch to another product. In order to meet the consumer's need and their perspective towards buying sanitary napkins, it is very important for the producers to have good relationship with the customers. By identifying and calculating the consumer requirements and expectation towards the women sanitary napkin products the level of satisfaction will increase.

Consumers using sanitary pads are having different mindsets and perceptions. Huge portion of consumers are satisfied with their current sanitary napkins brand but sometimes they also look for a better option. They have some expectations and they are also very careful about their comfort as well as their health.

So, this huge market is having bigger fragments which create a greater perception in the minds of consumers. Thus, I chose the topic of **Customer Perception** to determine consumers' minds, attitude, satisfaction, expectation and other behavioral things which can be used in developing the market of FREEDOM Sanitary Napkin.

3.2 Objective of Study

Generally, this research attempts to determine customer perception for buying sanitary napkins and customer satisfaction of Freedom sanitary pad. This research will involve the female facebook users of different facebook closed group. The study has following objectives:

- Recognize the factors (availability, price, promotion, quality etc) driving perception.
- Understand the consumers' buying behavior.

Identify level of satisfaction regarding the Freedom sanitary napkin

Find scopes of improving for Freedom sanitary napkin.

3.4 Methodology:

This chapter explains how the research was conducted by understanding and illustrating the development of the methodological framework. The discussion of this chapter includes a detailed review of Data collection approach, sampling process and research limitation.

3.4.1 Data Collection approach

This research had extracted data from both the primary and the secondary data. For conducting this research, I have used primary data. To collect primary data I have followed questionnaire method. I made a questionnaire and distribute it online over few of the closed group of where members are only female. In order to extract information, I used *multiple choice Questions* and description from the consumers to understand their attitudes or behavior toward female hygiene products. To get proper understanding, I used *Open-ended questions* for recommendations and opinion.

Along with the primary data, secondary data was acquired from online websites, reference books, newspaper reports, magazines and articles, which supplied information about Freedom Sanitary Napkin

Measurement instrument: in order to achieve meaningful conclusion for this report responses of the respondents' were summed in objective analysis where I showed the statistics, chart and graphs for ease of the readers and then made subjective analysis on the basis of that. I hope that the measurement scales that were used in this report was very straightforward and palpable.

3.4.2 Sampling process

Sample size: The survey was done online. The main portions of the respondents were house wives, students and working women. The total size of the sample was 50. The samples were chosen randomly to avoid a. unbiased result.

3.5 Limitations

While doing this study, I have faced many obstacles, which creates a barrier to reach the depth of the study. However I have tried to give my best effort to overcome all the limitation. Such limitation of the study has given below:

- Firstly, I was unable to give proper time and concentration to this report since I was making this report along with my internship's work pressure.
- Insufficient scholarly article on Consumers' Perception about Sanitary napkin in the context of Bangladesh
- There are many information, that I needed to have an in-depth report however I was unable to get access to those information due to company's confidentiality.
- I am not a very experienced person in this sector, so because of that many thing many be missing in the report.
- Since menstruation is still a taboo in our culture many thus there was insufficient respondents which disrupted this report to showcase the macro view
- Consumers' noncooperation while sharing their views.
- Many consumers left the questionnaire in the middle probably due shortage of time or uninterested.

4. DATA ANALYSIS AND INTERPRETATION

In this chapter, the data collected as described in the methodology section will be analyzed. This data analysis is done with the motive of finding the research objectives. The structure of this chapter will be based on the customer's perspective for buying a sanitary napkins and how successfully FREEDOM Sanitary Napkins had satisfied all the perspective of customers.

4.1 Sanitary napkin market in Bangladesh

In the past 15 years, Bangladesh's local sanitary napkin industry has grown faster. Thus, consumers are able to get the products that are locally produced at very competitive prices.

According to the Industry experts, currently there are around 20 local brands exists in the market with the total market size of Tk 25 crore, approximately.

The home brands that currently seizes more than 80% of the total market share include Senora, Monalisa, Savlon Freedom, Smile, Cottex, Rose, Nirapad, Modex, Softe, joya and many more.

Industry insiders credited the growth to the awareness of hygiene issue, reproductive health, and the improved number of working women in the recent years. (The daily Star, 2008)

4.2 Current Market Scenario

There are many manufacturers who are originating various Sanitary napkins. It's features, quality and price varies by producer to producer. The major players of this market are:

- ❖ Savlon Freedom Sanitary Napkin
- ❖ Whisper
- ❖ Senora
- ❖ Monalisa

- ❖ Joya
- ❖ Smile
- ❖ Cottex
- ❖ Rose
- ❖ Nirapad
- ❖ Modex and Softex
- ❖ Grameen Softy.



Figure : Major competitors for ACI female Hygiene

Market Present market price varies from 30 - 350 BDT per pack. Market size is around Tk 250 million. However, the real thing is that sanitary napkin practices are still not so popular at country side. There is a huge scope to promote this product at sub-urban and rural area. Huge scope to capture the foreign market the price per pack is almost double with comparison to local market (Source: Competition Scenario in Bangladesh ((Draft) Bangladesh Enterprise Institute July 2005)

4.3 Analysis & Findings of the survey

Existing brand users: It was important to know brands users of sanitary pads to indentify the popularity among all the sanitary pads. Moreover, this response will help to indentify the satisfaction level, their preferences, media of influence and other relevant interpretation can be extracted.

The brand name of current sanitary pad

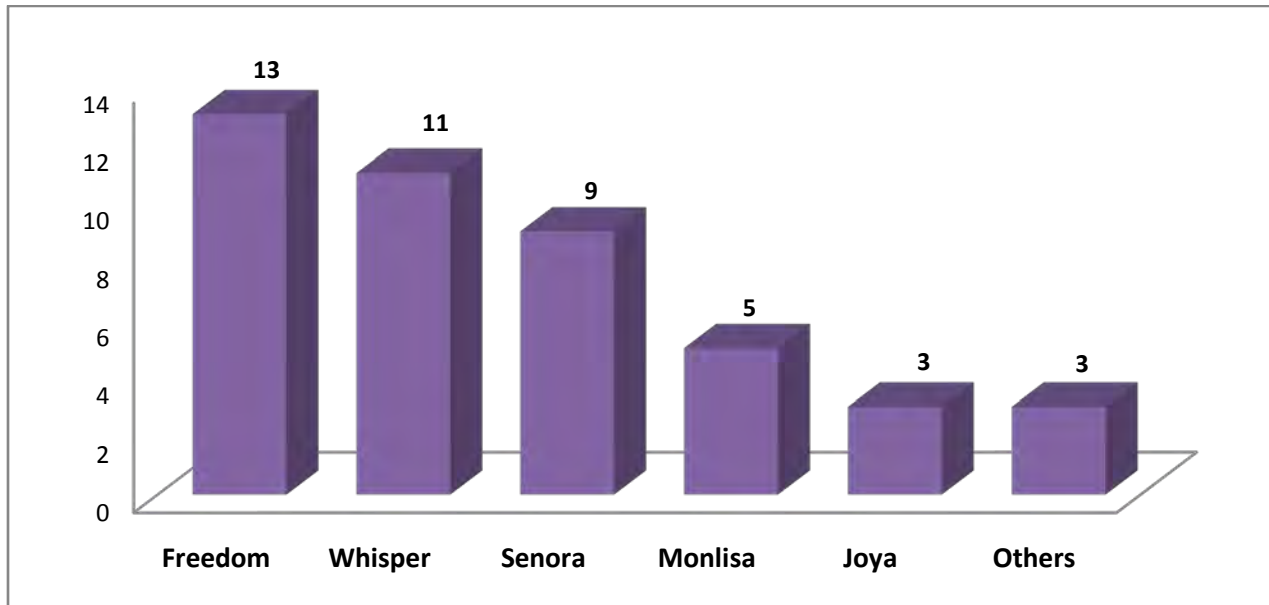
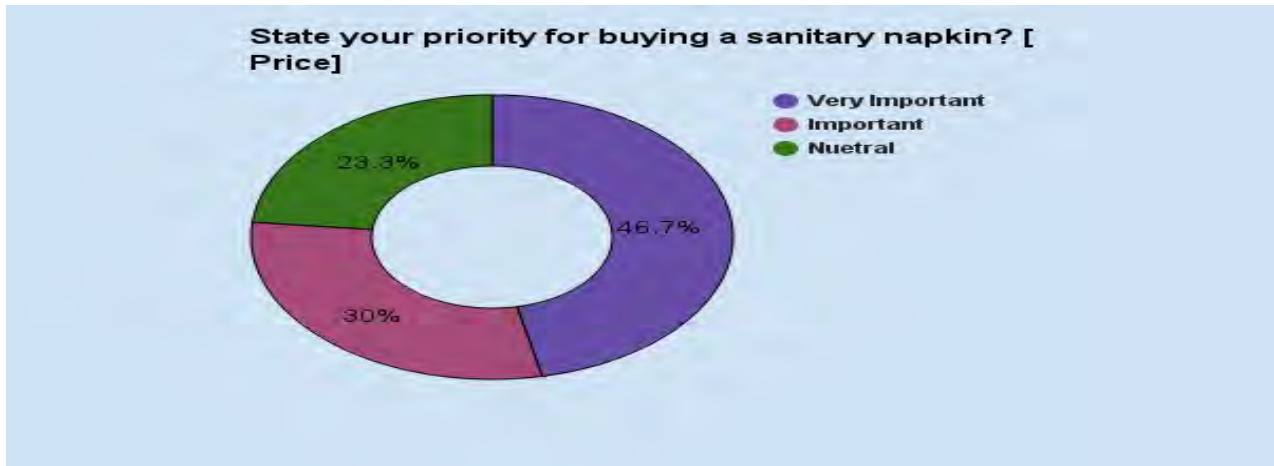


Fig: What is the brand name of your sanitary napkin?

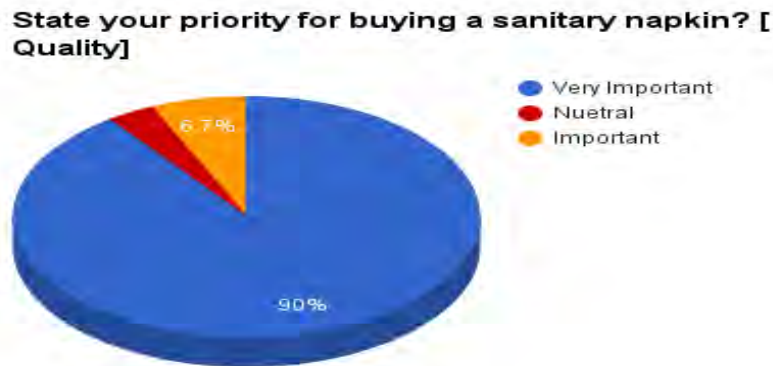
The result shows that 36.7% of the respondent prefer Freedom, 26.7% uses Whisper, 20% uses Senora, 10% uses Monalisa, 3.3% uses Joya and 3.3% uses other sanitary pads. From the data, it is confirmed that Freedom has the highest users compare to other brands. However, according to the internal research conducted by ACI Ltd, Whisper is the most popular brand in sanitary napkin's market. This difference of research result may occurred since it was an online survey whose mass respondent were students unlike ACI Ltd's research which includes all the females from different background and location.

Price: In order to measure to what degree the customer gives importance to the price before buying a sanitary napkin. It has a strong influence on both purchase intentions and purchase satisfaction.



46.6% consumers believe that price plays a very important role for buying a sanitary, 30% give important to price and 23.3% are neutral about the price level. Since the highest number of female considers price very importantly therefore, affordable price range can change the game.

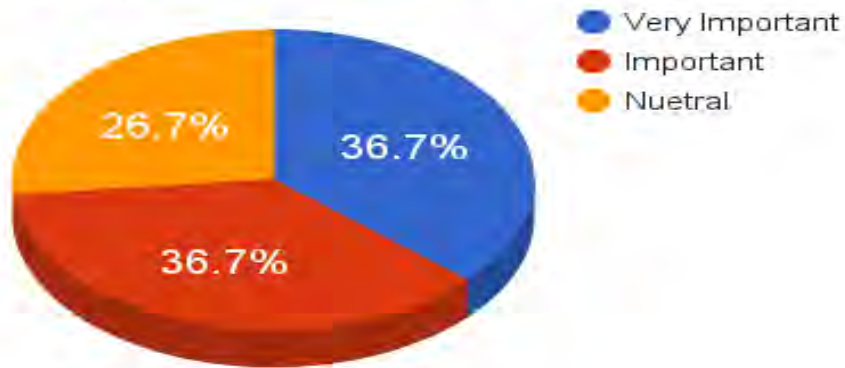
Providing quality product: Still now consumers judge a product (sanitary napkin) on the basis of quality. If the product quality meets consumers' expectation then there will be no hindrance of a sanitary pad of being established.



90% of the buyers give the highest preference to quality of sanitary napkin. 6.7% considers quality as a important factor, only 0.3% are neutral about and no-one thinks that quality is an unimportant aspect for female hygiene product. Therefore, in order to attract a customer a sanitary pad manufacturer should give profound importance to the quality of the product.

Brand preference: It is very important to know the rationale behind choosing a specific sanitary napkin. Thus, I wanted to know whether consumer prefers a sanitary pad due to the product itself or because of the brand.

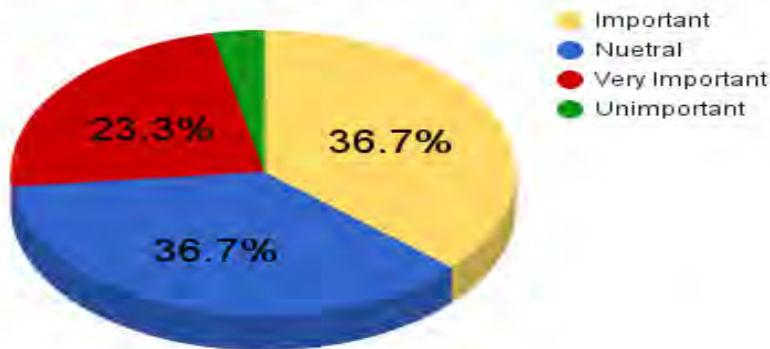
State your priority for buying a sanitary napkin? [Brand]



36.7% considers brand is very important and important and 26.7% are neutral. Therefore it can be interpreted that the customers want their pads from a branded and trustworthy company.

Product packing: Another attribute which is related to any product is its packaging. I wanted to know whether packaging sanitary pads have any impact on the buying behavior of the consumer or not.

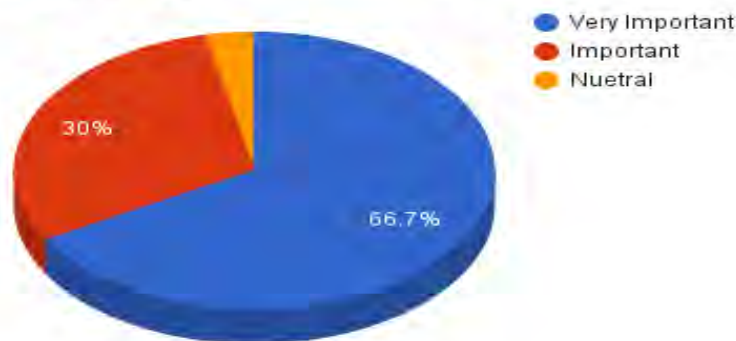
State your priority for buying a sanitary napkin? [Product packaging]



36.7% considers Packaging is very important & important and 23.3% thinks it is neutral and rest of them doesn't give any importance to it. Since, there are no significant differences between the opinions thus it can be established that packaging does not play a vital role for buying behavior of sanitary napkin.

Availability: Availability means obtainable or accessible and ready for use. Availability is the greatest factor which ensures satisfaction as you will get the product available at any time you need it. Significantly for sanitary pads, female feel shy to ask about pads from the retailer. Thus, they just took whatever is there in front of them without any detailed inquiries. In addition to that, consumers use that product which is highly available in the market. As a result it creates the possibility of switching to competitor's brand. Thus, availability factor makes the product as the consumers' preference as well as company's need.

State your priority for buying a sanitary napkin? [Availability]



The result also indicates the above explain of the importance of availability because 66.7% consumers and 30% think availability is very important and important consecutively and only 2.3% thinks it a neutral factor and no one think that it is an unimportant issue.

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:

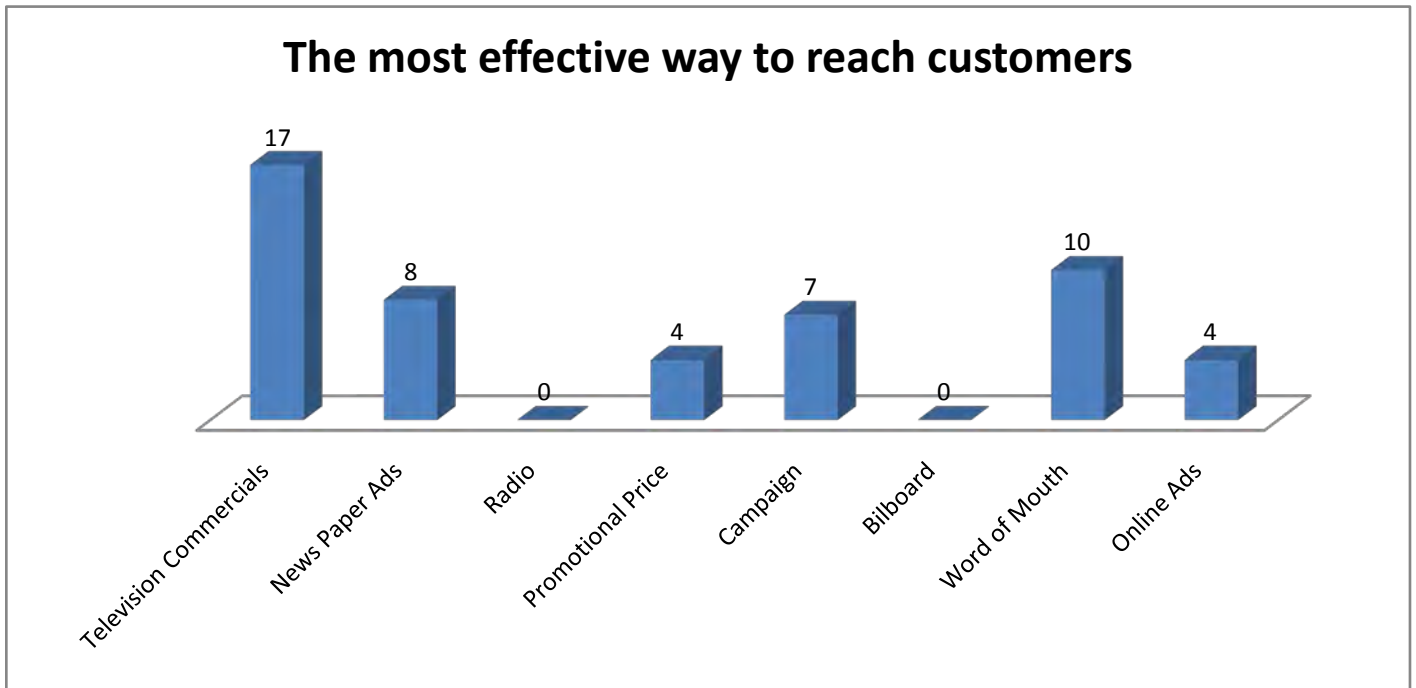


Fig: By which medium you get acquainted with the Sanitary Napkins you are currently using?

It seems that consumers prefer TVC (43%), words of mouth (23.3), Newspaper Ads (13%), campaign (13.3%), promotional price (3.3%), online ads & promotional price (3.3%) and no one was reached by the company through radio and billboard (0%). So, television commercials have more appeal to the consumers.

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

Satisfactory level:

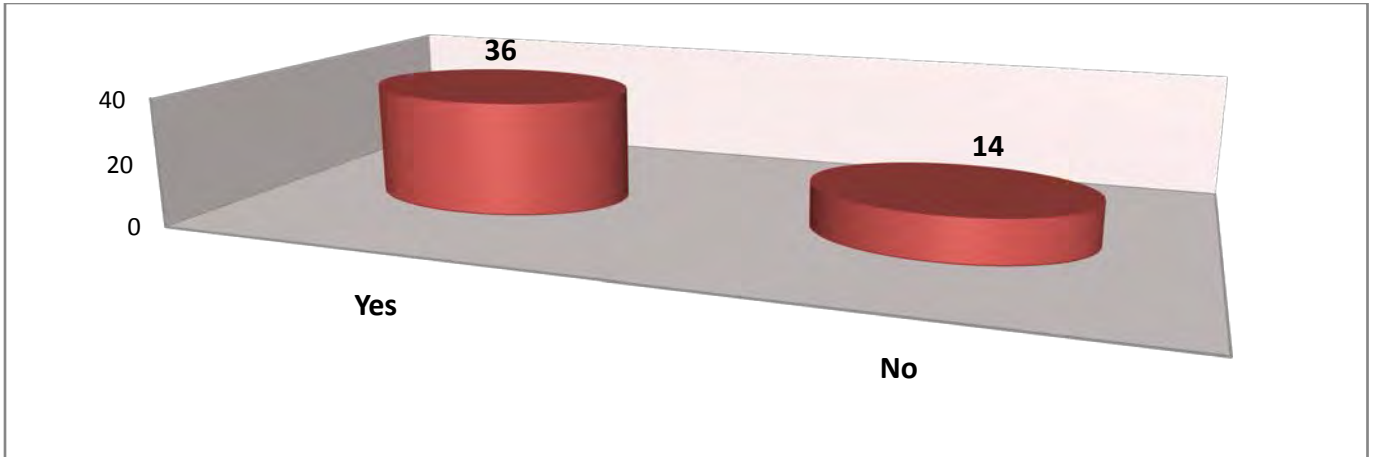


Fig: Are you satisfied with your current sanitary napkin?

Those 86.7% said that they are satisfied with their product they are currently using and 13.3% are dissatisfied consumers who may shifted to a another sanitary napkin. Since most of the users are Freedom user (on basis on first question). Therefore, it could be consider that the users of Freedom sanitary pads are satisfied.

Freedom brand users:

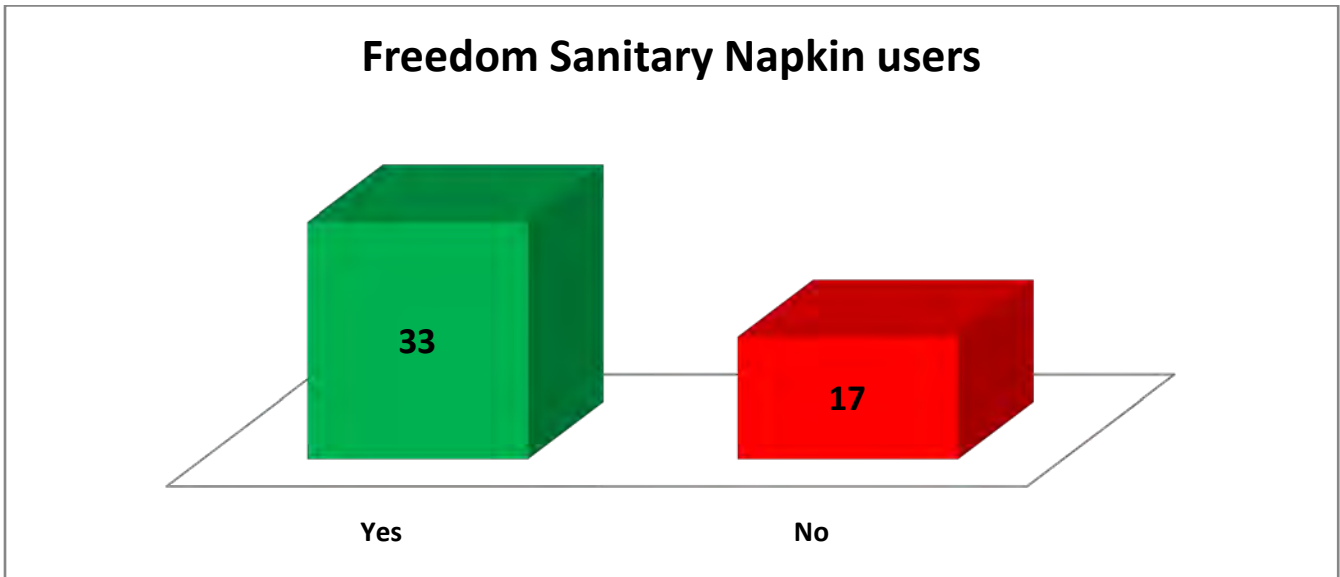


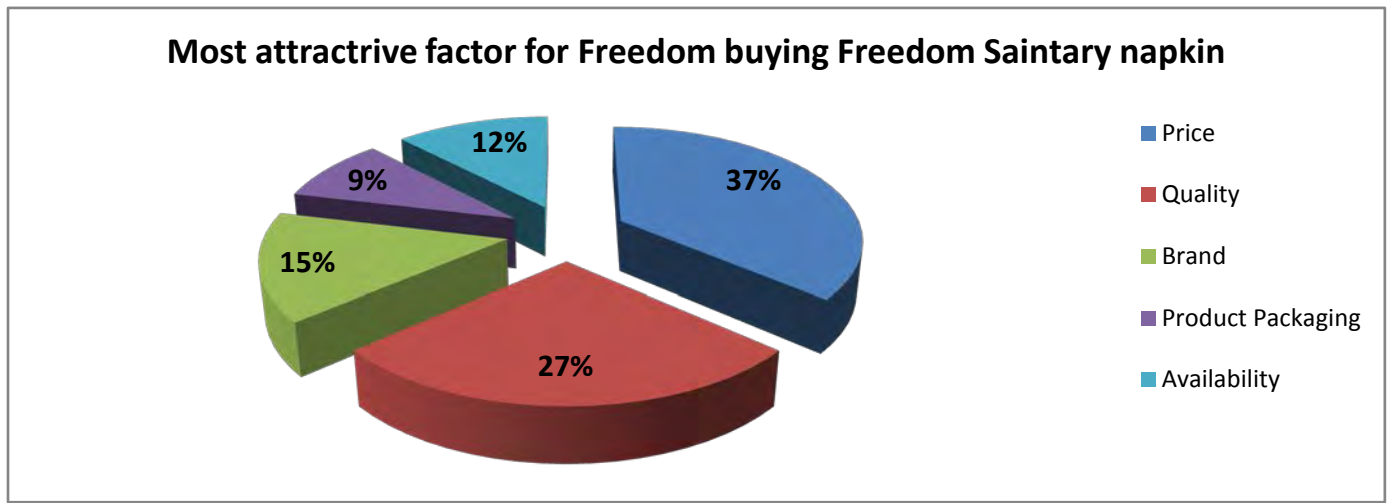
Fig: Have you ever used FREEDOM sanitary napkin?

There are 33 females who have used Freedom sanitary napkins in their life. Now, if we compare with the data from the first question we would see that there are only 13 females who are currently using Freedom. Therefore it very clear that 20 females had used Freedom and for some reason they had currently switched into another brand. This simple question warns Freedom sanitary napkin to be more

alert, active and improved.

Most attractive factor about Freedom:

This questionnaire had already discussed about the five factors (Price, Quality, Brand, Product packaging and Availability) in order to have in depth knowledge about customer’s perspective for buying sanitary napkins. To know about the most attractive factor that lures the customers for buying Freedom, the respondents were asked to select one factor.



Different respondents are drawn to freedom for different factors, most well-liked factor is price (37%), then Quality (27%) followed by Brand (15%), Availability (12%) and Product Packaging (9%) respectively

The data from this question clearly provides the customers’ reason for buying Freedom Sanitary Napkins, which is the price. However, according to the previous data Quality of the product is the most popular factor that attracts a customer for buying sanitary pads. Therefore, it can be interpret that freedom was unable to create market positioning with its quality.

The questionnaire was also consist of an open ended question, so that this report can be contain in-depth information about the buying behavior and preference of a sanitary napkins’ consumer by asking them about recommendations and opinion about current sanitary napkin. Though, many of the respondents kept it blank. However, the comment that they provided are given below:

- The pink one is not so available now a days
- The best thing is the availability of day n night package.
- The gum is to strong

- It will be helpful if the napkin can absorb more liquid.
- Too expensive
- Should be less price
- IT has good absorbent power.
- It is expensive.
- Surface is rough. Freedom is unavailable in Supershops like shwapno, agora etc
- Available sanitary napkins in our university's premises

4.4 Summary of survey:

According to the survey, the most popular brand of a sanitary napkin is Freedom. Since it was an online survey, the majority of the respondents were students who are price-conscious, thus the results were different from the internal research of ACI LTD because according to that, Unilever's Whisper is the most popular brand.

There was a question where respondents were asked to individually prioritize the importance of price, quality, brand, product packaging and availability for buying sanitary napkins. The majority of respondents gives Quality most importance followed by Price then Brand, Availability and lastly Product Packaging. Therefore it is clear investment in product quality will endow with more customers in future.

The result of finding the most effective way to reach to the customer was TVC. Maximum number of the respondents get acquainted with the sanitary napkin that they were using is through Television, followed by Word of mouth, news paper and online ads, campaigns, Promotional activities and no one got in touch by the product through Radio and Billboard. Therefore, to reach maximum number of customer Freedom should emphasize more on Television for their promotion.

The measurement of finding the level of satisfaction indicates that majority of the respondents are satisfied with their respective, only one respondent was not satisfied with the Freedom Sanitary napkin due to its strong gum in the pad. Though, it's only one customer who is dissatisfied with Freedom but it won't take time to increase that number because there were other complaints about Freedom that was given in open ended part of the question. The complaints were mostly regarding the high price, availability of the product in store, rough surface of the pad and low absorbent power.

In order to find out the most attractive factor that attracts the respondent for buying Freedom sanitary napkin, the respondents were asked to select the most important factor and the result shows that price is the most popular factor to attract towards Freedom, then Quality, Brand, Availability and Product packaging consecutively.

Therefore, it can be said that there is no doubt that Freedom is well established product in the market. However there are few more hitches are left that is needed to be solved to set against the customer's perception for buying a sanitary napkin.

5. Recommendations for FREEDOM sanitary napkins

FREEDOM sanitary napkin is an established product in the market. However, the market is dominated by the giant products and international products but there are lot of opportunities and scopes for this domestic product.

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

- **Using Brand (manufacturer) Image:** The biggest advantage for renowned manufacturers is that they can easily enjoy good market penetration. Since the brand is already well known the costumers always get attracted with the trust. FREEDOM is from the ACI. ACI is already a known and trusted brand. So, direct representation of ACI will help this product to get spotlight in the market.
- **Providing quality product:** Since sanitary napkin is a female hygiene product, *quality* plays the most important factor for the customers. If the customers are satisfied with the quality of such product then there is nothing that can stop them to be a loyal customer. There are some features that can ensure the quality of sanitary pads:
 - ✓ Absorbent,
 - ✓ Thickness,
 - ✓ Good fragrances,
 - ✓ Product surface,
 - ✓ Flexibility

Through continuous improvements of the above features can help FREEDOM to be the leading brand in Bangladesh.

- **Easy availability:** Since menstruation is still a very introverted topic in Bangladesh, women feel shy to ask or inquiry about sanitary pads to the retailer. They grab any well known brand for such emergency situation. Thus less availability creates a greater chance of switching to competitor's product. So, ensuring availability will lead to consumers' purchase decision. Thus, FREEDOM sanitary napkin must be available in all the shops and groceries to tell their presence in the market because this is product which a customer wants immediately.

- **Price Factor:** since there are already high competitions with local and international brands, the price should always be in an affordable range to stay in the competition. As a result, the consumers can easily consume it and become a loyal customer.
- **Promotional activities:** from the data analysis it was being specified that the most the customers got in touch with product through Television commercials. However, in this modern era, social media contains the maximum exposure with prompt feedback. Thus, Freedom should use social media get more interacted with their customer.
- **Level of satisfaction:** Survey had already indicated that there is huge number of respondent who had switched to another product. The reasons behind dissatisfactions were discussed in the open ended part of the question where many customers had complained about its low absorbent power, rough surface and excessively strong gum.
So, these factors must be verified for the satisfaction level. FREEDOM must ensure all the promises it made to the customers. If all the promises are fulfilled then consumers will be satisfied

6. 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 FREEDOM sanitary napkin as a more established product and will lead to consumers' satisfaction. If FREEDOM satisfies the consumers then these satisfied consumers will become the ambassador of the product who will help to develop the market.

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8. Appendix

Questionnaire

Customer's perception for buying sanitary napkins.

What is the brand name of your Sanitary Napkin?*_

- Freedom
- Whisper
- Senora
- Joya
- Monalisa
- Others

State your priority for buying a sanitary napkin?

	Very Important	Important	Nuetral	Unimportant
Price	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Quality	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Brand	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Product packaging	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Availability	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>

By which medium you get acquainted with the Sanitary Napkin that use currently use?

- Television Commercials
- News Paper Ads
- Radio
- Promotional Price
- Campaign

- Billboard
- Word of Mouth
- Online Ads
-

Are you satisfied with your current Sanitary napkins?

- YES
- NO

Have you ever used FREEDOM Sanitary Napkins?

- YES
- NO

If yes, which of the factor attracted you the most to buy FREEDOM Sanitary Napkins?

- Price
- Quality
- Brand
- Product Packaging
- Availability

Do you have any opinion/complain regarding the Sanitary Napkins that you are currently using?