

**A Comprehensive Study of
"Kool Blue Deodorant Body Spray"
in terms of marketing actions:**

**A Case Study Of
SQUARE Toiletries Limited**

Internship Report

on

A Comprehensive Study of “Kool Blue Deodorant Body Spray” in terms of marketing actions: A Case Study of Square Toiletries Limited

**(This Report is submitted for the partial fulfillment to obtain the degree of
Master of Business Administration)**

Prepared by:

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Semester: Fall – 2016**

**Internship Duration: October 15, 2016 – January 15, 2017
Submission Date: January 16, 2017**



Inspiring Excellence

**BRAC Business School
BRAC UNIVERSITY**

January 16, 2017

Mr. Mahmudul Haq

Supervisor of Internship
Associate Professor
BRAC Business School
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Dhaka, Bangladesh

Dear Sir,

Letter of Transmittal

I would like to submit the dissertation report after completed of my study on this particular topic. This report is prepared based on the documents of Square Toiletries Ltd., partly information from their respective personnel. My dissertation report title is **A Comprehensive Study of "Kool Blue Deodorant Body Spray" in terms of marketing actions: A Case Study of Square Toiletries Limited.**

It focuses on the consumer's perceptions, expectations and marketing actions of Kool Blue Deodorant Body Spray.

The preparation of this report helped me in acquiring practical knowledge. Therefore, I thank you for giving me to gain experience and conduct an analysis.

Thanking you,

Sincerely,

Eric Mithun Bonik
ID No.: 14164031
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Letter of Acceptation

This internship report is prepared with relevant documents related to this topic **A Comprehensive Study of “Kool Blue Deodorant Body Spray” in terms of marketing actions: A Case Study of Square Toiletries Limited.**

This report has prepared by Eric Mithun Bonik, ID # 14164031, MBA Program, and Semester: Fall 2016, BRAC Business School, BRAC University has acknowledged and Accepted.

Mr. Mahmudul Haq
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January 16, 2017

Mr. Mahmudul Haq
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Dear Sir,

Letter of Submission

With a great pleasure and honor, I am submitting my dissertation report titled **A Comprehensive Study of "Kool Blue Deodorant Body Spray" in terms of marketing actions: A Case Study of Square Toiletries Limited** in connection of my practical orientation in Square Group.

An attempt has made in this report to identify the scope of dissertation on "Kool Blue Deodorant Body Spray" in terms of marketing actions and suggest on those. Therefore, I tried my level best to blend all valuable and current informations and my personal experience in the preparation of this report. As a learner in this aspect, I am prayerful for any suggestion regarding this report.

I shall be delighted if this report can contribute to it's targeted purpose to some extent. I sincerely anticipate that it will be come up to your expectations.

Thanking you,

Sincerely,

Eric Mithun Bonik
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ACKNOWLEDGEMENT

First of all I would like to articulate my gratitude to Omnipotent & Almighty Allah, who has created and controlling everything in the universe and who enabled me to complete this study.

I express my deep sense of gratitude to my honorable Internship supervisor Mr. Mahmudul Haq for his enduring guidance, keen supervision and constructive suggestions for conduction this project. I express my thankfulness to the internship placement committee & all honorable faculty members of the BRAC Business School and MBA Course Coordinator for their initiative for conducting of this internship and encouragement to carryout the mission fruitfully. I am also thankful to all other staffs of the department for their cordial cooperation during my study years.

Besides, I am very much appreciative and feel proud privilege to offer my best regards and profound appreciation from the bottom of the heart to respected client of my consulting project Mr. Malik Mohammad Sayeed, Head of Marketing & Mr. Md. Golam Mostafa, Head of Commercial, Square Toiletries Limited, for their constant supervision, enthusiastic participation, inspiring ideas, active encouragement, keen interest, valuable criticism and proper guidance to carryout the research work of this Organizational Consulting Project (OCP).

It is a great pleasure for me to utter my deep indebtedness to Mr. Golam Kibria, Director, (A&F) of Square Toiletries Limited, for his valuable suggestions and ideas. I extend my sincere gratitude to Md. Abdul Khaleque, Director, Square Toiletries Limited for his valuable advises and open-ended co-operation to carryout this research project.

I would like to thank authors/developers of books, newspaper reporters and website, which have provided me essential informations.

Finally once again I am conveying my appreciation and gratefulness to the Almighty Allah.

Executive Summary

SQUARE Toiletries Limited (STL) has started its journey in 1988 as a division of an ISO 9001 certified company. In 1994 Square Toiletries Limited began its journey as a Private Limited Company. Now STL is the country's leading manufacturer of international quality cosmetics and toiletries products. Square Toiletries Limited is the largest Toiletries manufacturer and marketer in Bangladesh. Being a modern company Square has been leading the Toiletries market from 1994 as well as markets of some important and good number of product ranges. Square is a pioneer in launching new products, which is considered as the Key Success Factor (KSF) of the company. Square is diversified in their business strategies. It has a number of different business organizations like pharmaceuticals, textiles, consumer products, Hospital, Housing, etc.

Among a number of portfolios, Square is also operating in the market with its Deodorant Body Spray portfolio. This portfolio comprises of three different products with 150ml sizes under the brand name KOOL Blue Deodorant Body Spray. Like all other Toiletries products KOOL Body Spray has also been promoted to the retailers since its inception. Square Toiletries Ltd. wants to take advantage of the vast market opportunity in local market. The market is growing by about 20%. The growth of the franchise company is about 37%. Most of the body sprays have been taken into the country by illegal way. There is a big chance of local product with quality ingredients. These are the actual opportunity to this company to capture the market, become the market leader in this sector. So far their main current problem is that they don't have any proper organized marketing plan on how to get the maximum profit and hold market share as a leader in this promising sector. There is a lot of competition in the body spray marketing channel.

A lot of study has been made, through analyzing the Body Spray market, sales and growth trend of the deodorant body spray products available in the market etc. Moreover, primary data has been collected by interviewing general people to determine the perception they have towards deodorant body spray. Some marketing experts have been interviewed in an open-ended mode to get their opinion for improving market share of KOOL brand in the consumer level. Finally, all the collected data have been analyzed together to meet some specific objectives that were noted earlier for the accomplishment of this research work in favor improving and ensuring the brand equity of KOOL Blue Deodorant Body Spray in the urban areas for fashionable young customer. The primary data collected from the general consumer have been analyzed arithmetically in percentage scale and represented in the pie chart. Experts' opinions have been noted for judgmental analysis. These opinions have given highest priority for their expertise in the marketing and brand development. Secondary data were thoroughly analyzed to identify the market trend of Body Spray, which would be helpful for determining the strategies for the improvement of liking for KOOL Blue Deodorant Body Spray in the fashionable young consumer level.

Square Toiletries Ltd. has its own strategic goal of achieving number one position in Body Spray market. In order to achieve this goal the company should not express any sign of gratification at any time of its business. However, it is to be noticed that after the accomplishment of this research work, almost a definite guideline can be defined for the marketing plan of **KOOL** Blue Deodorant Body Spray in urban area of Bangladesh.

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CHAPTER: 1

INTRODUCTION



1.1: Introduction

Square Toiletries Ltd. (STL), the Toiletries giant in the country, is a trusted name in the industry of manufacturing quality cosmetics & toiletries for more than 16 years.

At present in Bangladesh, the local manufacturers of Toiletries products dominate Toiletries market. About 20 large and small Toiletries companies are operating in this industry. The market size is approximately Taka 2000.00 crore. National companies capture about 90% of the total market. In this Toiletries market of Bangladesh, Square is the name - a prototype of giant Toiletries that has been leading the industry in terms of turnover since 1994. Square Toiletries Ltd. has crossed 2.5 Billion of Taka turnover in 2016.

In fact, Square is committed to ensure strict compliance with ISO norms and regulatory requirements in every phase of manufacturing, quality assurance, and distribution of Toiletries. To comply with ISO Square has state-of-the-art technology in production and quality control.

Square extended its range of services towards the highway of global market. It pioneered exports of Toiletries from Bangladesh in 1998. Through its extended marketing operations, SQUARE is now selling its finished goods in many countries of India, Bhutan, and Saudi Arab.

Square today is a name not only heard in the Toiletries sector for its traditional manufacturing of high quality products, it is today a synonym of quality Pharmaceuticals, Health products, Consumer products, Textile products, Agro-Vet products and Hospital sectors. It also extended its business India to many other business arenas.

Square today symbolizes a name - a state of mind. From the inception in 1988, it has today burgeoned into one of the top line conglomerates in Bangladesh. **Square** Toiletries Ltd. (STL) is the one of the largest toiletries company in Bangladesh.

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INTRODUCTION



Square Toiletries Ltd. (STL) was first -

- To manufacture and market Jui Coconut Oil & Petroleum Jelly.
- To export Soap and other products overseas.
- To develop sustained release technology locally.
- To achieve an all time industry high record sales turnover.

Above all these so many FIRSTs, Square Toiletries Limited (STL) was always ahead in introducing new products in the market. Besides, the main slogan is Expect **the same SQUARE quality.**

View of the above I considered **KOOL Blue Deodorant Body Spray** of **Square Toiletries Ltd** for my Internship/OCP report.

1.2: Problem Definition:

SQAURE Toiletries Ltd. (**STL**) wants to take advantage of the enormous market opportunity in local market. The market is growing by about **20%**. The growth of the franchise company is about **37%**. Most of the body sprays are taken into the country by illegal way. There is a big chance of local product with quality ingredients. These are the actual opportunity to this company to capture the market become the market leader in this sector.

So far their main current problem is that they don't have any proper organized marketing plan on how to get the maximum profit and hold market share as a leader in this promising sector. There is lot of competition in the body spray market.

☛ **In fact, now the market of Kool Blue Deodorant Body Spray is at matured stage. It is possible to bring it in the growth stage.**

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2.1: Methodology of the Research

2.1.1 Methods:

A Research may be conducted either-

➤ **Exploratory OR Conclusive**

Exploratory research seeks to discover new relationships while conclusive research is designed to help executive choose among various possible courses of action - that is to make decision.

Based upon the total scenario or products or company my research is the best suited with Exploratory or Qualitative research.

Use of Exploratory Research:

✚ It is useful to find most likely alternatives which are then turned into hypothesis. When hypothesis is established and are to be tested, conclusive research is needed.

Example:

Exploratory Research:

Hypothesis: Larger advertising expenditures usually would be profitable in all markets.

Conclusive Research:

- Advertising expenditure was increased from 5.6% to 9.3 % of sales, within three years, the firm's market share rose from 20% to 50%.

Design of exploratory Research:

- Study of secondary sources of information.
- Survey of individuals who have ideas on the subject.
- Analysis of a selected case.

✚ **Study of secondary sources of information.**

- Company's own records.
- Newspapers.
- Govt. Publications.
- Publications of Trade Association.
- Professional & Trade Journals.

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✚ Survey of individuals who have ideas on the subject.

- Depth interviews (individually)
- Focus group interviews (focus group usually consists of 6 to 12 consumers brought together at one place to discuss the topic of interest.)

✚ Analysis of a selected cases:

- This third general type of exploratory research is the case method.
- A failure unit (Causes of failure)
- A success unit (Causes of success)

Use of Conclusive Research:

✚ Conclusive research provides information that helps Executive make a rational decision. It may give close idea to specifying the precise alternative to choose. Or

✚ It might partially clarify the situation and much will be left to the Executive's judgment.

✚ Conclusive Research study can be classified as

1. Case study
2. Statistical study.

2.1.2 Primary Data

Primary data are gathered by a study specifically designed to accommodate the data needs of the problem at hand. If, for example, a machine tool manufacturer gathered data from its prospective customers about what features were most wanted in a given machine tool, the resulting statistics would be primary data.

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2.1.3 Secondary Data:

Data being used by a manager are defined as secondary data if they are already published. Such data can be obtained internally e.g., from accounting records or externally e.g., the census of population, trade association reports, industry publications and syndicated commercial services etc. When secondary data are available, considerable time and money may be saved.

💡 Advantages of Secondary Data:

1. They are economical. (Instead of printing data collection forms, hiring field workers, transporting them throughout the field area and editing and tabulating the results, researchers may obtain information compiled by somebody else)
2. Secondary data can be collected within a few days or even hours while a field project often takes 60 to 90 days or more.
3. They provide information that could not be obtained by the typical organization.
4. Data of this category, collected in the ordinary courses of events, are less subject to the biases that might be occur the researcher was to gather the information for a specific purpose.

💡 Drawbacks of Secondary Data:

- In utilizing secondary data, two major difficulties must be overcome:

1. Finding data to suit the project:

Quite often secondary data do not satisfy immediate needs because they have been compiled for other purposes. There are three variations that frequently impair the value of the secondary data **a)** Units of measurement **b)** definitions of classes and **c)** regency.

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Variation in the units of measurement is a common deficiency of secondary data. For example consumer income may be measured by individual, family, household, spending units or Tax return, depending on the source. Another common variation in secondary data is the different construction given to classes in different projects. For example a chain store may be defined as more than 1 store, or 4 or more or 10 or more stores and so on. Similarly age groupings may be younger than 20, 20 to 40, and older than 40. or they may be younger than 25, 25-40, and older than 40. Although these data may be both accurate and timely, they may be impossible to manipulate to suit a researcher's need. Yet another common variation in secondary data is the date they were collected. Data that are invaluable one year may be useless the next. Four to six years after a census is taken, much of that information will have lost its value.

2. Finding data of known Accuracy:

The researcher must determine whether the Information is accurate enough for the purposes at hand. Secondary data may be derived from another secondary source or from an original source. Whenever possible, secondary data ought to be collected from original sources. It facilitates an appraisal of their reliability.

🔍 Types of Secondary Data:

- Secondary data are either internal or external to the company considering their use. Internal data are typified by summaries of sales representative's reports, invoices, shipment records and operating statements etc.
- **External data can be divided into four classes:**
 1. Census & registration data
 2. Individual project reports publicly circulated in encyclopedias, books, bulletins and periodicals
 3. Data collected for sale on commercial basis and
 4. Miscellaneous data.

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2.1.4 Limitations:

I have found some limitations during conducted this research works. Such as:

- ☞ At First our Head of Marketing Mr. Malik Sayeed was not willing to help me with providing data & informations.
- ☞ I visited & requested him more than 5 times to allow me to take this project for my research purpose.
- ☞ Mr. Kazi Sharif recommended my proposal to our Director & accordingly several times I visited him for having the permission to start this research on my assigned project.
- ☞ Due to company's policy first time brand managers also did not agree to provide me the required data but after requested him several times finally he agreed and provided me his cooperation for conducting this research works.
- ☞ Actually management of STL always discourage the employees for conducting & disclosing any sort information to out side as competitors may take the advantages from disclosed informations.
- ☞ Besides, the main limitation of the report is that, it will be based on mainly primary data and information that are collected through an open-ended interview of the experts. Summarization of all these data towards an ultimate objective is complicated; there is lack of homogeneity of information in some cases, which would obviously be subjected to criticism.
- ☞ Time was also limited to conduct survey in few other Urban areas of which the consultants was very interested to see the comparative scenario among three urban areas surrounding Dhaka.
- ☞ Some information from secondary data review that will be presented in the report may not be in-details form, as the company doesn't possess all the required information.

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2.1.5 Applied Methods for KOOL Blue Deodorant Body Spray:

The research method and working program for Kool Blue Deodorant Body Spray was based on secondary data review as well as primary data analysis. For the secondary data review, market information about the KOOL Blue Deodorant Body Spray has been collected to analyze the strength and weakness of Body Spray that can be contributed to the marketing of the product in consumer level. The data about total market of Body spray along with the share and growth, leading players and their sales trend etc. have also been analyzed. Besides, the market and sales trend of KOOL Body Spray - the Body spray brand of Square has also been analyzed. For this purpose, the official references, like Management report of Square, Market share analysis report of Square etc. have been used. For the collection of information through primary data, marketing and sales experts were interviewed in an open-ended discussion mode.

In fact, informations of this interview has given maximum emphasis for the judgmental analysis to outline the scope, opportunities and courses of action needed for the establishment of KOOL Body Spray as a consumer brand. In another part of primary data collection, fro this purpose 60 people have been interviewed who are considered as the general consumer of Body Spray. This analysis part of secondary data augmented to analyze primary data that were collected through in-depth interview.

Types and sources of data that were collected for secondary data analysis is give in detail at the list below in table 2.1 and 2.2 respectively –

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Table 2.1: Types of data that were collected for secondary data analysis

SL.	Types of Information	Concepts
i.	Trend of Body Spray sale in Bangladesh	<ul style="list-style-type: none"> - Market size of Body Spray - Growth of Body Spray - Leading Players - Growth of Leading Players - Best selling Body Spray, its share & growth - Best selling brands, its share & growth
ii.	Trend of best selling Body Spray brand in Bangladesh market	<ul style="list-style-type: none"> - Value sale of the brand - Market growth - Share from total Body Spray market - Number of products under the brand - The marketing strategies
iii.	Trend of KOOL brand in Bangladesh market	<ul style="list-style-type: none"> - Value sale of the brand - Market growth - Share from total Body spray market - Number of products under the brand - The marketing strategies
iv.	Strategies of the competitors	<ul style="list-style-type: none"> - Number of product - Target market - Promotional activities - Product distribution
v.	Product Information	<ul style="list-style-type: none"> - Comparison with other Body Spray - Formulation available world wide - Any Special feature

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Table 2.2: Sources of data that were collected for secondary data analysis

SL	Types of Information/ Concept	Survey & In-depth interview	Management Report of Square	Internet
i.	Body Spray Market size			
ii.	Growth of Body Spray Market			
Iii	Leading players of Body Spray market			
iv.	Growth of leading players			
v.	Best selling Body Sprays			
vi.	Best selling brand			
vii.	Value sale of the best selling brand			
viii.	Market growth of the best selling brand			
ix.	Share of best selling brand in Body Spray market			
x.	Number of products under the best selling brand			
xi.	Unit sale of KOOL Body Spray brand			
xii.	Market growth of KOOL Body Spray brand			
xiii.	Share of KOOL Body Spray from total Body Spray market			
xiv.	Number of products under the brand: KOOL			
xv.	Comparison of KOOL Body Spray with other spray			
xvi.	Formulation of Body Spray available world wide			
xvii.	Any Special feature of Body Spray			

Note: The shaded block represents the source of respective particulars

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Besides, an in-depth interview has been conducted with the key spokes person of the Marketing and Sales Department of the company (Square Toiletries Limited). The persons interviewed were -

Persons interviewed	Number
Director (A & F) & Operations	01
Deputy General Manager, Sales	01
Sales Manager	01
Head of Marketing Dept.	01
Manager, Product Development	01
Brand Manager, Marketing	02
Total:	07

The objective of this interview was to collect **exploratory (qualitative)** information regarding the scope, opportunities and strategies of the development of KOOL as a consumer brand. Therefore, These key spoke persons were interviewed mainly with the questions that ultimately depict our specific objectives in an open-ended mode of survey.

We have also interviewed **60 people** who were considered as the general consumer of Body Spray. **Out of 60 people 55 were men and the rest 5** were women. They were interviewed with a questionnaire in a **close-ended manner**, which was later analyzed and percentage calculated in favor of the respective question. The results were presented through pie charts.

This was an exploratory (quantitative) survey, which would fulfil our requirement to take decision about specific objectives.

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The questionnaires were restricted with respect to the information they can obtain. Moreover, the primary information was augmented by secondary information.

To collect all the necessary information and data, for the fulfillment of my research project on **A Comprehensive Study of "KOOL Blue Deodorant Body Spray" in terms of marketing actions: A Case Study of Square Toiletries Limited** some specific tasks had to be accomplished.

The list of those tasks has been summarized below in brief:

- Assessing the scopes and opportunities of KOOL Body Spray Brand in the view point of consumer's perception & expectation.
- Analyze the market scenario from the available data to assess the opportunities for KOOL as a consumer brand.
- Assess the scope of KOOL body wash, Face wash, Cream soap and other formulations of in the market.
- Asses the target market, market size etc. that can absorb these kinds of products (KOOL Body Spray).
- Identifying the nature of marketing and distribution activities necessary for the promotion of the product in the consumer level.
- Identifying the need of any change in the formulation and getup if required for the improvement of market share of the brand in the consumer level.
- Identifying the major strength of the product that can be capitalized in favor of KOOL Body Spray in for the establishment of brand.
- Identifying the major weaknesses of the product that can create any problem for the brand establishment.
- Summarizing the course of actions for the establishment of KOOL Body Spray as a consumer brand.

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- Assessing the impact of Consumer level establishment of KOOL Body Spray brand to the existing product marketing (both regulatory and marketing aspects).

During the collection of all the necessary information, experts' opinion has been given prime emphasis; because general people of Bangladesh are not well aware about the actual quality of toiletries products. Therefore, expert opinion seems to be more important for taking decision regarding this issue. A strategic decision can only be made from the experts' views, concepts, advises and suggestions.

Since, the project focuses on the improvement of market share of KOOL Body Spray brand at the consumer level, the courses of action for the brand establishment is the prime concern rather identifying the opportunities as a blind. For that reason, some information has been collected through some generalized questions to the general people sampled for the research. Perceptions of general consumer towards Body Sprays and their uses have been reflected through this questionnaire survey. This would be helpful for the establishment of KOOL Blue Body Spray brand.

2.1.6: Sampling Design and Data Collection:

To collect information and data according to the requirements to meet broad and specific objectives of this research project, the methodology defined earlier has been strictly followed. Data has been collected from, Secondary sources, i.e. the data available in publications, from the information achieve of the company and/or Internet; (mentioned in the table 6.6.1 & 6.6.2 in the result chapter)

Primary data, i.e. Survey through Questionnaire and in-depth interview with the key spokes a person that has been mentioned earlier in this section. (Questionnaire survey).

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For the sampling, probability and non-probability sampling design has been followed. Mainly two types of sampling procedures have been chosen for the research procedure.

These sampling procedures are -

Quasi random sampling: This sampling procedure has been chosen to survey general people. This type was chosen due to time constrain for the total research procedure.

Judgment sampling:

This sampling procedure has been chosen to get information from the marketing and sales experts. The samples were selected in a manner to get good and accurate information. **60** people, considered as the general consumer, have been selected (quasi random sampling) for close-ended survey with questionnaire (Questionnaire A). The survey has been based mainly in Gulshan, Banani & Dhanmondi.

The interview to get experts opinion regarding the research objectives, has been conducted in Dhaka and at the corporate headquarter of Square after judgmental sampling, where there are enough scopes for identifying courses of action for the marketing plan for Kool Body Spray. The target groups for interview were the Senior Managers, Managers and Executives of Square Toiletries Limited that have been mentioned earlier.

CHAPTER: 3

RESEARCH AREA



3.1: Research Topic:

The research area that has been proposed is **A Comprehensive Study of "KOOL Blue Deodorant Body Spray" in terms of marketing actions: A Case Study of SQUARE TOILETRIES LIMITED** for fashionable young customer. More specifically, Market share of the existing body spray brand of Square Toiletries Limited as a consumer product with scopes and opportunities for improvement. Key Attributes and success factors for the body spray are as follows:

1. Consumer preferred fragrance
2. Great all-day fresh feeling
3. All-day protection against body odor
4. Minimum in-use and after-use discomfort
5. Convenient to use and ease of application
6. Attractive and modern packaging
7. Competitively priced against leading competitors
8. Antiperspirant

SI	Brand	Company	Market share %
01	Adidas	Herzogenaurach, Germany	12
02	Do IT	Lomani France	8
03	AXE	Unilever BD	15
04	Maxi Just call me	Perfume Jean UK	6
05	Brut	Faberge company	6
06	Fa Germany	Henkel Germany	7
07	Body Fresh	Ronson UK	4
08	Nivea	Beiersdorf Germany	5
09	Rexona Roll on	Unilever Bd	7
10	Kool Body Spray	SQUARE	4



3.2: Back Ground:

In the Toiletries market of Bangladesh, Square is the name - a symbol of giant toiletries that has been leading the industry in terms of turn over since 1988. Square Toiletries Ltd. is the first toiletries company in Bangladesh to cross a billion taka turn over in 2015.

Square today is a name not only heard in the toiletries sector for its traditional manufacturing of high quality medicines, it is today a synonym of quality pharmaceuticals, health products, consumer products, textile products and Agro-Vet products. It also extended its business kingdom to many other business arenas. Square is the symbol of diversification. In every arena of business, Square would like to keep its footprint. For that reason, Square did not restrict its business only in the toiletries but also inaugurate several prospective business divisions and associates. Besides, every sector of business Square applies innovation through its effective and qualified human resources to discover the new opportunities and business horizon.

Toiletries division puts an extra value to Square, as it is one of the major units of all associate companies of Square and to date provides fifth highest earnings to the group. It is a leading company of Bangladesh Toiletries market since 1997. To attain today's position in the Toiletries industry, Square Toiletries limited (STL) had to voyage through a long way. In the tremendous competitive market Square Toiletries limited has been holding a respectable position with its wide diversified product portfolio. That is, introduction of so many new products in a short span of time in the face of competition from foreign brands as well locally established Multi National Companies (MNCs). SQUARE Toiletries Limited (STL) was always ahead in introducing new products of different consumer classes in the market. In the Toiletries Industry of Bangladesh, new product launching is considered as one of the most important Key Success Factors (KSF). This pioneer

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role has been strongly contributed to achieve the current strong leadership position. In terms of new product launching SQUARE always is playing the Proactive and Leadership Role.

Square Toiletries Limited has almost all types of toiletries products in its rich portfolio. A huge number of Personal care, Hair Care, Home care, Fabric care and a number of essential products, e.g. Beauty soap, hair oil, washing powder and a huge number of OTC (over the counter) products have offered by Square to the general consumers. Besides, it has also a number of lifestyle products. Among all the products of Square's portfolio there are some, which have the potentials for household or cosmetic uses. Our research is contributed to one of those products that seem to have tremendous opportunity to increase its market share in the urban areas of Bangladesh and thus increase the number of consumers. The brand is KOOL Blue Deodorant Body Spray. Following is a brief introduction of the brand and the features of this quality product.

3.3: KOOL Blue Deodorant Body Spray: A Brief Introduction

Brand	: KOOL BLUE DEODORANT BODY SPRAY®
Cosmetic Class	: Male Grooming
Active ingredient	: Butane, Propane, Isobutane, Ethanol, Triclosan & Perfume
Chemical form	: Deodorant + Antiperspirants
Dimension	: 52X122mm
Pack size	: 150ml
Color	: No color
MRP	: 140.00 / Unit
TP	: 120.00 / Unit
Target Group	: Income range 6,000.00+
	Gender - Male
	1. Profession - HSC/Graduate level student/ Office executive
	Purchasing power driven by economy
	<i>Performance criteria:</i> Emollient should work in away that the users feel minimum irritation after spray.
	2. User should feel anti perspiring affect.
	3. Fragrance should stay longer and preferred over El Passo, Do IT, and Denim.

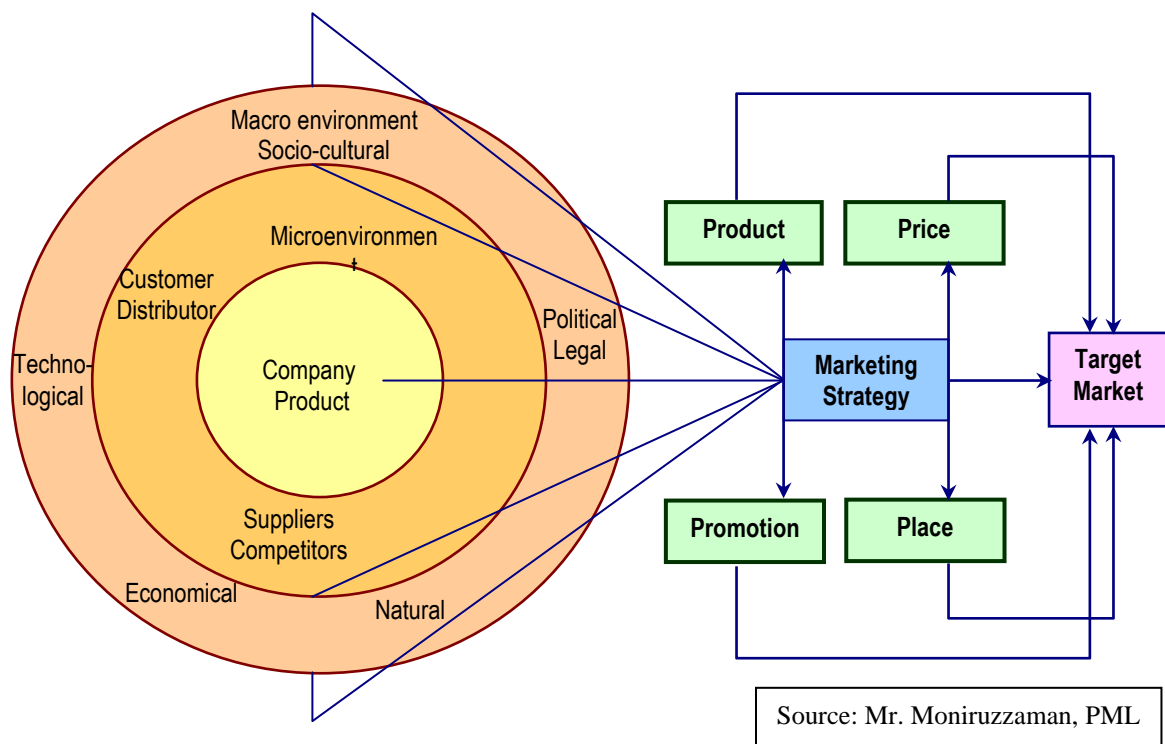


3.4: Strategic Marketing Framework

The problem definition in achieving higher share of Meril Beauty Soap in Semi-Urban areas of Bangladesh is a practical one and there is no scope for hypothetical analysis and/or based on assumption. Through the analysis of secondary and primary data the exact scenario can be illustrated.

The problem persists with the existing product is that the product was launched for the general consumers without pin pointing the area where the real market volume lies i.e. semi-urban and rural areas. It has been mentioned earlier that the growth of the product is not significant enough after marketing in the consumer level. Problem can be identified with the help of Strategic marketing framework given below -

Figure- 2.2: Strategic Marketing Framework Model



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Considering the above framework for **KOOL Blue Deodorant Body Spray**, we can assume that, if Macro and microenvironment factor is not disturbed in any aspect then the problem would persist with any of the followings:

- Product,
- Price,
- Promotion,
- Place (Distribution),
- Proper selection of the Target market, and/or
- The Marketing strategy that was defined and applied for the product.

All this will be clarified after the analysis of the information and data in the research process.

3.5: PROJECT OBJECTIVES, SCOPE AND LIMITATION:

3.5.1: Broad objectives

To study and determine the scope, opportunity and courses of action to improve the market share of KOOL body spray in urban areas of Bangladesh for fashionable young customer.

3.5.2: Specific objective

- ↻ What percentage of fashionable young customer uses body spray
- ↻ What percentage of people is interested to adopt a new brand
- ↻ Do the consumers feel any need for body spray in their daily use
- ↻ What percentage of consumers keep extra body spray always in home
- ↻ What fragrance and sizes of body sprays are attractive among the fashionable young consumers
- ↻ Does media advertisement impose positive impact for the development of a body spray brand
- ↻ Does outlook of the product effect the buying behavior of a customer
- ↻ Does the image of a company effect the buying behavior of consumes

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➤ What should be the criteria of an ideal body spray for the fashionable young consumer level

➤ What are the prime factors for motivating consumers to buy a body spray

Note: the specific objectives from no. i to v will be used mainly for the quantitative analysis. The rest, i.e. vi to x will be used mainly for qualitative analysis. Information regarding these objectives will be collected from the expert opinion.

3.5.3: Scope

The project focuses on the opportunity to establish the report on survey & analysis among the consumer level in a urban area concerning their impression on different brands of body spray and pointing out the position of KOOL body spray.

The information will be collected from the following sources.

- Discussion with the people involved in the marketing of concerned products in the company.
- Discussion with the senior managers (Marketing & Sales) of the company.
- Interviewing fashionable young customer.
- Published information and Internet scanning.

All the survey work with the questionnaire to the fashionable young consumer will be executed mainly in the urban area like Gulshan, Banani & Dhanmondi. Because, people of different status, culture and income group specially middle and lower middle class are easily available in these area. Moreover, we consider the people of Gulshan, Banani & Dhanmondi are the sample of urban region of the country. Besides, to survey all over the country is time consuming as well as expensive.

During the study and discussion with the concerned people, only useful information for the study will be collected and included in the report.

During the period of study interest will be concentrated only on the aggregated information, not specific comments by specific people and specific remark will not be reported (mainly applicable for the survey in general consumer level with questionnaire).

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SWOT ANALYSIS OF KOOL BRAND



4.1 SWOT Analysis of KOOL Blue Deodorant Body Spray Brand:

Enough information and data have been collected to analyze the scope and opportunities to improve the market share of KOOL Body Spray brand at the consumer market.

In fact, Strength, Weakness, Opportunities and Threat (**SWOT**) analysis of KOOL Body Spray brand would be helpful for defining or modifying the strategy and action plan for the improvement of this brand at the consumer level.

4.1.1 Strength of KOOL Body Spray:

The strength of Kool Body Spray is as follows:

- Product of KOOL Body Spray is produced from 100% imported raw materials from UK which are considered as the best fragrance all over the world.
- KOOL Brand has different product range.
- KOOL Body Spray is the brand of Square, which is the leading Toiletries Company in Bangladesh. The company has tremendous corporate image in the fashionable young consumer level of this country.
- Already KOOL Body Spray became known to a number of customers, since a promotional campaign for KOOL Body Spray has been continued in the daily newspapers, bill boards, TV commercials and leading magazines.
- Price of existing KOOL Body Spray is affordable to all groups of target customers. The price is same as the best selling soaps in the market.

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SWOT ANALYSIS OF KOOL BRAND



4.1.2 Weakness of KOOL Body Spray:

The weaknesses of Kool Body Spray are as follows:

- KOOL Body Spray has a characteristic light fragrance, which may not be preferable to the customers.
- The fragrance long lasting of the Body Spray causes additional effort of freshness. So the Body Spray formulation should be improved.
- Out look of most of the of KOOL Body Spray brand are not premium. This may not generate a strong perception to the consumer that the product is a good one for personal care.
- The Brand is sold through weak Sales Representative officers, who should be more aggressive about their product's proper distribution.

4.1.3 Opportunities for Kool Body Spray:

The Opportunities of Kool Body Spray are as follows:

- UK raw materials of Body Spray used in the product have been used for a long time worldwide. So, the products formulated with this Body Spray can be marketed capitalizing the references.
- Product manufactured with these Body Sprays has a significant growth in the market.
- KOOL Body Spray has a positive growth trend in the market over the last few years.
- General consumer of the country is interested to use product manufactured by Square Family due to Group's Quality image.
- A number of different formulations like KOOL Shaving cream, KOOL after Shave Lotion etc. can be developed for the fashionable young consumer market.

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SWOT ANALYSIS OF KOOL BRAND



- Products of different KOOL Body Spray categories can be formulated and launched under the brand name of KOOL or in different brand name.
- Square group has medicines and consumer product divisions, which are operating in the market through own/loyal distribution channels. This can be used for additional and effective campaign of KOOL Body Spray.

4.1.4 Threats for KOOL Body Spray:

The Threats of Kool Body Spray is as follows:

- The main competitors of KOOL Body Spray in the soap market are Adidus, AXE and El Passo who has been operating the consumer market of Body Spray from a long time. They are already established Body Spray brands.
- The competitors are very much aggressive in marketing their Body Spray brands in the consumer level.
- The total market has increased in the year 2015, but KOOLs' share has not improved much. The trend can be sustained for a long time.
- Still Body Spray is a life style item to the consumer of this country rather essential health care product. So, having small market share of the product in urban area at present can pose threat to the brand.

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Organization & Product Information



5.1: Profile of Square Toiletries Ltd.

5.1.1: Emergence/ Organizational over view:

Square Toiletries Limited (STL) started in 1988 as a division of Square Pharmaceuticals Limited, as an ISO 9001 certified company. In 1994 Square Toiletries Limited began its journey as a Limited Company. Now STL is the country's leading manufacturer of international quality cosmetics and toiletries products.

Now STL also ISO 9001:2000 certified company. STL always performs international standard production process which follows the Good Manufacturing Practice (GMP).

Over 1,200 qualified professionals are working in Square Toiletries Limited.

Corporate Headquarters	SQUARE Centre 48, Mohakhali Commercial Area Dhaka 1212, Bangladesh
Head Office	RUPAYAN CENTRE 72, Mohakhali Commercial Area Dhaka 1212, Bangladesh
Factory	Pabna unit - Meril Road, Shalgaria, Pabna Soap Unit - Rupshi, Rupganj, Narayanganj
Established	1988
Constitution	Private Limited Company
Founder Chairman	Late Mr. Samson H. Chowdhury
Chairman	Mr. Samuel S. Chowdhury
Managing Director	Mr. Anjan Chowdhury
Details of Business	Manufacturer of Toiletries Products/ Cosmetics Products

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Fixed Assets	Tk. 370 million (cost value)
No. of Employees	1,200 Employees
Gross Annual Turnover	Tk. 2.5 Billion
Product Range	80 Products
Name of the Banker	Janata Bank, 1, Dilkusha, Dhaka Citi Bank N.A., 122-124, Motijheel, Dhaka Standard Chartered Bank, 18-20, Motijheel, Dhaka. Prime Bank Ltd. Mohakhali C/A, Dhaka-1212

5.1.2: Mission of the Company:

Square Toiletries Ltd. is dedicated to make every effort to understand consumer needs to provide maximum satisfaction and to remain in the winning position in the market. STL always strive to continuously upgrade manufacturing technology and to maintain optimum level of quality measures in conformity with the international standard – ISO 9001:2008.

5.1.3: Vision of the company:

Square Toiletries Ltd. is committed to satisfy the needs of domestic and international consumers through innovative quality products and services using latest technology by teams of motivated skilled employees.

5.1.4: Objectives:

To strive hard to optimize profit through conduction of transparent business operations within the legal & social framework with malice to none and justice for all irrespective of gender disparity, caste, creed or religion or region.

To create more jobs with minimum investments.

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Organization & Product Information



To be competitive in the internal as well as external markets.

To maximize local & export earning with minimum imported inputs.

To reduce the income gap between top & bottom categories of employees.

5.1.5: Corporate Focus:

Our vision is the pole-star to our mission that fulfils our objectives with emphasis on the quality of product, process and services blended with good governance that help build the image of the most venerable corporate – citizenship at home and abroad.

5.1.6: Corporate Governance:

Corporate Governance is the key to its sustenance. Good Corporate Governance is the key to successful sustenance. Our Governance functions as follows:

5.1.6.1: Top Management:

Board of Directors:

In line with the concept of good corporate Management practices and the provisions of Articles of Association, the Board of Directors, the Top Management tier, is responsible for overall control and supervision of the entire affairs of the Company primarily through strategic planning & Budgetary mechanisms. To this end, the Board of Directors hold periodic meetings to resolve issues of policies and strategies, recording the minutes/decisions for implementation by the Executive Management.

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List of Board of Directors:

Mr. Samuel S. Chowdhury	Chairman
Mr. Anjan Chowdhury	Managing Director
Mr. Eric S. Chowdhury	Director
Mr. Tapan Chowdhury	Director
Mrs. Anita Chowdhury	Director
Mr. Charles C.R. Patra	Director
Square Pharmaceuticals Ltd.	Director

5.1.6.2: Executive Management:

The Managing Director, the CEO, is the head of the Executive Management Team which comprise senior members of the Management Apparatus. Within the limits of delegated authority and responsibility by the Board of Directors, Executive Management operates through further delegation of authority at every echelon of the line management. The Executive Management operates within the frame work of policy & planning strategies set by the Top Management with periodic performance reporting for guidance. The Executive Management is responsible for preparation of segment plans/sub-segment plans for every profit centers with budgetary targets outstanding and exceptional performances. These operations are continuously carried out by the executive management through series of committees, sub-committees, adhoc Committees & standing Committees assisting the line management.

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5.2: Capital Structure

- A.** Authorized Capital: 50,00,000 Ordinary Shares of @Tk.100/- each & Taka 50,00,00,000
- B.** Issued, Subscribed & Paid up Capital: 7,50,000 Ordinary Shares of Tk.100/- each fully paid up in cash which amount of Taka 7,50,00,000.

5.3: Products & Services Range:

5.3.1: Beauty Soap:

STL has **5 variants** beauty soap as per the needs of each skin type. To give maximum satisfaction to individual consumer, each variant contains different and attractive fragrance.

5.3.2: Hair Care Line:

Shampoo: It's brand name is Revive Shampoo. It is available in different formulations to meet the needs of different hair types. Carefully selected ingredients of Revive Shampoo provided gentle care for the hair. Our shampoos are 100% soap free. All Revive shampoos contain moisturizer and conditioner, to maintain and protect hair's natural moisture balance. Revive Shampoo contains 'Belsil' that makes hair soft, healthy, beautiful, and silky.

5.3.3: Hair Oil:

It's brand name is Jui. There are three type of hair oil under this brand, like Jui Coconut Oil, & Jui Hair Care Oil.

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5.3.4: Shaving Line:

It's brand name is Kool. Kool pre and after-shaves are specially formulated for today's strong, charismatic man to provide flawless skin, fresh appearance, and manly look. Our Shaving range includes:

Kool Shaving Cream which has 2 SKUs namely Frosty and Monsoon.

Kool after Shave Lotion

Kool after Shave Gel &

Kool Body Spray

3.3.5: Baby Care Line:

It's brand name is also Meril. We are the first to introduce a complete range of baby products of international quality in Bangladesh. Our baby products are mild, safe and provide gentle effective care for baby's delicate skin and hair. Our baby range includes:

Meril Baby Shampoo

Meril Baby Lotion

Meril Baby Powder

Meril Baby Gel Toothpaste

Meril Baby Olive Oil

3.3.6: Skin Care Line:

The products, Lotion & Cream of skin care line are also under brand name Meril. The high hydrating skin products are enriched with Camomil, Vitamin E, Aloe Vera Gel, etc. to take care for all skin types. A complete list of our lotions & creams are:

Revive Moisturizing Lotion

Meril Lip Gel

Meril Petroleum Jelly

Meril Olive Oil

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Meril Glycerine

Meril Lip Balm

5.3.7: Powder Range:

Apart from soothing and refreshing our powders also relive skin irritation. The powder range has 5 varieties, with signature fragrances. These are as follows:

Meril Revive Talcum Powder

Kool Deodorant Body Talc

Meril Baby Powder

5.3.8: Color Cosmetics:

Discover Meril's world of color. Our wide ranges of Nail Colors have **20** exciting shades to choose from. For complete care of nails, also offers Nail Polish Remover with nail conditioner.

Madina Attar is another item which has two variant (Sonali & Chandan)

5.3.9: Dental Care Line:

Dental products are specially formulated to prevent tooth decay, cavity and gum infection. Tests show that our dental care products are outstandingly effective in plaque and tartar reduction. These dental products ensure white teeth and fresh breath for the whole day. Our dental products are:

White Plus Toothpaste

Magic Tooth Powder

Magic Total clean Toothpaste

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5.3.10: Home Care Division:

Home care division was established with an objective to provide complete care of household items. The product range includes:

Sepnil Hand Wash
Sepnil Hand Sanitizer
Sepnil Antibacterial Liquid Soap
Maxclean Dish Washing Liquid
Maxclean Dish Washing Bar
Shakti Liquid Toilet Cleaner
Spring Air Freshener
Xpel Aerosol (Mosquito Repellent)

5.3.11: Fabric Care Line:

Fabric Care line provides best possible care for clothes. The product ranges include:

Chaka Ball Soap
Chaka Advanced Washing Powder
Chaka Super White
Chamak Fabric Brightener

5.3.12: Health Products:

Senora sanitary napkins are made with high quality imported bleached pulp which is super absorbent and 100% germ free. Senora has a dry wrap along with non-leakage plastic shield to prevent staining and ensure total comfort. Senora is available in belt and panty form. **Supermom** baby diaper which is a newly launched item its target to grab the diaper market.

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5.4: Pricing Policies:

STL always maintains the Cost Price Policy & Competitive Price Policy. Cost price policy + profit = Market Price & Competitive price means the prices which set considering the competitors prices of a same products.

5.5: Marketing Channels:

STL is committed to produce quality products. The ultimate motto is to ensure customer's satisfaction by exceeding their level of expectations. *STL* has strong Sales and Distribution network all over the country. The extensive marketing network comprising of latest technical and logistic support along with more than 350 skilled and qualified field staff is a key to succeed in achieving customer's satisfaction level beyond their expectation. The modern warehousing and completely computerized invoicing facilities of *STL* ensures just-in-time delivery and high customer's satisfaction.

5.6: Marketing Promotion Techniques:

STL will not prefer any conventional trade as their regal and wide-ranging brand image pilot our brand to a level of sensitivity. So, STL promotional strategy will pivot around only unique campaign through indoor, outdoor advertisement, print media. A comprehensive program for promotion has been outlined & is as follows:

Main features of this promotional campaign are:

- ☞ New TVC development
- ☞ Promotion in Bangladeshi TV channels
- ☞ Press advertisement
- ☞ Promotion through life cutout/product dummy.
- ☞ Promotion through Shop sign and Billboard.
- ☞ Hiring shelf-spaces in superstores and supermarkets.

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New TVC:

Viewers of television always look for colorful change and appreciate new-sprung. This proclivity inspired us to the development of new TVC. Nevertheless, STL present TVC of different products is antiquated. So, STL would like to bring about modification in the TVC for existing & new launching products. This new TVC will highlight the changes in the product and focus STL's various brand as more imperial.

Television:

A survey conducted by Grey Advertising on Access to Media in Bangladesh showed that television reaches 70% urban men and 61% urban women. Therefore, a structured and systematic campaign during the peak seasons of the different products and low –key sustenance campaign during the off-season will help the brands sales.

BTV has a distinct popularity in package drama serials and package magazines. So, STL have planned cover the popular programs transmitted by BTV. Besides, significant number of spots and sensible sponsorship will be made through BTV to cover good number of STL's potential consumers.

STL plans to keep track of all the well-known program of BTV and will try to keep data on viewerships. This will facilitate choosing right media and sponsoring right program and getting proper response of the strategy.

STL also consider the retail stores audit report on the ground to make the various types of programs.

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Media Mix of the Campaign:

Print Media:

For existing & new products of STL is mostly premium quality with reasonable & competitive prices. Advertisement in The Daily Ittefaq, The Daily Prothom Alo, The Daily Jugantor, and The Daily Star are always covering the large range of readers highlighting the changes and specialty of the different types of STL's products, not necessarily all of them are the target buyers. However, amongst the readers of these newspapers and magazines are the potential new buyers of STL's products.

STL's press ads in newspaper will be aimed at educating people about the right application & consume technique of various products to help the users for getting best of the service in terms of consumer's perceptions, evaluations & expectations.

Outdoor Advertisement:

A considerable number of SHOPSIGNS is under development in major metropolitan cities like Dhaka, Chittagong, and Khulna. Evaluating the impacts STL also plans to develop bill boards in other divisional towns. STL are promoting Ship-sign (Digital print and Neon Sign) in front of superstores and supermarkets.

STL has also planned to development some live size cutouts to site at the major and potential retail outlets. These outlets will help us promote in-store sales.

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5.7: Other relevant issues:

5.7.1: SWOT Analysis of Square Toiletries Ltd (STL):

Square Toiletries Ltd. (**STL**) is normally operating peacefully its business operations either externally or internally. Although, sometimes they have to face some problems in conducting their business operations, through sustained efforts of a team of dedicated employees they keep the overall business environment calm and quite. The condition of internal and external environment of Square Toiletries Ltd. can be summarized below-

Strengths (S):

- ▶▶ The top level management of Square Toiletries Ltd. (**STL**) is highly creative thinker (visionary) and very much professional. They always try to launch new concept which will create a lot of benefits for both of STL as well as society.
- ▶▶ We have adequate/sufficient working capital that helps in financing day-to-day operations without any bank loan.
- ▶▶ Square has a strong goodwill in the market as a result we are enjoying a lot of facilities during our business operations. Such as most of the bank offer us zero margin L/C opening facilities for import materials as well as we are enjoying **45-60** days credit facilities in terms of local purchase due to our payment as per commitment.
- ▶▶ STL enjoying a good corporate system of square group which has created a good business environment.
- ▶▶ The workers at the factory are well-trained that results in higher productivity than the competitors.
- ▶▶ We have a strong IT infrastructure that helps us to keep up date everything.
- ▶▶ A lot of loyal consumers of our products.
- ▶▶ Expellant brand image in the market.

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- ▶▶ Strong market coverage.
- ▶▶ Well trained & structured large number of sales forces, etc.
- ▶▶ First – Rate knockdown efficacy is strengths of the company.

Weakness (W):

- ▶▶ **Falling Behind R & D:** Though STL has a formal R & D department to create, to innovate new products, and to improve existing products and services considering consumers/customers needs & wants but we have no highly efficient & dedicated specialist.
- ▶▶ **Complex Distribution Network:** STL has a large distribution network but it is complex which sometimes creates lots of hassle for remote market.....
- ▶▶ **Weak Marketing Strategy:** STL present marketing strategies are not competitive because they have almost “overfull” demand and one of the largest market shares as the well-known market leader. They have no strong and modern advertising campaign to create wide brand familiarity. We are not considering the market competitors advertisement & others...
- ▶▶ **Labour problem:** As all workers are local people, sometimes they try to create unrest situation which disrupt normal production.
- ▶▶ **Brand Image:** Some of STL’s brand has no good image among customers which may create bad impact in company goodwill.

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Opportunities:

- ▶▶ Further Product line (new products launching.....)
- ▶▶ Deregulation may Increase Business of the Private Sector.
- ▶▶ Dedication for good quality products & services.
- ▶▶ Upward linkage of the top management in the home & abroad.
- ▶▶ A huge of target audience in local market as well as international market (in particular some African countries, Seven Sister reason in India & part of Middle East, etc.)
- ▶▶ Some local cosmetics & toiletries companies have become sick that would create an opportunity to establish market share widely.
- ▶▶ Modern technology & company's corporate image as well as ISO 9001:2000 certification can support us to increase export market ...
- ▶▶ Square group has medicines and consumer product divisions, which are operating in the market through own/loyal distribution channels. This can be used for additional and effective campaign of STL products.

Threats:

- ▶▶ Foreign Companies may enter the Market.
- ▶▶ Increasing number of cosmetic & Toiletries Company.
- ▶▶ Bad practices in the market by the competitors.
- ▶▶ Competitors' extensive & aggressive actions in the marketing strategies.
- ▶▶ Changes in laws and regulations.
- ▶▶ Increasing market saturation.
- ▶▶ Open market/business policy.

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- ▶▶ The prices of raw materials and packaging materials are soaring/rising high day-by-day.
- ▶▶ An unhealthy competition prevails in the industry.
- ▶▶ Political unrest in the society....

5.8: Strategic Issues of STL:

After having completed the strategic analysis of a company, managers are now in the possession of a strong pool of information regarding the industry competition, external opportunities and threats, and internal strengths and weakness. Based on the information gathered, they would logically proceed towards setting long-term objectives for the organization. Then, they would formulate appropriate strategies in an endeavor to gain competitive advantage in the market. The strategies that an organization may follow can be divided into two groups for convenience of analysis:

Generic Strategies and

Non-Generic Strategies.

Before discussing my company's strategies issues I would like to mention here that Michael Porter has identified four types of generic strategies. These generic strategies are common for all business organizations. Any company may follow these whenever deemed necessary.

Michael Porter's Generic Strategies are as follows:

Low - Cost Strategy

Differentiation Strategy

Best – Cost strategy

Market-niche or focus strategy

In addition to these, there are also other strategies that a company can employ when deemed necessary, such as – Strategic Alliance, Collaborative

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Partnerships, Merger, Acquisition, Vertical Integration, Outsourcing Strategies, etc.

View above Square Toiletries Ltd. generally follows differentiation strategy but considering the situation it also adapts other strategy time to time.

5.9: Manufacturing Facilities:

Square is committed to ensure strict compliance with ISO norms and regulatory requirements in every phase of manufacturing, quality assurance, and distribution of medicines. To comply with ISO Square has state-of-the-art technology in production and quality control.

Documented Quality Management System (QMS) is integral part of all of STL operations. People at all levels are committed to adopt advanced technology for continuous development. Being confident with the sophisticated manufacturing and quality assurance technology of Square, multinationals from industrialized countries now have agreements with Square for having their products manufactured in Bangladesh.

Square toiletries has two manufacturing facilities-

Formulation plant – Pabna Unit

Soap & Health Division– Rupshi Unit

Formulation Plant – Pabna Unit is the first manufacturing facility of Square Toiletries Ltd. and started operation in 1988. It is a modern plant that fully complies with ISO requirements.

Soap & Health Division– Rupshi Unit is a new state-of-the-art facility. The plant has been built as per requirement of the ISO. All the facilities and

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equipments have been designed, built and procured to ensure ISO compliance. This facility is a rare but excellent blend of modern architecture, advanced technology, quality assurance and professionalism – all primed to a devoted effort to strengthen.

5.10: Quality: STL'S Commitment:

Square is committed to ensure better life through quality Toiletries & Cosmetics. STL provides highest emphasis on quality as per defined Quality Policy to fulfill the commitment. To achieve and maintain a steady quality, a range of sophisticated state-of-the-art technology is engaged in operation. Square has adopted the latest quality philosophy by organizing a well-equipped Quality Assurance Department in the plant in addition to Quality Control Department. Above all highly qualified, well-trained, experienced and dedicated professionals are the most valuable assets of the company.

The manufacturing processes and analytical methods are fully validated. Chemical and stability tests are part of the regular routine. As a result Square has been awarded with the ISO 9001 certification in 2004.

Square Toiletries Ltd., with the ISO-9001 certification, has already transcended the national boundary into the countries where quality has been its biggest asset.

5.11: Global Export of Meril Beauty Soap & Others:

Square extended its range of services towards the highway of global market. It pioneered exports of toiletries from Bangladesh in 1998. Through its extended marketing operations, Square is now selling its finished goods in many countries of India, Nepal, Bhutan, Saudi Arabia, Korea, Australia, Singapore, Myanmar, Yemen etc.

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5.12: Research and Development:

STL's Research and Development is devoted to improve the toiletries & cosmetics. Square Toiletries Ltd. has brought in advanced technology for its Research and Development works. Research & Development includes the bibliographic search aided by a resourceful library, design and selection of process that maximizes efficiency and minimizes the environmental impact, accelerated and long term stability testing, product quality optimization and translation of new scientific insights into the products. To support Research and Development work latest Information Technology (IT) is available with us and Square is now fully prepared to meet the challenge of twenty-first century.

5.13: Ensuring Customer Satisfaction:

Square is committed to ensure better life through quality medicine. The ultimate motto is to ensure customer satisfaction by exceeding their level of expectations. STL has 2 Sales and Distribution offices in the following places in Bangladesh: Pabna & Narayanganj (Rupshi).

The extensive marketing network comprising of latest technical and logistic support along with 350 skilled and qualified field staff is a key to succeed in achieving customer satisfaction level beyond their expectation. The modern warehousing and completely computerized invoicing facilities of Square ensures just-in-time delivery and high customers' satisfaction.

5.14: Corporate Profile of Square:

Square today is a name not only heard in the toiletries products in Bangladesh for its traditional manufacturing of high quality toiletries & cosmetics, it is today a synonym of quality medicine, health products, textile

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products and Agro-Vet products. It has also expanded its realm in real estate, engineering construction, hospitals, electronic media and other trade & services. Square is now one of the fastest growing and fastest diversifying companies in Bangladesh.

5.15: SQUARE Family:

Square family is currently comprised of following companies:

- ☞ **Square Toiletries Limited:** A manufacturer of toiletries & Cosmetics
- ☞ **Square Pharmaceuticals Limited**
- ☞ **Pharma Division:** manufacturer of finished dosage form
- ☞ **Chemical Division:** manufacturer of bulk drugs
- ☞ **Agro-Vet Division:** manufacturer of finished Agro-Vet products
- ☞ **Square textiles limited** : A Textile mills
- ☞ **Square Spinnings Ltd.** : A Spinning mills
- ☞ **Health Products limited** : A manufacturer of health and Hygiene Products
- ☞ **Pharma Packages (Pvt.) Ltd.** : A manufacturer of plastic packaging
- ☞ **Barnali Printers limited** : A printing and packaging house
- ☞ **Astras Limited** : An export, import and indenting house
- ☞ **Square Informatics** : A house of information technology
- ☞ **Mediacom Ltd.** : An advertising agency
- ☞ **Square Fashions** : Ready made garments industry
- ☞ **Square Knit Fabrics** : A knit fabric company
- ☞ **Square consumers Products Ltd** : A manufacturer of consumer products
- ☞ **Square Hospital Ltd.** : An International Grade Hospital Services.

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5.16: Associated Companies:

As part of vast diversification, Square has the following associated companies:

- ☞ **Sheltech (Pvt.) Limited**
- ☞ **Pioneer insurance co. Ltd.**
- ☞ **Mutual trust bank ltd.**
- ☞ **National housing finance and investments ltd.**
- ☞ **Continental hospital ltd.**
- ☞ **Apollo holdings ltd.**
- ☞ **Masranga productions**

5.17: Corporate Headquarter:

Corporate Headquarters of Square is now located at the following address:

‘SQUARE CENTRE’

48, Mohakhali Commercial Area, Dhaka-1212, Bangladesh

Tel.: (880)-2-8833047-56 (10 lines); Fax : (880)-2-8828608, 8828609

Email: square@bangla.net, Web: <http://www.square-bd.com>

5.18: Board of Directors:

Mr. Samuel S. Chowdhury	Chairman
Mr. Anjan Chowdhury	Managing Director
Dr. Kazi Harunar Rashid	Director
Mr. Tapan Chowdhury	Director
Mr. Kazi Iqbal Harun	Director
Mrs. Jahanara Chowdhury	Director

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5.19: Activities of Key Functional Departments in Square Toiletries Ltd.

As per the latest Organogram STL had 17 (Seventeen) functional departments for its operations. The names of the departments are as follows:

- ☞ Information Technology (IT) Department
- ☞ Product Development (PD)
- ☞ Marketing Department
- ☞ Sales Department
- ☞ Distribution Department
- ☞ International Marketing Department
- ☞ Market Research and Planning Cell
- ☞ Quality Management and Audit Dept.
- ☞ Production Planning and Inventory Cell
- ☞ Engineering Department
- ☞ Production Department
- ☞ Commercial Department
- ☞ Personnel and Administration Department
- ☞ Technical Services Department
- ☞ Human Resource Training and Development Department
- ☞ Quality Control Department
- ☞ Accounts and Finance Department

The following paragraphs describe the key functions of the above mentioned Departments:

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Information Technology (IT) Department:

The main functions of IT Department are as follows:

Provide computer and other related accessories supports to all users

Maintenance of server and ensure smooth LAN operation

Provide up to date technical and software support to all the sectors of Square development and maintenance of centralized databases and provide routine and ad hoc reports for management decision making.

Product Department (PD):

PD is the core and centralized department for managing the total product development effort. Basically PD performs the all planning, implementation of plans as part of product development management functions. The three key functions of PD are as follows:

Design and development planning of products

Defining and documenting design and development inputs and outputs.

Review, verification and validation of design and development.

Marketing Department:

PD is the core and centralized department for managing the total marketing effort. Basically PD performs the all planning, implementation of plans as part of marketing management functions. The two key functions of Marketing are as follows:

Introduction of new product into the market

Manage the existing portfolio to achieve the marketing objectives.

To this end PD undertakes all relevant activities including the following:

- ▶▶ Preparation of Marketing Plan.
- ▶▶ Designing and development of promotional materials
- ▶▶ Training of field forces
- ▶▶ Analyzing performance of different products

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- ▶▶ Evaluation of new business proposals
- ▶▶ Feasibility study of new products
- ▶▶ Monitoring of production and raw material status of products
- ▶▶ Preparation of printed promotional material (literature/pad/brochure/show card etc.).
- ▶▶ Giving product training to trainees SPO's.
- ▶▶ Traveling to the factory for necessary coordination work concerning the brands. All relevant coordination works with supplier/factory and procurement department concerning machinery and raw materials that will be used to manufacture the concerned brands.
- ▶▶ Undertake all relevant activities for new product launching.

Sales Department:

Pay regular visit to the doctors, show the benefits of new existing products with the help of promotional tools.

Monitor the competitors activities.

Handles initial product queries from doctors and product complain from the market.

Receive sales order from the retailers /drug stores.

Coordination among different markets

Market rearrangement

Handling different problems of field forces

Distribution Department:

Ensure smooth distribution of products to all over the country

Collection of payments from the customers

Performs functions as the representative of STL at the depot level.

Maintenance of vehicles and depots

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International Marketing Department:

Exploration of new markets all over the world
Operating of export business in the different countries
Provide training to field forces in overseas countries
Provide all types of documents for registration of STL's products in overseas Countries.

Market Research and Planning Cell:

Performing market survey on the Bangladesh Toiletries Market
Regular selling share analysis and report generation for STL market share analysis. Performing different market research work on different issues
Provide all kinds of support to Field Colleagues in effective planning in the market level.

Quality Management and Audit:

Ensure the practices of Quality Management System (QMS) at every stage of operations of STL in full compliance with ISO 9001:2008.

- ✚ To monitor the activities to ensure compliance with defined quality policy at every stage of business.
- ✚ To develop process and instructions for continuous development of operations to increase productivity.

Production Planning and Inventory Control Cell:

Prepare the monthly production schedule of different products
Maintain the inventory status of different raw materials and packaging materials

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Technical Services Department (TSD):

Provide technical support to QC, QA, Production and other departments with regards to any kind of technical issues. Such as:

- ✚ To procure new Raw Material and production and quality facilities in coordination with Commercial Dept.
- ✚ Development of formulation of new products
- ✚ Raw material sourcing for different new products
- ✚ Selection and standardization of raw materials, incipient, and packaging materials.
- ✚ Preparation of standard in-house specification of raw materials and coordination between factory and materials management department. Coordination with PD.
- ✚ Selection of machinery and equipment including spare parts.
- ✚ Coordination and follow-up of the designing and implementation of the Master Plan of the factory. All matters related to development of factory facilities.
- ✚ Handling various forms of product complaints from market, field forces, and different departments.
- ✚ Recipe development and necessary changes in formulations, product improvement.

- ✚ Dealing with "Narcotics", Pest Control Services, Department of Environment etc.

- ✚ Handling unresolved problems regarding product quality. Visit to Quality Control and Production department at regular intervals.

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5.20: Company Competitive Position:

Square Toiletries Ltd. has taken initiative to launch aggressive marketing of its products aiming at breaking the domination of a multinational company in the country's Tk 23 billion toiletries market. (Source: Financial Express, February 03, 2016). Encouraged by successes achieved by many local companies competing with international giants company has decided to make its mark in toiletries market as it did excel in pharmaceutical. According to a report of Bangladesh Enterprise Institute on toiletries market released last July, 2016, only seven companies possess 95 % of the market share for toilet soap, laundry soap and detergent. Unilever is dominating the toilet soap segment with its Lux international beauty soap, which accounts for nearly 43.33 % of the 7.2 billion markets.

Square products Meril toilet soap is in the fourth position with seven percent share. Keya Cosmetics Ltd., Lily Cosmetics Ltd. and Kohinoor Chemical Co. together accounts 10 % of market share while Marks & Alleys Ltd. is in the **third position with more than eight percent share**, the report said.

In detergent market worth Tk. 11.6 billion, Unilever's turnover is nearly Tk. 7.0 billion or more than 60 per cent. Keya Cosmetics Ltd. has more than eight per cent share, Kohinoor Chemical Co. seven per cent and Square are enjoying five to seven per cent of the market share.

Estimated market share of major five toiletries organization:

SL	Name of the company	Market share 2014-2015
1.	Unilever (BD) Ltd.	48 %
2	Kohinoor Chemical Co. Ltd.	11 %
3	Square Toiletries Ltd.	11 %
4.	ACI Ltd.	5%
5	Keya Cosmetic Ltd	5%
6	Others	20%

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The overall market share of Square Toiletries Ltd. is not healthy compare to Bangladesh cosmetics and toiletries market. To capture the market share, company has to identify the problem by taking SWOT analysis or problem matrix analysis and take unique measures to solve the problems soon. In my report, some of the problem has and its solutions has mentioned. There are so many problems in the day to day business operation in Bangladesh. It is not possible to solve all the problems in an over night. Thus the company has to identify major and minor problems and take some unique measures upon the priority basis.

Square Toiletries Ltd. has already identified its problem and thus the company has already formulating some key objectives which are implementing at the being of the current year. We hope company will over come all its barriers and able to get extra edge by capturing more market share and gain more profit than competitors.

Reference:

1. Financial Express Page
2. Company brochure
3. Company Quality Policy
4. Company Objective
5. Marketing and Sales report

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5.21: Concluding Comments:

1. The internal environment of STL is friendly and all employees are highly cooperative to each other.
2. Intra and inter department communication is free and smooth. This communication has been further improved after implementation of LAN facility.
3. Management practice is such that each and every employee has the feeling of belonging to the Square family members.
4. Above all 'Honesty is the best policy' is best practiced in all spheres of managerial functions in Square. This has built a good corporate image of Square not only in domestic market but also in overseas operations.
5. Finally, Square Toiletries Ltd. committed to satisfy the needs of domestic and international consumers through innovative quality products and services using latest technology by teams of motivated skilled employees.

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6.1: Interview Result:

Regarding Primary data I have discussed in-details in methodology chapter. Here I would like to mention about data collection & process methods. In fact, according to the design of the research, Primary data has been collected and analyzed in two ways –

1. Questionnaire survey to the people considered as the fashionable young consumer of Body Spray product, who have been selected for the interview through quasi-random sampling procedure.
2. Interview of the experts concerning the issues to identify scope and opportunities of KOOL Body Spray as a Body Spray brand in the consumer market as well as to define the action program for improving its market share in urban fashionable young customer of Bangladesh.

Survey to the general consumer has been made in an attempt to get information about perception of people towards Body Spray products. Moreover, what do people think about the use of Body Spray products in their daily lives. This information would help to create the action program for the improvement of market share of KOOL Body Spray brand.

The main course of this research is the interview of marketing and sales experts. The experts have been chosen according to their contribution in the marketing and track record of their professional life in establishing and improving market share of a brand. Therefore, their opinions have got prime priority and value in this research project.

The project has been designed in an attempt to define the scope, opportunity and strategy for the improvement of market share KOOL Body Spray as a fashionable young customer brand. So the experts have been interviewed accordingly with some open ended questions, which would be valuable to attain research objectives.

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6.2: Survey conducted with Questionnaire to General Consumer (Interview Result Analysis):

Responses to the "Questionnaire for Customer" have been analyzed and the detail is given below. A close ended questionnaire has been used in the survey of general consumer. This mentioned as follows:

Questionnaire

(Questions for consumer)

(We would like to assure you that this survey is for internal use only and would be kept confidential.)

Research Title: A Comprehensive Study of "Kool Blue Deodorant Body Spray" in terms of marketing actions: A Case Study of SQUARE Toiletries Limited.

Please tick or write answer wherever necessary:

- A. Name:
- B. Sex: Male Female
- C. Educational Qualification: SSC HSC BACHELOR MASTERS
- D. Age:Years
- E. Occupation: Student Private Job Govt. Job Business
- F. Monthly Income: < 5000 5000 ~ 10000 10000~15000 > 15000
1. Do you use Body Spray?
A. Always B. Often C. Rarely D. Never
2. When did you first start using Body Spray? (please mention age)
A. 12-15 Yrs. B. 15-20 Yrs. C. 20 – 25 Yrs. D. 25 -30 Yrs.
3. Which brand do you use?
A. KOO L B. Do IT C. El Passo D. Rexona
4. Why do you use Body Spray? A. Freshness B. Remove Odor
C. Social Acceptance D. Personality Booster
5. How often do you buy this product? A. Monthly B. Every two month
C. Every three month. D. Every four month.
6. Is this product easily available?
A. Always B. Often C. Rarely D. Never
7. Which pack size do you use? A. 100 ml B. 150ml C. 200 ml D. 250 ml
8. What variant of the Body Spray do you like?
A. Musk B. Woody C. Normal D. Does not matter
9. What degree of fragrance do you prefer?
A. Soft B. Mild C. Strong D. Does not matter
10. In which Channel of Television do you see the body spray advertising the most?
A. BTV B. ntv C. ATN Bangla D. Channel I

**** Thank you for your kind cooperation and valuable interview ****

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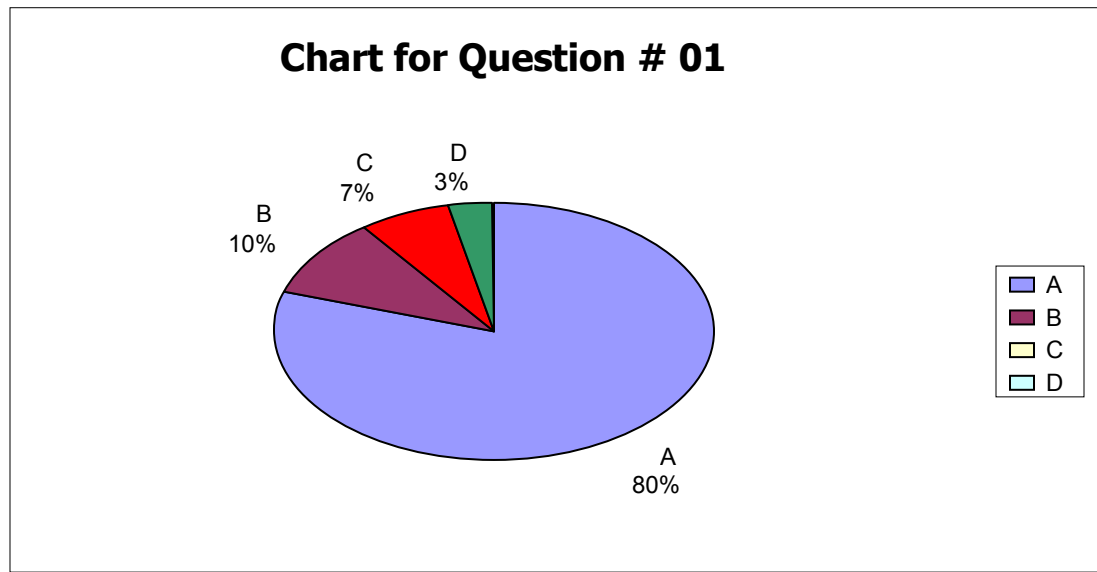
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The questions and responses to the questions are summarized as follows:

Question # 01: Do you use Body Spray?

<i>Responses:</i>	<i>Percentage</i>
A. Always	80%
B. Often	10%
C. Rarely	7%
D. Never	3%



Findings:

- ▶▶ It has observed in the survey that almost **80%** respondent use Body Spray instead of Perfumed powder.
- ▶▶ Most of the fashionable young customers use Body Spray for the grooming.
- ▶▶ Since 80% of the respondents use Body Spray for the grooming, so, it can be assumed that potential market exists for Body Spray.

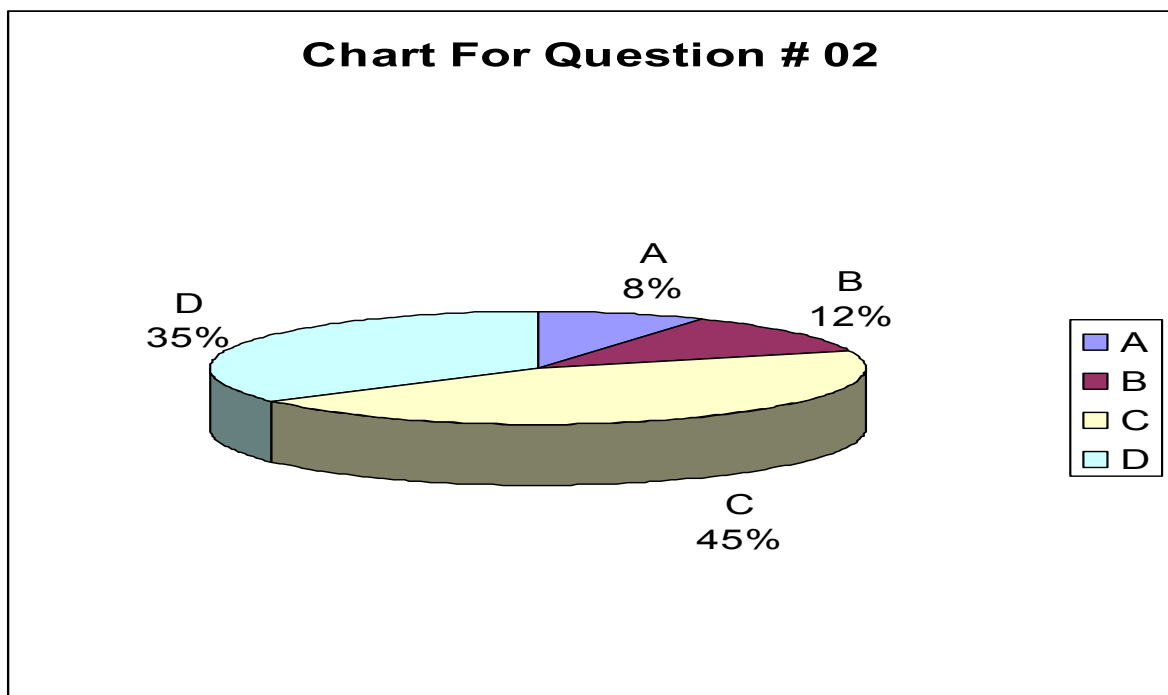
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Question # 02: When did you first start using Body Spray?

<i>Responses:</i>	<i>Percentage</i>
A. 12 – 15 Yrs.	8%
B. 15 – 20 Yrs	12%
C. 20 – 25 Yrs	45%
D. 25-35 Yrs	35%



Findings:

- ▶▶ It has observed in the survey that 45% respondent first start using Body Spray in the age range of 20 – 25 Years.

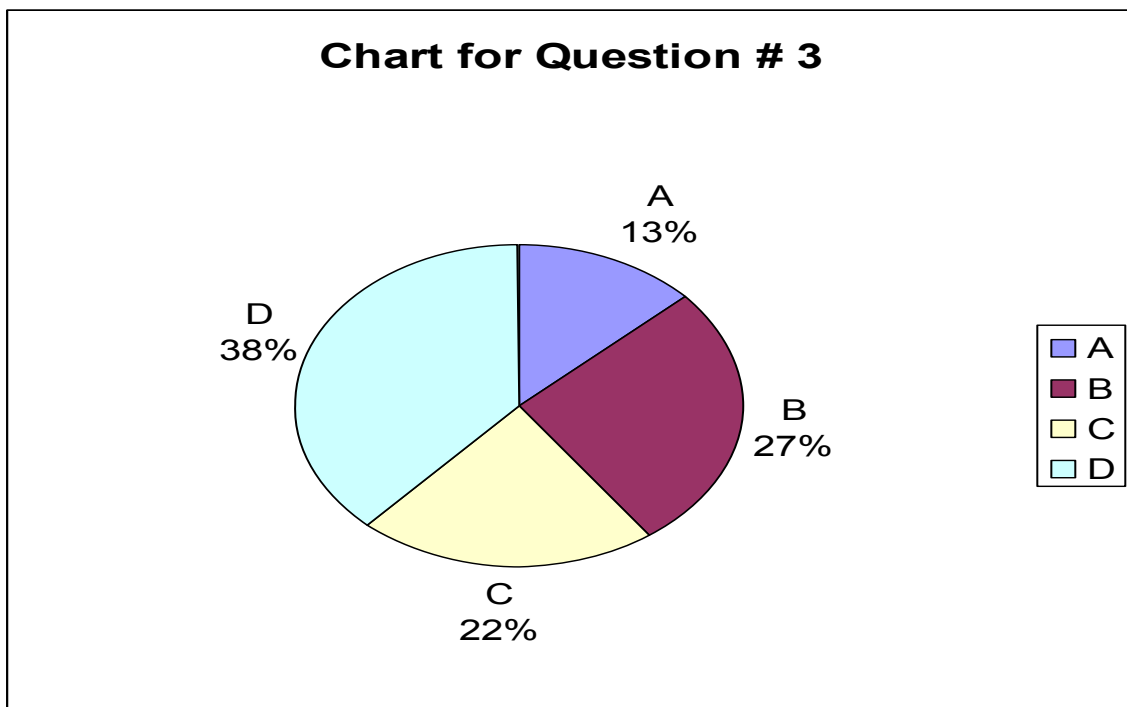
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Question # 03: Which brand do you use?

<i>Responses:</i>	<i>Percentage</i>
A. Kool	13%
B. Do IT	27%
C. El Passo	22%
D. Rexona	38%



Findings:

- ▶▶ Number of Rexona users in the survey topped up with 38% and lowest KOOL with 13%. Do IT and El Passo usage in Gulshan, Banani & Dhanmondi are also high as else in the country which we have found in the secondary data.

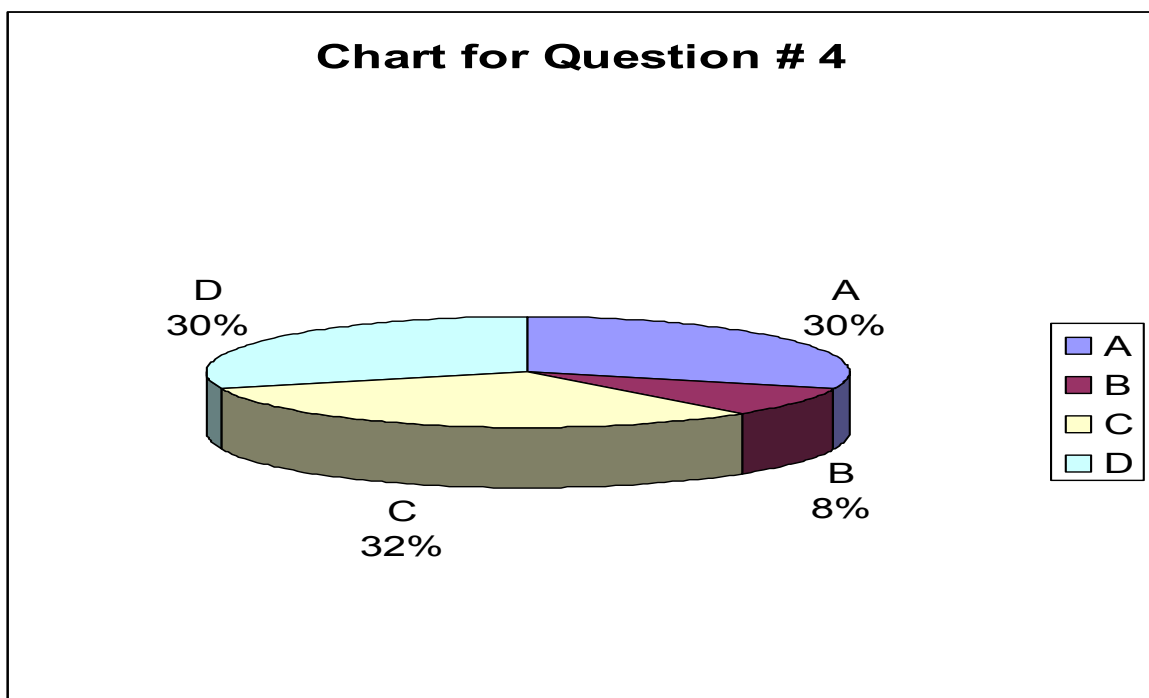
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Question # 04: Why do you use Body Spray?

<i>Responses:</i>	<i>Percentage</i>
A. Freshness	30%
B. Remover Odor	8%
C. Social Acceptance	32%
D. Personality Booster	30%



Findings:

- ▶▶ As all the Body Spray's price and quality in market is almost same; freshness, Social Acceptance & Personal Booster became as selection criteria of the users.

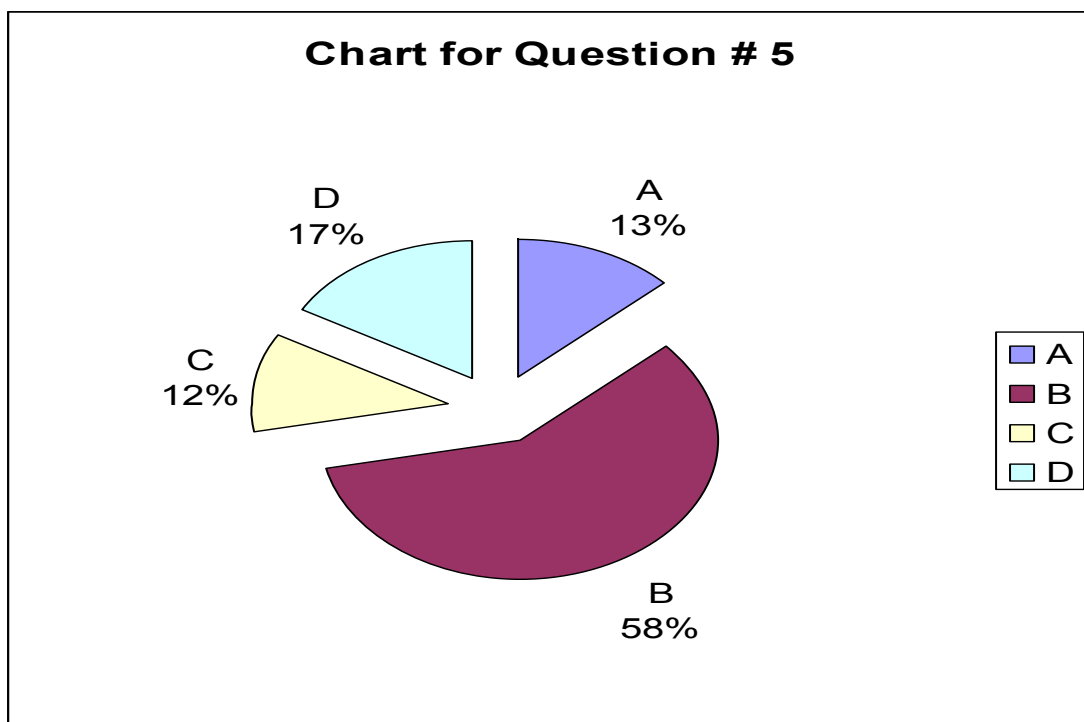
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Question # 05: How often do you buy this product?

Responses:	Percentage
A. Monthly	13%
B. Every Two Months	58%
C. Every Three Months	12%
D. Every Four Months	17%



Findings:

- ▶ It has observed that purchase timing by buyers is more in every two month than monthly, three or four monthly.

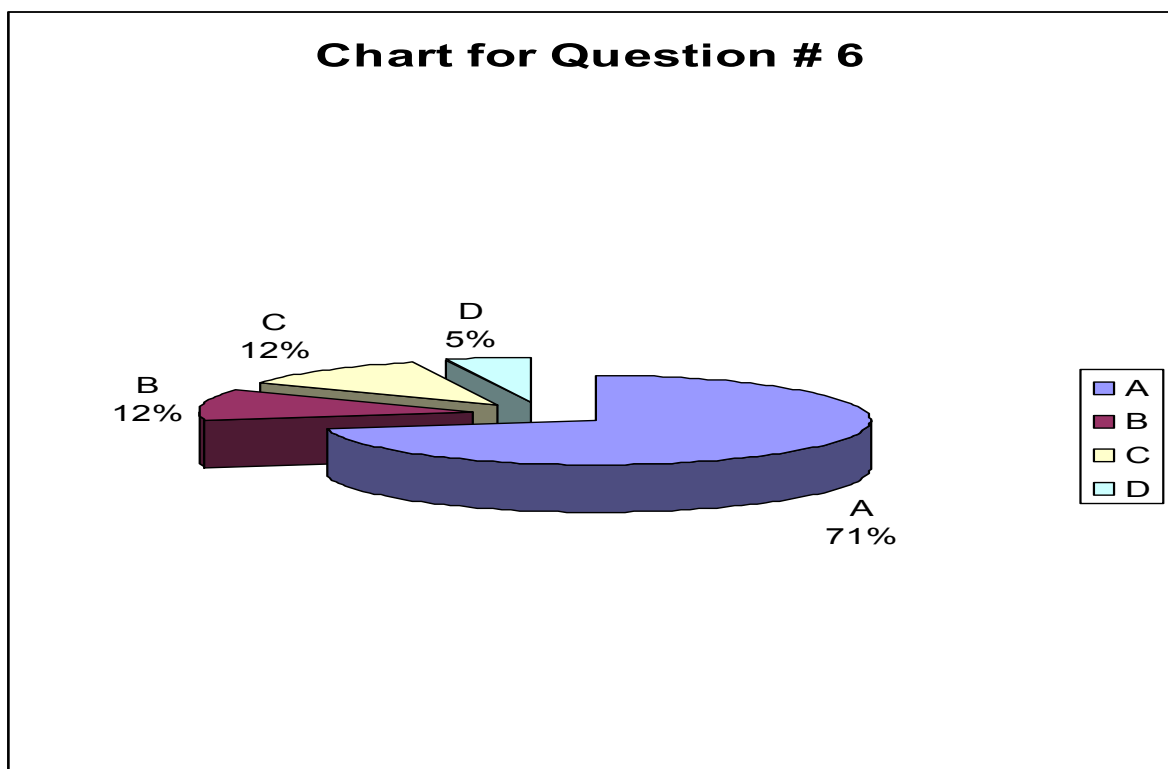
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Question # 06: Is this product easily available?

<i>Responses:</i>	<i>Percentage</i>
A. Always	72%
B. Often	12%
C. Rarely	12%
D. Never	5%



Findings:

- ▶ It has found in the survey that the chosen brands of the consumers are mostly available in the market.

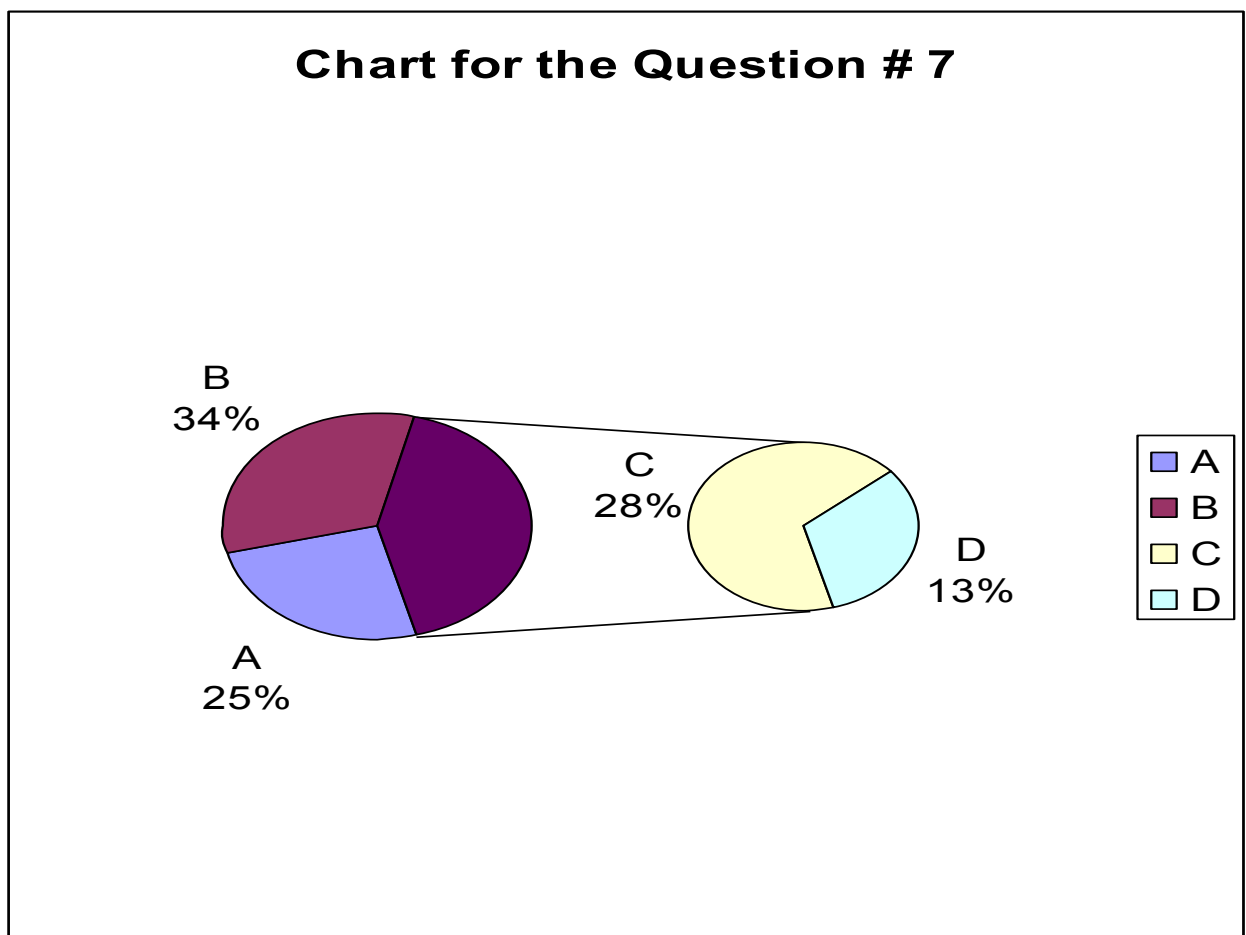
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Question # 7: Which pack size do you use?

Responses:	Percentage
A. 100ml	25%
B. 150ml	33%
C. 200ml	28%
D. 250ml	13%



Findings:

- ▶▶ 150ml Body Spray have the highest purchase volume than other SKUs'.

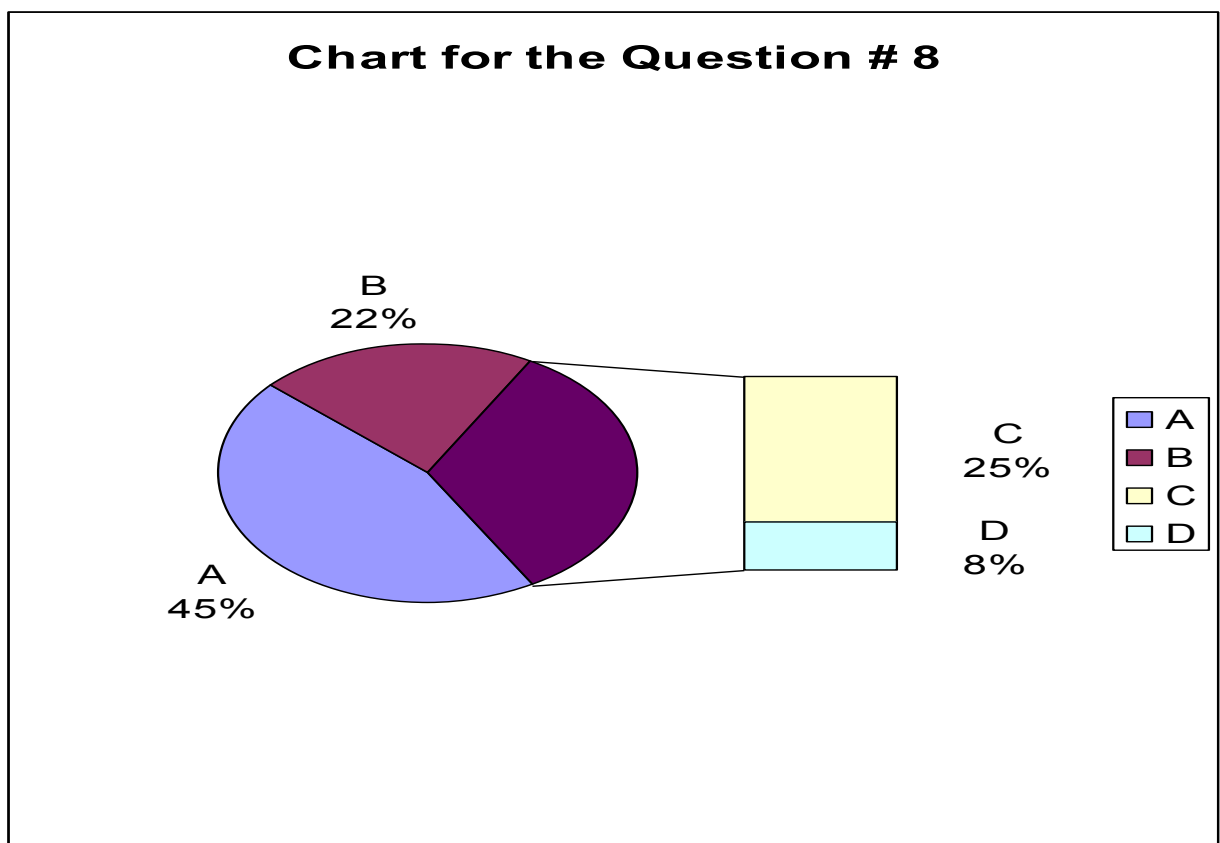
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Question # 08: What Variant of the Body Spray do you like?

Responses:	Percentage
A. Musk	45%
B. Woody	22%
C. Normal	25%
D. Does not Matter	8%



Findings:

- ▶▶ Interesting point in the survey was that the customers select Body Spray also in term of fragrance where it was found that majority customers in the urban areas like Musk (45%) Variant although liking for Normal (25%) is also great.

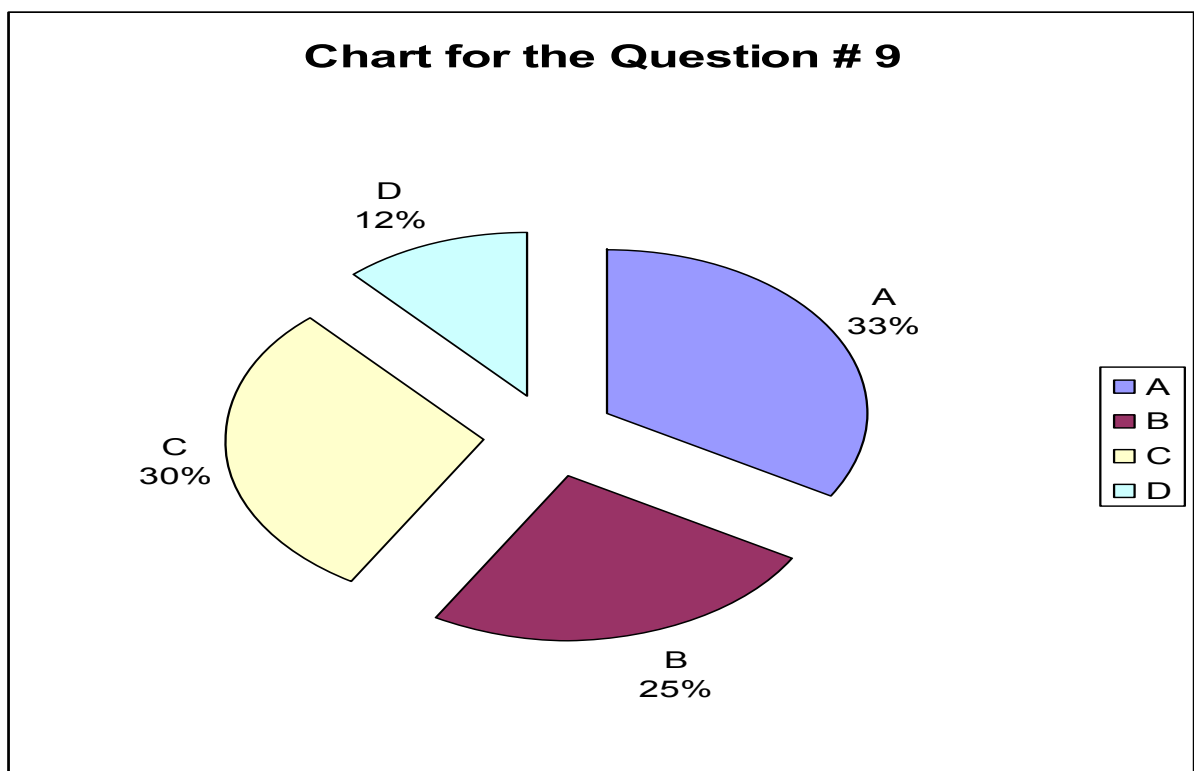
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Question # 09: What degree of fragrance do you prefer?

Responses:	Percentage
A. Soft	33%
B. Mild	25%
C. Strong	30%
D. Does not Matter	12%



Findings:

- » In the Urban area, customer's preference on soft Fragrance is more than mild or strong fragrance.

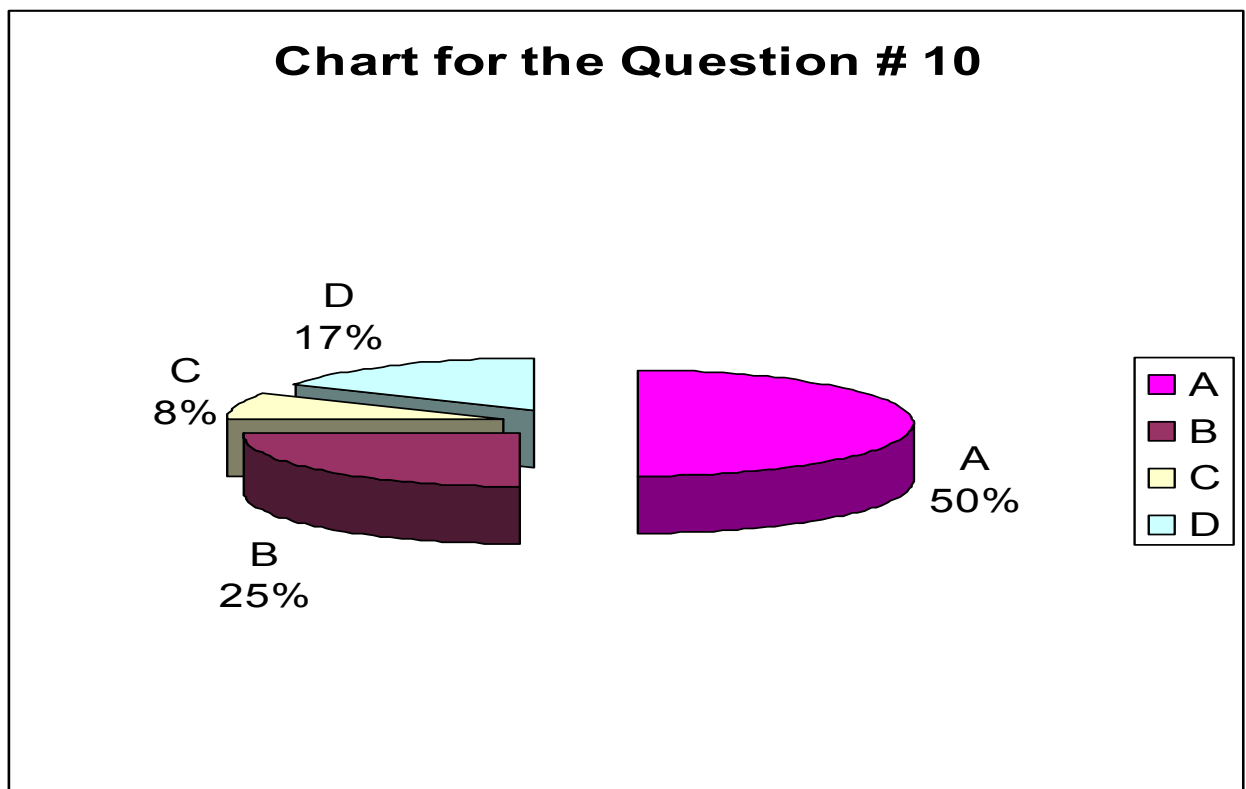
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Question # 10: In which Television Channel do you see the Body Spray Advertising the most?

<i>Responses:</i>	<i>Percentage</i>
A. BTV	50%
B. Ntv	25%
C. ATN Bangla	8%
D. Channel I	17%



Findings:

- ▶▶ Maximum fashionable young customer in the urban area looks for marketing campaign of Body Spray in the BTV and decides which Body Spray they will buy. Other TV Channels have also a significant role to play in their selection of Body Spray.

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6.3 Summary of the Questionnaire Survey – General Consumer Level

All the 10 questions have been asked to the sampled people (**60 persons**) who are considered as the fashionable young consumer. These questions have been designed in such a manner that the responses of the questions asked would provide some value to identify the perception of the fashionable young consumer towards Body Spray products. This would be contributed to define strategy for the improvement of market share of KOOL Blue Deodorant Body Spray at the fashionable young consumer level. Besides, it is also understood, which types of Body Spray products people would like to have in the market. The value of a brand to the consumer can be assumed through this survey procedure.

Through the proper analysis of the responses from the general consumer along with the experts' opinion, an effective strategy can be defined for the improvement of market share of KOOL Blue Body Spray urban area of Bangladesh.

6.4 Expert opinion through in-depth interview:

An open-ended questionnaire has prepared to collect experts' opinion regarding the improvement of KOOL Body Spray at the consumer level. We have gone through the in-depth interview of 07 marketing & related personnel of Square Toiletries Limited.

All the issues have been discussed in detail and the opinions of the sampled experts have been collected in every aspects of improvement of the market share of KOOL Body Spray in urban area of Bangladesh.

The experts' opinion regarding the improvement of KOOL Body Spray's market share in urban area is summarized below.

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☛ **Md. Golam Kibria, Director, A & F, STL**

Md. Golam Kibria, Director heads the company. He has a great track record in Finance & Administration. He has worked for several reputed companies in his professional life.

Mr. Kibria believes that KOOL Body Spray has tremendous potential in the market. For the improvement of the market share of the brand, lots of factors to be considered before going to the main courses of action. The existing products of KOOL Body Spray brand was formulated mainly to promote at the consumer level. But when the company would like to go for consumer marketing then the product should be developed accordingly for the satisfaction of consumer. Adidus, AXE and El Passo are the most established Body Spray brands in the consumer level. People are very much familiar with those brands from a long period of time. For the establishment of those brands huge promotional support had been provided with the manufacturer. Now the brands are established in the fashionable young consumer level. These Body Spray products today are rather essential household components. So, aggressive promotional campaign is always vital for the market share improvement of a brand in the consumer market.

Other than the promotional support he talked about the product features. According to him, KOOL Body Spray is more health friendly Body Spray than other brand available in the market. But it has a characteristic of mild fragrance that can be changed to improve the market share.

For the feeling of freshness after taking bath with a KOOL Body Spray will also give a soothing effect and keep the body fresh for several hours.

He has given emphasis on the improvement of fragrance to attain its appropriate market share. The improvement is these two features can be capitalized in improving this brand.

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☛ ***Mr. Abu Tayab Siddique, Deputy Sales Manager, STL***

Mr. Abu Tayab Siddique, Sales Manager, Square Toiletries Limited has put his valuable comments for the improvement of market share of KOOL Body Spray in urban areas of Bangladesh. He also noticed the improvement on Fragrance. He said that KOOL Body Spray has tremendous potential at the fashionable consumer level.

He has identified some problems which effected on the market share of the brand. Before going to the consumer level promotion the fragrance should be stronger with good and pleasant perfumes as well.

He also emphasized on metallic effect on the packaging. Answering the question he said that mode of KOOL Body Spray distribution and distribution are totally different. Therefore, a proper distribution channel is required for the consumer level promotion of KOOL Body Spray. Besides, huge mass media campaign is needed to motivate people towards purchases and uses of KOOL Body Spray.

☛ ***Mr. Malik Mohammad Sayeed, Head of Marketing, STL***

Mr. Syed Malik, Head of Marketing has also provided his valuable comments regarding the issue of the improvement of market share of KOOL Body Spray.

He said that existing KOOL Body Spray are not user friendly considering its fragrance. So, more R&D on the product is required for improvement of long lasting of fragrance of the product as well as inclusion of stronger fragrance in the Body Spray.

According to him, the target market of the KOOL Body Spray brand will be the urban fashionable young customer. Like others, he also emphasized on the packaging design and metallic effect on the packs. Considering the nature of

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KOOL Body Spray he noticed that as the product would usually be kept in the washroom with toothpaste, shampoos and other toiletries; so, a harmony of packaging (design) with those toiletries products would be appreciated by the consumer and that can enhance potential among consumers to appreciate the value of the product.

He also included that consumers are very much concerned about the product quality, advertisement effort and company images. So, apart from good quality products, effective mass media campaign is required to improve the market share of which Square Toiletries was running under budget for the last few years.

He recommended that a more effective consumer product distribution channel is required for proper distribution of KOOL Body Spray in the urban market for the brand to be in leading edge.

☛ Ms. Dilara Nargis, Assistant General Manager, ***Product Development***

Ms. Dilara Nargis, Product Development Department has accepted the potential of KOOL Body Spray brand at the consumer level. She said the characteristic

color of KOOL Body Spray couldn't be changed, rather maximum efforts should provide to capitalize this feature. Besides, the product can be made more acceptable by adding pleasant and stronger fragrance and developing esthetic packaging.

KOOL Body Spray is a good product; especially it can be used for every day healthcare and freshness. Some freshening agents might be used in the formulation and packaging should be improved, if possible.

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Mass media promotional campaign is a must for effective promotion of products in consumer level. The product should be distributed through proper distribution channel to make the product available in the urban areas of Bangladesh.

☛ **Mr. Imran Abedin, Brand Manager &**

☛ **Mr. Faisal Bin Kamal, Brand Manager**

Mr. Imran Abedin and Mr. Faisal Bin Kamal were interviewed jointly due to the lack of their available time.

According to them some weaknesses of the products was identified. First, softness and lack of fragrance of the product are not good enough; so, for general consumer these need improvement.

Packaging quality of all products of KOOL Body Spray brand need to be improved, because these are not looked like premium products compared to other products available in the market.

For the characteristic staining property of KOOL Body Spray solution cannot be used for the freshness for home. So, the promotion should be limited only in the first aid use of Body Spray solution.

Body freshness has the potential in urban market, because general people of Bangladesh are not that much aware of daily use of body freshness or its cosmetic uses. For consumer level marketing huge mass media promotion are required. The TV advertising should be more innovative, because one effective advertisement some times pushes any product to its much improvement in market share in urban areas for fashionable young customer.

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6.5: Summary of the expert's opinion: Improvement of market share of KOOL Blue Deodorant Body Spray urban areas of Bangladesh:

All the resource persons of this part of open-ended interview have been considered as the experts for their remarkable track record and experiences in the field of marketing, brand development and brand improvement. Almost a harmony has been found in the opinion of all experts. Let us consider, their opinion according to the strategic marketing framework defined.

According to the framework it was noted that, if Macro and Microenvironment factors are not disturbed in any aspect, then the problem would persist with the followings for effective marketing of a product or brand-

- Product
- Price
- Promotion
- Place (Distribution)
- Target market, and/or
- The marketing strategy applied for the marketing

In the light of above almost all the experts have noted the product should be improved in terms of softness and inclusion of stronger fragrance. Also metallic impact on the wrapper was suggested strongly.

The prices of the existing products are affordable to the consumer. So, it is not significant to go for any change in pricing.

All the experts have defined, what would be the mode of promotion. Every body has suggested that mass media campaign should be given maximum emphasis.

All the participants of this open-ended discussion session recommended the suitable mode of distribution for KOOL Body Spray brand to general consumer level and especially to urban areas. They have suggested a more effective consumer product distribution channel should be involved to ensure the availability of KOOL Body Spray to the target consumers in urban areas.

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Some of the participants have denoted the urban fashionable young customer would be the target group for the marketing of KOOL Body Spray. But it is also evident from established soap brand in market that effective promotion can make KOOL Body Spray a suitable brand for all levels.

Finally, the marketing strategy for KOOL Body Spray brand to be reviewed. KOOL Body Spray should be promoted mainly to the customers who would be well aware about the potentiality of KOOL Body Spray uses, i.e. who would be able to understand the difference between KOOL Body Spray and other Body Spray brands. So, the conscious people mainly in the urban and rural areas would be the main target customer. Besides, the classes of people, who are enough conscious about the general health in this country would be the consumer of KOOL Body Spray. Therefore, KOOL Body Spray should be promoted to those customers with huge mass media and other promotional campaign.

Another important part of strategy is distribution. Considering, the print media campaign for KOOL Body Spray, it can be noted that after a regular promotion for three months, growth of the product was not significant. Because, through media promotion the product was promoted to general consumers, but the product was only available with limited shops, general stores and shopping malls. So, to make product available to all proper consumers, more effective distribution channel is required.

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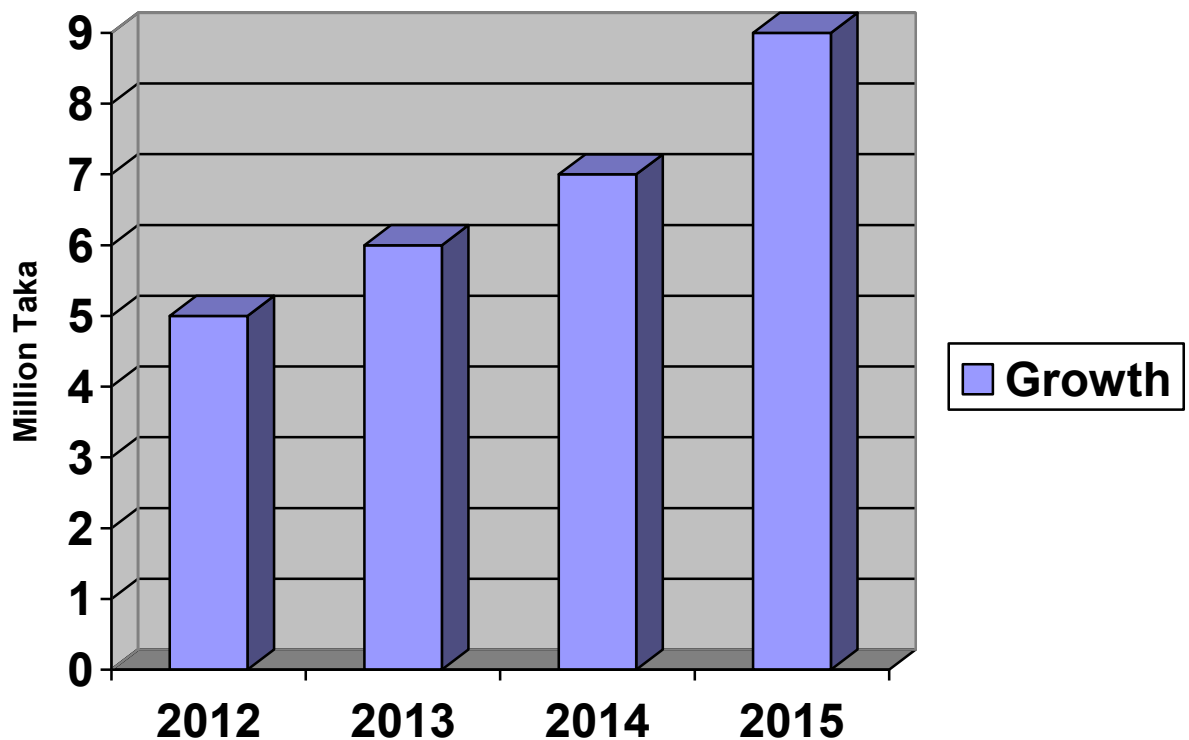
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6.6: Secondary Data Analysis:

All data collected from different sources mentioned earlier have been analyzed to obtain the ultimate result, which would be helpful for our research objectives. Data and information that have been analyzed in our research are presented in the following figures.

Figure – 6.6.1: Body Spray Market Size & Growth: Last Four year's data



Source: STL archives

From Figure 6.6.1, an idea about the Body Spray market in Bangladesh can be outlined. Body Spray market maintained the steady growth over the last four years with market size of 2015 reached at Tk.10 Crore.

Above graph depicts that Body Spray market had a very good growth rate in previous years excluding last year. It can be assumed that, in last year Toiletries companies were very much involved with the launching of new variant Body Spray.

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Figure – 6.6.2: Body Spray market –Value Sale of Leading Players in 2005

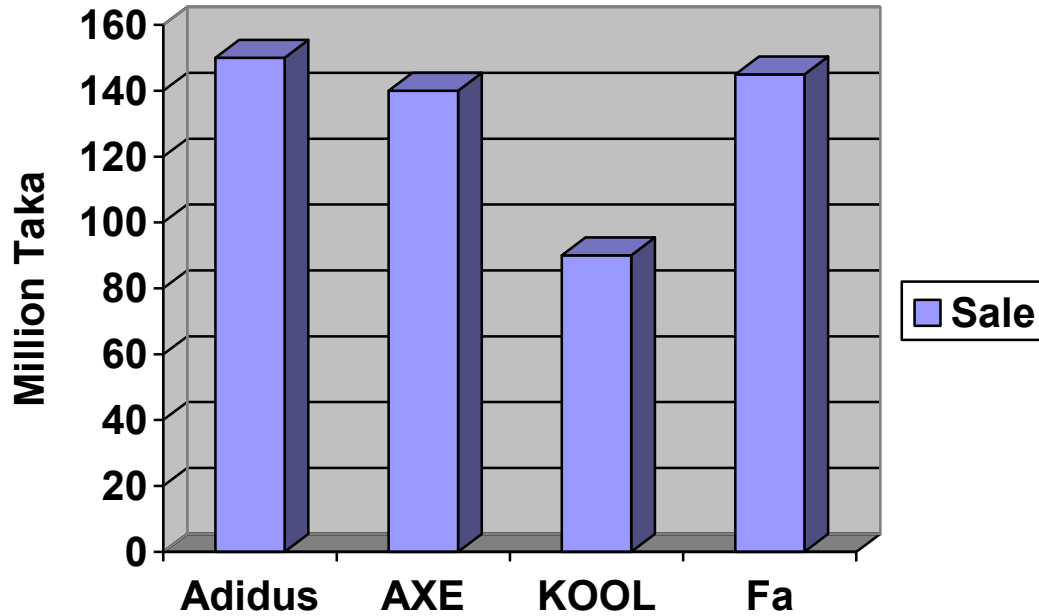
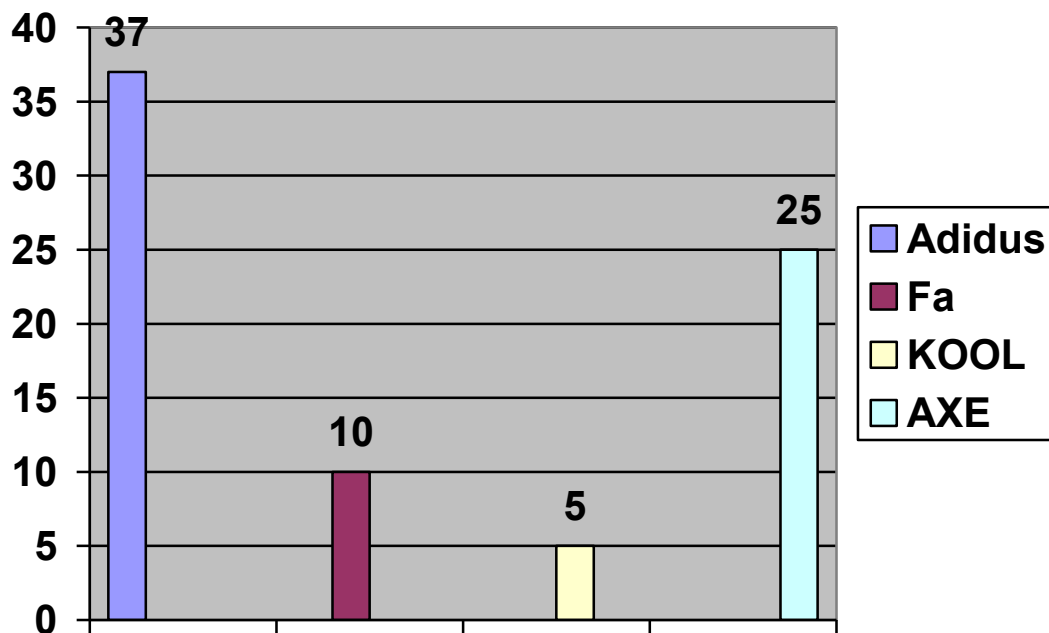


Figure – 6.6.3: Body Spray Market- Growth of the leading players in 2005



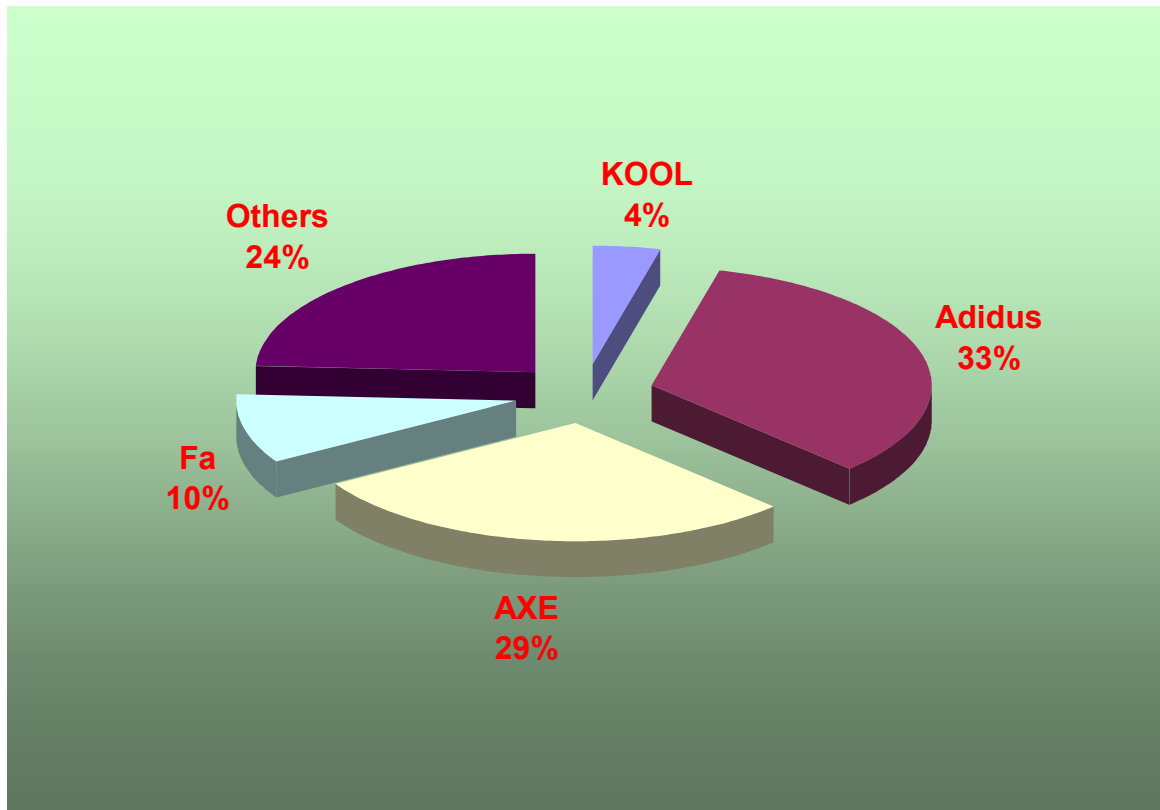
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KOOL improved in terms of growth in 2015 with lowest volume of sale where the growth of AXE had fallen below its close rival Adidus and Fa.

Figure – 6.6.4: Body Spray’s market – Share of the leading players



Body Spray Market share of KOOL is only 10% whereas 33% for Adidus with highest and significantly for others with 24% that includes brands like Do IT, EL-Passo, Bruit etc.

The market scenario of the leading players of Body Spray market is presented in the graphs given above in terms of value sale, market share and growth.

KOOL Body Spray is still a good product though great opportunities are waiting for promoting the product in the consumer market. This can be assumed considering

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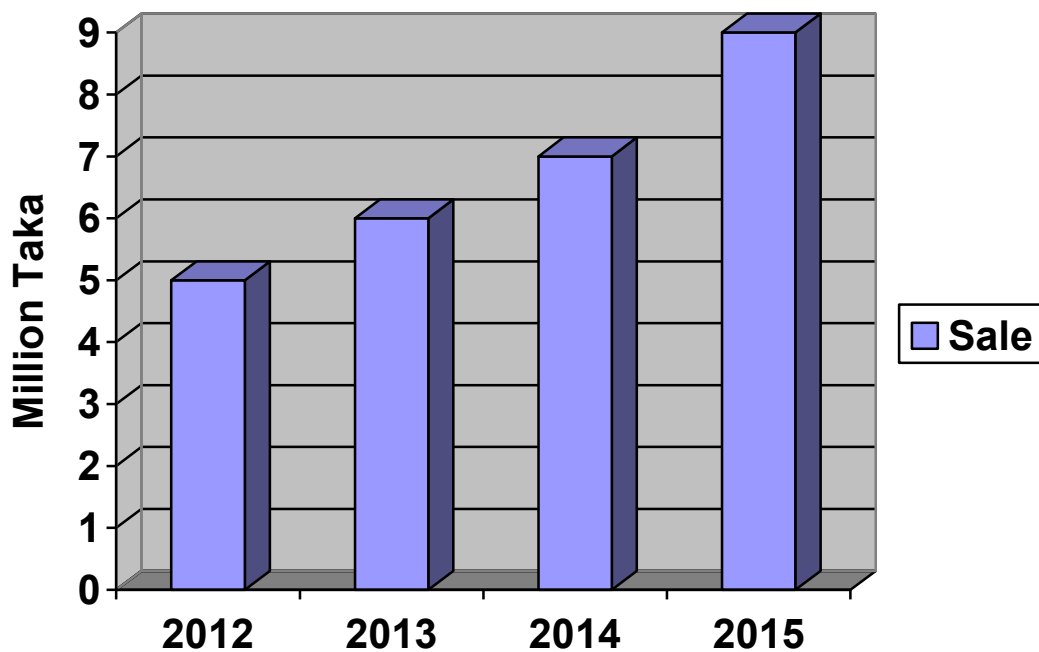
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the potential of the product which is exported to neighbouring India, Myanmar and Middle East with increasing volume every year.

The growth of the product, i.e. KOOL Body Spray found tremendous in the year 2015. The unit sale has been increased during the last year along with an incremental rate of growth. Through proper promotion, the product can also be made successful in the semi-urban market.

**Figure –6.6.5: Performance of “KOOL Blue Deodorant Body Spray”
Brand - Value Sales and Growth**



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Now, let us analyze the actual picture of KOOL Body Spray brands from data represented in the Figure 6.6.5. From the graph it is found that KOOL Body Spray brand has been maintaining growth in the market during the last four years. The sell volume is increasing steadily every year during last three years. In 2012, the Body Spray sell value was TK.5.00 million, in 2013 it was TK.6.00 million (with 20% growth) , in 2015, & the value sell was TK.9 million (28% growth over 2013) in 2014, the value sell was TK.7million (17% growth over 2013). Thus, we can see KOOL Body Spary is in the positive node to increase its market share and the company should be more aggressive in increasing their volume sell which needs 100%+ growth during the next two years to come close to the sell volume of its rivals in the market like Adidus, AXE, Do IT & El Passo.

Table: Product Range Under KOOL Body Spray

Manufacturer/ Marketer	Brand	Product Range	Product type/Features
SQUARE Toiletries Ltd.	KOOL Deodorant Body Spray	150ml	Freshness

The above mentioned table, present the KOOL Blue Deodorant Body Spray. This data will be helpful in defining brand extension and pricing strategy for KOOL Body Spray.

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6.7 Findings (Based on Primary Data):

- ☛ It has observed in the survey that almost **80%** respondent use Body Spray instead of Perfumed powder.
- ☛ Most of the fashionable young customers use Body Spray for the grooming.
- ☛ Since 80% of the respondents use Body Spray for the grooming, so, it can be assumed that potential market exists for Body Spray.
- ☛ It has observed in the survey that 45% respondent first start using Body Spray in the age range of 20 – 25 Years.
- ☛ Number of AXE users in the survey topped up with 38% and lowest KOOL with 13%. Adidus and Jovan usage in Gulshan, Banani & Dhanmondi are also high as else in the country which we have found in the secondary data.
- ☛ As all the Body Spray's price and quality in market is almost same; freshness, Social Acceptance & Personal Booster became as selection criteria of the users.
- ☛ It has observed that purchase timing by buyers is more in every two month than monthly, three or four monthly.
- ☛ It has found in the survey that the chosen brands of the consumers are mostly available in the market.
- ☛ 150ml Body Spray have the highest purchase volume than other SKUs'.
- ☛ Interesting point in the survey was that the customers select Body Spray also in term of fragrance where it was found that majority customers in the urban areas like Musk (45%) Variant although liking for Normal (25%) is also great.
- ☛ In the Urban area, customer's preference on soft Fragrance is more than mild or strong fragrance.
- ☛ Maximum fashionable young customer in the urban area looks for marketing campaign of Body Spray in the Local TV Channels and decides which Body Spray they will buy. Other TV Channels have also a significant role to play in their selection of Body Spray.

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Findings (Based on Secondary Data):

- ▶▶ From the analysis we can get, an idea about the Body Spray market in Bangladesh can be outlined. Body Spray market maintained the steady growth over the last four years with market size of 2015 reached at Tk.10 Crore.
- ▶▶ Above graph depicts that Body Spray market had a very good growth rate in previous years excluding last year. It can be assumed that, in last year Toiletries companies were very much involved with the launching of new variant Body Spray.
- ▶▶ KOOL improved in terms of growth in 2015 with lowest volume of sale where the growth of AXE had fallen below its close rival Adidus and Denim.
- ▶▶ Body Spray Market share of KOOL is only 10% whereas 33% for Adidus with highest and significantly for others with 24% that includes brands like AXE, EL- Passo, Denim etc.
- ▶▶ The market scenario of the leading players of Body Spray market is presented in the graphs given above in terms of value sale, market share and growth.
- ▶▶ KOOL Body Spray is still a good product though great opportunities are waiting for promoting the product in the consumer market. This can be assumed considering the potential of the product which is

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RESULT OF THE INTERVIEW



exported to neighbouring India, Myanmar and Middle East with increasing volume every year.

- ▶▶ The growth of the product, i.e. KOOL Body Spray found tremendous in the year 2014. The unit sale has been increased during the last year along with an incremental rate of growth. Through proper promotion, the product can also be made successful in the semi-urban market.

- ▶▶ It was found that KOOL Body Spray brand has been maintaining growth in the market during the last four years. The sell volume in creasing steadily every year during last three years.

- ▶▶ In 2012, the Body Spray sell value was TK.5.00 million, in 2013 it was TK.6.00 million (with 20% growth) , in 2015, & the value sell was TK.9 million (28% growth over 2013) in 2014, the value sell was TK.7million (17% growth over 2012).

- ▶▶ Thus, we can see KOOL Body Spray is in the positive node to increase its market share and the company should be more aggressive in increasing their volume sell which needs 100%+ growth during the next two years to come close to the sell volume of its rivals in the market like Adidas, AXE, Jovan & Denim.

CHAPTER: 7

MARKETING PLAN



7.1: Marketing Plan:

The entrepreneur must anticipate the future, it is important for him or her to develop and prepare a marketing plan. Planning spans a wide assortment and range of activities and is intended to formally detail the business activities, strategies, responsibilities, budget and controls to meet specific, designated goals.

The marketing plan represents a significant element in the business plan for a new venture. In addition market planning is an annual or short term planning activity that provides action on the marketing-mix variables (product, price, promotion, and distribution). Like the annual budgeting cycle, market planning has become an annual activity all entrepreneurs must incorporate regardless of the size or type of business. These marketing plans must be monitored frequently, that is monthly, to assess if the business is "on plan". If "on plan" changes in strategy or even in the goals and objectives may be warranted.

The marketing plan should be understood by management to be a guide for implementing marketing decision making and not as some generalized superficial document. The mere organization of the thinking process involved in preparing a marketing plan can help the entrepreneur because to develop the plan, he must formally document and describe as many marketing details as possible that will be part of the decision process during next year.

7.2: Marketing Research:

Today the world is defined by the term "information age". All business requires accurate and timely information to be successful. Whether your company is large or small the right amount of financing equipment, materials,

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talent and experience alone are not enough to succeed without a constant flow the right business information.

Research is integral step in developing any marketing plan. KOOL Blue Deodorant Body Spray definitely needs to know more about their target customer. So, Square Toiletries Ltd. will have to survey on potential customer to find out what's available about buying patterns and demographics, business needs etc, for their main target users.

Mission Statement:

Our corporate philosophy is however based on a very simple principle "Give the customer value for his/her money". To this end, we are constantly working towards upgrading and improving every aspect of our activity.

Square Toiletries Ltd Also Believes:

We are committed to value your preferences for which our dedicated workforce is using advanced technology in an environment friendly way. We believe in long lasting relationship and we are last word in quality.

Marketing action plan:

- ❖ At present promotion campaign must frequently advertise in electronic media and newspaper to create brand awareness.
- ❖ To find out the existing customer satisfaction and figure out how to influence the potential customers, a survey may carried out.
- ❖ Prospectus with detailed product description and design features may be published to attract more customers.
- ❖ Give special discount on special occasion.
- ❖ Participate in the trade fair to pursue potential customers.
- ❖ Bestseller may be given attractive process.

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MARKETING PLAN



- ❖ Credit limit to distributors may be increased.
- ❖ To conduct a primary research on potential consumers to find out the responsiveness position.

🧠 Contingency Plan:

Generally, the entrepreneur does not have time to consider many alternative plans of action should the initial plan fail. However, it is important for the entrepreneur to be flexible and prepared to make adjustment where necessary. It is unlikely that any marketing plan will succeed exactly as planned.

The best policy of KOOL Body Spray will be to follow “win-all-without-fighting”. Since the goal of the business is to survive and prosper. However they must do so in such a way that their market is not destroyed in the process. A company can do this in several ways, such as attacking segments of the market that are under served or by using sublet, indirect and low-key approach that will not draw a competitor’s attention or response. What should be avoided at all cost is a price-war. It is seen that drastic lowering of price attacks aggressive responses from competitors. Research and development should be organized for further improvement of their product quality.

Avoid competitors’ strength and attract their weakness. SQUARE should focus on the competitor’s weakness which maximizes their gains while minimizing the use of resources.

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MARKETING PLAN



🔑 Implementation:

Setting up organizational structure:

Their present organization structure is stand on product unit. This product could be implemented in prospect when there are adequate numbers of product selling.

Allocating Task:

Their marketing sector should be assigned to make the study on existing and potential customers with the main objective sketch out in the marketing action plan.

Coordinating:

A suitable coordinating system must be positioned in this organization. The coordination should have to among producer and sales people.

Communication:

The communication along with organizational employees should be trouble free producer which is to be contributed to the specific goal of business.

Directing:

In the present organization formation the management should observe and anticipate that the corporate objectives are fulfilled.

Motivating:

This organization's to management will have to take dynamic role to motivate the organization employees toward achieving organizational objectives.

Goal Statement:

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MARKETING PLAN



- ❖ We will be number one in Body Spray sector
- ❖ We will be the best one in terms of quality control
- ❖ We will clearly identify consumers' need and preferences.
- ❖ We will focus on relationship with fashionable young customer.
- ❖ We will keep abreast of new technological improvement and try to adapt that.
- ❖ We will sharpen the skills of our talent and use them efficiently.
- ❖ Always try to improve and maintain quality.
- ❖ Always keep a close contact with the competitors' activities
- ❖ Keep informed of government regulations and economic conditions.
- ❖ We should hold our image and try to improve that
- ❖ We will be aware of social responsibility

So, it is clear that **KOOL Bleu Deodorant Body Spray** has got a well-established planning about their distant future activity.

CHAPTER: 8

CONCLUSION & RECOMMENDATIONS



8.1: Conclusion:

In an under developed country like Bangladesh, Body Spray Market like Gillette, Fa, Denim, El Passo, Do IT, KOOL etc, are really a blessing for the business sector.

The consulting project was started in an attempt to identify the scopes and opportunities to increase the market share of KOOL Blue Deodorant Body Spray urban areas of Bangladesh for fashionable young customer as well as to define the courses of actions for the establishment of that brand. KOOL Body Spray of Square Toiletries Limited was selected as the brand. A vast research had been gone through the data available with secondary and primary sources. After proper analysis all the important issues regarding improvement of market share of **KOOL** brand in the consumer market had been taken into account. Depending upon the analysis of research data, Square Toiletries has been notified on the following areas of concern to make the product more acceptable in the consumer level in urban areas for fashionable young customer:

- ✦ KOOL Body Spray distribution is poor in the Urban area
- ✦ KOOL Body Spray's fragrance is not strong enough to attract fashionable young consumers
- ✦ TV coverage of KOOL Body Spray is not sufficient
- ✦ Consumer promotion of KOOL Body Spray is not enough than its competitors.
- ✦ In overall consideration, KOOL Body Spray's position in the Urban Area is equally Bad as also observed countrywide

This report can be treated as the core strategy for the improvement of market share of KOOL and acceptance of the brand by the general consumers in the urban areas for fashionable young customer. It can be assumed and predicted that, by proper management of the courses of activities required for improvement of a KOOL brand, KOOL can be successfully established in the consumer level.

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CONCLUSION & RECOMMENDATIONS



8.2: Recommendations:

The report of this research is now about to the end. After collection of data from secondary and primary sources and going through a vast analysis, now it is possible to conclude the report with some recommendations for "A marketing plan for KOOL Blue Deodorant Body Spray for SQUARE TOILETRIES LTD". With the favorable state of market and the company, SQUARE has a lot of opportunities to advance its position. The recommendations are as follows:

1. The fragrance level of the product has to be reexamined and increase if necessary to reach consumer satisfaction
2. Distribution of Kool body spray must be improved in urban areas
3. Kool body spray's fragrance must be improved
4. Square toiletries must invest more in media promotion.
5. As all most the entire brand people involved expressed about the inclusion of metallic impact on the wrapper of Meril soap, this feature should be specially looked into by the square management.
6. Consumer promotion (cp) should be increased to meet the same of the competitors.
7. Meril's sales volume has greater opportunity to improve in the semi-urban areas of Bangladesh which requires coordinated efforts by marketing, sales and product development people in the company.

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CONCLUSION & RECOMMENDATIONS



8.3 : Sources:

I have collected most of the primary data from primary sources, class lecture, Annual report, website, journal etc. Besides, I have taken from the followings:

1. Kotler, Philip and Armstrong, Gray (2014), Principles of Marketing”,
2. Skinner, Steven and Ivancevich, Jhon M, (2015) “Business for the 21st Century”
3. Steven J. Skinner (1998), “Marketing” 2nd Edition.
4. STL’s archives

Reference:

1. Financial Express
2. Company brochure
3. Company Quality Policy
4. Company Objective
5. Marketing and Sales report

Besides the all above I have gone through the followings:

- M. Atanasov. ‘The truth about Internet fraud’. Ziff Davis Smart Business for the New Economy, April 2001,
- 2. R Barrrett. ‘The answer to Credit-Card Security’. May 2000, <http://www.zdnet.com/intweek/stories/news/0,4164,2560079,00.html>
- 3. J Boeyens. In *Manspec analysis – statistical analysis package*. pp. 55-57,1993
- 4. C Botha. ‘How secure is our online transaction?’. In *INTER@CTIVE Week*, Vol.1 No 4,p 3 May 2000
- 5. B Charny. ‘The high(er) cost of business online’ , July 2000, http://cma.zdnet.com/texis/techinfobase/techinfobase/+Rd6e8PUtwzmwww1xFqr+_X9vXKq7mwwwhmzmwwwwdFqrp1xmwBniFqnhw5B/display.html
- 6. Cranor and F Laurie. ‘Understanding Net Users’ Attitudes About Online Privacy’. AT&T Labs-Research Technical Report TR99.4.3, 24 April 1999, <http://www.Research.att.com/library/trs.TRs/99/99.4>
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- 8. WR Dillon, TJ Madden and NH Firtle. *Essentials of marketing research*. Homewood, IL IRWIN,p 223, Boston, 1993
- 9. B Gengler. ‘RealNames warns customers of hack attack’. In *Computer Fraud and Security*, p 6 April 2000