

Internship Report On  
“Marketing Strategy Of RSPL Health  
BD Ltd. For Uniwash Detergent  
Powder”

# **Internship Report on RSPL Health BD Ltd**

## **“The Marketing Strategy of RSPL Health BD Ltd for Uniwash Detergent Powder”**



Inspiring Excellence

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**Date of Submission: 25 July, 2017**

## Letter of Transmittal

Date: 25-07-2017

Rahma Akhter

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**Subject: Submission of Internship Report for the completion of BUS-401**

Dear Madam,

With due respect, I would like to state that I have completed my Internship Report on “**Marketing strategy of RSPL Health BD Ltd. for launching Uniwash**” as a part of my BBA program. I am fortunate enough that I have got an experience and efficient professional team in the organization. I have got the opportunity to work with them at marketing department RSPL Health BD Ltd to learn their marketing process and procedure effectively.

I gave my meticulous efforts, which is achieved by three (03) months, practical experience through this report. Finally, I believe the report will at least give you brief scenery about the topic which will also show that I have achieved the valuable experiences through this internship under your supervision.

I would like to express my sincere appreciation and gratitude to you for your help in the preparation of this report.

Sincerely yours,

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Md. Didarul Haque Shakil

ID # 12204092

## **Acknowledgements**

An internship program is a very important and essential means for acquiring practical knowledge because the knowledge of a student does not get fulfilled until he or she acquires knowledge theoretically and practically. I am really great full to the management team of RSP Health BD Ltd to support me till the very end of my internship period. This organization helps me a lot to learn about so many things in FMCG industry in a short time. At first, I want to thank my University supervisor Ms. Rahma Akhter madam who gave me proper instruction to complete my report successfully.

There are some individual whom i am really great full from my heart for their great support. Our National Sales Manager of RSPL Health BD Ltd. Mr. Arif Iftekhar Pasha sir will be one of the first names i will remember. His proper guidance and career tips helps me a lot. I also want to thank MR. Muntasir Mynuddin sir (Head of HR) to help us in our work. But Mr. Tanvir robin (Brand Manager) and Mr. Tanvir Mahamud (Head of Marketing and my supervisor) are the persons I will remember for a long time. Their guidance and monitoring lead us to a good internship period and also helps us to learn a lot about the industry.

## Executive Summary

RSPL Health BD Ltd. is one of the organizations of RSPL Group India which is running in Bangladesh from 2013. **“Ghari Detergent”** is one of the first products launched by this company in 2014 in Bangladesh. In India, **“Ghari Detergent”** is the market leader for 7 years in ahead of **“Nirma”** and **“wheel”**. But in Bangladesh the scenario is little different than India. **“Ghari Detergent”** is one of the first product which is successfully entered in Bangladeshi market through BTL (Below the line) marketing. The position in detergent market of **“Ghari Detergent”** is four. This organization recently launched a new semi premium category detergent in Bangladesh named **“Uniwash”** in mid-April of 2017. The organization follows the same marketing strategy (BTL) for this product in a different way. Uni wash was launched addressing a certain gap in the market. As a Marketing intern I was given the opportunity to work for the Uni Wash launching program and gather valuable experience of the detergent market of Bangladesh. The nationwide launching program helped a lot to gather market information of the whole nation and upgrade practical skills. Uni Wash detergent powder has been launched following the BTL or Below the Line activation programs mostly. The market strategy for Uni Wash was mostly BTL activations with slightly ATL activation and outdoor programs. This report is built up with the experience of different phase of work while launching **“Uniwash”** and also after market analysis of the product. The report will show the different strategy this organization follows to create a market for their new product. As I have worked for the BTL parts mostly I will be describing my views regarding the BTL for **“Uniwash”** launching program.

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## Chapter one: Introduction

In this time, “**Marketing**” is one of the popular words we use often in business world. We can’t even think about business without various perspectives of marketing. Marketing plays a crucial role in business and branding is considered as the most important part. Marketing is considered as the core part of successful business and the center of marketing is branding. Through branding organization communicate to their products with their targeted customers. A strong brand is more valuable as the battle for customers strengthen day by day. To grab the desired and targeted market segment and sustain in the market successfully is important that the branding of the product is effective. FMCG (Fast Moving Consumer Goods) industry is one of the faster growing segments of the market in Bangladesh. Its growth has stableness than any other industry in Bangladesh. This wing touches every aspect of human life. The market dynamics of the segment are changing very often. Even in the harsh economic conditions of Bangladesh the FMCG market continues to grow at a rate of over 9%. With such rapid growth FMCG marketers need to analyze the selling performances of each product line in a professional way. When an organization going to introduce a new product in the market they are thinking about the whole marketing strategies they should apply which are suitable for the product. Best combinations of suitable strategies can help the product launching and developing in market more successful. In this country, FMCG industry based companies has a huge competition among their product line and categories. So introducing a new product in the market and having a good market share is not an easy job to complete. BTL or below the line marketing programs are quite popular and for FMCG products it is quite effective and efficient to gain recognition and sustain in the market.

## 1.1 Background of the organization:



The Fast-moving Consumer goods (FMCG) are the products that have a short life as the products are mainly daily using products and are sold quickly in a short time period. RSPL Health BD Limited established in Bangladesh in 2013. This organization is part of RSPL Group India. It first launched their product **“GHARI Detergent”** in 27<sup>th</sup> may, 2014 in Bangladesh. The first factory located in Savar was inaugurated on December 2014. Initially, they had only one employee on payroll acting as the Country Head and his office was only his laptop bag! From there onwards, almost two and a half years down the line, RSPL Health Bd. Ltd. now has three factories, 150+ employees, 600+ DSRs, 350+ distributors, 150+ laborers, launched another two brand new products named **“Ghari Laundry Soap”** and **“Uniwash Detergent Powder”**.

The vision of RSPL Health Bd. Ltd. is to bring back the crown to the consumers where it rightfully belongs by providing best value- for- money with ever- evolving and well researched products. RSPL Health Bd. Ltd. looks forward to become the market leader and maintain relentless growth by making sure that the customers get what they deserve.

In order to achieve the dream, they have focused on their employees who will ensure that their dream is turned into reality. RSPL Health BD Ltd. has also recently initiated implementation of succession planning, replacement planning, competency framework and exit interviews at all levels. In comparison to the already established companies in Bangladesh in this sector and RSPL India, they still have a long way to go to achieve their dream and turn it into reality. This organization not only wants to be the market leader in terms of revenue or financial achievement, but also winning hearts of all the consumers and fulfilling their wishes and requirements. They also want to be the **“Best Employer in Bangladesh”** as per the view of job applicants as well as the existing employees.



## 1.2 Objectives of the report:

### **Broad objective:**

The broad objective of this paper is to understand the strategies taken for “**Uniwash**” detergent powder especially regarding the BTL activation programs during the launching period.

### **Specific objectives:**

- To understand BTL activation thoroughly.
- To identify the pros and cons of BTL activation.
- To understand the effective and efficient way to launch a product in the market.
- To monitor the brand promoters to increase the initial sales of Uniwash.
- To understand the launching of a new product in the market thoroughly
- To have an overview of the launching of Uniwash nationwide.
- To identify the problems regarding Uniwash launching.
- To find out better suggestions and recommendations for launching a new product.

## 1.3 Significance of the study:

Through this study titled “*The marketing strategy of RSPL for Uniwash Detergent powder*” the reader would be able to understand the BTL strategy thoroughly as well as the launching of a new product in the market of Bangladesh. In this study I would try to describe how things work in the brand activation in BTL and also describe how a new product is launched in the market of Bangladesh. As the product is a detergent powder and is from the toiletries segment of the FMCG sector, it will help to understand the activations in FMCG sector especially in the toiletries segment. I would also help to understand how the target market is selected and how a new product develops considering the need of the addressed target market. The report shows the different strategy this organization follow for their product “**Uniwash**” and also the after launching work to increase the sales to capture the detergent market. In a nutshell, this study would help to understand the whole marketing process in BTL for a new product in the market.

#### 1.4 Literature review:

Uniwash is one of the new addition in the detergent market in Bangladesh. The organization follows some of the marketing strategy for getting a market share in Bangladesh. This report is developed by the direct observation of launching the product in market. This topic has chosen by the enlightened of marketing experience on the product development. As the product is new in the market and was launched in only mid-April of 2017, there are no papers or journals regarding the Brand. Only internal data are to be used to prepare this paper and the insights of the market will be used too. To aid this report there are some papers used from the internal sources of the company. Though there are no specific papers on this subject, there are some reports and research papers used to aid this report in the matter of the FMCG sector and the detergent market of Bangladesh from. There are some marketing analysis process are taken from online marketing portals. This report is on the basis of personal experience and how an organization work for their product development. The reason behind the report is to understand the strategy RSPL Health BD Ltd. Of marketing their new product. From this report we will find out different kinds of tactics of market entry and certain problems a product could face in development level.

## 1.5 Methodology:

### 1. Data sources:

The data sources used are mainly the primary data sources and a few from secondary data sources.

#### **Primary**

- ✓ Survey on the retailers.
- ✓ Survey on the consumers
- ✓ Discussion with both the retailers and users.
- ✓ Pilot projects.

#### **Secondary**

- ✓ Concept test report.
- ✓ Budget of launching program.
- ✓ Activity plan and pilot project plans report.
- ✓ Sales report of Uniwash during launching.

### 1. Data collection:

The data are collected through qualitative approaches and mainly through surveys and observations. Both the primary data and secondary data are to be used to prepare this report. Structured Questionnaires are used to collect most of the primary data.

### 2. Data processing:

The collected data will be processed with Microsoft excel 2007 and presented with descriptive graphs. To derive the desired results, the collected data are analyzed with Microsoft excel and graphical presentations.

### **3. Target population:**

Target population is the whole group of people whom an organization wants to sell their product. Target population for the survey the target population was retailers as well as consumers. Initially the target customer of the organization is the retailers who actually sell their product to the end consumer. But their main target population is the end consumer. When they launch 'Ghari Detergent', targets the middle class and lower class people who are the 70% of total population in Bangladesh. Their product category and low pricing are the reason of capturing that mass population market. But for **Uniwash** they target middle class and upper class people and their pricing and product quality this time is high than the previous.

### **4. Sampling method**

For the sampling method corporate sampling, household sampling and random sampling were used as a part of the BTL activation program. For these sampling programs and data collection, both clustered sampling and strata sampling method were used. For the retailer sampling and corporate sampling, the clustered sampling were used and for the customer and household sampling the strata sampling method were used.

## Chapter two: Marketing strategy of Uniwash:

Effective marketing always starts with perfection and well-informed marketing strategy. A simple idea could make a big difference in reality. A good marketing strategy helps an organization define their mission, vision, business goals, and outlines the stride they need to take to achieve these goals. A good marketing strategy sets the route and goals for the organization marketing. An organizations marketing strategy could be developed for the next few years, while their marketing plan describes strategy to be achieved in the current year. RSPL Health BD Ltd. uses their strategy to launch a product in the market differently. When “Ghari Detergent” is brand new product in Bangladesh and the company also is a new one, their strategy was different for brand activation. This organization mostly follow the BTL (Below the line) marketing process. When they launch “Ghari Detergent”, they made a gift of four “**Laddoo**” in a packet; one kind of sweets to every retailer and groceries owner in whole Bangladesh with the name of “Ghari Detergent “on it. People still remind the small gift only because it was different and also Bangladeshi people will remember you if you feed them once. This trick works for the company. The retailers loved to sell “Ghari Detergent” and within only four years this came to the 4<sup>th</sup> position in the detergent category.

“**Uniwash**” is their most recent product in detergent category. Uniwash is the semi premium category detergent powder which the company claims that it is better than the “RIN Detergent powder” which is the market leader in Bangladesh. So that gap could make the detergent even a stronger position in the market. The pricing is also makes the difference with other brands in Bangladesh. The price level is also quite high than the other detergent in the market.

## 2.1 Competitive Analysis:

Before launching a product in market, the competitor's analysis is most important. We have to know who are we compete with and what are their positions in market. In Bangladesh top market leaders are in detergent category is:

- a. Rin
- b. Fast Wash
- c. Wheel
- d. Ghari
- e. Surf Excel
- f. Chaka

The researchers are working on the Uniwash for more than 1 year. After a long time they found that Bangladeshi people are satisfied with the most used detergent “**RIN**” which makes the dress white that they wanted. But when researcher goes into deeper they found that people are happy with the whiteness of “**RIN**” but they didn't get rid of the stain using “**RIN**”.

However, one of the other big names in this industry is “**Surf Excel**”. This product first came up with the idea of stain removal. It works for the positioning in the customer mind. But one study shows that 70% of total sales of Surf Excel come from the sachet (mini packet). It was an interesting finding of the research because people know the brand well but still they just buy the mini packets. It clears that people only can't buy “Surf Excel” because of its high price. This brand is one of the premium brands in Bangladesh and the price is much higher than the other detergent. This gap is the main reason behind launching Uniwash. RSPL Health BD Ltd then launched this product with the quality that could be substitute of both “**Surf Excel**” and “**RIN**” in much lower price than surf excel using this tagline “**Not only white, stainless white**” (সুধু সাদা নয় দাগহীন সাদা)



## 2.2 Marketing Mix:

Marketing is never an event, it actually a process. It is a process to develop new a product from the beginning. It has a beginning but it has never an end. Marketing mix is an actual process by which a company put a right product in the right place and at a right price. RSPL Health BD Ltd is also followed the proper marketing mix for their product “Uniwash”.

### Product

A product is an item that is produced or made to satisfy the needs of a certain segment of people. Putting the right product in a perfect position is more important for capturing the market. This company research about the market gap before launching a new product in the market. Perfect position gap in the market makes **Uniwash** a perfect product to launch.

### Place

Placement or distribution is a very important part for a product to develop. We have to position and distribute the new product in a place that is easily accessible to potential customers. Uniwash placement was from the same distributor of ‘Ghari Detergent’ in whole Bangladesh.



### Price

The price of a product is basically the amount that a consumer enjoys to pay for it. It is a very important component of the marketing mix. Uniwash has a unique price in the detergent category. Pricing of “**Uniwash**” is quite high than the other detergent in the market of Bangladesh. This is a semi-premium brand which will compete with the brands RIN and Surf Excel. The company tags the price of the product between these two brands. Selling price of Uniwash 500gm is = 60 taka, selling price of 200gm = 25 taka and selling price of 30gm = 5 taka.

### Promotion

Promotion is a very important thing in the marketing mix. It can boost brand recognition and increase sales. RSPL Health BD Ltd uses their promotion strategy very well in product launching. They used some elements of the promotion strategy of marketing.

- ✓ Sales Promotion
- ✓ Advertising
- ✓ Public relation



## 2.3 Packaging and SKU (Stock Keeping Unit):

Packaging refers to the physical appearance of a product when a consumer sees it through advertising or merchandising. It creates huge impact in consumer mind when they saw it for the first time. So the outlook should be good to create position their mind. The package plays a huge part of the promotion of the product. Packaging of “**Uniwash**” is quite attractive and it has also an eye catchy color.



SKU (stock keeping unit) are defined by the size, color or model of a product. “**Uniwash**” has three SKU in its category. 500g, 200g and 30g are three SKU’s which are launched by the company initially.

## 2.4 Product Launching:

The new brand “**Uniwash detergent powder**” launched by the Deputy sales representatives (DSR) of the organization who are also the DSR of “Ghari detergent” The Company made a good looking hanger where two 200g powder and six sachets of Uniwash detergent could fit. The whole hanger carries 80tk product. This hanger was the first thing the company gave it to the retailers as a gift to hang it in their shop and sell it. The second strategy in this launching is to ready sell. The DSR have to sell some ready product to the retailers while they giving the gift hanger. 75% productivity was the target of the DSR’s in product launching of Uniwash. This amount was counted from the total outlet visit and the number of ready sell in those visited outlets. This BTL strategy is quite different than the previous. It works very well in the beginning. In whole Bangladesh, the company gets approximately 80% productivity rate which was more than expected. This launching process continues through one month in more than 5 lakh retail shop or groceries in whole Bangladesh.



## **2.5 Repeat sales analysis:**

While launching the product the company gave the retailers a good gift. But the main challenge was to sell the product to the customers. To run a new product is not so easy for the retailers. But the company monitors the repeat sales of the retailers. First time the retailers push the product to the customers, but the repeat purchase by those customers shows how much they like the product. The company collect those data from the DSR's and use it for further steps. This shows how much people are accepting your product initially.

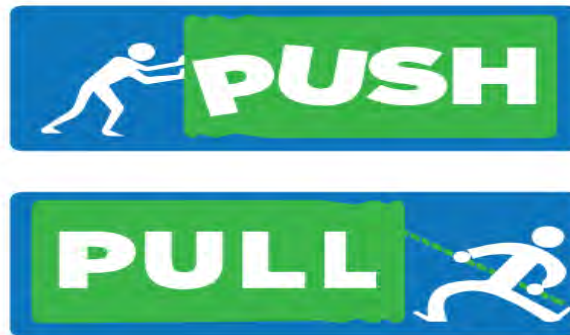
## **2.6 School campaign:**

RSPL Health BD Ltd runs some campaign in Dhaka city after launching the product. School campaigns are one of them. First campaign started by the Monipur High school and college in Mirpur, Dhaka. There are so many students studied in these schools in Dhaka. Company actually targets the guardian of that student who came to the school to pick up their children. Free sampling and game show was run by the company for campaign of Uniwash detergent powder. It was quite interesting and one of the successful strategies taken by the organization. The company is planning for some big projects of sponsorship and doing these types of campaign in all schools and colleges in Dhaka city.

## **2.7 Customer Push and Pull strategy:**

The initial difference between push and pull marketing of a product lies in how consumers are approached by the company. In push marketing of a product, the proposition is to promote the product by pushing them onto the general customers. On the other hand, in pull marketing strategy is the idea is to create a position in consumer mind that bring them to the products. RSPL Health BD Ltd was using the push strategy through BTL marketing. The company wanted to motivate the shop owner to sell Uniwash to the customer through push strategy. They want to ensure the customer is aware of the brand at the point of purchase. A good negotiation with the retailers is also important for the sales. A Company always wants to sell their product but the

retailers are the one who actually sell the product for them. So it always depends on them to which product they will sell. So a good negotiation with the retailer helps a lot in push marketing. This organization also done the same thing by train their DSR's to be polite and gentle while they are talking with a retailer.



“**Merchandising**” is another strong word in marketing process. The eye level display of the product is called as merchandising. When a customer went to a shop, he/she always choose the products which are in his/her eye level. So merchandising the product or displaying the product is very important for stay in the market. This company also is following the strategy.

On the other hand, this organization also use ATL (above the line) marketing for Uniwash. Advertising and mass media promotion are some their strategy for promoting the product. So the company is using proper mixture of push and pulls strategy to stay in the detergent market with this new brand.

## 2.8 Integrated Marketing Communication (IMC)

**Integrated Marketing Communications** is a normal concept which ensures all forms of communications and messages are linked together. It is basically one of promotional tool which organizations used to communicate with their customers. This company also uses the IMC for their product.

### 2.8.1 Recruit brand promoters and personal selling:

Brand promoter is a common strategy used by various companies to increase their sales in the market. Brand promoters are some people who are recruited by the company and directly sell the product from the groceries to the customer. Promoting a specific brand to the general customer can be difficult and many would say that first impressions are very important to engage with potential customers or clients. Brand promoters act in a certain way to give better service and a great first point of contact between the potential consumers and the brand in turn making them more likely to purchase the goods or services from them.



RSPL Health BD Ltd recruits their brand promoters after one month of launching Uniwash to run the product in the market. This was a 15days BP program. The organization recruits brand promoters in a particular market for 15 days. By this strategy customers are engaging with the product very quickly. The company only recruits female promoters to engage with the customer. They actually help to increase the sales of a particular market. Those markets were chosen by the sales report of previous month. The markets which are on low sales rate from the beginning, the company recruits their brand promoters into those areas to sell directly to the customer which we called in marketing “*personal selling*”.



This BP program helps a lot for the organization to boost up their sell and consumer engagement with the product when it's new in the detergent market. This company is also thinking about running this program in big markets throughout the whole Bangladesh.

### **2.8.2 Advertising and mass media promotion:**

Advertising is a way of communication about a product or service with the customer. Mass media channels are important communication media which are used by the advertisers or the organization to get their message to the target consumer of the product. There are mainly four prominent media channels are used by the advertisers;

- ✓ Newspapers
- ✓ Magazine
- ✓ Radio
- ✓ Television



Advertising on television is the first thing an advertiser wanted to do for promotion. It's a huge thing because it costs lots of money to run a TVC in various channels. But it's sometimes necessary for product recognition. RSPL Health BD Ltd uses some of the mass media promotion for their product **“Uniwash detergent powder”**. They have a nice TVC going on nine Bangladeshi television channels.

Advertising through newspaper and magazines is also used by the advertisers. It is quite popular in our country. But sometimes advertiser don't want go in these criteria because of the shorter life or poor production. RSPL Health BD Ltd did some promotional advertising in one of the magazines of popular newspaper 'Prothom Alo' in Bangladesh.

# নকশা

প্রথম আলো

মসজিদের জোড়ার হিসেবে প্রকাশিত  
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মলাট উল্টালেই মূল নকশা

## ঈদের খুশিতে দাগ না লাগুক!

ম্যাজিকিউল্‌স সমৃদ্ধ **ইউনি ওয়াশ** ডিটারজেন্ট পাউডার!  
সবচেয়ে কঠিন দাগকেও দূর করে সাদা কাপড়কে করে দাগহীন সাদা!



শুধু সাদা নয়  
দাগহীন সাদা

এই ঈদে দাগ থেকে দূরে থাকতে, সাদা কাপড়ে আন্তর বা পারফিউম ছুর কাছ থেকে সরাসরি মাখবেন না। কোল বা ভল জাতীয় খাবারের ক্ষেত্রে কমাল বা ম্যাপকিন বিছিয়ে নিন। রান্না করার সময় এপ্রোন পড়তে পারেন যাতে তেল বা কোলের দাগ না লাগে। পারলিক ট্রান্সপোর্ট বা কর্মমাক রাখায় সাবধান থাকুন। সাদা জামায় যামের হলদেটে ভাব যাতে না হয় সে জন্য জামার তেতরে পাতলা কাপড় পরে নিন।  
আপনার ঈদ কাটক দাগহীন আনন্দে।



Beside all the mass media promotion, there are some other promotion strategy advertiser follows. Radio, press, internet, contests, sponsorships, posters, clothes, events are some other sources by which an organization could advertise their product. These types of promotions are not that much costly which usually used by ATL marketing. It costs low than the mass media promotions used by the companies



RSPL Health BD Ltd also does these BTL promotions in launching 'Uniwash'. They provide stickers and posters through distributors to their sales person while they first launch "Uniwash". The sales team carries those posters and stickers into their motorcars. One person get to talk with the retailer about the product and other sales persons were engaged to put stickers on the groceries and hanging posters in that area.

### 2.8.3 Sales promotion:

“*Sales promotion*” is the process by which a potential customer buys the product through persuading. Companies use two types of sales promotion for a product:

- ✓ Trade sales promotion
- ✓ Consumer sales promotion

The schemes, commissions, discounts and incentives are given to retailers, wholesalers and distributors to stock more, push more and hence sell more of a product to customers. RSPL Health BD Ltd implied the trade promotion with the retailers in Bangladesh. They went for a typical trade scheme for “**Uniwash**” which is 12:01. This means, a retailer would get one piece of Uniwash is free with a dozen of every SKU (stock keeping unit). After one month they offer another scheme of 8:01 with the all SKU’s.

### ট্রেড প্রমোশন ও ট্রেড মুনাফা

এস কে ইউ	ট্রেড প্রমোশন	পাইকারি মূল্য	খুচরা মূল্য	প্রতিটিতে লাভ			শতকরা লাভ	
				সাধারণ	অফার	মোট	সাধারণ	অফার সহ
৫০০ গ্রাম	১২টি ক্রয় করলে ১টি ফ্রি	৫৫.০৫	৬০.০০	৪.৯৫	৪.৫৯	৯.৫৪	৯.০০%	১৭.৩৩%
২০০ গ্রাম	১২টি ক্রয় করলে ১টি ফ্রি	২২.৯৩	২৫.০০	২.০৭	১.৯১	৩.৯৮	৯.০২%	১৭.৩৬%
৩০ গ্রাম	১২টি ক্রয় করলে ১টি ফ্রি	৪.৪৪	৫.০০	০.৫৬	০.৩৭	০.৯৩	১২.৫০%	২০.৯৩%

#### কেনো ইউনি ওয়াশ ডিটারজেন্ট পাউডার?

☞ ভোক্তাদের কাছে জানতে চাইলে তারা দাগ উঠানো নিয়ে অসন্তুষ্ট প্রকাশ করে, তাই ভোক্তা সন্তুষ্টিকে লক্ষ্য করে আরএসপিএল দীর্ঘ গবেষণার পর বাজারে নিয়ে এসেছে **Magicules 2 in 1** ফর্মুলার ইউনি ওয়াশ ডিটারজেন্ট পাউডার যা কাপড়কে শুষ্ক সাদাই করেনা, করে দাগহীন সাদা

☞ ইউনি ওয়াশ ডিটারজেন্ট পাউডার ভোক্তাদের জন্য সুলভ মূল্য নিশ্চিত করে

☞ ইউনি ওয়াশ বর্তমান বাজারে সবচেয়ে কার্যকর ডিটারজেন্ট পাউডার সার্ফ এক্সেলের সমান কার্যকর হলেও এর দাম সার্ফ এক্সেলের তুলনায় বেশ কম, তাই ভোক্তারা এখন সাধারণ মখেই মনের মতো পরিষ্কার কাপড় পাবেন

☞ শার্টের কাফ কলারে জমে থাকে দাগ, তেল, তরকারি, চকলেট, কাদা, ঘাস কিংবা চা এর মতো কঠিন দাগকেও সহজেই তুলে ফেলে

☞ ইউনি ওয়াশ ডিটারজেন্ট পাউডার সাদাকে করে আরো সাদা, রঙিনকে রাখে নতুন এর মত বাক্সকে আর কাপড়ে দেয় সুবাসিত সৌরভ

☞ হাতকে রাখে কোমল আর যেকোনো কাপড়েই ব্যবহার করা যায়

Sales promotions are mainly use for getting more consumers towards the brand. So consumers are the one who actually buy the product from groceries. All the companies use consumer sales promotion for their product to develop or regain position in the market. Sometimes they offer schemes in festive times, like Diwali, Christmas or Eid. This organization also uses consumer sales promotion for “**Uniwash detergent powder**”. The product is in initial stage, that’s why the

company didn't provide scheme to all over Bangladesh. They target those customers who come to super shop in Dhaka city. The company gives two schemes in various super shops in Dhaka. Prince bazar, Meena bazar and Aagora are the shops where the company follows these promotional schemes:

- Six hanging clips with the 500g Uniwash detergent powder
- One jar with the 500g Uniwash detergent powder

শুধু সাদানয়  
দাগহীন সাদা

৫০০ গ্রামের সাথে  
৬টি আকর্ষণীয়  
কাপড় শুকানোর  
ফ্রি!

ফ্রি!

ম্যাজিকিউল্‌স সমৃদ্ধ  
**ইউনি ওয়াশ!**

যা সাদা কাপড়ের সবচেয়ে কঠিন দাগকেও দূর করে  
কাপড়কে করে দাগহীন চোখ ধাঁধানো সাদা!

শুধু সাদানয়  
দাগহীন সাদা

৫০০ গ্রামের সাথে  
আকর্ষণীয় জার  
ফ্রি!

ফ্রি!

ম্যাজিকিউল্‌স সমৃদ্ধ  
**ইউনি ওয়াশ!**

যা সাদা কাপড়ের সবচেয়ে কঠিন দাগকেও দূর করে  
কাপড়কে করে দাগহীন চোখ ধাঁধানো সাদা!

#### 2.8.4 Corporate and Customer sampling:

Consumer sampling is vital for new and established brands. It creates product excitement and consumer involvement. It's one of the cost-efficient product exposures. RSPL Health BD Ltd has done consumer sampling in various stage. Initially they sampled a sachet of Uniwash through brand promoters and the sales persons to the customers who came into the market. Then the company took another initiative of consumer sampling. A small paper bag with a logo of Uniwash on it was given with three sachet detergent to 500 hundred customers every day. This program continues for a week.



The organization also did some corporate sampling to their client organizations. Corporate sampling is also important for the public relation and it will help to get feedback about the product quality and other things. More than three hundred pieces of 500g Uniwash was given as sample to corporate employees. This organization also followed the same strategy to get the consumer feedback by the phone call to the corporate employees.

## Chapter Three: Analysis

### 3.1 SWOT Analysis:

SWOT Analysis is one of the useful techniques for understanding organization or product Strengths, Weaknesses, identifying both the Opportunities open and Threats. SWOT analysis could do on the organization, business, specific industry or product through external and internal sources, I did SWOT analysis of the new product “**Uniwash**” is given below:

#### **Strength:**

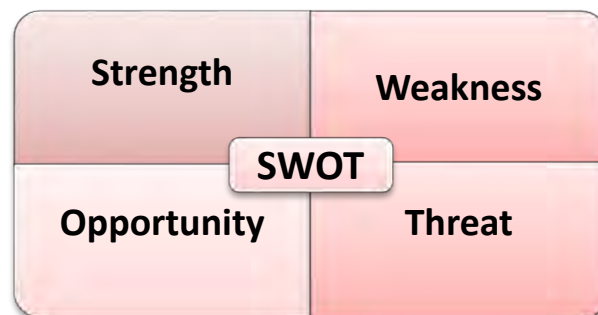
A new product should consider two things; satisfying the need or demand of a target segment of people and doing so with a distinctive selling benefit. “Uniwash detergent powder” has launched to fulfill the specific market gap in Bangladesh. The unique packaging and the quality of the product are the main strength of “**Uniwash**”. Their running product ‘**Ghari detergent**’ gained much reputation in the market so that this new brand has a good basement to start its development.

- ✓ Premium brand
- ✓ Company’s good brand reputation
- ✓ Product quality
- ✓ Affordable price
- ✓ Unique packaging
- ✓ Potential Sales forces

## **Weakness:**

It is not guaranteed that a product will not have any weakness in market. Weakness is an important thing that a marketer should consider. A weakness related to a new product launch doesn't necessarily mean that something have done wrong. It might just an indication that the product competition has an advantage that the company has to overcome. Uniwash also has some weakness in this Bangladesh market.

- ✓ Totally new to the customers
- ✓ Imperfect perfume
- ✓ Comparatively high price
- ✓ Strong competition



## **Opportunity:**

The organization launching a new product which means they have some built-in opportunities. In Bangladesh FMCG industry has a stable growth. This industry is improving day by day. So there is a lot of opportunity for Uniwash to develop under this industry.

- ✓ Could become Market Leader
- ✓ Growing FMCG good
- ✓ Potential of rural market

## **Threat:**

When a new product launches in the market competitors will react. Competition will be changing right after a new entry in the market. The company should have back up plans for promotion, pricing and distribution channels so whenever needs they respond to competitor changes. Domination of RIN detergent is the main threat of 'Uniwash' in the market. Compete with the market leader is not an easy job to do.

- ✓ Market domination by RIN
- ✓ Presence of lots of Detergents in the market
- ✓ Substitute products like laundry soaps

## **3.2 PESTEL Analysis:**

### **Political factor:**

RSPL Health BD Ltd is an Indian company operating its business in Bangladesh thus the company requires some political and legal procedures to follow. Uni Wash is the newly launched product of RSPL Health BD Limited Which required some regulations to follow to enter the Bangladeshi market. Just like any other MNC, RSPL Health BD Limited have to abide by the TAX policy, trade control policy, competitor regulation, environmental law, health and safety law and many other rules and regulations of Bangladesh Govt. As the present political situation is quite favorable for foreign companies, the product would not face much of political problems. Though there is some TAX policy issues' going on, the product would not be hampered much is what is assumed.

**Economic factor:**

The consistent inflation is gradually reducing the buying power of the customers leading them to go for fewer costs with better benefits. This situation can turn into an obstacle but the product is developed with the concept of low price with much benefit which can also lead to success given the situation. The product is targeted towards middle income class people to give them a better product with added benefits with a less price. The product is in the first phase of its life cycle. It has only been introduced to the market and it will take some time to gain profit from this newly launched product.

**Socio-culture factors:**

People are getting conscious day by day. Customers are now conscious and curious about the product they are buying with that people are concerned about the brand and their brand loyalty. Though detergent category might seem a category with less brand loyalty, customers are getting habituated with their current products. The living standard of people is getting better day by day. This situation also leads to craving of customers to upgrade their lives and their product choices which is an opportunity.

**Technological factors:**

The whole world is going through technological changes. The detergent is produced with the help of new era technologies and using different elements to serve the purpose of the products. The technological advancement helps this product to be more effective and efficient.

**Environmental factors:**

The environment is getting more and more tainted every second for the increasing industries. There are environmental laws to defend the environment from the harmful things. The detergent is produced through factories that emit a certain amount of wastages and other harmful chemicals into the environment. The minimum wastage and pollution rules are maintained for the product.



**Legal factors:**

The company needs to follow each and every rules and regulations to operate the business in Bangladesh. Each brand are subject to follow copyright, product safety, laws regarding health and safety of employees, and taxes — international and regional. Consumers have grown to be concerned and alert about the consumer protection law.

## Chapter four: Problem Identification and Uniwash repurchase issue

Uniwash detergent powder was launched in Bangladesh in mid-April. Though the launching program went well, the repurchase productivity of the product was not up to expectations regarding the success of the launching program. There were some unavoidable problems and correctable mistakes during launching and post launching program which led to this low productivity issue. Some of the problems which could not be avoided as well as problems that can be solved are identified.

### **Problems during launching period:**

- There was an unavoidable issue regarding the timing. Around 30% sampling was done during Ramadan.
- The weather issue was sometimes a major drawback too.

### **Problems during Repurchase period:**

- Retailers are not interested to push sell Uniwash.
- Only 10% retailers are interested to sell Uniwash but the repurchase from those outlets are still pretty slow.
- 10% of the retailers are being hard to convince and some of them shows interest only a few times to sell the product.
- Around 80% retailers are NOT INTERESTED to sell Uniwash at all due to the low consumer pull.
- Retailers often complain about the pricing of the product, as according to them the price is not competitive enough to grab the RIN's market.
- The DSRs are often less motivated to call for Uniwash order as the retailers are not interested to sell the product.
- Last but not the least is less consumer pull which is a result of "Not enough public awareness" and "Not enough publicity".

## Chapter five: Suggestions and Recommendations for Uniwash

As the unavoidable problems and mistakes cannot be solved, we should try to look for solutions' of the issues that can be solved and avoided.

### **Convince retailers to push sell**

Convince retailers to push sell the products. To convince them-

- ✓ They can be provided with incentives', additional benefits, sales programs and many other programs which will help to make them interested to sell Uniwash.
- ✓ Shelf hiring can be a good method to eliminate the unwillingness of the retailers.

### **Motivate Sales Representatives (SR)**

Sales Representatives are the ones who help the company to maintain the sales relationships and the sales flow as well. They play a vital role in the sales flow. For the repurchase issue they can play a major role if they are motivated and utilized properly. To motivate them-

- ✓ SRs can be given a target for Uniwash as well.
- ✓ Different incentive programs for Uniwash can be given to the DSR's

### **Create Consumer Pull**

Though the marketing programs take time to show the results, marketing programs are crucial to create the consumer pull. Several marketing programs have been taken for **Uniwash**. There can be more marketing programs to create more consumer pull.

- ✓ School activation programs.
- ✓ More massive Activation programs at the Kacha Bazar's.
- ✓ Activation and campaign programs at the Super shops and shopping malls.
- ✓ Digital marketing campaigns.
- ✓ More Activities on the Facebook Page and website.

## Conclusion

In our country FMCG industry has a big impact in economy. This sector is developing every day. RSPL Health BD Ltd is one of the organizations who are still fighting with the other competitors in the industry. “**Uniwash Detergent powder**” is their latest addition in product category. Launching with a proper marketing strategy makes the product unique than so many other product in the market. I personally have the opportunity to launch the product with the sales team of the organization. After launching the product for a month in whole Bangladesh I get to work in development of the product in market throughout my whole internship period. It was a great experience for me to see how a new product launches by different strategies and how RSPL Health BD Ltd. works for it to survive in this competitive market.

From this report we can see the BTL strategies followed by RSPL Health BD Ltd. for their new detergent “**Uniwash**”. It will be a help to understand how a new brand is launched and how a concept of a new product is born. I hope I have stated all my points of the report clearly and correctly in a brief.

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