

**Analysis Of Current Market Position Of
Bangladesh For The Baby Wipes Product
And Possible Branding (Promotional)
Strategies For The Savlon Baby Wipes.
(New Savlon Product Range)**

Internship Report

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ACI Limited



Inspiring Excellence

Savlon®

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For The Baby Wipes Product And Possible
Branding (Promotional) Strategies For
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(New Savlon Product Range)**

Letter of Transmittal

20th August 2017.

To

Ahmen Abir Choudhury

Lecturer

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66 Mohakhali, Dhaka- 1212.

Subject: Submitting the Internship Report.

Sir,

With due gratefulness and admiration, today it is my deep honor to present my internship report as the requirement of BBA program. I have completed my internship at the ACI Limited; a renowned company in Bangladesh. During the internship at ACI Limited I performed my duties and completed various tasks regarding which this report is being prepared.

Therefore now I am submitting my internship report as conclusion of my academic internship report at the ACI Limited. I hope that this report will be able to please and I also will be obliged to clarify any confusion regarding any part of the report.

Sincerely yours,

MD. Mohaiminul Azad

ID: 13104182

BRAC Business School

BRAC University

Acknowledgment

For every BBA student, Internship is mandatory to complete the graduation. It helps a student to understand the corporate environment and its activities. During the internship I have learned about many things which could be very much helpful for my real carrier. Besides during the internship I found some individuals who helped to a lot.

At the very first I would like to give thanks to my respective faculty Mr. Ahmed Abir Choudhury, lecturer of BRAC Business School who helped me from the very beginning of preparing. This report could never be completed with proper shape without his proper guideline. I am really great full to Sir as he gave me his valuable time for instructing me to complete this report.

And at the second, I would like to give thanks to my supervisor at ACI Limited, Mr. Sajid Kayser, Sajid Kayser (Senior Product Executive of Consumer Brands) for also giving me guideline to prepare this report. From the beginning of my internship period, he gave such effort to teach me about so many things about the corporate environment. I would also like to give thanks to Mr. Md. Imtiaz Ahmed Chowdhury, Brand manager; and Mr. Mr. Asadul Islam Shuvo, Product Executive of Consumer Brands at ACI Limited.

At the last I would like to give tanks to my family and friend for supporting me.

Executive Summary

To understand the market position research is very much important for every organization. Without research, a company might take a wrong decision which could be the cause of waste of resources for that organization. On the other hand, a company might ignore a big market segment for not conducting a proper market research.

The purpose of this report is to analyze the current market position of baby wipes (a baby care product). For the Savlon Baby Wipes. For the understanding the market position this analyze is conducted in two different stage. One testing the customer's perceptions towards baby wipes product based on the hypothesizes and second one is collecting information from the market (pharmaceutical shops) to analyze the yearly sales, market share and different SKU segments of different brands wipes.

Despite of analyzing, this report also giving an overview of the Savlon and the ACI limited. It gives proper information about the products of Savlon, its 4ps, SWOT analysis and analysis of Porter's Five Competitive Forces. Moreover this give a short description about the historical background and policies and joint venture and strategic business unit of ACI Limited.

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Chapter 1

INTRODUCTION

1. INTRODUCTION

ACI Limited is one of the successful and renowned company in Bangladesh. This company started its journey as ICI subsidiary company in 1968 and become ACI Limited in 1992. As internship is the mandatory part for the BBA program, I was so fortunate to get the opportunity to complete my academic internship such renowned company like ACI Limited. Internship is important for all the students of the BBA program because it is the opportunity for them to observe the real implication of the text book theories in the field. It also can be considered as a stepping stone for a graduate in building up his future career.

For my three months internship program I was appointed to the ACI Consumer Brands. I had been assigned in Savlon a Personal Care Brand of ACI under the supervision of Sajid Kayser (Sr. Product Executive. During the internship I also had the chance to work under a number of different brands other than Savlon like Smart Washing Powder, ACI Pure Salt, Impact Men's premium, Twinkle. However, my primary brand was Savlon, which is a brand of a range of personal care products including antiseptics, liquid hand wash and bar soap.

Savlon is brand of personal care products of ACI Limited. There are few other personal care product brands in the market like Lifebuoy and Dettol but among them Savlon antiseptics liquid is one of the most popular to the customers. However, consumer demand for other Savlon products like liquid hand wash and bar soap is quite low as these are the new in the market. Therefore ACI has taken different steps to promote the product and make it appeal to the consumers. However ACI gives little importance on consumer promotion but more focuses on different forms of trade promotion.

1.1. Origin of The Report

This is mandatory for every BBA program students to do the internship and prepare a report so that students can understand the real work environment and can gain the practical knowledge about organizational activities and also can relate those practical knowledge with the academic theoretical knowledge. As this is the compulsory part for the program, this internship report is being prepared on the proposed topic “**Analysis of current market position of Bangladesh for the baby wipes product and possible branding (promotional) strategies for the Savlon Baby wipes. (New Savlon Product range)**”. The internship supervisor was Sajid Kayser (Senior Product Executive at Consumer Brands), ACI Limited and the faculty advisor was, Ahmed Abir Choudhury, Lecturer of BRAC Business School, BRAC University Dhaka-1212.

1.2.Scopes and Objectives

The scope of this internship report will be limited to the overall description of the company organizational structure, management policies and the marketing strategies. In this report the outline of the Consumer Brands of Marketing Department will be given. This report will focus on the market position on the baby wipes products of Bangladesh and the possible branding strategies for the Savlon Baby wipes.

- To get an organizational over view of ACI Limited.
- To analysis of current market position of Bangladesh for the baby wipes product.
- To provide the possible branding strategies for the Savlon Baby wipes.

1.3. Basic Research Methodology

To prepare this report both primary and secondary information were being used. The sources of these information were:

➤ Primary Sources

I collected the primary data from my respective supervisor and other officials at Consumers Brands of ACI Limited through the discussions. Besides I also collected these primary information by visiting the markets in person in different places.

➤ Secondary Sources

I collected the secondary data from company's yearly business review report, marketing report, text book and information from internet etc.

1.4. Limitations

There were some limitations that I had faces to prepare this report. Those limitations are discussed below:

- Research time frame was very short.
- Resources were limited.
- Restrictions posed by the organization detailed research was not possible.
- It was difficult to get the relevant papers and documents for the report.
- Few information were omitted or edited as those were highly confidential to the organization.
- Small sample size.
- Concentrated sampling.

1.5. Job Responsibilities as Intern

I was an intern of ACI Limited where I was appointed to the department of the consumer brand of ACI limited under the direct supervision of Mr. Sajid Kayser, senior product executive of Savlon. As a result most of the tasks that are assigned on me, are for the Savlon brand. However I also worked with the other interns of different product lines of the consumer brand such as Neem, Pure and ACI Pure Salt. Being an intern, my responsibilities were vastly diversified and some of them are mentioned bellow-

- Looking after the brand SAVLON (Antiseptics, Bar Soap, Hand Wash),
- Visiting markets,
- Collecting information from pharmaceutical shops for shop sign (light box),
- Communicating and the negotiating with the pharmaceutical shop owner,
- Conducting consumer surveys,
- Communicating with sales force,
- Collecting the damage product from the distribution points,
- Purchasing samples both own and competitor from the stores,
- Performing market research and analysis,
- Monitoring market activation programs,
- Preparing presentations and reports.
- Upgrading the data in MS. XL sheet.

These were the main tasks that I had performed during my internship at ACI Limited. However one of the major notable task was conducting the market survey of the baby wipes (retail based survey) and collecting some pharmaceutical shops in prime location beside the major hospitals in Dhaka city where company can put the shop sign (light box) with the Savlon Baby wipes picture on it. Therefore I got to visit different locations in whole Dhaka city to collect the information and pictures of the pharmaceutical shops and negotiate with shop owner regarding the monthly payment and the portion the shop sign.

1.6. Structure of The Report

This section is for the proper classification of the entire report and for the convenience of the reader. Therefore this entire report is divided into five chapters where different parts of the report have been discussed in separate chapters. First chapter is the introductions. In the introduction part I discussed about the nature of the report, its purpose to prepare for and the main objectives along with my main responsibilities as an intern at the ACI. In the second chapter I mentioned about the historical background of ACI Limited, its mission, vision and different policies. I also mentioned its joint venture, strategic business units and subsidiaries of ACI Limited in this chapter. I talked about the Savlon; about its marketing mix (4Ps), its SWAT and the Porter's five forces analysis, in the chapter three. Chapter four is the research part of the report. In this chapter I include the literature review, create hypothesizes based on the literature views and tested those hypothesizes with numerical values. I also provide the results and information of my direct market research for which I collected information of different brand baby wipes products from the certain number of pharmaceutical shops. Fifth chapter of the report is the recommendation for the possible branding (promotional) strategies of the new product range of the Savlon (Savlon Baby Wipes) to establish a position in the market place.

Chapter 1	• Introduction
Chapter 2	• Company Overview
Chapter 3	• Savlon
Chapter 4	• Literature Review and Research
Chapter 5	• Recommendation: Possible Branding (promotional) Strategies for Savlon Baby Wipes

Table 1.1 Report Outline

This table describes the entire report outline and shows how the chapters have been organized. This outline will be followed for the entire report.

Chapter 2

COMPANY OVERVIEW

2. COMPANY OVERVIEW

2.1. Historical Background

In 1968, ACI limited established as a subsidiary company of Imperial Chemical Industries (ICI) in East Pakistan. After the Independence in 1971, it become the ICI Bangladesh Manufacturers limited as a Public Limited Company in 1973. This Company also listed with Dhaka Stock Exchange on 28 December, 1976 and its first trading of shares took place on 9 March, 1994. In 1992, company changed its name to Advanced Chemical Industries (ACI) Limited and handed over to the local management as ICI handed over its 70% share. Besides in 1995, it's enlisted to Chittagong Stock Exchange. ACI Limited is strongly committed to quality product, customer service and social responsibilities.

At the beginning as ACI Limited in 1992, it started with pharmaceutical business. Back then the turnover was only BDT 80 million only. However there was big changed happened in policies because of the new management board and the turnover grew up to 7,365 million by 2008. Besides ACI Limited diversified its business pharmaceutical to agricultural including fishery & livestock and consumer brands. Now it has three strategic business units along with twelve subsidiaries, three joint ventures and one associate.

In 1995, ACI Limited got the ISO S001 for quality management and also got the ISO 14000 in 2000 for environmental management system. Furthermore it is the first company in Bangladesh which is become the member of United Nation Global Compact and declared as a notable COP (Communication on Progress) recognized by UNGC (United Nation Global Compact). It is also the member of Global Growth Companies by the World Economic Forum, the most prestigious business networking organization in the world.

Historical Data and Achievements of ACT Limited:

1968	Established as a subsidiary company of Imperial Chemical Industries (ICI) in East Pakistan.
24 January, 1973	Incorporation of ICI Bangladesh Manufacturers Limited.
28 December, 1976	Enlisted with Dhaka Stock Exchange.
5 May, 1992	ICI handed over 70% share to local management and I changed its name in ACI Limited.
9 March, 1994	First trading of shares took place.
22 October, 1995	Listed with Chittagong Stock Exchange.
1995	Achieved ISO 9001 for quality management.
2000	Achieved ISO 14000 for environmental management system.

Table 2.1: Achievements of ACT Limited

2.2. ACI Policy

➤ Mission

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

➤ Vision

To realize the Mission, ACI will:

- Provide products and services of high and consistent quality, ensuring value for money to our customers.
- Endeavour to attain a position of leadership in each category of our businesses.
- Develop our employees by encouraging empowerment and rewarding innovation.
- Promote an environment for learning and personal growth.
- Attain a high level of productivity in all our operations through effective utilization of resources and adoption of appropriate technology.

- Promote inclusive growth by encouraging and assisting our distributors and suppliers in improving efficiency.
- Ensure superior return on investment through judicious use of resources and efficient operations, utilizing our core competencies.

➤ **Values**

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

➤ **Quality Policy**

It is the vision of ACI Limited to achieve the high level of customer's satisfaction by providing products and services of high and consistent quality, ensuring value for money to the customers. Therefore to ensure the consistence in quality of products and service, ACI Limited is always maintaining the International Standards on Quality Management System. Furthermore, this company also maintaining all the national requirements to run its all currents businesses and current Good Manufacturing Practices (cGMP) followed by the World Health Organization (WHO). All the internal business processes and business decisions of the management board of ACI Limited consider the quality at the very first. As a result all the employees have to follow the documented procedures to ensure the quality standards. ACI Limited is also pooling the skilled and knowledge candidate as their employees and launching various training programs for their employees to get the quality services from them. Besides ACI is always bring the new methods and technologies in its manufacturing sectors which is also bringing the big changes in the industries in terms of both cost and quality.

➤ **Environmental Policy**

ACI always concern about the eco-friendly manufacturing operation procedure to ensuring continual improvement in the utilization of resources and prevention of pollution or degradation of the environment.

- Keep this in mind. ACI will comply fully with all local and national environmental regulations.
- Protect natural resources like water and energy for sustainable development, and adopt environmentally safe processes.
- Ensure appropriate treatment of all effluents prior to discharge.
- Ensure appropriate communication with internal and external interested parties on environmental issues.
- Create awareness on environmental issues among our employees and contractors.
- Ensure waste management in an environmentally responsible manner through continuous up gradation of technology. For UN World ISO 14001 Environmental Management System ACI is the first company in Bangladesh to have obtained ISO 14001 Certification for Environmental Management System.

2.3. Joint Venture, Strategic Business Units and Subsidiaries of ACI

ACI Limited diversified its business pharmaceutical to agricultural including fishery & livestock and consumer brands. Now it has three strategic business units along with twelve subsidiaries, three joint ventures and one associate.

➤ **The Joint Ventures**

1. ACI Godrej Agro vet Private Limited
2. Tetley ACI (Bangladesh) Limited
3. Asian Consumer Care (Pvt.) Limited

➤ **Strategic Business Units**

The figure below will give the idea of different strategic business units of ACI Ltd. The Savlon brand belong to the Personal Care of the ACI Consumer Brands Department.

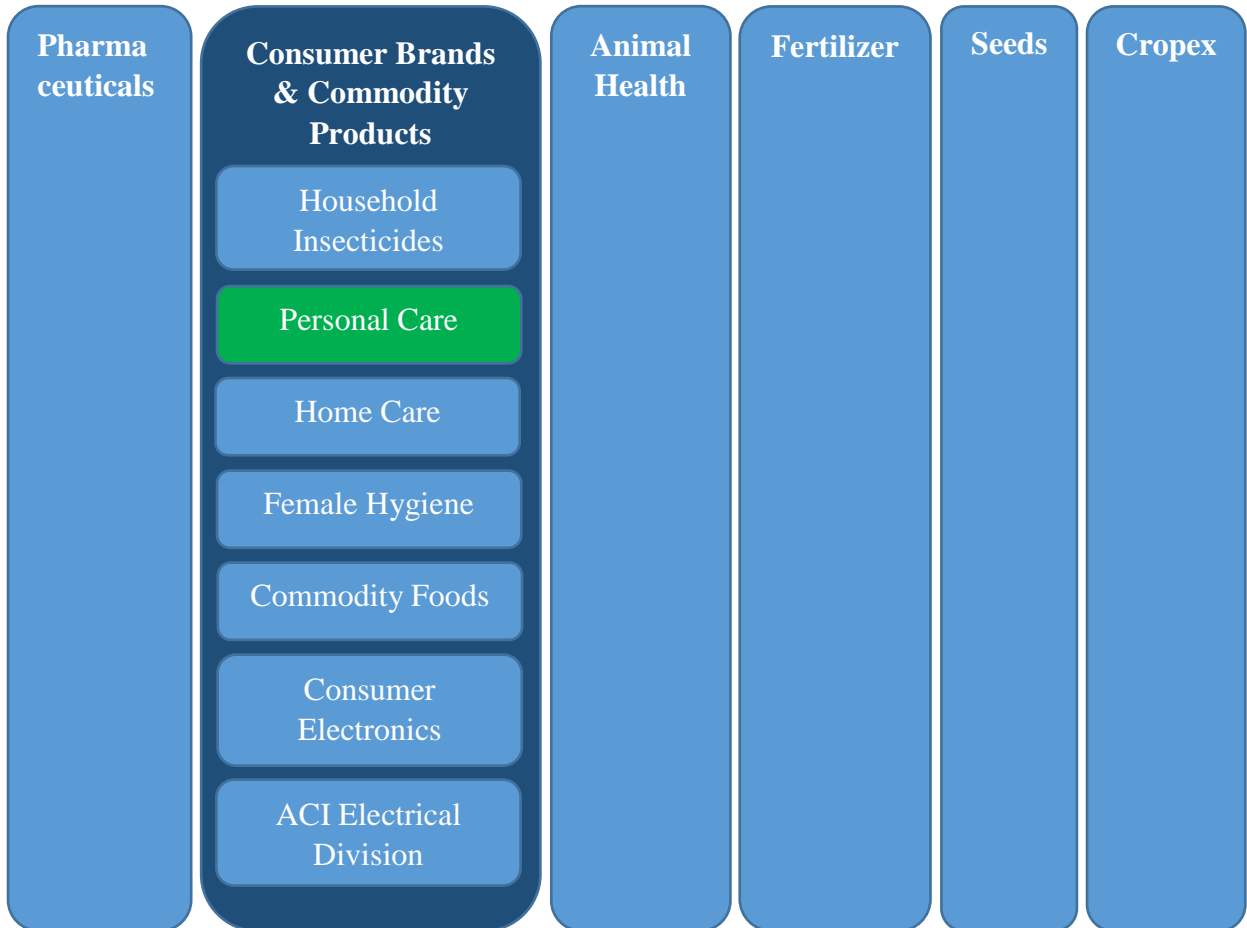


Fig 2.1 SBUs of ACI Ltd.

Source: ACI Limited Annual Report

These strategic business units are contributing in the total annual sales of the ACI Limited every year. Below the turnover contribution of these SUB are given:

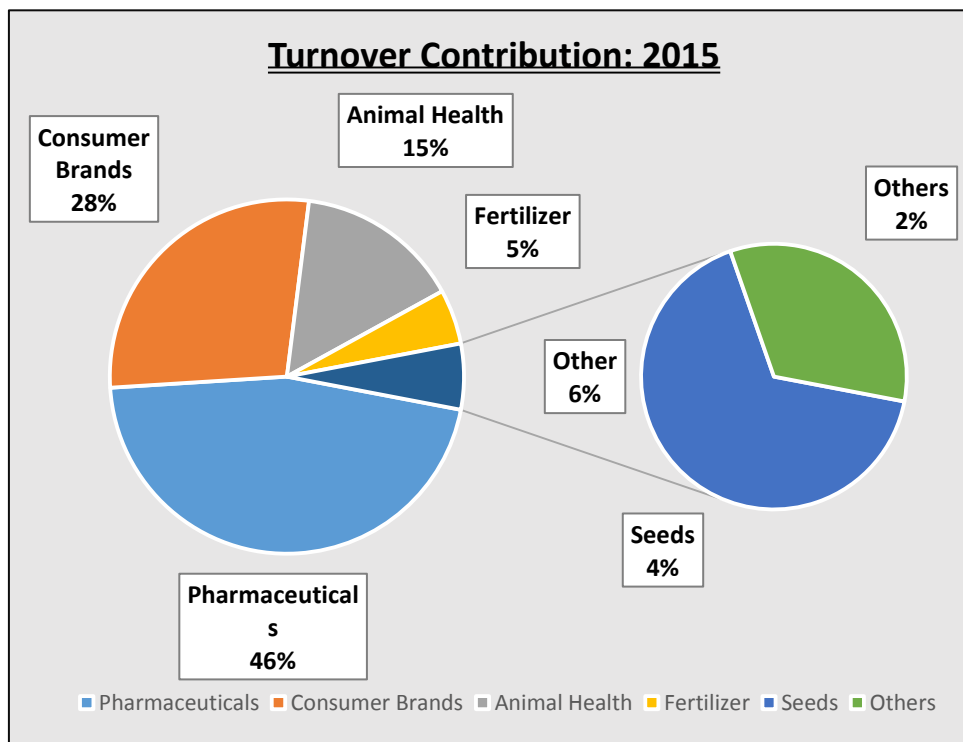
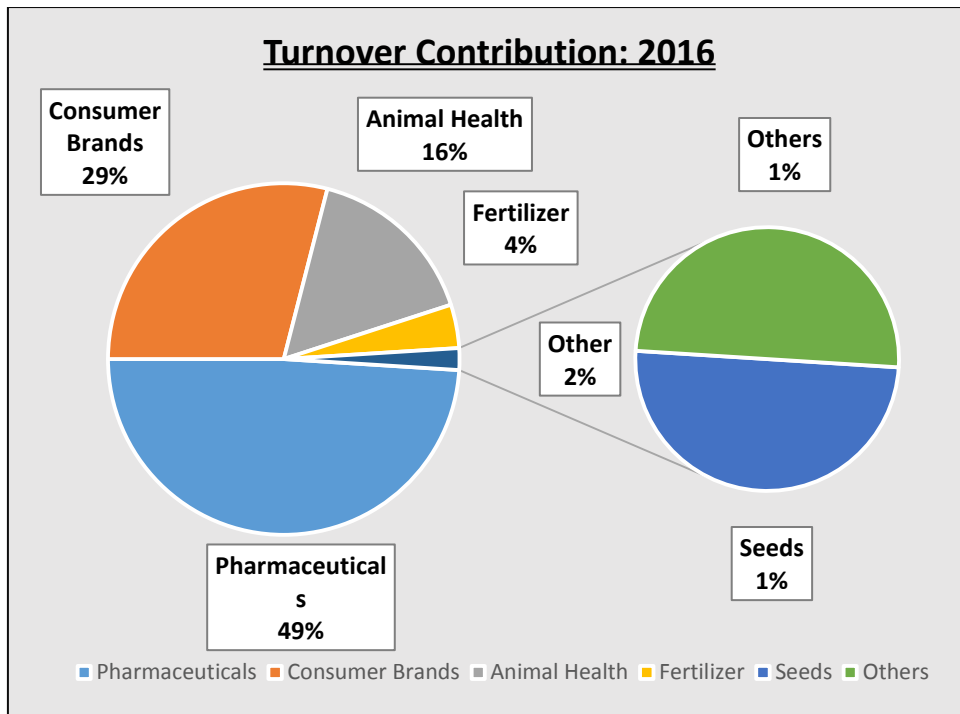


Fig 2.2: Sales Contributions of ACI SBUs

Source: ACI Limited Annual Report'16

This two figure showing the sales turnover contribution of different strategic business units of ACI in 2016 and 2015. Because of the successful brands like Savlon and ACI Pure Salt, the growth of the ACI Consumer Brand is rapidly increasing.

➤ **Subsidiaries of ACI**



Fig 2.3 Subsidiaries of ACI Ltd.

Source: ACI Limited Annual Report'16

Chapter 3

Savlon

3. Savlon

Savlon is a prestigious brand of personal care products under Consumer Brands of ACI Limited. This is one of the prime brands of ACI Consumer Brand just like ACI Pure Salt and Freedom. Savlon is an established and well known brand as personal care sector. Besides this brand is marketed very well like other brands of ACI consumer brand and made its product more available and convenient in the market. Therefore market share of Savlon is quite high compare to its current competitors. Recent big competitors of Savlon are Lifebuoy from Unilever and Dettol from Reckitt Benckiser. Besides those two there are many other local brands in the market that are aggressively fighting for more market share. However being a renowned brand, Savlon has a strong market position in the market and ACI is using different strategies as mean of consumer and trade promotion so that it can achieve more market share.

Savlon has a range of different category product line such as antiseptic liquid, antiseptic cream and bar soap. In this chapter going to discuss about the marketing mix (4Ps) of Savlon, SOWT and analyze Porter's five forces of Savlon.

3.1. Product

Under the Savlon, there are basically three types of products, antiseptics, hand wash and bar soap. Again, under the antiseptics category, there are two products containing- one is liquid and cream. On the other hand Savlon hand wash have three basic variants (Active, Blue Ocean and Aloe Vera) and three premium variants (Irish, Lavender and Marigold) six products in total with different SKU's. Besides Savlon bar soap which has five variants (Active, Fresh, Mild, Sports and Men) among them two are premium. The last one is Savlon Bandage which also has two different categories- one is Kid Bandage and second is Antiseptic Bandage.



Fig 3.1 Savlon Products

Source: <http://savlonbangladesh.com/>

3.2. Price

In terms of pricing, Savlon products are not priced competitively as almost all products of Savlon are following the same pricing strategy of other competitive brands such as Lifebuoy and Dettol in the market. For the Savlon antiseptics (liquid and cream), company charges little bit higher price for as being the market leader. However for the bar soap and hand wash, company is following its competitors as there are many competitors in market who are

charging low price for the similar products. For the premium hand wash, on the other hand company charges higher price because it is different from other hand wash in terms of quality. The prices of Savlon products have been mentioned below-

Product	Size	Price
Savlon Liquid Antiseptic	56ml	Tk.30
Savlon Liquid Antiseptic	112ml	Tk.40
Savlon Liquid Antiseptic	500ml	Tk.125
Savlon Liquid Antiseptic	1000ml (1lt)	Tk.220
Savlon Antiseptic (Cream)	100gm	Tk.34
Savlon Antiseptic Bar Soap	75gm	Tk.27
Savlon Antiseptic Bar Soap	100gm	Tk.36
Savlon Antiseptic Bar Soap	125gm	Tk.45
Savlon Hand Wash	250ml	Tk.85
Savlon Hand Wash	500ml	Tk.150
Savlon Hand Wash	1000ml (1lt)	Tk.250
Savlon Premium Hand Wash	500ml	Tk.175

Table. 3.1 Savlon Products prices

3.3. Place/Distribution

It is very much important for every company to make its product more available and as convenient as possible to its customers in the market place. Some companies become the market leader just by making its product so available like delivering to the door steps of its customers. ACI is determine to ensure proper product availability for Savlon. Therefore the company maintains a straightforward distribution channel for Savlon. ACI is distributing Savlon products through retail stores, wet markets and super stores. A diagram is given below where it illustrated the distribution channel of Savlon products-

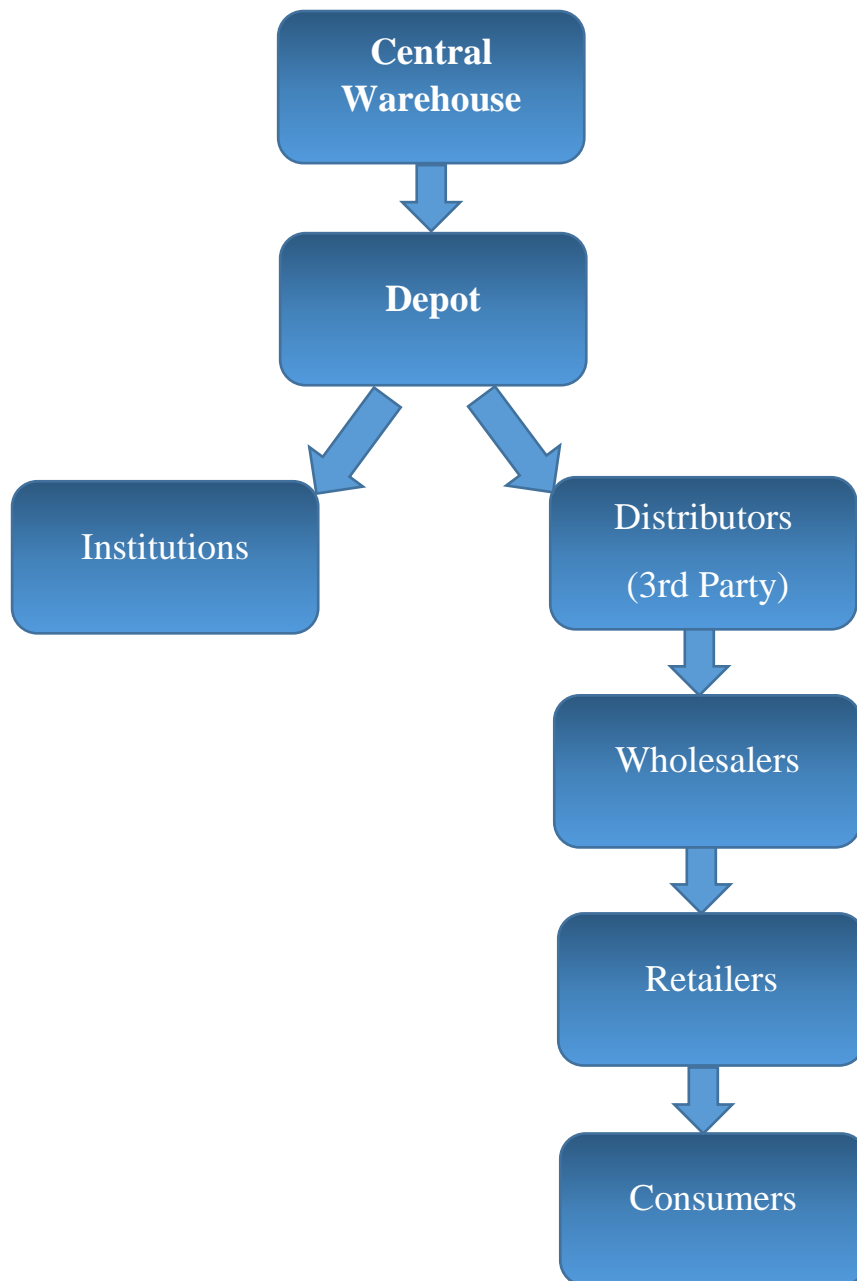


Fig. 3.2 Savlon Distribution Channel

ACI's production sector is situated in Narayanganj. As a result all Savlon products are produced and packaged in the factory of Narayanganj. The central warehouse is also situated in Narayanganj where all the Savlon Products are kept after being produced in the factory. After than products are stocked at the Mirpur Depot from where those are distributed at the different location of the Dhaka city. However there are separate distributors for every territory and the distributors oversee distribution to different markets.

3.4. Promotions

Like other Consumer brands, ACI puts more concern in developing its branding strategies. Savlon is the part of the ACI Consumer Brand. For the Savlon brand, ACI uses of both consumer and trade promotion as its branding tools in the market. However ACI gives more importance on trade promotion traditionally so that it can ensure greater product visibility in the markets. Though the company emphasize on trade promotions for branding, it also using 360 degree marketing approach to promote the brand and communicate with its customers. As a result company considering the other medium for communication. Even though Savlon is a strong and highly valued brand in the market, ACI is still working on promoting this brand and to make it well known to reach its potential customers. Here in the report some form of the consumer and trade promotion of Savlon explained below-

TVC

ACI launches TVCs for Savlon in every year. It aired its last TVC on Savlon bar soap in 2016 before that it aired another TVC at end of the 2015 for the Savlon Hand wash. ACI aired different TVCs for different Savlon products for the branding and communication purpose



Fig 3.3 Savlon TVCs

Printed Media

In 2017, Savlon published a print of ad dedicated to all the mothers on occasion of Mothers' Day both in English and Bangle national newspapers. The timing of the ad was perfect and ACI needs to publish more ads through printed media like this.



Fig 3.4 Savlon Printed AD.

Social Media Activities

Savlon has a very much active Facebook page name “Savlon Bangladesh”. Here ACI publish different posts, online AVs, tips, and news regarding Savlon products. These posts get high engagements from the Facebook followers.

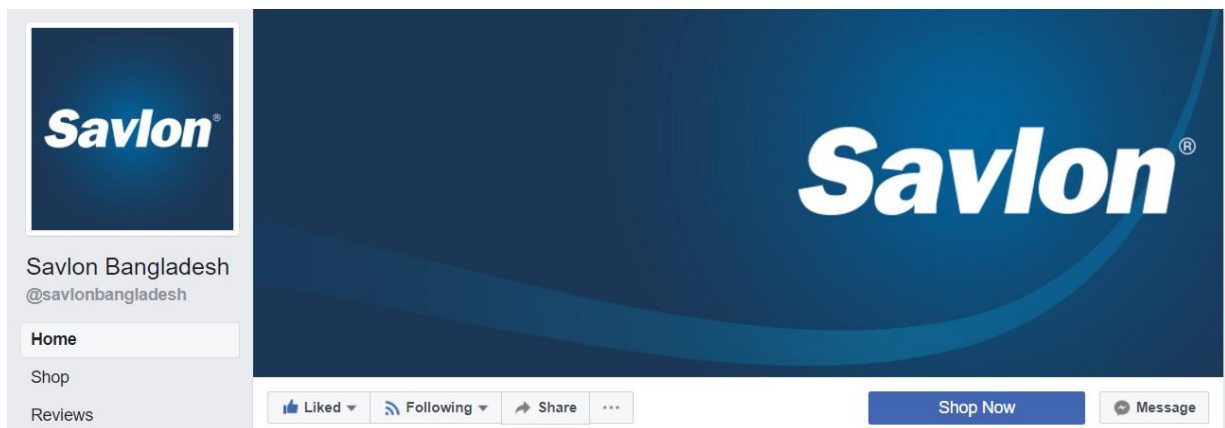


Fig 3.5 Official page of Savlon Bangladesh

Savlon Activation Programs

In 2016, ACI launched a school activation program across the Dhaka city. In this program, there were more than 25 school participated and total estimated reach was more than 50,000 and engagement was more than 3,000. besides this ensured product sampling and goes with ACI's current intention with the brand, which is ensuring product familiarity. For the success of this event, ACI launched another successful event in 2017 named "Savlon Clean Bangladesh" in the campus of Dhaka University. Celebrity endorsement was very much high in activation program.



Fig 3.6 Savlon Clean Bangladesh (Dhaka University)

Product Display

ACI gives more emphasize on the different forms of trade promotion. As result it influences on the retailers to show its products at the very front of the shop and offer the retailers satisfactory amount of discounts for the product display. ACI also establish different gondolas in different retail shops and super stores for the product display.



Fig 3.7 Savlon Product Display (Gondola)

3.5. SWOT Analysis of Savlon

For evaluating the market position of a company or a brand SWOT analysis is very strong tool. SWOT stands for Strengths, Weaknesses, Opportunities and Threats. The SWOT Analysis of ACI's Savlon has been stated below.

Strengths	Weaknesses
<ul style="list-style-type: none"> ➤ Strong Band image, ➤ Strong supply chain and distribution channel. 	<ul style="list-style-type: none"> ➤ Defect products from factory.
Opportunities	Threats
<ul style="list-style-type: none"> ➤ Growing consumer demand ➤ Diverse market segments 	<ul style="list-style-type: none"> ➤ Existing Competitor Brands ➤ New Local brands

Table 3.2 SWOT Analysis of Savlon

Table on the above, clearly illustrate the SWOT analysis of the Savlon. Savlon is a strong consumer brand of the ACI limited. Besides ACI itself is a strong and establish brand is the

market. People give high value to the product of the ACI as it a reputed company. However, market is place of full of competitions. Therefore new brand are always emerging in the competitive market. To face this competition Savlon can use the brand name of ACI as a strong point even though customers are very much aware of the brand.

3.6. Porter's Five Forces Analysis

Porter's Five Forces was developed by the Michael Porter. This is an effective model for analyzing the nature and the amount of competition a company could face in a given market. This is also an effective model for the strategic analysis. Porter's five forces model is given below

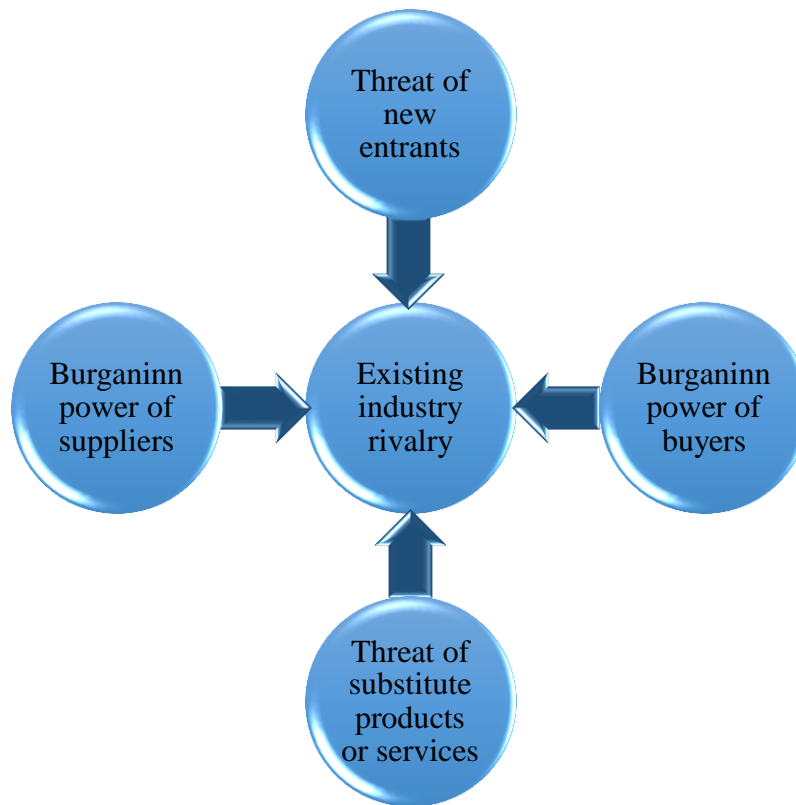


Fig 3.8 Porter's Five Forces Analysis Model

Porter's five forces analyze the level of competition within an industry and business strategy development by analyzing the five most powerful factors and determine the competitive intensity and the attractiveness of an industry. It is important for any company to measure the attractiveness of an industry as it indicates the overall profitability of that industry. In an "unprofitable" industry, these five forces act to drive down overall profitability (Porter, 2000). Therefore ACI need to analyze these five competitive forces before launching a new product line of Savlon. The five forces analysis of Savlon has been describe below-

Bargaining Power of Suppliers

ACI has a good reputation in the market. It produces its product and package in its' own factory. Besides there are large number of suppliers for the ingredients which are using for producing the Savlon products and packaging them. As a result it can be said that the bargaining power of suppliers in the case of Savlon is quite low.

Bargaining Power of Buyers

In the concept of marketing, customer/consumer is the "King". In modern marketing, customers are becoming more powerful in the market as now they have easy access to information and want more quality improvements and better product offerings from the companies. Savlon has Number of customers with higher demand, they might switch from Savlon as there are many local and multinational competitors, if Savlon fail to meet their requirements for the products. In this case customers have higher bargaining power over Savlon in the market.

Threat of Substitute Products

Every product in market carry the threat of its substitutes. Savlon also has the threat of its substitutes' in the market. Savlon antiseptic liquid has antiseptic spry and other cleaner as substitute in the market. However Savlon antiseptic does not have any substitute product. Savlon bar soap has substitute products such as other category beauty soap in the market. Besides soap is also is the substitute for the Savlon liquid hand wash. Therefore threats of the substitute are quite high in the market.

Threat of New Entrants

In an attractive industry, the threats of new entrants is a very common scenario. For very long time Lifebuoy and Dettol dominated the market in Bangladesh. However now-a-days some new local and multinational companies are entering into the market and making it much more competitive and complex than ever before. Therefore this is also a reasonable to be consider for the Savlon.

Existing Industry Rivalry

Along with the new entrants, Savlon also has existing rivals in same industry with some it competing for the same resources. Lifebuoy and Dettol are the most powerful competitors of the Savlon for very long time in the industry. These two brands also have the strong brand recognition from large number of the customers in the market. As a result, Savlon always has to adapt its marketing strategies to compete against its existing rivals in the market.

Chapter 4

Literature Review and Research

4. Literature Review and Research of Baby Wipes

4.1. Introduction

Human baby skin is so sensitive when it just born. The condition of the skin changes in various steps as the surrounded environment changes for the baby. Besides the maternal oxygen supply to terrestrial exposure and active lung breathing. The true matter of fact is, the skin experiences enormous changes during the postnatal period as it is the final adaption of a baby outside the uterus though the final stages of structural and functional maturation that began during the third trimester of pregnancy (Holbrook & Sybert, 1995). When baby born, its skin is covered with the vernix caseosa, a white, cheesy, lipophilic substance that contributes to epidermal maturation in utero and postnatally (Pickens, Warner & Boissy, 2000). Later on the stratum corneum of the full-term infant is remarkably capable in fulfilling its key functions, especially when providing an effective semipermeable barrier between the inside and outside of the body.

In many study showed the many differences in skin between the infant baby and the adult. It takes 12 months for the complete development of skin barriers of a baby. During this period, the skin of a baby remains so vulnerable to skin diseases such as atopic dermatitis and napkin dermatitis (Cork & others, 2009). It has been found that around 20 % of babies develop atopic dermatitis (Spergal & Paller, 2003) and 50 % develop napkin dermatitis (Atherton, 2004). As a result concerns regarding skin care routines have been increased among the parents and health professionals. At this concern there are many product can be found as baby care products. For cleansing the skin of a baby people are traditionally using wool and water. However in many developed and developing countries, the usage of the baby wipes become more common and reliable for cleansing the newborn sensitive skin (Oodio, Streicher & Hansen, 2001). It is may be because some parents do not have confidence and reliability on water and wool as an effective cleanse (Lavender, Bedwell & others, 2009). Even in developing county like Bangladesh, parents are relying on baby products like wipes, baby oil, lotion, diaper etc. because of its readiness and effectiveness. This usage rate is high in major cities in country where educated and working parents are living and they are more concern about their baby's health (Darmstadt, Hossain & others, 2007).

4.2. Problem Statement

In Bangladesh, skin diseases like infection, rash of newborn infants are very much common. Most of the time, carelessness or lack of consciousness about hygiene of the baby care are the reason for these diseases. All around the world about four million infant died in developing countries and one-third can be attributed to skin diseases and infection (Lawn, Cousens & Zupan, 2005). However the scenario is changing among the educated parents as they are more conscious about the baby's health and prefer to use various baby care products for taking good care of their babies (Darmstadt, Hossain & others, 2007). Baby wipes is a baby care product for taking care of infant baby's sensitive skin. For companies it is important to identify the market position; both customer density and existing competitors, before entering in the market through doing some research. This report is design for giving some ideas about the current market position of Baby wipes in Bangladesh.

4.3. Methodology and Sampling

To identify the market position, this research is conducted into two different phases. First one was collecting information from the current customers and testing different hypothesis which are developed based on different literatures. I took responses from fifty customers who use the baby wipes for taking care for their baby's skin. I collected those sample and their responses by personal interviews, telephone interviews and online interviews. For online I also use some Facebook Women groups (e.g. The girls corner, Pregnancy, birth & motherhood Bangladesh) to collect required samples' responses. After than I converted their responses into numeric value by using SPSS to test hypothesizes. Second phase was collecting the information directly from the pharmaceutical shops (thirty shops) to measure market share, yearly sales and different SKUs of different existed brand in the market.

4.4. Literature Reviews and Hypothesizes

In this research, I took help of various articles and previous researches in order to identify the variables. Questionnaires and Hypothesizes are developed based on those variables for the research purpose. Below those variables and hypothesizes are stated-

Skin care:

When a baby born, the most important function is the skin to protect from water loss, absorption of noxious substances, intrusion of microorganisms, and physical trauma. It has been studied that from the first day, skin of a baby experience lots of changes to adapt the environment (Cremer, 1996). During the first month and the even the first year, the skin of a baby continues to develop and give a proper shape to function in the environment. At this period, baby skin require special care procedure to ensure the healthy development and to protect the skin from aggravation and irritation and also to create a sense of well-being (Blume-Peytavi & others, 2012). Institutions like the World Health Organization and the National Institute for Health and Clinical Excellence, have developed some basic guidelines for infant care (WHO, 2006). Furthermore, the Association of Women's Health, Obstetric and Neonatal Nurses showed specific evidence- relating to neonatal skin care, with emphasis on newborns (Lund, Kuller & Raines, 2007). Besides medical literature regarding baby skin development, skin care and skin cleansing practices have been studied in broader sense which focused on baby skin cleansing routines and the role of baby skin cleansing products designed to be applied to the intact skin of healthy infants, especially those younger than 12 months of age (Blume-Peytavi & others, 2012).

HP: For avoiding the skin diseases and taking good care of baby's skin, parents are using baby wipes.

Brand influence:

For the last few years, the usage rate of the baby care products has increased among the parents in both developed and developing countries as they became more reliable on these kinds of products for taking good health care of their babies skin (Odio, Streicher & Hansen, 2001). For the baby products, consumers are concern about the reliable brand as a good brand always promises good quality and value of money (Laaksonen & Reynolds, 1995). It is because, to a customers a brand represents not just a physical product but a long term relationship with the customer which symbolize either by the organization's name (eg. Limited) or by the name of a specific product itself (eg. Savlon) (Broadbridge & Morgan, 2001). However there are preferences between the retail brand and the manufacturer brands among the customers. For the baby care products, customers more likely to rely on the manufacturer bands like Johnson & Johnson, P&D, Kimberley Clarke as they offer good

quality products for the babies. On the other hand, Bauer identifies that these manufacturer brands are endorsed by the hospital and professionals who are provided with the samples to the mothers to try on their babies as this is the best strategy for the promotion. At the same time he said that these manufacturer brands established a good brand position among the customers through the image, product reliability in terms of good quality, make product available nearby the customers with good packaging.

HP: Customers look at the brand when they think about to buy the baby care products like wipes.

Price:

In market it is clear that the fairness and satisfaction of the customers are positively related through the price of the products or services. It has been studied that the customers have tendency of judging the price they paid with the consistency performance of the products or services (Voss et al., 1998). However this theory is not always applicable for every product category in the market. For example customers (parents) who buy baby care products are more focused on the product rather than the price that they are paying (Broadbridge & Morgan, 2001).

HP: Price is less important in terms of buying the baby care products like wipes.

Quality:

For the business, the competitions in the market are increasing every day. To survive in the competitions, organizations are using various strategic tools against each other in the market place to reach their desire amount of customers. Providing better and sustain quality products and services to the customers is the most important tool for the organizations to get the competitive advantage and to establish a long term relation with the customers (Christopher, Payne & Ballantyne, 1991). For the baby care products like baby wipes, lotion, oil, diaper; customers require the assurance of good quality (Mc Goldrick, 1990).

HP: Quality is more important requirement to parents for the baby care products like wipes.

4.5. Analysis & Results (Customers' Perceptions)

To calculate the Overall model fit summary and Coefficient here IBM SPSS Statistics version 23 software has been used.

From the overall model fit, it found the R-Square which indicates the degree of relations between the independents and dependents variables. The values I found from the model summary are (R=0.672, R-square=0.452, Adjusted R-square=0.403 & Std. Error of the Estimate=0.68015) that represent the level of acceptance and rejecting. As the R-square value of this research is 0.452, it indicates close to moderate relation of the variables in the model fit.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.672 ^a	.452	.403	.68015

a. Predictors: (Constant), MEAN_Quality, Mean_Skin_care, MEAN_Price, MEAN_Brand

Table 4.1: Model Summary

Furthermore, coefficient of the mean values are also been calculated which allowed the level of error (significant level) 5% (0.05) for the research.

		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
Model		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	.990	.715		1.384	.173	-.450	2.431
	Mean_Skin_care	.771	.140	.673	5.525	.000	.490	1.052
	MEAN_Brand	.238	.133	.244	1.789	.080	-.030	.507
	MEAN_Price	-.077	.092	-.110	-.844	.403	-.262	.107
	MEAN_Quality	-.174	.197	-.131	-.881	.383	-.571	.224

a. Dependent Variable: MEAN_Customers_preference

Table 4.2: Coefficients

$$CPFS = \alpha + \beta_1 SC + \beta_2 BRD + \beta_3 P + \beta_4 Q + \epsilon$$

$$CBD = 0.660 + .673*SC + .244*BRD + -.110P + -.131*Q + \epsilon$$

	Hypothesis	Standardized beta coefficient	p-value (significant at $p < 0.05$)	Result
<i>H1</i>	For avoiding the skin diseases and taking good care of baby's skin, parents are using baby wipes.	0.673	0.000	Supported
<i>H2</i>	Customers look at the brand when they think about to buy the baby care products like wipes.	0.244	0.080	Not Supported
<i>H3</i>	Price is less important in terms of buying the baby care products like wipes.	-0.110	0.403	Not Supported
<i>H4</i>	Quality is more important requirement to parents for the baby care products like wipes.	-0.131	0.383	Not supported
		$R^2 = 0.452$		

Table: 4.3: Result Summary of Hypotheses Tests

In table 4.3 shows that three of hypothesizes had been rejected and one is accepted as it's significant level is less than 5% or 0.05. Therefore, according to the findings of the SPSS analysis, it shows that, the customer's preference toward baby wipes is more likely to taking care of their baby's skin rather than looking at the brands, price and quality.

Limitations:

this is primary test for understanding the customer's perceptions regarding baby wipes with very small sample size as there was limitation on time and resource. As customers prefer using baby wipes for taking care of their baby's skin, they also must consider the quality of the product. Besides in real life scenario, customers of baby product like baby wipes are always like to relay on some particular brands which are available in local market because of desire quality and price range. On the other hand hypothesizes were mostly developed by using journals of other countries where economic conditions and customer's buying behavior are different from Bangladesh. Also it is really difficult to figure out the true perceptions of the customers. Therefore to understand the true deep perceptions of customers of baby wipes further research with large sample size is necessary.

Other Analysis of Customers' Perceptions

1. Customers' Brand Preference

Table 4.4: Preferred Brands

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ChuChu	11	22.0	22.0	22.0
	Safe	7	14.0	14.0	36.0
	Savlon	3	6.0	6.0	42.0
	Angle	2	4.0	4.0	46.0
	Pozzy	5	10.0	10.0	56.0
	Huggies	3	6.0	6.0	62.0
	Molfix	4	8.0	8.0	70.0
	Nanny's	1	2.0	2.0	72.0
	Pigeon	2	4.0	4.0	76.0
	Johnson and Johnson	6	12.0	12.0	88.0
	Fresh Maker	5	10.0	10.0	98.0
	Others	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

According to the chart, Chuchu has the highest percentage (22%) of the customer's preference. It is may be because this brand is able to meet the customers' interest trough quality or price or making it more available in the market.

2. Price and Quality

Table 4.5: Preferred Price vs Quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Price	11	22.0	22.0	22.0
	Quality	17	34.0	34.0	56.0
	Both	22	44.0	44.0	100.0
	Total	50	100.0	100.0	

According to the chart, the 44% out of 50 respondents are putting their interest both Quality and Price.

3. Preferred Media

Table 4.6: Preferred Media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TV	26	52.0	52.0	52.0
	Newspaper	8	16.0	16.0	68.0
	Social Media and Internet	14	28.0	28.0	96.0
	Magazines	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

Here TV gets the highest response of 26 which is 52% of total 50 respondents. After then Social Media and Internet gets the response of 14 (28%) out of 50 respondents.

4. Preferred Buying Point

Table 4.5: Preferred Buying Points

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	General store	5	10.0	10.0	10.0
	Super store	20	40.0	40.0	50.0
	Pharmacy	24	48.0	48.0	98.0
	Baby shops	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

It shows that most customers are preferring Pharmaceutical shops (48%) and Super Stores (40%) to buy baby wipes for their babies. It could be the reason of psychological thinking or set of getting reliable products for babies from those points.

5. Using Wool and Water as Substitute

Table 4.6: Substitutes

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	11	22.0	22.0	22.0
No	14	28.0	28.0	50.0
Sometimes	25	50.0	50.0	100.0
Total	50	100.0	100.0	

Among the respondents of 50, there are 22% who used wool and water as substitute all the time. Their buying behavior of baby wipes might not very large volume. And there are 28% respondents who never used wool and water as substitute of baby wipes. They might use only baby wipes or some other substitute like normal tissues or soft cloths for the cleansing. However the large portion of respondents which 50% who sometimes used wool and water as substitute of baby wipes when it not available to buy or get from various places or in difficult situations.

4.6. Direct Market Research (Retail Division)

For a marketer it is important to understand the real market scenario. As a result for this research, thirty pharmaceutical shop were being selected for collecting the information. These information helped to find out the yearly sales of the baby wipes, market share of different brands baby wipes and the SKUs of different brands wipes; like- MRPs, Trade prices and offers, sizes etc.

Yearly Sales of Baby Wipes:

In whole Bangladesh, there are 150 thousands pharmaceutical shops. For the research purpose, thirty shops were selected in different location of Dhaka city. Out of the thirty shops twenty nine shops were selling the baby wipes which is 97% of the total sample and the 97% of 150 thousand shops are 145.5 shops. Weekly sales were also collected from the sample shops and converted into yearly sales to estimate the total yearly sales of 145.5 thousands pharmaceutical shops.

Sample Size	30
Wipes available put of 30 shops	29
Percentage of availability	97%
Total Pharmacy	150,000
availability of wipes	145500
Weekly Sales of Wipes	BDT 20,661,000,000.00
Monthly Sales of wipes	BDT 82,644,000,000.00
Yearly Sales of wipes	BDT 991,728,000,000.00

Table 4.1 Yearly Sales of Baby Wipes

Limitations:

For this kind of research time and resource was limited. Therefore the sample size was small and concentrated only in Dhaka city. Besides this data only based on pharmaceutical shops though there other selling points of baby wipes like general stores, super stores and baby shops. Therefore further research need to be conducted with large sample size around whole country.

Market Share:

Market share was estimated by measuring the stock size of different brands baby wipes of twenty nine shops. It seems Chuchu and Safe have the largest share which are 20% and 16% of total market.



Fig 4.1 Market Share.

Limitations:

Brands with the higher portion have of market share might making available their baby wipes as many shops as possible. Besides their revenue might not be the same as their market share. Therefore deep research need to be conducted with large number as this research faced difficulties to reach proper information.

SKU Segments:

Baby Wipes								
Brand Name	Size (Pieces)	Package type	TP	MRP	TO	Additional Margin	Effective TP	Cost Per Sheet
Chuchu	200	Packet	130	220	(12+1)	10	120	0.6
Chuchu	180	Packet	120	175	(12+1)	9.23	110.77	0.62
Chuchu	120	Packet	80	110	(12+1)	6.15	73.85	0.62
Chuchu	160	Jar	170	225	(12+1)	13.08	156.92	1.31
Chuchu	120	Jar	140	180	(12+1)	10.77	129.23	1.08
Safe	200	Jar	270	380	(12+1)	20.77	249.23	1.25
Safe	150	Jar	205	290	(12+1)	15.77	189.23	1.26
Safe	120	Jar	140	175	(12+1)	10.77	129.23	1.08
Safe	120	Packet	120	180	(12+1)	9.23	110.77	0.92
Safe	80	Packet	70	90	(12+1)	5.38	64.62	0.81
Pozzy	180	Packet	150	240	(12+1)	11.54	138.46	0.77
Pozzy	180	Jar	180	270	(12+1)	13.85	166.15	0.92
Pozzy	120	Packet	140	210	(12+1)	10.77	129.23	1.08
Pozzy	90	Packet	115	180	(12+1)	8.85	106.15	1.18
Pozzy	72	Packet	110	160	(12+1)	8.46	101.54	1.41
Fresh maker	120	Packet	140	205	(12+1)	10.77	129.23	1.08
Johoson & Jhonson	120	Packet	165	250	NA	12.69	152.31	1.27
Molfix	63	Packet	110	220	(12+1)	8.46	101.54	1.69
Molfix	56	Packet	90	150	(12+1)	6.92	83.08	1.48
Angel	200	Packet	130	200	(12+1)	10	120	0.6
Angel	200	Jar	130	200	(12+1)	10	120	0.6
Nannys	72	Packet	270	365	26%	70.2	199.8	2.78
Pigeon	70	Packet	192.5	250	23%	44.28	148.23	2.12
Savlon	80	Packet	166.67	200	(24+1)	6.67	160	2

Table 4.2 SKU Segments

Looking at the chart, it seems, Chuchu and Angle have the lowest cost per sheet of baby wipes. Other bands have almost similar cost for per sheets. Besides almost all brands' trade offers (TO) are same excepts Johnson & Johnson, Nanny's, Pigeon and Savlon. In the market the highest pack size is 200 pieces and the lowest is 56 pieces. On the other hand, two types of package is available in the market of baby wipes; one is thick poly pack and another is jar. Customers are buying different sizes in different packages according to their preferences.

Chapter 5

Branding Strategies for Savlon Baby Wipes

5. Branding (Promotional) Strategies for Savlon Baby Wipes

Branding is the creating a positions in the people mindset so that they can recognize the goods or service or particular person in a time of particular situation. A brand could be a name, image, symbol, color, design or combination of them; e.g. FedEx which helps the customers to identify the products separately from its competitors in the same market. Brand helps a company to get recognitions and recommendations to the potential customers by its actual customers. It also helps the companies to establish a long term relationship with the customers and eventually make them loyal towards the brand. As a result these customers no matter what stay with the particular bands for particular products.

For any company, it can follow any five banding strategic decisions when comes about establishing a new brand products. A company can follow line extension strategy where company can introduce additional product items in the same product category under the same brand name; e.g. Lux Soap. Another strategy is band extension where company can use its existing brand name to launch new products in other categories; e.g. Savlon. Company can also follow the multiband strategy where it introduce additional brands in the same product category. Company follows this rule when it tries establish new features or appeal to new buying motives to the new segments in the market. Despite of these three strategies there are two more strategies which are new brand and co-brand strategies that have bend frequently practiced in the real market place by the companies to introduce a new brand or product in the market.

Savlon, it's a renowned and established brand name in antiseptic category (personal care) of ACI Limited. ACI is using this "Savlon" band name to introduce new product category in the personal care section. Therefore theoretically ACI is following the brand extension strategy for establishing new product by using its popular brand name; e.g. twinkle baby diaper, ACI use Savlon Twinkle Baby diaper. This band extension strategy also been found in the case of "Savlon Baby Wipes product" of ACI. ACI using this banding strategy for the hygiene products along with the antiseptic products because of the strong band equity of the Savlon in the market place. This brand name is extremely known by the buyers in the market as good quality and reliable antiseptic product which keep them safe from the harmful bacteria.

Therefore buyers have a fairly high degree of brand awareness and high degree of brand acceptability toward the Savlon as this brand name gives to the customers what they value most. As a result Savlon has enjoyed a high degree of brand preference in the market place against its competitors.

However, for establishing the market for the Savlon Baby Wipes, company has to create the awareness about the product in the market. To do this, the best way is to follow the other competitors' strategies; like their advertisements, promotions, prices, packaging, distribution etc. to establish their baby wipes product in the market.

5.1. Advertisements and Promotions

TVC

Bangladesh is the TV media booming country in the South Asia with more than 40 million viewers which is a big number of viewers for a country with merely USD 1,508.5 per capita GDP (Anis Rahman, 2009). As result TVC is the best way to communicate with the both and actual and potential customers for a company to establish its brand product. Besides brands like Chuchu used TVC for their product advertisement when it first arrived in the market. Therefore Savlon baby wipes can create an emotional TVC to attract the huge number of customers as regarding the baby products, emotional advertisements help company pull big number of customers from the market (Muehling, Spratt & Spratt 2004).

Printed Media

Printed media like newspaper is another biggest source for reaching huge number of target market in Bangladesh. Throughout the small country like Bangladesh, it has 345 dailies with 12 nationals (10 Bangle and 2 English). Highest circulating dailies are Bangladesh Pratidin with 5.53 lakh, Prothom Alo with 5 lakh, Kaler Kantha 2.50 lakh, Jugantor 2.21 lakh, Ittefaq 1.94 lakh, Amader Somoy 1.77 lakh, Janakantho 1.64 lakh, Samakal 1.64 lakh, Bartaman 1.50 lakh, and Inquilab 1.25 lakh, The Daily Star with a 41.15 thousand and The New Age with 35.3 lakh throughout the country (The Daily Star, 2014). Besides there are also some online newspapers both national and local. Therefore ACI can use these printed media for creating and establishing the brand awareness about the Savlon Baby Wipes to reach the target customers.

Shop Sign and Product Display

There are more than 1.5 lakh pharmaceutical shops enlisted in Bangladesh. Most of the A class shop are situated in major cities beside the major public and private hospitals. These pharmaceuticals shops also sponsor the different brands by product display and shop sign exchange of certain amount of monthly or yearly payment from the companies; like Molfix, Chuchu, Kidzz, love baby (diaper) are currently following this technique to establish the market. In this case Savlon also can put some shop sign on major pharmaceutical shops in major cities and also can put gondola in both pharmaceutical shops and super store for the product display.

Social Media Activities

According to the Bangladesh's Telecommunication Regulatory Commission (BTRC), internet users now stand at nearly 30 million across the country and 80% of total population age between 16 years to 40 years are using the face book. As a result Facebook could be another platform for Savlon Baby Wipes to establish in market place. However Savlon has its own Facebook page called “Savlon Bangladesh” where it posts different online AV and tips regarding its products and create awareness in different difficult situations among the customers. Most of the posts get high engagement and reach to its followers. ACI’s initiative for Savlon has already been successful in online within short period of time.

Free Product Sample Distribution

When a new infant born in hospital, uses wet tissues for the cleansing is necessary. In this case Savlon could offer free sample to the major big hospitals for the cleansing purpose of new born infant through its agents. This strategy could be able to create a mindset among the new parents of the baby and create soft emotion corner towards the Savlon baby wipes.

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 - Goynar Baksho
 - Made For Her
 - Kumudindir Boshon
 - BabyShell
 - Jonaba
 - Pretty Fly, Your Safe Zone
 - Beautiful Bees

Appendix A

A survey on “Customers’ perceptions towards Baby Wipes product”.

Your preference of buying baby wipes-

Not preferred	Less preferred	Moderately preferred	preferred	Mostly preferred
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1. For taking care of your baby skin in napkin areas, using baby wipes is-

Not Important	Less Important	Moderately Important	Important	Mostly Important
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2. Cleansing effect of using the baby wipes is-

Not Important	Less Important	Moderately Important	Important	Mostly Important
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3. Using antibacterial effect in baby wipes is-

Not Important	Less Important	Moderately Important	Important	Mostly Important
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4. Using baby wipes are important to reduce the skin diseases of baby-

Not Important	Less Important	Moderately Important	Important	Mostly Important
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5. Your consciousness about the side effect of using the baby wipes-

Not Important	Less Important	Moderately Important	Important	Mostly Important
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6. Reliability on specific brand of baby wipes is-

Not Important	Less Important	Moderately Important	Important	Mostly Important
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7. Availability of specific brand of the baby wipes is-

Not Important	Less Important	Moderately Important	Important	Mostly Important
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8. Good packaging for the baby wipes is-

Not Important	Less Important	Moderately Important	Important	Mostly Important
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9. Your consideration toward brand

Not Important	Less Important	Moderately Important	Important	Mostly Important
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10. Your consideration toward price

Not Important	Less Important	Moderately Important	Important	Mostly Important
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11. To buy baby wipes; Price is-

Not Important	Less Important	Moderately Important	Important	Mostly Important
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12. Your consideration quality price

Not Important	Less Important	Moderately Important	Important	Mostly Important
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13. To buy baby wipes; Quality is-

Not Important	Less Important	Moderately Important	Important	Mostly Important
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14. Which one is important-

Price	
Quality	
Both	

15. Select your preferred media-

TV	
Newspaper	
Social Media and Internet	
Billboard	
Magazines	

16. your preferred brand to buy-

ChuChu	
Safe	
Savlon	
Angle	
Pozzy	
Huggies	
Molfix	
Nanny's	
Pigeon	
Johnson and Johnson	
Fresh Maker	
Others	

17. Mostly from where do you buy baby wipes?

General store	
Super store	
Pharmacy	
Baby shops	

18. Do you use wool and water as alternatives of baby wipes or wet tissue?

Yes	
No	
Sometimes	

Appendix B

A survey on “Pharmaceutical shops to understand the real market position”

1. What is the weekly sales of baby store in your shop?

ANS:

2. Which baby wipes brands do you have, and their MRP, Trade Price, Size and Package type?

Brand	MRP	TP	Size	Package
ChuChu				
Safe				
Angle				
Savlon				
Pozzy				
Molfix				
Nanny’s				
Huggies				
Pigeon				
Fresh Maker				
Johnson’s Baby Gentle Cleansing				

3. What is your stock size of baby wipes?

ChuChu	
Safe	
Angle	
Savlon	
Pozzy	
Molfix	
Nanny’s	
Huggies	
Pigeon	
Fresh Maker	
Johnson’s Baby Gentle Cleansing	