



Internship Report On
“Market Activation’s effectiveness of RSPL
Health for Uniwash Detergent Powder”

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Internship Report On RSPL Health BD Ltd

**Topic: Market Activation's effectiveness of RSPL Health for
Uniwash Detergent Powder"**

Submitted to

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Letter of Transmittal

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Subject: Submission of Internship report titled “Market Activation’s effectiveness of RSPL Health for Uniwash Detergent Powder” as a part of the competition of Bus-400.

Dear Ma’am,

I am submitting my Internship report entitled “**Market Activation’s effectiveness of RSPL Health for Uniwash Detergent Powder**” as required Fulfillment of BBA program.

The detergent powder market of Bangladesh is getting developed day by day and so many new brands are entering the market. During my 3 months of Internship program I have worked closely with the Market Activation of the new Detergent brand of RSPL Health BD. Ltd. called “**Uniwash**”. The purpose of the Report is to having broad understanding about the launching of a new product and measuring the effectiveness in BTL approach.

I hereby request your approval for my research proposal. I will look forward to your valuable feedback. I would like to express my sincere gratitude for the help in preparing my report.

Sincerely

Samia Sultana Jhorna

ID: 16204001

Brac Business School

Acknowledgement

Doing Internship is very important and essential because it enables a student to gain First-Hand exposure of working in a real world. Along with the practical experience it also helps an intern to expose him/herself to new people in a controlled and stable environment. It also gives a chance to explore what they want to be in the future and their overall career goal.

I am glad to do my internship in a FMCG company like RSPL health BD Ltd. I am grateful to the management because they helped me a lot to learn and understand how a FMCG industry runs in a very short period of time.

At first I would like express my gratitude to my University supervisor Humaira Naznin for helping and supporting by giving me proper guidelines to conduct my research.

Secondly, I am grateful to my on-site supervisor Mr. Tanvir Robin (Brand manager) for his tremendous support and guidelines till the very end of my internship program. I would like to thank Mr. Mehran Hossain (Asst. Brand manager) and Tanvir Mahamud (Market analyst) for their guidance to conduct effective surveys during my internship period, understanding different aspects of marketing and their wonderful career tips. Finally I would like to thank the management for making the activation programs so exciting by applying some unique activation strategies.

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Executive summery

FMCG sector of Bangladesh is expanding day by day as the demand is on rise. Detergent is one of the few segments which is attracting more companies gradually. RSPL Health BD Ltd is a company of RSPL Group which is operating in Bangladesh since 2013. They have successfully entered and captured a praiseworthy market share by launching “Ghari detergent” which was the market leader for 7 years in India. They have gained a significant amount of market share in the base category with Ghari Detergent. The current market share of Ghari detergent is 10% which positioned as no 4 in Bangladesh among all the competitors. Recently the organization has launched a premium category detergent to fill up a certain gap in the market. It was launched in April 2017.for launching Uniwash, The Company implemented the unchanged marketing strategy (BTL) as they did during the launching of Ghari detergent, but in a different way. As a marketing intern I got the chance to be a part of Uniwash Activation program and observe the overall market trend of the detergent consumers. I was given the opportunity to understand the buying behavior of different segment of the market. My report contains all the data’s and information that I collected as a part of my job. The report will show to what extend below the line market activation strategy is effective for Uniwash launching. It will also show the market share, potential market growth, and overall consumer behavior and feedback given by the potential consumers and retailers. The report was prepared based on the feedbacks and market analysis done by mostly surveying over consumers and retailers and other effective methods of research.

2.1 Introduction

Marketing plays a crucial role in Business and the center of the marketing is Branding. Through branding, organizations communicate their products to their target market. To capture the desired market segment and sustain in the market successfully it is important that the branding of the product is effective and efficient. Branding process varies as per the product segment. Every segment and every product needs some differentiated process as the market is getting saturated and the customer knowledge is enhancing day by day. As the battle for a sustainable position in the market is getting harder day to day, the importance of branding and brand value is increasing as well. Fast-moving Consumer goods or FMCG industry is the most stably growing industry in Bangladesh as the wings of FMCG covers every aspect of human life. The Fast-moving Consumer goods (FMCG) are the products that have a short shelf life as the products are mainly daily necessary products and are sold quickly in a short period of time. FMCG is the classic case of low margin and high volume business as the contribution margin of the products are relatively small. The FMCG sector of Bangladesh is growing day by day as the consumer demand is on the rise. The rapid growth influences the FMCG marketers to analyze the selling performances of each product line in a professional way. When an organization launches a new product, they need an effective and efficient combination of strategies. Brand Activation is the way to communicate the products for organizations to their customers. BTL or below the line brand activation programs are quite popular and for FMCG products It is quite effective and efficient to gain recognition and sustain in the market.

2.2 Problem statement

Companies especially the FMCG companies now a days compete with each other in different ways. The most important issue of rivalry between companies is how to win customer and capture a satisfactory share in the market or even become the market leader. However conducting research on consumer buying behavior has become a trend now a days. It is an essential mean to understand consumer insights and what actually they want in a product. Moreover during the launching period of a product a company has to do a lot of research on the consumer buying behavior, effectiveness of the marketing strategies that the company uses during the market activation of the product. Because the initial process includes creating a brand awareness among the consumers and for that companies should be very careful about implementing any market strategies. If a company fails to apply a suitable marketing strategy during launching period, they might face difficulty in future to run the product in the market. Therefore the problem statement of the research would be ‘’ during launching period all market activation strategies are not applicable for all companies or products as it varies from product to product depending on which market segment they are targeting’’. From this problem statement a research question arises how multiple market activation should be applied to create a brand awareness which may lead to brand consumption and how to measure the effectiveness of those activation strategies.

2.3 Purpose/objective of the study

There are multiple objectives of preparing this report. The broad objective is to understand and analyze the BTL (below the line) strategies taken by RSPL Health BD. Ltd to launch **Uniwash** detergent powder. And measuring the effectiveness of the implemented activation strategies.

Specific objectives:

- To Investigate BTL (below the line) activation strategies, its functions and effectiveness.
- To understand the different methods of an activation program.
- To identify the advantages and disadvantages of these BTL activation programs.
- To measure the effectiveness of BTL activation program taken for Uniwash detergent powder.
- To identify the key issues that have arisen during the activation period of Uniwash.
- To find the consumer and retailers feedback about the product.
- To find out how to improve the product and strategies.
- To find out the potential market for Uniwash.
- To measure the conversion rate after activation.
- To find out market share to measure the effectiveness of the Uniwash activation programs.

2.4 Timeline

As the report reflects the activities that I have taken part during my internship period so it required about 2 months of time to complete it. It took about a week to brain storming and topic selection. Data collections and surveys have taken about a month. Analyzing the data's took roughly 10 days.

2.5 Limitations

Although the report has shed light on the Market strategies for a new product, there were some limitations as well. Firstly, the strategies and activation programs taken for Uni Wash were all pilot projects, thus the data sources were very limited. Secondly, there can be biased responses from the respondents' which can make the validity and reliability of the report questionable. Thirdly, the information from the organization are mostly confidential and are not to be presented directly which made the report making hard and lastly the report was made within a short span of time. A more detailed and comprehensive report would require more resources and time.

2.6 organization part

2.6.1 Company overview:

RSPL Health BD. Ltd.



RSPL Health private is a private incorporated on 06 July 2011. RSPL stands for Rohit surfactants private limited which was originated in Kanpur, India. The FMCG sector in Bangladesh expanding as the demand is on rise. Recently detergent sector is becoming one of the most attractive sector for the companies to invest. RSPL has successfully entered in market back in 2013 introducing Ghari detergent powder and gained a fare market share within a very short period of time. After the introduction of base category their now targeting the mid category by introducing a premium quality product named Uni Wash detergent powder.

History of RSPL Health BD Ltd

Important dates

August 2013	Company formation in Bangladesh
27 th May, 2014	Launching of “GHARI Detergent”
December, 2014	First factory Inauguration at Savar
15 th April, 2017	Launching of “Uni Wash Detergent”

2.6.2 Mission, Vision and core value of RSPL

Mission: The mission of RSPL is to be a part of consumers 'daily life by giving them the best value for money through well researched and ever evolving excellent products.

Vision: The vision of RSPL Health Bd. Ltd. is to bring back the crown to the consumers where it rightfully belongs.

Core values:

- Consumer centricity
- Continuous improvement
- Integrity

2.6.3 Product portfolio of RSPL Health BD Ltd

RSPL Health BD Ltd started its journey by offering a detergent powder as homecare product in Bangladesh. Although In India the same organization has multiple line of products but in Bangladesh they are operating the business based on only two products. The company is focused to improve the product quality and in order to accomplish that they take different approaches for the production process and to maintain quality, standard and hygienic manufacturing process. A group of skilled people are engaged in the production process like choosing materials and ingredients.

The available products that RSPL has are GHARI and UniWash.

Brand	Product	Category
Ghari	Ghari detergent and Ghari Laundry Soap	Home care(Fabric wash)
Uniwash	Uniwash Detergent powder	Home Care (fabric Wash)

2.6.4 Business operation:

RSPL Health BD Ltd is currently operating nationwide same as other FMCG companies in Bangladesh. Initially they targeted few region in Bangladesh later, when it started to get positive feedback about the product they decided to expand its operation nationwide.

To operate the business effectively RSPL has divided the country into 5 regions. These regions are:

- Dhaka
- Chittagong
- Sylhet
- Rajshahi
- Khulna

These regions are also divided into multiple sub divisions to make the operation error free and smooth.

Distribution:

A distribution channel in a chain and path of business through which product reach to its end customer. RSPL sells its product mostly by three-tier system means through the manufacturer to distributor to the end customer. RSPL has about 390 distributor points around Bangladesh which work as intermediaries. These distribution points are located near the potential markets. The operations and the supplies are divided among these distributor depending on the territories. However, some of the small distributors also work as sales representative of the company.

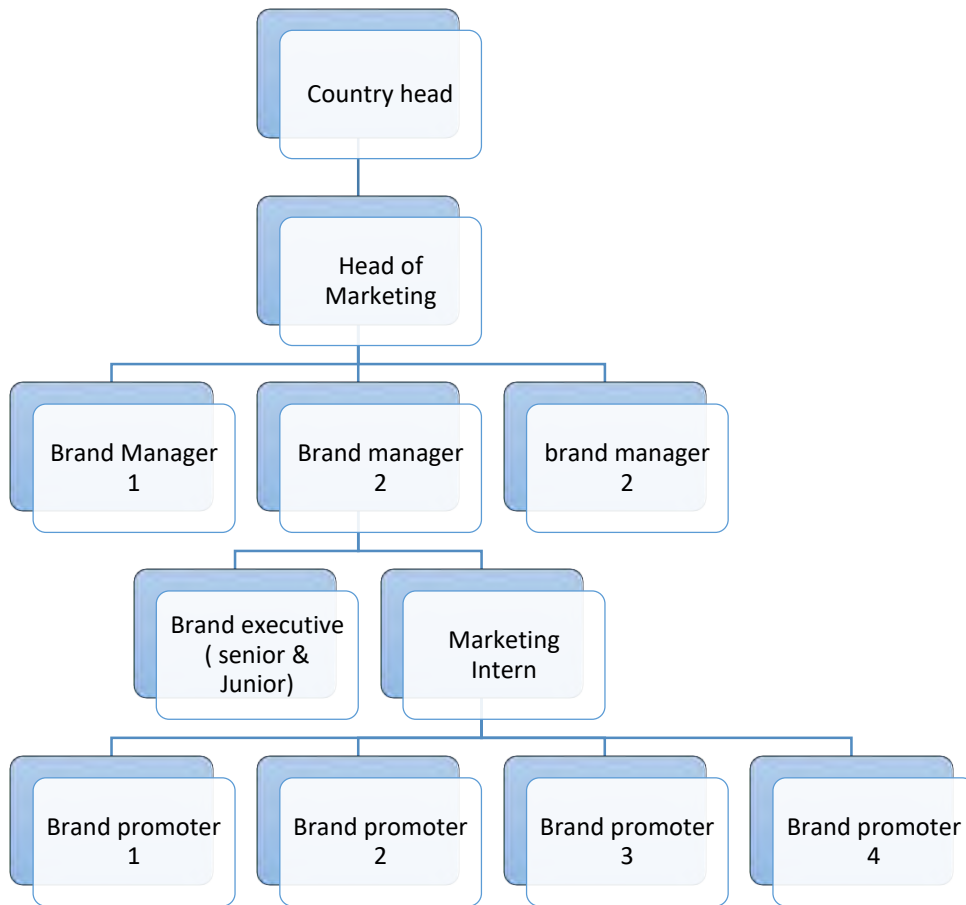
2.6.5 Structure of the company

RSPL has a heretical organization structure which means their activities such as task allocation, operations etc. are arranged to achieve the organizational goal.

The hierarchy of marketing department of RSPL Health BD Ltd is given below:

Role of country head:

The country head of RSPL Health BD Ltd. works to represent the company in Bangladesh. It also involves working to manage operations, develop business and increase profitability for a company



in a specific region or country.

Role of head of Marketing:

Developing and implementing effective strategies of marketing. Overall responsibility for brand management and organization's identity

Role of brand manager

To make sure each operational run smoothly, collaborating marketing and sales strategies and keeping balance in budget and sales goal within a region. Implementing different branding strategies and customer engagement.

Role of brand executive: completing the task directed by brand manager. Adapting the brand strategies. Execution of strategies and looking after overall marketing campaigns.

Role of a marketing intern:

- Visit market frequently to monitor brand promoters activities.
- Creating brand engagement by communicating with customers and retailers.
- Preparing daily activity reports to discover the present scenario of own and competitors.
- Supervising brand activation programs. Doing surveys on brand call productivity.
- Preparing presentations.
- Finding out market share and growth.

Project part

2.6.6 Marketing strategies and brand building of RSPL Health BD. Ltd:

RSPL Health BD Limited has their unique strategy to launch their products and they like it to be different and unique to grab the attention of the target market. Launching Ghari was unique in its own way. A packet of Laddos (one kind of sweet) labeled GHARI Detergent were gifted to each and every Retailer and grocery owner of whole Bangladesh. RSPL mainly follows the below the line activation or BTL strategy as their market strategy. BTL with this slightly unique trick worked for the company and within a short span of time the brand GHARI gained a strong position in the base market and came to the 4th position in the whole detergent category with a market share of 10%. Uni Wash is their most recent product in the detergent category. To make it a success like their previous product and grab a major market share of detergent market of Bangladesh, they took certain strategies of their own for their new product as well

BTL Marketing stands for Below the Line Marketing. This kind of marketing is the kind of marketing that targets specific groups of people with focus. For example, a leaflet drop in a specific area, a Google Ad words campaign targeting a certain group or a direct telemarketing campaign targeting specific businesses.

2.6.7 Push and Pull strategy for BTL activation:

Consumers are approached by the company by two different ways. These are push and pull strategies. The proposition of pull marketing is to promote the product by pushing them onto the general customers. On the other hand, in pull marketing strategy is the way create a position in consumer mind that bring them to the products without giving much efforts. RSPL Health BD Ltd is using the BTL strategy under push strategy. they encourage the retailers to sell the product also want the customers to buy the product by applying different BTL marketing strategies like market activation and overall brand engagement..

2.6.8 The story of “Uni Wash”.

Uni Wash is a research product and it was launched addressing a certain gap in the market. There are detergents that clean the fabrics and detergents for specially stain removal purpose. There is a gap in the price range too. So addressing these gaps **Uni Wash** was born for the midlevel category that is added with a value of stain removal ingredient. There was a concept test done for the detergent powder and the winning concept was used to develop **Uni Wash** detergent powder. People seemed to have a difficulty to find a detergent that can both remove stains and clean the fabrics properly. So Uni Wash was introduced as a detergent that can clean the fabrics efficiently and can remove stain as well.

2.6.9 Competitive Analysis:

Competitive analysis is crucial for launching a new product as to enter a market and to sustain, it is important to know the competitors and their positions.

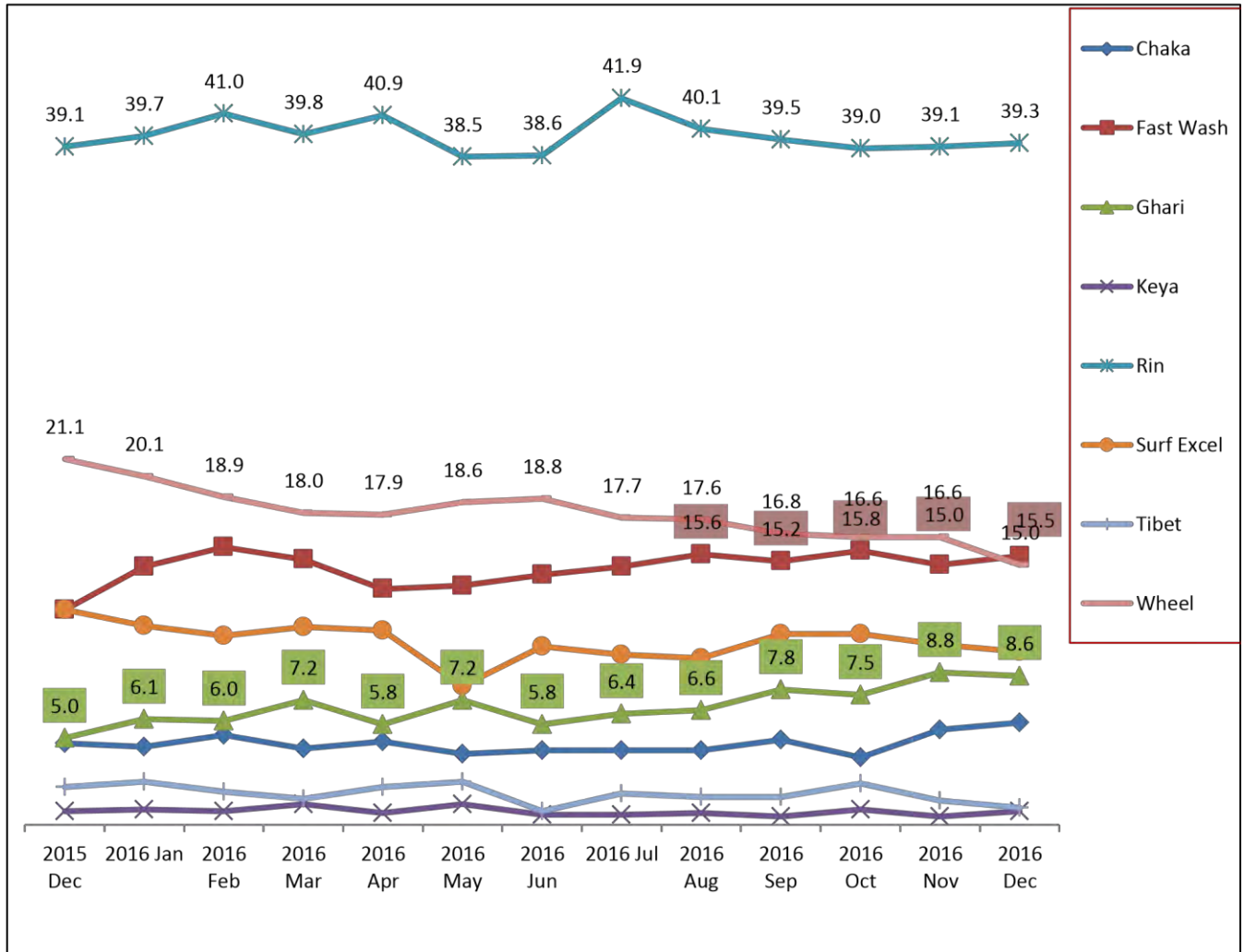


Figure 1: Market penetration of leading brands in 2016

This is the graphical presentation of the monthly penetration of some of the key brands in the detergent market. Rin is clearly in the dominant position and grabbed a lot of the market share already. To compete in the market it is necessary to maintain a standard compared to Rin. The researchers have worked on Uni Wash for more than 2 year. Through a research it was found that Rin captured the largest market share in Bangladesh which cleanses the fabrics efficiently. Further study showed that the RIN users are happy with the cleansing efficiency but when it comes to stain removal another big name comes to consumers' mind which is SURF EXCEL. However, another

study shows that about 68% of total sales volume of surf excel is the mini packs (20gm). Researchers found that the reason behind this is most of the customers' buys mini packs of surf excel only for stain removal purpose and then they go back to their regular detergent powder which is RIN. RSPL health BD utilized this gap to capture a market share by introducing Uni Wash which has a better cleansing efficiency and can remove the stains as well.

2.6.10 Marketing Mix:

Marketing mix is an actual process and a combination of multiple factors by which a company put a right product in the right place and at a right price. RSPL Health BD Ltd applied the proper marketing mix for launching their new product “Uni Wash” detergent powder. It is important to understand the market mix for this product because it is a helpful element to the company to measure the effectiveness of the activation strategies for Uni Wash especially if the activation programs turns out to be ineffective, they can take corrective actions by properly investigate the marketing mix and find out where things went wrong.

Product

RSPL Health BD has found out a market gap before launching a new product in the market. This gap makes Uni Wash a perfect product to launch.

Place

Uni Wash placement is same as their previous product Ghari Detergent Powder. It has both direct sales and through distributor to make it easily accessible to consumers.

Promotion

RSPL Health BD Ltd implemented some of the unique promotion strategies of marketing. These are Sales Promotion, attractive schemes, advertising and Public relation etc.

Price

Uniwash is a unique semi-premium detergent powder which was introduced in market to fill the gap faced by Surf excel and RIN users. The company fixed the price of the product between these two brands. Selling price of Uni Wash 500gm is = 55 taka, selling price of 200gm = 25 taka and

selling price of 30gm = 5 taka. Whereas the 500gm of Rin costs 52 tk which only can whiten the fabrics and Surf Excel 500gm costs 85 tk which can remove stains only. Compared to these two product Uni Wash clearly gets the competitive advantage in terms of its pricing strategy for serving both purpose (whitening fabrics and stain removal efficiency).

Packaging and SKU (Stock Keeping Unit)

Packaging and SKU (stock keeping unit) are defined by the size, color or model of a product. Uniwash has an attractive packaging design. The stock keeping units or SKU of —Uni Wash are 1kg, 500gm, 200gm and 30gm as mini packs. For the launching period it only had three SKU- 500gm, 200gm and 30gm. After the launching period analyzing the pilot projects and market demand the SKU of 1kg will be brought to the market.



2.6.11 Market strategy for Uni Wash

Uni Wash is a semi premium category detergent powder which the company claims to be better than RIN which is the market leader and have the stain removal capacity as Surf Excel. The gap in the price range and the added value of stain removal is what RSPL wanted to uphold for the promotion of Uni Wash. To launch the product the BTL activation method was followed mainly.



Product Launching:

RSPL Health BD launched their new brand “Uni Wash detergent powder” by Deputy sales representatives (DSR) of the organization who also worked as the DSR of Ghari detergent. The Company designed an attractive hanger which can carry two 200gm packets and six 30gm mini packs worth 80 tk. they gave the hangers to the retailers to sell . The second strategy of launching the product was to ready sell SKUs to the retailers while giving away the free hangers with free products. DSR product launching strategy turned out to be 75% productive. Over time, the company got 80% productivity which has successfully exceed the company’s expectation and target. This launching campaign continued about one month in more than 5 lakh retail shop or groceries nationwide.

Repeat sales analysis:

The main challenge the company faced was to sell Uniwash to the potential customers. The company monitored the customer buying behavior and made the retailers to sell the product to the customer by push strategy. Furthermore the company collects the regular sales data from the DSR to find out how many customers bought the product. The repeat sales analysis is important because it shows how much the customers liked the product and if they are willing to buy it on a regular basis or not.

School campaign:

School campaign is one of the strategy that RSPL Health BD implemented during the launching period of Uni Wash. The campaign started with Monipur High school and college in Mirpur, Dhaka. They also did a campaign in Rajuk Uttara Model High School. The guardians of those students who came to the school to pick up their children were targeted mostly. The company arranged free sampling and gaming competitions in many school campus. The company is planning to do some big projects of sponsorship campaign in all schools and colleges in Dhaka city.

Recruiting brand promoters and personal selling:

RSPL Health BD recruited some brand promoters to work for the market activation of Uniwash. Brand promoters play a significant role in launching a product in market. An effective BP program can be very useful for a company because they are the ones who make one to one communications with the potential consumers. While launching Uni wash the brand promoters worked in various market around the country to increase the sales volume of Uniwash and create a brand awareness among the customers who visit that particular market. The key responsibility of the brand promoters were to sell Uniwash from the outlets, communicate with the customers describing the feature of the product and give the customers free trial packs. Initially brand promoters worked for 15 days in each potential market place, later the company extended the period to 26 days to build

a brand engagement with customers. The company recruits the brand promoter in those market where the sales volume is comparatively lesser than other market. Activation through brand promoters turned out to be very effective for the launching of Uni Wash. For this the company is thinking to extend this program as long as it required to archive a satisfactory market share of Uniwash.

Corporate and Customer sampling:

RSPL Health BD has done customer sampling and corporate free sampling in different stages. Initially they have done it by personal selling and sampling through brand promoters. They did it by giving free samples to people who walks in that particular market. Later they gave sample in different corporate level in Dhaka. For example the company gave about 1500 500gm Uni Wash packet in different organization like Daily star, pertex, AB Bank, Transom, Coca-Cola, Reckit Benkizer etc. Corporate sampling is important to maintain public relation. It also helps to get some useful feedback from corporate level. The corporate sampling program was held for about 2 weeks initially and during different festivals.

Consumer sales promotion

Sales promotions are used for dragging more consumers towards the brand. RSPL Health BD uses different sales promotions. Sometimes they offer special schemes in festive times, like Diwali, Christmas or Eid. As Uniwash is in initial stage, the company provide schemes only in super shops in Dhaka city. The company gives two schemes in various super shops in Dhaka. Prince bazaar, CSD, Meena bazaar and Agora are the shops where the company follows these promotional schemes: Six hanging clips with the 500g Uni Wash detergent powder one jar with the 500g Uni Wash detergent powder.



Trade 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 went for a typical trade scheme for “Uni Wash” which is 12:01. This means, a retailer would get one piece of Uni Wash 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. the company recently offering a trade margin which is higher than any other renowned FMCG company in Bangladesh.



ট্রেড প্রমোশন ও ট্রেড ম্যুনাফা

এস কে ইউ	ট্রেড প্রমোশন	পাইকারি মূল্য	প্রতিটিতে লাভ				শতকরা লাভ	
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কেনো ইউনি ওয়াশ ডিটারজেন্ট পাউডার?

- ☞ ভোক্তাদের কাছে জানতে চাইলে তারা দাগ উঠানো নিয়ে অসন্তুষ্ট প্রকাশ করে, তাই ভোক্তা সন্তুষ্টিকে লক্ষ্য করে আর.সেপি.এন দীর্ঘ গবেষণার পর বাজারে নিয়ে এসেছে **Magicles সমৃদ্ধ 2 in 1** ফর্মুলার ইউনি ওয়াশ ডিটারজেন্ট পাউডার যা কাপড়কে শুধু সাদাই করেন, করে দাগহীন সাদা
- ☞ ইউনি ওয়াশ ডিটারজেন্ট পাউডার ভোক্তাদের জন্য সুলভ মূল্যে নিশ্চিত করে
- ☞ ইউনি ওয়াশ বর্তমান বাজারে সবচেয়ে কার্যকর ডিটারজেন্ট পাউডার সার্ব এক্সেলের সমান কার্যকর হলেও এর দাম সার্ব এক্সেলের তুলনায় বেশ কম, তাই ভোক্তারা এখন সাধারণ মধ্যবিত্ত মানের মতো পরিষ্কার কাপড় পাবেন
- ☞ শার্টের কাফ কলারে জন্মে থাকে দাগ, চেন, তরকারি, চকলেট, কদা, ঘাস কিংবা চা এর মতো কঠিন দাগকেও সহজেই তুলে ফেলে
- ☞ ইউনি ওয়াশ ডিটারজেন্ট পাউডার সাদা করে আরো সাদা, বর্ডিনকে রাখে নতুন এর মত স্বচ্ছকে আর কাপড়ে দেয় সুগন্ধিত গৌরবে
- ☞ হাতকে রাখে কোমল আর থেকেয়না কাপড়েরি বাব্বার করা যায়

BTL and Outdoor promotions:

Uni Wash Posters and stickers were designed for the outdoor display promotions. They provided stickers and posters through distributors to their sales person. The sales representatives were instructed to place these stickers and posters for outdoor displays. Though these had an expected life time of three days, it has some significant impacts on customer minds.

T-shirts with the Uni Wash logo on it were designed and made too for distributors, sales representatives, brand promoters and employees. Everyone was instructed to wear the T-shirts during the campaign and launching period.



Market storming Sales competition:

RSPL Health BD has arranged an exciting market storming and sales competition on this Friday, November 24th 2017. The modalities of the program were

- It was held in 3 bazars from 9am to 12pm. 5 marketing teams participate in that competition each teams took orders and provide a Uniwash T-shirt to retailers against each 24 pcs of Uniwash 500gm order. The instant buyers (retailers) got a T-shirt instantly others received the T-shirt with delivery, In addition each teams pasted stickers, provided samples to prospective customers & sold to customers. The champion team received 2pcs of Pressure Cookers and the runner up team received 2pcs of Fry pan.

2.7 literature review

The opportunity to market a new, enhanced brand is an exciting chapter for any business. Though the process may present various obstacles to overcome, an effective brand transformation can completely redefine the business's future potential. If the business already has a stable presence in its market, it is important to ensure that the new branding is introduced in a timely, strategic fashion. If the new brand is introduced onto every platform simultaneously, the current brand will disappear entirely, leaving customers confused and bewildered.

2.8 Methodology:

The paper is written on the basis of information collected from both primary and secondary sources.

❖ Primary Data sources:

- Survey on consumers during and after activation programs.
- Survey on retailer during and after activation.
- Pilot project.
- Qualitative research to find out consumer's insight.
- Discussion with consumers and retailers.

❖ Secondary Data sources:

- Concept test
- Annual budget plan for Uniwash Activation programs
- Sales call productivity report before and after Uniwash activation programs.

Data Collection:

This report consists of both primary and secondary data's which were collected through both qualitative and quantitative approaches. Multiples means of collecting the data's were used. For example, Surveys on consumer and retailers, observations, One-one communication etc. Structured questionnaires were used to collect the primary data's.

Data processing: collected data's were processed through MS excel, Google form and descriptive graphs for interpretation. The collected data's were analyzed with MS excel and Google Form. And with graphical representation of data's.

Target population: Target Population were the retailers and consumers. These surveys were done before and after BTL activation.

Sampling method: For conducting the research random sampling was used as a part of BTL activation program. For collecting the data from both consumers and retailers strata and cluster samplings were used respectively.

2.10 Findings and Analysis:

To find out what customers, what strategies should be taken to make the new brand successful, and measuring the multiple Uniwash BTL activation programs there were some research done. There were corporate sampling and household sampling to understand the product acceptance and based on that the future strategy planning was done. And to reach out to the retailers survey was done and collected suggestions to measure the effectiveness of the BTL activation programs.

2.10.1 Findings from Corporate Sampling and Household sampling:

Planning strategies for a new product can be difficult but to do that it is necessary to find out what customers value the most and what drives them to purchase a certain product. Knowing those factors the strategies can be set ahead. From the corporate sampling and household sampling certain information were to be seeking to analyze the strategies taken. To understand if the right approach has been taken the respondents were asked one specific question about the influences of choosing a brand.

Survey on consumers:

No of responses	300
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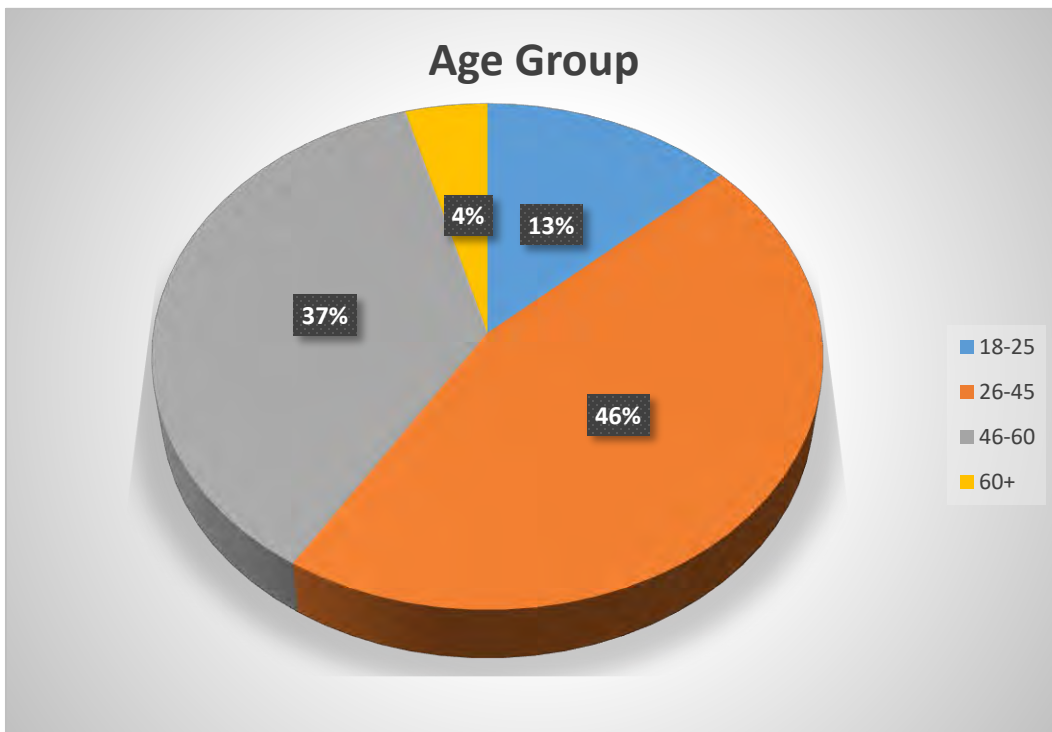


Fig.1: age group of the respondents

1. About 46% of the respondents belongs to age group of 46- 60. most of them were housewives. Which means these are the people who visits market frequently. 46-60 aged people comes in the second position with 37% from the respondents.

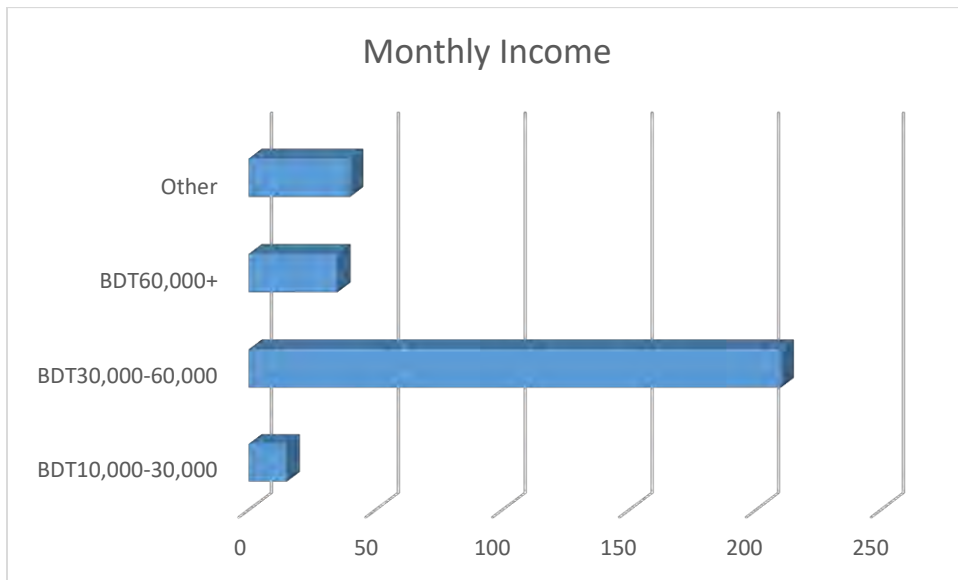


Fig. 2 income status

Here about 200 respondents out of 300 has a monthly income of between 30,000-60,000 BDT. This research was done carefully especially to choose respondents as Uni wash detergent powder is targeting the mid segment of the market.

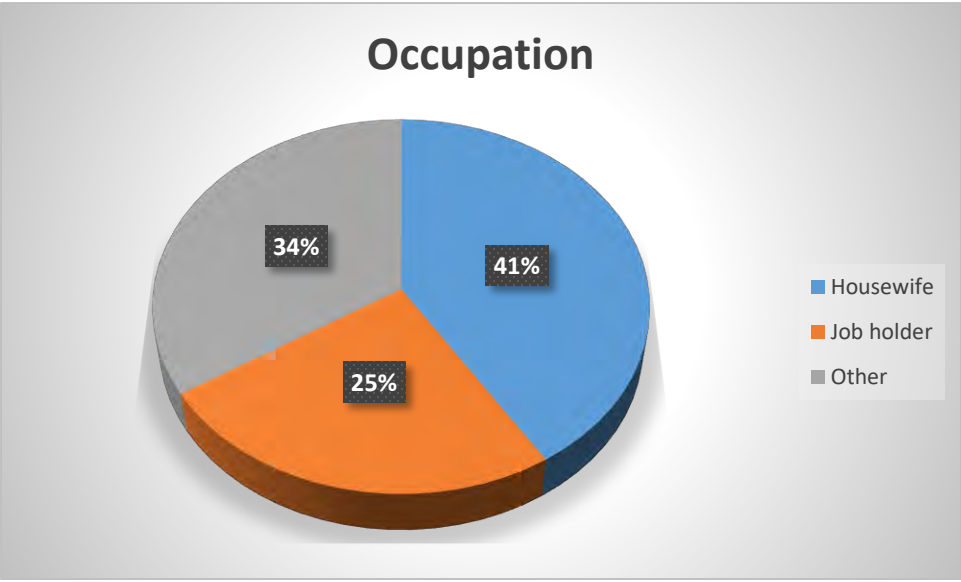


Fig.3: occupation

1. The study seems to be effective because majority of the respondents with 41% were housewife who are the actually target market.

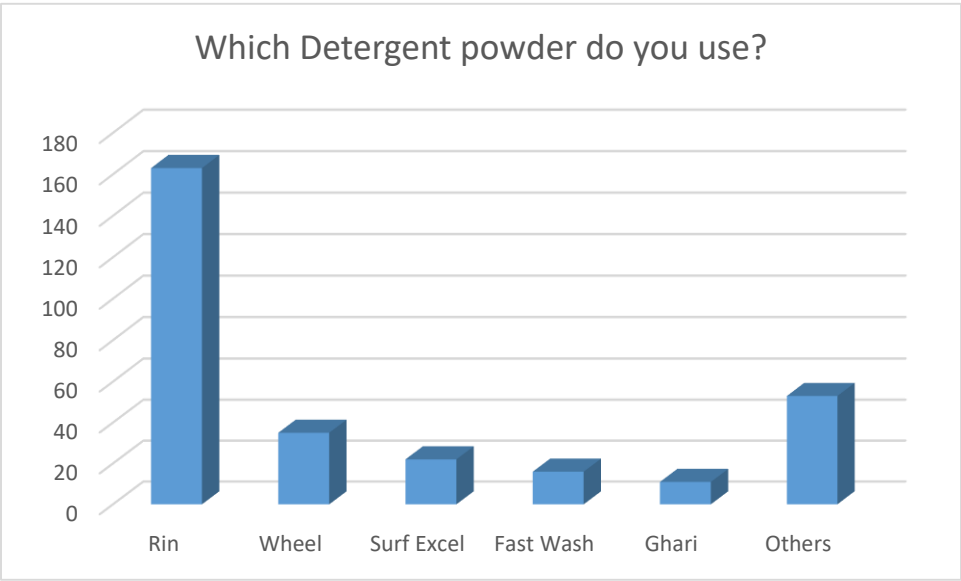


Fig.4 market share of detergent powder

1. This figure shows that RIN is apparently the market leader among all the other detergent powders

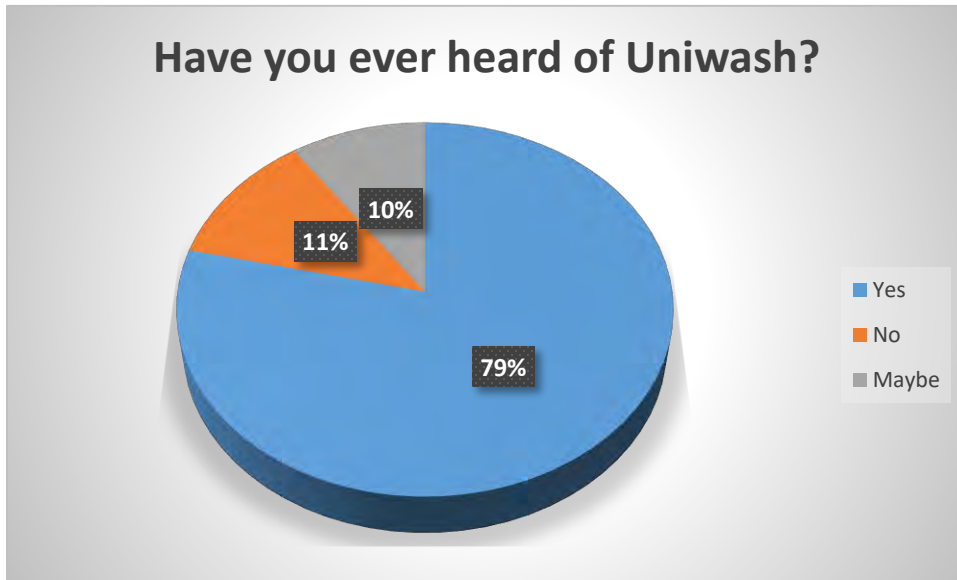


Fig 5: responses about Uniwash

1. This figure shows that about 79% respondents have heard about Uniwash because the survey was done in those markets where Uniwash activation program had took place.

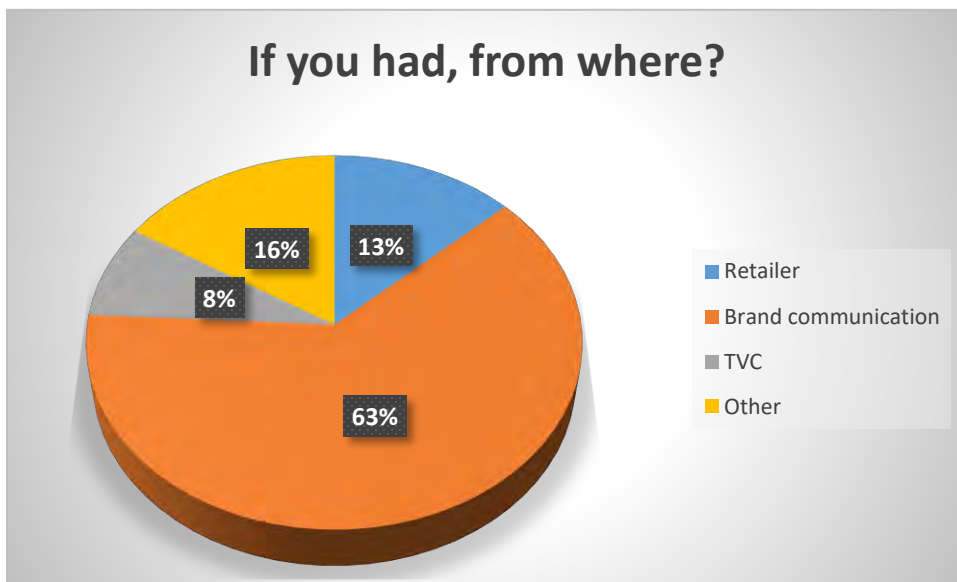


Fig 6. Sources from where they heard it from

1. The figure shows that about 63% people heard about Uniwash from the brand communication which leads to a conclusion that Uniwash's activation program was successful to some extent for creating a brand awareness among consumers.

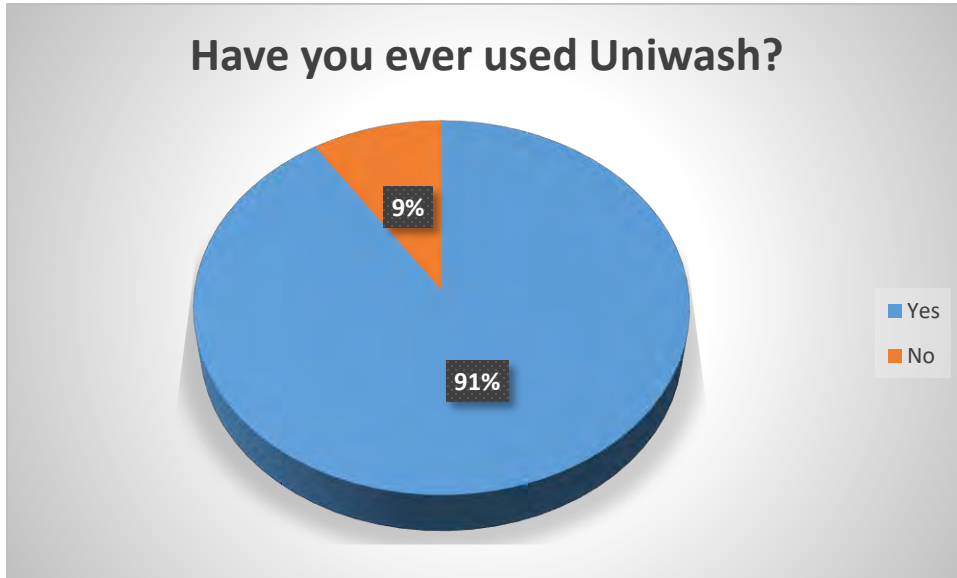


Fig 7.

1. This shows about 91% people among those who have heard about Uniwash used the product at least for once.

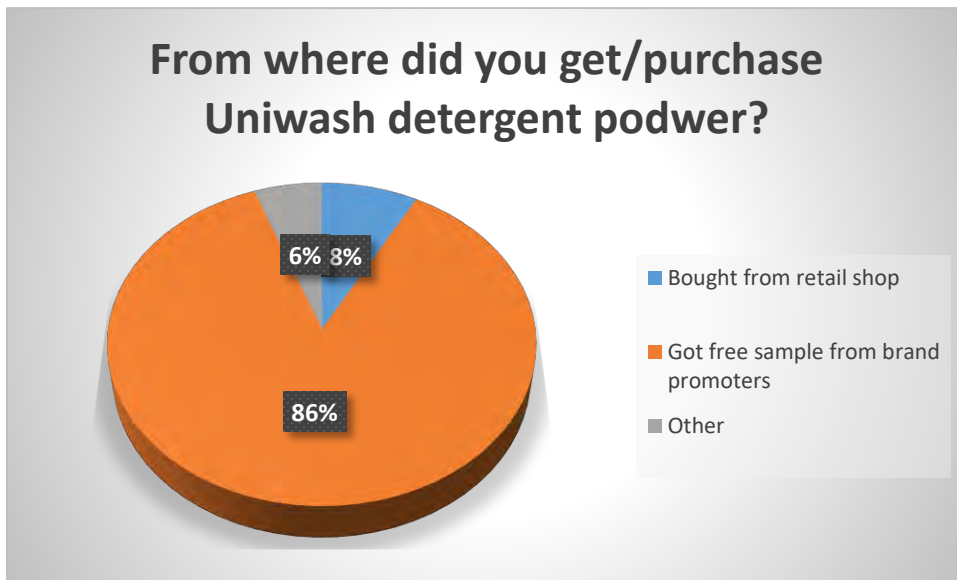


Fig. 8

1. This chart shows that about 86% people out of people who have used the product got free samples from brand promoters during activation period. 8% people bought it from retailers.

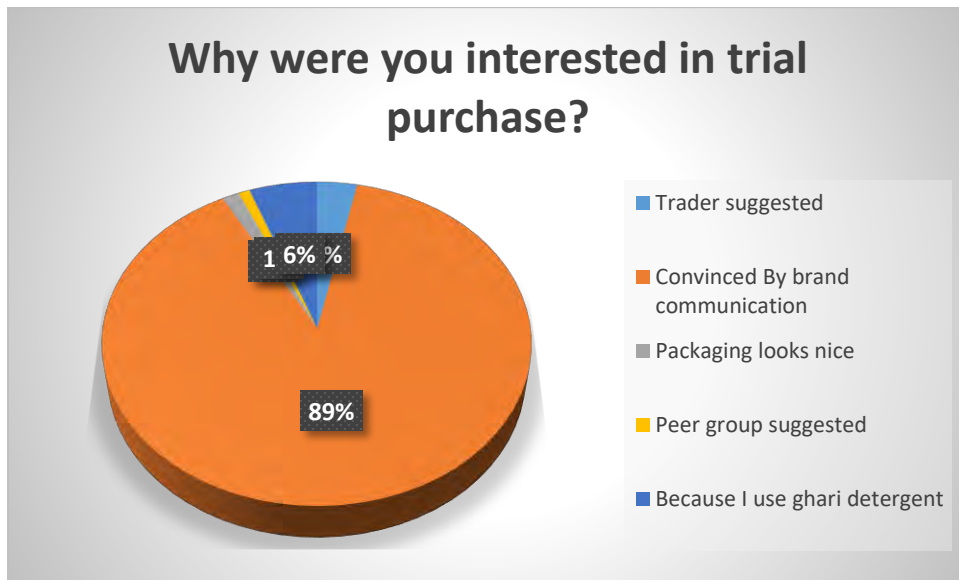


Fig.9

According to the chart about 89% people were interested in trial purchasing because they were convinced by the brand communication. It is a positive sign for the company because it proves that they are on the right track in terms of the brand communication.

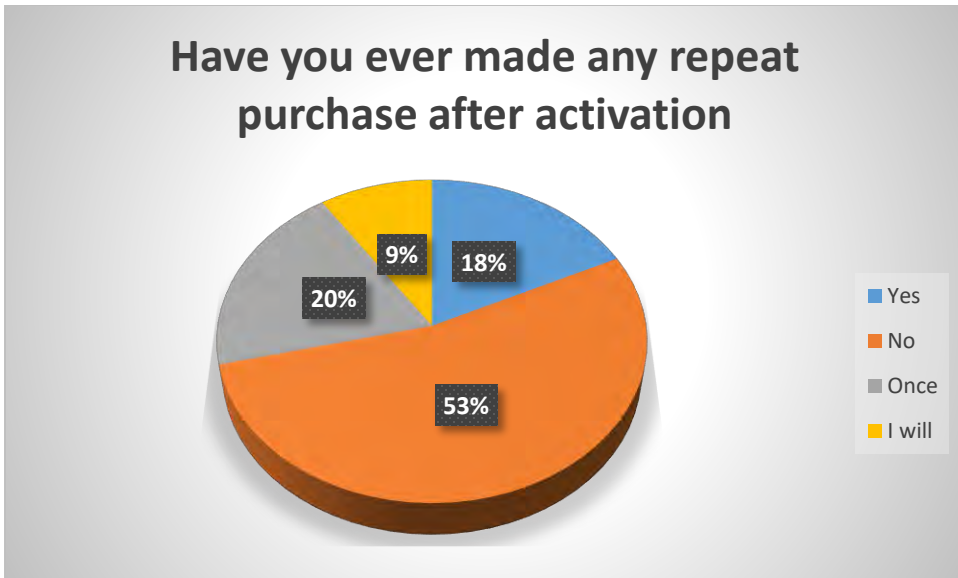


Fig.10

About 53% percent people haven't made any repeat purchase yet which means company needs to give more efforts to increase their sales by applying different methods of pull strategies.

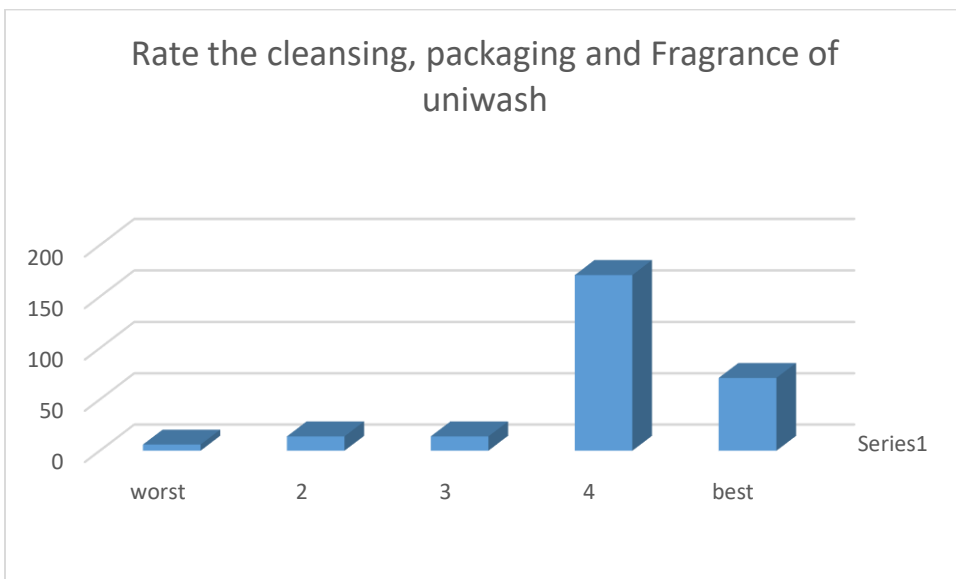


Fig.11

Majority of the respondents gave a satisfactory rate to the product quality. Which means they need to research more on product quality and improve it based on the potential

consumers feedback. However it is quite impressive that the product got a very fare responses about the quality compared to other new products in the market.

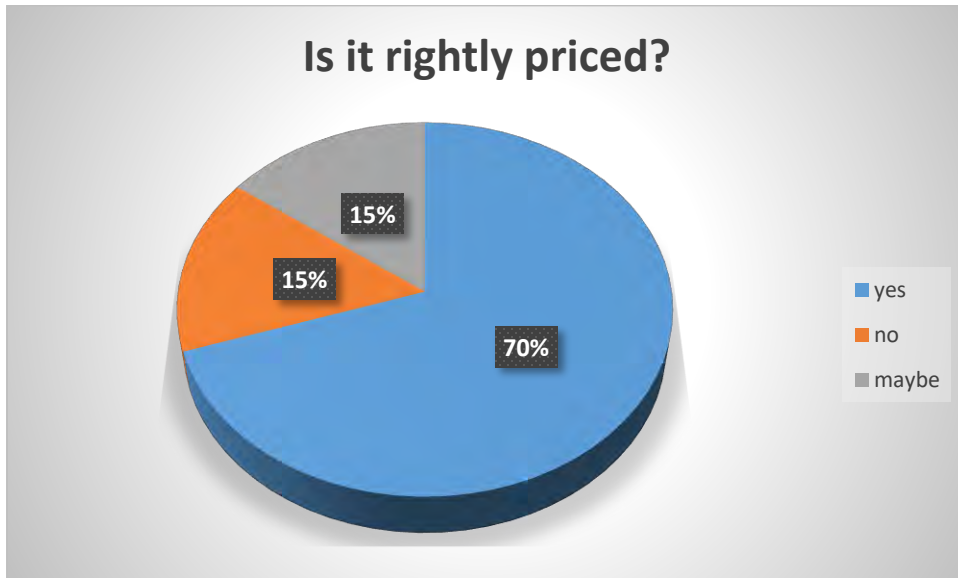


Fig.12

Respondents were asked if the pricing of Uniwash is right or not. About 70% responses were yes. So it can be assumed that the pricing strategy is accurate.

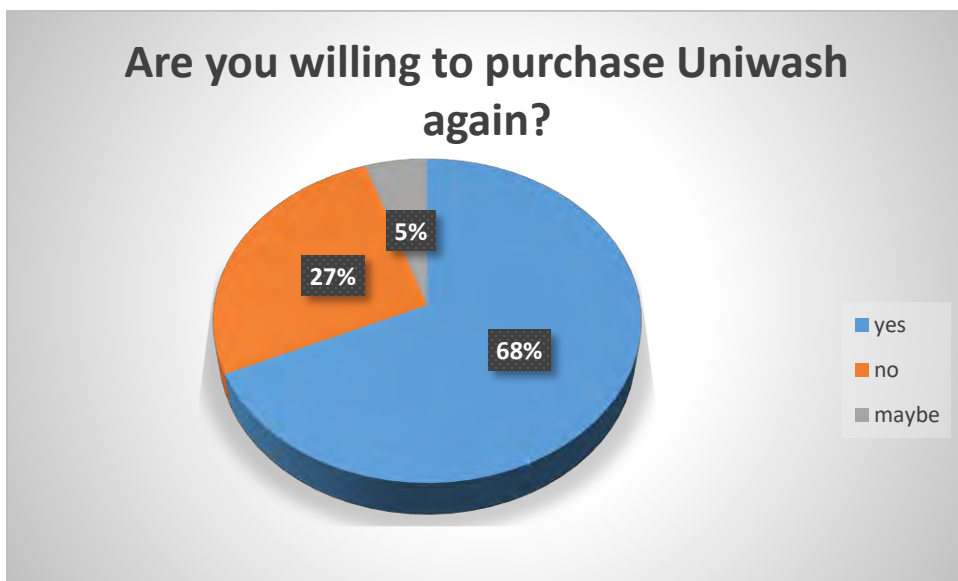


Fig.13

About 68% people who made the repeat purchase are willing to purchase it again. Which means the prospective consumers are satisfied with the product quality and pricing and they could deliver what they have promised.

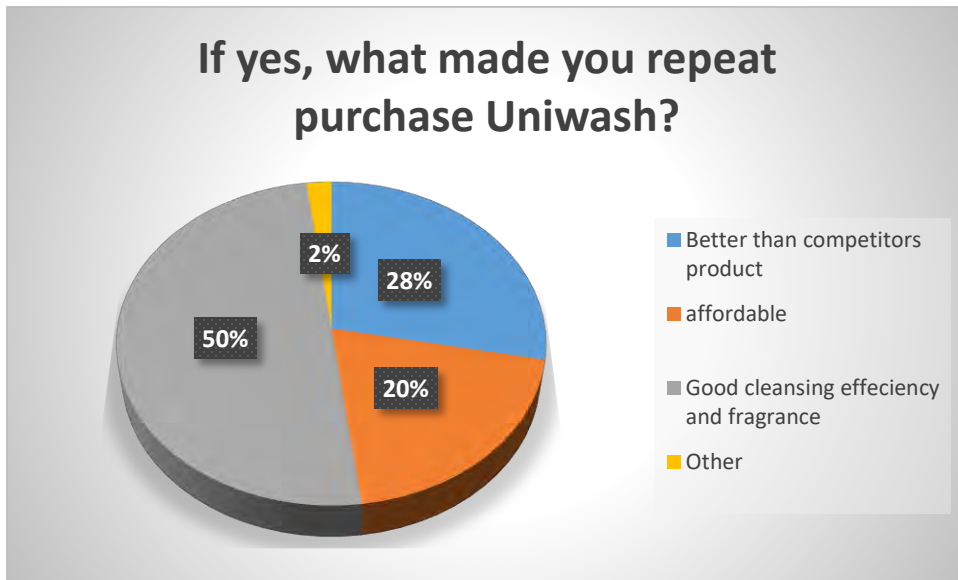


Fig.14

About 50% people said the product quality is the main factor for which they were interested in repeat purchase. 20% think the product is affordable. 28% said its better than competitors in terms of efficiency and price.

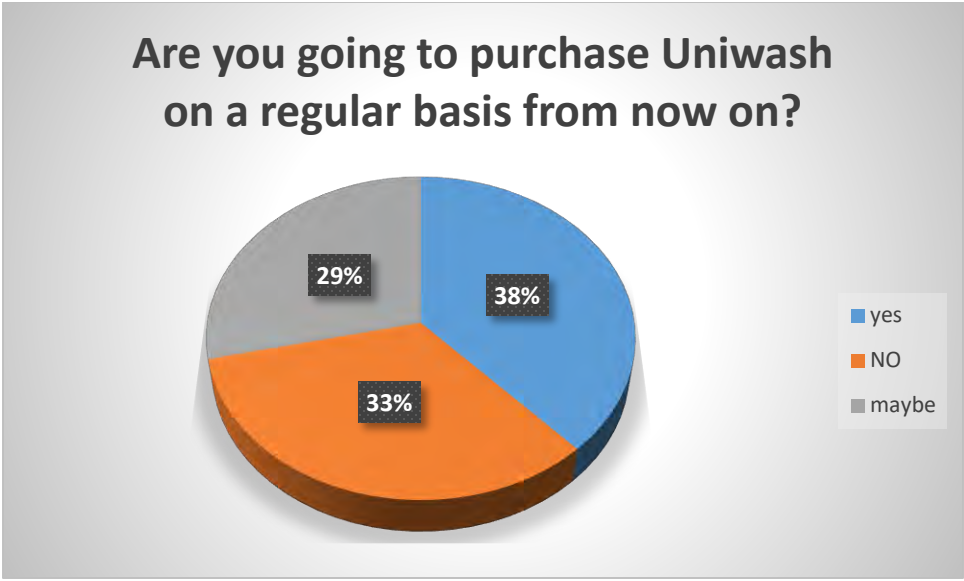


Fig.15
 About 38% among the people who have made repeat purchase said that they are going to purchase it on a regular basis.

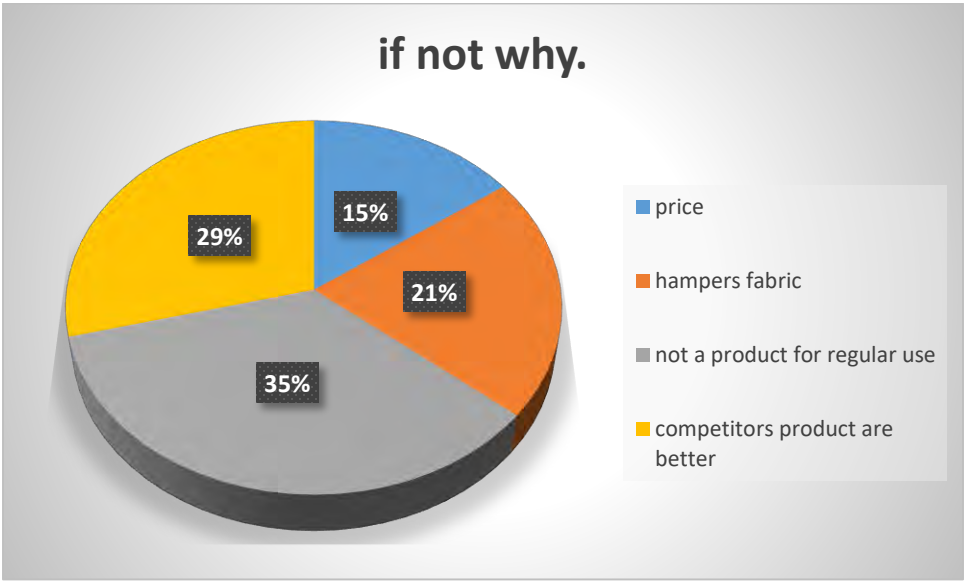


Fig16.
 About 35% among the people who used it but not going to purchase on a regular basis think that the product is not for regular use as it has chemicals for stain removal and might

hamper the fabric.29% people think the product they are currently using is better even though Uniwash is nothing less than those product in terms of pricing and quality. This proves the competitors have gained brand loyalty and Uniwash needs to work on it as well.

Findings of retailer survey:

No. of responses	200
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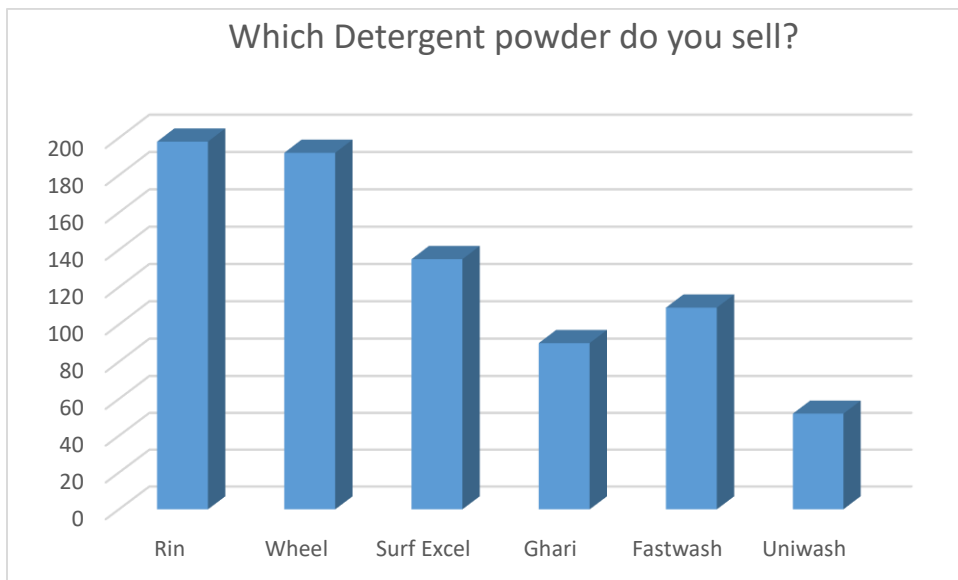
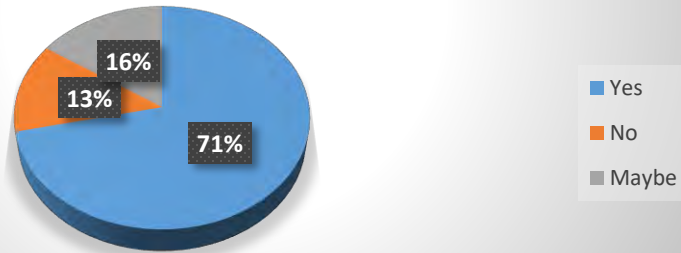


Fig.17

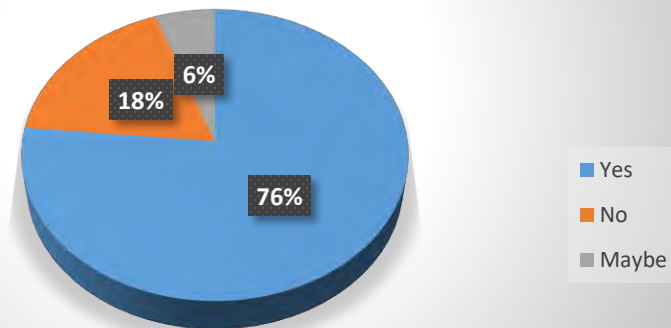
Almost every respondents said they sell Rin. So RIN is the market leader. Wheel is in the second position in terms of availability. Ghari captured the 5th position. The survey was done among the retailers who already have a stock of Uniwash. Usually it is less than this.

Do you think Uniwash Market activation is useful to gain market share?



About 71% respondents said Uniwash market activation is essential to gain market share.

Sampling Activation/Brand Communication Creatin positive impact on consumers mind?



About 76% retailers thinks sampling activation is creating positive impacts about the brand.

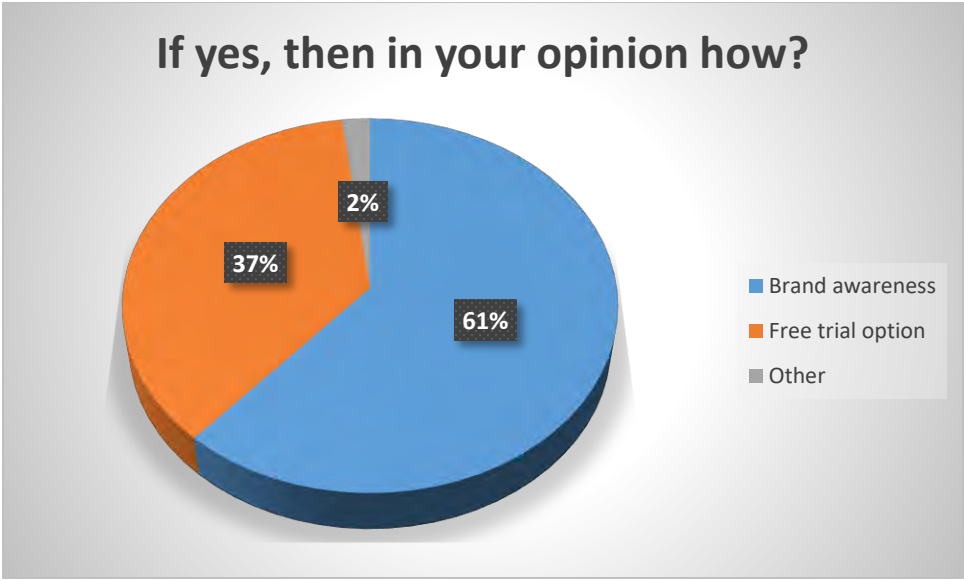
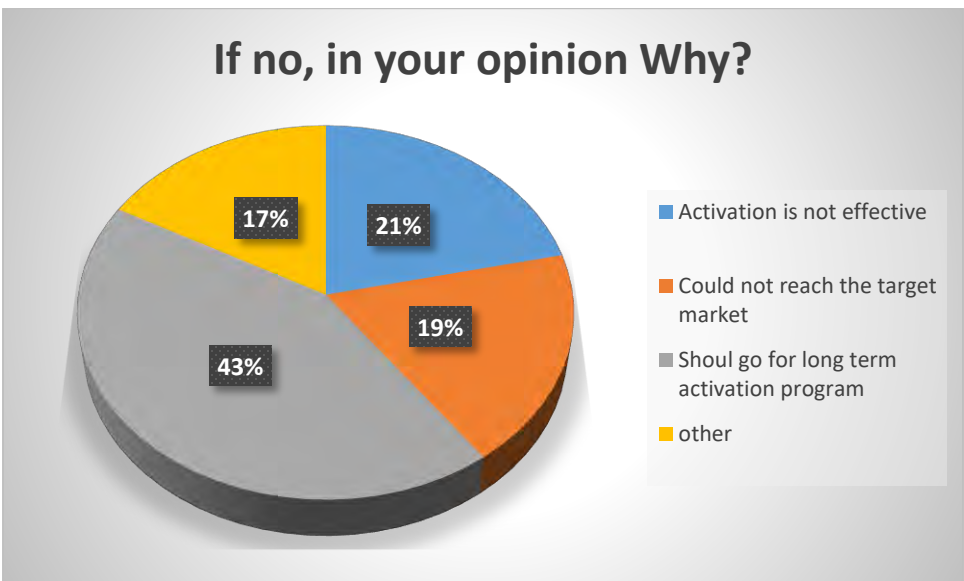
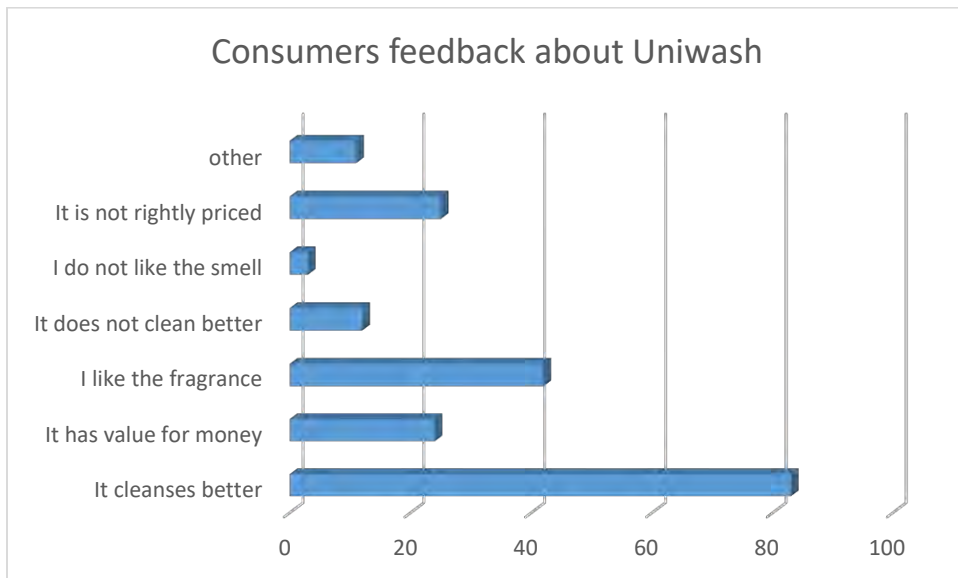


Fig 18

About 61% retailers replied that Uniwash free sampling activation method is creating positive impact because it is helping to create brand awareness. 37% respondents said the customers are getting to try this product before making any purchasing decision. That is creating a positive attitudes towards the product.

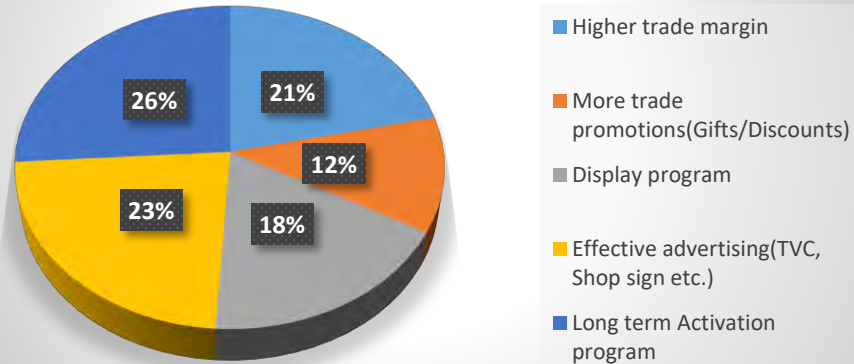


43% respondents among the retailers who think that sampling activation is not helping to create positive impacts on consumers mind think it is because short term activation is not effective hence the company should go for long term activation program. 21% think the method of activation is not right. 19% think the brand promoters are not being able to identify the actual target market.



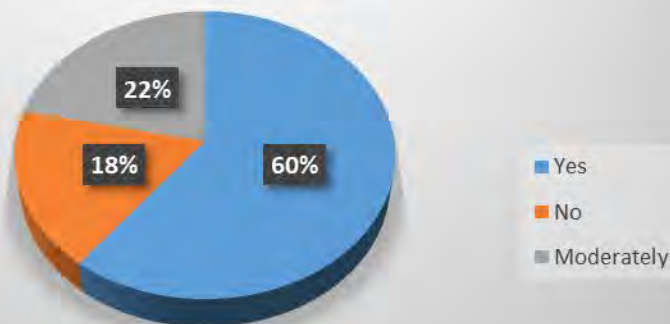
About 80 retailers among who sell Uniwash said the consumers are mostly satisfied with the cleansing efficiencies and fragrance. About 20 retailers said the pricing is not right. So the product is getting a mixed review from the retailers as well.

What would help you to sell more Uniwash DP

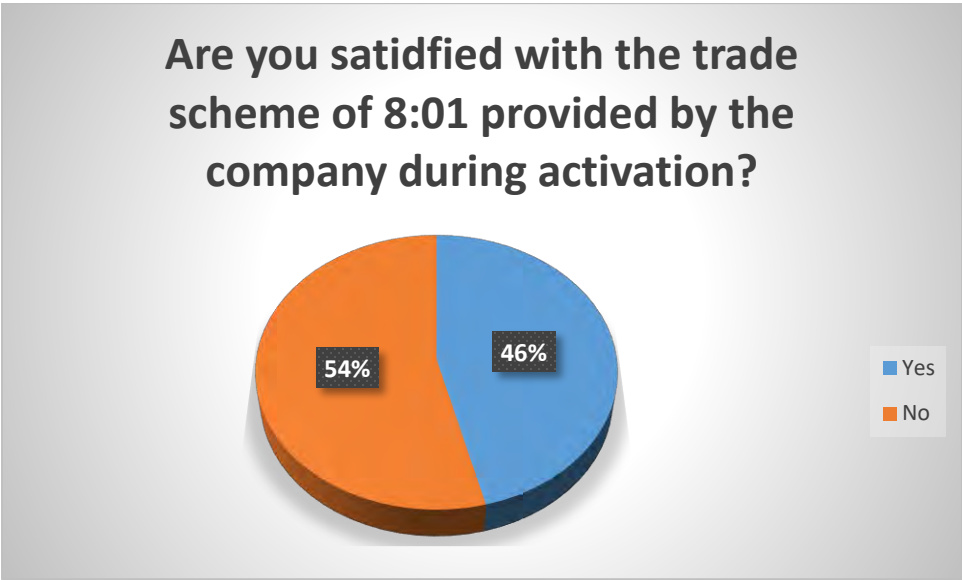


About 26% retailer said long term activation will help them to sell more products as the brand promoters' help to convince the customers. 23% think the company should go for extensive methods as TVC billboard etc. 21% think the company should give them more trade margins. 18% think the company should go for display programs like shop sign, shelf design etc.

Do you find free product hanger campaigning useful to sell more Uniwash DP?

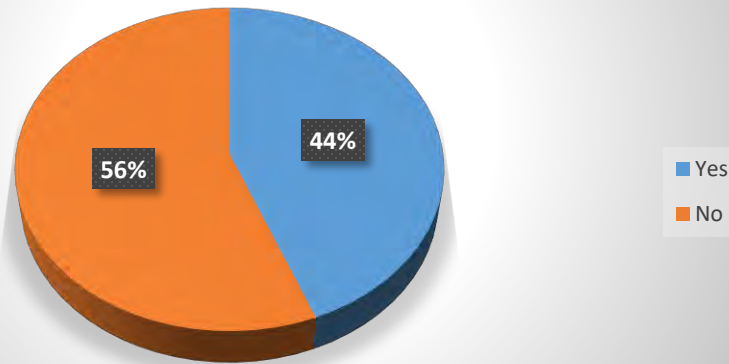


The retailers were asked about the free hanger campaigns. About 60% respondents find the free hanger with free products helpful. 18% find it not useful because the customer does not pay attention to it because of its designs or they think it should carry more free products. 22% think it has moderate impact on customers mind.



54% are satisfied with the trade scheme other 46% thinks they should increase the trade scheme.

Are you satisfied with the TRP margin during activation?

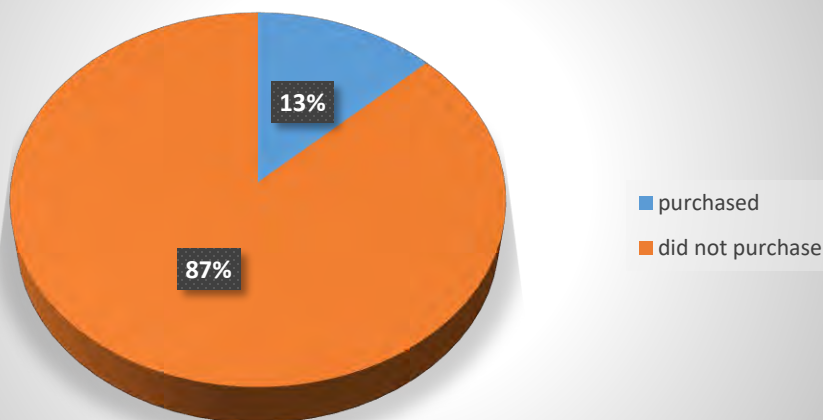


About 56% people are not satisfied with the TRP margin. So the company should set up a satisfactory TRP margin to capture the retailer.

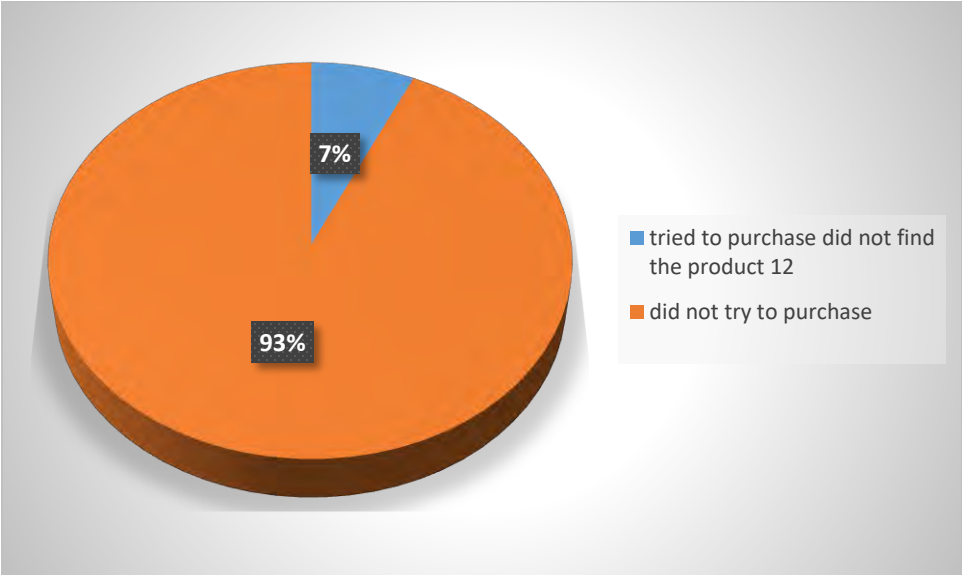
Market conversion:

Conversion based on the feedback collected from consumers from mid and premium segment through making phone calls among 200 respondents who got the free samples.

conversion to purchase



About 87% people who got the free samples did not purchase the product yet. Reason could be the current product that they are using is not finished. The 87% people who did not make any repeat purchase stated different reasons for not purchasing it again. Some of them said it is not a product for regular use, some of them were not satisfied with the purchasing. Some of them seem to be loyal to the current brand that they are using.



Among 174 people who did not buy the product 12 people attempted to buy the product but did not find it. This questions the availability of the product. And about 37 people among 174 people were interested to buy Uniwash.

Conversion of market share. As the major competitors of Uniwash are Rin And surf excel in terms of pricing and stain removal efficiency the Uniwash is trying to capture their market share. From this survey it can be assumed that after activation programs the market share in terms of sales volume of Rin and surf excel is decreasing to some extend where as uniwash's is increasing.

Number of responses: 100

- Average weekly sales volume of Uniwash before market activation: 4-5 kgs
- Average weekly sales volume of Uniwash after uniwash market activation: 12-15 kgs
- Average weekly sales volume of Rin and surf excel before Uniwash activation: 40-50kgs
- Average weekly sales volume of Rin and Surfexcel after uniwash market activation: 37-45 kgs.

2.11 Recommendation and conclusion:

- Should take extensive activation programs as Uniwash is still in the launching period.
- Company should motivate the sales representatives as they are the ones who make direct communication with the retailers. These can be done in two ways.
 - Offering the sales representative an attractive sales promotions depending on their ability to meet the target sales volume
 - Give proper training to the sales representative on the basics of marketing communication
- The company can convince the retailers for push sell by giving those gifts and attractive discounts or trade schemes.
- The company should motivate the brand promoters and give them proper training on the basic communications and knowledge about the product because during the market activation some of the brand promoters got eliminated due to their lack in communication skills with consumers. The brand promoters should be given an proper idea about their target market because sometimes they fail to identify the mid segment and give away the free samples randomly
- During market activation in a specific market place they can arrange a game show to draw the attention of the consumers. This will increase the brand engagement and brand awareness among the customers.
- The company should go some extensive campaign like shop sign, billboards, shop shelf etc. TV commercial for should be broadcasted on a regular basis for the mass marketing
- The company can create a different wing or department for the market activation as their product Uniwash is still in the launching period and it requires a long term activation programs. It is difficult for marketing employees to concentrating on making marketing

strategies as well as executing those plan in the field. Hence to increase effectiveness the company can go for this strategy.

- The company can execute the market activation program through an agency rather than doing it on their own to make it swift and error free. If they do so, it will be easier to monitor the activities and measuring the outcomes and effectiveness of those campaigns.

Conclusion:

Among all non-food category products, detergent is the only segment which is 100% penetrating in Bangladesh. It is quite difficult for any company to get in and compete with other companies. The sector is developing and enhancing gradually. It is very important to make perfect strategies in the introduction period of a product life cycle because it is one of the most important ways to make the product unique and eye catchy to the consumers. A company cannot afford making an error during its introductory period of a product. RSPL Health launched a perfect product which is Uniwash to fill a specific market gap. I as a marketing intern got the opportunities to work as an active member of their market activation team and supervise them. It was a wonderful experience for me to observe the overall product development process and implications of different marketing strategies during the launching period of a product. The entire report reflects my overall on hand experiences and learning about different marketing strategies applied by RSPL Health BD to launch their new product Uniwash. This report will be help to understand how a new brand/Product is launched, how a concept of a new product is born and measuring the effectiveness of some specific marketing strategies during the market activation period of a certain product.

Reference:

1. RSPL Health BD LTD. (n.d.). Retrieved December 05, 2017, from https://www.facebook.com/pg/RSPL-Health-BD-LTD-1131475246960644/photos/?ref=page_internal
2. (n.d.). Retrieved December 05, 2017, from <http://rspl.net.in/>
3. Broadbent, A. (2015, January 27). Brand activation and its role in driving consumer engagement and awareness. Retrieved December 05, 2017, from <https://econsultancy.com/blog/66013-brand-activation-and-its-role-in-driving-consumer-engagement-and-awareness>

Questionnaire:

Consumer End Questionnaire: (300 responses)

- Name:
- Age:
- Profession:
- Contact Number
- Monthly Household Income
 - Below BDT 10,000
 - BDT 10,000 to 30,000
 - BDT 30,000 to 60,000
 - Above BDT 60,000
- Which Detergent Powder are you currently using?
 - Wheel
 - Rin
 - Ghari
 - Fastwash
 - Chaka
 - Surf Excel
- Why do you Use it?
 - Value For Money
 - Cleansing efficiency
 - Soft on skin
 - Fragrance
 - I like their brand communication
- Have you ever heard of Uniwash?
 - Yes
 - No
 - Maybe

- From where?
 - Peer group
 - TVC
 - Retailer/Trader
 - Brand Communication(Activation)
 - Other
- Have you ever used it?
 - Yes
 - No
- From where did you purchase/get the product (Uniwash)?
 - Bought from retail shop
 - Got free sample from brand promoters
 - Other
- Why were you interested in trial purchase?
 - Trader suggested
 - Convinced from brand communication
 - Peer Group suggested
 - Packaging looked nice
 - Because I use Ghari detergent powder
- Rate the cleansing efficiency and fragrance of Uniwash?
 - Worst Best
 - 1 2 3 4 5
- Rate the packaging of Uniwash?
 - Worst Best
 - 1 2 3 4 5
- Do you think Uniwash Detergent powder is rightly priced?
 - Yes
 - No
 - Maybe

- Are you willing to buy the product in future?
 - Yes
 - No
 - Maybe
- Have you ever made any repeat purchase after using the free trial pack given by brand promoters?
 - Yes
 - No
 - once
 - I will
- If no, why?
 - Overly priced
 - competitors' products are better
 - Cleansing efficiency is not good
 - Hampers fabric
 - Not available in markets
 - Loyal to current brand
 - Other
- If yes, what made you repeat purchase Uniwash detergent powder?
 - Better than competitors product.
 - Affordable.
 - Good cleansing efficiency and fragrance.
 - Other
- Are you going to purchase Uniwash on a regular basis from now on?
 - Yes
 - No
 - Maybe

Retailer end questionnaire: (200 responses)

- Name of the shop
- Name of the proprietor
- Name of the market

- Which detergent brand do you sell currently?
 - Wheel
 - Chaka
 - Surf Excel
 - Ghari
 - Fast Wash
 - Uniwash
 - Rin
 - Other

- Rank the brands in terms of sales
 - Wheel
 - Surfexcel
 - Rin
 - Fast wash
 - Keya
 - Chaka
 - Ghari
 - Uniwash
 - Other

- What is the average sales volume for Rin and surf excel?

- What is the average sales volume for Uniwash?

- Do you think Uniwash market activation is useful to increase market share?
 - Yes
 - No
 - Maybe

- Do you think giving away free samples and consumer engagement/brand communication is creating a positive impact in consumers mind to about the product?
 - Yes
 - No
 - Maybe
 - If yes, then in your opinion why?
 - Brand awareness
 - Free trial option
 - Other
 - If no, Then why?
 - Activation is not effective
 - Could not reach actual target market
 - Should go for a long term activation program
 - Other

- What are the Consumers feedback about Uniwash detergent powder?
 - It Cleanses better
 - It has value for money
 - I like the fragrance
 - It does not clean better
 - I don't like the smell
 - It is rightly priced
 - It is not rightly priced
 - other

- What would help you to sell more uniwash detergent powder?
 - Higher trade margin
 - More trade promotions(Gifts/Discounts)
 - Display program
 - Effective advertising(TVC, Shop sign etc)
 - More market activation program
- How many customers look for uniwash DP while buying a detergent powder after the activation program in your market?

- If yes then how many(on a weekly basis)

- None

- Do you find the free product hanger in outlets campaigning helpful to sell more Uniwash?
 - Yes
 - No
 - Moderately
- Are you satisfied with trade scheme of 8:01 with all SKU's during activation?
 - Yes
 - No
- Are you satisfied with the TRP margin provided by the company during activation?
 - Yes
 - No