

Marketing Strategy of Zerocal



An Internship Report On

“Marketing Strategy of Zerocal”



Zero-Calorie Sugar Substitute

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Letter of Transmittal

28th August, 2017

Ms. Afsana Akhtar
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Subject: Submission of the Internship Report

Dear Miss,

It is a great pleasure for me to submit the internship report about “**Marketing Strategy of Zerocal**” after successful completion of three months internship at Square Toiletries Limited, Square Centre 72, Mohakhali C/A, Dhaka - 1212. This report is mainly for my BBA program. It contains detailed information about the marketing Strategies of Zerocal.

My internship period was passed in Square Toiletries Limited under the supervision of Edward Prokash Bala (head of research, STL) and Ms. Jesmin Zaman (Senior Marketing manager, STL). All the data are collected from the internal department and field experience, through interviews of experts, field experience, research results and research reports.

Lastly, I would kindly request you to evaluate my research paper and provide me your feedback.

Yours sincerely,
Didar Hossain Dip

.....

ID – 13104194

BRAC Business School
BRAC University

Approval

This is to certify that Didar Hossain Dip, ID - 13104194, under BRAC Business School, BRAC University has completed the project report titled “**Marketing Strategy of Zerocal**” A research for Square Toiletries Limited as a requirement for obtaining BBA degree. Square Toiletries Limited has no objection if this report is being published in the library of BRAC University

Supervisor

Mr. Edward Prokash Bala
Senior Executive
Media & research

Acknowledgement

Firstly,

I might want to thank the Almighty Allah for gift me with the aptitude and passion for effectively finishing my internship report.

In addition, I would like to thank Professor Ms. Afsana Akhtar, for his immense support and wise guidance in this period of internship program. Without her kind supervision this in depth report could merely have been completed.

My utmost gratitude goes to Mr. Malik Mohammed Sayeed (Head of Marketing, Square Toiletries Limited) for the amazing project that he has allowed me to work on as well as his kind direction and supervision. I am very much to work under the guidance of Miss. Jesmin Zaman (Senior Marketing manager, STL) as she helped me a lot in my internship period to learn from every side and directed me as a great mentor. Further, Fazal Mahmud Roni (Assistant Manager) helped me to finish my report. Special thanks go to Edward Prakash Bala (head of research, STL) and Masud Reza Joarder Sr. Brand Executive for his special supervision, advice and support.

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Executive Summary

This report represents the total marketing strategy of Zerocal. This report generally have 3 parts. For instance, 1st part represents methods, which were used to finish this report. The report was done according to a small survey and by gathering some primary and secondary data.

2nd part represents the represent the square toiletries limited. This part generally is a description of Square Toiletries LTD's rules ,regulations, company policy, mission , vision and many other company related facts. By reading this part we can have an idea about Square Toiletries Ltd.

3rd part of the report represents the marketing strategies of Zerocal brand which is a part of STL From this part, we can have a strong idea about the 4p of Zerocal. We can know about the product and its stragies to survive in the market. Further, we can also get an overview of market competitors and the tatget market for the sugar substitutes.

Moreover, The marketing strategy of Zerocal is very simple to understand but complex to run. Further, Zerocal is always changing their strategy according the market competitions and the major competitors. The marketing strategy of Zerocal has a great impact on consumer because Zerocal's main strategy is to uphold Zerocal as a premium brand and a healthy sugar substitute brand. From other point of view, you can say that, these marketing strategies are the main reason of being the market leader.

Finally, the trade sales and marketing strategies are very critically designed for the consumes. Relation and communion are extremely necessity to survive in the market.

Chapter 1
A Report on Zerocal



Zero-Calorie Sugar Substitute

1.1 Introduction :

This report is one of the important part in my BBA program. It is generally required for my internship program in my BBA. It is actually a practice or a window of opportunity for a student to learn about the implementation of marketing which is the major part of my internship program. So according to my view Square toiletries limited is one of the well known private limited companies which is running his business smoothly in the competitive market. However, it has captured a significant position in the market because it is always ready according to the consumer. It is also one of the finest consumer brand as well as first-moving consumer goods company in Bangladesh. Its annual turnover is around one hundred and ten million dollar. Further, STL has its own twenty Brands in different segments of the market like health & hygiene, oral care, hair care, fabric care etc. Major Brands of the corporate area unit Sepnil, Kool, Zero-cal, Jui, Max Clean, Revive, Chaka, Supermom, Senora, Magic, Meril protective Care & Meril Baby etc. Square is also well known for exporting its products around the globe. Square is exporting its finished merchandise to thirteen countries like Germany, UK, Australia, Singapore, UAE, Malaysia etc. It was a great pleasure to work under all the 18 brand executives of Square.

1.2 Origin of the report

As this report is a part of my BBA Program, the three months of internship gave me an opportunity to have practical knowledge on marketing. The assignment was to gain knowledge and practical experience from the marketing department within an organization and to be a part of that department. As a requirement I researched on a brand and its new market opportunities for the organization. The brand that I researched on is Zerocal which is a sugar substitute and a very well-known brand of the country. Further, I researched on the market strategies of Zerocal and made a blueprint of developing an app which is capable of creating new market. The internship supervisor was Edward Prokash Bala (Edward Prakash Bala (head of research, STL) and advisor was Ms. Afsana Akhtar (Assistant professor of BRAC Business School, BRAC University Dhaka-1212).

1.3 Time of Conducting the Survey

I have followed this timeline to complete my report with in time.

Timetable:

Time of making questionnaire	: 15 July 2017
Complete fieldwork by	: 20 July 2017
Complete analysis by	: 23 July 2017
Complete final report by	: 27 August 2017

1.4 Methodology

Different processes has been followed for making this report. Firstly, I had to select the topic of my report. Then, I explained some of my experience as an intern in Square Toiletries Ltd. During these three months. Additionally, I used the following methodology:

Selection of the Topic:

My supervisor helped me to selection this topic for my report so that I can come up with an informative and well-organized output.

Sources of Data: Different sources are used to collect the data. I collect data from primary and secondary sources used in this report. The sources of the data are as follows:

Primary sources information: To get the primary data I have taken interview of 15 respondents from Dhanmondi Lake who were health conscious or who have diabetes. Further, I took 26 respondents from Faridpur diabetes hospital. All of these were one to one direct questions. Totally I took 41 respondents.

Secondary sources information: For the secondary data I have discussed with Edward Prokash Bala, Sr. Executive, Digital Media & Research and also with, Masud Reza Joarder Sr.

Brand Executive of Zerocal. They provide me with some of their information to complete my project. I have also researched online to get secondary data.

Research Type: This research is a descriptive research. It was done on 41 respondents and all the respondents will be selected on a random basis. A pretesting is also done by talking directly with them. This research will be biased on survey questioners, and there will be 23 questions of which 2 will on demographics, there will be dichotomous, likert and multiple questions.

1.5 Responsibilities or Scopes :

During my internship period from 2nd April 2017 to July 2017 in Square Toiletries Limited, I worked in the Marketing Department mainly under the supervision of Edward Prokash Bala (Sr. Executive, Research and Media). A significant amount of time was spent for learning by observing how trade and marketing department works. However I had a number of job responsibilities assigned, which I had to perform during the period of my internship. These were:

Consumer Survey: In my internship period I did consumer survey by giving them some questionnaire and collect feedback from them. I did survey in some universities and take their feedback about the brands. I did survey for Jui, Spring air freshener, Zerocal, Kool and some other brands.

Data Entry: After getting the survey feedback from the consumers, the survey data which I collected, those data's are basically for research purposes. Along with my supervisor I also entries those collected data's in SPSS (Statistical package for social science) and analyze the data to derive information about the brands.

Preparing Reports: When all the analysis of the data is finished I prepare report for my superiors. During my internship period I have prepared more than 20 reports.

FGD (Focus Group Discussion): I also did qualitative research with group of consumers and asked about their perception, opinion, beliefs and attitudes towards the brand. I randomly asked some selective questions and collected their feedback. FGD helped me to understanding and insight into consumer behavior and attitudes.

Interview: I did interview session with Brand managers, sales executive, sales representative inside the company and also with consumers and retailers. I directly talked with them about the selective brands. The questions which I made for them all were open-ended and they describe their thought and give their opinion in details.

Assist Brand Managers In Daily Brand Management Activities: In my daily routine I did some work to assist brand managers in their daily brand management activities. I learned many things from all the brand managers during this work period. They help me to finish the work in a proper way.

Competitive Statement: I also did competitive statement. Brand managers assigned me to distinguish and evaluate among many different price quotations offered by many company and marking the sector where some cost is overrated. My duty was to inform my supervisor the different between corporate statements.

Database: One of the daily tasks that I had was to manage and prepare database of various things. I used to keep database of the marketing expenses.

Maintain Face book Pages: Square Toiletries ltd is serious about digital media and all of the major brands have individual face book and YouTube page. My task was to maintain all these pages. I handled the customer's quires, boosted posts if necessary, prepare new topic to post on the pages.

Market Visit: There are many activation programs which help to increase the sale of the brands as well as the brand popularity. I was assigned to visit many of the activations to insure smooth activation. My task in all the activation visits was to supervise the activation team to fulfill the objectives of the activations.

Developing Bangla Website page: I had to rewrite the Bangla web page of Squire Toiletries as there were many mistakes or inappropriate use of words in there. My job was to compare between the brand mantra and meaning of English website and Bangla website and chose the best for the Bangla website of STL.

1.6 Limitation

There were some limitations in my internship program. One of them when I was working on the review of STL because each and every one loves to promote their company. Further, I have availed many facilities and faced some obstacles during my study. These obstacles can be termed as limitation of the study. These limitations which I have faced were:

- Some ideas which have not been implemented but remain to be secret according to the organization which was one of the major factor for I had to delete from my internship program.
- Scheduled time was not sufficient enough to cover all information so I had to handover some projects without completing.
- As STL is a very large Company; it is very difficult to understand each and every aspect of its operation within just a very short period of time.
- Each department has its own rules, Sometimes it is hard to do some easy work because of the rules and regulations.

Chapter 2

About Square Toiletries Limited



SQUARE TOILETRIES LIMITED

2.1 Overview of Square Toiletries Ltd

STL has been engineered around one core asset, and it's its human resource. That's what makes operating therefore special here. STL also believes that job is more than a place you go on a daily basis. Further, It is a great place of exploration, skilled growth and creativeness. It's concerning being galvanized and driven to attain extraordinary things. STL commits their work with pride. After all, it is the combined abilities where skills, knowledge, expertise and keenness of their each and every people count. Further, Square toiletries Ltd is continuously developing and expanding their product line. The Private Labeling Services is another key factor of their success. Full turnkey solutions are offered for all the private labeling and needs including product development, design, production, and fulfillment. Private labeling services are ideal for those interested in introducing new products, entering new markets, or reducing production and operational costs.

STL believes in the importance of uniqueness. The product uniqueness is being followed from the individual and national level. As Square Group is a part of the most admired local conglomerate of Bangladesh it has gained its expertise and upheld somber eagerness in fulfilling our expectations with their quality product ranges through utmost sincerity.

2.2 Vision, Mission and Quality Policy Of STL

Square toiletries limited is very much focused on their works, terms and corporate policy which is one of the most significant driving force for STL.

Vision

Square toiletries is abide to understand the unique needs of the consumer and translate that needs into products which satisfies them in the form of quality products, high level of service and affordable price range in a unique way.

Mission

To treasure consumer understanding as one of our most valued assets and thereby exerting every effort to understand consumers dynamic requirements to ensure the maximum satisfaction of customers.

To offer consumer products at affordable price by maintaining and controlling. Quality is being ensured with continuous R&D and innovation we strive to make our products complying with international quality standards.

To maintain a standard working environment to build and develop the core asset of STL –its people As well as to pursue for high level of employee motivation and satisfaction

To sincerely uphold the responsibility towards the government and society with utmost ethical standards as well as make every effort for a social order devoid of malpractices, anti-environmental behaviors, unethical and corruptive dealings.

Quality Policy

To understand the customers and to maintain standard of the customers, STL is committed to ensure the best quality according to the needs.

Strive to continuously upgrade manufacturing technology and to maintain optimum level of quality measures in conformity with the international standard – ISO 9001: 2008.

By maintaining intensive training and maintaining congenial working environment a quality objective is being achieved by the employees of STL.

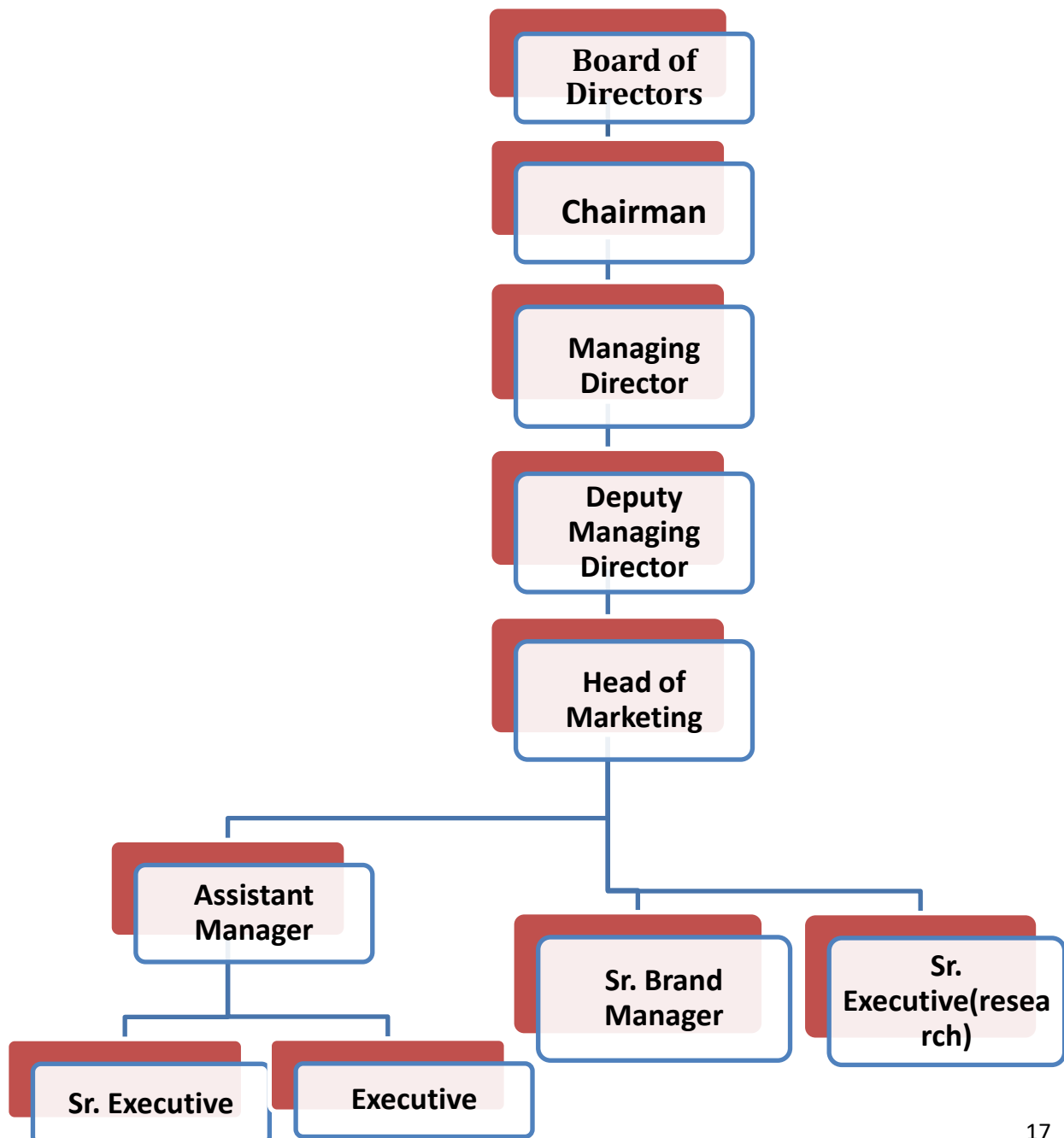
2.3 Corporate Governance

Board of Directors: A Quarterly Report on business operation and fiscal position is given before the board of executives for his or her data and audit, for usage by the central Management. Every month co-ordination meeting is being occurred. All the head of department raise their issue in this meeting and a problem solving session is also offered there.

Executive Management: The Executive Management is headed by the Managing director, the Chief executive officer (CEO) who has been delegated necessary and adequate authority by the Board of directors. The chief Management operates through more delegations of authority at each echelon of the line management. The executive Management is liable for preparation of

segment plans/sub-segment plans for each profit centers with fund targets for each item of products and services and is command in control of deficiencies with appreciation for exceptional performance. These operations area unit distributed by the chief Management through series of team-bound initiatives.

2.4 Organogram of STL marketing department:



In the organogram of STL. Board of directors are the first place of controlling stl. Board of directors represents the group of people whom are liable entrepreneurs. Chairman represents the 2nd position. After that DMD holds the 3rd positiona.

2.5 Major Brands of STL

Square toiletries offer two categories of product. These two sections represent all the brands and division of products in STL:

- Health and Hygiene Products.
- Toiletries Products.

The products under these two sections are given below :

- **Health and Hygiene :**

Health and Hygiene Products	
1. Senora	Ø Senora Confidence Ultra
	Ø Senora Confidence
	Ø Senora Eco Belt
	Ø Senora Eco Panty
2. Super Mom	Ø Baby Diaper

- **Toiletries Products :**

Toiletries Products	
1. Meril	Ø Meril Splash Beauty Soap
	Ø Meril Baby Gel Toothpaste
	Ø Meril Baby Lotion
	Ø Meril Baby Powder

	Ø Meril Baby Olive Oil
	Ø Meril Shampoo
	Ø Meril Chopstick
	Ø Meril Gift Pack
	Ø Meril Glycerin
	Ø Meril Olive Oil
	Ø Meril Petroleum Jelly
	Ø Meril New Fresh Gel Toothpaste
	Ø Meril Lip gel
	Ø Meril Conditioning Nail Polish Remover
	Ø Meril Revive Winter Moisturizing Lotion
	Ø Meril Select Plus Shampoo
2. Chaka	Ø Chaka Ball Soap
	Ø Chaka Laundry Soap
	Ø Chaka Washing Powder
3. Chamak	Ø Chamak Fabric Whitener
4. Jui	Ø Jui Pure Coconut Oil
	Ø Jui Hair Care Oil
5. Kool	Ø Kool After Shave Lotion
	Ø Kool After Shave Gel
	Ø Kool Deodorant Body Spray
	Ø Kool Shaving Foam
	Ø Kool Deo Talc Powder
6. Revive	Ø Revive Body Spray
	Ø Revive Perfect Fairness Talcum Powder
7. Madina	Ø Madina Attar
8. Magic	Ø Magic Tooth Powder
9. Saaf	Ø Saaf Dishwashing Liquid
10. Shakti	Ø Shakti Liquid Toilet Cleaner
11. Sepnil	Ø Sepnil Hand Sanitizer
	Ø Sepnil Hand wash
12. Spring	Ø Spring Air Freshener
13. White Plus	Ø White Plus Toothpaste
14. Xpel	Ø Xpel Aerosol
15. Zerocal	Ø Zerocal Sachet
	Ø Zerocal Jar

Major Brands of Square Toiletries Limited are Senora, Magic, Jui, Chaka, Meril Protective Care and MerilBaby. Square is also exporting its finished products to 13 countries- UAE, Germany, UK, Australia, Malaysia etc.

2.6 Conclusion

Last but not the least, STL is a great place to learn about the corporate world and get a taste of corporate environment. Each and every department of STL is highly standard and each department is a great place to learn. This three month in STL was one of the greatest learning periods of my BBA program as there was application of my knowledge with such great supervisors. So the most significant learning experience which I have realized that we should run an organization with an organized manner, only then it will become successful organization. Square is one of the successful company where rules and regulation are the first priority. Further, some other significant fact I have learned that, The different entity fact works only when private limited company will work as a different entity, identity or like a person. And when two, four or hundreds of people works according to the rule of that person(organization), that person(organization) works equal to when two four or hundreds of people or more than that. Only well management can ensure this kind of success.

Chapter 3

Marketing Strategy of Zerocal

3.1 Zerocal Marketing Strategies

Marketing Strategy mainly represents the way of marketing a product. Zerocal marketing strategy is very critically set according to the market trends. Marketing strategy generally includes the 4P of marketing. We can easily understand the type of marketing when we know about the 4P of a product. 4P normally represents the basic major marketing management decisions can be classified in one of the following four categories, namely Product, Price, Place_(distribution) and Promotion. A small chart of marketing strategy of Zerocal is given bellow.



3.1.1PRODUCT

Product generally refers to a tangible object or an intangible service that is getting marketed through the program. Tangible products may be items like consumer goods (Toothpaste, Soaps, Shampoos) or consumer durables (Watches, iPods). Intangible products are service based like the tourism industry and information technology based services etc. Zerocal Is definitely a tangible product. Description of Zerocal is given bellow.

Zerocal Is the best sugar substitute product in Bangladesh. The unique ingredient of Zerocal is Sucralose. It is the only sweetener that is made from sugar does not have any calorie. It is made gradually throw special scientific process. Sucralose gives the real taste of sugar minus calories. It is generally 600 times sweeter than sugar.

It Has been tasted over last 20 years through 100 scientific studies and got the approval from apex regulatory bodies.

It is also certified by FAO/WHO expert committee on food addictive (JECFA) and US Food and drug Administration (USFDA), The Health protection Branch of Health and Welfare Canada, Food Standards Australia/New Zealand. The European Union's Scientific Committee and host of other South America and Asia.

Usage :

Zerocal gives a rich sweet taste to tea, coffee, milk, juice, processed fruits, cakes, Pastries, biscuits, yogurt, ice-cream, custard, salad and breakfast cereals etc.

Core Benefits:

Zerocal gives you a sweet taste of sugar that does not become bitter afterwards.

No adverse effect even after long term use of Sucralose:

- No known side effects.
- Not toxic, No adverse effect seen in test animals, even in amount equivalent in sweetness to 40+ pounds of sugar.
- No effect on carbohydrate metabolism
- No effect on short-term, long term blood glucose control. Sucralose is generally suitable for the people with diabetes.

- No calorie or carbohydrates: Sucralose is not recognized by body as carbohydrate or calories.

Consumers:

Zerocal is safe and can be used by the entire family including children, Pregnant women, the elderly, people with diabetes and any person who want to reduce the intake calories.

Dosage:

Each Zerocal tablet or sachet is equal to 1 tea spoon of sugar.

Storage Instructions:

Store in cool and dry place.

Available types :

Tablet and Sachet

Manufactured By:

Square pharmaceuticals Ltd.

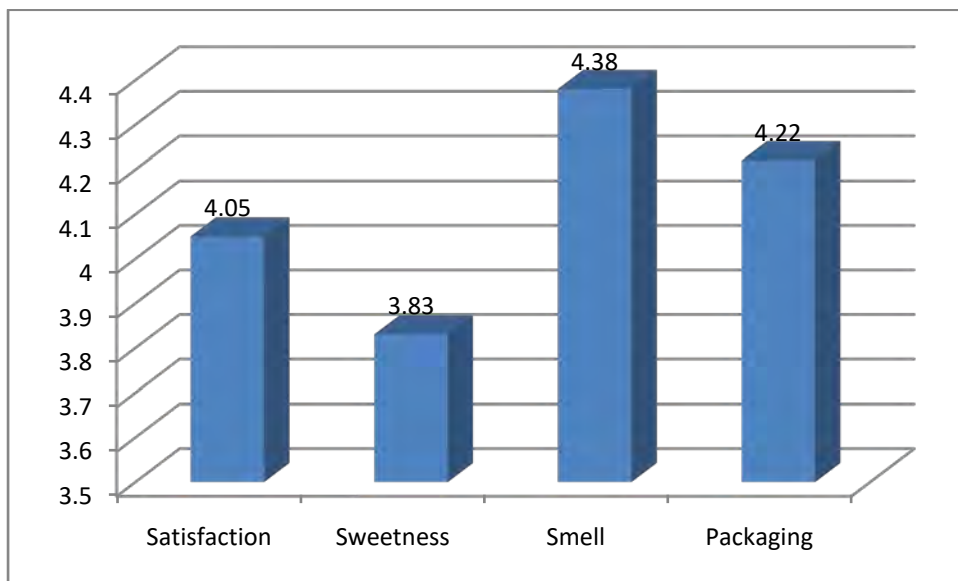
Marketed By:

Square Toiletries Ltd.

Survey result of the product:

After conducting survey on a small group of people who tried Zerocal, I got a rating of Zerocal's some important variables.

Some variable of Zerocal	Satisfaction	4.05
	Sweetness	3.83
	Smell	4.38
	Packaging	4.22



Here 4 of the products attributes are shown according to the survey. All these were told to mark from one to 5 for these attributes of the product.

These 4 are some important variables which has link with Zerocal product attributes. People are told to rate these variable of Zerocal from 1-5 and they rated these variables of Zerocal. This represents the mean of these variables where 1 represent very bad or very dissatisfied and 5 represents very good or satisfied

Consumer Preference of package according to the Survey result

Consumer Preference who used Zerocal	Percentage
Sachet	37
Tablet	39
Both	3
Non Users	21

This table represents the preference of Zerocal users. The missing percentage represents the non-users of Zerocal or any other sugar substitute.

3.1.2 PRICE

The price is the simply amount a customer pays for the product. If the price outweigh the perceived benefits for an individual, the perceived value of the offering will be low and it will be unlikely to be adopted. So, the price of Zerocal is being set very critically.

Price of Zerocal is generally varies based on the offered size. The Price of Zerocal is also varies according to the tablet or sachet categories. The Tablet category pack size unit price is the less and much more cost effective than the other sizes. Zerocal sachet is much more costly than tablet. If you buy 25 piece, per unit price will be 3 taka. If you buy 75 sachets then the unit price will be 2.4 taka and if you buy 150 piece sachet then the price will be 2.1 taka per sachet. A table of the price of Zerocal is given bellow.

Products	Pack Size	TP	MRP	Per Unit price
Zerocal Tablet 6.5 mg	100 Piece	115	130	1.3
Zerocal Sachet	25 Piece	65	75	3
Zerocal Sachet	75 Piece	160	185	2.4
Zerocal Sachet	150 Piece	270	320	2.1

Pricing Strategy:

The pricing of Zerocal is generally competitor based pricing. Zerocal itself is a market leader. So, Zerocal mainly set the price in the market. Zerocal set the price first then according to the price, the competitor follows and set their price. So the main focus in this case is the competitors. So, If Zerocal increases the price, the price of competitors will also increase. Further, if Zerocal decreases the price, competitor's price will also decrease. Because of the brand value of Zerocal, the price is a little bit higher than the competitor. Zerocal's main objective it to hold the brand value and cope with the market price as well as offer the best price to their consumers.

Survey Result

On the survey we talked with the people and ask them that which side of Zerocal they don't like. 46% of the respondent complained about the price. They told that Zerocal is very costly. It will take a huge amount of money to make a product without sager or by using Zerocal.

Which side of Zerocal you do not like ?	Percent
Sweetness	5
Package	2
Taste	2
Price	46
No Complain	45

This Table Represents the negative attribute of Zerocal

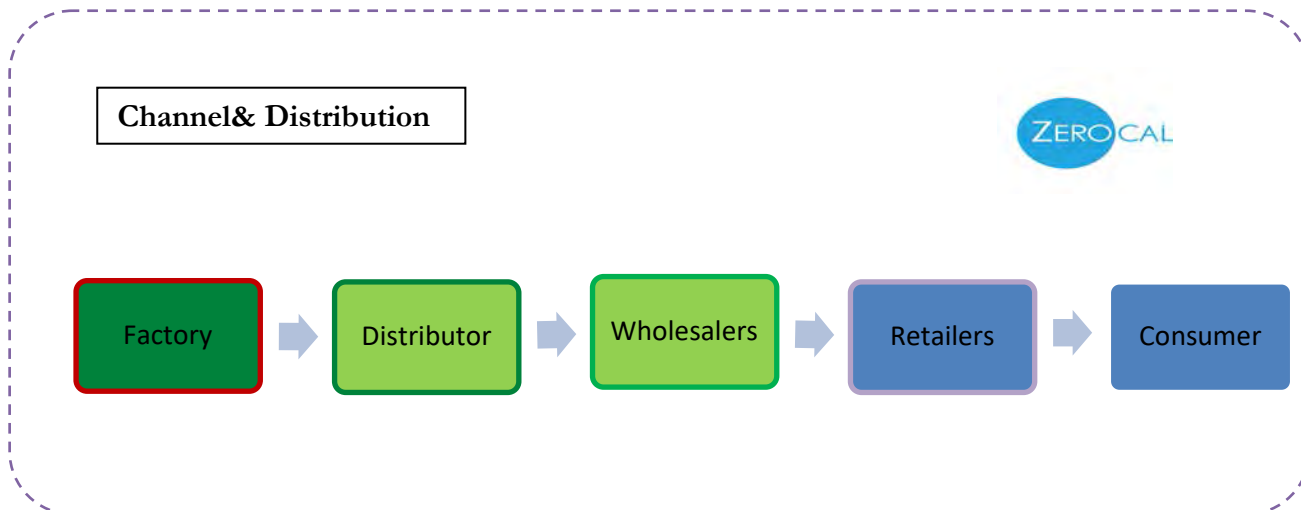
Although some people complained. about Zerocal, most of them are also users of zerocal. The price of Zerocal is higher than the other sugar substitute, people think that Zerocal is safe and premium. So, they ignore the price and buy zerocal.

3.1.3 PLACE :

Place represents the location where a product can be purchased. It is often referred to as the distribution channel. This may include any physical store (supermarket, departmental stores) as well as virtual stores (e-markets and e-malls) on the Internet. The place selection of Zerocal is generally covering the entire Bangladesh.

Channels and Distribution:

Zerocal distribution channel is a well-established channel. The channel for Zerocal starts from the factory as well as end to the high end consumers.



- ✚ **Factory:** The Main factory of Zerocal is located in Pabna in Square pharmaceutical factory. Generally the production work is occurred. This one factory covers the customers around whole Bangladesh.
- ✚ **Distributor:** The distribution process is done from the factory. These distributors are not employees of Square. Square assigned them for warehousing the products of square. Square generally make agreement with the distributors in many different terms and conditions. Distributors are not allowed to sell their product above the allocated place. Further, distributors are allowed to sell only in some certain areas and they are given a target to sell the products. Further, distributor generally takes commission from STL for its sale. The distributor generally gets the money according to the volume of their selling. On the other hand, square use their Sales officer and sales representatives to cut and take orders from distributors. If any distributor is not able to sell their product. There is a money back policy for them.
- ✚ **Wholesalers:** The wholesaler gets Zerocal directly from the distributor. In this case, the distributor transfers the product. They are not allowed to buy directly from Square for this reason their main source is distributors.
- ✚ **Retailers:** The retailer purchase from the wholesalers in different lot size. They are not required to buy from the factory or distributors. Moreover, They sell the Zerocal at MRP.
- ✚ **Consumers:** Consumer generally buys Zerocal from many retail stores, Super shops, drug house, pharmacies etc. They are the end and final destination in Zerocal's distribution process.
- ✚ **Coverage:**

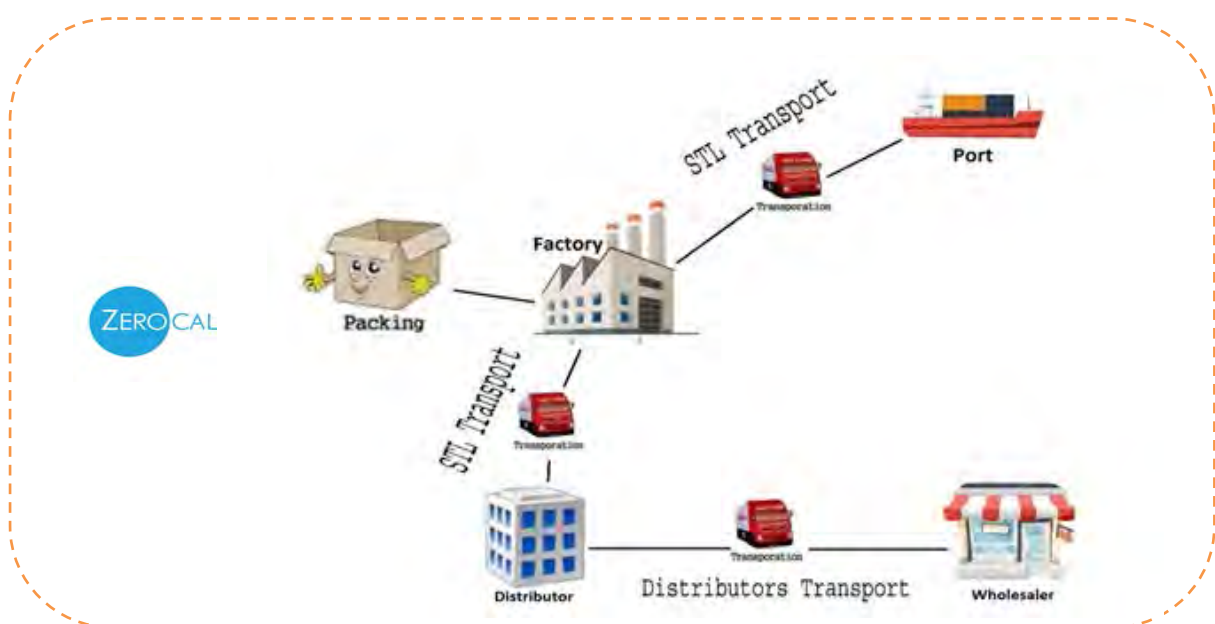
Zerocal is doing a huge business all around Bangladesh. Zerocal generally covers the whole Bangladesh. Their coverage network is in each and every diabetes hospital around Bangladesh. Further, they also cover many renowned drug outlet around Bangladesh. They also cover modern trade shops or super shops. Agora, Prince, Mina Bazaar are also covered by Zerocal.

Inventory management:

They have a wonderful inventory management. They basically forecast the need of consumer and a business growth. Further, they order the raw materials (RM) from their own confidential sources according to their forecast. Basically, for Zerocal, most of the RM is being ordered from China. Sanghai, Zongyang, Jin Jong and Wankun are some of the places from where the RM is being collected. Zerocal business has its own target in each year. It orders its RM 3-4 times in a year according to the target and inventory. So, inventory control system and the target sales have direct connection and all are related to each other.

Packaging & Transportation:

The packaging work is actually done in the factory of STL. After packaging, STL uses its own transportation to distribute Zerocal. Raw material comes from the port by STL's own transportation. When they provide it directly to the distributor or wholesaler they use their transportation. But when the wholesaler buys from the distributors, the distributor uses their transportation to distribute their product.



After that, the wholesaler distributes Zerocal in many different retail stores by their own transport and we get the ultimate products from the retail stores.

3.1.4 PROMOTION :

Promotion generally indicates that how Zerocal is promoting their brand and which sectors they are using. Promotion Includes TVC, RDC, Paper, Magazines, Social media, direct sales and other media. Around 15 to 20 % of total revenue is allocated for promotional budget of Zerocal. The year budgeted for each segment is confidential.

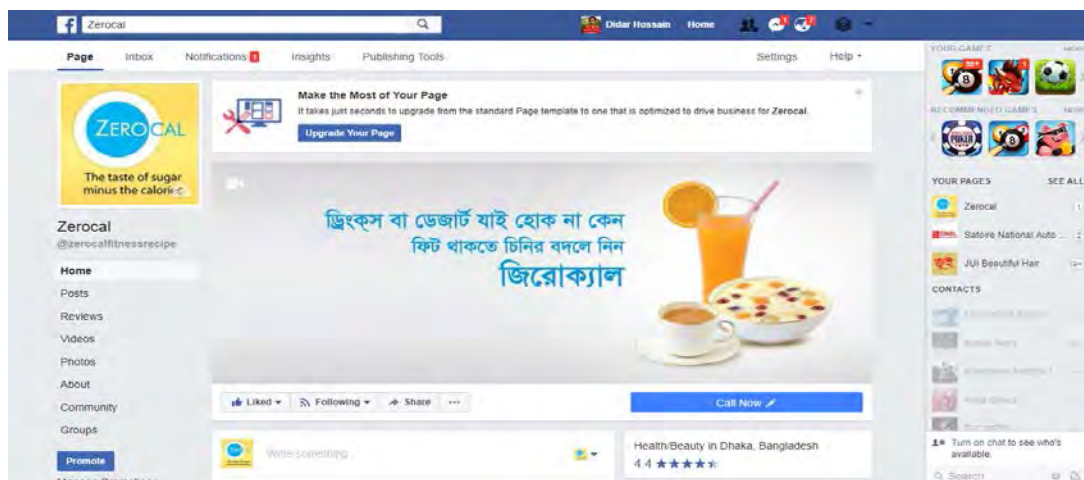
TVC:Television commercials are known as TVC.Zerocal use many television commercials they have big budget for TVCs. Most of the Zerocal TVCsare in the Masranga Television.. Additionally, other TVCs are shown in other popular television channels like NTV, Channel 24, RTV etc. Their first priority is Masranga Channel but they also show their advertisement in other channel according to popularity level of that channel.Their one of the most famous program named “Zerocal Drinks and Desert” occurs in the holy month of Ramadan. This program is famous among a certain percentage of people who want to be fit and want to lead a wonderful life.



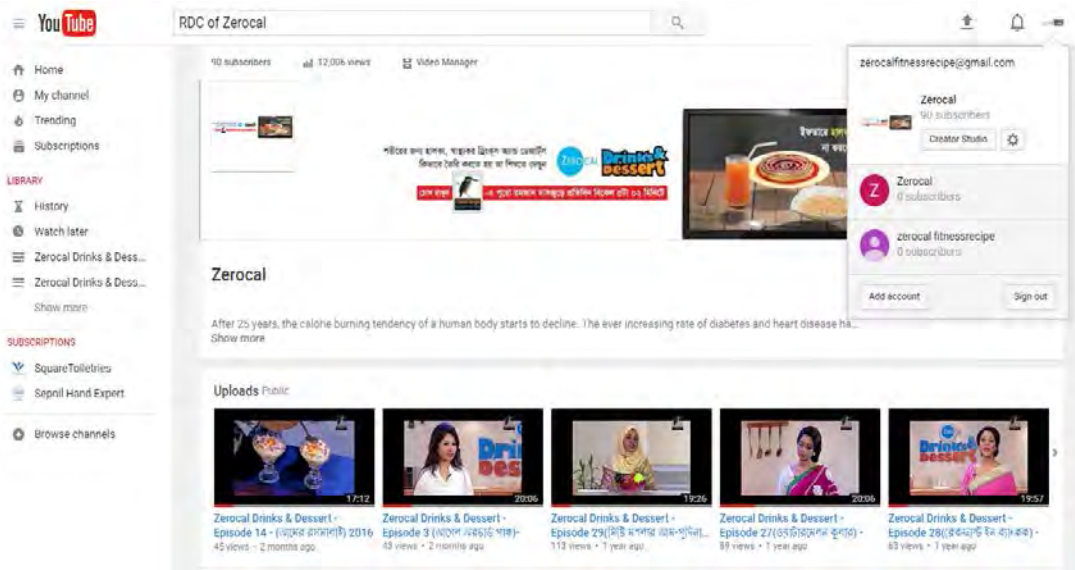
Zerocal: A cup of love Fb TVC

RDC: RDC mainly represents the radio adds. Zerocal also does their RDC programs. But in this case they have a low budget for RDC.

Social Media: Zerocal also participate in social media advertising. The chose facebook as a place of social media advertising. They also maintain a facebook page. Further, Zerocal posts different heal tips, food recipes with low cholesterol, usage of Zerocal, static photos and video tutorials. Moreover, Zerocal page also does boosting activity in many different occasions. By their boosting activity they reach to different level of customer by social media and they actively participate in many different question answer sessions on facebook. Not only that, The videos of “Zerocal Drinks and Desert” program is also added there. Furthermore, they pay facebook in different occasions to boost or to purchase any service from facebook.



YouTube Channel: Zerocal also maintain their own YouTube channel. In this channel the customer can see the videos of “Zerocal Drinks and Desert” program. So, if any customer likes a video of “Zerocal Drinks and desert” program, he could easily get the video tutorial from Zero Cal’s YouTube page.



Newspaper: Zerocal also use newspaper as their media of promotion though this is not very frequent practice of them. But still, they use this media for their marketing.



Leaflet: Zerocal normally provide leaflet with newspaper for marketing. In their last promotional activity in holy Ramadan, they provided leaflet with newspaper and 2 free samples stapled with the leaflet. They generally provide free samples with their leaflet for their advertising.



Direct Marketing: Zerocal actively participates in their direct marketing activities. For instance there was a direct marketing program of Zerocal in this holy Ramadan named “Iftar Bazar”. In this program, they arranged many deserts made with Zerocal. Further, for marketing, they used cutout stands, back drop stands, desks with Zerocal logo and ads and a balloon with Zerocal logos. They assigned some brand representatives wearing the Zerocal t-Shirt. Further, they also provide free samples in the park and actively participate in direct marketing.

Banner:Zerocal has its own banner in different locations all around Bangladesh. Almost, all the diabetes hospital around Bangladesh has Zerocal banners with health tips. Bia- banner-festoon, Cutout stands, back drop stands, and posters are used in different locations around Bangladesh. As because there is a problem of publishing banner in Dhaka, Zerocal has no banner in Dhaka but it has banner in other districts of Bangladesh.

3.2 TARGET MARKET :

Zerocal is a sugar substitute product. It is a well-defined product which generally targets the upper middle class, middle class and high class people. Further, Zerocal is mostly consumed by the diabetes patient. The main business and buyers of Zerocal are the diabetes patients.

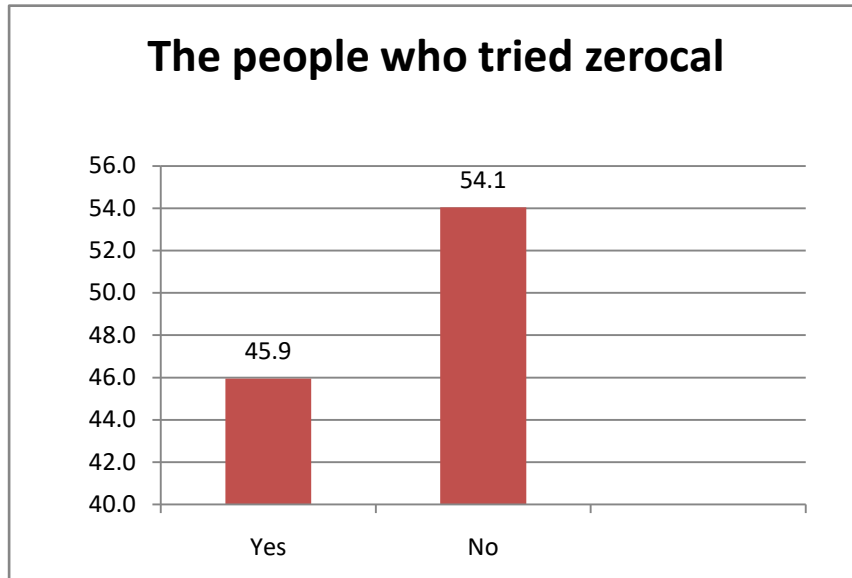
We have conducted a research. In the report, most of the correspondent whom uses Zerocal is upper middle class and high class people. When we conduct the survey most of the respondents who tried Zerocal was like:

		Tried Zerocal	
		Yes	No
Income	Bellow 15,000	0%	2.7%
	15,000-25000 BDT	10.8%	24.3%
	25,000-35,000 BDT	5.4%	5.4%
	35,000-45,000 BDT	2.7%	8.1%
	45,000-55,000 BDT	5.4%	2.7%
	Above 55,000 BDT	21.6%	10.8%

From this chart we can easily see that most of the peoples income who tried Zerocal and use it are above 55,000 BDT. We can count this as the level of people as middle class, upper middle class and upper class. So Zerocal succeed to achieve its target market.

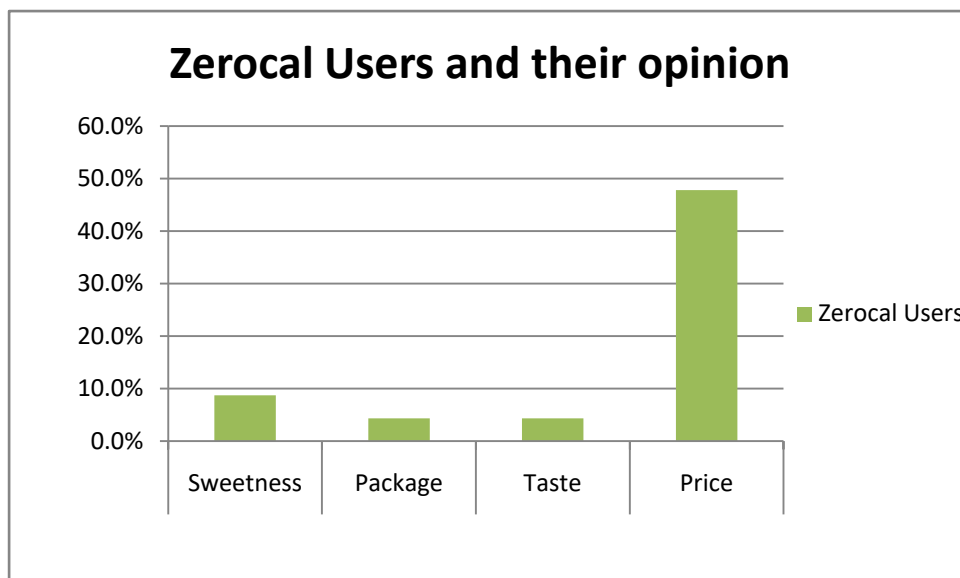
Zerocal Generally targets the fit enthusisatic people and diabetes patients. So the number of people who have diabetes were

In the Target market a certain number of people is familiar with zerocal. From the respondent some of the people tried zerocal before.



Among the respondents who tried zerocal was 45.9 percent. Zerocal generally targets a special market segment. Generally, In the random one to one survey 45.9 is a not the biggest portion of the whole market but it upholds a big size market.

Further, Some the suger Zerocal users who tried zerocal were asked to tell about the side of zerocal that they do not like and the responde rate was similar as this.



Represents some limitations of Zerocal brand

3.3 Competitors:

Zerocal is the market leader in the sugar substitute market in Bangladesh. It is one of the most well-known major brands of Bangladesh. It has taken the biggest position in the market. Further, the competitors of Zerocal are Equal, Canderel, Chini-Go, Splenda etc. According to the survey result the current market positions of different brands are given below.

Current Brand	Percent
Zerocal	36.6
Equal	2.4
Canderel	2.4
Other	43.9
Non Users	14.6

Other represents the other sugar substitute users and honey users instead of sugar.

Competitors are major concerns because according to their strategy, Zerocal have to make a counter strategy to be in the market. Specially for the pricing side. Zerocal have to think and act according to the competitors price.

3.4 Recommendation

Zerocal is undoubtedly a successful product. It is compared with the other global sugar substitute brands. Despite of being a well-known brand of the country it establishing a mobile health and lifestyle app for the benefits of it is verifying the necessity of mobile app which will be very much helpful for a certain group of people. After conducting a small survey I have noticed some points.

According to the result, a certain number of the respondent is not satisfied with the price. It could count as one of a limitation of Zerocal. Some respondent complained that it will take a huge amount of money to make a desert from Zerocal. Around 46% of the respondents are not satisfied with the current price of Zerocal. Which could count as a bad signal for Zerocal? For this reason, Zerocal could lose a certain percentage of market shares. By reducing

the price Zerocal can also capture a new portion of market and attend a new segment of customers.

3.5 Conclusion

Zerocal is following these types of strategies to sustain in the market. Mainly, these marketing strategies are helping Zerocal to create new customers and be the best sugar substitute in the market. The internship was a great experience for me that helped me to learn a lot about the real life application of the knowledge that I learned during my university period and also it provided me with valuable knowledge that I could not have learned from the books. Another most important part of my internship was to know about corporate world, their internal and external policies. That's why the experience I got from Square Toiletries Limited was a magnificent. Square Toiletries Limited is the country's leading manufacturer of international quality brand with huge number of diversified products. To maintain the standard, it is going for continuous development. I did research on Zerocal marketing strategy and Zerocal Fat2Fit mobile app to understand the marketing policies, strategy and the necessity of Zerocal mobile app. Apart from that Zerocal has a wonderful marketing strategy and most of the people recognizes and chose Zerocal for its marketing effect as the Bangladesh's no 1 sugar substitute brand.

Appendix

This app has different types of features which can remind and suggest someone who wants to leave a fit and healthy life. Further, diabetes patient can also use this app as guidance. For this reason, I have asked 41 respondents who has diabetes and who want to stay fit. Direct conversation with the respondent was used there. The research methodology and survey time is added in this report.

Survey Findings For Mobile Lifestyle app

Respondents Profile

Table-1: Age of the Respondent

Age	Percent
31-40 Years	7
41-50 Years	29
51-60 Years	24
Above 60 Years	39

Table-2: Monthly Household Income of Respondents

MHI	Valid Percent
Bellow 15,000 BDT	2
BDT 15,000-25000	37
BDT 25,000-35,000	10
BDT 35,000-45,000	12
BDT 45,000-55,000	7
Above 55,000 BDT	32

Sugar Substitute Brand Usage

Table-3 : Diabetes Patients

Have Diabetise	Percentage
Yes	85.4
No	14.6

Table 4 : Who exercise daily

Exercise Daily ?	Percentage
Yes	48.8
No	46.3

Table-5: Sugar usage

Sugar users	Percent
Yes	39.0
No	61.0

Table-6: Sugar Substitute users :

Sugar substitute users	Percent
Yes	82.9
No	17.1

Table-7: Current Brand Usage

Current Brand	Percent
Zerocal	36.6
Equal	2.4
Canderel	2.4
Other	43.9
Non Users	14.6

Table 8: Some attributes of Zerocal marked from 1 to 5 and the mean werele selected :

	Zerocal
Satisfaction	4.05
Sweetness	3.83
Smell	4.38
Packaging	4.22

The higher the mean, the better the product attribute.

Zerocal

The purpose of the research is to understand some important side related to the marketing strategy of Zerocal and the necessity of a mobile lifestyle app. This research is done for a project paper of BRAC University

1. Are you conscious about your health?

- Yes
- No

2. Do you have diabetes?

- Yes
- No

3. Do you exercise on daily basis?

- Yes
- No

4. Do you use sugar?

- Yes
- No

5. Can you tell me about some sugar substitute you know? (Name only)

- | | |
|---------|---------|
| a. | b. |
| c. | d. |

6. Do you use any sugar substitute?

- Yes
- No

7. Have you heard the name Zerocal?

- Yes
- No

8. What sugar substitute you use? (If you use or have used before)

- Zerocal
- Splenda
- Equal
- Canderel
- Sweet n' Low
- Other

9. Have you ever tried Zerocal?

- Yes
- No

10. Which Pack of Zerocal do you prefer?

- Sachet
- Tablet

11. Which side of Zerocal you do not like?

- Sweetness
- Package
- Taste
- Price

12. If your doctor refers you use a mobile app which will guide you to control your diabetes and stay fit, would you use that app?

- Yes
- No

13. If a mobile app guides you to control your diabetes would you use it?
 - Yes
 - No
14. If a mobile app helps you to stay fit would you use it?
 - Yes
 - No
 - Maybe
15. If we suggest you some sweet recipe which do not contain any calorie, would you accept that?
 - Yes
 - No
16. If we provide you with an opportunity to know your calorie daily, would you take that opportunity?
 - Yes
 - No
17. If we provide you some health tips and tricks, would that be acceptable to you?
 - Yes
 - No

Please mark the following questions from 1 to 5 according to your point of view:

How would you mark the sweetness of zerocal?	5.Excellent	4	3	2	1.Very poor
Is the Smell of Zerocal Ok?	5.Excellent	4	3	2	1.Very poor
How much would you mark the packaging of Zerocal?	5.Excellent	4	3	2	1.Very poor
How much are you satisfied with Zerocal ?	5.Very Satisfied	4	3	2	1.Very Dissatisfied

Your Monthly Income: 1. Bellow 15,000 2. 15,000-25,000 3. 25,000- 35,000 4. 35,000- 45,000 5. 45,000-55,000 6. Above 55,000

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