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A word cloud shaped like a thumbs-up gesture, representing factors influencing customer satisfaction. The words are arranged in various sizes and orientations within the shape. Key words include "trust", "quality", "service", "expert", "guaranteed", "100%", "customer", "good", "partnership", "global leaders", "care", "unique", "understanding", "honesty", "ale", "social", "Lombard", "emerging", "risk", "turn", "service", "commitment", "empowering", "rural", "women", "business", "innovative", "distinctive", "understanding", "sale", "leading", "partnering", "global", "excellent", "reputation", "worldwide", "growth", "innovation", "excellence", "dedication", "passion", "integrity", "transparency", "accountability", "responsibility", "ethics", "sustainability", "community", "environment", "social", "governance", "stakeholder", "engagement", "collaboration", "networking", "influence", "credibility", "authority", "expertise", "knowledge", "experience", "track record", "history", "legacy", "tradition", "culture", "values", "mission", "vision", "strategy", "goals", "objectives", "priorities", "focus areas", "strengths", "weaknesses", "opportunities", "threats", "challenges", "risks", "issues", "concerns", "feedback", "reviews", "ratings", "testimonials", "endorsements", "recommendations", "referrals", "loyalty", "retention", "churn rate", "acquisition cost", "lifetime value", "net promoter score", "customer lifetime value", "customer acquisition cost", "marketing mix", "brand positioning", "competitive advantage", "market share", "industry trends", "economic conditions", "technological advancements", "regulatory changes", "political stability", "cultural differences", "language barriers", "time zone differences", "currency fluctuations", "tax implications", "legal requirements", "compliance issues", "intellectual property protection", "trade secrets", "patents", "copyrights", "trademarks", "licensing agreements", "joint ventures", "strategic alliances", "mergers and acquisitions", "initial public offerings", "private equity funding", "venture capital investment", "angel investors", "crowdfunding", "bootstrapping", "self-funding", "family business succession planning", "estate planning", "tax optimization", "financial reporting", "auditing", "internal controls", "risk management", "insurance coverage", "disaster recovery plans", "business continuity plans", "crisis management protocols", "public relations strategies", "media relations", "press releases", "news stories", "analyst reports", "investor presentations", "annual general meetings", "shareholder communications", "employee engagement initiatives", "training and development programs", "performance management systems", "compensation structures", "benefit packages", "work-life balance policies", "diversity and inclusion efforts", "corporate social responsibility initiatives", "environmental sustainability practices", "ethical sourcing policies", "labor rights advocacy", "human rights commitments", "anti-corruption measures", "whistleblower protections", "conflict of interest disclosures", "related-party transactions", "关联交易披露", "内幕交易防范", "信息披露透明化", "投资者关系管理", "媒体沟通策略", "危机公关预案", "品牌声誉维护", "产品质量控制", "供应链管理优化", "物流配送效率提升", "售后服务体系完善", "客户投诉处理机制", "市场调研数据分析", "竞争对手动态监控", "行业标杆学习借鉴", "最佳实践案例分享", "知识管理体系构建", "数字化转型加速推进", "云计算应用广泛普及", "大数据分析深度挖掘价值", "人工智能技术赋能业务创新", "区块链技术应用探索实践", "物联网设备互联互通实现", "移动互联网用户快速增长", "电子商务平台持续繁荣发展", "线上线下融合营销模式兴起", "直播电商新业态蓬勃发展", "短视频营销影响力不断扩大", "社群经济模式日益成熟稳定", "共享经济理念深入人心广泛接受", "绿色消费观念逐渐形成成为主流", "健康养生关注度持续提升带动相关产业发展", "老龄化社会到来催生银发经济新增长点", "乡村振兴战略全面推进农村面貌焕然一新", "生态文明建设取得显著成效天更蓝水更清地更绿", "脱贫攻坚战取得全面胜利全面建成小康社会目标如期实现", "中华民族伟大复兴中国梦正在变为现实", "中国特色社会主义进入新时代中国大踏步赶上时代又走在时代前列", "中国共产党第十九次全国代表大会胜利召开为新时代中国特色社会主义事业发展指明了前进方向", "习近平新时代中国特色社会主义思想指引我们不断开创党和国家事业新局面", "全面建设社会主义现代化国家新征程已经开启我们将继续团结带领全国各族人民为实现第二个百年奋斗目标而努力奋斗", "中国将继续为世界和平与发展作出新的更大贡献", "中国人民将同各国人民一道推动人类命运共同体建设不断创造美好未来", "让我们携手共进共创辉煌!"



















13304152

Internship Report
On
Square Toiletries Limited

Course: BUS400

Submitted To

Mr. Shamim Ehsanul Haque
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Submitted By

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Date of Submission

18th October, 2016

October 18, 2016

Mr. Shamim Ehsanul Haque

Assistant Professor

BRAC Business School

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Subject: Submission of internship report titled "The Impact of Trade Activation and Promotion in Trade Channel to Increase Business Volume".

Dear Sir,

I would like to submit to you the report on my internship experience at Marketing department of Square Toiletries Limited. I have prepared the report as per your guidelines and recommendations. I am looking forward for your judgment on this report. I tried my level best to complete the report as per the requirements and meaningfully. This was done by engaging seriously and giving the best effort to prepare this report. I have tried to portray the actual experience of my internship program through this report. I hope that I have done a satisfactory job considering my level of experience and capability and have been able to relate the fundamental things with realistic applications. It has enabled me to gain a better understanding of my experience, which will help me in my career development. Your kind acceptance and judgment will surely inspire me. I hope this report will fulfill all the requirements.

Sincerely,

Eftekhar Uddin Ahmed

ID: 13304152

BRAC Business School

BRAC University

Acknowledgement

I am using this opportunity to express my gratitude to everyone who supported me throughout the internship period. I am thankful for their aspiring guidance, invaluable constructive criticism and friendly advice during the internship work. I am sincerely grateful to them for sharing their honest and helpful views on a number of issues related to the project.

First and foremost, I present my gratitude to the Almighty Allah for making everything possible. It would never be possible without the help of the Almighty. I would also like to thank my family and friends who have supported me throughout the internship program and also this report.

I express my warm thanks to Mr. Malik Mohammed Sayeed, Head of Marketing Department, Square Toiletries Limited, for helping me tremendously with such an important project and giving me the opportunity to work independently along with required support. I would also like to thank my direct supervisor in STL Mr. Fazal Mahmud Roni, Assistant Manager, for his brilliant and excellent guidance and assistance to complete this report. In addition, I want to thank Mr. Edward Prokash Bala and Mr. Faisal Bin Kamal for their help and support.

Furthermore, I would like to express my gratitude to my assigned faculty member, Mr. Shamim Ehsanul Haque for the valuable guidance and support. I really appreciate the way he has guided me through this report.

Lastly, I would like to give my special thanks and inexpressible greets to my inmates, both seniors and fellow BBA students and others for giving me good advice, suggestions, inspiration and support. Thanks to all.

Executive Summery

Square Toiletries Limited (STL) is one of the largest and leading "Fast Moving Consumer Goods" company in Bangladesh. This report provides an in-depth analysis and interpretation of "The Impact of Trade Activation and Promotion in Trade Channel to Increase Business Volume". It consists of the job responsibilities I was given during my internship in the Marketing Department of STL. A detail of my critical observation is given about the internship activity and the company along with recommendations. Furthermore, the report covers a detail about the internship project. In addition, the report includes a description of relation between trade activation and business volume, the details of Jui market activation program designed for June and July 2016 and the impact analysis of the activation program. Some possible recommendations have also been included from the overall analysis of the internship program.

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Chapter 01: Introduction

1.1: Background of the Study

Trade activation program is a significant part of trade marketing which targets to promote brands and create awareness among the retailers, distributors and consumers to increase business volume and maximize profit accordingly. So it is clear that, trade activation and promotions have a huge impact in business volume increasing.

1.2: Origin of the Study

As an essential part of internship program, this particular report is being prepared on the proposed topic “The Impact of Trade Activation and Promotion in Trade Channel to Increase Business Volume”. In this program, the trade activation of Jui Coconut Oil and a little portion of activation of Chaka Super White were included. The intention of internship was to give an opportunity to the students to gain some real world experience working in a practical environment. The internship supervisor was **Mr. Malik Mohammed Sayeed**, Head of Marketing Department, Square Toiletries Limited. **Mr. Fazal Mahmud Roni**, Assistant Manager, Square Toiletries Limited also gave me insights to work on this project. The faculty advisor was **Mr. Shamim Ehsanul Haque**, Assistant Professor, BRAC Business School, BRAC University who’s endless and cordial support inspired me a lot.

1.3: Objective of the Study

The primary objective of the study is:

- To elicit the impact of trade activation and promotion in trade channel to increase business volume.

The secondary objective of the study is:

- To know the necessity of the trade activation program for creating awareness among the retailers and consumers.
- To know how changes in product or packaging attributes change buying behavior.
- To know the effect in sales due to trade activation program
- To recommend how to enhance effectiveness out of the activation program.

1.4: Methodology

This report is exploratory in nature based on the qualitative analysis and description

➤ Population and Sample

The population is the entire retailers of Square Toiletries Limited in Bangladesh. However, due to some limitations it was difficult to collect information from all of them. So, in this project around 25 retailers were considered as sample size.

➤ Source of Data Collection

Primary Source

- Data has been collected through phone interviews
- Some predefined questions have been asked to all the targeted retailers
- Some data are collected through informal conversation

Secondary Source

- Secondary data has been collected from official website of Square and Square Toiletries Limited.

1.5: Scope of the Study

I have visited the market and interviewed the retailers in Dhaka city and some areas near to Dhaka city only. But there are also a large number of retailers operating outside of Dhaka city. To formulate an accurate research on the Impact of trade activation and promotion in trade channel to increase business volume, those markets must be visited as well.

1.6: Limitation

There are some limitations of this research. As it was a three months internship program, so I could not get enough time to survey wide area. I visited and interviewed very few areas in Dhaka city. Again in some areas outside Dhaka city, due to distance, I had to take interviews over the phone for taking information from the retailers. If I would visit and interview outside Dhaka city, I think it would add many more interesting and important issues in the study which may make this report more informative

Chapter 2: About Square Group

2.1: Overview of Square

Square Group is a local conglomerate of Bangladesh which started its journey with debut of Square Pharmaceuticals, as a Partnership Firm in 1958. With span of time, Square has emerged as one of the most admired local conglomerates which is showcasing its rampant march with other concerns along with Square Pharmaceuticals Limited. The Square Concerns are Square Pharmaceuticals Limited, Square Toiletries Limited, Square Textiles Limited, Square Food & Beverage Limited, Square Informatix Limited, Square Agro Development & Processing Limited, Square Herbal & Nutraceuticals Limited, Square Yarns Limited, Square Fashion Limited, Square Hospitals Limited, Square Air Limited, Square Texcom Limited, Mediacom Limited, Square Securities Management Limited, Maasranga Television, Sabazpur Tea Company Limited, Aegis Services Limited and Square Denims Limited.

2.2: Chronology since Inception

1958: Debut of Square Pharmaceuticals as a Partnership Firm.

1964: Converted into a Private Limited Company.

1974: Technical Collaboration with Janssen Pharmaceutical, Belgium, a subsidiary of Johnson and Johnson International, USA.

1982: Licensing Agreement signed with F-Hoffman-La Roche Limited. Switzerland.

1985: Achieved first position in the Pharmaceutical Market of Bangladesh among all national and multinational companies.

1987: Pioneer in Pharmaceutical export from Bangladesh.

1994: Initial Public Offering (IPO) of Square Pharmaceuticals shares.

Square Toiletries Limited becomes a Private Limited Company.

1995: Chemical Division of Square Pharmaceuticals Limited starts production of pharmaceutical bulk products.

1997: Won the National Export trophy for exporting medicines.

Debut of Square Textiles Limited.

Mediacom Limited starts its journey.

1998: Establishment of second unit Square Textiles Limited.

Agro Chemical & Veterinary Products Division of Square Pharmaceuticals start its operation.

- 2000:** Square Spinning Limited starts its journey.
- 2001:** Establishment of Square Knit Fabrics Limited.
Establishment of Square Fashions Limited.
US FDA/UK MCA standard new pharmaceutical.
Factory went into operation.
Square Consumer Products Limited started its operation.
Establishment of Square Informatix Limited.
Incorporation of Square Hospitals Limited.
- 2003:** Management agreement with Bumrungrad Hospital International of Thailand for the management of Square Hospitals Limited.
United States Food & Drug Administration
United Kingdom Medicines & Health Card Products Regulatory Agency
- 2005:** Square Yarns Limited is established.
- 2008:** Square Spinning Limited, amalgamates with Square Textiles Limited.
Square Multi Fabrics Limited is established.
- 2009:** Square Air Limited is established.
- 2010:** Square Pharmaceuticals Dhaka sit's Insulin Manufacturing Unit goes into operation.
Acquisition of Mithapur Textiles Limited. Now converted into Square Texcom Limited
Acquisition of Markup Cot Spin Limited
Acquisition of Markup Spinning Mills Limited
- 2012:** Square Pharmaceuticals Limited, Dhaka Unit and Square Cephalosporin Limited get the "Therapeutic Goods Administration" (TGA) of Australia Approval.
Square Multi Fabrics Limited is voluntarily Liquidation.
- 2013:** Samson H Chowdhury Center of Excellence started its operation.
Markup Spinning Mills Limited amalgamated with Markup Cot Spin Limited and thereafter renamed as Square Fashions Yarns Limited.
- 2013:** Establishment of Square Denims Limited.
- 2014:** Square Consumer Products Limited converted in Square Food and Beverages Limited.

2.3: Some Major Square Group Concerns



Square Pharmaceuticals Limited



Square Hospitals Limited



Square Food and Beverage Limited



Square Air Limited



Mediacom Limited



Maasranga Television



Square Herbal and Nutraceuticals Limited



Square Toiletries Limited



Square Fashions Limited



Square Textiles Limited



Sabazpur Tea Company Limited



Maasranga Production Limited



Square Informatix Limited



Aegis Services Limited

Chapter 3: Square Toiletries Limited

3.1: Overview of Square Toiletries Limited

Square Toiletries Limited (STL) started its journey in 1988 with a single product as a separate division of Square Pharmaceuticals. Being a concern of Square Group, Square Toiletries Limited enjoys the reputation of Square Group and exploits the consumer confidence by their passion and hard work. In 1994, Square Toiletries Ltd. became a Private Ltd. Company.

Square Toiletries Limited is an ISO 9001:2008 certified company with over 55 international standard products in Personal Care, Health & Hygiene and Home Care categories. At present, STL is the country's leading manufacturer of international quality cosmetics and toiletries.

Beyond business, STL adopted the well-being of people which is termed and nurtured as “Care-Based Marketing”. All the efforts of STL are designed to touch the lives of people and to help them “look well, live well”. Production for STL is carried out in two automated, state-of-the-art plants in Rupshi and Pabna. Raw materials from leading global manufacturers like Symrise, Hercules, Dow Corning, BASF etc. are procured to ensure world class product quality.

The products of STL are being exported to countries like UK, Australia, Singapore, Malaysia, Japan, Saudi Arabia, UAE, Kuwait, Qatar, Bahrain, India, Maldives, Myanmar, Nepal, Bhutan, Cyprus, Ethiopia, Djibouti, Germany, South Africa, Jordan, Sweden and USA.

In addition of the core business functions, STL has been taking active part in different generous activities like employment generation program for vulnerable community, financial aid to disadvantaged and natural disaster affected people, helping acid victims, tree plantation, creating mass awareness on health and hygiene issues, supporting in education and various local community programs and many more.

3.2: Vision, Mission and Quality Policy

Vision

We attempt 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 enable us in offering maximum satisfaction.
- To offer consumer products at affordable price by strictly maintaining uncompromising stance with quality. With continuous R&D and innovation we strive to make our products complying with international quality standards.
- To maintain a congenial 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

- Dedicated to make every effort to understand consumer needs to provide maximum satisfaction and to achieve market leadership.
- Strive to continuously upgrade manufacturing technology and to maintain optimum level of quality measures in conformity with the international standard – ISO 9001: 2008.
- Committed to achieve quality objective through continuous employee training and maintaining congenial working environment.

3.3: Corporate Governance

Board of Directors

A Quarterly Report on business operation and financial position is presented before the Board of Directors for their information and review, for implementation by the Executive Management. Every month co-ordination meeting is held congregating all the department heads to discuss priority issues and solve problems, if any.

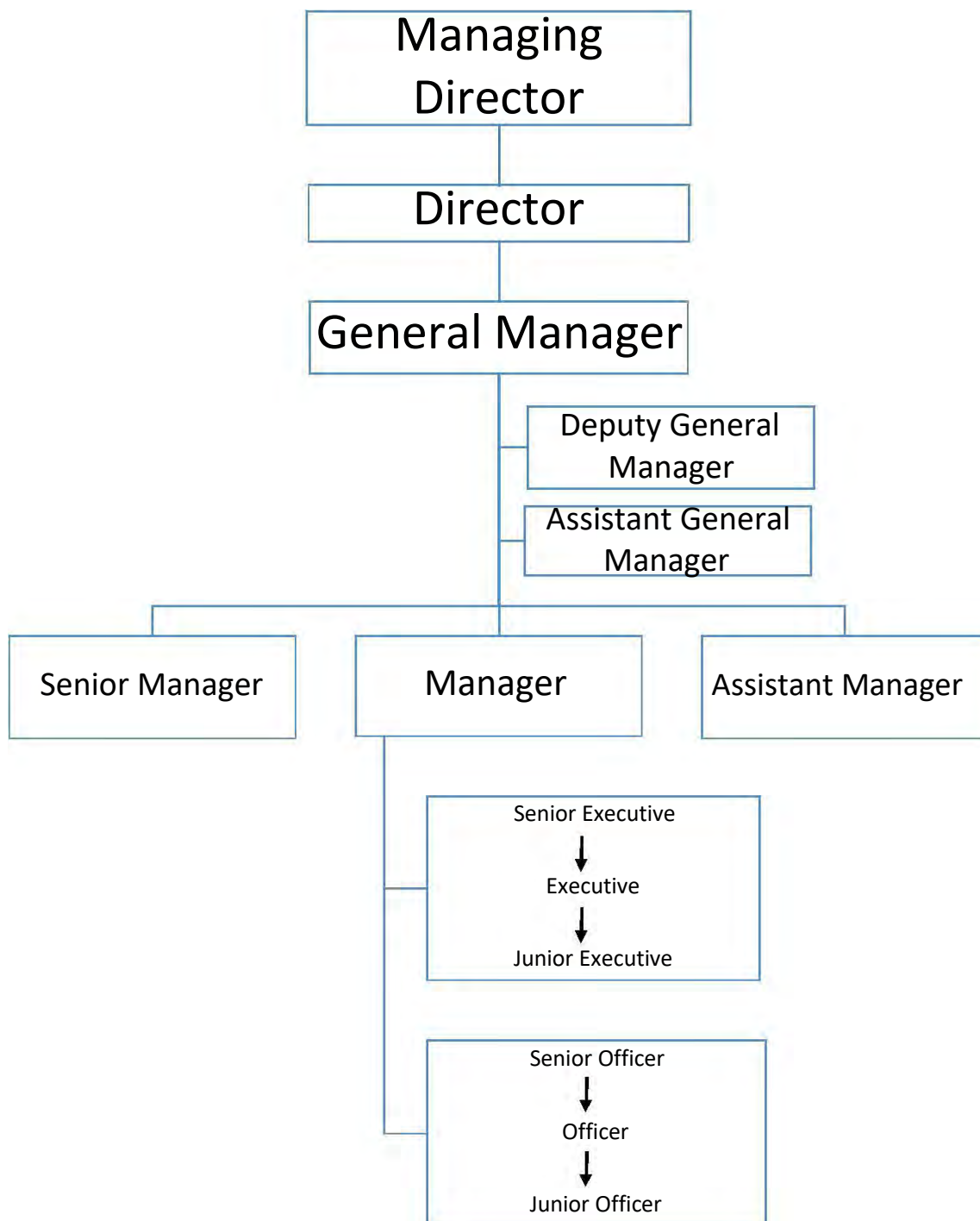
Executive Management

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 Executive Management operates through further delegations of authority at every echelon of the line management. The Executive Management is responsible for preparation of segment plans/sub-segment plans for every profit centers with budgetary targets for every item of goods and services and is held accountable for deficiencies with appreciation for exceptional performance. These operations are carried out by the Executive Management through series of team-bound initiatives.

3.4: Major Brands of STL

- Meril Protective Care
- Meril Baby
- Meril Soap
- Supermom
- Kool
- Jui
- Revive
- Senora
- Zerocal
- Sepnil
- Magic
- Magic Total Clean
- White Plus
- Max Clean
- Chaka
- Chaka Super White
- Spring
- Select Plus
- Shakti
- Xpel
- Chamak
- Madina
- Saaf

3.5: Organogram of Square Toiletries Limited



Chapter 4: Job Description and Job Responsibilities

4.1: Description of the Job

The Marketing Department of Square Toiletries Limited is divided into 5 sections. These are:

1. Branding
2. Research
3. E-Commerce
4. Sales
5. Trade Activation and Events

The responsibilities of these sections are to maintain and control each and every perspective related to Marketing. The main responsibilities of Marketing Department are as follow:

- ❖ Conducting market research for collecting information
- ❖ Creating ideas for product development
- ❖ Developing strategies to create brand value and market products accordingly
- ❖ Organizing events, campaigns and trade activation programs to create awareness and increase business
- ❖ Monitoring marketing activities and make changes for progress
- ❖ Managing official website and Social medias like YouTube and Facebook pages
- ❖ Communicating with the clients and stakeholders
- ❖ Giving adequate support to the sales section
- ❖ Accomplishing targets to ensure business enhancement
- ❖ Effectively meeting deadlines

Among the five I was appointed in the Trade Activation and Event section of the Marketing Department of Square Toiletries Limited as a trade marketing intern.

4.2: Job Description of a Trade Marketing Intern

- ❖ Visiting markets for trade activation program
- ❖ Monitoring the activity process and progress on site
- ❖ Observing the impressions and effects of the activation program
- ❖ Communicating with the retailers and consumers in disguise to know actual reaction and reviews of a trade activation program

- ❖ Attending events organized and participated by Square Toiletries Limited
- ❖ Visiting campaign sites for monitoring progress
- ❖ Making reports based on observations and information
- ❖ Making TA/DA bills according to expenses regarding visits
- ❖ Communicating with the retailers after the completion of activation program to understand changes in sales progress

4.3: Internship Activities Undertaken and Job Responsibilities

As an intern of Square Toiletries Limited (STL), I had to do a number of activities within a period of three months. The Marketing Department is situated independently in Rupayan Center but I had to visit several markets for activation program, campaign and events besides attending office which has given me a wider exposure of the working environment as a trade marketing intern. The tasks that I have performed throughout my internship period in Square Toiletries Limited are as following:

Inspected the Jui Market Activation program: The objective of this program was to launch the new packaging of Jui Coconut Oil to the retailers and consumers in different areas of the country. My responsibility was to visit some nearest areas to Dhaka with the activation team to observe the activation process and the effectiveness of the program.

Inspected the Chaka Super White Campaign 2016: The purpose of this program was to introduce the Chaka Super White to the consumer with hands on experience and giving away free samples to enhance customer base by doing survey on most used washing powder in those communities. My responsibility was to visit The Tin Shade Colony of Mirpur 13 to observe the working team and understanding whether the objective of the campaign is getting fulfilled or not.

Inspected the Meril and Kool Campaign 2016: This program was designed to present the new packaging and flavors of Meril Milk Soap along with the other Meril soaps and Kool Deodorants through selling booths in different areas of Dhaka city. My task was to visit the selling booth of New Market area and Bashundhara City Mall.

Attended and Monitored the B2B Fest 2016 Organized by Grameenphone: B2B fest is a 3 days long trade fest program organized by Grameenphone. Numerous organizations participate in this program by setting stalls in GP House and sale their products and services with

various offers. Square Toiletries Limited was one of the participants of this program. My responsibility in this program was to supervise and monitor the selling team alongside attending the full program.

Assisted in Best participants Selection of Meril Milk Soap Bar and Chaka Advanced Contests and Gift Delivery Program: Square Toiletries Limited organizes online contests through Facebook pages of its different brands. I assisted in best participant selection of contests organized by Meril and Chaka as well as attended in gift delivery program of Chaka Advanced contest.

Attended the Sales Representatives [SR] Training Program: Sales Representative [SR] training program is arranged in Square Toiletries Limited so frequently. I attended one of their programs and it was targeted to give training on Point of Sales Marketing [POSM].

4.4: Critical Observations

The marketing department of Square Toiletries is short in terms of number of employees yet effective. Three months working period is so short to observe all of its vital activities. The critical observations during my internship period are given below:

- Works inside the department is well distributed between the employees.
- Inter-department relationships between employees are strong enough to bring impact in marketing process.
- Working environment in Square Toiletries Limited is flexible and friendly.
- The management team of the department is so strict about time efficiency.
- Emphasizes more on team work rather than solo performance.
- Make changes in decisions based on the opinions of other departments in terms of new product launch and demonstration.

4.5: Recommendations

Three months period is too short to critically observe the whole system and make recommendations. Some recommendations are given below:

- Enormously flexible environment may bring detrimental impact in organization. So the environment can be made a little more work efficient.
- There were shortage of desks and computers. So the number of working desks and computers can be increased.
- During the internship period I had no properly allocated job responsibilities. So the job responsibility of a marketing intern can be made more specified to give the intern more insights about the work and environment.

However, there were a lot of fields in the Marketing Department of STL where I did not work. Besides, all of my observations and recommendations may not be right. Still it can be a great help for STL.

Chapter 5: About the Project

5.1: Internship Project

As a part of my internship program, I was working with the Marketing Department of Square Toiletries Limited to prepare an entire study about the impact of trade activation and promotion in trade channel to increase business volume based on the famous STL product “Jui Coconut Oil” in the year 2016. Mr. Fazal Mahmud Roni, Assistant Manager of Square toiletries limited, supervised me to work on this topic.

Jui is one of the most value generating brands of Square Toiletries Limited. This year, in 2016, Jui re-launched its container after long 25 years. So a trade activation program was essential to introduce the new container to the retailers and consumers to make them aware about the same. Groups of dramatic characters were hired to make this program more engaging. The dramatic characters visited all the targeted grocery and cosmetics shops of pre-specified markets to introduce the new “Jui” with a magical drama play. The retailers and customers were also given a little amount of samples on their hands to take the experience of the new Jui.

In my internship period of STL, I was assigned to inspect the activation team and observe the reactions of the targeted retailers and consumers. Based on my observations, feedback of the retailers and the activation report of Jui, I am preparing this research on the impact of trade activation and promotion in trade channel to increase business volume.

As internship is a three months program, may be it will not be possible for me to experience the whole effectiveness of the activation program. However, if this kind of activities work in a proper way maintaining the time and cost effectiveness, this can bring a huge opportunity for STL to achieve its objective.

Chapter 6: The Impact of Trade Activation and Promotion in Trade Channel to Increase Business Volume

6.1: Definitions

6.1.1: Trade Activation

Trade marketing activation is the execution of the marketing mix as part of the marketing process. The activation phase typically comes after the planning phase during which managers plan their marketing activities and is followed by a feedback phase in which results are evaluated with marketing analytics. (Wikipedia, 2016).

6.1.2: Trade Promotion

Trade promotion refers to marketing campaign directed at wholesalers or retailers rather than at final consumers. In a trade promotion, wholesalers and retailers are offered special price discounts (often in addition to a trade allowance), subsidized or free display racks, or stands, gifts, or other incentives. (BusinessDictionary, 2016). In Addition, Trade promotion is a part of sales promotion. A trade sales promotion is targeted at the resellers (wholesalers and retailers) who distribute manufacturers' products to the ultimate consumers. The objectives of sales promotions aimed at the trade are different from those directed at consumers. In general, the goals of Trade Promotion are:

- Develop in-store selling support, as strong support at the retail store level is the key to closing the loop between the customer and the sale.
- Control inventory by increasing or reducing inventory levels, therefore helping to remove seasonal peaks and valleys.
- Expand or improve distribution by opening up new sales areas.
- Generate excitement about the product among those who are responsible for selling it to increase total sales.

6.2: Relationship Between Trade Activation and Business Volume

Trade activation has a huge impact in business volume. Basically trade marketing focuses on the efforts of the marketers on distribution channels especially on the wholesaler and retailers. The activation process includes organizing campaigns, organizing and participating in various trade events to create awareness to the targets. Whenever a new product or relaunching of a product is queued for marketing process, trade activation becomes imperative. Trade activation program

engages a large amount of population in terms of creating awareness. An interesting activation program got studded in the mind of the retailers and consumers. Moreover, some activation programs make retailers and consumers directly participate and give hands on experience by supplying free samples as well as instant exciting offers. The activation programs convey all the related information about the products and offers on spot which generates instant sales. These awareness programs help to raise the volume of sales and the business accordingly.

6.3: Details of Jui Coconut Oil Trade Activation Program

Jui re-launched its container after long 25 years. I was assigned by my supervisor to visit some of the markets with the activation team to have a better insight. The visit provided a lot of new learning along with hands on experience of market activation. The program designed for activation was successful in creating a buzz about the brand “Jui” among both the retailers and customers. Some groups of dramatic characters were hired to execute the program. The excitement created through the group of dramatic characters was point of curiosity of the present crowd. The dramatic characters visited all the targeted grocery and cosmetics shops within the targeted markets to introduce the new “Jui” with a magical drama play. The retailers and customers were also given a little amount of samples on their hands to take the experience of the new Jui. After providing the samples they were asked about their complements on new Jui coconut oil and its new container. According to the reviews given by the retailers and customers it was clear that the scent of oil and the new container was highly satisfactory though the retailers had a confusion on whether the customers are going to choose the new container over the old one or not, as the old container was more glossy and eye catching according to the local retailers. The sales supervisors along with the Sales Representatives working under that particular market were also present with the activation team to take instant orders from the retailers. According to the sales supervisors, the order placements were high in number with respect to the coconut oil season. They also added that, the promotion activity is playing a vital role in instant order placing. Some reviews of retailers and customers on the activation program and product are given below:

General Review of Retailers and Customers on the Activation

The program designed for activation was successful in creating a buzz for the brand “Jui” among both the retailers and customers. The reviews can be stated as following:

Review of Retailers

- The huge revolving dummy container is very eye catchy.
- The dramatic characters are a group of funny and interesting people to talk with about the product and its packaging.
- The leaflet is meaningful and expresses the purpose of activation.

Review of Customers

- The huge revolving dummy container is very catchy and it has oil inside of it
- The dramatic characters are a group of funny and interesting people to watch and talk
- It would have been great if “Jui” was something to drink or eat instantly.

General Review of Retailers and Customers on the Product

Customers and retailers have also given their reviews on the product and its packaging. Those are as following:

Review of Retailers

- The scent of oil is very nice and naturalistic
- The new container looks prettier than the previous one.
- There is a little confusion, whether the customers are going to choose the new container over the old one, as the old container was more glossy and eye catchy.

Review of Customers

- The smell of the oil is very nice and naturalistic.
- The new container looks good.
- “Jui Company” is very old and good Hair Oil Company.
- Whether there is any plastic bottle of Jui Coconut Oil like Parachute or not.

6.4: Survey and Data Analysis

A survey based on 4 questions was conducted with some of the retailers over the phone to analyze the effectiveness of the activation program. The questioners were as following:

1. What is the situation of Jui sales in his store?
2. Does he order more Jui than before (before the market activation)?
3. Does consumer buy more Jui than before (before market activation)?
4. Does he have any complain about Jui?

Based on these questions a report of data analysis of Jui market activation is given below:

STL conducted Jui market activation on June'16. In this market activation they only focused on Jui tin 200ml and 350ml. Objective of this market activation was to aware retailers about the new pack of Jui tin in an interesting way and resolve their confusion.

In this market activation they have covered 368 routes which consists almost 100 SR markets. Among all these SR markets, analysis has been made on 29 SR markets to get an idea on market impact after activation. Sharing the key points on this:

Among 29 SR markets-

- Sales has increased in 100% markets in June compare to May
- Sales has increased in 51.72% markets in July compare to May

Another report has been generated through call center where 348 retailers were communicated. And among them-

- 269 retailers attended/ saw the program
- 344 (almost all) the retailers keep Jui
- 39.83% retailers sell more Jui than before (the activation)
- 42.15% retailers sell almost equal quantity of Jui

So the impact of increasing sales resulting in an increased business is clearly visible in this report.

6.5: Recommendation

The internship program at Square Toiletries Limited is well designed and it was an experience which is worthwhile. I learned a lot about the company, company policies and Marketing Department. Although, only three months experience is not enough to make me an expert to recommend anything about the company and trade programs. But there is always room for improvement to anything and thus I would like to improve on the following:

- The environment can be made a little more work efficient.
- The job responsibilities of an intern can be made more specified to give a better insight of the internship program
- The number of trade programs can be increased to create more buzz and gain more market effectiveness
- The Number of activation team can be increased to make the overall program time-efficient.
- Time of the activation program should be within the crowded business hours of a particular market to boost customer engagement.
- The allocation of working desks and computers can be increased.

Chapter 7: Conclusion

To draw a conclusion it can be said that, the internship was an experience that helped me to learn a lot, grow as a person and provide me with valuable knowledge beyond those that I could have obtained from the books. Thus my experience in Square Toiletries Limited was one of the valuable experiences of my life. After completing my internship and this research, I can say that Square Toiletries Limited is the country's leading manufacturer of international quality brand with huge number of diversified products. They have a good market position in Bangladesh and their most of the trade marketing activities and sales promotional campaigns are helping them to achieve a great benefit. This way Square Toiletries Limited can uphold its position as a business icon.

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