An Effective Marketing Strategy for a New FMCG category (from Cosmo Multi Products Industry)

By
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An internship report submitted to the BRAC Business School in partial fulfilment of the requirements for the degree of
Bachelor of Business Administration (BBA)

BRAC Business School
BRAC University
November 10, 2024

Declaration

I hereby declare that the term paper submitted represents my own original work completed in pursuit of a degree at BRAC University. This paper does not contain any material previously published or authored by another individual, except where such references have been explicitly cited with full and precise acknowledgment. Additionally, this work has not been submitted, nor accepted, for any other degree or diploma at this or any other institution. I have duly acknowledged all sources and assistance received in the preparation of this paper.

Student's Full Name & Signature:

MD Naeem Haider
Student ID: 18104079

Supervisor's Full Name & Signature:

Shamim Ehsanul Haque
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Letter of Transmittal

Shamim Ehsanul Haque

Assistant Professor,

BRAC Business School

BRAC University

Kha-224 Merul Badda,Dhaka 1212, Bangladesh.

Subject: Submission of Internship Report on Effective marketing strategies for a new FMCG category of Cosmo Multi Products Industry.

Dear Sir,

It is my pleasure to display that my entry-level position provides details regarding Effective marketing strategies for a new FMCG category of Cosmo Multi Products Industry, for which I was appointed by your direction.

I have attempted my best to finish the report with the essential data and recommended proposition in as compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

____

MD Naeem Haider

18104079

BRAC Business School

BRAC University

Non-Disclosure Agreement

Date: 10th November, 2024

This Non-Disclosure Agreement is entered into on the 10th day of November 2024, by and between Cosmo Multi Products Industry and the undersigned student of BRAC University, Md. Naeem Haider, ID: 18104079.

Acknowledgment

In the completion of this term paper, I have come to deeply appreciate the support and guidance of those who contributed to this work. Foremost, I wish to extend my sincere gratitude to my supervisor, Mr. Shamim Ehsanul Haque, Assistant Professor, BRAC University, whose invaluable insights and unwavering support facilitated the successful completion of this report. His mentorship and expertise were instrumental in navigating the complexities of this project.

I am also profoundly grateful to Ms. Nadia, Managing Director of Cosmo Multi Products Industry, for her oversight and encouragement throughout my internship. Her knowledge and guidance provided a solid foundation for my practical learning and greatly enriched my understanding of industry dynamics.

Finally, I wish to acknowledge all those who have influenced my journey, whether through direct support or in shaping my experiences. Their contributions, in various ways, have helped shape my academic and personal growth.

Executive Summary

This internship report analyzes the marketing strategies of Cosmo Multi Products Industry in Bangladesh's highly competitive FMCG landscape. This analysis evaluates their fast growing brand Panda Ultra White Detergent as it expands in popularity within Bangladesh's FMCG space, including consumer-oriented promotions strategies, market impact analyses and growth prospects as well as any challenges or barriers preventing success and offering actionable recommendations to achieve improvement.

Key findings show that Panda Ultra White Detergent has gained a lot of market momentum thanks to creative consumer promotions including targeted social media ads and value-added freebies with sales. In addition to boosting initial sales, these tactics encouraged return business, which led to consistent rise in the 200g, 500g, 1kg, and 2kg sizes—the latter of which became the best-seller (The Daily Star 2024). Panda's emphasis on premium yet reasonably priced goods appealed to Bangladeshi budget-conscious buyers and greatly aided in its growth in a market worth between 3500 and 4000 crore every year (The Daily Star, 2024).

Despite these gains, the research cites significant hurdles, such as severe rivalry, logistical inefficiencies, and pricing pressures caused by growing raw material costs. To solve these concerns, ideas include streamlining supply chain operations, increasing digital marketing efforts, diversifying product offerings to include eco-friendly options, and investigating cost-effective manufacturing strategies. Panda's emphasis on cost, quality, and savvy promotions has positioned it as an emerging FMCG player. Implementing the recommended recommendations will help it gain a competitive advantage, secure long-term viability, and strengthen its presence in Bangladesh's FMCG sector.

Acronyms

DP	Dealer Price
TP	Trade Price
MRP	Maximum Retail Price
SKU	Stock Keeping Unit
KPI	Key Performance Indicator
ATL	Above-the-line Marketing
BTL	Below-the-line Marketing
TTL	Through the Line
RTM	Route to Market
LPC	Line Per Call
FMCG	Fast Moving Consumer Goods
SR	Sales Representative
TSO	Territory Sales Officer
TM	Territory Manager
ASM	Area Sales Manager
ZSM	Zonal Sales Manager
RSM	Regional Sales Manager
DSM	Divisional Sales Manager
NSM	National Sales Manager

Internship Overview

Job Description:

During my internship in the Sales and Marketing Department of an FMCG company specializing in soaps and detergents, I contributed to consumer and retail promotion programs. My responsibilities included planning and implementing promotional campaigns, coordinating with retailers to enhance product visibility, and analyzing sales data to assess promotion effectiveness. Additionally, I engaged with distributors to strengthen market relationships and supported the sales team in refining promotional strategies.

Benefit to the Organization:

My work helped the organization by:

1. Improving the efficiency and effectiveness of consumer and retail promotions, leading to increased sales.
2. Providing actionable insights through data analysis, enabling more targeted marketing efforts.
3. Strengthening relationships with retailers and distributors, fostering better collaboration.

Benefit to the Student:

The internship provided:

1. Practical exposure to FMCG sales and marketing practices.
2. Enhanced skills in data analysis, communication, and campaign management.
3. A comprehensive understanding of promotional strategies and consumer behavior in a competitive market.

This experience laid a strong foundation for my professional growth in the FMCG sector.

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Chapter 1: Internship Experience at Cosmo Multi Products Industry

Period of the internship: 6 Months (From 1st November,2023 to the 30th April, 2024)
Department: Marketing Department.
Address of the Organization: House – 02, Road – 13/b, Sector – 10, Uttara, Dhaka, Bangladesh.
Supervisor Info: Nadia Haider (Managing Director, Cosmo Multi Products Industry)

This report details my internship experience at Cosmo Multi Products Industry, a dynamic company founded in 2015 that has established itself as a competitive player in the fast-moving consumer goods (FMCG) sector. Serving as a Sales Intern, my role at Cosmo Multi Products Industry provided me with invaluable insights into the operational and strategic elements of the FMCG industry, particularly within sales functions. This experience not only introduced me to the essential principles and practices that drive success in this sector but also enabled me to develop a practical understanding of sales strategies, market analysis, and customer relationship management.

I was able to take part in all sorts of seller related tasks under the supervision of professional staff and with all necessary support, that helped me develop communication, negotiation and data driven decision making skills. I believe this internship was indispensable in providing me with the foundational knowledge and practical experience to build the necessary skills and gain the necessary productivity of FMCG industry for build the basis of my future career aspirations.

1.1 Internship Role and Responsibilities

As a Sales Intern at Cosmo Multi Products Industry, I supported the sales team in various tasks that introduced me to the FMCG industry and helped me build key sales skills. My main responsibilities included the following:

1. **Market Research:** I worked on research about market trends and competitor products, which helped the team to see what the customers wanted and where we stood in the market.
2. **Customer Interaction:** I worked with customers to find out what they needed and I took many opportunities to ensure good relationships, which taught me how to engage with customers.
3. **Sales Reporting:** Every day and every week I prepared daily and weekly sales reports to track performance, which means organize data and spot trends in sales figures.
4. **Order Coordination:** I supported with order management working with sales and logistics teams to ensure customers product will be delivered on time, this equipped me with the basics of inventory management.
5. **Sales Campaign Support:** I had a part in planning and running sales promotions to increase product visibility and sales.

6. **Data Management:** To keep records of and update customer information accurately, I used customer relationship management (CRM) software (Microsoft Excel) to store customer records that would better support distributor follow-up.

These responsibilities provided me with hands on experience in sales, broadened my understanding of customer needs and how data and teamwork play a crucial role in successful FMCG industry sales operations.

1.2 Skills and Knowledge Acquired

While doing my internship as a Sales Intern at Cosmo Multi Products Industry I learned something valuable applicable in the field of sales within the fast-moving consumer goods (FMCG) sector. Key skills and insights acquired include:

1. **Sales and Negotiation Skills:** Dealing with customers and seeking to understand their requirements were an important way by which I was trained on how to sell and how to foster customer relationships.
2. **Market Analysis and Research:** Market research enabled me to build fundamental analytical abilities to analyze trends, the behavior of consumers, and strategies of competitors. I understand this knowledge is important for recognizing the potential sales and asses the gaps in the market.
3. **Customer Relationship Management (CRM):** While using the CRM software to manage customer information and interactions, I discovered how I could ensure that records and the customers themselves were managed well something that is paramount in the enhancement of loyalty within the FMCG industry.
4. **Data Analysis and Reporting:** Analysis of performance metrics and sales reports allowed me to make sense of key performance indicators (KPIs) of sales success, and to be able to spot trends and make data driven decisions.
5. **Product Knowledge and Presentation:** Studying product features and benefits made me realize how to make customers relate to the worth of a product which is vital in changing consumer behaviors in a competitive world.
6. **Teamwork and Collaboration:** Through a close working with the sales and logistics teams, I could appreciate the value of collaboration and coordination in hitting sales targets, customer visits and expectations.
7. **Adaptability and Problem-Solving:** The fast-paced FMCG environment demanded flexibility and quick problem-solving to fulfill customer needs and fix inventory or order problems, and this helped me develop the ability to maneuver in changing situations easily.

Throughout this internship, I learned practical sales techniques and gained important industry knowledge which I have used to go on to a career I love within the FMCG sector.

1.3 Sales and Marketing Role

While interning at Cosmo Multi Products Industry, I was a part of the sales and marketing team where I directly interacted with clients, got in touch with the customer's need for the FMCG sector, and worked on business development of the company. In this role I had hands on experience in the most essential sales and marketing practices in the fast-moving consumer goods industry.

1.4.1 Engaging Potential Clients

One of the most important jobs was to identify and reach out to prospects for our FMCG products. I then proceeded to reach out to retailers and distributors introducing Cosmo's offerings and how our products could help fill theirs. It gave me an opportunity to gain insights on client's expectations and preferences in FMCG market.

1.4.2 Building and Maintaining Client Relationships

In my work, I had to develop and maintain the client relationships. I concentrated on seeing clients often, in addressing any questions and concerns clients may have had on our products and making sure that they were content with our products. Through this approach it is able to build client trust, with the potential of repeat business, which is key for long term success in FMCG sector.

1.4.3 Supporting Business Development Initiatives

The other part of my role was contributing to the company's business development. For the second part, I focused on working on identifying potential growth opportunities through client interaction and understanding their buying patterns and preferences. I worked with the sales team to tweak our strategies on this basis and come up with an offering mix better suited to customer needs.

1.4.4 Expanding Market Reach

I actively participated in networking events and set meetings with new potential clients to help expand Cosmo's client base. I did that by collecting leads, scheduling follow up appointments, and presenting Cosmo's product quality, and reliable supply chain processes. These efforts significantly helped improve the company's market presence and visibility in the market from the view point of new clients.

1.4.5 Customer Feedback and Retention Efforts

One major part of my job was that I focused greatly on my client feedback in terms of customer retention and service improvement. Post sale, I followed up with clients to get their feedback on our product and service. And this feedback not only fortified our relationships, but also gave us feedback to better Cosmo's services and the way it attends to its clients.

This sales and marketing role helped me to acquire necessary skills of customer engagement, negotiation and business strategy which has also broadened my understand of the FMCG sector and lead me to learn how to work in sales and marketing department in the future.

1.5 Recommendations for Improvement in the Sales and Marketing Role

Based on the experience from my position in the role of sales and marketing in the Cosmo Multi Products Industry, I found several parts that should be improved in order to strengthen the company's market position and optimize its sales process.

1.5.1 Enhanced CRM System for Client Data Management

A more advanced Customer Relationship Management (CRM) system could be implemented, that would streamline client data management, track communications and schedule follow ups. Having a structured CRM approach will ensure that we will not miss a client lead and generally improve our customer service.

1.5.2 Targeted Marketing Strategies

Market research and customer segmentation could help Cosmo to create market specific marketing strategies. The company, analyzing customer demographics and purchase behaviors, can develop targeted marketing campaigns that may help it attract more clients by a special brand appeal to a particular client group and also to corresponding domestic regions.

1.5.3 Ongoing Sales Training

The sales team would also be trained regularly as the trends in the industry, negotiation tactics and techniques and customer engagement are not static, but rather things that need to be updated regularly. Using this, they would be able to approach clients with a more confident voice and move quickly with the market.

1.5.4 Expanding Digital Marketing Efforts

Increasing digital marketing efforts, including social media advertising, email campaigns, and search engine optimization (SEO), could be drastically increased to drive more brand awareness and aid in reaching a larger customer base for Cosmo. Typically, this strategy works well for the FMCG sector where visibility drives sales.

1.5.5 Stronger Collaboration with Production and Logistics Teams

It would help to improve coordination between the team of sales, team of production and team of logistics so as to deliver product on time to client and make it available before the due date. These departments would then meet regularly, and allow the sales team to give correct delivery timelines to the clients and reinforce customer satisfaction.

1.5.6 Developing Flexible Sales Solutions

The FMCG industry typically prefers flexible and customized solutions for their clients. Volume discounts, tailored product bundles, or differential pricing could be offered in order to attract more clients, and to strengthen existing relationships, by catering for client needs.

1.5.7 Incentive Programs for Client Referrals

A new incentive program might be introduced that motivates clients to refer new customers, resulting in new business as well as strengthening client loyalty. Cosmo could offer discounts, or other benefits to clients if they referred new clients bringing in new business and helping Cosmo's products be pushed within their networks.

These improvements could help to increase sales and marketing performance of Cosmo Multi Products Industry, increase client relationships and it will also help to enhance the growth of the company in the competitive FMCG market.

1.6 Conclusion

Completing my internship at Cosmo Multi Products Industry was a great way for me to get practical industry experience in the FMCG industry. As part of this internship, I had the opportunity to learn in depth, on the ground, of the key sales and marketing challenges, and opportunities that drive growth in this sector. Cosmo's emphasis on customer relationships, market development, and unique strategies has equipped it well to expand in the competitive market. With this experience, I have acquired important skills and knowledge to prepare me to make the best impact in the FMCG field when I grow into my future career.

Chapter 2: Organizational Overview

2.1 Mission and Vision

Mission:

Cosmo Multi Products Industry makes high quality, cheap household and personal care products that make our customers' daily life more valuable. We strive to elevate the hygiene, convenience and well-being of our customers by delivering reliable and effective innovative products. We are committed to ensuring that our detergent powders, beauty soaps, antiseptic soaps, kitchen bars, and hand washes meet the highest standards of quality and customer satisfaction.

Vision:

To become a leading and trusted name in the FMCG sector, recognized for our commitment to excellence, innovation, and environmental responsibility. We aim to create products that not only satisfy the needs of our consumers but also contribute positively to community well-being. By upholding high standards and continuously improving our product range, we envision a future where Cosmo Multi Products Industry becomes a household name across regions.

2.1.1 Quality and Customer Value

Cosmo Multi Products Industry strives to be a market leader by prioritizing product quality and value for the customer. Our aim is to create everyday solutions that support a hygienic and comfortable lifestyle, consistently focusing on quality improvement and customer feedback to meet and exceed market expectations.

2.1.2 Innovation and Sustainability

Our commitment to innovation and sustainability defines our approach to product development and production processes. We aim to introduce new and improved products that align with modern consumer demands while ensuring eco-friendly practices in our manufacturing and packaging.

2.1.3 Objectives

Current Company Objectives:

Cosmo Multi Products Industry is committed to achieving the following objectives to drive growth and establish a strong market presence:

- **Product Quality and Consistency:** Always making certain we are delivering top quality products that will not only turn customers into brand loyalists.
- **Market Expansion:** Enterprise growth and diversification through extending value chain and developing overall brand recognition in other geographical locations and different customer groups.
- **Customer Satisfaction:** Attracting customer loyalty through the provision of high standard product, and being attentive in customer relations.
- **Environmental Responsibility:** Ensuring we have a small impact on the environment in terms of production processes and product packaging.
- **Continuous Improvement:** Continuing to assess the hits and misses of our products and services and organizational procedures in order to better address the existing and emerging wants of the public.

By focusing on these goals, Cosmo Multi Products Industry aims to fulfill consumer needs effectively, make a positive impact on communities, and establish a respected position in the FMCG industry both locally and internationally.

2.2 Functions of Cosmo Multi Products Industry

This section examines the core functions of Cosmo Multi Products Industry, focusing on key departments and their roles in the company's operations as a Bangladeshi FMCG company. Cosmo follows all regulatory standards and employs strategies to advance its product portfolio which consists of detergent powder, beauty soap, antiseptic soap, kitchen bars and hand wash, etc. Production, Sales and Marketing, Accounting, and Quality Assurance are key departments that play several key functions and Strategic tools which include SWOT Analysis and Porter's Five Forces Model facilitates those functions.

2.2.1 Production Function

Cosmo Multi Product Industry Production department has to take care of high-quality manufacturing and effective operation. This is the department we have at the heart of keeping the consistency and quality of Cosmo's household and personal care products.

- **Manufacturing and Quality Control:** Oversees production processes to maintain product quality, ensure safety standards, and optimize production efficiency.
- **Inventory Management:** Manages raw material and finished product inventories, coordinating with logistics to ensure a smooth supply chain and timely delivery.
- **Cost Control:** Monitors production costs and implements cost-effective measures, ensuring the company remains competitive in the FMCG market.

2.2.2 Sales and Marketing Function

Cosmo’s Sales and Marketing department is very important to Cosmo as it helps Cosmo in promoting its products so that market share as well as brand awareness can be built up across Bangladesh. For revenue growth and for retaining current customer satisfaction, this function is required.

- **Market Analysis and Strategy:** It conducts market research to comprehend what customers want, and what market trends are. From this analysis the team develops targeted marketing strategies oriented to improve product visibility.
- **Brand Positioning and Promotion:** Aim is to build a strong brand identity for each product by using the medium of advertising, digital marketing and in store promotions. The purpose of promotional campaigns is to raise awareness and try to get new customers.
- **Customer Engagement and Feedback:** Gathers feedback from customers and studies it to make customers happy with and retain the business. The product development and improvement planning from this feedback is used to align Cosmo’s products with consumer needs.

2.2.3 Accounting Function

Financial accuracy, compliance and the budget are managed by the accounting department. Cosmo’s financial health depends on it only, as it manages the costs and ensures that Cosmo complies with national regulations.

- **Bookkeeping and Financial Reporting:** Keeps proper records of all financial transactions to report financial statement such as cash flow statements and balance sheets.
- **Budgeting and Forecasting:** Prepares budgets and financial projections in collaboration with other departments, monitors expenditure and ensures cost efficiency.
- **Tax Compliance:** Cosmo take care that it is compliant with all the tax laws of Bangladesh, tax returns are filed on time on its behalf and it deals with tax audit and assessment.

2.2.4 Finance Function

Cosmo Multi Products Industry has the Finance department which manages the finance planning, cash flow control, investment repercussions and risk management of the whole firm. It works to secure the company's successful growth, by assuring that the resources are efficiently allocated and also, the financial operations take place in accordance with the strategic goals.

- **Financial Planning and Analysis (FP&A):** The role of the finance team is to create financial plans and do the analysis that feed into the strategic decision making. This may include creating in detail budgeting, forecasting of revenue and expenses, and an assessment of financial performance relative to goals. The finance team is able to forecast and try to plan scenarios to be able to share insights that will show the company's financial health and determine where changes need to be made.
- **Capital Management and Investment Decisions:** Cosmo's capital resources are with the finance department to cater for new operations, expansion, and other new activities. Probable gains and loss analyses are applied in relation to the investment processes. This could mean buying new equipment for production, or opening up new outlets or going into marketing via internet. Fund management ensures that Cosmo maintains a balance and edge while going for expansion breaking even and expanding simultaneously.
- **Cash Flow Management:** In the FMCG industry, cash flow regulation is critical in order to meet suppliers' deadlines and simultaneously sell through stock fast enough. Cosmo has a record of accounts payable and accounts receivable under the finance the team of Cosmo to control cash flow position of the company to ensure the company has enough cash to operate without facing a situation of cash crunch. Sustaining stability to guarantee the existence of such systems extending product availability consecutively depends on this function.
- **Risk Management:** According to Cosmo's finance department, every financial risk that is likely to cause the turmoil of Cosmo is evaluated and managed. As a part of value addition, it is necessary to monitor currency movements, credit risks and variation in raw material prices. Here, the finance team ensures that the organization gets the best deals with the suppliers that it deals with and also manages to safeguard the company's financial investments as well as avoid instabilities by utilizing hedging tools.
- **Cost Control and Expense Management:** This working group verifies the consumption of funds in the departments involved and intervenes when it comes to cost containment for profit-making. They include overheads analysis, cost of manufacture and other expenses, in an effort to look for opportunities for cost reduction. An efficient cost control of expenses enables Cosmo to keep appropriate price levels achieved, while the aspect of operating expenses shows that the availability of operational profit margin is maximized.
- **Compliance and Financial Reporting:** It is also important to note that the compliance with the financial regulation and other financial standards-is among the major functions of the finance department. Included within this is the preparation of financial statements in the form of balance sheet, income statement, cash flow statement based on Bangladeshi accounting rules. It also handles tax issues such that the organization can meet its deadlines for filing taxes and avoid penalties.

At Cosmo Multi Products Industry, the Finance function is required for keeping financial health, supporting strategic growth and for ensuring operations stability. The Cosmo Finance department oversees capital allocation, risks and compliance to guide Cosmo in making its business decisions while aiming to achieve the company's goals in its competitive FMCG market.

2.2.5 Quality Assurance Function

The Quality Assurance department is primarily engaged in the maintenance of product standards and compliance with regulations. Each of the strategies of Cosmo is of extreme importance for Cosmo to meet consumer expectations and maintain its brand reputation in the FMCG industry.

- **Product Testing and Quality Control:** Conducts rigorous testing throughout the production process to ensure each product meets quality and safety standards.
- **Regulatory Compliance:** Ensures all products comply with Bangladeshi regulations, such as the standards set by the Bangladesh Standards and Testing Institution (BSTI).
- **Continuous Improvement:** Implements continuous improvement initiatives to enhance product quality, customer satisfaction, and overall operational efficiency.

2.3 SWOT Analysis

Cosmo Multi Products Industry are products in the FMCG market has been analyzed effectively using a SWOT analysis that demonstrates Cosmo Multi Products Industry's internal strengths and weaknesses and external opportunities and threats inside the FMCG market.

- **Strengths:**
    - A strong brand recognition in Bangladeshi market of household and personal care products.
    - Catering to a wide range of customers in hygiene and skincare.
    - Quality and the compliance to national standards.
- **Weaknesses:**
    - Limited market reach beyond Bangladesh.
    - High dependency on local distribution channels.
    - The need for greater investment in digital marketing to keep up with industry trends.
- **Opportunities:**
    - Expanding into rural and international markets with affordable, quality products.
    - Increasing demand from consumers for hygiene products, especially hand wash and antiseptic soap.
    - To develop an eco-friendly and sustainable product packaging.

- **Threats:**
    - Intense competition from both local and international FMCG brands.
    - Rising raw material costs, impacting production expenses.
    - Economic fluctuations that may affect consumer purchasing power.

2.4 Porter's Five Forces Model

Porter's Five Forces Model provides a framework for understanding Cosmo's competitive environment in the FMCG industry.

1. **Threat of New Entrants:** The FMCG sector has low entry barriers and attracts new players. Nevertheless, due to its already existing brand name and focus on quality, Cosmo is well above new competitors.
2. **Bargaining Power of Suppliers:** The suppliers have moderate powers especially for raw materials critical in production process. Cosmo alleviates this by cultivating tight supplier partnerships, and when doable, diversifying suppliers.
3. **Bargaining Power of Buyers:** The availability of alternative brands makes buyers have big bargaining power. Addressing this is what Cosmo manages to do by setting competitive prices as well as maintaining constant product quality.
4. **Threat of Substitute Products:** There is a high threat of substitute products in the FMCG market. Differentiation is unique because Cosmo makes its mark on the market by providing high quality and valuable mixture of household and personal care products that are not often found otherwise.
5. **Industry Rivalry:** In the FMCG industry, there are many well established brands and the competition is high. To stay competitive, Cosmo keeps innovating its products, as well as spends a lot of money on advertising and marketing in order to maintain strong brand loyalty.

2.5 The company’s Organogram, Departments, and Principal working areas

Cosmo Multi Products Industry operates on a predefined hierarchical organization for proper management of their product lines and for efficient execution of their strategic objectives. The organization structure of the company is laid out to enable communication among the divisions of the company, ease operations and enhance work relationship with other functional units that the FMCG industry depends on.

2.5.1 Organogram

Cosmo Multi Products Industry is the organogram of a traditional FMCG hierarchy to oversee production, sales, quality assurance and supply chain management. The structure includes the following key positions:

- **Chief Executive Officer (CEO)**
    - Leads overall strategy and management, overseeing departmental performance and company growth.
- **Directors**
    - **Director of Operations**: Oversees production and supply chain.
    - **Director of Sales and Marketing**: Manages sales targets, marketing strategies, and customer outreach.
    - **Director of Finance**: Controls budgeting, financial analysis, and compliance.
    - **Director of Quality Assurance**: Ensures product quality and adherence to safety standards.
- **Department Managers**
    - Operations Manager, Sales Manager, Marketing Manager, Finance Manager, HR Manager, and Quality Control Manager.

2.5.2 Departments and Principal Working Areas

All the departments in Cosmo Multi Products Industry have their distinct functions which construct the company’s target of supplying quality FMCG products to the Bangladeshi market. The key departments and their primary responsibilities are:

- **Operations Department**
    - **Production Management**: Overall Supervision of manufacturing in which products like detergent powder, soap, hand wash is made to check the quality standard.

    - **Supply Chain Management**: Coordinates with suppliers, manages inventory, and oversees logistics to maintain an efficient flow of raw materials and finished goods.
- **Sales and Marketing Department**
    - **Sales**: Sets sales targets, manages customer relationships, and drives revenue growth through distribution channels.
    - **Marketing**: Develops promotional strategies, brand positioning, and advertising campaigns to enhance product visibility and customer engagement.
- **Finance Department**
    - **Financial Planning and Analysis**: Manages budgeting, forecasting, and financial reporting.
    - **Cost Control and Compliance**: Monitors expenses, ensures tax compliance, and prepares financial statements.
- **Quality Assurance Department**
    - **Quality Control**: Conducts regular testing and inspection of products to meet health and safety standards.
    - **Regulatory Compliance**: Ensures products meet Bangladeshi regulatory requirements, including standards set by the Bangladesh Standards and Testing Institution (BSTI).
- **Human Resources (HR) Department**
    - **Talent Acquisition and Training**: Manages hiring processes, staff training, and employee development.
    - **Employee Relations and Compliance**: Ensures adherence to labor laws and fosters a positive work environment.
- **Research and Development (R&D) Department**
    - **Product Innovation**: Researches new formulations and product improvements to meet evolving consumer needs.
    - **Market Testing**: Conducts testing and collects feedback to optimize product performance and consumer satisfaction.

Through these departments and working areas, Cosmo Multi Products Industry ensures that it works efficiently, meets the quality standards and also meets the demands of FMCG competitive market in Bangladesh.

Effective Marketing Strategy

1. Cosmo Multi Products Industry's background

In 2015, Cosmo Multi Products Industry was established aiming to supply quality household products according to the demands of Bangladeshi consumers. The company launched its journey with two initial products: it offers a beauty soap under brand name 'Thai Beauty' and antiseptic soap brand 'Medi-Drop.' Cosmo's products gained fast popularity in the local market which soon made Cosmo a reliable brand in the FMCG (Fast Moving Consumer Goods) sector.

Following the success of its initial products, Cosmo Multi Products Industry expanded its offerings in 2020 by introducing "Panda," a brand focusing on essential household cleaning products. Starting with **Panda Ultra White Detergent Powder**, the brand quickly captured the market, known for its quality and affordability. Cosmo later expanded the Panda brand to include a **kitchen bar** and a **liquid dish wash** under the same brand name, addressing a wider range of household cleaning needs. Panda has become one of the company's most successful brands, with an increasing variety of Stock Keeping Units (SKUs) within the household product category.

Cosmo's vision is to bring affordable and high-grade household products handy keeping in mind that of the Bangladeshi consumer. Instead, the company focuses on high volume, low margin products, thus ensuring that their products are easily accessible to a variety of customers while keeping quality.

Currently, the Cosmo's Panda brand has a strong distribution network throughout the northern and southern parts of Bangladesh, and are growing in market presence. The brand reflected of Pandas growing customer base and brand recognition with its consistent 15% annual sales volume growth.

2. Introduction

Fast moving consumer goods (FMCG) industry in Bangladesh is a very important part of the nation's economy, providing jobs, consumer satisfaction and boost to overall economic activity. Cosmo Multi Products Industry has become a lucrative name in the Bangladeshi FMCG market, contributing to the supply of vital products including detergent powder, beauty soap, antiseptic soap, kitchen bars and hand wash. Cosmo's impact on the FMCG industry, market expansion, and its role to satisfy Bangladeshi household needs is investigated in this report.

In this chapter, here talked about marketing strategies and effective strategy of FMCG marketing.

3. Background of the Study

Bangladesh's FMCG sector is a dynamic and fast-growing market segment fueled by the rising income, increased urbanization and rising consumer demand for quality of household products. Cosmo Multi Products Industry being a member company of the FMCG industry is essential in offering affordable, daily-use products to the extremely diverse demand of Bangladeshi consumers. Cosmo was established in 2018 and it first introduced itself in the market successfully when it launched "Thai Beauty" beauty soap and "Medi Drop" the antiseptic soap in the market which gained a lot of market traction.

In 2020, Cosmo expanded its portfolio with the launch of its flagship brand "Panda," initially with detergent powder and later including kitchen bar soap and liquid dish wash. The success of the Panda brand has solidified Cosmo's position in the FMCG industry, with a distribution network that now covers the northern and southern regions of Bangladesh and annual sales growth of approximately 15%. Cosmo's mission focuses on providing high-quality household products at affordable prices, catering specifically to the needs and preferences of Bangladeshi consumers.

4. Objectives

This report aims to address the following objectives:

1. FMCG Marketing strategies
2. Effective marketing strategy of Panda Detergent Powder.
3. To evaluate Cosmo Multi Products Industry's impact on the Bangladeshi FMCG market.
4. To identify the primary challenges Cosmo faces in the competitive FMCG landscape.
5. To make recommendations for improving Cosmo's product offerings and market reach.

5. FMCG Marketing Strategies

FMCG companies employ diverse marketing strategies to capture market share and retain customers. These include:

5.1 Consumer Promotion

Consumer promotions mostly short-term incentives designed to boost sales and attract customers directly. Comm

on methods include:

- **Free Gifts**: Offering items like mug, jug or bucket with products.
- **Discount Coupons**: Providing price reductions for immediate purchases or get 10 taka phone recharge instant by using code.
- **BOGO (Buy One, Get One)**: Encouraging repeat purchases through rewards. These strategies increase brand loyalty and sales volumes by providing immediate value to consumers.

5.2 Retail Promotion

Retail promotions focus on encouraging retailers to stock and promote specific products. Techniques include:

- **Trade offer**: Price reductions or buy 12 pcs and get 1 pcs free, buy 100 kg detergent powder and get a plastic chair or high speed fan.
- **Point-of-Sale Displays**: Branded stands to attract consumer attention.
- **Stock Incentives**: Rewards for meeting sales targets. This approach ensures visibility and priority placement in retail outlets. For example: Buy 1 Ton and get 2% extra discount on bill.

5.3 Pull Marketing

Pull strategies target consumers directly to create demand. Common tactics include:

- **Advertising**: TV, digital platforms(Youtube, Facebook, Instagram, Online news portal such as Prothom Alo), Radio.

- **Social Media Campaigns**: Engaging content to generate interest. Such as online quiz competition.
- **Sampling**: Free product samples to direct consumer or retailer to encourage trial. This strategy builds consumer demand, prompting retailers to stock the products.

5.4 Funnel Marketing

Funnel marketing focuses on guiding potential customers through stages: awareness, interest, consideration, purchase, and loyalty.

- **Awareness**: Using advertising and social media to introduce the brand. Such as hygiene awareness regarding importance of germ free cloths.

- **Consideration**: Sharing testimonials or product comparisons live in front of crowd area such as bazar, mall, or campaign in school.

5.5 Distribution Promotion

Distribution strategies aim to expand market reach:

- **Omnichannel Approach**: Combining physical stores and e-commerce.
- **Rural Penetration**: Targeting untapped markets with smaller packs.
- **Exclusive Distributors**: Offering regional partners incentives for coverage. This ensures product availability across geographies.

5.6 Event and Experiential Marketing

- **Sponsorships**: Partnering with local events to boost brand visibility.
- **Product Demos**: Allowing consumers to experience the product firsthand. These strategies create an emotional connection and enhance brand recall.

6. Effective Marketing Strategy of Panda Detergent Powder

Cosmo Multi Products Industry launched Panda Ultra White Detergent in 2020, using **consumer promotion** as a key strategy which turned into very successful and effective strategy. Consumer Promotions details:

- **Free Gifts**:
  - 500g detergent included a 1.5L mug.
  - 1kg detergent came with a 2.5L jug.
  - 2kg detergent was bundled with a 20L transparent bucket.

- **Areas we applied this consumer promotion:**
  - Gazipur
  - Rangpur
  - Dinajpur
  - Jessore
  - Barishal
  - Bhola
  - Chittagong
  - Cox's Bazar

This strategy yielded significant success:

- The 2kg detergent performed exceptionally well due to attractive gifts and high product quality with strong formula.
- Repeat purchases increased for smaller sizes (200g and 500g) due to customer satisfaction.
- The overall sales volume grew rapidly, indicating effective consumer engagement through promotion.

This success aligns with research emphasizing the importance of **value-added promotions** in influencing consumer behavior (Shukla, 2010).

7. Impact of Cosmo Multi Products Industry on the Bangladeshi FMCG Market

Cosmo Multi Products has positioned Panda Detergent as a budget-friendly, high-quality option in the Bangladeshi market. According to The Daily Star, the detergent market in Bangladesh is valued between BDT 3,500 to 4,000 crore annually.

- Panda Detergent achieved a revenue of 0.5% last year and is targeting 1% of market demand by this year. Capacity of detergent powder production currently 150 crore annually.
- Its growth indicates strong customer acceptance, driven by affordability and quality.

This reflects a growing trend in Bangladesh's detergent sector, where affordability drives purchasing decisions (The Daily Star, 2024).

8. Primary Challenges Facing Cosmo in the Competitive FMCG Landscape

Despite its success, Cosmo faces several challenges:

1. **Intense Competition**: Established brands dominate with extensive resources.
2. **Rising Costs**: Inflation and raw material price fluctuations impact profitability.
3. **Brand Awareness**: Limited market penetration compared to larger competitors.
4. **Evolving Consumer Preferences**: Shifts toward eco-friendly products could impact future sales.

9. Recommendations for Improving Cosmo's Product Offerings and Market Reach

To enhance its market position, Cosmo could:

1. **Expand Distribution**: Increase availability in rural markets and e-commerce platforms.
2. **Invest in Branding**: Use digital campaigns to improve brand awareness.

3. **Product Diversification**: Introduce eco-friendly and smaller packaging options to attract varied customer segments.
4. **Strengthen Loyalty Programs**: Reward repeat customers to enhance retention.
5. **Research and Development**: Innovate in product formulas to match global standards.

10. Methodology

The study employs a **mixed-methods research methodology** with both qualitative and quantitative approaches.

- **Objective 1: Evaluating Market Impact**
  - Method Applied: Customers and distributors surveys were conducted to appraise Cosmo's market presence and brand perception. To determine consumer satisfaction, the data on quality and price of products, as well as the availability of products was collected.
- **Objective 2: Assessing Distribution Strategies**
  - Method Applied: The geographic reach and market penetration were perhaps most clearly illustrated with analysis on the sales and distribution data for Cosmo Multi Products Industry itself. Logistical strengths and opportunity areas were identified through interviews with the regional distributors.
- **Objective 3: Identifying Challenges**
  - Method Applied: Challenges such as competition, supply chain constraints and pricing pressures were identified, through the analysis of the customer and distributor feedback.
- **Objective 4: Recommending Improvements**
  - Method Applied: Survey feedback, distributor insights and market trends in the FMCG sector determined the formulation of recommendations.

11. Conclusion

This report evaluates the strategic approaches employed by Cosmo Multi Products Industry in promoting its brand, Panda Ultra White Detergent, within the competitive FMCG landscape of Bangladesh. By leveraging consumer promotions and social media marketing, the company has achieved significant sales growth, demonstrating the effectiveness of value-added promotions in fostering consumer loyalty. Despite challenges such as intense competition and evolving consumer preferences, Panda Detergent has made a notable impact on the detergent market, contributing to the economy-segment demand. Recommendations for product diversification, distribution expansion, and branding investments can further strengthen its market position and ensure sustainable growth.

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