



Internship report: Reasons- Why ACI Limited should Start B2B Online Store for Consumer Brands.

Submitted by:

S. M. Shad-E-Anam

ID: 13104252

Subject: BUS 400

Submitted to:

Kamal Hossain

Senior Lecturer

E-commerce & CIM

BRAC Business School

BRAC University, 66 Mohakhali

Dhaka 1212

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ACI Limited

Internship report:

**Reasons- Why ACI Limited should Start B2B
Online Store for Consumer Brand**

Letter of Transmittal

5th April 2018

Kamal Hossain,
Senior Lecturer,
E-commerce & CIM
BRAC Business School
BRAC University, 66 Mohakhali
Dhaka 1212

Sub: Submission of internship report

Dear Sir,

With due respect and great pleasure, I am submitting my internship report on “Reasons, Why ACI Should Start B2B Online Store” for your kind evaluation as part of my requirement for completing the BBA from BRAC University.

I have been working as an Intern since 13th January 2018. My experience of working at ACI Limited gave me the opportunity to gain comprehensive knowledge about FMCG Industry in Bangladeshi market. This report mainly focused on B2B online service to retailers as a new business strategy. While preparing the report, I ensured that I abide by the rules and regulations of BRAC University and use authentic materials to support my report

Your acceptance and appreciation will surely inspire me a lot. For any further queries about the report, I will be gladly available to clarify the overall information I have used here.

Yours obediently,

S.M. Shad-E-Anam
ID- 13104252
BRAC Business School
BRAC University

Letter of Endorsements by the Supervisor faculty

This is to certify that this internship report entitled “**Reasons- Why ACI Limited should Start B2B Online Store for Consumer Brand**” is done by **S.M. Shad-E-Anam, Student ID: 13104252** under my supervision and is approved for its contribution to knowledge and literacy presentation.

.....
Supervisor
Kamal Hossain
Senior Lecturer
E-commerce & CIM
BRAC Business School
BRAC University, 66 Mohakhali
Dhaka 1212

Acknowledgment:

At the very beginning, I Would like to show my gratefulness to almighty Allah for his mercy. As he gave me the strength to accomplish my internship within scheduled period.

I am highly indebted to my internship advisor **MR. Kamal Hossain** for his precious time from the very beginning from this internship report till completion. He encouraged with is expert guidance and critical suggestions. All his suggestion helped me to get into the problem and come out with a meaningful ending of this paper within a short duration. Without his valuable time and suggestion, I would not be able to complete the whole internship report in the right manner.

I would like to acknowledge the help of my organizational supervisor, Md. Zahirul Islam, Executive product development and regulatory, ACI Consumer brands, for sharing his experience and get all the necessary information according to my needs for this report, besides that he taught me professionalism and maintain a relationship with people around the business. I would also like to thank Mr. Asfaquzzaman (Senior Product Executive), Mohammad Mazharul Islam (Senior Product Executive), Sajid kayser (Senior Product Executive) for their organizational support regarding this topic and let me know how and product do business in the market and how to compete with rival products.

I would also like to be thankful to them who contributed through their comments, suggestions to prepare this report in a comprehensive manner. I am also thankful to those respondent who took part in my survey regarding this report.

Last but not least, I am thankful form the core of my heart to BRAC university and all the respective faculty members for their endless effort and time to making me, what I am today.

Executive summary

The internship is a mandatory part to complete my graduation. Every business background student should go through this rather than going for thesis paper to know the crucial factors of the business world. As a student of BBA, it is very important to understand business around the world for me. After completing four years of graduation life I went to gather practical knowledge as a part of my academic knowledge. During my internship period, I worked with the marketing team of ACI Consumer Brands, ACI Limited.

ACI Consumer brands is one of the leading Company among all the companies in FMCG market in Bangladesh. ACI limited is a financially very strong and stable company. They have very good marketing skills and selling network all over the country. For in-house customers (employees) they have own website to sell products with different discount and other packages. They have excellent ability to make their customer satisfied and give them proper service, which is proof of the company's dedication as the market leader in Bangladesh.

In this report, I have included all the experience which I have learned from ACI consumer brands limited. besides that, I have also suggested ACI limited to go for a new stage in this era of the Internet. To make this report verified I made a survey of different parts of Dhaka. From where I got 50 respondents. Hence, here the good news is everyone is ready to use technology for their business purpose. If ACI Limited starts online B2B online store for retailers than both of the party will be beneficial for different side (i.e. financial, time, provide more service, a fast reflection of products from final consumers.)

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Chapter 1: Introduction

“Education is what remains after one has forgotten what one has learned in school.”- **Albert Einstein.**

Day by day internet has become one of the important parts of our life. Once there was a time when we used to read printed newspaper with a cup of tea, but now a day that newspaper is also available over internet, to communicate someone we use social media or mobile phone instead of writing letter, if we wanted to go for ride we had to go outside and stand hours and hours for a vehicle now we can call a ride just on a click.

Online shopping has now become a tradition among young and busy persons to save their time. How about we think this online business in a broad way in our country? Its high time to think about online B2B beside online B2C service. Every year alibaba.com is expanding their business in the online B2B sector. Then why should we lag behind? If ACI Limited can take this platform at the beginning as a local business giant than it can be said from my conducted research that they might be able to gain a huge profit and reduce their regular cost for human resource.

1.1 The rationale of the study

Practical education stays longer than theoretical education and learning from internship also different from all the learning from school and college. From internship, it can be learned that how to work in professional life, which is a totally practical bit different than all the bookish learning. Hence practical learning remains for a long time in one's mind then bookish learning.

The internship is the most important and final part for every student and an internship report reflects the learning from the internship period. As the report is explaining my learnings during my internship period with ACI Limited. This internship report focuses on working policies, sales and promotional strategies, Success, Opportunities, and the various important commercial fact of ACI Limited. Among the multiple proposals of topic my internship supervisor Kamal Hossain sir has selected “**Reasons-why ACI Should start Online B2B selling**” as my internship report topic.

1.2 Statement of the problems

There are always some intellectual reasons behind every step of an established company, ACI Limited have too. Now a day online business is booming and making all the work easier than before, but there are some issues which are working as a barrier for ACI Limited to take the facilities from online business. Like:

- Maximum retailers are not that much educated to conduct business by using app or website.
- Sometime delivery cost will be higher.
- Sometime buyers might not admit that they have ordered.
- It may take too long time to be introduced as a supply system rather than using manual supply system

1.3 Scope of the study

In my whole internship period, I have worked with the marketing team of ACI Limited. Because of small funding from the personal fund and lack of time I was not able to make a detail and lengthy research. Though all the staffs and my supervisor were so much helpful and friendly in this organization.

1.4 Delimitation

- there were some security issues, as a result, I was not able to get secret information to their interns.
- Over the internet there is very few information about this topic, because of that, I have faced a lot of difficulties during making this report.
- Limited variables were used.

So, if I could get a long time, enough fund and enough information over the internet than I might come out with the best research paper as result.

1.5 Objectives of the report

This report has created an exclusive scope for me to relate my theoretical knowledge with my practical knowledge which I learned from ACI Limited. During the working period as an intern in ACI Limited, I was blessed to work with real business field and gathered experience, which I will share in this report with theoretical collaboration. Besides that, I will provide my suggestion regarding:

- Application or website based communication system with retail sellers.
 - o Benefits of this system
 - o Problems regarding this online order and delivery system
 - o The process to run this network
 - o How retailer will take this decision

I hope at the end of this report I might come out a good decision for ACI Limited regarding app based B2B business to make their business more profitable and easy human chain.

Chapter 2: industry and company background

2.1 Industry Background

Fast moving consumer goods Industry is one of the biggest sectors in Bangladesh. It's playing in a vital role in Bangladeshi economy. In last few years FMCG industry is booming. The qualitative and quantitative condition of FMCG sector in Bangladesh is increasing at a dramatic rate.

Presence of a huge number of multinational and domestic competitors, sales strategies, promotional activities, product features, display of product, consumer's verity seeking behavior has made the market more competitive and challenging.

All the companies are coming out with improvement in their product than before, besides that they are making difference and specialized product than their competitors. From notebook to the pen, flours to toilet soap. everywhere they are updating and upgrading they are developing their product and business to ensure their existence in the market.

The FMCG market researchers said that in Bangladeshi middle class fast moving consumer's goods market the performance of Unilever is very good, having around \$500 million annual turnover in Bangladesh, not only Unilever, but also P&G has turnover of \$80 billion plus and Johnson & Johnson had \$60 billion plus (Positive Bangladesh, 2011).

2.2 About ACI Limited

2.2.1 History:

In the year of 1968 ACI limited was established as a subsidiary of Imperial Chemical Industries (ICI) in East Pakistan. After liberation war in 24th January 1973, it became a public limited company as ICI Bangladesh manufacturers limited. Subsequently, this company was registered as Advanced Chemical Industries Limited (ACI)

2.2.2 Present status:

Aggressiveness to be successful elevated ACI limited to the highest rank of success. ACI Limited achieved different awards for different activities and contribution in the national and international economy.

Now ACI limited has 438 million as capital according to the financial year 2016-2017. For easy production, they have 10 manufacturing plants all over Bangladesh. Their motto to run their business is quality, innovation, fairness, continuous improvement, most importantly always be focused on their consumers. ACI Limited is one of the biggest public limited company in Bangladesh with approximate 17000 shareholders.

2.2.3 CSV activities:

ACI is doing different CSV activities for a society like female awareness and hygiene program, winter cloth distribution, sending a gift to newborn babies in different hospitals, ACI salutes to national heroes and many more.

2.2.4 Research activities:

Not only business and CSV activities ACI limited has also occupied a big phase in RND sector. Some of their research and development factors are a mobile application to reduce calf mortality, roof gardening, and drip irrigation, Additional job opportunity for Tractor Operation to cross canals, marshlands & rivers, they came out with a mineral brick in Bangladeshi dairy industry which is really a great opportunity for Bangladeshi farmers.

2.2.5 Organizational Structure:

Today ACI limited is one of the biggest company in Bangladesh with 8364 employees. like: pharmaceuticals, consumer brands, agro and many more. They have also 3 joint venture companies to expand their business.

Its hard nut to crack for a big company to operate with a weak organizational structure. Besides having a huge number of employees they have a strong managerial team to run every single business.

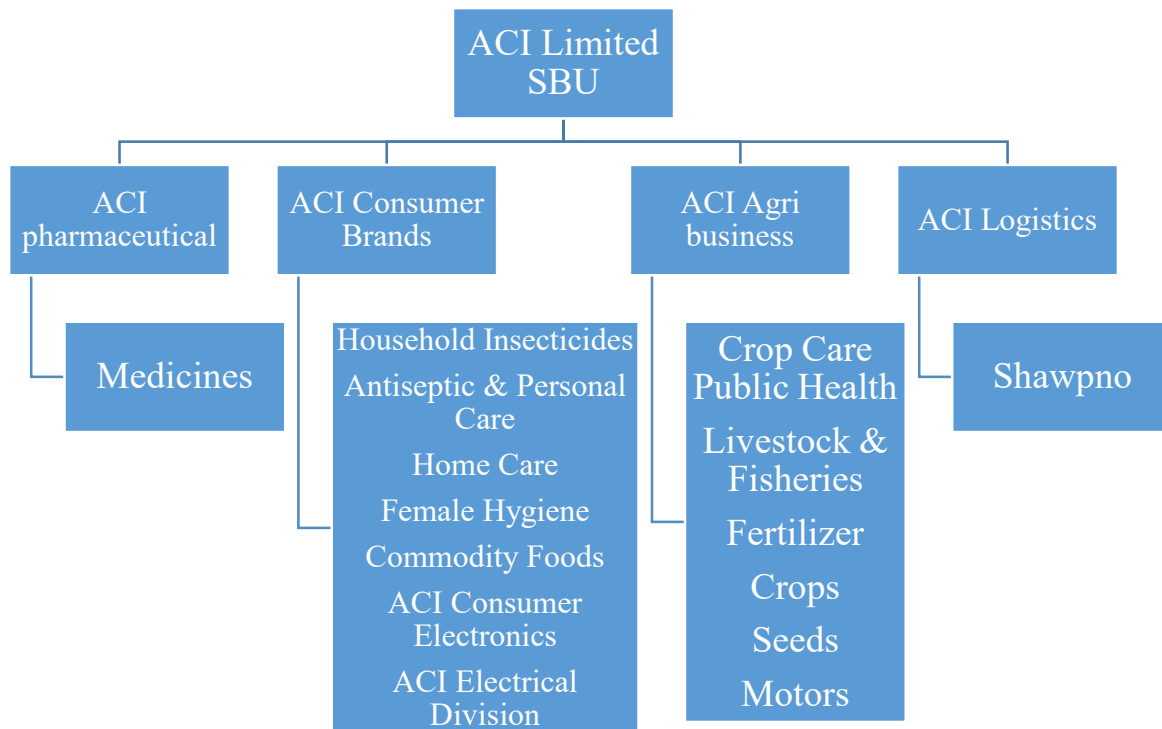
In marketing department is so tough to understand consumers mind and give them service according to their need. So here the hierarchy is so necessary to maintain the chain of command and managing the department.

The hierarchy of control (Marketing) for every business of ACI is:



2.2.6 Business units

ACI Limited is one of the biggest conglomerates in Bangladesh. It has also a multinational heritage. The company has been diversified with four major Strategic Business Units (SBU):



2.2.7 Subsidiaries and joint ventures:

It's impossible for a huge company to run all these businesses without any helping hand. Because of running all SBU ACI limited has broken down their business into some subsidiaries. They having subsidiaries they have some joint venture business with foreign business. Like

Subsidiaries	Joint ventures
❑ ACI Formulations Limited ❑ ACI Leather Crafts Limited ❑ ACI Salt Limited ❑ ACI Pure Flour Limited ❑ ACI Foods Limited ❑ Creative Communication Ltd. ❑ ACI Motors Ltd. ❑ ACI Logistics Ltd.	❑ ACI Godrej Agro vet Private Limited ❑ Tetley ACI (Bangladesh) ❑ Asian Consumer Care (Pvt) Ltd.

Chapter 3: Literature review

For this literature we have gone through many online websites, academic journals and news to make this work more acceptable and accurate. Here some best of them are given below which are related to our study.

3.1 E-commerce

E-commerce is a mutual combination of targeting, measurable and interactive marketing of products through digital aspect (Ali, 2012). Online presence of every company leads them to reach consumers and understand their needs. The key object of online business is to create preference by promotions, sales and easy way of payment through cards or cash on delivery. Now a day's e-commerce is booming.

3.2 Definition

E-commerce is the process of establishing, building and maintaining relationships with customers, clients and business partners. These are things that Forrester's definition doesn't capture and which your business ought to consider doing over the Internet. (Goldblatt, 1999)

3.3 Online sales have grown

In 2017 retail profit from online sales has grown up to \$4000 all over the world, and according to recent report total sell will cross \$11 billion to total FMCG sale by 2020 (SWAMINATHAN, 2016). which says that it's high time to go online and reach consumers. Here the secondary data related this topic are given below which have been used to conduct this research.

3.4 The effect of e-commerce

The effect of e-commerce on ongoing offline market establishments is the more accrued effect on pure online firms are more scattered. The policymakers and company management should be a focus on aggregation level of both of the traditional offline and online business. (WERNER, 2012)

3.5 Aim of e-commerce

Now a day just like physically existing marketers and the E-commerce marketers are also trying to bring in some unique strategies so that customer satisfaction turns into customer delight. (Reddy, apr-jun2017)

3.6 Future result of e-commerce

If consumer goods industry become enhanced with e-commerce, then their activities related to accounts and selling strategies will be too much strong and easy as well. (Information Resources, 2015)

3.7 Availability of Information's

In this era of competition and internet, all the necessary information regarding competitors is less scarce than in the traditional offline market. (Ching, Apr2004)

3.8 Growth of e-commerce

e-commerce gives a great opportunity for all the online businesses to learn about their consumers by using different channels for marketing. such as Google AdWords, newspaper website banners. The most famous social media, Twitter has developed a marketing tool to improve the effectiveness of marketing. A qualitative research has been done to find the effectiveness of that research. Hence from a research, it can be seen that the tool caused around 49% increase online order and online traffic. (ALTURKI, 2014)

3.9 Payment security

E-commerce provides the heights security interface to end users for their daily payments with their service providers. (Niranjanamurthy, june 2013)

3.10 Utilization of technologies

The appropriation and utilization of technologies are not subject to similar confinements and obstructions traditionally connected with established advances. Along these lines, associations will discover developing Internet-based innovations less demanding to execute and to utilize, yet this won't really imply that they will enhance execution subsequently. The execution will at present be controlled by viable system definition, a reasonable comprehension, and learning of the innovations, proper application, and judicious change administration. (power, 2005)

3.11 Analysis of customer's psychology

Analysis of customer's psychology through their rating, comments, and reaction on the online platform can influence presales, sales, and after-sales strategies. (Micu, Dec2017)

All the FMGC companies introduce different types of sales promotions scheme to attract their consumers. As a result, the sales promotions scheme changes frequently according to customer's expectation. Developing sales promotion is a major part of FMCG companies. (RAJESH, 2015)

3.12 Communication system

Brand development and relationship is developing through online branding besides visual communication. Not only relation building, but also Research through online and multi-channel communication system is also improving the process in the retail industry. (Rowley,2009)

Social media is a platform where everyone is connected with brands and individuals. Where all the consumers are connected to all the components behavioral models (Affective, behavioral, Cognition). From the study it can be understood that how they act and think about any brand. (Laurence Dessart, 2015)

3.13 E-commerce in medicine sales

Medicine sales through the internet are increasing. According to EU institutions, we can expect that market will be bigger but many countries and people are making a barrier in the way of rapid growth of medicine sales over the internet. (Catalan, 2004)

3.14 The present condition of e-commerce

Though maximum e-commerce companies are doing well and the unique and savvy use of international marketing strategies by e-commerce companies could be very salutary to improve their condition. (Shama, 2005)

3.15 Challenges of e-commerce

E-commerce can be considered as a big cultural challenge for the large established organization. Not only that but also, E-commerce is changing the customer management policies, and maintaining official activities Hence they are facing those challenges by applying different marketing principles according to their own way. (John,2002)

3.16 Eco-friendly

As it's an easy way of shopping and it is supportive for ecosystem from various aspects so people are getting more interested to e-commerce, which is generating more interest for investor explore various facts which are associated with e-commerce. (Sinha, 2016)

3.17 Global acceptance

The properly quality maintained website gets global acceptance. So, implementation of quality management principles in e-commerce can be considered as the way of ensuring global acceptance from consumers. (Cristina, 2017)

3.18 Consumers satisfaction

Satisfaction of consumers is significantly influenced by the perception of actual service quality and customer satisfaction significantly helps to make the customer loyal. (Rahman, Ibrahim, sultana 2017)

Chapter 4: Research methodology

4.1 methods used in data collection

This is a descriptive research in nature, and this report is prepared to inform ACI limited that its high time to move for online service for B2B business. In this report, both of primary and secondary were used. Before going forward with primary data all the secondary data were used to construct the basic framework of the study. In this primary data was collected from a group of respondents through structured questionnaires (Attached with appendix) by personal interview.

4.2 Sample

Population for this study was on grocery retailers 's who use the internet. The primary data was collected from four different part of Dhaka city (Mirpur, Tongi, Mohammadpur, Jatrabari). For this report, the author went to total 50 respondents to in order to make a survey report. All of them are Grocery retailers and internet user. These respondents were selected through convenience sampling method, as it is less time consuming and easy process.

4.3 Critical Analysis

4.3.1 analysis technique:

In the very first phase of this study, the author has identified some factors on why ACI should start B2B online store for retailers based on previous researches related to FMCG and e-commerce market. Hensch also collected information against few questions from a small group of respondents. Based on different factor there were got from the research the author had made a survey questions of 13 questions. There were different types of questions in that question paper (Added in Appendix B):

- Nominal scale
- Ordinal scale
- And Likert scale (5 points)

Each of the statement of this questions paper stands for every variable studied in this research. The nominal scale was used to know respondents agree and disagree, there was open-ended questions

to know their opinion, and Likert scale to find different level of their agreement and disagreement. Ordinal questions were used to know their statements towards my factor of research.

All the analysis of my research has been conducted by using SPSS. Here the author has used descriptive analysis technique (i.e. mean, standard deviation, frequency, and Graphical charts) to analyze data. In this kind of academic study, all the variables are related to each other. As a result, finding out the correlation between the variables and the response from respondent is the main reason to analyze data.

4.3.2 Analysis of data:

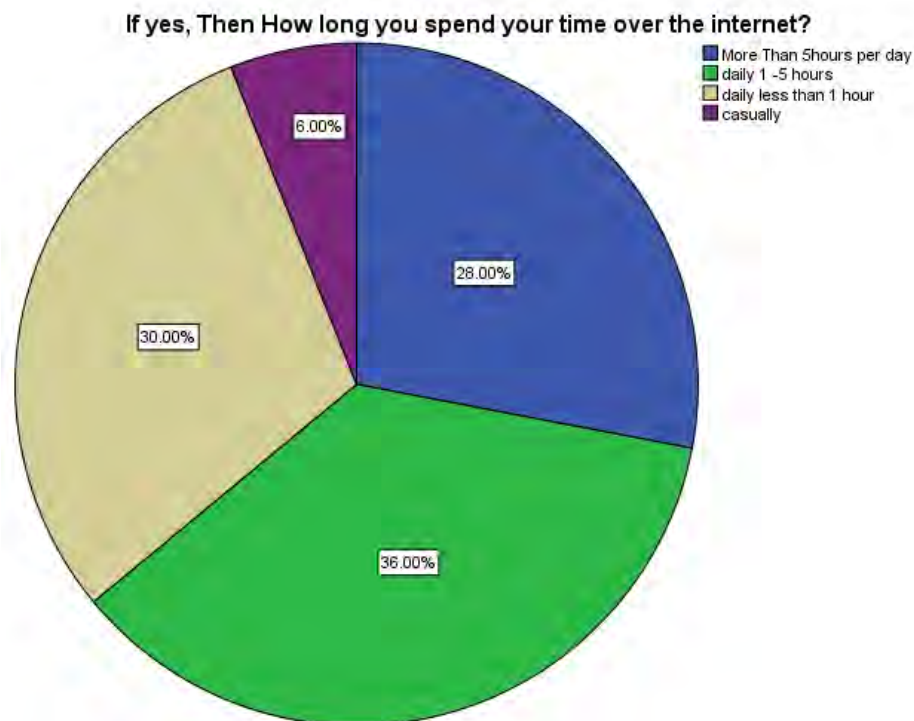
After collecting survey report form internet user retailer's and run those data into SPSS the author got all these information. Hence because of a small group of respondent the author was unable to go for the reliability test. However, all the analysis of our presentation are presenting here:

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Do you Use Internet?	50	1	1	1.00	.000	.000
If yes, Then How long you spend your time over the internet?	50	1	4	2.14	.904	.817
Where do you Spend Your maximum time on the internet?	50	1	4	1.28	.784	.614
Did you Ever order over online For any kind of product?	50	1	2	1.32	.471	.222
Did you find ordering online easy?	34	1	2	1.32	.475	.225
What do you think is the easiest way to purchase FMCG product for your shop from the 3 option below?	50	1	3	2.22	.582	.338
What If, your suppliers can send your necessary product just with a click?	50	1	4	2.02	1.040	1.081
Do your suppliers charge for offline delivery?	50	2	2	2.00	.000	.000
what would you prefer as a payment method if you order over online?	50	2	4	3.68	.741	.549
will you pay additional charges, if your online suppliers deliver your product in a very short time?	50	1	3	2.78	.507	.257
How will delivery over online order help you?	50	1	4	3.50	.886	.786
What would definitely make your order online?	50	1	6	3.24	1.623	2.635
what could be the reason for any change of product confirmation after delivery?	50	1	5	3.98	1.220	1.489
Valid N (listwise)	34					

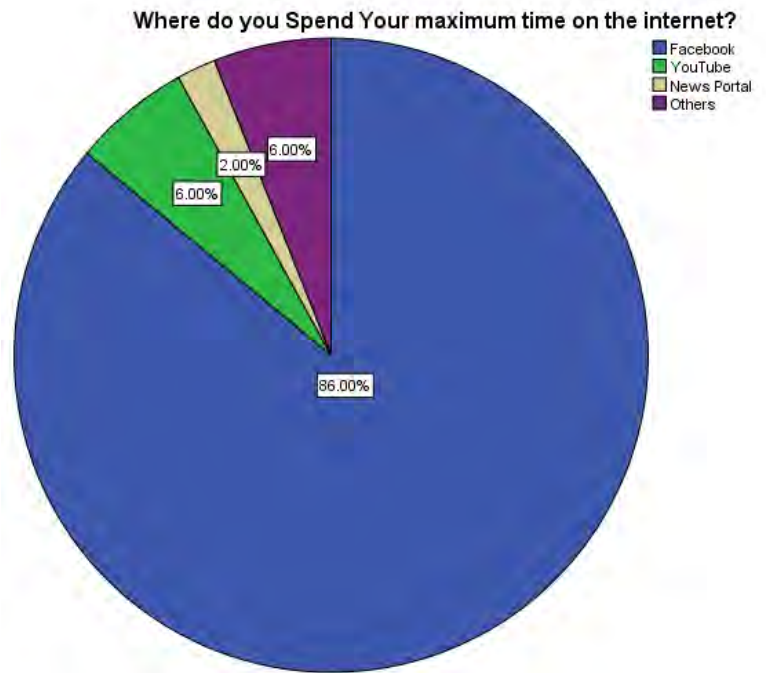
Standard deviation is the most important way to show that how to spread out our data is. If $SD \Rightarrow 1$ that means necessary data are spread out and if $SD \leq 1$ that means all the necessary information's are more centered, but centered information's are more unreliable than scattered data. As having small amount of data here maximum of standard deviation is not reliable.

Question 1 Was just to identify whether they are using the internet or not. Because of that analysis of the question, one has been excluded.

Analyzing question 2: About to know their total spending time on the internet every day. In our survey question, the author asked to know about their total spending time on the internet, because the maximum use of the internet can measure that how much they are familiar with e-commerce. From this survey the author gets to know that 28% of our total sample use the internet daily more than five hours, 30% of them use less than one hour, 36% people use daily 1 to 5 hours. on the other hand, only 6% people casually use the internet. After analyzing responses from survey the author got to know that maximum people use internet for a long time.

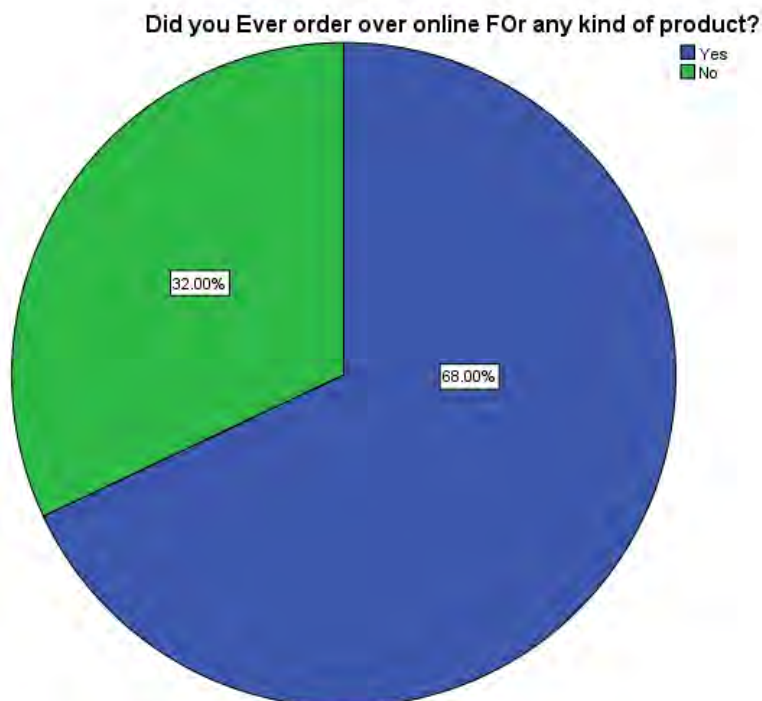


Analysis of Question 3 to know where they spend their maximum time: In question number the author has asked the purpose of using internet for them, as a result, the author got to know about how thoroughly they use the internet and where do they spend a maximum of their time. But unfortunately maximum of them are using the internet as a way of communication and recreation. 86% of the total sample only use Facebook. 6% of them use YouTube and other are using news portal and others or all the website.

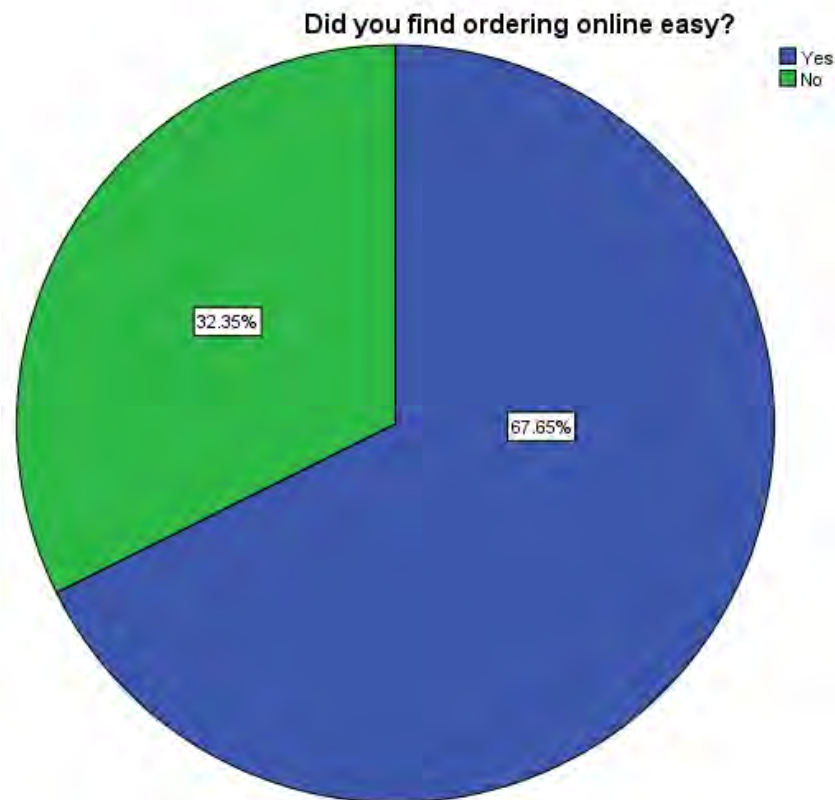


Analysis of Question 4 to know did they ever buy through internet

68% of them bought or order different kinds of product for their household and personal necessity and 32% of them never tried for that.

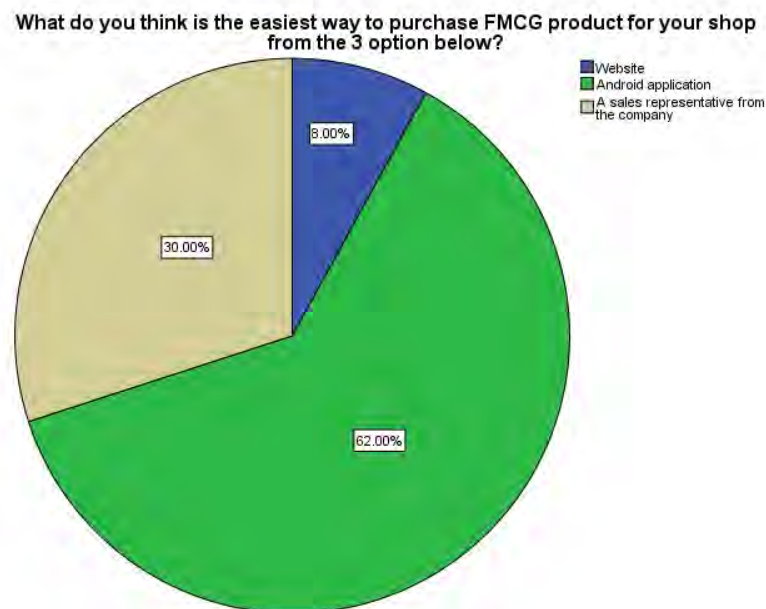


Analysis of Question 5 was about to know about their experience of online shopping

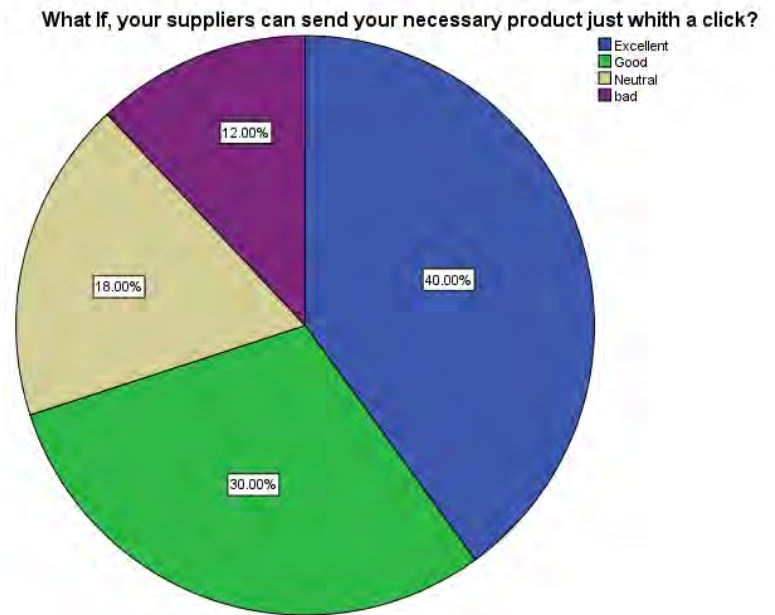


Among the respondents who bought from online 67.65% of them have a good experience about online shopping but other 32.35% have a bad experience.

Analysis of answers from Questions 6 about to know what could be the best way as product ordering for their shop in this era on the internet. Here is the graph below where 62% of them said android application might be the best way and 8% of them went for website based selling. On the other hand, people who have negative impression over online order went for buying a product from a sales representative. They are 30% of a total sample of 50 respondents. But author thinks it might be possible to change their mind if we could give them errorless service.



Analysis of question 7: was about to know what if company send them product through online service. Where 40% of them replayed with excellent and 30% said it will be good. 18% was neutral, rest 12% of them who had a bad experience with online shopping said it will be bad.



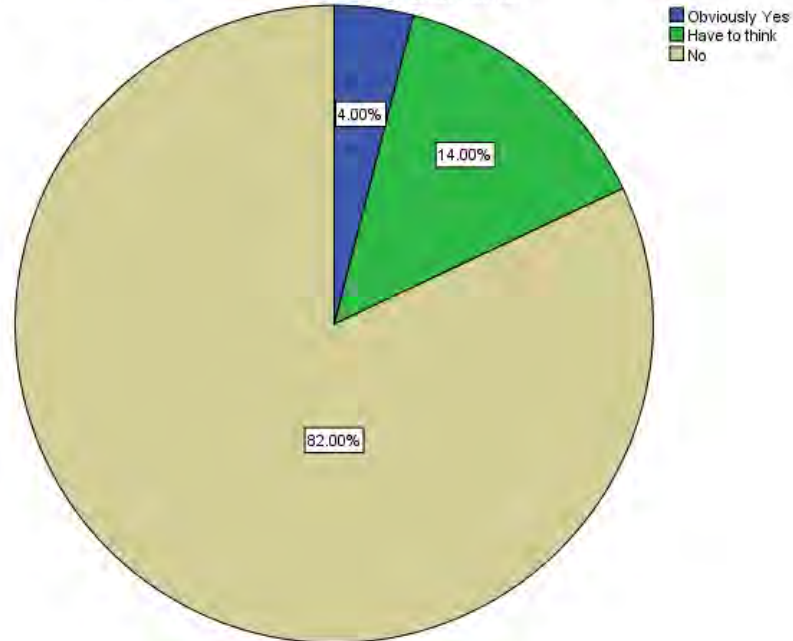
Analysis of question 8: is not that much important to explain over here because all the FMCG companies don't charge anything as delivery charge.

Analysis of Question 9: In this survey the author had asked for their preferred way of payment there were 4 options to choose, but they have chosen only 2 options 84% said they want credit payment after sale and 16% of them said they can provide cash on delivery as they buy from their personal necessities from online. Other two options were bkaash and payment through the card.



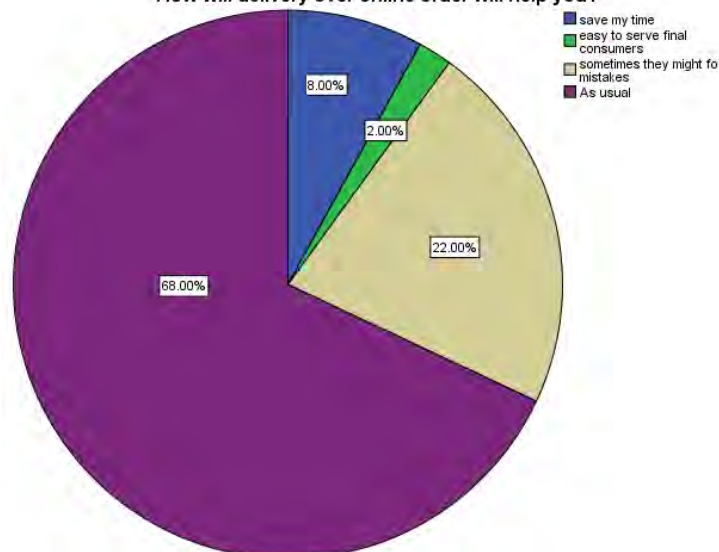
Analysis of Question 10: 82% of our total respondent disagrees and 4% of them agreed to pay the delivery charge but 14% might pay for different conditions.

will you pay additional charges, if your online suppliers deliver your product in a very short time?



Analysis of Question 11:

How will delivery over online order will help you?



The author wanted to know that whether online service will be beneficial for them but 68% of them said it will be as usual for that because when they need to order they can order from their shop as sales representatives go to their shop to sell products. 8% of them said if they can order

through online than they will not have to spend time by talking with representatives. 2% of respondent said if they fell necessity than they can serve customers easily when customers need any product. 22% people said if ACI makes any mistake then they have to suffer more as it will waste more time than expected time.

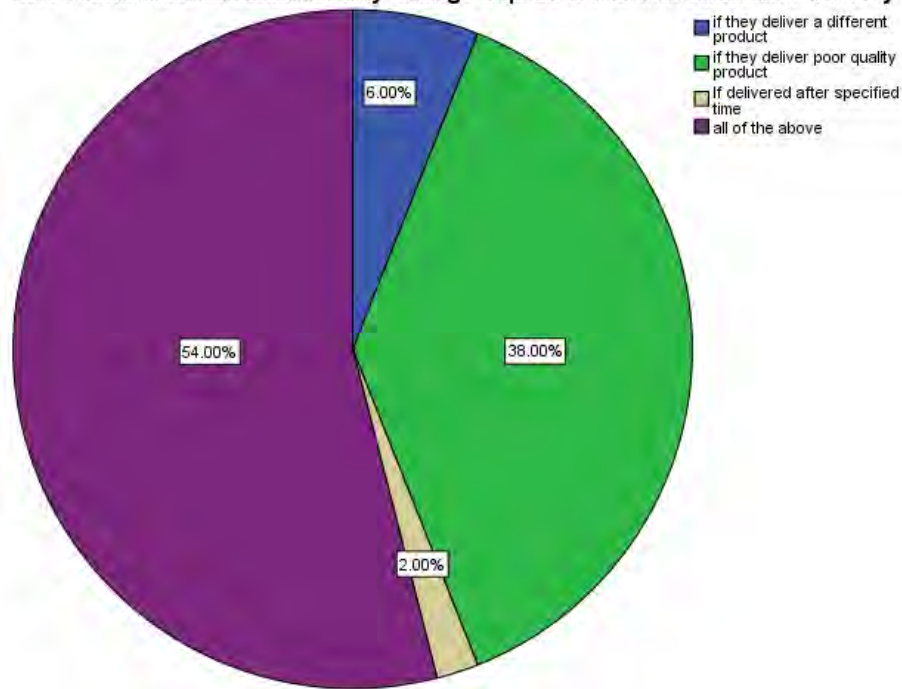
Analysis of question 12: The author asked for the reasons for what he will go for online ordering for his products. Though it was an open-ended Question so I have categorized their answer into few groups. Like:

- 1) Delivery time. (12% people have said)
- 2) easy to order and delivery (30% respondents.)
- 3) communication and network system (18% respondents)
- 4) Accuracy (18% respondents)
- 5) 24/7 service (6% respondents)
- 6) others (16% respondents)



Analysis of question 13: Rejection after ordering a product might be a great threat for ACI Limited that's why respondents were asked that if there were any chances that they might deny to accept the product after arriving at their shop. But all of them were too much serious about this issue. 54% of them said if they deliver different, poor quality product and after estimated time. 6% people said if they deliver the different product they will deny to accept it. And 38% people are concern about quality on the other hand only 2% are conscious of time.

what could be the reason for any change of product confirmation after delivery?



4.3.3 Findings

Finding from the study is really satisfying. It's good to see that maximum retailers are ready get the service for online. All the findings from the analysis of the studies are given below:

- From the analysis of the survey among internet user retailers, it can be said that all the retailers are ready enough to go for virtual B2B business. Retailers are spending their time over internet to communicate or other necessities according to their needs.
- Because of spending enough time over internet besides their business are well known about online business, as a result, it will not be that much hard to start this kind of business. If ACI go for this business than their cost will be reduced and they don't have to enough time and money to educate retailers s about online business.
- Making and maintaining an android application is not that much costly and hard for a big FMCG company like ACI limited. So if ACI limited introduce android application to retailers in both of Bangla and English language, classified pages for different types of product than they might make this task easier.
- In the Bangladeshi perspective e-commerce is not that much developed like other countries of the word, so because of communication gap and unethical issues sometimes customers get wrong products or face late delivery. Which is unexpected and must to be improved if all the organization wants to keep their customers happy.
- Delivery charge of online shopping is another important point for online shopping but if they consider delivery charge as all the FMCG companies are doing right now that will work very well, then all the retailers will be happy because of fast and cost free service.

- To retailers is very important to save time if they to keep all their customer happy. So it would be helpful for them if they can do its just using mobile phone, if they do so then they don't have to spend hours after hours to talk with representatives for purchasing products.
- Easy and convenient and multiway payment system will be so much beneficial for both of the FMCG companies and retailers as well.
- Just if they maintain accurate service in Promised time and enough scope (i.e. payment system, easy communication, easy application system, customer care service) to retailers than this will be a very easy way maintain their success in this era of the internet.

4.3.4 Recommendations:

After all the analysis of survey report, it can be recommended for ACI limited to be the pioneer of Online B2B store in Bangladesh as alibaba.com is conducting their business all over the world. Now from this study the author is suggesting ACI limited to start their online platform as B2B supply and ordering system.

If they take this opportunity than their daily cost behind Human resource will be reduced, on the other hand, profit will be increased as well.

As this B2B online store for retailer is going to be very fast time in Bangladesh, so to support their online service to retailers the author is also recommending to maintain some issues and events in order to keep their service tangible and lively. like:

- ACI limited can divide Dhaka district into several zones and maintain warehouses for every zone under a zonal sales manager and few delivery persons to.
- For retailers who are not still now introduced to the internet, ACI can maintain a one day's training for those persons about how to use that application.
- ACI limited can use Bangla and divide all their product into different product type and SQU.

- If ACI limited want to take this initiative that they can maintain some 24/7 delivery service to keep retailers s satisfied.
- The company must have duel payment system both of cash and bkaash.
- ACI has to ensure the accuracy of their online service.
- ACI has to launch a very easy application which will be convenient for people of all age and class.
- In order to retailer's opinion and complains ACI should have client representative service. Where retailers can make free call anytime to apprise their problems.
- ACI has to take immediate action according to complains from retailers.
- ACI limited can sell the product at a discount to make retailers more interested in application based ordering as a result, retailers will be more interest to buy that product so that ACI can reach more end level consumers.
- ACI Will always make a small survey from retailers after every delivery about their satisfaction by that application, to provide better service.
- Though retailers are so interested on application based service but beside having application based service they all maintain a website as a backup service system.
- But at the very beginning of this initiative, ACI Limited might have traditional product supply system beside online system for those people who are not still now introduced to the internet.

Chapter 5: Conclusion

From Bangladeshi perspective, FMCG market is growing very swiftly. Day by day many local and international company are coming out with their different products and upgrading their old products as well to maintain existence in the competitive market. But no one has existence over the online business. whereas digital marketing and digital business are taking place instead of traditional supply chain all over the world.

ACI Limited has a lot of business in many sectors all over the country. ACI consumer brands are one of the biggest business of ACI Limited. In FMCG Market ACI has a huge market share in Bangladesh. If ACI Limited, take the initiative to go online to sell their products than they have the chance to keep their competitors behind and reach their consumers more easily.

in my study I tried to come out with a new supply system for ACI consumer brands will have complete existence over the internet. From my study, I can say that online existence can be an easy way to reduce promotional cost by reducing human resource as maximum internet using retailers are ready for order over online and collect their product.

At the end of my study, I am suggesting ACI limited to be the pioneer of online FMCG company in Bangladesh as maximum retailers are ready to use these facilities.

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Appendix

Appendix A – Vision and mission of ACI Limited

Our Mission

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

Our Vision

To realise the Mission, ACI will :

- Provide products and services of high and consistent quality, ensuring value for money to our customers.
- Endeavour to attain a position of leadership in each category of our businesses.
- Develop our employees by encouraging empowerment and rewarding innovation.
- Promote an environment for learning and personal growth.
- Attain a high level of productivity in all our operations through effective utilisation of resources and adoption of appropriate technology.
- Promote inclusive growth by encouraging and assisting our distributors and suppliers in improving efficiency.
- Ensure superior return on investment through judicious use of resources and efficient operations, utilising our core competencies.

Appendix B – Questionnaire

Research on B2B online ordering options
By S.M. Shad-E-Anam
For BRAC Business School internship reporting

Area: _____

Date: _____

- 1) Do you use the internet?
 - a. Yes
 - b. No (please stop and return the survey paper)
- 2) If yes, then how long you spend your time over the internet?
 - a. More than 5 hours per day
 - b. Daily 1 to 5 hours
 - c. Daily less than 1 hour
 - d. Casually
- 3) Where do you spend your maximum time on the internet?
 - a. Facebook
 - b. YouTube
 - c. News portals
 - d. Others
- 4) Did you ever order over online for any kind of product?
 - a. Yes
 - b. No (skip no 5)
- 5) Did you find ordering online easy?
 - a. Yes
 - b. No
- 6) What do you think is the easiest way to purchase FMCG product for your shop from the 3 options below?
 - a. Website
 - b. Android application
 - c. A sales representative from the company
- 7) what if, your suppliers can send your necessary product just with a click?
 - a. Excellent
 - b. Good
 - c. Neutral
 - d. Bad
 - e. Very bad

- 8) Do your suppliers charge for offline delivery?
- Yes
 - No
- 9) what would you prefer as a payment method if you order over online?
- Bkash
 - Cash on delivery
 - Visa card
 - Credit Payment after sales
- 10) Will you pay additional delivery charges, If your online suppliers deliver your product in very short time?
- Obviously yes
 - Have to think
 - No
- 11) How will delivery over online order help you?
- Save my time
 - Easy to serve final consumers
 - Sometimes they might do any mistake
 - As usual
- 12) What would definitely make you order online?
- Please specify shortly _____
- 13) What could be the reasons for any changes of product confirmation after delivery?
- if they deliver a different product
 - if deliver different quantity
 - if deliver poor quality than specified
 - if delivered after specified time
 - all of the above
 - others, please specify _____

Appendix C –interview with employees

Q1. Does ACI Limited have any website to sell their product?

Answer: yes, they have one in-house website for their employees from where employees can buy if they need to buy any ACI products with discount.

Q2. Why does ACI not have any website for selling to final consumers?

Answer: if ACI goes for direct B2C online business then their cost will be so high. But in order to make their product available over online, they have MOU with chaldal.com and sindabad.com.

Q3. Why is ACI not in B2b presence?

Answer: all the retailers are not ready for online. So if ACI Limited goes for an online business than they have to also maintain traditional supply system as well which is costlier.

Q4. Why Doesn't ACI keep their Facebook pages updated?

Answer: as a maximum of our product is established in Bangladeshi market that's why we are not that much action on Facebook to promote. Besides that, still now our big amount of customers is available in front of the TV, that's why we prefer TVC More than promotion over social media.