

Report On

Impact of ACI Pure Salt on Bangladesh GDP

& Competitive Market Analysis

By
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**An internship report submitted to the BRAC Business School in partial
fulfillment of the requirements for the degree of
Bachelor of Business Administration**

**BRAC Business School (BBS)
Brac University
May, 2023**

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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Letter of Transmittal

Ms. Rahma Akhter

Senior Lecturer,

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BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship report submission on Competitive Market Analysis of ACI Pure Salt.

Dear Ma'am,

I am pleased to inform you that I have successfully obtained my internship program at ACI Limited in Consumer Brands. Over the course of my internship, I encountered several difficulties and learnt a lot. I'm appreciative of the chance to write about my internship report "Competitive market analysis of ACI Pure Salt" is the heading. Using the material at my disposal and doing my best to adhere to the BBA internship guidelines and standards, I wrote this report.

Without your assistance and participation, it would not be feasible to produce this report. I really hope that this report will live up to your expectations. We are always accessible to address any inquiries you may have about this report.

Sincerely yours,

George Gourab Bonik

19204074

BRAC Business School

BRAC University

Date: May 22nd, 2023

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between ACI Limited and the undersigned student at Brac University.....

Acknowledgement

This is to express my sincere appreciation to everyone who helped me finish my internship report by providing me with extensive guidance. I want to thank the Almighty. My profound appreciation and respect to my esteemed faculty teacher, Lecturer at BRAC Business School, whose advice and directions proved to be really helpful when preparing my report. Her ongoing assistance and helpful recommendations have been very beneficial to the creation of this report. Additionally, I want to express my sincere gratitude to Mohammad Mazharul Islam who was my direct supervisor and my co-supervisor Raihanur Rezwan Rahman & Maria Sultana , one of my job supervisors, for helping me overcome the numerous obstacles I have so far encountered. I am appreciative of both of them since they were excellent mentors and patiently helped me with all of my work.

Moreover, I would like to thank my fellow-mates for their support & encouragement for making the report. One of my fellow mate, Atiqul Islam Himel was my partner while conducting market visits outside of Dhaka.

Executive Summary

This summary is the result of my working time and provides a clear picture of my actions, learning, and performance over the course of three months. This report is divided into three sections. The first portion examines the operations of several divisions, a quick overview of their product, and the key people whose efforts have helped them become one of the major FMCG firms in Bangladesh. The second section discusses my whole time with ACI Limited as well as what I contributed to the firm. It depicts how my experience and learning have shaped my understanding of the Fast-Moving Consumer Goods sector, as well as how the business process actually gets accomplished and carried away by the responsible individuals.

The following report is the product of my efforts and offers a clear picture of my activities, learning, and performance during a three-month period. There are three sections to this report. The first section looks at the operations of many divisions, a short review of their goods, and the significant individuals whose dedication contributed to them acquiring one of Bangladesh's largest FMCG enterprises. The second piece goes over my whole tenure within ACI Limited along with what I made possible for the company. It illustrates how my experience and learning have formed my understanding of the Fast-Moving Consumer Goods sector, as well as how the business process is completed and carried out by the relevant employees.

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Remember to delete this note before submission.

If there are no figures in the document, remove this page.

List of Acronyms

SR	Sales Representative
RMS	Retailed Market Size
QPS	Quality Per Slab Programme
MKV	Market Visit
APS	ACI Pure Salt

Chapter 1

1.1 Overview of Organization

1.1.1 Introduction:

Full Name:	Advanced Chemical Industries LTD
Headquarters	ACI Centre 245, Tejgaon Industrial Area, Dhaka-1208, Bangladesh. Dhaka, Bangladesh
Revenue	72.475 billion (US\$740 million) (2022)
Operating Income	(96.626) million (US\$1.1 million) (2022)
Net Income	(2.104) billion (US\$15 million) (2022)
Total Assets	64.563 billion (US\$660 million) (2022)
Website	www.aci-bd.com

ACI PURE Salt has a mission to provide consumers with the highest quality iodized edible salt to guarantee proper nutrition for mental growth. It is currently regarded as the pinnacle of purity among this country's customers. As a result, it has risen to the top of its competitors' brands. The company's success has been attributed to its innovative promotional operations and high-quality products. Previously, ACI PURE SALT communicated the product's functional advantages. ACI PURE Salt positioned itself as 100% pure salt in the eyes of consumers through its ads. Later, communication tactics moved to emphasis on developing emotional attachments with consumers. ACI Pure Salt works as a subsidiary of ACI Limited and adheres to its corporate goals and organizational principles. ACI Pure Salt's activities are supported by ACI Limited's significant experience, solid infrastructure, and dedication to excellence.

Producing salt products that uphold the highest standards of quality is ACI Pure Salt's commitment. The business uses strict purification procedures to ensure that impurities and pollutants are eliminated when obtaining salt from carefully chosen sources. Modern technology and stringent sanitation and quality control standards are followed at every stage of production in ACI Pure Salt's facilities, which are also equipped with cutting-edge machinery. Consumer safety and health are of utmost significance to ACI Pure Salt. The business follows strict quality assurance procedures and complies with international requirements for food safety. To guarantee they satisfy the most stringent quality and safety requirements, ACI Pure Salt products go through extensive inspection and evaluation in state-of-the-art labs.

ACI Pure Salt's activities rely heavily on distribution. The business has a wide-ranging distribution network that covers all of Bangladesh, guaranteeing that both urban and rural consumers may get its products. To successfully deliver its goods to a variety of consumers, ACI Pure Salt collaborates with an assortment of suppliers, wholesalers, and retailers. Customer satisfaction is prioritized in how ACI Pure Salt does business. The company is continuously working to meet and surpass customers' expectations, placing a great emphasis on knowing their requirements and preferences. To create and launch new products that meet shifting customer preferences, ACI Pure Salt regularly participates in surveys and evaluations of consumer input.

Another important component of ACI Pure Salt's company principles is sustainability. The firm wants to promote ethical salt manufacturing methods and lessen its negative effects on the environment. To help create a more sustainable and healthier future, ACI Pure Salt encourages eco-friendly packaging options and uses sustainable manufacturing techniques.

1.1.2. The Service

ACI Limited introduced ACI PURE Salt in an effort to improve the condition of people's livelihoods. This is achieved by utilizing modern cutting techniques on the salt. By appropriately iodizing the salt extracted from sea beds, Switzerland's cutting-edge technology preserves the salt's quality. In addition, the laminated packaging of ACI salt ensures the product's integrity by shielding the crystal-white, edible salt from moisture and spoilage/damage of any kind. This consumer trust is the brand's most valuable asset, allowing it to continue promoting the happiness and health of its consumers.

1.3 Honors and Accomplishments

ACI PURE Salt dethroned Molla Salt being the market leader. Since then, ACI PURE Salt remains recognized as the top brand in the salt market.

This company, which is a pioneer in its field and is wildly popular across the country, became the #1 option for clients in 2008. Additionally, it received the 'Best Brand' award in the food and refreshment category.

The brand continuously won the renowned "Best Brand Award" in the field of minerals salt category for 10 straight years, from 2011 to 2021, following thorough research undertaken by Nielsen Bangladesh in partnership and the Bangladesh Brand Forum.

Being the first vacuum salt firm in Bangladesh to obtain the "Occupational Health and Safety Management System certification - OHSAS 18001:2007" in November 2015 marked a significant milestone for the business. The company's long-term commitment to occupational risk prevention was acknowledged by this accreditation.

The numerous certifications that ACI Pure Salt has received attest to its commitment to international standards of excellence and best practices. The business has certifications for its quality management systems including ISO 9001:2015, food safety management systems including ISO 22000:2018, and HACCP (Hazard Analysis and Critical Control Point) certification. These accreditations show how dedicated ACI Pure Salt is to preserving the greatest levels of quality, security, and client satisfaction.

For its adherence to industry standards, quality control, and moral business conduct, the firm has won accolades and awards from groups like the Bangladesh Standard and Testing Institution (BSTI) and the National Board of Revenue (NBR).

ACI PURE Salt was also given recognition by the Bangladesh Brand Forum with the "Commward 2021" and the "Digital Marketing Award 2021." Additionally, it has been named a "Superbrand" for the upcoming years of 2018 and 2020–21. It was given the esteemed "Best Iodized Salt Mills Award" by the Bangladeshi government in 2017. In the third edition of the work of fiction "Pack Your Life," which features the best packaging designs ever created, the company's remarkable packaging was highlighted. Due to the brand's regular provision of premium salt goods that adhere to consumer tastes and health criteria, it has developed a devoted following of customers. ACI Pure Salt's success in providing products of high quality is attested to by the favorable feedback and acknowledgment from pleased customers.

1.4 Departments of the organization:

ACI Salt Limited adheres to the same corporate philosophy as ACI Group. The business is led by the Managing Director, Syed Alamgir Sir, who also oversees other businesses within the Consumer Brands Division.

Marketing Department: To ensure that brand legitimacy can be sustained for an extended length of time and to make it easier to attract new customers, the advertising division is in charge of creating an individual company identity in the subconscious of consumers. The whole business environment at ACI is under the control of the marketing division. Any decision pertaining to business must be made by the Business Director. The Director of Brand Management, PGM Product Group Manager Mazharul Islam, one of his subordinates, works

for him. All preliminary work is carried out by Product Executive Raihanur Rezwan, who also works with my supervisor.

Sales Department: ACI Limited, a prominent conglomerate in Bangladesh, has a strong and active sales department that is essential to the success of the business. ACI Limited, a company with a wide range of goods and a significant market presence, depends on its sales unit to boost revenue growth, cultivate solid client relationships, and increase its market share.

At ACI Limited, the sales department employs a customer-centric strategy in order to comprehend and meet the demands of its wide range of clientele. The Sales Department has specialized departments for every industry vertical, led by knowledgeable experts in their respective disciplines, whether it be medicines, products for consumers, agribusiness, or retail items.

The vast distribution network of ACI Limited's retail division is one of its primary advantages. The division makes sure that ACI's goods are accessible all around the nation, from populated urban regions to isolated rural locations. This extensive distribution network makes it possible to successfully meet the needs of a wide range of customers.

The sales department places equal emphasis on meeting short-term goals and long-term client relationships. The sales staff is made up of skilled experts with in-depth knowledge of the items they represent. Customers are actively engaged as they are given product knowledge, customized solutions, and assistance with any issues or questions. The team develops credibility and trust by using a consultative sales strategy, which elevates ACI Limited in the eyes of customers.

The Sales Department of ACI Limited conducts extensive market research and analysis. For the purpose of finding fresh prospects and creating successful sales strategies, the team regularly studies market developments, customer behavior, and competitive environments. ACI Limited is able to swiftly adjust to shifting market conditions and maintain an advantage over the competition because to this proactive strategy.

Additionally, the Sales Department closely coordinates its operations with those of ACI Limited's Advertising manufacturing, and scientific and technological divisions. The corporation is able to connect its advertising campaigns with innovation in products, promotional initiatives, and production capabilities because of this cross-functional cooperation, which provides flawless coordination. The Sales Department of ACI Limited places a strong emphasis on team members' professional growth and skill development.

To improve product knowledge, sales strategies, negotiating abilities, and customer relationship management, regular training programs and seminars are held. A motivated and effective sales team is fostered by this dedication to employee development and growth.

In conclusion, ACI Limited's sales department plays a crucial role in the growth and success of the business. The department constantly boosts sales, increases market presence, and assures customer satisfaction because of its customer-centric strategy, vast distribution network, focus on forging connections, market research skills, and collaborative attitude.

Department of Key Accounts: At ACI Limited, the Department of Key Accounts plays a strategic role in the organization by concentrating on cultivating and maintaining relationships with important clients and stakeholders. ACI Limited has created a specialized department that focuses on fostering and optimizing the perspective of these important business relationships because it recognizes the significance of major clients in revenue development and market share.

The demands and preferences of important customers are prioritized by the Department of important customers, which performs with a customer-centric mindset. It is made up of a group of seasoned experts that have a thorough awareness of the market, the industry, and the unique needs of its most important clients. They can create specialized solutions, offer individualized services, and successfully handle the particular problems each important account has thanks to their understanding.

The Department of Key Accounts' principal goal is to build and sustain enduring relationships with important clients. As key leaders in their respective sectors, these clients' sustained loyalty and happiness are essential to ACI Limited's success. By going above and

beyond simple transactional contacts to promote faith, mutual growth, and cooperative relationships, the department aims to provide outstanding value and assistance.

The Department of Key Accounts' activities are heavily dependent on effective communication and consistent involvement. The team makes sure there are open lines of contact with important clients, aggressively seeking out their opinions and aims before tailoring ACI Limited's goods and services to fit. The department finds chances for partnership and value creation by gaining a thorough understanding of the clients' operations, creating outcomes that benefit both sides.

The Department of Key Accounts is essential for market research and corporate growth. The team carries out in-depth market research, keeps an eye on business trends, and spots new changes or difficulties. With the use of this knowledge, ACI Limited is better able to anticipate the changing demands of its important clients and develop creative solutions to fulfill those needs. To further guarantee seamless coordination and efficient execution of major account initiatives, the department works closely with other corporate departments including advertising, sales, and Product Development.

The Division of Key Accounts constantly explores new business possibilities while also preserving current connections. It locates possible significant customers in the market, assesses their appropriateness, and creates thorough plans to win their cooperation. To acquire new clients and increase the portfolio of important accounts held by ACI Limited, the team performs thorough analysis, develops persuasive offers, and participates in strategic discussions.

Within the Department of Key Accounts, ACI Limited is aware of the value of professional growth and ongoing progress. To improve their understanding of market trends, client relationship management, negotiating abilities, and account management strategies, the team members participate in frequent training sessions. The department will continue to lead in important account management practices thanks to this investment in talent development, which will also generate great value and promote growth for both parties. At ACI Limited, significant accounts are a crucial pillar in developing and maintaining long-term relationships with important clients. The department increases ACI Limited's competitive edge, generates revenue development, and cultivates profitable partnerships with major clients using its

customer-oriented strategy, and their efficient interpersonal market intelligence skills, and emphasis on value creation.

Supply Chain Management: ACI Limited depends on a solid supply chain to guarantee product availability, reduce costs, and provide customers with outstanding value since it has a wide range of goods and a solid foothold in the market.

The whole route of ACI Limited's products is covered by its supply chain management, from obtaining the initial components to delivering completed items to clients. To assure the reliability as well as uniformity of its ingredients and supplies, the firm maintains a strong network of local and foreign suppliers and adheres to rigid quality standards. ACI Limited takes advantage of economies of scale, bargains on good terms, and has a steady supply base through strategic alliances and supplier relationship management.

Inventory management is one of the main components of ACI Limited's supply chain management. To make sure that the correct items are accessible at the right period and in the right amounts, the organization uses complex methods for projection, demand forecasting, and inventory optimization models. With a proactive strategy, stockouts and surplus inventory are kept to a minimum, carrying costs are decreased, and overall operational effectiveness is increased.

ACI Limited places a strong emphasis on excellent transportation and distribution in order to successfully serve its huge client base. To ensure prompt and affordable delivery, the organization runs a separate set of trucks and facilities in key locations around the nation. ACI Limited optimizes routes, reduces transportation costs, and improves order fulfillment accuracy by utilizing technology and data-driven analytics.

Supply chain management at ACI Limited also incorporates sustainability and moral behavior. The firm is dedicated to treating its suppliers and employees fairly and ethically while also carrying out operations in an ecologically friendly manner. ACI Limited encourages environmentally friendly purchasing methods, lowers waste production, and complies with international labor standards, all of which help to create a more sustainable and accountable supply chain.

The Supply Chain Management practiced by ACI Limited is founded on the ideas of innovation and constant development. To promote operational excellence, the organization

continuously assesses and improves its supply chain procedures. It also looks for cutting-edge ideas and adopts best practices. ACI Limited keeps a competitive edge and successfully adjusts to shifting market dynamics by tracking key performance indicators, carrying out frequent audits, and establishing an atmosphere of continuous learning.

Supply Chain Management at ACI Limited works closely with other divisions including Acquisition, Manufacturing, or Sales, and Marketing. This cross-functional coordination makes sure that supply chain strategies are in line with corporate objectives and client demands. ACI Limited is able to offer new goods, react quickly to market demand, and handle any supply chain-related issues thanks to regular communication and collaboration. ACI Limited creates a strong and adaptable supply chain that supports its development and preserves its market leadership via purchasing strategies, inventory management, effective logistics, digitization, environmentally conscious procedures, and continuous improvement.

Finance Department: The finance department of ACI Limited is responsible for a wide range of activities, including accounting, treasury management, financial planning, and budgeting. Finance, accounting, and taxes experts who are highly qualified professionals are employed in the department.

The Financial Department's key duties include budgetary planning and budgeting. The team works together with various divisions across ACI Limited to provide thorough financial strategies and budgets that support the corporate goals. The department offers insightful data to help wise resource allocation and decision-making by researching market trends, predicting upcoming earnings and costs, and evaluating investment prospects. This includes keeping correct and current financial records, putting together financial statements that adhere to accounting standards, and making sure the company's accounting information is transparent and of the highest quality.

The Financial Department places a high premium on adhering to legal and financial standards. The staff maintains up-to-date knowledge of modifications to tax laws, reporting requirements, and financial regulations to ensure complete compliance and reduce any possible risks or fines. The Financial Department is essential to sustaining the standards of

accountability and openness that ACI Limited places a high value on in its financial operations.

The Financial Department also assists in decision-making by delivering reliable and up-to-date fiscal data and analysis. To analyze investment prospects, evaluate the fiscal health of various business units, and keep track of important financial indicators, the team produces financial reports, conducts ratio analysis of finances, and uses financial modeling. As a result, management is more equipped to make decisions, pinpoint problem areas, and promote profitability and development.

1.2 Internship Information

1.2.1 Company's Information

Time Period: 3 Months (1st December'22 - 28th February'23)

Company Name: Advanced Chemical Industries Ltd (ACI)

Department: Marketing

Address: Novo Tower, L-6, 270 Tejgaon I/A

1.2.2 Company's Supervisor's Information

Name: Mohammad Mazharul Islam

Designation: Product Group Manager

Email: mazharul@aci-bd.com

1.2.3 Contribution to the organization

I interned at ACI Pure Salt of ACI Limited, which is part of the Consumer Brands Marketing/CBM department. From Sunday through Thursday, my office opens at 8:30 a.m. and closes at 6:00 p.m. I've been working with Mohammad Mazharul Islam, Product Group Manager, and Raihanur Rezwan, Product Executive. I've mentioned the duties and assignments I was given in relation to my work responsibilities below.

- A. Tuntun Toi Toi
- B. Quick quiz

Activities

- Share intriguing tales on Facebook as an activity
- Share messages on the ACI Pure Salt Facebook page.

- Will choose the top ten inspiring tales.
- Offer guests an entire family buffet ticket.

Feedbacks

- Improves children's mental faculties via logical thinking
- Improves cognitive abilities
- Promotes creative writing
- Establish a business footprint and interact with the TG.
- Participation in digital platforms

Outcomes from Social Media

Brands	Follows	Likes	Reacts	Comments	Shares
ACI Pure Salt	36208	37980	697	489	236
Molla Salt	520	598	234	137	125
Confidence Salt	15290	14098	578	365	221
Fresh Salt	8009	9086	453	289	156

These are the average calculations, some figures might change within a time period. But from the outcome, it can be said that the social platform engagement of ACI Salt is higher than other companies.

Social Media Influencer:

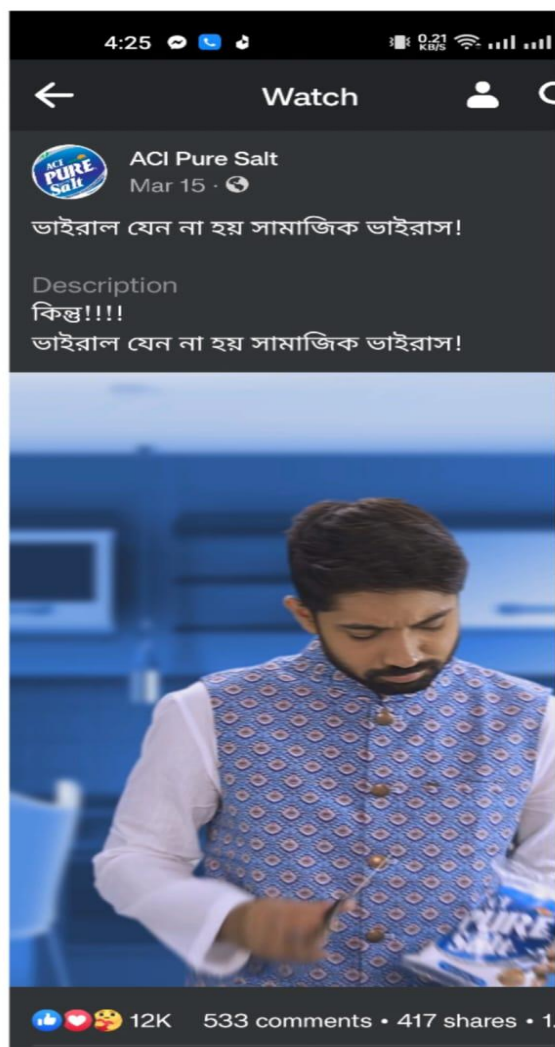
During the last month of my internship period, there was a massive distraction on social media regarding the iodine lacking in salts in the market. Some random people were testing the iodine test & sharing their wrong thoughts on social media which reflected negative impacts. For correcting the mislead, I came with a proposal of creating an awareness video regarding salt testing with social media influencers. After getting the permit, through the

organization, we contacted Ayman Sadique from 10 Minutes school and instructed according to our needs.

Outcomes

- ☐ I got the opportunity to communicate with social media influencer Ayman Sadique from 10 Minutes School.
- ☐ My writings as captions were aired in the post.
- ☐ People got rid of the mislead.

I have attached the picture below:



Market Visit Outcomes

For the time being, I've conducted multiple market visits to collect data from the market & make reports on it. I'm sharing some excel documents for instance:

Date	Location	ACI 1 kg	ACI half kg	ACI Jar 750gm	ACI Jar 100gm	Fresh Salt	Teer Salt	Molla Salt	Confide nce Salt
06/02/ 2023	Shwapno (Gulshan-1)	113	0	0	0	184	97	0	0
	Agora (Gulshan-2)	21	0	5	0	42	0	17	0
	Shwapno (Gulshan-2)	18	0	9	0	17	14	0	0
	Shwapno (Banani)	15	0	6	0	15	5	0	19
	Shwapno (Mirpur-10)	26	0	6	0	33	0	0	17
	Shwapno (Thanastand, Savar)	22	0	4	0	24	20	12	10
	Meena Bazar (Enam, Savar)	0	0	0	0	48	0	18	8
	Shwapno (Enam, Savar)	38	0	13	9	47	0	0	42
	Shwapno(Moni puripara)	34	0	6	2	43	0	0	0
	Aagora(indira Road)	26	0	0	0	150	0	132	0
	Mizan Centre(pochim raja bazar)	29	27	10	5	0	15	6	
	Shwapno(Panth apath)	36	0	14	12	44	0	0	
	Ahammed(Pant hapath)	14	0	0	0	0	24	0	

A	B	C	D	E	F	G	H	I	J
Date	Location	ACI 1 kg	ACI half kg	ACI Jar 750gm	ACI Jar 100gm	Fresh Salt	Teer Salt	Molla Salt	Confidence Salt
06/02/2023	Shwapno (Gulshan-1)	113	0	0	0	184	97	0	0
	Agora (Gulshan-2)	21	0	5	0	42	0	17	0
	Shwapno (Gulshan-2)	18	0	9	0	17	14	0	0
	Shwapno (Banani)	15	0	6	0	15	5	0	19
	Shwapno (Mirpur-10)	26	0	6	0	33	0	0	17
	Shwapno (Thanastand, Savar)	22	0	4	0	24	20	12	10
	Meena Bazar (Enam, Savar)	0	0	0	0	48	0	18	8
	Shwapno (Enam, Savar)	38	0	13	9	47	0	0	42
	Shwapno(Monipuripara)	34	0	6	2	43	0	0	0
	Aagora(indira Road)	26	0	0	0	150	0	132	0
	Mizan Centre(pochim raja bazar)	29	27	10	5	0	15	6	
	Shwapno(Panthapath)	36	0	14	12	44	0	0	
	Ahammed(Panthapath)	14	0	0	0	0	24	0	

1.2.4 Job Scopes

ACI Consumer Brands hired me as a marketing intern. My main duty was to concentrate on brand management.

During my internship, I also took part in a variety of events. They are as follows:

- Product development, including packaging, is being worked on. Secondary study is being conducted to determine how the product line may be expanded.
- Creating a fresh business concept by obtaining all of the relevant facts about that specific company idea. Such as market size, market share, consumption rate and trend, and previous year revenue.
- Traveling to markets to monitor the activities of competitors, study the status of the market, and provide feasible solutions in conjunction with a successful marketing plan.
- Making a persuasive, appealing, and informative PPT presentation on these facts.
- Maintaining ACI Pure Salt's social media presence, coming up with ideas for fresh material concerning how it can become more active on social media and how to draw in new customers through active participation.
- Prepare a presentation on the monthly marketing activity totals of the rivals.
- Likewise updating my mentors on the social media activity of ACI Pure Salt's rivals. These include things like the number of posts on a competitor's page, a fresh

promotion, rewards offered by rival companies, and keeping count of the number of both dynamic and static posts.

- Collaborating alongside the supervisor to create and put into action a workable marketing strategy and plan for a specific product.
- Preparing presentations on efficient existing product marketing strategies to expand brand value and reach.

1.3 Internship Outcomes

1.3.1 Benefits for the students

I've had the chance to work in the real corporate world thanks to this internship opportunity. I was able to use the information I had acquired over the course of my four years as an undergrad in these situations. In these three months, the internship has greatly helped me.

- The exposure to real-life situations in the FMCG business helped me relate to and coordinate the course material by using it realistically in my job.
- I have improved my communication, time management, leadership, and presenting abilities during the past three months.
- Before the internship, my technical abilities were not up to par. Now, they are at a standard level.
- Excel is now a helpful tool in my toolkit for managing sales statistics on a daily basis and other related activities because I was introduced to it more deliberately.
- This experience will undoubtedly add value to my CV, which I may include.
- I was able to choose the sort of employment that is suitable for me while accomplishing a variety of duties, which would ultimately help me pursue my future profession.
- Finally, the three months I spent working with ACI allowed me to build a strong network of contacts with individuals from other institutions.

1.3.2 Difficulties

Struggle 1: I was asked to deliver on the sales data from the preceding 10 years on my very first day at ACI. I had a lot of trouble arranging the data and turning it into a helpful image. I was able to correctly interpret the sales report data later on with the help of my supervisors and several hours of experimentation.

Struggle 2: I counted the salt supply in ten outlets on the initial field visit to Niketan Bazar, but I was required to rebuild the entire market since I wasn't aware of the quantity of salt in a bag or sack of salt.

Struggle 3: In order to identify which company is in the lead, in December 2022, I created an economic audit investigation comparing ACI Pure salt and its competitors. I failed to calculate one of the regions, "Comilla," until the day before I was supposed to turn in the findings to my supervisor. I quickly extracted all of the data from the Barisal, also report and created them in the primary document by utilizing the previous Excel methods I had learned from my line manager, such as pressing F4 to lock the equations in the excel sheet. My manager warned me that day that "my single error may have cost a Sales Representative their current position."

Struggle 4: My office announced in January 2023 that I will be allowed to work a hybrid position because of my commitments for my sister's wedding. The next day, I was instructed to compile a report on all ACI Pure salt sales for the preceding two months and to deliver it, along with my team members. Due to time constraints, I organized a Zoom conference where I gave a practical demonstration of how to prepare a report in real time and equitably allocated all jobs among my peer group.

1.3.3 Recommendations

- In order for the other employees to assist the intern in integrating to the fresh environment and coworkers, the atmosphere, rules, and regulations of the business, a good orientation should be conducted.

- There is space for improvement when it comes to including interns in the organization's more official tasks.
- In order to foster innovation among the executives, they need to adapt the way they operate.

Chapter 2

ACI Pure Salt Competitive Market Analysis

2.1 Introduction

I decided to conduct my investigation on the company's "ACI Pure Salt" brand. We can tell that it is a well-marketed company because of the massive marketing campaigns and advertising that have been featured in a variety of media, including media in print, on TV, on the radio, on Facebook, and on other social platforms. ACI Pure Salt has been running a number of marketing campaigns to fill the shelves of all the stores and outlets in Bangladesh. Current rivals of the business include Molla Super Salt, Confidence Premium Salt, and Fresh Salt. The corporation is now working on a sizable project with numerous business heads and important individuals participating in order to distinguish itself out among its rivals and preserve its leadership. "QPS program" or "Quantity Per Slab Program" is the name of the project. The ACI Pure brand will benefit from this program's ability to build strong, enduring relationships. The major goal of this project is to include store owners from all around the world in this initiative to boost second-hand sales. The corporation will ultimately gain a greater part of the market by involving everyone with the brand.

The following themes will be covered in further depth in the following sections:

- QPS and Trade Program emphasizing Secondary sales
- Building a wholesaler database to build a solid foundation
- By conducting routine market surveys, gaps are discovered.
- Monitoring sales from the market.
- Investigate outside Dhaka's market.

2.2 Problem statement

To survive in the cutthroat industry, ACI Pure Salt needs to boost their secondary sales.

Research Goal:

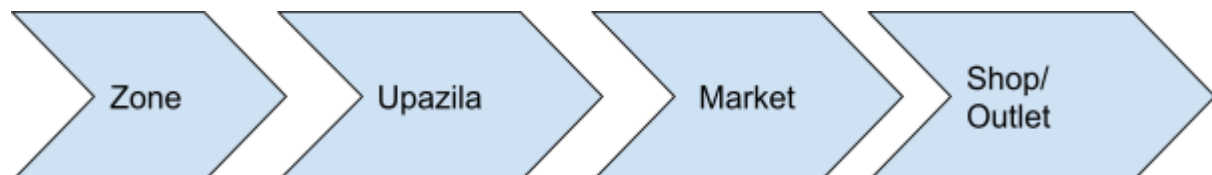
Our study's overarching goal is to determine whether ACI Pure Salt's market share is larger than that of its rivals.

The particular goals will support the overarching goal:

- ❖ Determining if ACI salt is offered in Bangladesh's key districts.
- ❖ Counting the quantity of supplies of ACI salt that are offered for sale.
- ❖ Determining the quantity of available stocks of a competitor's goods.
- ❖ Comparatively analyzing the total amount of salt to determine the market share.

2.3 Methodology

The Sales Representatives are in charge of gathering the data for this project. The SR's duty is to encourage every store in the country to take part in the slab program. They are known as "Auditors" when the SR gathers the data. Starting the procedure, an auditor first chooses a zone, like Narayanganj, before visiting a market for auditing. He next chooses an Upazilla, like Ashugunj, and a Market or Bazaar, like Tarua bazar, and afterwards visits all the open stores to determine the salt storage of ACI and its rivals.



2.4 Data Collection Process

For this project, I and my co-worker were instructed to go to the Barisal division to cover more than 10 Zillas including Patuakhali, Chandpur, Kuakata, Mirzapur, Baliati, Pirajpur and many more. We took 5 working days to conduct this project. We visited local markets & their dealers to collect data and update them in the company generated app. My method of gathering data is quantitative, therefore the information will be numerical, measurable, and descriptive. As a result, primary data will be the most crucial sort of data collecting for my assigned topic. The project team followed specific procedures that are crucial in every research during the data gathering phase. First, the manager gave a quick explanation of the QPS Program's operation and the data we must gather in order to do a thorough study evaluating the market share. After that, 20 of the top questions from the 30 we had created alongside my team members were used to create a questionnaire. Then, we created a Google form with the twenty inquiries and the answers they may have.

2.4.1 Findings & Analysis

Retailed Market Size: What portion of a customer's overall purchases of a good or service goes to a firm determines its market share. In another manner, if 100 soaps are purchased by customers as a whole, and 40 of those soaps come from a single firm, that company has a 40% market share.

2.4.1.2 Barishal Market Visit

Zone	Territory	Market Name	Shop Name	Mobile No	ACI SALT 1kg Stock	ACI SALT 0.5Kg Stock	ACI Table Top Stock	ACI Kitchen Stock	Molla Salt Stock	Confidence Salt Stock	Fresh Salt Stock	Muskan Salt Stock	Teer & Other Product Stock
Barisal	Barisal	Bazar Road	Adorsho vandar	1732425563	500	0	0	0	0	0	0	0	0
Barisal	Barisal	Bazar Road	Al madina store	1711358634	50	0	0	0	30	0	0	0	0
Barisal	Barisal	Bazar Road	Am store	1715951917	100	0	0	0	0	0	0	0	0
Barisal	Barisal	Bazar Road	Aysha Store	1673235199	0	0	0	0	150	0	75	0	0
Barisal	Barisal	Bazar Road	Badhon store	1711041900	25	0	0	0	20	0	0	0	0
Barisal	Barisal	Bazar Road	Bhai bhai store	1343219654	50	0	0	0	75	0	0	0	0

Barisal	Barisal	Bazar Road	Bismilla h store	1729678855	0	0	0	0	50	0	0	0	0
Barisal	Barisal	Bazar Road	Bismilla h Store	1920808090	75	0	0	0	0	0	0	0	0
Barisal	Barisal	Bazar Road	Gazi Store	1758750123	75	0	0	0	100	0	0	0	50
Barisal	Barisal	Bazar Road	Gupal vamdar	1734231718	750	0	0	0	0	0	0	0	0
Barisal	Barisal	Bazar Road	Habib store	1764646249	50	0	0	0	0	20	850	0	0
Barisal	Barisal	Bazar Road	Hawlad ar	1643445486	25	0	0	0	40	0	0	0	0
Barisal	Barisal	Bazar Road	Hazi store	1712606586	25	0	0	0	0	0	0	0	0
Barisal	Barisal	Bazar Road	Jayat store	1703594687	0	0	0	0	0	0	30	0	0
Barisal	Barisal	Bazar Road	Jaynab traders	197080512	125	0	0	0	125	0	0	0	0
Barisal	Barisal	Bazar Road	Jobbar store	1711358634	75	0	0	0	0	0	25	0	0
Barisal	Barisal	Bazar Road	Kameni store	1715422904	250	0	0	0	0	100	0	0	0
Barisal	Barisal	Bazar Road	Kazi brothers store	1940383862	150	0	0	0	150	0	0	0	0
Barisal	Barisal	Bazar Road	Khan store	1711358634	0	0	0	0	30	0	0	0	0
Barisal	Barisal	Bazar Road	Ma kali store	1715848122	500	0	0	0	500	0	0	0	0

Barisal	Barisal	Bazar Road	Ma store	1732454052	25	0	0	0	0	20	0	0	0
Barisal	Barisal	Bazar Road	Mattri Vandar	1989197536	400	0	0	0	500	0	0	0	0
Barisal	Barisal	Bazar Road	Mim traders	1984692398	125	0	0	0	75	0	0	0	0
Barisal	Barisal	Bazar Road	New Bismillah store	1713954695	20	0	0	0	0	0	25	0	0
Barisal	Barisal	Bazar Road	Nitay store	1838999333	500	0	0	0	0	0	0	0	0
Barisal	Barisal	Bazar Road	Onjjona store	1752835662	100	0	0	0	0	0	0	0	0
Barisal	Barisal	Bazar Road	Radhu store	1711358634	20	0	0	0	10	0	0	0	0
Barisal	Barisal	Bazar Road	RAYhan store	1915966836	50	0	0	0	50	0	0	0	0
Barisal	Barisal	Bazar Road	Rikatul store	1915966846	0	0	0	0	0	0	25	0	0
Barisal	Barisal	Bazar Road	Ruma Enterpri se	1689537541	250	0	0	0	150	0	75	0	0
Barisal	Barisal	Bazar Road	Sattar Store	1611234590	100	0	0	0	75	0	0	0	0
Barisal	Barisal	Bazar Road	Shamim store	0	0	0	0	0	25	0	0	0	0
Barisal	Barisal	Bazar Road	Sri dhoren enterpri se	1777363828	125	100	0	0	0	0	0	0	0

Barisal	Barisal	Bazar Road	Sri Sri Jotish	1942684266	125	0	0	0	0	0	0	0	0
Barisal	Barisal	Bazar Road	Tamanna store	1717094536	150	0	0	0	100	0	0	0	0
Barisal	Barisal	Bazar Road	Tamanna store	1935765047	20	0	0	0	20	0	0	0	0
Barisal	Barisal	Bazar Road	Tanim traders	1712223333	150	0	0	0	150	0	50	0	0
Barisal	Barisal	Bazar Road	Usha store	1300057579	1250	0	0	0	0	0	0	0	0
Barisal	Barisal	Bazar Road	Zilani Enterprise	1343235435	125	0	0	0	125	0	25	0	0
Barisal	Barisal	Medicale road	Dinesh Traders	1782938442	150	0	0	0	175	0	0	0	0
Barisal	Barisal	Medicale road	Jahangir Traders	1680938481	225	0	0	0	175	0	0	0	0
Barisal	Barisal	Medicale road	Jahid Enterprise	1956123154	75	0	0	0	0	0	0	0	0
Barisal	Barisal	Medicale road	Rathin Traders	1669231524	200	0	0	0	200	0	0	0	0
Barisal	Barisal	Medicale road	Ritu store	188289858	75	0	0	0	100	0	0	0	0
Barisal	Barisal	Medicale road	Sagor Enterprise	1758323274	125	0	0	0	0	0	0	0	0

Barisal	Barisal	Medicale road	Sobuj varieties store	1999459998	75	0	0	0	75	25	0	0	0
Barisal	Bhola	Khalpar Bazar	Abdul aziz store	1956668333	0	0	0	0	0	0	0	0	50
Barisal	Bhola	Khalpar Bazar	Bhola store	1022153873	125	0	0	0	0	0	0	0	100
Barisal	Bhola	Khalpar Bazar	Kamal store	1710310715	0	0	0	0	0	0	0	0	500
Barisal	Bhola	Khalpar Bazar	Kamal store	1917234108	0	0	0	0	0	0	0	25	0
Barisal	Bhola	Khalpar Bazar	kartik store	1991987280	0	0	0	0	0	0	0	0	25
Barisal	Bhola	Khalpar Bazar	maria store	1917234108	0	0	0	0	775	0	0	0	0
Barisal	Bhola	Khalpar Bazar	motaleb store	1743926764	0	0	0	0	0	0	0	0	50
Barisal	Bhola	Khalpar Bazar	Rony store	1712557582	0	100	0	0	0	0	0	0	0
Barisal	Bhola	Porangonj	Al amin store	1624478346	0	0	0	0	30	0	0	0	25
Barisal	Bhola	Porangonj	amina store	1639338294	0	0	0	0	0	0	0	30	0
Barisal	Bhola	Porangonj	ashik store	1873408406	0	0	0	0	0	0	0	25	0
Barisal	Bhola	Porangonj	Bismilla h store	1724478315	25	0	0	0	0	20	0	0	20

Barisal	Bhola	Porangonj	Jakir store	1855135916	0	0	0	0	0	0	0	25	0
Barisal	Bhola	Porangonj	kibria store	136488468	0	0	0	0	0	0	0	10	0
Barisal	Bhola	Porangonj	Maruf store	1730229310	0	0	0	0	0	0	0	0	30
Barisal	Bhola	Porangonj	Muntasi r store	1873408406	0	0	0	0	0	0	0	25	0
Barisal	Bhola	Porangonj	selim store	1973408406	0	0	0	0	0	0	0	60	60
Barisal	Bhola	Porangonj	yusuf Store	156878315	0	0	0	0	25	0	0	0	0
Barisal	Jhalokathi	Amua Bazar	Allahr dan vnadar	1516194426	0	0	0	0	0	0	0	0	50
Barisal	Jhalokathi	Amua Bazar	anondd o store	1712713153	0	0	0	0	0	0	100	0	0
Barisal	Jhalokathi	Amua Bazar	Bappy store	1675986528	250	0	0	0	0	0	0	0	0
Barisal	Jhalokathi	Amua Bazar	Based store	1617407250	0	0	0	0	0	0	0	0	30
Barisal	Jhalokathi	Amua Bazar	Basu store	1716538128	30	0	0	0	0	0	0	10	0
Barisal	Jhalokathi	Amua Bazar	Halima store	1718918465	0	0	0	0	0	0	0	0	30
Barisal	Jhalokathi	Amua Bazar	Horipod store	1733699711	0	0	0	0	0	0	0	20	0
Barisal	Jhalokathi	Amua Bazar	khalil store	1717407280	0	0	0	0	0	0	0	50	0

Barisal	Jhalokathi	Amua Bazar	Laboni store	1731357229	20	0	0	0	0	0	0	0	0
Barisal	Jhalokathi	Amua Bazar	Mutaleb store	173208835	50	0	0	0	0	0	0	50	0
Barisal	Jhalokathi	Amua Bazar	sontush nath store	1766961222	0	25	0	0	0	0	0	0	0
Barisal	Jhalokathi	Chadkathi	Alam store	0	0	0	0	0	0	0	0	20	0
Barisal	Jhalokathi	Chadkathi	Arafat store	1797944147	20	0	0	0	0	0	20	0	0
Barisal	Jhalokathi	Chadkathi	kazi store	1930107955	0	0	0	0	0	0	0	0	25
Barisal	Jhalokathi	Chadkathi	Khalifa store	1736207670	0	25	0	0	0	0	0	0	0
Barisal	Jhalokathi	Chadkathi	Kundho and brothers store	1734773624	25	0	0	0	0	0	0	0	0
Barisal	Jhalokathi	Chadkathi	Kundo store	1734773624	20	0	0	0	0	0	0	0	20
Barisal	Jhalokathi	Chadkathi	Mannan store	1767265075	50	0	0	0	0	0	0	0	0
Barisal	Jhalokathi	Chadkathi	Mehedi store	1929957078	0	0	0	0	0	0	0	0	20
Barisal	Jhalokathi	Chadkathi	mondol store	1400107469	50	0	0	0	0	0	0	0	25
Barisal	Jhalokathi	Chadkathi	Shikdar store	1400107967	25	0	0	0	0	0	0	0	0

Barisal	Jhalokathi	Chadkathi	Vp store	140010 7967	30	0	0	0	0	0	0	0	0
Barisal	Patuakhali	Amtoly	Abbas Store	172040 4030	125	0	0	0	75	0	75	125	0
Barisal	Patuakhali	Amtoly	Alam store	175953 6110	0	0	0	0	0	0	0	50	0
Barisal	Patuakhali	Amtoly	Barek Enterpri se	171904 8769	0	0	0	0	0	0	0	125	0
Barisal	Patuakhali	Amtoly	Hasibur Store	191322 0745	100	0	0	0	100	0	0	125	0
Barisal	Patuakhali	Amtoly	Hira store	162597 4020	0	0	0	0	0	0	25	0	0
Barisal	Patuakhali	Amtoly	Islam and sons	165466 8220	0	0	0	0	0	0	50	0	0
Barisal	Patuakhali	Amtoly	Jahir store	177500 7968	0	0	0	0	0	0	75	0	0
Barisal	Patuakhali	Amtoly	Khoshru Store	167235 3688	0	0	0	0	75	0	0	100	0
Barisal	Patuakhali	Amtoly	Ma babar dowa	167358 7968	25	0	0	0	0	0	0	0	0
Barisal	Patuakhali	Amtoly	ma babar dowa	179670 9670	0	0	0	0	0	0	0	125	0
Barisal	Patuakhali	Amtoly	Maruf store	171685 9021	50	0	0	0	0	0	0	0	0
Barisal	Patuakhali	Amtoly	Mim Store	172328 0748	75	0	0	0	100	0	0	0	0

Barisal	Patuakhali	Amtoly	monir gazi store	136803 6453	0	0	0	0	0	0	0	25	0
Barisal	Patuakhali	Amtoly	Muntasi r store	171003 6453	0	0	0	0	0	0	25	20	0
Barisal	Patuakhali	Amtoly	Nahid Store	168098 3211	125	0	0	0	125	0	0	125	0
Barisal	Patuakhali	Amtoly	Rabbani Store	191237 8456	0	0	0	0	125	0	0	0	0
Barisal	Patuakhali	Amtoly	Rabin Store	171698 3157	225	0	0	0	250	0	0	175	0
Barisal	Patuakhali	Amtoly	Rahat store	171196 1112	0	0	0	0	0	0	0	25	0
Barisal	Patuakhali	Amtoly	Rakib Store	167827 0781	50	0	0	0	75	0	0	100	0
Barisal	Patuakhali	Amtoly	rasel store	163523 6110	0	0	0	0	0	0	0	25	0
Barisal	Patuakhali	Amtoly	Shadin store	171853 0196	0	0	0	0	0	0	25	0	0
Barisal	Patuakhali	Amtoly	Sumaiy a Store	177715 8468	100	0	0	0	200	0	0	0	0
Barisal	Patuakhali	Newmark et	Dutta Store	188987 6548	125	0	0	0	100	0	0	0	0
Barisal	Patuakhali	Newmark et	Falzu Store	191863 5788	0	0	0	0	125	0	0	0	0
Barisal	Patuakhali	Newmark et	Jalil Traders	191945 6789	0	0	0	0	75	0	0	125	0

Barisal	Patuakhali	Newmarket	Kazi Brothers	1819235766	75	0	0	0	75	0	0	0	0
Barisal	Patuakhali	Newmarket	Khalid Store	1771143585	100	0	0	0	25	0	0	75	0
Barisal	Patuakhali	Newmarket	Khanda kar Enterprise	1999456147	100	0	0	0	125	0	0	0	0
Barisal	Patuakhali	Newmarket	Mamun enterprise	1914148486	125	0	0	0	75	0	0	50	0
Barisal	Patuakhali	Newmarket	Mamun Store	1743892303	75	0	0	0	0	0	0	125	0
Barisal	Patuakhali	Newmarket	Mehedi Store	1963891103	100	0	0	0	100	0	0	75	0
Barisal	Patuakhali	Newmarket	Nadim Traders	1673892550	75	0	0	0	75	0	0	0	0
Barisal	Patuakhali	Newmarket	Rahman enterprise	1888141693	75	0	0	0	75	0	0	75	0
Barisal	Patuakhali	Newmarket	Shima Store	1873982238	125	0	0	0	75	0	0	150	0
Barisal	Patuakhali	Newmarket	Sri Rupankar Enterprise	1779456131	150	0	0	0	150	0	0	100	0

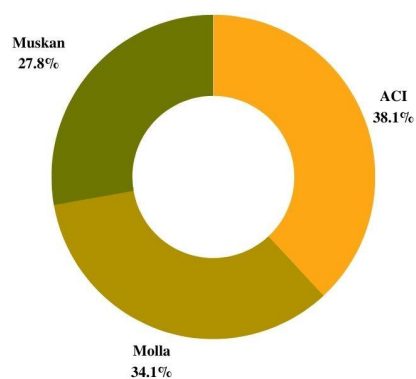
Barisal	Patuakhali	Newmarket	Sumon Enterprise	1819456771	75	0	0	0	0	0	0	100	0
Barisal	Patuakhali	Puran Bazar	Antor Traders	1718049182	300	0	0	0	300	0	0	450	0
Barisal	Patuakhali	Puran Bazar	Belal Store	1817458693	75	0	0	0	0	0	0	0	0
Barisal	Patuakhali	Puran Bazar	Delowar Traders	1984041265	50	0	0	0	250	0	0	0	0
Barisal	Patuakhali	Puran Bazar	Imran Enterprise	1791476711	125	0	0	0	125	0	0	0	0
Barisal	Patuakhali	Puran Bazar	Kamal Store	1717458396	75	0	0	0	125	0	0	0	0
Barisal	Patuakhali	Puran Bazar	Rathin Traders	1714049958	75	0	0	0	0	0	0	125	0
Barisal	Patuakhali	Puran Bazar	Sajib Store	1789826128	100	0	0	0	0	0	0	125	0
Barisal	Patuakhali	Puran Bazar	Samia Store	1754619600	75	0	0	0	75	0	0	0	0
Barisal	Patuakhali	Puran Bazar	Samia Store	1914958222	0	0	0	0	125	0	0	75	0
Stock					11,205	250	-	-	7,305	185	1,575	3,145	1,110
RMS%					46%	1%	0%	0%	30%	1%	6%	13%	5%

Total RMS% of Salt:

Market Players	ACI SALT	ACI SALT 0.5Kg Stock	ACI Table Top Stock	ACI Kitchen Stock	Molla Salt	Confidence Salt	Fresh Salt	Muskan Salt	Teer Salt and Others	
Stock	11,205	250	-	-	7,305	185	1,575	3,145	1,110	
RMS%	46%	1%	0%	0%	30%	1%	6%	13%	5%	

Through these tables, it indicates the Key Market Players with their stock and retailed market size. Furthermore, I have attached some pictures from the visit below:

NEW MARKET, POTUAKHALI



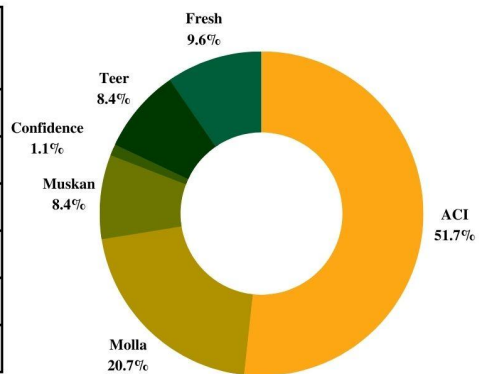
Product	Trade Price (Taka)	Retail Price (Taka)
ACI	890-900	38-40
Molla	890-900	38-40
Muskan	850-860	35-36

- Product domination- Muskan, ACI
- Product availability- ACI, Molla, Muskan

BAZAR RD, BARISHAL

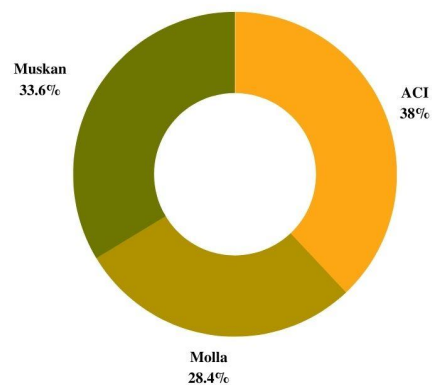
Product	Trade Price (Taka)	Retail Price (Taka)
ACI	890-900	38-40
Molla	890-900	38-40
Muskan	850-860	35-36
Fresh	880-890	38-40
Teer	890-900	36-38
Confidence	890-900	38-40

- Product domination- Muskan
- Product availability- ACI, Molla, Muskan



03

PURAN BAZAR, PATUAKHALI

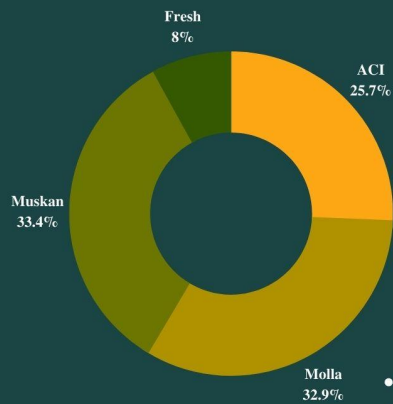


- Product domination- Muskan, ACI
- Product availability- ACI, Molla, Muskan

Product	Trade Price (Taka)	Retail Price (Taka)
ACI	890-900	38-40
Molla	890-900	38-40
Muskan	850-860	35-36

05

AMTOLY, POTUAKHALI



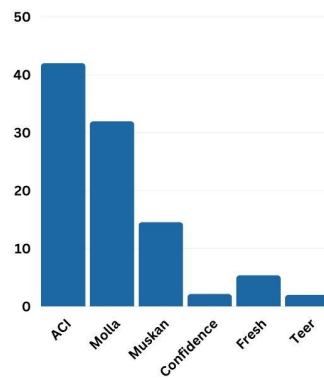
Product	Trade Price (Taka)	Retail Price (Taka)
ACI	890-900	38-40
Molla	890-900	38-40
Muskan	850-860	35-36
Fresh	900-920	36-38

- Product domination- Muskan, ACI, Molla
- Product availability- ACI, Molla, Muskan, Fresh

06



Salt Availability



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2.5 Findings & Recommendations

I've discovered a number of issues that this project's challenges have brought up after a thorough study. In light of the aforementioned conclusions and research, I would thus suggest certain changes to help reduce the likelihood of inaccuracy:

- ➔ It might take time to log into a form each time you want to gather data. The connection to the web is sluggish in certain rural areas of the nation and mobile data must be enabled to view the form. Therefore, employing an app for market auditing allows for the collection of additional data.
- ➔ Each zone's market visits are not evenly distributed. Therefore, it is incorrect to interpret the market share study. To conduct a fair analysis, an equal number of stores must be visited by each store.
- ➔ The firm only has 3-5 auditors on staff right now. To cover additional zones, more auditors must be engaged.
- ➔ Only 37 stores out of 396 participated in the QPS Program. This indicates that a large number of store owners are ignorant about this scheme and the prizes it is providing. Additional participants may be attracted not just by the SR but also by ads on flyers or in newspapers.
- ➔ During one of my trips to Taltola's markets, I learned that the majority of the stores are unaware of the 750gm and 135gm jars of ACI salt. It is not well-marketed, and the overall summary reveals that it is barely noticeable in stores.
- ➔ In certain places, rumors that the salt quality has declined are spreading like wildfire. Few store owners provided inaccurate information regarding the merchandise throughout the market auditing because some had trouble recognizing the original brand.
- ➔ Due to their imitation of the container design and similar names, counterfeit brands must face the relevant consequences. I've included a handful of the ACI Pure Salt knockoff companies below.

Chapter 3

Block Salt & ACI Pure Salt's Impacts on GDP

3.1 Background:

The purpose of this internship report is to examine the effects of ACI Pure Salt on Bangladesh's Gross Domestic Product (GDP). ACI Pure Salt, a significant participant in the salt market, has been conducting business in the nation for some time. The paper looks at the effects of ACI Pure Salt's activities on the economy, including how it affects job creation, revenue growth, and general economic development. The Bangladesh economy heavily depends on the salt sector. It is a crucial resource utilized in many sectors, including the field of food manufacturing, fabrics leather, and chemical industries. Bangladesh maintains a long history of producing salt, which comes from both interior and coastal sources. The purpose of this paper is to examine how the salt sector affects Bangladesh's Gross Domestic Product (GDP). The effect of ACI Salt on Bangladesh's GDP, or gross domestic product, from 2013 to 2022 is examined in this business study. To determine the company's total economic effect, the study looks at its sales, employment creation, financial investments, and social welfare programs.

Block Salt: A specifically developed block and bag solution that helps most cattle satisfy their needs for salt and trace elements. The addition of trace minerals to the diet supports digestive function, growth, maintenance of bodily tissues, reproduction, and overall animal health. This salt is designed for use with pigs, horses, goats, dairy cows, beef cattle, and other livestock. Blocks of trace mineral salts are weather-resistant and ideal for free choice nutrition.

3.2 Methodology

This methodology describes the process for determining the effect of a certain good or brand ACI Salt on the GDP. Distribution, consumption, and market consequences of ACI Salt are thought to have substantial economic effects. To comprehend how much ACI Salt contributes to the GDP as a whole, the methodology includes quantitative and qualitative study.

➤ **Collecting Data:**

- **Getting Primary Data:** To acquire data on production levels, sales, prices, and patterns of use, conduct interviews, questionnaires, or focus parties with ACI Salt producers, suppliers, vendors, and consumers. Collect information on the capital, labor, and raw materials used in the manufacturing of ACI Salt.
- **Gather Secondary Information:** Obtain information about the GDP of a country or region from dependable sources such government reports, central banks, or statistics organizations. Find sector-specific information about the manufacturing, distribution, and retail of salt in market research organizations, trade publications, or industry papers.
- **Gather information on pertinent macroeconomic factors, such as employment rates, inflation rates, and exchange rates. Analyze the Value Chain:** Examine the entire value chain of ACI Salt to understand the economic activities associated with its production, distribution, and consumption. Identify key players, such as suppliers, manufacturers, wholesalers, retailers, and end consumers, and analyze their contributions to GDP.

The Attractive Salt Market was where ACI Salt Limited first began doing business in 2004. In the past ten years, ACI Salt has nearly eight times held the top position for brands in the salt industry. The ACI Pure Salt Company uses the most recent advancements in vacuum evaporation technology to make salt that is entirely edible. Since its founding, ACI has offered 100% pure, premium-grade edible salt. As a result, the brand gained international prominence. Nevertheless, it is said that the ACI salt plant is the largest facility in Bangladesh producing vacuum salt. The intrinsic value of ACI salt is far greater than Molla salt, nonetheless customers might not be aware of this since ACI is unable to give at their

competitive firm's price because the company must maintain higher production costs to retain superior quality. People like to purchase branded items because a good brand offers dependability, consistency, and quality. The influence of brand size has an impact on the position of accompaniment. For superior brands, people want to spend more money. We discovered that ACI salt is of a higher caliber than Molla salt. ACI salt should receive preference for higher sales volume if consumers respect brand equity in the salt sector.

The ACI Salt facility is now the largest and most productive facility in Bangladesh's vacuum salt sector. ACI Pure Salt is produced using the most advanced vacuum evaporation technique and real Breaking Edge Innovation of Switzerland, resulting in edible salt that is 100 percent pure, crystal white, and appropriately iodized.

The following data chart indicates the research area of conducting the consumption of Block salt or mineral salt in Dhaka city.

Company	Contact Number	Location	Monthly Amount	Colour	Salt Type
Sadeeq Agro	01980-008886	Muhammadpur beriband beside bhanga masjid ,Dhaka, Bangladesh, Dhaka 1219		Light Pink/ Yellow	Peprick Block B5
Al Madina Cattle Farm	01744-354415	Al Madina Cattle Farm, Plot 1/1, Beribadh, Main Rd			Peprick Block B5
Samarai Cattle Farm	01989-042578, 01953-444777	357/20/1/4 Nayatola, Maghbazar, Dhaka, Bangladesh			Peprick Block B5
Rahman cattle farm	01611-660300	Eastern housing 2 phase ,Block M, Road 34, Plot- 24/26 Mirpur Rd, Dhaka 1216	Depending on need		Peprick Block B5
Abdul Malek Agro Farm	01839-300396	PFW4+8G5, Nandipara Main Rd, Dhaka 1219			Peprick Block B5

MEGHDUB I AGRO 4	01715-78 6158	Q84W+6VM, Bosila Garden City			Peprick Block B5
Risal Agro	01715-89 0900	380 South Baganbari Rd, Dhaka 1219			Peprick Block B5
নর্থ বেঙ্গল ডেইরী ফার্ম	01748-09 5352	Solmaid, Vatara Abdullatif khandikar road, Dhaka 1212			Peprick Block B5
Pro Agro Bangladesh	01754-13 7379	Q866+WCP, Vision Village, Haji Awal Market			Peprick Block B5
Jahan Agro and Dairy	01727-25 6523	Plot 55-75, Block I, Nandonik Housing, Dhaka - Aricha Hwy, সাভার ইউনিয়ন			
KAZI AGRO	01676-40 8829	Section :11, 91/3 A Polashnagar, Pallabi Mirpur, Dhaka 1216			
Anita Agro And Farm	01797-35 7930	Bhagalpur Ln, Dhaka 1209			
Gazi Dairy Farm	01716-48 0686	Baghapur, Gazi Firm Road, Dhaka			
Marha Agro	01685-55 7915	সড়ক নং ৫, Gabtoli, Dhaka			
Jamal Dairy Farm	01712-52 1031	255, Beribad, Mohammadpur, 1207			
Rakin Dairy Farm	01684-26 4366	https://goo.gl/maps/aAtBy8JYfvr5ufRq6			
Zaker Dairy Farm	01982-65 6705	28/1 Road No.3/B, Mohammadia Housing Ltd, Dhaka 1207			
Shamima Dairy Farm	01671-07 9918	Q83Q+WXF, bosila garden city, Dhaka			
হাওলাদার ডেইরী ফার্ম	01827-45 7632	https://goo.gl/maps/8GhpUArQeEthmkLt6			



Photography



Rock Salt



Pink Salt



Block Salt

3.2 Salt Industry Overview

Timeline of ACI Salt & the Bangladeshi Salt Industry:

In this section, ACI Salt's history is briefly described, along with its role in the saltwater industry. The organization's history, product line, market share, and significant rivals are all covered. It also examines the importance of the salt sector in Bangladesh, its capacity for production, and domestic demand trends.

Global Production of Salt:

Several processes, including mining, sun evaporation, and seawater extraction, are used to produce salt. The top four producers of salt are China, the US, India, and Germany. A significant amount of salt may be produced on a worldwide scale to fulfill domestic and export demand.

Bangladesh's industry for Salt:

Bangladesh, which is located in the deltaic area, offers ideal salt manufacturing circumstances. To create salt, the nation mostly uses sun evaporation. The GDP of Bangladesh is significantly influenced by the salt industry. Estimates from the Bangladesh Bureau of Economics show that during the past several years, the salt industry's contribution to Bangladesh's GDP has steadily increased. Approximately 1.5%, or about USD 800 million, of Bangladesh's GDP in 2020 came from the salt sector.

Employment Creation:

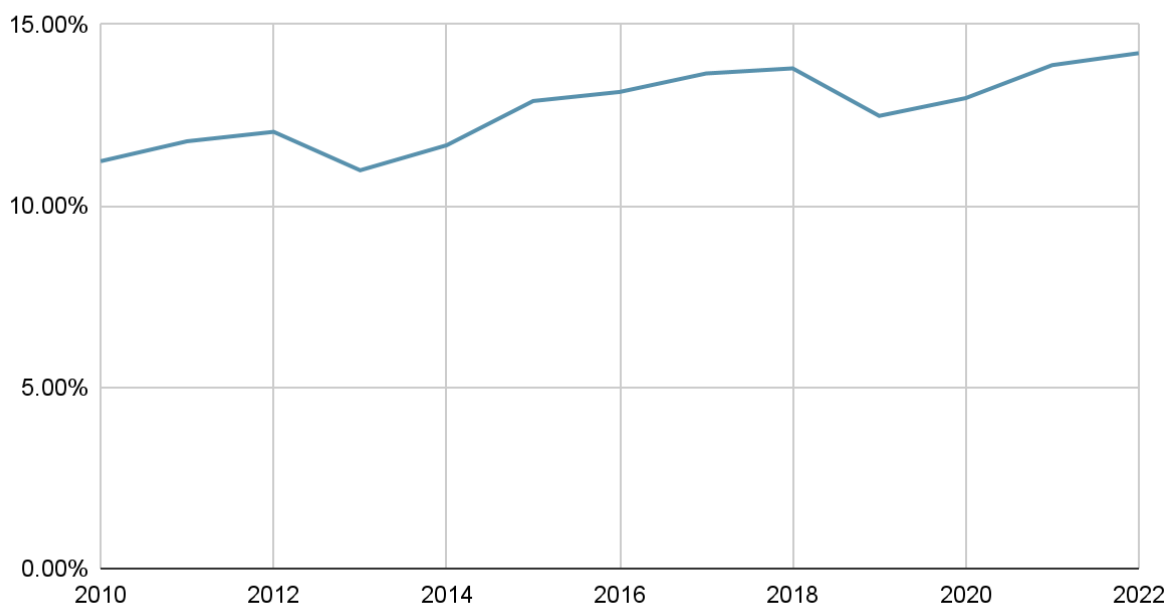
The salt business in Bangladesh employs a large number of people and is labor-intensive, especially in coastal regions because salt pans are found. Equally skilled and unskilled employees, such as salt farmers, salt laborers, and salt dealers, can find work in this business. Many people's livelihoods are directly impacted by the jobs the salt business creates, adding

Market Trends:

- Consumer Behavior: Over time, trends in salt intake have changed, with a move away from high-sodium options due to health concerns. Additionally, iodized salt with added micronutrients has become more popular with consumers.
- Technology Developments: To improve production effectiveness, quality assurance, and environmental sustainability, the salt business has embraced technology advancements. Operations have been enhanced by the use of contemporary salt processing methods, automated systems, and cutting-edge packaging processes.
- Export Possibilities: There may be more export possibilities for Bangladesh's salt sector. The country is positioned as a competitive competitor in the international salt industry due to its geographic location and production capabilities.

From the collective data of salt's production over the last 10 years have shown on the following chart. These data are collected from the annual report of ACI Pure Salt.

Salt Production Rate



3.3 Goals:

The following are the goals for this report:

- Assess ACI Pure Salt's contribution to Bangladesh's salt industry.
- Examine the effect of ACI Pure Salt on the GDP of the nation.
- Evaluate the job possibilities brought about by ACI Pure Salt.
- Inspect ACI Pure Salt's revenue generating and tax payments.

3.4 Export Ability

Bangladesh's salt industry has the ability to export its products, with a sizable percentage of salt production going elsewhere. The main destinations for Bangladesh's salt exports are its neighbors, including both Myanmar and India, as well as nations throughout the regions of the Middle East and Africa. Foreign exchange revenues from salt exports have a favorable effect on the nation's overall balance of payments.

Opportunities and Challenges: Although the salt sector in Bangladesh significantly contributes to the economy, it nonetheless confronts a number of difficulties. Among the difficulties are:

- ❖ **Climate Change:** Global warming poses a danger to the production of salt since it may have an impact on the caliber of salt made in coastal regions due to higher seas and higher salinity of the water.

- ❖ Outdated technology: The salt industry's efficiency and productivity are restricted by the usage of antiquated technologies for manufacturing. The production of salt may be enhanced through modernization and the use of cutting-edge technologies.
- ❖ Lack of Infrastructure: The effective export and distribution of salt may be hampered by a lack of the required infrastructure especially storing facilities and transportation networks.
- ❖ Controlling the grade of salt is difficult since conventional techniques could not match the criteria needed for export to other countries.
- ❖ Diversification: By creating value-added salt products like iodized salt, flavor salt, and specialty sodium chloride, which may command higher prices in the local and foreign markets, the salt sector can explore potential for diversification.

Recommendations

Since they are now concentrating mostly on sales marketing, they want to carry it out quietly. A budget and sufficient preparation should be in place. To engage with the retailers on a regular basis, they must build a database. Such as :

- They may track every merchant, the rewards they receive, complaints, and other relevant data with the use of this database.
- There should be more effective SR appointments. In order to learn more about the state of the market, these sales represters will pay trips to MTs and retail stores more frequently. Additionally, SR can effectively mediate between the corporation and the store.
- Consideration should be given to extensive promotional initiatives. A brand cannot exist for a long time without communicating with its target audience. To increase brand recognition among customers, constant marketing campaigns should be included on television, radio, newspapers, and social media. Additionally, to convey a

concise overview of the product, its advantages, and anything new in order to stand out from the competition and compete with the market leader.

- The ACI Salt app should be more developed to avoid glitches while conducting market visits. These lags might affect collecting & organizing data.

Conclusion

Over the past ten years, ACI Salt has significantly increased Bangladesh's GDP through sales, the creation of jobs, tax payments, and social welfare programs. The company's expansion has benefited the economy by spurring economic activity, producing job opportunities, and boosting tax income. The dedication of ACI Salt toward its corporate social liability (CSR) has also enhanced social indices and promoted sustainable growth. ACI Salt is a significant participant in the salt sector, and it is anticipated that it will continue to have a positive economic influence on Bangladesh's economy going forward.

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Appendix A.