Report On

Strategic Expansion of Savlon Brand Under ACI Through SkinZEN: Entering the Skincare Market of Bangladesh

By
Lazmee Mahjabin
21104018

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

BRAC Business School
BRAC University
May 2025

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.

Student's Full Name & Signature:

____

Lazmee Mahjabin
21104018
Brac Business School
Brac University

Supervisor's Full Name & Signature:

____

Tausif Bari
Lecturer, Brac Business School
Brac University

Letter of Transmittal

Tausif Bari
Lecturer,
BRAC Business School
BRAC University Kha 224 Bir Uttam Rafiqul Islam Avenue, Merul Badda, Dhaka

Subject: Submission of Internship Report on “Strategic Expansion of Savlon Brand Under ACI Through SkinZEN: Entering the Skincare Market of Bangladesh”

Dear Sir,
This is my pleasure to submit my internship report ACI Limited (Consumer Brands Marketing Division) on strategic expension of Savlon. It has been a great experience working with ACI to help me to develop experience, knowledge and attitude regarding the function of a FMCG company.
I have learned some valuable experience during my internship period and this experience will serve me for my future journey in the corporate world. I dedicated my full attention in this internship period and I did my best to achieve my internship goal. I hope my effort will bring some positive results. I am open to any suggestion you may provide.

Sincerely yours,

____

Lazmee Mahjabin 21104018
Brac Business School
Brac University
Date: May, 2025

Non-Disclosure Agreement

This agreement is made and entered into by and between ACI PLC and the undersigned student at Brac University, Lazmee Mahjabin (21104018)

Acknowledgement

I would like to express my deepest gratitude for the every single person who's support made my internship journey a little bit easier.

First and foremost, I would like to thank my parents and friends for their immense support throughout my internship period.

Secondly, I would like to thank my on-site supervisor, **Md. Asadul Islam Shuvo**, Marketing Manager and the entire Savlon team to guide me throughout my tenure as an intern. Special thanks to **Arnisha Jahan Riya**, Brand Executive of Savlon team for being my mentor and providing me valuable insights and guidance during my internship period.

Finally, I would like to express my utmost gratitude to my academic supervisor, Tausif Bari, Lecturer of Brac University for being patient with me and guiding me with my internship report.

Executive Summary

This report study the current skincare market of Banglesh while analyze the feasibility of strategic expansion of ACI in skincare industry of Banglesh under its new brand called SkinZen by new product development and launching 2 face moisturizer variants, one is moisturizer infused with hyluronic acid another is moisturizer with SPF 30+.

The report consist of 3 sections. The first part mainly talks about my overall internship experience from January 26, 2025 to April 26, 2025 including basic information, internship outcomes such as the job scope, internship benefits, contribution and recommendation for ACI in order to improve the over all work experience for the future interns.

The 2nd part of the report only focuses on the company by stating its history, organizational structure, organizational management practices, marketing practices, financial performance of last 3 years from (2021-2024), the followed accounting practices and operational management practices. This part also delve into the industry analysis by performing Porter's 5 Forces & SWOT analysis of the organization.

The final and the utmost import section of this report is its 3rd chapter where critical analysis has been done based on the primary & secondary data to understand the possible way to strategically enter the skincare market of Bangladesh by launching 2 moisturizer variant at the same time under SkinZen by Savlon, ACI. To identify the most feasible way to enter into the new market, market research, FGD and internal survey to understand the consumer preference, competitor's product and pricing analysis, viable marketing strategies, implementation of product assembly & localization system and lastly the competitive analysis of the two proposed variant of the face moisturizer have been included.

In conclusion, it can be said that working for a new brand like SkinZen under Savlon, ACI has not only provided me the chance to understand the marketing and branding mechanism behind the launch of a new brand but also enabled me to apply my theoretical knowledge on practical situation through this report writing.

Key Words: Skincare Industry; Strategic Expension; New Product Development; Face Moisturizer; 2 Varients.

Table of Contents

List of Table

List of Figures

List of Acronyms

PLC	**Public Limited Company**
HA	**Hyaluronic Acid**
FGD	**Focus Group Discussion**
ATTL	**Above The Line**
BTL	**Below The Line**
TTL	**Through The Line**
GenZ	**Generation Z**
NPD	**New Product Development**
SPF	**Sun Protection Factor**
ICI	**Imperial Chemical Industries**
ACI	**Advance Chemical Industry**
BOD	**Board of Director**
EM	**Executive Management**
CBO	**Cheif Business Officer**
MD	**Managing Director**
BD	**Business Director**
BM	**Businee Manager**
HOM	**Head of Marketing**
MM	**Marketing Manager**
PGM	**Product Group Manager**
BM	**Brand Manager**
ABM	**Assistent Brand Manager**
SBE	**Senior Brand Executive**
BE	**Brand Executive**
T&D	**Training and Development**
FMCG	**Fast Moving Consumer Goods**
BSEC	**Bangladesh Securities and Exchange Commission**
IAS	**International Accounting Standards**
IFRS	**International Financial Reporting Standards**
OM	**Operation Management**
PC	**Personal Care**

Chapter 1: Overview of Internship

1.1 Student Information

Name : Lazmee Mahjabin
ID : 21104018
Program : Bachelor of Business Administration (BBA)
Major : Marketing
Minor : Computer Information Management (CIM)

1.2 Internship Information

1.2.1 Period, Company, Department Address

Period : 3 months (January 26, 2025 to April 26, 2025)
Company Name : Advanced Chemical Industries Limited
Department/Division : Consumer Brands Marketing Department
Address : ACI Centre 245, Tejgaon Industrial Area, Dhaka-1208, Bangladesh.

1.2.2 Internship Company Supervisor's Information

Name : Ahmed Shuvo
Position : Marketing Manager

1.3 Job Scope

The internship was conducted under the **Consumer Brands Marketing Department**, where I was involved in supporting the Savlon team during the launch and activation phases of a new skincare line, **Skinzen**. My responsibilities included hands-on involvement in brand-related events, competitor analysis, and market research. Specific duties and tasks included:

- Assisting in the **planning and execution of the brand activation event** for Skinzen, ensuring brand visibility and engagement with the target audience.

- Supporting the **launching event** by coordinating with vendors, organizing promotional materials, and facilitating event-day logistics to ensure smooth operations.

- Conducting **market visits** to evaluate competitor product positioning, pricing, packaging, and in-store visibility across key retail outlets.

- Collecting and documenting insights on competitor brands to help formulate pricing and promotional strategies for Skinzen.

- Participating in **Focus Group Discussions (FGDs)** to gather qualitative feedback on consumer perceptions, preferences, and brand expectations.

- Summarizing findings from market visits and FGDs into structured reports to support data-driven decision-making for marketing strategies.

1.4 Internship Outcomes

1.4.1 Contribution to the company

During my tenure as an intern, I've contributed to the marketing & brand management efforts for the launch of the new skincare brand, Skinzen. I helped with the planning and execution of the brand activation and launch events, making sure everything went smoothly with the vendors, setting up promotional materials correctly, and providing logistical support efficiently. The efforts really boosted how consumers interacted with the brand and made it more visible when it first entered the market. I also went on market visits to look at how competitors are positioned, their pricing strategies, and what promotions they have in stores. This helped the marketing team gain useful insights for planning. I conducted detailed research on skincare trends, consumer behavior, and product preferences in Bangladesh. This helped the team better understand the local skincare market, which guided our product development and marketing choices. I helped organize and run Focus Group Discussions (FGDs) to collect qualitative insights about what consumers think and expect, which helped us create more focused brand communication. Additionally, I created a detailed FAQ document with over 100 questions and answers specifically for Skinzen in both English and Bangla. This helped the query management team provide accurate and consistent responses, leading to better customer support efficiency. In general, my work helped Skinzen achieve its goals by making it easier to make decisions based on data, improving how we connect with customers, and boosting the success of our marketing efforts.

1.4.2 Benefits to the student

Doing internship under ACI gave me some really useful hands-on experience and helped me understand more about brand management and marketing in the real world. Through my involvement in the launch and activation activities of the Skinzen brand, I gained practical experience in event coordination, brand communication, and implementing marketing strategies. Doing market visits and analyzing competitors helped me enhance my analytical thinking and learn how to understand consumer behavior and market dynamics effectively. By participating in

Focus Group Discussions (FGDs), I improved my skills in gathering insights from qualitative data, which helped in making better decisions. Working on the FAQ document for Skinzen helped me improve my skills in structured communication and customer engagement strategy. Also, collaborating with a professional marketing team gave me the chance to work on projects together and manage time-sensitive tasks, which will deffinaely add value to future career. The internship effectively connected academic knowledge with practical industry application, greatly improving my professional ability and confidence.

1.4.3 Problems/Difficulties (faced during the internship period)

Even though the job taught me a lot, I ran into a few administrative and operational problems during the time I was there. First, it took a long time to get my official job offer letter. It didn't come until two weeks after my start date. The paper also had wrong information about when my internship would end, so I had to follow up several times before I got the corrected version. Also, I didn't get paid until one month and fifteen days later than expected, and this happened every month during the 3 month internship. Also, I was the only student working on the Skinzen brand. This was a good thing, but it put a lot of pressure on me to do a lot of things at once, like planning events, doing market research, and doing query management for the company, often without any help from my peers.

1.4.4 Recommendations (to the company on future internships)

To enhance the internship experience for future interns and improve operational efficiency, the following recommendations are given -

- **Timely Issue of Official Documentation:** To avoid uncertainty and encourage transparency, the HR department should prepare and release offer letters and related paperwork before the intern's start date.
- **Correct Administrative data:** To avoid errors in official communication, internship duration, reporting data, and remuneration structure should be verified.
- **Punctual salary Disbursement:** Develop and explain a systematic timetable for stipend or salary payments, with follow-up methods to assure punctuality. I recorded my in-and-out time on a desk sheet as an intern without an ID card. HR received the sheet at month's end for salary processing. Cashing out a pay slip from the bank. The process is unnecessary and lengthy. Scannable ID cards should be given to interns to track in and out time. HR will receive the list at the end of the month to process salaries.

Chapter 2: Organization Part

2.1 Introduction

The intership report's second section will examine ACI PLC's operational procedures. Through the corporate biography, purpose and vision statements, and fundamental values, the chapter will give a general overview of the business. The goal of the chapter is to assess the marketing, operations, finance, accounting, human resources, and management practices. This part will provide an overview of the business's HR operations by assessing the training and development programs, remuneration policy, and leadership system.

Positioning strategies, marketing channels, and promotional campaigns will be used to outline the company's marketing initiatives. ACI PLC’s accounting procedures will be covered in the financial and accounting portion, which will also be compared using a number of ratios and peer analysis.

Additionally, the chapter will perform industry analysis for ACI . I had this internship at ACI PLC that lasted for just three months. The short timeframe of the internship made it difficult to conduct a thorough analysis of the company's overall operations.

Moreover, during my internship, I faced limitations regarding access to data. Nonetheless, even with the challenges were faced, but a thorough effort was made for the analysis presented.

2.2 Overview of the Company

2.2.1 Background and History

ACI Limited is one of the largest and most diversified conglomerates in Bangladesh. Its roots trace back to 1968, when it began operations in the then-East Pakistan as a subsidiary of the multinational corporation ICI. Following Bangladesh’s independence and changes in the business landscape, the company was restructured and formally established in Bangladesh on the starting month of the year 1973, under the designation ICI Bangladesh Manufacturers Limited, and was further recognized as a Public Limited Company. Eventually it transformed into a locally owned entity in 1992, following a buyout of ICI’s shares by Bangladeshi management. From that point onward, it has operated under the name ACI Limited. (ACI Limited, 2023)

With four distinct core business divisions, ACI PLC, one of Bangladesh’s biggest corporations, operates throughout the nation. The healthcare division aims to enhance the life of mass population of Bangladesh by introducing pharmaceutical products that are trustworthy & innovative. The consumer brands division aims to improve consumers’ everyday lives by providing products under categories like hygiene, toiletries, home care, electronics and foods. The agribusiness sector of ACI provides services of livestock, fisheries, infrastructure development services motorcycles, agriculture and marine technology. The 4th division of ACI is its retail chain division that represents the widest range retail chain in Bangladesh, known as

Shwapno, serving over 80,000 customers daily with its 500 plus outlets nationwide. (ACI Limited, 2024)

2.2.2 Vision, Mission, and Core Values

Mission
Through the information, tech & skill application, the mission of the ACI is to improve consumer's life quality. As per (ACI Limited, 2022) with the aim to gain highest possible extent of customer contentment, ACI is committed to provide outstanding performance by delivering goods of world-class quality, implementing innovative procedures and empowering their employees.

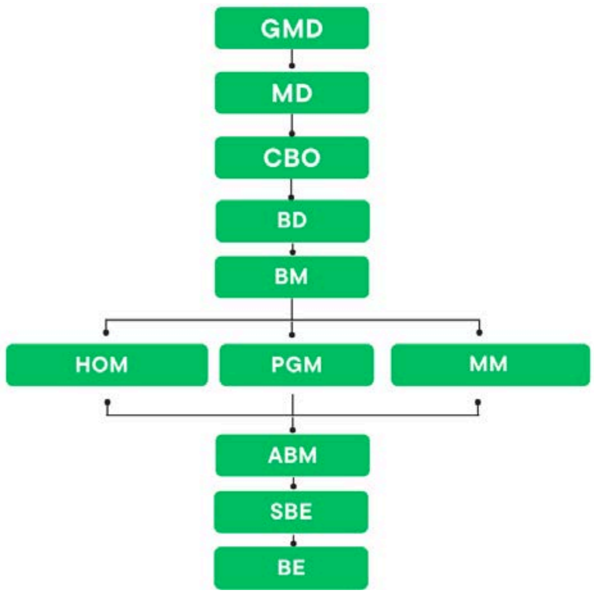
Vision
According to (ACI Limited, 2022), to fulfill the mission -

- **Advance Chemical Industry Ltd.** will deliver both products and services that maintain high quality consistently, thereby eestablishing that they get value for their hard earned money.
- Moreover, it will focus on acheiving leadership in every business category.
- ACI PLC encourage employee development by promoting empowerment and acknowledging innovative contributions.
- ACI encourage an work environment that promotes learning and personal growth.
- ACI aims to maximize productivity across different function through the well planned utilization of resources and the execution of appropriate tech system.
- It will promote comprehensive bloom through the support of wholesalers and vendors in improving their efficiency.
- By strategically employing resources, improving operational efficiency, and maximizing operational effectiveness ACI aims to achieve the highest possible return on investment.

Core Value:
The core values of ACI are-

- Customer Dedicated
- Quality of Service & Products
- Transparency
- Innovation
- Equality
- Continuous Improvement. (ACI Limited, 2022)

2.2.3 Organizational Structure



Advanced Chemical Industries Limited (ACI) is led by a group of BOD and an EM Team who are directed by the MD and CEO. Each business unit operates under its own leadership team but follows centralized corporate governance practices. The structure enables synergy among divisions while maintaining focus on specific markets and products. As per (ACI Limited, personal communication, April 27, 2025), the organization chart of its Consumer Brands division is given here.

Figure 01: Organizational Structure of ACI
Source: ACI Limited, personal communication, April 27, 2025

2.3 Management Practices
Advanced Chemical Industries (ACI) Limited has developed a sophisticated and evolving management culture that reflects both global best practices and local contextual needs. This section provides a critical analysis of the organization's leadership style, decision-making structure, and internal coordination mechanisms, and how these elements support the achievement of its strategic goals (ACI Limited, personal communication, April 20, 2025).

2.3.1 Leadership Style of ACI Limited
Both democratic and autocratic management styles are incorporated into the management style of ACI Ltd. (ACI Limited, personal communication, April 20, 2025). The upper management team holds the power for all of the crucial selections that the company makes, they routinely consult with other members of the staff and ask for their feedback when it comes to the plans for sales and marketing. Department heads hold periodic team meetings, solicit suggestions during product launches or marketing campaigns, and foster cross-functional collaboration.

By employing this strategy, higher management is able to make choices swiftly while still taking into consideration the perspectives of other employees, which results in a healthy balance of efficiency and innovation.

2.3.2 Role of Leadership in Achieving Organizational Goals

ACI has successfully introduced products such as the SkinZen by doing collaborative research, implementing strategy and taking actions based on that. Furthermore, a culture of involvement, learning, and feedback has maintained employee retention and motivation, which is typical of active and transformational leadership.

2.3.3 Critical Reflection

As an intern at ACI, I found that its hybrid interactive approach works well in dynamic areas like consumer brands where originality and adaptability are crucial.
Due to consensus-based decision-making, ACI's leadership style stimulates innovation but slow down the execution time. However, ACI's inclusive leadership culture boosts brand reputation, staff loyalty, and long-term sustainability and development goals (ACI Limited, personal communication, April 20, 2025).

2.3.4 Recruitment and selection process

The comprehensive selection and recruiting procedure that ACI Ltd. uses consists of a written exam, an initial interview, and a final interview. Successful applicants undergo preliminary interviews with the company manager and head of marketing, followed by a final interview with the head of the department responsible for personal care products. This approach ensures that only the candidates with the highest level of expertise are selected for the opportunities that are currently available (ACI Limited, personal communication, April 20, 2025).

2.3.5 Compensation system

In addition to a competitive base income, employees of ACI Ltd. are eligible for a comprehensive pay package that includes benefits, bonuses, a food allowance, a travel allowance, a telephone allowance, and more. Performance and length of service are the two main factors that determine an employee's promotion (ACI Limited, personal communication, April 20, 2025).

2.3.6 The training and development initiatives

In order to help its employees grow professionally, ACI Ltd. provides ongoing training and development opportunities (ACI Limited, personal communication, April 20, 2025). Classes in Adobe Photoshop and Microsoft Office are offered on occasion, and there are also frequent training sessions on how to use new software within the company. This include bothin-site training and off-site sessions. Occasionally, specialized training has been administered to the sales staff.

2.3.7 Performance appraisal system

To measure how well employees are doing on the job, ACI Ltd. uses a performance evaluation system. The steps involved in this process include setting goals, keeping track of progress, and giving and receiving feedback. Staff members are encouraged to share feedback on their performance reviews and share their thoughts on how they are conducted. If a salesperson at ACI Ltd. reaches their quota within a given time period, they will be granted an appraisal based on their performance. Appraisals in the Consumer Brands division are given depending on brands' monthly and annual sales goals. ACI Ltd. has strategically placed itself to reach its goals and objectives using a combination of democratic and autocratic leadership style, a strict recruiting and selection process, a competitive pay structure, continuous T&D initiatives, and a proven performance evaluation system. Over the years, all of these elements have helped ACI Ltd. to achieve goals consistently (ACI Limited, personal communication, April 20, 2025).

2.4 Marketing Practices

2.4.1 Marketing Strategies

ACI Ltd. must constantly improve its product range due to intense competitiveness in the FMCG sector. This requires different target audiences for different consumers. Which is why products from ACI Ltd. cater to different ages. Their value proposition includes affordable yet high-quality items (ACI PLC, n.d.). Their brand positioning emphasizes value, reliability, and quality, distinguishing them from competitors. Mostly ACI opt for multiple strategies yearly such as running different activation and promotional campaigns, using both traditional and digital marketing channel and giving trade offers, QPS (Quantity Per Skim) and consumer promo to stay visible on the market throughout the year (ACI Limited, personal communication, April 20, 2025).

2.4.2 Target Customers

As a result of their operations in the FMCG sector, ACI Ltd. has always been subjectd to intense competition and has been obligated to consistently enhance its product line. This implies that they have distinct target audiences for distinct product line. ACI Ltd. offers various products to suit a variety of needs. Such as for Baby Soft brand ACI’s target customer is the parents and baby only whereas for SkinZen the target customers are Gen Z mainly age group from 13-28. ACI’s value proposition comprises products that are both affordable and of superior quality. In addition, their brand positioning is characterized by value, reliability, and quality, which serve to distinguish them from their competitors (ACI PLC, n.d.). ACI Ltd. offers multiple product options that serve various client segments and customers have been identified according to their income and age.

2.4.3 Marketing Channels

Below the Line (BTL) marketing is centred on individualised, interactive interactions that generate timely responses and conversions, different from Above the Line (ATL) marketing, which uses mass media like television and newspaper to target a large audience (Solomon, 2024). ACI Ltd. mostly uses TTL marketing channels like 360-degree marketing campaigns to promote among the mass people(ACI Limited, personal communication, April 20, 2025). By following TTL method it incorporates both ATL methods, such as TVC, advertisement on billboard and newspaper as well as BTL methods such as promoting products on different digital media channels like FB, Instagram, Youtube and Tiktok as its marketing channel to connect with its target consumer.

Source : Savlon Anticeptic TVC & SkinZen Ramadam campaign on Official Facebook page

2.4.4 New product development

ACI evaluates consumer needs to design new products. When establishing a new product, consumer behavior and target market research are essential. The product's high demand duration is a key question for FMCG companies like ACI Ltd. Consumer Brand's newest product development is SkinZen & Savlon men shower gel.

Source : SkinZen & Savlon Men Official Facebook page

2.4.5 Marketing Mix

The four fundamental components of branding, sales & marketing that are combinely considered as the marketing mix.The inclusion of these components is essential for the formulation of an effective marketing strategy.

Product: ACI Ltd. has around 16 subsidiaries that offer various products, including toiletries, hygiene items, homecare solutions, foods, paints, motors, healthcare items, and additional categories. Under its consumer brands division, the toiletry department includes Savlon soap, Savlon handwash, Savlon masks, Savlon wet wipes, SkinZen shower gel, Septex, Shinex, Leona and Baby Soft products. The hygiene area provides a range of sanitary pads (Freedom) for females and diapers appropriate for both adults and infants, along with other personal care items. Under home care solutions, ACI has one of its most successful products, ACI Aerosol Insect Spray, with 90% market share covered (ACI Limited, 2024). Moreover, it has products like ACI Salt, honey, rice, and flour under ACI Foods.

Source : ACI Annual Report, 2023-2024

Pricing Strategy: ACI Ltd. employs a cost-based approach to pricing instead of a value-based methodology (ACI Limited, personal communication, April 20, 2025). The pricing of the products is determined by the costs associated with raw materials, manufacturing, and distribution. They provide a diverse array of products in various shapes and sizes, accompanied by competitive pricing to engage consumers.

Place: ACI Ltd. offers an extensive array of products available across various retail outlets and contemporary trade venues. Additionally, they operate a contemporary retail chain known as Shwapno, which stands as one of the most well-known supermarkets in Bangladesh with curraently operating in 62 districts of the country, offering a diverse array of products from ACI. In addition to these supermarkets, ACI products are available through online platforms such as

PandaMart, Chal-Dal.com, Daraz, and Shajgoj. Their online store enhances the purchasing experience for customers by offering more competitive pricing.

Promotion: ACI Ltd. employs a blend of digital and conventional marketing strategies to enhance its promotional efforts. With regard to conventional marketing, ACI Ltd. employs a range of compelling strategies to captivate its clientele. Its ATL strategies include television commercials, magazines, newspapers, radio, print media, and sponsorships for television programmes to engage a wider audience. In addition to that, ACI Ltd. engages in promotional activities through banners, billboards, and television screens to inform the public about their product offerings.

In addition to conventional marketing strategies, ACI Ltd. engages in BTL strategies with conducting campaigns and digital marketing via social media platforms to enhance their outreach. The company maintains a distinct Facebook page for each of its various brands, where they share a variety of promotional offers related to their respective products. In contemporary times, ACI primarily concentrates on marketing through Facebook and YouTube advertisements. This approach enables them to reach a broader range audience and interact with consumers in a more effective manner.

2.4.6 Advertising Strategy

ACI Ltd. prioritizes client loyalty and regular purchases through advertising and promotional techniques for both major and secondary products. ACI Ltd. conducts promotional programs, TVCs, and social media to reach diverse clients across platforms. They emphasize the unique qualities and benefits of their product in their advertisements. ACI Ltd. prioritizes effective communication through relevant channels. Additionally, they use public figures in their ads to attract clients and increase sales. Their thorough promotional techniques enhance consumer interactions. ACI Ltd., an FMCG company, prioritizes consumer needs and tailors their products accordingly.

2.5 Financial Performance and Accounting Practices

Figures in million except ratios and percentage

Particulars	2023-24	2022-23	2021-22	2020-21	2019-20	2018-19
Turnover (net)	40,491	29,931	28,427	25,730	23,202	21,796
Gross profit	15,233	11,883	11,763	11,372	10,705	9,886
Profit before tax	4,242	2,293	2,948	3,087	2,347	900
Profit after tax	3,360	1,757	2,238	2,288	1,719	531
Earnings per share (Taka)	43.98	22.99	29.37	31.52	27.24	9.26
Issued & paid capital	762	762	726	631	574	499
Shareowners' equity	24,864	21,420	20,669	18,893	15,421	14,322
Net Asset Value (NAV) per share (Taka)	325.44	280.37	271.23	260.32	244.35	249.64
Net Operating Cash Flows Per Share (NOCFPS)	41.10	22.87	24.56	17.78	71.18	25.44
Number of employees	11,267	11,077	10,233	9,380	8,364	9,147
Total contribution to National Exchequer	7,404	5,209	5,087	4,829	4,318	3,770

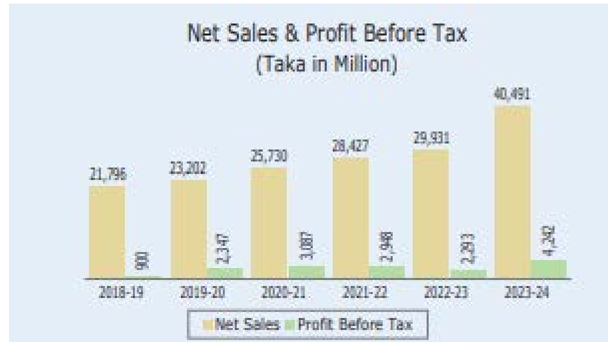


Figure 2 : Net Sales of ACI
Table 1: Growth Chart of ACI
Source : ACI Annual Report, 2023-2024

2.5.1 Profitability Analysis

ACI Ltd.'s anual turnover was BDT 28,427 million in the fiscal year from 2021 to 2022. In the year of 2022 to 2023 the growth was steady as it went from 28,427 million to 29,931 million in one year. The most significant increase is in the year from 2023 to 2024, where the profit sharply raised to about BDT 10 million in a single year from BDT 29,931 million to BDT 40,491 million. This strong growth was assumed to be the result of its new products development, reaching out to new customers base, and delivering strong performance in key categories such as toiletries, foods, hygine, electronics etc.(ACI Limited, personal communication, April 20, 2025).

Regardless of the drop in the profit after tax in the fiscal year of 2022 to 2023 from BDT 2238 million to BDT 1757 million due to high operational expenses (ACI Limited, personal communication, April 20, 2025), it recovered sharply in the year of 2023 to 2024 from BDT 1757 million to BDT 3360 million, which is the highest over the last three fiscal years.

During 2021-22 to 2023-24, ACI Limited showed robust growth in turnover and profitability, with a small drop in 2022-23 and a strong recovery in 2023-24. The recovery of profits before tax, after tax, and EPS highlights the company's ability to navigate cost pressures, augment its market presence, and deliver effective shareholder value.

2.5.2 Liquidity Analysis

One approach to analyze corporation's capability to pay off its short-term debt is to look at its liquidity ratio. It also determines if the company needs additional funds to settle its short-term debts. For any corporation, its capacity to pay quick debt is crucial to its survival, as failure to do so could lead to bankruptcy (Seth, 2025).

Quick ratio = (Current assets - Inventories) / Current liabilities
As per (Business Development Bank of Canada, n.d.), the acid test ratio calculate a company's capacity to pay its quick liabilities using only its most flowing assets (excluding inventories). A ratio of 1.0 or above is typically regard healthy. As per (Seth, 2025), companies with quick ratio above 1 considered to effectively pay all of its short term debts or current liabilities immediately however, with ratio less than 1, it is considered that the companies may face trouble while paying current liabilities

Year 2021-2022 : **(39,654,871,778 - 20,323,249,620) /54,036,942,472** (ACI Limited, 2022)
Year 2022 - 2023: **(4,139,133,950 -1,636,263,695)/3,324,870,172** (ACI Limited, 2023)
Year 2023-2024 : **(51,045,703,133 -21,290,152,451)/74,086,385,782** (ACI Limited, 2024)

Year	Quick Ratio
2021–2022	0.36
2022–2023	0.75
2023–2024	0.40

- The quick ratio for fiscal year 2021-2022 is 0.36. That means for every 1 BDT of short term liability, ACI only had 0.36 BDT as its liquid asset, indicating significant dependence on inventory to fulfil short-term obligations, which points to potential liquidity issues and week short term financial health.

- In 2022-2023, the quick ratio is 0.75, a notable enhancement, yet it remains under 1.0. ACI has likely enhanced its liquid asset position, potentially through increased receivables collection or improved operational cash flow.

- In fiscal year 2023-2024, the quick ratio decreased again to a value of 0.40. Despite the rise in the company's revenue, ACI still lacks sufficient liquid assets relative to its liquid obligations. This imbalance may result from excessive inventory storage without liquidation or from excessive borrowing.

- Over the past three years ACI's quick ratio has consistently fallen below the optimal benchmark, suggesting that there is ongoing risk to their short-term liquidity. In order to improve financial stability, the firm might have to reduce its short-term liabilities.

2.5.3 Accounting Practice

There are sixteen subsidiary firms that are owned by ACI Ltd. These subsidiary firms' fiscal year statements is combined with Advance Chemical Industry Ltd. following the regulations set out by the Companies (Bangladesh) Act, 1994, the instructions issued by the BSEC, and IAS/IFRS accepted by Bangladesh. (ACI Limited, 2024)

The straight-line technique of depreciation has been applied to all items of property, plant, and equipment. Depreciation starts upon the asset's availability for use. Assets are subject to depreciation at rates that vary from 2.5% to 50%, depending on their estimated useful lifetimes and depreciation is not applied to land and capital work-in-progress. For the past years, ACI Ltd. has consistently maintained this policy. (ACI Limited, 2024)

2.6 Operation Management and Information System Practices

Overview of primary sales data : The Management Information Systems department of ACI Ltd. is essential for monitoring inventory and sales across several locations. The MIS department also regulates their distribution channel. As per (ACI Limited, personal communication, April 20, 2025), from executives to marketing heads, all use an internal software of ACI named CBCORE to see sales data (territory-wise, month & day-wise) and can obtain data through PIVOT.

Oversaw the secondary data: Secondary data can be obtained from the VISION app (internal app of ACI). Through this, data can be viewed from SR(Sales representative) to NSM(National Sales Manager) level (ACI Limited, personal communication, April 20, 2025).

Retailer Management: MIS always handles the initial data collection before transmitting it to the Brand Office. After obtaining the primary and secondary data, the brand executives perform an analysis on the data and extract information from it. With the aim of acquiring an perception of the actual performance of the firm or the brand, it is essential to have both primary and secondary data. When the analysis gets complete, the brand team gets to know top-performing distributors, SRs, retail shops and modern trades (ACI Limited, personal communication, April 20, 2025).

Operation Management of ACI Ltd.: An important part of ACI Ltd.'s operations management is making sure the supply chain works smoothly between their suppliers, factories, and warehouses. Thoroughly overseeing sourcing, production planning, storage, and transportation is crucial for efficiently meeting client demand (ACI Limited, personal communication, April 20, 2025)

Quality assurance and control are ACI Ltd.'s top priorities, so their products always satisfy or exceed customers' expectations. This is accomplished by implementing well-established quality assurance and control systems at different points throughout the production process.

Streamlining production and delivery while reducing expenses is another primary focus of ACI PLC’s OM team. To do this, ACI constantly try out ways to cut costs, simplify operations, improve supplier negotiations, and cut down on waste and inefficiencies (ACI Limited, personal communication, April 20, 2025).

2.7 Industry and Competitive Analysis

2.7.1 SWOT Analysis:

Strength

- Diverse product portfolio
- Strong brand recognition in the market with well-known brands like Savlon, ACI Pure, and Yamaha (via ACI Motors) that contribute to customer trust.
- Robust distribution network

Weakness

- Import raw materials that increase product making cost.
- Low quick ratio, which indicates ongoing liquidity issues and over-reliance on inventory or short-term credit.
- Strong performing sectors covering up for weak performing divisions.
- Limited budget for promotion.

Opportunity

- Large market size and target customer
- Opportunity to enter new relevant field such as skin care market

Threats

- Increasing domestic competition with rival industry
- Changing demand of the target group

Strength: ACI is a well-known corporation that possesses 16 different subsidiaries (ACI Limited, 2024). In this significant market size within the fast-moving consumer goods industry, combined with a customer's ever-changing needs, having a diverse range of products under its wing is ACI's key source of strength. Moreover, with recognized brands like Savlon Antiseptic, Savlon Handwash and ACI Aerosol Insect Spray ACI have been capable to grasp a strong position in the market as well as in consumers' minds. For example, ACI Aerosol Insect Spray alone holds 90% market share (ACI Limited, 2024).
In addition to that, ACI Ltd. is in possession of a powerful distribution network that spans all around Bangladesh. Within the borders of Bangladesh, they have ten depots in addition to their primary warehouse (ACI Limited, personal communication, April 20, 2025). The distributor has sufficient space to accommodate the customer's needs due to the central warehouse of the distribution center. The use of this technique is an effective solution that meets the requirement of the local area, it keeps the efficiency of supply chain and it improves the competitive advantage of it in the market.

Weakness: One of the weaknesses of ACI Ltd. is that the company has to pay significant costs for the importation of chemicals that are essential for their production facilities during the manufacturing process(ACI Limited, personal communication, April 20, 2025). Apart from that, ACI has shown low quick ratios consecutively in 3 years (ACI Limited, 2024), which indicates ongoing liquidity issues and over-reliance on inventory. Moreover, as ACI has multiple divisions, sometimes strong performing divisions cover up the losses incurred by its weak performing divisions while creating an overall profit and performance sheet, which may add extra pressure on its strong performing division (ACI Limited, personal communication, April 27, 2025). Furthermore, a limited promotional budget for individual businesses reduces the competitive advantage that they have over their competitors.

Opportunities: The fast-moving consumer goods industry has a large market size and a population that is targeted, both of which present significant opportunities for growth and expansion (ACI Limited, personal communication, March 20, 2025). This may make it easier for them to pursue economic opportunities on a global scale. FMCG sector is a significant sector on a global scale. It is within ACI's capabilities to expand its operations in relevant industries such as the growing skincare industry (ACI Limited, personal communication, March 11, 2025) and the potential to break into markets located in other countries.

Threats: The significant threat is that ACI Ltd. constantly face domestic and foreign competition from other businesses like Square, Unilever, Marico etc. in order to maintain their market status in this aggrisively competitive market. Though the fact that ACI Ltd. possesses some well known brands, such as Savlon liquid antiseptics, Savlon handwash etc. gives them an advantage. It is necessary for ACI to participate in continual innovation in product creation in order to face the threat that is posed by the changing preferences and needs of our customers. Refreshing the product range on a consistent basis with the aim of satisfy the demands and expectations of customers may provide a competitive edge on top of other businesses in the industry.

2.7.2 Porter's 5 Forces

- New entrant's threat is minimal for ACI Ltd. due to its established presence and robust distribution network. In addition to a robust distribution network, ACI possesses client loyalty and significant brand recognition (ACI Limited, personal communication, April 20, 2025). A new entrant may face challenges due to their limited operational scale, since ACI Ltd. benefits from economies of scale.

- Supplier's bargaining power is rather modest. The FMCG business mostly sources its raw materials from international markets, leading to less reliance on suppliers (ACI Limited, personal communication, April 20, 2025). The domestic market has a substantial number of suppliers, granting buyers significant bargaining leverage over them. Consequently, reliance on the supplier is minimal due to the abundance of suppliers, which diminishes the provider's bargaining strength (ACI Limited, personal communication, April 20, 2025).

- The bargaining power of customers is substantial. Numerous well-known alternatives like Unilever, Marico, Square, Aarong etc provide customers with entey to a diverse range of options amidst the FMCG sector. In such a competitive industry, information is so readily available that customers can easily switch products if they happen to stumble upon a better one. Also, customers are highly price sensitive (ACI Limited, personal communication, April 20, 2025). So consumers may be lured away by discounts and other promotional offers. To avert this scenario, ACI Ltd. has to consistently upholds competitive pricing.

- The rivalry among companies in this industry is intense. This intense rivalry is a result of the presence of established FMCG companies in Bangladesh. Established competitors such as Unilever, P&G, Marico, Square and Aarong have established significant brand equity alongside ACI Ltd. (ACI Limited, personal communication, March 11, 2025). Due to this, ACI face constant pressure while maintaining a competitive pricing strategy while maintaing the quality.

- The threat of substitutes is low to moderate. As ACI has its own line of various prouducts including substitute like ACI savlon has both handwash and soap, substitue of each other, people may opt for whichever is best for them.

2.8 Summary and Conclusions

ACI Limited is strategically poised for sustained growth in Bangladesh's rapidly developing consumer and healthcare sectors. The company possesses robust brand equity, a varied product portfolio, and a wide retail network, providing a solid foundation for domestic and regional expansion. ACI will need to remain focused on the following areas to sustain its momentum:

- Reducing the dependence on inventory for short-term debt and enhancing the liquidity.
- Spending on advertising, social media marketing and promotional campeigns.
- Making the most of operations in an economical way,
- Always be looking up on the changing preference of target consumers.
- Reduce dependency on imported raw materials if possible.

By concentrating on priorities and continuing to be disciplined with investments, we believe ACI can remain a dominant leader in the space.

Chapter 3: Strategic Expansion of Savlon Brand Under ACI Through SkinZEN: Entering the Skincare Market of Bangladesh

3.1 Introduction

3.1.1 Background and Problem Statement

When it comes to toiletries, the Savlon brand under ACI has become well-known in Bangladesh. Antibacterial hand sanitizers, soaps, and antiseptic solutions are all part of this category of goods. Currently for Savlon Liquid Antiseptic, ACI holds 80% market share and apart from this, for Savlon hand wash and soap ACI holds 12% & 6% market share respectively (ACI Limited, personal communication, March 11, 2025). The business is performing admirably in the toiletries & hygiene market, but it's missing out on one of Bangladesh's significantly growing industries, the skincare industry which will hit 2.12 bil dollars by the year of 2027(Allied Market Research Report, 2020). Due to the dominance of foreign corporations in the local skincare sector, there is a great opportunity for a reputable local company to provide customers in Bangladesh with high-quality skincare products at affordable prices which are especially made for Bangladeshi skin types. Seeing this market gap, Savlon brand under ACI can fill it by launching skincare-focused products like cleanser, serum, sunscreen and moisturizer that are made in Bangladesh.

On March 10, 2025 Savlon launched a new brand under ACI named SkinZEN. This is a women centric brand especially targeting the Gen-Z community mainly the younger age groups. Though currently Savlon only launched SkinZEN shower gel under the category of toiletries, Savlon might possess a significant opportunity to successfully penetrate the skincare market using this SkinZEN brand and explore category expansion by launching skin care products under it.

By conducting this research, we will be able to determine whether Savlon brand under ACI should enter the skin care market through its newly launched brand called SkinZEN, which product category SkinZEN ought to select in order to seize the market for skincare products on the first go while expanding ACI's market portfolio respectively and how they should enter the skin care market of Bangladesh.

3.1.2 Objective(s)

1. To determine Bangladeshi young adults' hyaluronic acid-based & SPF based moisturizer demand.

2. To determine the most demanding moisturizers varient through internal surveys and focus group talks.

3. To assess Bangladeshi skincare competitors' of hyaluronic acid and SPF 30 moisturizers.

4. To offer an affordable production approach using Korean formulation and local packaging.

5. To suggest a local market launch plan with product positioning, branding, pricing, and distribution.

3.1.3 Significance of the Issue

Rising disposable income, more consumer awareness, and international beauty trends have all contributed to the rapid rise of Bangladesh's skincare business in recent years. By the end of 2025, revenue from facial skincare products such as cleansers, toners, mists, serums, face oils, and moisturizers in Bangladesh is expected to reach 1,905.22 million U.S. dollars & along with it the sunscreen products will create revenue over 86 million dollars (Statista, 2025). However, the market is predominantly influenced by international brands such as Unilever, Garnier, Himalaya Herbals, Biotique, Nivea, Vaseline, Dermoviva, Simple Skincare and Clean & Clear, resulting in premium skincare products that frequently come with a high price tag, making them inaccessible for a significant number of consumers.
Although Savlon ACI has established a solid reputation in hygiene and antimicrobial products, it has not yet penetrated the skin care sector, resulting in a significant gap in its product range. Filling this gap must be done for multiple reasons: For instance, a reputable skincare product range under the famous Savlon brand which is locally manufactured in Bangladesh could provide consumers with affordable and quality replacements to costly foreign goods. Taking advantage of the skincare sector would not only increase Savlon's portfolio diversification, but also decrease the sole focus on toiletries & hygiene products while increasing sales in a fast growing sector. Savlon under ACI has already established brand equity amongst the people for safety and cleanliness and leveraging this trust for skincare products would undoubtedly give him an advantage in the market. Powering a local cosmetic industry would ensure lesser reliance on foreign products enabling local production to create additional economic activity and employment opportunities.

3.1.4 Scope of the Study

This study explores the scope of Savlon’s entering into the skin care industry of Bangladesh through launching skin care line by SkinZen. Moreover, it explores the feasibility, positioning and stratigic execution of launching 2 varients of moisturizing face cream targeted for younger demographics. Furthermore, it explores the branding and operation strategy of new products under SkinZen.

3.2 Literature Review

The market for skincare products in Bangladesh is the branch of the PC industry which is dedicated to the production, supply, and distribution of products that are intended to wash, nourish, protect, and improve the skin (Markwide Research Report, 2025). The products that are widely used are mainly cleanser, toner, serum, moisturizer, mask, and treatment, are formulated with hosting of different active ingredients that are effective on many skin situations such as dullness, aging, pimple, and pigmentation. The market size for skincare products in Bangladesh was estimated at $1.23 billion in 2020 and is projected to reach $2.12 bn under the year of 2027, reflecting a composite yearly growth 8.1 percentage from the year of 2021 to 2027. The skincare item market presents a growth potential of $960 million from the year 2020 to 2027 (Allied Market Research Report, 2020). As per (Markwide Research Report, 2025) The Bangladesh skincare market is experiencing robust growth driven by factors such as economic growth and increasing disposable income among the Bangladeshi population have fueled customer's expensing on personal care products including skin care hence driving the market expansion. As per (Tisha, 2022), along with it the rise of westernization, marked by the embrace of modern lifestyles and constant exposure to western beauty ideals like "Korean Glass Skin," has increased the emphasis on personal grooming and skincare routines, thereby boosting the demand for skincare products. She also stated in her article from the Financial Express that the growing awareness of skin care practices fueled by celebrity endorsements, influencers, advertising campaigns, and product placements in major media, has also elevated consumer knowledge and desire for skincare items, further driving market demand.

3.3 Methodology

For this research both type of data (primary & secondary) sources are incorporated to understand the market size, key market drivers & competitive landscape of the skincare sector in Bangladesh.

Internal survey and FGD are performed to collect primary data regarding their skincare product preferences. Market reports, industry publications, company records, and relevant articles are utilized to gather secondary data for analyzing the growth of Bangladesh's skincare market, the competitive landscape, and trends in consumer demand.

3.4 Findings and Analysis

The skin care industry is expanding rapidly. At present, according to (ACI Limited, personal communication, March 11, 2025) if we explore category wise, in Bangladesh the market size of -

- ➢ Face wash & scrub is 7040 million BDT
- ➢ Moisturizing gel & serum for face is 615 million BDT
- ➢ Moisturizing cream for face is 17,625 million BDT & for body is 6150 million BDT
- ➢ Sunscreen is 598 million BDT
- ➢ Face & hair masks are 443 & 103 million BDT respectively.

As per the obtained data, the moisturizing face cream is the most substantial market segment, signifying elevated demand and income potential. Entering this sector may bring the highest potential for market penetration and profitability.

Moreover, as part of the study a survey was conducted with 32 ACI employees to ascertain what they would like to see as the new product offered by SkinZen. They were then asked to vote for one of the products that they felt had the best potential as per market demand, personal choice, and consumer trends. Face moisturizer was by far the most popular product, with 10 votes, which means nearly one in three employees voted for it. This showcase a common consumer interest toward hydration, skincare & protection of skin barrier. Lip balm and face wash were among other popular options. The 6 and 8 votes, respectively, demonstrate the need for products with a daily application and wider appeal. Face serum getting five votes may mean it's a niche product, but it's growing in awareness. The fact that Toner only received 3 votes showed a lower level of demand and awareness.

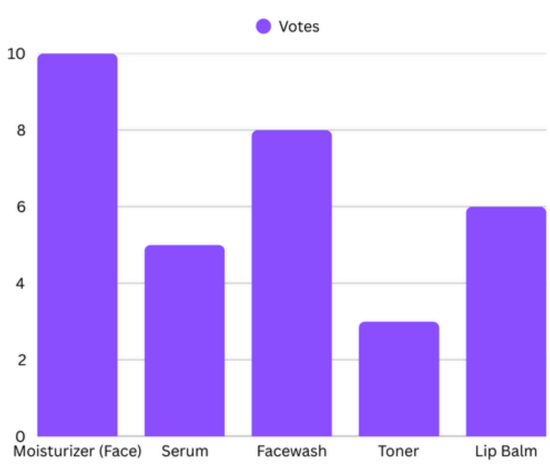


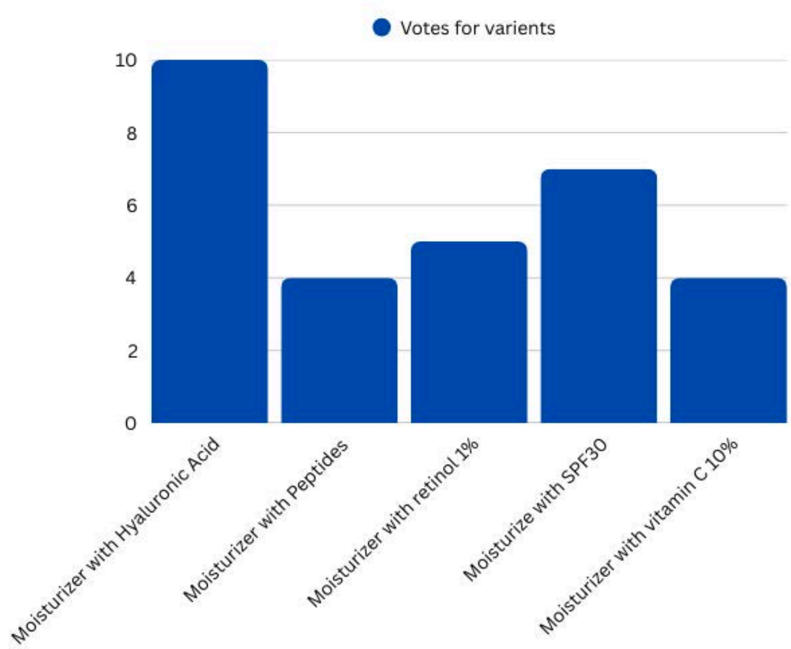
Figure 3 : Internal survey response

Face moisturizer was by far the most popular product, with 10 votes, which means nearly one in three employees voted for it. This showcase a common consumer interest toward hydration, skincare & protection of skin barrier. Lip balm and face wash were among other popular options. The 6 and 8 votes, respectively, demonstrate the need for products with a daily application and wider appeal. Face serum getting five votes may mean it's a niche product, but it's growing in awareness. The fact that Toner only received 3 votes showed a lower level of demand and awareness.

3.4.1 The product category expansion (NPD)

As per the obtained data, The moisturizing face cream is the most substantial market segments, signifying elevated demand and income potential. Entering this sector brings the highest potential for market penetration and profitability. If SkinZEN launches a moisturizing body cream with SPF 30 then it will grab both the moisturizing cream & sunscreen market at the same time which will double the chance of earning higher revenue. As the market for moisturizing cream for the face currently occupies over 50% of the skincare market, SkinZen should launch a minimum of 2 variants of moisturizer at the same time in the market so that it can penetrate the market successfully and customers can have options while buying.

To understand what type of moisturizer is in demand among the young demographic in Dhaka, an FGD of 30 people (age group from 23-25) was conducted.



HA was the most-voted-for ingredient (with 10 votes), highlighting a clear perspective towards ultra-moisturizing, skin-plumping formulas. Coming in second place with 7 votes, was an SPF 30 moisturizer, indicating the consumer willingness for multi-functional products that pair hydration together with sun protection. Retinol (5 votes), peptides (4 votes) and vitamin C (5 votes) variants were also of moderate interest, suggesting

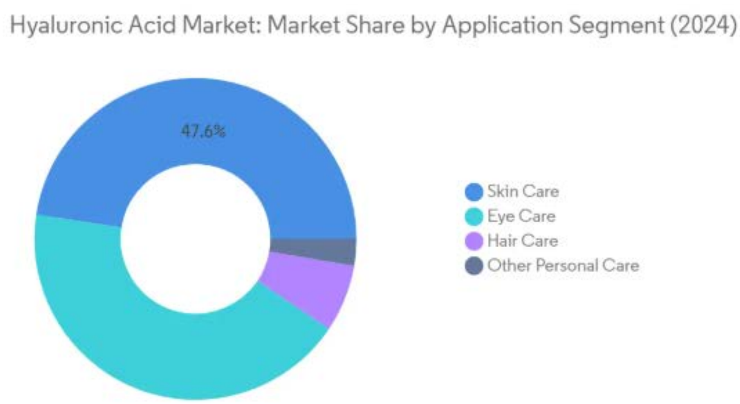
Figure 4: FGD survey chart

SkinZen have ample room to grow with these in future.

Based on what the participants wanted, for the first initial product launch by SkinZen was decided to target the two variants with the majority votes Hyaluronic Acid and SPF 30.

Varient 01: Moisturizer with Hyaluronic Acid

According to (Mordor Intelligence, 2025), the market for HA products is estimetted to attain USD 4.07 billion by 2030. Moreover, in 2024, the skincare section constituted 48% of the global hyaluronic acid products market. The growing demand for plump, hydrating, skin regeneration and anti-aging products propels this market position. Many well-known cosmetics brands are including hyaluronic acid with varying molecular weights into their products like moisturizers, serums, cleansers and masks in an effort to make them more effective.Small particles are able to penetrate deeper into the skin, while bigger particles are able to protect the outer skin layer. Rising interest in skincare and a demand for all-natural, highly effective moisturizing ingredients are contributing factors to the segment's dominant market position (Precedence Research, 2025).



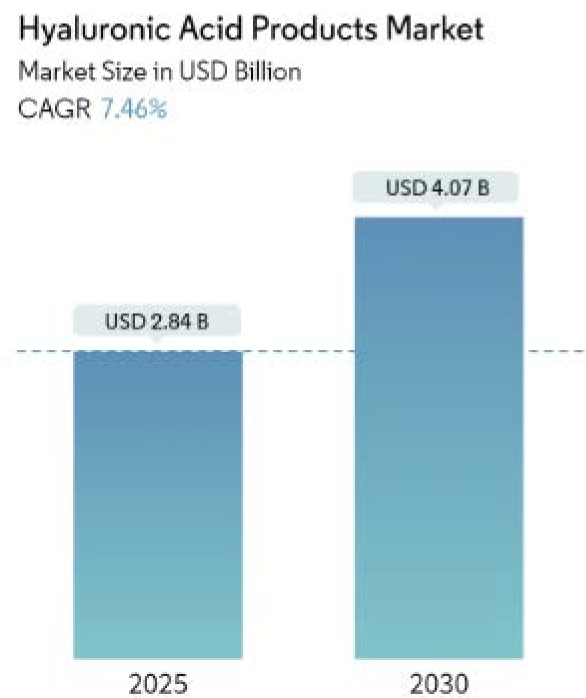


Figure 5: Market Share of Hyaluronic Acid
Source : Mordor Intelligence

Hyaluronic acid is a chemical that is found naturally in the body and is well-known for its remarkable capacity to hold onto moisture. Due to its remarkable capacity to gather and lock moisture within the skin, hyaluronic acid serves as an essential ingredient in a variety of moisturisers, serums, and facial creams (Petruzzi, 2024). For young adults in Bangladesh, who frequently confront obstacles such as high humidity and heat, as well as urban pollution, which causes skin irritation, acne & acne scars, skin dryness and premature aging (Martic et al., 2020), this resource is very important to tackle this skin issues.

Moisturizing products that include HA have the potential to give the benefits like deep hydration by maintaining the skin's plumpness and reducing dryness; enhanced skin texture by smoothing skin texture and boosting elasticity; and strengthening the skin barrier (Transparency Market Research, 2022).

Right now the available brands such as Cosrx, Isntree, Dabo, Cerave and Ponds who have succesfully launched moisturizer cream infused with hyaluronic acid are dominating the market following a high price range.

Isntree Hyaluronic Acid Moist Cream - 100ml
Price - 1900 tk
Source: Korean Mart Bangladesh

COSRX Hyaluronic Acid Intensive Cream - 100ml
Price - 2550 tk
Source: Shajgoj

Dabo 30 Days Hyaluronic Acid 8 Soothing Cream - 100ml
Price - 1350 tk
Source: Arogga

POND'S Hydra Miracle Super Light Gel Moisturizer with Hyaluronic Acid - 50ml
Price - 355 tk
Source: Klassy Missy

CeraVe Moisturizing Cream - 56ml
Price - 1500 tk
Source: Lavishta

SkinZen will provide this moisturizer at 300 tk for 50ml, which will be the lowest among its competitors. Due to this, SkinZen's first variant of the moisturizer will be a moisturizer infused with hyaluronic acid that consumer can use soley for hydration any time of the day & keep the skin barrier healthy at an affordable price rate.

Varient 02: Moisturizer with SPF 30

If SkinZEN launches a moisturizing cream with SPF 30 then it will grab both the moisturizing cream & sunscreen market at the same time which will double the chance of earning higher revenue. People who prefer to use only one type of facecream during their morning routine they can incorporate this 2-in-1 moisturizer plus sunscreen lightweight cream in their daily skincare routine.

As per (Statista, 2025), the humid and hot weather of Bangladesh, along with increasing awareness of skin health, is elevating the demand for sun protection products. *According to the market research that I've conducted,* right now the available moisturizer with SPF in the market are mostly from foreign brands like Cerave, Cosrx, Round Lab, The Body Shop etc. In Bangladesh the number of locally produced moisturizer with sun protection formula is very less.

Local brand like Nior Herlain has their own moisturizer with SPF but they have maintained the price similar to the foreign products. That's why, despite the significant demand of sun protection product as per (Statista, 2025), due to limited affordable options from local brands, Bangladeshi people are choosing to purchase foreign-made products for their daily skincare routine at high prices.
Higher SPF like SPF 50+, may have a thicker consistency due to heavy chemical infusion which is why why many people find sunscreens are too heavy for their skin (Harth, 2025). Moreover, (Harth, 2025) also mentioned that for higher SPF values (like SPF 50 and up), sunscreens usually need a higher percentage of the active ingredients that may lead to skin irritation or clogged pores for its thicker texture.
For people who cannot afford these costly products consequetively, apart from the mentioned issues, high cost of foreign sunscreen, fear of purchasing counterfeit products also exists (ACI Limited, personal communication, March 20, 2025). Therefore, with the rising demands, this is a great time to enter the skin care market for SkinZEN by category expansion & launch a moisturizing cream with SPF 30 that will also work as a lightweight Sunscreen.
Right now the available moisturizers with lower SPF are-

Cerave AM Facial Moisturizing Lotion with Sunscreen SPF30
Oil-Free - 89ml
Price - 3450 tk
Source : Shajgoj

The Body Shop Vitamin C Lotion with SPF 30PA+
50ml
Price - 2450 tk
Source: Shajgoj

Nior Ultra Hydrating Moisturizer with SPF 40PA+
50ml
Price - 1000 tk
Source : Herlan, New York
Considering these high prices SkinZen will launch its second variant moisturizer with SPF 30+ at 500tk to keep the price

minimum while giving high quality product.The target group for this particular product will be the young adults who are concerned for skin care and seek a lightweight moisturizing cream that will provide sun protection without feeling a thick layer on the skin at an affordable price.

3.4.2 How Savlon will enter the skin care market through SkinZEN

SkinZEN has been launched targeting the Generation Z people age group from 13-28. Choosing this TG(target group) is a brilliant idea as currently globally Gen-Z people are the one of those who are spending most for beauty & skincare products. As per (Petruzzi, 2024) Presently Gen Z people spend more than $2,000 a year on average in the USA. So to grab the market successfully SkinZEN should continue targeting Gen-Z and expand the product category according to their demand.

As the target group will be Gen-Z, for its skin care products, SkinZen should be made noticeable to the TG as much as possible. To do that content creation, shorts, reels, collaborating with well known influencers for their skincare routine should be the primary actions taken by SkinZEN to attract the TG as Gen-Z people are tend to get highly influenced by influencers (Iqbal et al., 2024). As a matter fact that people of Generation Z have a preference for transparency and authentic brand image when making purchases (Mckinsey & Company, 2023), it is essential that SkinZEN fulfills its promise of transparency and discloses the essential components to its customers and establish the brand image as an authentic and go to brand to earn the trust of its target group.

Before launching, SkinZen can make pre-hype reels and videos on both moisturizer varients to stir interest among the target consumers. After launching, SkinZEN should create activation booths in places like universities, shopping malls & restaurants to spread the information of its newly launched skincare products. These Steps has already proven fruitful as making pre hyped videos and conducting activation campaign has made people aware of SkinZen shower gel and people are seen to actually got interested to know about the brand (ACI Limited, personal communication, April 20, 2025). The sales of the newly launched shower gel is also looking promising. Through activation campaign alone SkinZen successfully sold more than 1000 product in 30 days (ACI Limited, personal communication, March 30, 2025). As these strategies are proven to be beneficial SkinZen may again follow these steps at the time of moisturizer launch.
Moreover, the products should be readily available in online stores like Daraz, Panda Mart, Shajgoj etc as well as in cosmetic stores of shopping malls. The products should also be available in modern trades like Shwapno, Agora, Unimart ect. After the SkinZen shower gel activition ended, ACI first made it available in online stores such as Daraz, Shajgoj then made it available in retail stores and modern trades. ACI first approached online stores because the savlon team believed that Gen Z will be eager to buy online rather than visit any physical store.

And this is exactly what happened.Only in one month SkiZen able to sell more than 3 million through these online and physical stores. And about 40% of that sales came from online shop (ACI Limited, personal communication, April 20, 2025).
That's why, SkinZen should especially make alliances with the online stores. Moreover, Gen-Zs are more likely to shop online after watching reviews rather than purchasing from in-person stores (Iqbal et al., 2024). Promo codes & discounts should be given for the first time purchase so that people get encouraged to give it a try. Apart from all of these, trade offers and QPS (Quantity Per Skim) should be given to the distributors and sellers so that they willingly give an effort to sell the product which will increase the sell quantity (ACI Limited, personal communication, April 20, 2025).

Lastly, the price of the product should be budget friendly so that people can include it in their daily routine (ACI Limited, personal communication, April 20, 2025).
For that SkinZen will have to take some steps. Such as-

Manufacturing and Expense Strategy

Skinzen will implement a very economical product assembly and localization system to ensure affordability while upholding superior quality standards. The business concept aims to leverage the expertise and advanced formulation technology of the South Korean skincare industry, a global frontrunner in cosmetic innovation, while maintaining minimal local production costs in Bangladesh.

Manufacturing and assembly workflow

The Hyaluronic Acid based and SPF30 based moisturizer will be designed and manufactured in South Korea through an OEM (original equipment manufacturer) partner and then the completed moisturizer containers will be shipped to Bangladesh. This will ensure adherence to esteemed K-beauty formulation standards recognized by global customers and increasingly sought after in the Bangladeshi market.

Locally packaging and distribution

Skinzen will locally package the finished goods in Bangladesh and decreases import charges (since the product is sold in bulk without the necessity for retail packaging upon import). The product is thereafter dispatched to shops and e-commerce platforms nationwide.

3.4.3 Competetive Analysis

Competitive Advantages

- Through advanced manufacturing in Korea, Skinzen will maintain low production costs by locally packaging products while ensuring superior quality.
- Due to low operation cost and korean formulation SkinZen would be able to deliver high quality moisturizers at affordable prices
- The product will be strategically positioned to rival established Korean moisturizer products in both pricing and efficacy, offering local consumers an alternative that maintains formulation quality at a reduced price range.
- The hybrid strategy consolidates a "globally made, locally trusted" brand image, providing consumers with the trust of Korean skincare with Bangladeshi brand's cultural relevance and affordability.

Competitive Disadvantages

- People might hesitate to buy the products if they resonate low price as low quality

- One of the main disadvantages is that foreign brands are already established in the skincare market. So while directly competing with those brands SkinZen may find it difficult to build trust and retain consumers.

3.4.4 Recommendation

To eliminate these disadvantages SkinZen should be -

- Transparent with the customer,
- Promote their products through different marketing channels
- Follow foreign brand's like Cosrx, Cerave's marketing strategy as they are the main competitors.

3.5 Summary and Conclusions

The proposed introduction of a hyaluronic acid-based and a SPF30 based facial moisturizer is a strategic initiative for Skinzen, closely aligned with current skincare trends, consumer behavior, and identified gaps in the Bangladeshi market. The product is based on scientific efficacy and meets the growing demand for lightweight, deeply hydrating, and non-comedogenic skincare solutions, especially among young adults in urban Bangladesh who are becoming more informed, brand-conscious, and ingredient-aware.

The adoption of a Korean formulation and the implementation of a product assembly model, wherein finished goods are manufactured in South Korea and packaging is localized in Bangladesh, allows Skinzen to reconcile global quality standards with local affordability. This hybrid strategy reduces the cost of goods sold and reinforces the brand's positioning as a "globally made, locally trusted" skincare solution.

Internal surveys and focus group discussions have confirmed that variants containing hyaluronic acid and SPF 30 are the most preferred among potential consumers. This product, supported by a distinct brand message and competitive pricing strategy, possesses significant potential to compete with established Korean and global brands in the market.

3.6 References

ACI Limited. (2022, December 8). *Annual Report 2021-2022*. ACI Limited. https://www.aci-bd.com/assets/files/financial/annual-report/aci-annual-report-2021-2022.pdf

ACI Limited. (2023, December 4). *Annual Report 2022-2023*. ACI Limited. https://www.aci-bd.com/assets/files/financial/annual-report/aci-annual-report-2022-2023.pdf

ACI Limited. (2024, December 4). *Annual Report 2023-2024*. ACI Limited. Retrieved May 6, 2025, from https://www.aci-bd.com/assets/files/financial/annual-report/aci-annual-report-2023-2024.pdf

ACI PLC. (n.d.). *Company Profile - ACI PLC*. ACI Limited. Retrieved May 6, 2025, from https://www.aci-bd.com/about-us/company-profile.html

ACI PLC. (n.d.). *Mission, Vision and Values*. ACI PLC. https://www.aci-bd.com/about-us/mission-vision-and-values.html

Allied Market Research. (2020, July). *Bangladesh Skin Care Products Market Size & Share | Research Report 2027*. Allied Market Research. Retrieved March 8, 2025, from https://www.alliedmarketresearch.com/bangladesh-skin-care-products-market-A06650

Arogga. (n.d.). *Dabo 30 Days Hyaluronic Acid 8 Soothing Cream*. Arogga. https://www.arogga.com/product/76926/dabo-30-days-hyaluronic-acid-8-soothing-cream

Business Development Bank of Canada. (n.d.). *Quick ratio calculator—Acid test ratio*. BDC. https://www.bdc.ca/en/articles-tools/entrepreneur-toolkit/financial-tools/cash-ratio

Harth, Y. (2025, March 20). *Why SPF 30 is Often Better Than SPF 50: Debunking Myths About Sunscreen Protection*. MDacne. https://www.mdacne.com/article/why-spf-30-is-better-than-spf-50

Herlan. (n.d.). *Nior Ultra Hydrating Moisturizer SPF 40 PA++++ 50ml*. Herlan. https://herlan.com/product/nior-ultra-hydrating-moisturizer-spf-40-pa/

Iqbal, M. A., Su, J., Akter, M., & Ferdous, J. (2024). The Influence of Social Media Vloggers on Gen Z Consumers' Decision-Making Process: A Perspective from a Developing Country. *Conference: Bridging the Divide*.

https://www.researchgate.net/publication/377658351_The_Influence_of_Social_Media_Vloggers_on_Gen_Z_Consumers%27_Decision-Making_Process_A_Perspective_from_a_Developing_Country

Klassy Missy. (n.d.). *POND'S Hydra Miracle Super Light Gel Moisturizer with Hyaluronic Acid 50ml*. Klassy Missy. https://klassy.com.bd/product/ponds-hydra-miracle-super-light-gel-moisturizer-with-hyaluronic-acid-50ml-c8hyu

Korean Mart. (n.d.). *Isntree Hyaluronic Acid Moist Cream - 100ml*. Korean Mart. Retrieved May 10, 2025, from https://koreanmartbd.com/product/isntree-hyaluronic-acid-moist-cream-100ml/

Lavishta. (n.d.). *CeraVe – Moisturizing Cream For Normal To Dry Skin – 56ml*. Lavishta. https://lavishta.com/product/cerave-moisturizing-cream-for-normal-to-dry-skin-56ml/

MarkWide Research. (2025, January). *Bangladesh Skin Care Products Market Analysis*. MarkWide Research. https://markwideresearch.com/bangladesh-skin-care-products-market/

Martic, I., Jansen-Dürr, P., & Cavinato, M. (2020). Effects of Air Pollution on Cellular Senescence and Skin Aging. *Cells*, *11*(14). https://www.mdpi.com/2073-4409/11/14/2220

Mckinsey & Company. (2023, May 22). *The beauty market in 2023: A special State of Fashion report*. Mckinsey & Company. https://www.mckinsey.com/industries/retail/our-insights/the-beauty-market-in-2023-a-special-state-of-fashion-report?utm

Mordor Intelligence. (2025). *Hyaluronic Acid Products Market Report | Industry Analysis, Size & Forecast*. Mordor Intelligence. Retrieved May 7, 2025, from https://www.mordorintelligence.com/industry-reports/hyaluronic-acid-products-market

Petruzzi, D. (2024, December). *Gen Z & the beauty market in the United States - statistics & facts*. Statista. https://www.statista.com/topics/9238/gen-z-and-the-beauty-industry-in-the-united-states/#editorsPicks

Precedence Research. (2025, February 11). *Hyaluronic Acid Market Size, Share, and Trends 2025 to 2034*. Precedence Research. https://www.precedenceresearch.com/hyaluronic-acid-market

Seth, S. (2025, April 1). *Quick Ratio Formula With Examples, Pros and Cons*. Investopedia. Retrieved May 8, 2025, from https://www.investopedia.com/terms/q/quickratio.asp

Shajgoj. (n.d.). *The Body Shop Vitamin C Glow-Protect Lotion SPF30PA+++*. Shajgoj. https://shop.shajgoj.com/product/the-body-shop-vitamin-c-glow-protect-lotion-spf30pa

Shajgoj. (n.d.). *Cerave AM Facial Moisturizing Lotion with Sunscreen SPF30 Oil-Free*. Shajgoj. Retrieved May 10, 2025, from https://shop.shajgoj.com/product/cerave-am-facial-moisturizing-lotion-with-sunscreen-spf30-oil-free

Shajgoj. (n.d.). *COSRX Hyaluronic Acid Intensive Cream*. Shajgoj. Retrieved May 10, 2025, from https://shop.shajgoj.com/product/cosrx-hyaluronic-acid-intensive-cream

Solomon, N. (2024). *The Ultimate Guide to ATL, BTL, and TTL Marketing Strategies*. WiseStamp. https://www.wisestamp.com/blog/atl-btl-ttl-marketing/

Statista. (2025). *Sun Protection - Bangladesh*. Statista. https://www.statista.com/outlook/cmo/beauty-personal-care/skin-care/sun-protection/bangladesh

Statista. (2025, February 24). *Revenue in the Skin Care market for different segments Bangladesh from 2020 to 2030 (in million U.S. dollars)*. Statista. https://www.statista.com/forecasts/1444731/revenue-skin-care-market-for-different-segments-bangladesh

Tisha, M. S. (2022, February 01). K-beauty's Popularity in Bangladesh. *The Financial Express*.

Transparency Market Research. (2022). *https://www.transparencymarketresearch.com/hyaluronic-acid-beauty-products-market.html*. Transparency Market Research. https://www.transparencymarketresearch.com/hyaluronic-acid-beauty-products-market.html

Appendix

Financial Statement of Fiscal Year 2023-2024

Advanced Chemical Industries Limited

Consolidated Statement of Financial Position

In Taka	Note	30 June 2024	30 June 2023
Assets			
Property, plant and equipment	8(a)	33,811,986,127	31,715,817,451
Right-of-use assets	9(a)	3,184,833,929	3,082,581,839
Equity-accounted investees	10(a).1	2,920,870,711	2,058,056,899
Other investments	10(a).2	1,131,177,165	1,027,172,247
Intangible assets	11(a)	1,415,464,575	1,409,150,269
Biological assets	12(a)	52,492,932	36,569,791
Deferred tax assets	23(a)	532,202,282	341,108,740
Non-current assets		43,049,027,722	39,670,457,236
Inventories	13(a)	21,290,152,451	21,791,856,287
Trade receivables	14(a)	17,639,829,809	16,648,869,492
Other receivables	15(a)	1,020,823,210	1,103,490,611
Receivable from joint-ventures and associates	16(a)	965,101	965,101
Advances, deposits and prepayments	17(a)	4,631,596,248	3,291,523,760
Current tax assets	30(a)	675,484,925	343,735,757
Short term investments	18(a)	196,491,738	2,784,452,098
Cash and cash equivalents	18(b)	5,590,359,651	5,272,771,904
Current assets		51,045,703,133	51,237,665,010
Total assets		94,094,730,855	90,908,122,246
Equity			
Share capital		762,056,260	762,056,260
Share premium		1,254,115,881	1,254,115,881
Merger consideration shares reserve	19(a)	56,853,834	-
Reserves	20(a)	6,069,477,130	6,130,774,222
Retained earnings/(losses)		(1,176,670,638)	515,470,230
Equity attributable to the owners of the Company		6,965,832,467	8,662,416,593
Non-controlling interests		1,591,894,194	1,884,856,391
Total equity		8,557,726,661	10,547,272,984
Liabilities			
Employee benefits	21(a)	1,986,826,745	1,720,980,000
Long term bank loans	22(a)	6,943,562,218	6,047,143,695
Lease liabilities	9(a)	2,520,229,448	2,392,020,059
Non-current liabilities		11,450,618,412	10,160,143,754
Bank overdraft	24(a)	8,697,868,202	8,427,735,948
Loans and borrowings	25(a)	48,020,336,074	44,885,489,976
Lease liabilities-current portion	9(a)	569,534,214	484,099,575
Trade payables	26(a)	7,424,166,740	7,035,969,221
Other payables	27(a)	9,364,909,021	9,281,693,343
Unclaimed dividend account	28(a)	9,571,531	85,717,445
Current liabilities		74,086,385,782	70,200,705,508
Total liabilities		85,537,004,194	80,360,849,262
Total equity and liabilities		94,094,730,855	90,908,122,246
Consolidated Net Asset Value (NAV) per share	37.3(a)	91.17	113.38

The annexed notes 1 to 45 form an integral part of these financial statements.
**Financial statements of 30 June 2024 include effect of the Scheme of Arrangement for merger & demerger as referred in Note 44.3 (b).*

Dr. Arif Dowla
Managing Director

Anisuddin Ahmed Khan
Director

Mohammad Mostafizur Rahman
Company Secretary

As per our report of same date.

Sk Md Tarikul Islam, FCA
Partner
Enrolment No.: 1238
Hoda Vasi Chowdhury & Co
Chartered Accountants
DVC: 2410311238AS726860

Dhaka, 28 October 2024

Page 92 | Annual Report 2023-2024

Advanced Chemical Industries Limited

Consolidated Statement of Profit or Loss

In Taka	Note	For the year ended 30 June 2024	For the year ended 30 June 2023
Revenue	31(a)	124,315,921,225	115,355,397,105
Cost of sales	32(a)	(94,568,985,201)	(89,483,069,654)
Gross profit		29,746,936,024	25,872,327,451
Administrative, selling and distribution expenses	33(a)	(23,194,951,288)	(20,222,196,292)
Other income	34(a)	572,608,771	488,722,566
Operating profit		7,124,593,507	6,138,853,725
Gain on disposal of investment in equity accounted investees	10(a)	-	416,029,319
Share of profit of equity accounted investees		663,072,542	450,867,732
Net finance costs	35(a)	(6,582,930,526)	(5,053,581,867)
Profit before contribution to WPPF		1,204,735,523	1,952,168,909
Contribution to WPPF	27(a).1	(384,414,886)	(299,481,648)
Profit before tax		820,320,637	1,652,687,261
Income tax expense	36(a)		
Current tax expense		(2,265,959,343)	(2,139,744,182)
Deferred tax income		160,933,897	412,171,228
		(2,105,025,446)	(1,727,572,954)
Profit/(loss) after tax		(1,284,704,809)	(74,885,693)
Profit/(loss) attributable to			
Owners of the Company		(1,394,673,844)	(493,958,862)
Non-controlling interests		109,969,035	419,073,169
		(1,284,704,809)	(74,885,693)
Earnings per share	37.1(a)		
Basic and diluted earnings per share		(18.25)	(6.47)

The annexed notes 1 to 45 form an integral part of these financial statements.

**Financial statements of 30 June 2024 include effect of the Scheme of Arrangement for merger & demerger as referred in Note 44.3 (b).*

Dr. Arif Dowla
Managing Director

Anisuddin Ahmed Khan
Director

Mohammad Mostafizur Rahman
Company Secretary

As per our report of same date.

Sk Md Tarikul Islam, FCA
Partner
Enrolment No.: 1238
Hoda Vasi Chowdhury & Co
Chartered Accountants
DVC: 2410311238AS726860

Dhaka, 28 October 2024

Advanced Chemical Industries Limited

Consolidated Statement of Profit or Loss and Other Comprehensive Income

In Taka	For the year ended 30 June 2024	For the year ended 30 June 2023
Profit/(loss) after tax	(1,284,704,809)	(74,885,693)
Other comprehensive income		
Items that will not be reclassified to profit or loss		
Remeasurement of defined benefit plan	-	(108,024,732)
Related tax	-	24,203,211
	-	(83,821,521)
Change in fair value of FVOCI financial assets	(130,824,504)	(12,095,994)
Related tax	(2,161,526)	1,209,599
	(132,986,030)	(10,886,395)
Revaluation surplus on property plant and equipment	-	-
Related tax (arising from change in tax rates)	-	(876,041,003)
	-	(876,041,003)
Items that may be reclassified subsequently to profit or loss		
Foreign operations-foreign currency translation differences	58,245,063	(55,193,422)
	58,245,063	(55,193,422)
Other comprehensive income, net of tax	(74,740,967)	(1,025,942,341)
Total comprehensive income for the year	(1,359,445,776)	(1,100,828,034)
Total comprehensive income for the year attributable to		
Owners of the Company		
Profit/(loss) after tax	(1,394,673,844)	(493,958,862)
Other comprehensive income	(53,248,845)	(906,905,229)
	(1,447,922,689)	(1,400,864,091)
Non-controlling interests		
Profit/(loss) after tax	109,969,035	419,073,169
Other comprehensive income	(21,492,123)	(119,037,113)
	88,476,912	300,036,056
Total comprehensive income for the year	(1,359,445,776)	(1,100,828,034)

The annexed notes 1 to 45 form an integral part of these financial statements.

Dr. Arif Dowla
Managing Director

Anisuddin Ahmed Khan
Director

Mohammad Mostafizur Rahman
Company Secretary

As per our report of same date.

Sk Md Tarikul Islam, FCA
Partner
Enrolment No.: 1238
Hoda Vasi Chowdhury & Co
Chartered Accountants
DVC: 2410311238AS726860

Dhaka, 28 October 2024

Market Visit

Links of official facebook page

SkinZen : https://www.facebook.com/profile.php?id=61573114237553

Savlon Men: https://www.facebook.com/savlonmen

Internal Survey

Survey for NPD

Employee Name	Gender	Moisturizer (Face)	Serum	Facewash	Toner	Lip Balm	Insights
Anisha	F	✓					Want to have affordable got? moisturizer
Pistol	F			✓			want mild facewash
Shakuntala	F				✓		Toner with retinol
Shifal	F	✓					Most used product in daily routine
Jannat	F					✓	Easy to buy
Anika	F			✓	✓		.
Maria	F	✓					
Nira	F			✓			SA facewash
Khadija	F			✓			low Ph facewash like cosrx
Ramisa	F	✓					want to try out local trusted brands with
Laboni	F		✓				Like ordinary
Tasnim	F		✓				Like Angelic
Nadul	M					✓	Only use lip balm among these
Polash	M			✓	✓		Like Men facewash
Asif	M					✓	Only used lip balm
Ashraf	M			✓		✓	"
Tanvir	M			✓			Men facewash
Tareq	M			✓			Savlon men facewash
Riyasat	M	✓					Try it out if affordable
Saif	M	✓					"
Sadman	M	✓					Need affordable product as foreign product is very expensive
Anaf	M					✓	Only recognize lip balm
Jisan	M				✓		
Kaden	M						
Imtiaz	M		✓				
Shuvo	M	✓					Savlon men moisturizer
Shuter	M	✓					Savlon men moisturizer

		Moisturizer	Serum	Facewash	Toner	Lip Balm	
Abrar	M	✓					Savlon men moisturizer
Taskin	M		✓				Like Angelic
Shahriar	M			✓			
Choyon	M		✓				Like Angelic, HA serum
Khorshed	M					✓	Only familiar with it

FGD

Group 01 & 02

FGD Track Sheet

cipant Serial Nu	Age	Gender	Moisturizer with Hyaluronic Acid	Moisturizer with SPF 30	Moisturizer with Vitamin C	Moisturizer with Peptide	Moisturizer with Retinol	Insights
1	24	F		✓				2 in 1 solution
2	24	F					✓	Good for Antiaging
3	25	F	✓					Good combination
4	24	F	✓					"
5	24	F		✓				Will work as sunscreen
6	23	F	✓					Will be good for all skin type
7	24	F			✓			Good for as day cream
8	25	F			✓			Good for spot
1	25	F	✓					Very moisturizing
2	24	F				✓		very nourishing
3	25	F		✓				2 in 1
4	25	F	✓					Good combination
5	24	F				✓		Good combination
6	24	F				✓		Work as skin barrier
7	24	F	✓					Suitable for dry skin

Group 03 & 04

FGD Track Sheet

cipant Serial Nu	Age	Gender	Moisturizer with Hyaluronic Acid	Moisturizer with SPF 30	Moisturizer with Vitamin C	Moisturizer with Peptide	Moisturizer with Retinol	Insights
1	24	M			✓			
2	24	M					✓	Want to try it but very expensive
3	24	M	✓					Saw mommy Ad
4	24	M		✓				Can be use everyday as lightweight
5	25	M				✓		Unique
6	23	M		✓				2 in 1
7	24	M	✓				✓	Good for anti aging
8	25	M		✓				Good for skin may be
								2 in 1
1	23	M	✓					heard it good - tried it
2	24	M	✓		✓			Good for skin
3	24	M	✓				✓	Will sell more if the price
4	24	M						Saw my sister to it's affordable
5	25	M		✓				2 in 1
6	25	M			✓			Sell more
7	24	M					✓	Will sell more

Report Proposal

Inspiring Excellence

Strategic Expansion of Savlon Brand Under ACI Through SkinZEN: Entering the Skincare Market of Bangladesh

Submitted by

Lazmee Mahjabin

21104018

Submitted to

Supervisor - Tausif Bari (Lecturer)

Co-Supervisor - Nabil B. Arif (Lecturer)

BRAC Business School

Submission Date - 17th March, 2025

Problem Statement/Research Objectives

When it comes to toiletries, the Savlon brand under ACI has become well-known in Bangladesh. Antibacterial hand sanitizers, soaps, and antiseptic solutions are all part of this category of goods. Currently for Savlon Liquid Antiseptic, ACI holds 80% market share and apart from this, for Savlon hand wash and soap ACI holds 12% & 6% market share respectively (ACI Limited, personal communication, March 11, 2025). The business is performing admirably in the toiletries & hygiene market, but it's missing out on one of Bangladesh's significantly growing industries, the skincare industry which will hit 2.12 billion dollars by 2027(Allied Market Research Report, 2020). Due to the dominance of foreign corporations in the local skincare sector, there is a great opportunity for a reputable local company to provide customers in Bangladesh with high-quality skincare products at affordable prices which are especially made for Bangladeshi skin types. Seeing this market gap, Savlon brand under ACI can fill it by launching skincare-focused products like cleanser, serum, sunscreen and moisturizer that are made in Bangladesh.
On March 10, 2025 Savlon launched a new brand under ACI named SkinZEN. This is a women centric brand especially targeting the Gen-Z community mainly the younger age groups. Though currently Savlon only launched SkinZEN shower gel under the category of toiletries, Savlon might possesses a significant opportunity to successfully penetrate the skincare market using this SkinZEN brand and explore category expansion by launching skin care products under it.

The skin care industry is expanding rapidly. At present, according to (ACI Limited, personal communication, March 11, 2025) if we explore category wise, in Bangladesh the market size of -

- Face wash & scrub is 7040 million BDT
- Moisturizing gel & serum for face is 615 million BDT & for body is 6150 million BDT
- Moisturizing cream for face is 17,625 million BDT
- Sunscreen is 598 million BDT
- Face & hair masks are 443 & 103 million BDT respectively.

As per the obtained data, the moisturizing face cream is the most substantial market segment, signifying elevated demand and income potential. Entering this sector brings the highest potential for market penetration and profitability. If SkinZEN launches a moisturizing cream with SPF 30 then it will grab both the sunscreen & moisturizing cream market at the same time which will double the chance of earning higher revenue.

As per (Statista, 2025), the humid and hot weather of Bangladesh, along with increasing awareness of skin health, is elevating the demand for sun protection products. But right now, the most used sunscreens are from foreign brands like Cerave, La Roche-Posay, Skin1004, Anua, Beauty of Joseon, 3W Clinic etc which are all from foreign brands. Despite the significant demand, due to the unavailability of local products, Bangladeshi people have no other choice but to purchase foreign made products for their daily routine at high prices. All these brands provide

Sunscreen with higher SPF like SPF 50+ which is one of the main reasons why sunscreens are so expensive. Apart from the issue of high cost, fear of purchasing counterfeit products also exists among the consumers. Therefore, with the rising demands, this is a great time to enter the skin care market for SkinZEN by category expansion & launch a moisturizing cream with SPF 30 that will also work as a Sunscreen.

By conducting this research, we will be able to determine whether Savlon brand under ACI should enter the skin care market through its newly launched brand called SkinZEN, which product category SkinZEN ought to select in order to seize the market for skincare products on the first go while expanding ACI's market portfolio respectively and how they should enter the skin care market of Bangladesh.

Background Information/Preliminary Literature Review

The market for skincare products in Bangladesh is the branch of the personal care industry which is dedicated to the production, supply, and distribution of products that are intended to wash, nourish, protect, and improve the skin (Markwide Research Report, 2025). The products that are widely used are mainly cleanser, toner, serum, moisturizer, mask, and treatment, are formulated with hosting of different active ingredients that are effective on many skin conditions such as hydration, aging, acne, and pigment, the products include cleansers, toners, serums, moisturizers, masks, and treatments. The market size for skin care products in Bangladesh was valued at $1.23 billion in 2020 and is projected to reach $2.12 billion by 2027, reflecting a compound annual growth rate (CAGR) of 8.1% from 2021 to 2027. The skin care products market presents a growth potential of $960 million from 2020 to 2027 (Allied Market Research Report, 2020). As per (Markwide Research Report, 2025) The Bangladesh skincare market is experiencing robust growth driven by factors such as economic growth and increasing disposable income among the Bangladeshi population have fueled consumer spending on personal care products including skin care hence driving the market expansion. Along with it the rise of westernization, marked by the embrace of modern lifestyles and constant exposure to western beauty ideals like "Korean Glass Skin," has increased the emphasis on personal grooming and skincare routines, thereby boosting the demand for skincare products. The growing awareness of skin care practices fueled by celebrity endorsements, influencers, advertising campaigns, and product placements in major media, has also elevated consumer knowledge and desire for skincare items, further driving market demand.

Preliminary Methodology

For this research both primary & secondary data sources will be incorporated for this research to understand the market size, key market drivers & competitive landscape of the skin care industry in Bangladesh.
Surveys will be performed to consumers to collect primary data regarding their skincare preferences, purchasing behavior, and perceptions of domestic versus international brands.
Additionally, interviews will be held with industry experts and business professionals to obtain perspectives on market trends, difficulties, and possibilities for local skincare brands.
Market reports, industry publications, company records, and academic articles will be utilized to gather secondary data for analyzing the growth of Bangladesh's skincare market, the competitive landscape, and trends in consumer demand.
Moreover, technical tools such as Power Bi will be used to visualize the data for this research purpose.

Significance of the Issue

Rising disposable income, more consumer awareness, and international beauty trends have all contributed to the rapid rise of Bangladesh's skincare business in recent years. By the end of 2025, revenue from facial skincare products such as cleansers, toners, mists, serums, face oils, and moisturizers in Bangladesh is expected to reach 1,905.22 million U.S. dollars & along with it the sunscreen products will create revenue over 86 million dollars (Statista, 2025). However, the market is predominantly influenced by international brands such as Unilever, Garnier, Himalaya Herbals, Biotique, Nivea, Vaseline, Dermoviva, Simple Skincare and Clean & Clear, resulting in premium skincare products that frequently come with a high price tag, making them inaccessible for a significant number of consumers.
Although Savlon ACI has established a solid reputation in hygiene and antimicrobial products, it has not yet penetrated the skin care sector, resulting in a significant gap in its product range. Filling this gap must be done for multiple reasons: For instance, a reputable skincare product range under the famous Savlon brand which is locally manufactured in Bangladesh could provide consumers with affordable and quality replacements to costly foreign goods. Taking advantage of the skincare sector would not only increase Savlon's portfolio diversification, but also decrease the sole focus on toiletries & hygiene products while increasing sales in a fast growing sector. Savlon under ACI has already established brand equity amongst the people for safety and cleanliness and leveraging this trust for skincare products would undoubtedly give him an advantage in the market. Powering a local cosmetic industry would ensure lesser reliance on foreign products enabling local production to create additional economic activity and employment opportunities.

Timeline of the report work

Steps	Actions	Timeline (Week and Completion Deadlines)***
1	Register for the course BUS400 Internship	Week 01
2	Get Assignment of Supervisor and Co-supervisor and Internship Documents	Week 2 (17.02.25)
3	Attend "Mandatory Internship Orientation Session"	Week 2 (17.02.25)
4	Attend initial meeting with Supervisor	Week 2 (20.02.25)
5	Submit an initial proposal on project part to supervisor	Week 5 (09.03.25)
6	Receive feedback and finalise project proposal	Week 6 (16.03.25)
7	Submit 1 st draft of the report (all three chapters) to supervisor and receive feedback.	Week 11 (20.04.25)
8	Submit the 2 nd draft of the report (all three chapters) to the supervisor and receive feedback.	Week 12 (27.04.25)
9	Submit the Final Report (all three chapters) to the supervisor and library and receive a Similarity Index Report from the library.	Week 14 (11.05.25)
10	Defend/Present report	Week 15 (18.05.25)
11	(If revisions are suggested) Submit the Revised Final Report to the Supervisor and library within 72 hours after the defence	Week 16 (25.05.25)
12	Receive your grade (if no revision – within 72 hours after the defence) Receive your grade (if revisions – within 72 hours after the defense)	Week 17 (01.06.25) Week 18 (12.06.25)

References

Allied Market Research. (2020, July). *Bangladesh Skin Care Products Market Size & Share | Research Report 2027*. Allied Market Research. Retrieved March 8, 2025, from https://www.alliedmarketresearch.com/bangladesh-skin-care-products-market-A06650

MarkWide Research. (2025, January). *Bangladesh Skin Care Products Market Analysis*. MarkWide Research. https://markwideresearch.com/bangladesh-skin-care-products-market/

Petruzzi, D. (2024, December). *Gen Z & the beauty market in the United States - statistics & facts*. Statista. https://www.statista.com/topics/9238/gen-z-and-the-beauty-industry-in-the-united-states/#editorsPicks

Statista. (2025). *Sun Protection - Bangladesh*. Statista. https://www.statista.com/outlook/cmo/beauty-personal-care/skin-care/sun-protection/bangladesh

Statista. (2025, February 24). *Revenue in the Skin Care market for different segments Bangladesh from 2020 to 2030 (in million U.S. dollars)*. Statista. https://www.statista.com/forecasts/1444731/revenue-skin-care-market-for-different-segments-bangladesh