

Report On SOAPY DITERGENT POWDER

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

Brac Business School
Brac University
November 2023

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Declaration

It is hereby declared that.

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

Student's Full Name & Signature:

MOBINA JANNAT

Student Full Name

Student ID

Dr. Md. Arif Hossain Mazumder

Supervisor Full Name

Assistant Professor, BBA

BRAC BUSINESS SCHOOL

Letter of Transmittal

Dr. Md. Arif Hossain Mazumder
Assistant Professor

BRAC BUSINESS SCHOOL

BRAC University

66 Mohakhali, Dhaka-1212

Dear Sir,

This is my pleasure to display my working experience as Business Development Executive provides details regarding 'Corporate Sales and Marketing Strategy' of RAY- ANH ENTERPRISE LIMITED. With great pleasure I submit my internship project report on Soapy Detergent - Marketing Strategies for a Home-Grown Premium Washing Solution Brand" that you have assigned to me as an important requirement of this internship. I have found the study to be quite interesting, beneficial, and insightful. I have tried my level best to prepare an effective and creditable report. I honestly hope that my analysis will help to give idea of marketing strategy for a local detergent brand of a business in the real world. I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet your desires.

Yours Sincerely,

Mobina Jannat

16104125

Brac Business School

Date: November 8, 2023

NON-DISCLOSURE AGREEMENT (NDA)

This Non-Disclosure Agreement ("Agreement") is made and entered into on [7th August 2023], hereinafter referred to as the "Effective Date," between:

Disclosing Party:

And Enterprise Limited, a company registered under the laws of Bangladesh.

4, Probal Housing, Ring Rd, Dhaka 1207

Receiving Party:

Mobina Jannat, an undergraduate student of BRAC University

66, Mohakhali, Dhaka 1212

Collectively referred to as the "Parties."

1. Confidential Information:

1.1 Confidential Information means any information, data, research findings, documents, or materials related to the research paper titled [**Soapy detergent'- marketing strategies for a home-grown premium washing solution brand.**], hereinafter referred to as the "Research Paper," which the Disclosing Party provides to the Receiving Party. This information shall be considered confidential and proprietary.

2. Non-Disclosure Obligations:

2.1 The Receiving Party agrees not to disclose, disseminate, or in any way make available the Confidential Information to any third party without the prior written consent of the Disclosing Party.

2.2 The Receiving Party will take reasonable steps to protect the confidentiality of the Confidential Information and shall not use it for any purpose other than the research paper or the purpose for which it was disclosed.

3. Exclusions:

3.1 This Agreement shall not apply to information that:

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3.1.2 Becomes publicly available through no fault of the Receiving Party.

4. Duration:

4.1 This Agreement shall remain in effect for the duration of the research project and shall terminate automatically upon the completion and public dissemination of the Research Paper.

5. Governing Law:

5.1 This Agreement shall be governed by and construed in accordance with the laws of Bangladesh.

6. Entire Agreement:

6.1 This Agreement constitutes the entire understanding between the Parties and supersedes all prior agreements, whether oral or written.

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7.1 If any provision of this Agreement is held to be invalid or unenforceable, the remaining provisions shall continue to be in full force and effect.

8. Termination:

8.1 Either Party may terminate this Agreement by providing written notice to the other Party.

9. Signatures:

This Agreement may be executed in counterparts and delivered electronically. The Parties have executed this Agreement as of the Effective Date.

Disclosing Party: [Signature]

Receiving Party: [Signature]

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I would like to express my sincere gratitude to all those who have supported and contributed to the completion of this internship project on the subject of "Soapy: A Local Detergent Brand's Entry into the Corporate Market." This research project would not have been possible without the valuable assistance and encouragement from various individuals and sources.

First and foremost, I extend my heartfelt thanks to Dr. Md. Arif Hossain Mazumder for the guidance, valuable insights, and unwavering support throughout the entire research process. His expertise and mentorship were instrumental in shaping the direction of this paper.

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Furthermore, I am grateful to the numerous individuals who participated in interviews and surveys, providing their valuable perspectives and experiences related to corporate detergent purchases. Your input was essential in enriching the research findings.

I also wish to express my appreciation to my family and friends for their patience and understanding during the challenging period of this research. Your unwavering support and encouragement kept me motivated throughout.

Finally, I want to thank the academic resources, libraries, and online databases that provided the necessary reference materials and data for this paper.

This internship project represents the collective effort of all those mentioned above. While any errors or shortcomings in this paper are solely my responsibility, their contributions have been invaluable in making this research a reality.

Thank you once again for your support and assistance in the completion of this term paper.

Sincerely,

Mobina Jannat

Executive Summery

In the fiercely competitive consumer goods market of Bangladesh, Soapy is positioned as a local manufacturing brand with a dedication to offering top-tier quality products. This endeavor is particularly targeted at superseding the number one international brand. Unlike other local manufacturers, Soapy has identified a niche within the premium detergent segment, where there is currently only one flagship brand.

The potential within this premium segment is substantial, estimated at around 400 crore BDT per year. Soapy's objective is to capture 10% of this market share, resulting in an approximate annual revenue of 40 crore BDT. Although the corporate sector traditionally shies away from premium products due to their higher price points, Soapy recognizes the opportunity to cater to corporate consumers seeking a balance between quality and affordability.

In categorizing detergent products by quality, Soapy positions itself as a Category B product, offering an optimal blend of quality and pricing that aligns with the preferences of corporate buyers. Interestingly, Category A products like Surf excel and Jet primarily target the consumer market, leaving the corporate sector largely untapped.

Corporate detergent purchases are driven by various factors, including industrial applications, usage in official kitchens, and corporate gifting. Industries such as washing factories, tile manufacturing units, and garment manufacturing constitute the B2B segment. Notably, the pharmaceutical industry presents a substantial market, with 175 top-tier companies engaging in regular corporate gifting, including detergent products in gift packages for doctors.

Soapy's strategic focus is to capture the corporate gift purchaser segment within the pharmaceutical industry, thereby targeting banks, insurance companies, corporate houses, and related sectors. This approach leverages the association between gift receivers and Category A product users, a segment that has remained largely untapped by other detergent brands.

In summary, Soapy's ambitious project aims to establish a formidable presence in the corporate market by providing high-quality detergent solutions at competitive prices. The unique strategy of targeting gift purchases within the pharmaceutical sector positions Soapy for substantial growth and market expansion in Bangladesh.

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Chapter 1

OVERVIEW OF INTERNSHIP

1.1 Student Information:

I am Mobina Jannat, a student in the Bachelor of Business Administration program at BRAC Business School, I have successfully completed all the requisite courses for my BBA degree. My academic journey is characterized by a dual major, emphasizing my proficiency in both Human Resource Management (HRM) and Marketing.

As I am standing on the brink of completing my undergraduate studies, I am keen to translate my theoretical knowledge into practical skills through an internship, with a specific focus on marketing. My academic background not only equips me with a solid foundation in HRM practices but also provides a nuanced understanding of marketing strategies and consumer behavior.

Motivated by a desire to bridge the theoretical-practical gap, this internship opportunity has given me a floor where I can actively contribute to marketing initiatives, applying the principles I have learned in the classroom to real-world scenarios. My goal is not only to gain valuable hands-on experience but also to further refine my understanding of marketing dynamics and enhance my overall skill set.

1.2 Internship Information:

1.2.1 Company Information:

- Company Name: Ray-Nah Enterprises Limited
- Year of Association: Since 2021
- Employee: Mobina Jannat
- Position During Internship: Executive - Business Development - Corporate Sales and Marketing
- Current Position: Senior Executive - Business Development - Corporate Sales and Marketing
- Location: 4, Probal Housing, Mohammadpur, Dhaka-1207

Overview:

Mobina Jannat, I have been an integral part of Ray-ANH Enterprises Limited since 2021, contributing significantly to the company's corporate sales and marketing endeavors. Beginning as an Executive in Business Development, I have progressively advanced to the role of Senior Executive, showcasing dedication and professional growth. Ray-ANH Enterprises Limited, situated at 4, Probal Housing, Mohammadpur, Dhaka-1207, serves as the backdrop for my dynamic career journey in the realm of corporate sales and marketing.

1.2.2 Internship Company Supervisor's Information:

Navigating the professional landscape at Ray-ANH Enterprises Limited, I've had the privilege of reporting directly to MD Mocaddes Hanif, the astute Managing Director, under whose guidance I've delved into the intricacies of corporate sales and marketing. Furthermore, my attendance and essential details are meticulously managed by MD Sadakur Rahman, the diligent HR Manager, offering me a well-rounded experience under the supervision of these accomplished professionals.

1.2.3 Job Description:

During my tenure as a Business Development professional, my role encompasses diverse responsibilities across various domains:

1. Online Sales:

- Identifying and cultivating relationships with new clients through calls and in-person visits.
- Coordinating meetings and maintaining consistent communication.
- Managing email correspondence, overseeing sales and promotions, and implementing special offers.
- Clarifying dashboard metrics and facilitating agreement procedures.
- Executing e-commerce promotional activities and coordinating with celebrities.

2. Corporate Sales:

- Identifying and engaging corporate clients through email, WhatsApp, calls, and personal meetings.
- Conducting official and unofficial visits, arranging meetings, and facilitating product sampling.
- Handling order procedures, maintaining sales data, and generating sales reports.
- Prioritizing branding and corporate promotional initiatives.

3. Digital Promotional Activities:

- Conducting live sessions, creating promotional videos, and providing voiceovers.

'Soapy detergent' - marketing strategies for a home-grown premium washing solution brand.

- Planning digital content and collaborating with bloggers and celebrities.
- Supporting promotional activities through gift distribution.
- Planning and monitoring campaigns and promotional events.
- Managing emails and coordinating demonetization efforts.

4. Plant Operations:

- Overseeing production processes, monitoring chemical usage, and generating related reports.
- Ensuring adherence to cleaning schedules and addressing wastage concerns as per instructions.

5. Super Shop:

- Training Business Partners in the effective use of BP Tracer.

6. Distribution:

- Maintaining corporate records, managing gift box data, and tracking sample records.
- Recording contest and celebrity gifts.

7. Ad Hoc Responsibilities:

- Executing tasks as directed by MD Sir or Director Sir, including but not limited to plant-related follow-ups, monitoring, and other duties as instructed.

This comprehensive set of responsibilities encompasses my multifaceted role, highlighting my engagement in sales, promotions, digital activities, plant operations, super shop training, distribution management, and flexibility to fulfill additional tasks as assigned by senior leadership.

1.3 Internship Outcomes:

1.3.1 Student's contribution to the company:

As an intern, I played a pivotal role in driving online and corporate sales, excelling in client identification, communication maintenance, and promotional activities. My responsibilities spanned from managing e-mails, conducting meetings, and implementing sales promotions to contributing significantly to digital marketing initiatives, including live sessions, promotional videos, and collaborations with influencers. Additionally, I actively participated in production follow-up, chemical usage monitoring, and adhering to cleaning schedules at the plant. My engagement extended to training at the supermarket, handling distribution records, and fulfilling diverse tasks assigned by the Managing Director and Director. Overall, my multifaceted contributions aimed at enhancing the company's sales, brand visibility, and operational efficiency.

1.3.2 Benefits to the student:

The internship provided invaluable benefits from my perspective as a intern student. It offered hands-on experience in various facets of business, enhancing my skills in client acquisition, communication, and sales strategies. Engaging in digital promotional activities allowed me to explore modern marketing techniques, including live sessions and collaborations with influencers. Exposure to corporate sales and plant operations broadened my understanding of business dynamics.

Moreover, the internship equipped me with practical knowledge in managing e-mails, sales data, and promotional campaigns. The experience in the plant, supermarket, and distribution areas provided a holistic view of the company's operations. Interacting with corporate clients and participating in official meetings honed my professionalism.

Overall, the internship not only contributed to my academic growth but also equipped me with real-world skills, enhancing my readiness for future professional endeavors.

1.3.3 Problems/Difficulties (faced during the internship period):

During my internship, I encountered a few challenges that contributed to my learning experience. One significant difficulty was the initial learning curve in adapting to the diverse responsibilities encompassing online and corporate sales, digital promotional activities, and plant operations. Juggling multiple tasks required effective time management and prioritization skills.

Communication hurdles occasionally arose, especially in coordinating with clients through various channels like email, WhatsApp, and in-person meetings. Understanding and implementing the intricacies of agreements procedures and e-commerce promotional activities posed additional complexities.

The fast-paced nature of digital promotional activities and live sessions demanded quick decision-making and adaptability, which presented a challenge in the beginning. Additionally, coordinating with bloggers and celebrities for promotional activities requires a nuanced approach.

Working in the plant and ensuring adherence to production procedures, chemical usage reports, and cleaning schedules demanded attention to detail and adherence to strict guidelines.

Despite these challenges, overcoming them contributed to my personal and professional growth, providing me with a more resilient and adaptable mindset for future endeavors.

Recommendations (to the company on future internships):

Based on my internship experience, I have a few recommendations that could contribute to the company's ongoing success:

1. **Streamline Communication Channels:** Implement a unified communication platform to streamline interactions with clients. This could enhance efficiency in managing emails, calls, and meetings.
2. **Training Programs:** Develop comprehensive training programs for interns to quickly grasp the diverse responsibilities. This could include detailed orientations and ongoing support to ease the learning curve.
3. **Digital Tools Integration:** Explore the integration of digital tools for sales data management, dashboard clarifications, and e-commerce promotional activities. This could enhance data accuracy and streamline promotional efforts.
4. **Enhanced Collaboration:** Foster stronger collaboration between different departments, especially between sales and production. This could improve the overall coordination and efficiency in meeting client requirements.
5. **Feedback Mechanism:** Establish a structured feedback mechanism for interns to share insights and suggestions. This would create a culture of continuous improvement and innovation within the company.

CHAPTER 2

[BRAND INTRODUCTION]

2.1 HISTORY OF DETERGENT:

For many centuries, soap was primarily used for laundering. However, laundry detergents have essentially replaced soap because they perform over a broad range of water hardness levels. Laundry Detergent and washing powders have become an important part of every consumer's life. The market offers a variety of washing powders, each brand claiming to wash the cleanest at unbeatable prices to consumers. Laundry detergents, however, exert a hidden but taxing cost on the environment and consumer health due to their environment-damaging properties. Phosphates are one of the main ingredients in most present-day laundry detergents and are also the primary culprits in polluting water bodies - a situation in water bodies like lakes, rivers and ponds which results in ultimate death of the water system. Undoubtedly, phosphates (STTP - sodium tripolyphosphate - the most used phosphate in laundry detergents) beef up a detergent's cleaning properties by softening hard water and preventing carbonates from settling on the clothes washed, but once the washing is done, phosphates wreak havoc on the environment when they are washed down the drain. Laundry detergent is also widely used in the Bangladesh market, the average per annum consumption of laundry detergent is approximately 33,000 tons - One tone detergent costs around \$0.03 - \$0.04. Since the last two years, the market trend (Bangladesh) in the laundry detergents has taken a good pace, and many consumers are switching from the bar soaps to laundry detergents. In terms of percentage, the increase ratio is about to 20-25% per annum.

2.2 SOAPY:

Introducing Premium Soapy Detergent: Elevate Your Laundry Experience with Quality.

At Soapy Detergent, we embarked on a journey to revolutionize the laundry experience in the Bangladesh market. Our mission was simple yet profound: to provide the absolute best in quality and innovation to our discerning customers. We understand that for many, doing laundry is not just a chore; it's an essential part of maintaining a clean and comfortable home. Therefore, we've carefully crafted our product to be more than just detergent – it's a game-changer.

What sets Soapy Detergent apart is our commitment to delivering a product that not only cleans your clothes impeccably but also leaves a long-lasting, delightful aroma that lingers until your next wash. We believe that



Context 1: Soapy Picture

your clothes should not just look clean but also smell fresh, maintaining that just-washed feeling throughout their use. Our formula achieves this with ease, and our customers can attest to the remarkable difference it makes.

Our target segment is the discerning upper-class individuals who value quality and have no budget constraints when it comes to their lifestyle choices. We understand that they demand nothing but the best for their homes, and Soapy Detergent is designed to meet and exceed these expectations.

Our journey began by introducing our product in the modern trade sector, where we could easily connect with the mid and upper-segment customers who appreciate and seek superior quality. However, we are not stopping there. Our vision extends to corporate partnerships, but before we venture into that territory, we want to ensure we have a solid customer base in retail and supermarket chains.

Here are some strategies they are implementing to achieve this:

They are actively expanding our presence in retail stores and supermarkets across Bangladesh. This includes strategic placement, eye-catching displays, and promotional activities to capture the attention of potential customers. They believe in fostering a strong bond with our customers. To achieve this, we plan to conduct events and promotions that not only showcase our product but also educate consumers on the unique benefits of Soapy Detergent. They value the opinions of our customers. Their feedback is invaluable in improving our product further. We encourage open channels for feedback through our website and customer care services.

They understand the importance of targeted marketing campaigns. Our marketing efforts will be customized to appeal specifically to the retail and supermarket shoppers, ensuring our message reaches the right audience. They are committed to maintaining the highest quality standards in our product. Consistency in quality will be our hallmark, assuring customers that they can rely on Soapy Detergent for the long term.

In short, at Soapy Detergent, our journey is driven by a dedication to excellence and a passion for providing the best laundry experience. We believe that our product will not only meet the expectations of our upper-class customers but also exceed them. As we continue to expand our presence in retail and supermarket chains, we invite you to join us on this exciting journey towards a new era of laundry excellence.

2.3 Management Committee

Mission:

To provide eco-friendly, high-quality cleaning products that enhance the well-being of our customers and the environment, while fostering innovation, ethical practices, and customer satisfaction.

Vision:

Leading sustainable, innovative, and customer-centric cleaning solutions worldwide while prioritizing quality, safety, and ethical practices.

Goals:

Market Leadership: To become a market leader in the detergent industry by capturing a significant share of the market. To develop and promote sustainable detergent products that reduce environmental impact, such as lowering water usage and using biodegradable ingredients. To continuously innovate and improve detergent formulations and packaging to meet evolving customer needs and stay ahead of competitors. To achieve high levels of customer satisfaction by delivering effective cleaning solutions, responsive customer service, and value for money. To expand the reach of Soapy Detergent internationally, entering new markets and establishing a global presence. To maintain and increase profitability through efficient manufacturing, cost control, and competitive pricing. To ensure that Soapy Detergent products are safe for both consumers and the environment, meeting or exceeding regulatory requirements. To build strong brand recognition and loyalty among consumers, becoming a trusted name in cleaning products. To actively reduce the company's environmental footprint and promote sustainability in all aspects of the business. To engage with local communities and support social responsibility initiatives, contributing to the well-being of society. To invest in employee training, growth, and well-being, creating a motivated and skilled workforce. To optimize production processes, reduce waste, and control costs while maintaining product quality. To uphold ethical

business practices, including transparency, honesty, and fair labor practices. To stay informed about consumer preferences, market trends, and emerging opportunities for growth. To ensure a reliable and efficient supply chain, from sourcing raw materials to delivering finished products. To enhance the company's online presence, engage with customers through digital marketing, and expand e-commerce sales. To diversify the product range, introducing complementary cleaning products or expanding into related markets. To prioritize the health and safety of employees, customers, and the public in all company operations.

2.4 Positioning:

“Caring for Your Little Stars and Your Fabrics at Soapy Detergent”, they believe that taking care of your loved ones should be as gentle and effective as taking care of your clothes. That's why they've embraced the innocence and purity of a baby girl's face as the emblem of our brand. The adorable baby girl featured on their packaging serves as a reminder that, just like your little ones, your clothes deserve the utmost care and attention.



Context 2: Soapy Branding Content

Brand Image and Packaging:

Baby Pink Packaging: Their choice of baby pink packaging symbolizes the tender care we put into our product, echoing the gentle touch you provide for your loved ones.



Context 3: Soapy Quality Content

Tagline:

"Vumir Nokkhkhotro Seto Tumi" (You are the Star on the Earth): This tagline conveys the message that your little ones are the shining stars of your world, just as Soapy Detergent treats your fabrics with the same level of love and care.



Context 4: Soapy Tagline Content

2.5 Production:

Ensuring the highest standards of cleanliness and quality in your production process is a key element of building trust with your customers. Here are some additional measures and suggestions to emphasize the quality and safety of Soapy Detergent:

Transparency and Certification: Clearly communicate your DGDA approval on your product packaging, website, and marketing materials. This certification serves as a powerful endorsement of the cleanliness and safety of your production process.

Quality Control: Implement stringent quality control measures throughout your production process. Regularly test and sample your products to ensure they meet or exceed industry standards. Highlight your commitment to the quality of your packaging and marketing materials. **Production Facility Tours:** Consider offering guided tours of your production facility to interested customers, partners, or stakeholders. This will give them firsthand insight into your commitment to cleanliness and quality. Make sure to adhere to safety protocols during these tours.

Hygienic Packaging: Emphasize the hygienic packaging of your product. Highlight features such as tamper-evident seals, childproof caps, and other safety measures that demonstrate your dedication to product integrity.





Context 5: Production House Picture

Quality Assurance Team: Showcase the expertise of your quality assurance team and their role in ensuring the highest standards in product safety and cleanliness. Highlight their qualifications and dedication in your marketing materials. **Eco-Friendly Practices:** If applicable, promote eco-friendly practices in your production process, such as responsible water usage, waste reduction, and the use of sustainable materials in packaging. This can appeal to environmentally conscious consumers.

Customer Feedback and Testimonials: Encourage customers to provide feedback on the quality, safety, and cleanliness of your product. Share positive testimonials and reviews prominently on your website and social media channels.

Safety Data Sheets (SDS): Provide easily accessible Safety Data Sheets for your product on your website. This information should detail the ingredients, safe handling procedures, and any potential hazards associated with your detergent.

Regular Audits: Conduct regular internal audits of your production processes to ensure compliance with cleanliness and safety standards. Make improvements and adjustments as needed based on audit findings.

Employee Training: Highlight the training and education your employees receive in maintaining a clean and safe production environment. Emphasize their commitment to producing a high-quality product.

Third-Party Testing: Consider undergoing periodic third-party testing and certification for your product's quality and safety. This can provide an extra layer of credibility and assurance to consumers.

Community Engagement: Engage with the local community to demonstrate your commitment to safety and cleanliness. Participate in neighborhood clean-up initiatives or support community health and hygiene programs.

By integrating these measures into your production and marketing strategies, you can reinforce the image of Soapy Detergent as a product produced with the utmost care, cleanliness, and quality, backed by certifications and a commitment to safety that goes above and beyond industry standards.

2.6 TARGET Market & Segmentation:

In a fiercely competitive market, where local manufacturing meets unwavering quality, 'Soapy' emerges as a brand poised for transformation. As a local detergent brand in Bangladesh, Soapy has set its sights on a bold mission - to challenge the numerous international brand and ascend to the pinnacle of the premium washing solutions segment.

Soapy envisions not merely competing with established local and international detergent giants but surpassing them. Our commitment to delivering superior quality distinguishes us as the torchbearer of local excellence, and we're determined to redefine the premium segment in the Bangladesh market.

Intriguingly, within this premium segment, there's an overlooked treasure trove of potential. With a market share potential of 400 crore BDT annually, largely unclaimed by local manufacturers, Soapy recognizes a golden opportunity to secure a 10% share, translating to an impressive 40 crore BDT in annual revenue.

While premium quality often equates to premium pricing, we understand that corporate consumers have unique considerations. Corporate preferences lean toward affordability, and it's here that Soapy aims to shine. Positioned as a Category B product, we offer a compelling balance between quality and cost, tailor-made for discerning corporate buyers.

Moreover, in this quest, we've unearthed a virtually untouched realm. Category A, dominated by names like Surf excel and Jet, has never ventured into the corporate market, leaving this terrain wide open for Soapy to conquer.

With laser-like precision, Soapy is homing in on a strategy primarily centered around pricing, perfectly attuned to capture the corporate market's attention and loyalty.

In a world where every wash is a chance to redefine cleanliness, Soapy is here to lead the way. Our promise is simple but powerful - 100% filler-free detergent that doesn't merely clean fabric but revitalizes fibers, extracting dirt at its core, leaving fabrics gleaming with an unmatched brilliance.



Context 6: Soapy Focused for washing machine content.

2.7 MARKETING STRATEGIES FOR CORPORATE CLIENTS:

In the realm of premium detergents, 'Soapy' distinguishes itself through a commitment to redefining excellence in the competitive landscape of Bangladesh. To effectively capture the attention and loyalty of corporate clients, Soapy employs a targeted marketing strategy.

Segmentation and Targeting:

Soapy begins by meticulously segmenting the corporate client base, taking into account industry, size, and specific detergent requirements. The emphasis lies on prioritizing industries such as washing factories, tiles manufacturing units, garments, and pharmaceuticals. This tailored approach allows Soapy to refine its marketing efforts for maximum impact.

In contrast, competitors like Surf Excel and Wheel may adopt broader segmentation strategies, potentially diluting the precision of their marketing messages to corporate clients. Soapy's focused targeting enhances the relevance of its offerings to specific industries, creating a more compelling value proposition.

'Soapy detergent' - marketing strategies for a home-grown premium washing solution brand.

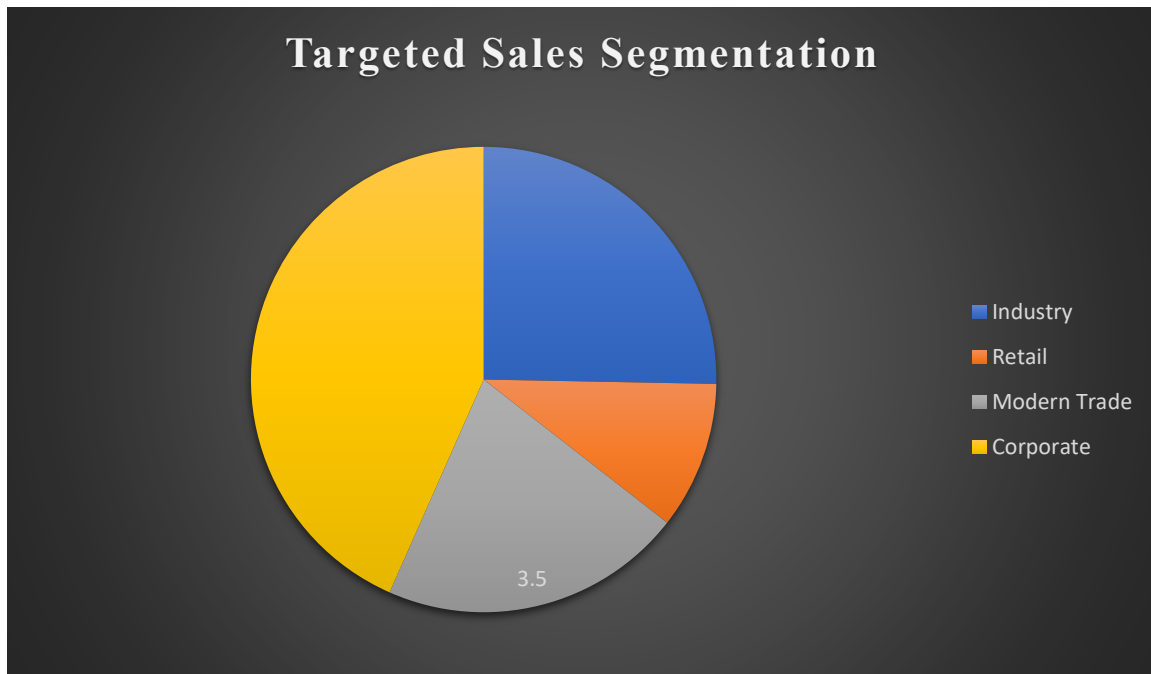


Chart 1: Soapy Sales Segmentation

Customized Pricing:

Recognizing the price sensitivity within corporate budgets, Soapy adopts a competitive pricing structure designed to match Category B quality while remaining budget friendly. This strategy aims to strike a balance between offering superior quality and affordability, catering specifically to the financial considerations of corporate clients.

Comparatively, Surf Excel and Wheel may adopt pricing strategies that prioritize broad consumer markets. Soapy's approach acknowledges the distinct financial dynamics of corporate clients, potentially giving it a strategic edge in this segment.

Product	Quantity	Price
Surf Excel	1 Kg	290 Taka
JET	1 Kg	300 Taka
Wheel	1 Kg	145 Taka
Rin	1 Kg	180 Taka
Soapy	1 Kg	280 Taka

Figure 1: Pricing Comparison

Product Quality Assurance:

Soapy distinguishes itself through the promotion of its 100% filler-free detergent, emphasizing superior cleaning capabilities and an extra shining effect on fabrics. The consistent delivery of high-quality products is paramount in Soapy's strategy, aiming to build trust and loyalty among corporate clients.

Surf Excel and Wheel, while also emphasizing product quality, might not highlight specific features or benefits as prominently as Soapy. Soapy's focus on the filler-free nature of its detergent sets it apart, providing a unique selling proposition that may resonate more strongly with corporate clients seeking top-tier cleaning solutions.

In summary, Soapy's marketing strategy for corporate clients stands out through its meticulous segmentation, customized pricing, and unwavering commitment to product quality. By tailoring its approach to the specific needs and preferences of corporate clients, Soapy aims to carve a distinctive niche in the premium detergent market, potentially outshining broader strategies employed by competitors like Surf Excel and Wheel.



Context 7: Soapy – Premium Category

2.8 Strategies to Create Awareness and Positive Brand Perception Among the Retail Market:

In the competitive retail landscape of Bangladesh, Soapy employs a multifaceted approach to create awareness and establish a positive brand perception among consumers. One pivotal strategy is the crafting of a compelling brand story that accentuates Soapy's local roots, unwavering commitment to superior quality, and dedication to meeting the unique needs of the Bangladeshi market. This narrative sets Soapy apart from



competitors like Surf Excel and Wheel, as it resonates with local consumers who value a brand deeply connected to their culture and preferences.

Soapy also distinguishes itself through engaging content marketing initiatives, including informative blog posts, articles, and videos that highlight the unique selling points and benefits of its detergent. This contrasts with broader marketing strategies often adopted by international brands, where the emphasis

might not be as tailored to the specific needs and preferences of the local market.

Leveraging social media platforms is another key component of Soapy's strategy. By sharing educational content, customer testimonials, and promotions, Soapy aims to connect directly with retail consumers, fostering a sense of community and engagement. In comparison, larger foreign brands like Surf Excel and Wheel might face challenges in achieving the same level of personalized interaction due to their global scale.

Soapy's commitment to sustainability and eco-friendliness aligns with the growing consumer demand for environmentally conscious products. This emphasis on responsible manufacturing practices provides a unique selling proposition that resonates with environmentally conscious consumers in Bangladesh. In contrast, competitors may need to adapt their strategies to address the rising demand for sustainable products in the local market.



Context 8: Soapy – Supper shop Display & Offerings

'Soapy detergent' - marketing strategies for a home-grown premium washing solution brand.

As a local brand, Soapy strategically engages in sampling campaigns in high-traffic retail locations, allowing consumers to experience the product's quality firsthand. This hands-on approach is designed to create a tangible connection with the brand, potentially influencing purchase decisions. In contrast, larger foreign brands might face challenges in executing localized sampling campaigns due to their scale and global distribution models.

2.9 The Challenges and Benefits of Integrated Marketing Communications (IMC) to Launch a New Brand in the International Market

Launching a new brand in the international market is a complex undertaking, with Integrated Marketing Communications (IMC) serving as a critical navigational tool within this intricate landscape. As Soapy, a local brand venturing into the global market, embarks on this journey, it encounters challenges and benefits akin to those faced by established international counterparts such as Surf Excel and Wheel.

Challenges:

Adapting messaging and content to diverse cultures and languages is a shared challenge. Navigating this requires meticulous tailoring of communication strategies by Soapy, Surf Excel, and Wheel to resonate globally while avoiding cultural insensitivity.

Well-established international brands, exemplified by Surf Excel and Wheel, present formidable competition. Soapy, as a newcomer, must craft effective strategies to differentiate itself and secure a unique market position amid these established players.

The complexity of navigating international regulations, encompassing advertising standards and import/export regulations, poses a common hurdle. Both Soapy and its established counterparts must ensure compliance with diverse regulatory frameworks across various regions.

Efficiently allocating budgets across marketing channels and diverse regions to maximize Return on Investment (ROI) is a multifaceted task encountered by Soapy, Surf Excel, and Wheel alike. Strategic resource allocation is pivotal for successful market entry.

IMC, integral to all three brands, provides valuable data on consumer behavior and preferences. Soapy, Surf Excel, and Wheel can leverage these insights to tailor their strategies and offerings according to the unique demands of various international markets.

Benefits:

Soapy gains a competitive edge through the adaptability offered by IMC. The utilization of real-time data and market conditions allows for agile adjustments to campaigns, fostering responsiveness to changing circumstances—an invaluable asset in the dynamic international market.

Effective IMC facilitates synergy across regions for Soapy, Surf Excel, and Wheel. Successes in one market can be leveraged and applied to others, streamlining efforts and optimizing strategies for diverse consumer bases.

Thorough market research and monitoring, integral to IMC, aid in identifying potential challenges early on. Soapy, Surf Excel, and Wheel can proactively devise strategies to mitigate risks, enhancing their preparedness for unforeseen obstacles.

Consistent and engaging messaging through IMC fosters stronger brand loyalty. Soapy, as a new entrant, can cultivate trust among consumers over time, mirroring the brand loyalty established by Surf Excel and Wheel throughout the years.

IMC contributes to sustainable growth by gradually building a brand's reputation over time. These positions Soapy, Surf Excel, and Wheel as trusted choices for consumers in the international market, ensuring their enduring success.

In conclusion, while the international launch of a new brand poses challenges for both local entrants like Soapy and established brands like Surf Excel and Wheel, the benefits of IMC—encompassing increased visibility, message consistency, cost efficiency, and long-term success—underscore its indispensable role in achieving successful market entry and sustained growth. Each brand, whether local or global, must adeptly navigate these challenges and strategically leverage the benefits of IMC to secure a formidable position in the competitive international market.

2.10 The Impact of Customer Relationship Management (CRM) on Client Satisfaction:

Customer Relationship Management (CRM) stands as a strategic cornerstone in elevating client satisfaction, with its impact manifesting through various facets:

CRM systems empower businesses to gather and analyze customer data, a feature often crucial in tailoring personalized interactions. Client's value being treated as individuals with unique needs and preferences, a sentiment that contributes significantly to heightened satisfaction. In contrast, foreign brands like Surf Excel

and Wheel may face challenges in achieving similar levels of personalized engagement due to their larger scale.

Efficient communication facilitated by CRM tools is pivotal in client satisfaction. Timely responses to inquiries, proactive updates, and personalized messages are instrumental in fostering positive client relationships. While global brands may leverage CRM, the challenge lies in maintaining personalized communication across diverse international markets.



Context 9: Soapy – Quality Declaration

The insights derived from CRM provide businesses with a nuanced understanding of client behavior, purchasing patterns, and feedback. Armed with this data, companies can make informed decisions and tailor their offerings to better align with client expectations. In comparison, foreign brands might need to adapt their strategies to suit local preferences and behaviors.

Streamlining the handling of client issues and complaints is a hallmark of CRM systems. Rapid resolution not only demonstrates a commitment to client satisfaction but can also transform negative experiences into positive ones. This approach contrasts with potential challenges faced by foreign brands in managing customer issues across diverse cultural contexts.

CRM enables quick access to client information, ensuring a seamless and personalized customer support experience. The ability to understand and address client needs promptly contributes to their sense of value. Achieving such seamless support may be more challenging for larger international brands.

Utilizing CRM data for targeted marketing campaigns is a distinct advantage. Clients receive offers and promotions aligned with their preferences, increasing the likelihood of engagement and satisfaction. Foreign brands may encounter difficulties in crafting campaigns that resonate with local nuances.

CRM systems tracking client loyalty and reward programs foster repeat business, acknowledging and rewarding client loyalty. Clients appreciate recognition for their loyalty, a sentiment that may be more challenging for foreign brands to establish across diverse markets.

Satisfied clients, often cultivated through effective CRM, are more likely to recommend a brand to others, contributing to positive word-of-mouth marketing. This organic promotion might be harder to achieve for foreign brands with less localized engagement.

In conclusion, while CRM profoundly impacts client satisfaction, the effectiveness of its implementation may vary for local brands like Soapy compared to foreign counterparts like Surf Excel and Wheel. While international brands can leverage CRM, challenges lie in maintaining a localized, personalized approach across diverse markets. The success of CRM in enhancing client satisfaction depends on a brand's ability to navigate these challenges and create meaningful, tailored interactions within the unique contexts of their target markets, which is a nuanced task for both local and global players.

2.11 Clients' Purchase Intentions: Price versus Qualities

Understanding clients' purchase intentions requires a nuanced analysis of their preferences, especially regarding the trade-off between price and product qualities. This examination includes considering the impact of Customer Relationship Management (CRM), Brand Image, and Integrated Marketing Communications (IMC). In this context, comparing the strategies of other foreign brands like Surf Excel and Wheel, along with the local brand Jet, offers valuable insights into client behaviors and expectations. Clients can be categorized into distinct groups based on their purchase intentions, with some prioritizing price, while others place importance on product qualities and brand image. A specific segment emphasizes price as a deciding factor, often opting for products that provide cost savings, even if it means compromising on certain qualities. Another segment values product qualities and is willing to invest more in superior products, seeking reliability, performance, and satisfaction strategies play a pivotal role in addressing the needs of both price-conscious and quality-conscious clients. For the former, CRM can involve offering discounts, loyalty rewards, and cost-effective solutions. For the latter, CRM focuses on personalization, ensuring specific preferences are met. The association between a strong brand image and product quality is crucial. Clients who prioritize product qualities often lean towards brands with positive reputations. Building and maintaining a positive brand image

through consistent messaging and quality assurance is essential, especially for attracting quality-conscious clients. Integrated Marketing Communications (IMC) becomes the conduit for crafting messages that resonate with different client segments. For price-conscious clients, IMC emphasizes messages centered around cost savings, affordability, and overall value. Conversely, for quality-conscious clients, IMC highlights specific product features, performance, and customer satisfaction.



Context 10: Consumer purchase

Direct engagement through client surveys and feedback mechanisms is essential for gaining insights into their purchase intentions. The analysis of this feedback enables brands to make informed adjustments in pricing strategies, product development, and messaging. Continuous market research is indispensable for staying abreast of clients' evolving preferences and the competitive landscape. This ongoing research informs product improvements and pricing strategies that align with client expectations. Striking a delicate balance between competitive pricing and maintaining product qualities is a challenge. Clients appreciate brands that offer both affordability and reliable quality, requiring brands to navigate this equilibrium carefully. Crafting marketing campaigns that specifically target different client segments is a potent strategy. The synergy of CRM data and market research guides the customization of these campaigns to address the unique preferences of various client groups.

In summary, clients' purchase intentions often hinge on the delicate equilibrium between price and product qualities. Tailoring strategies and messaging to meet the preferences of different client segments is paramount for brand success. Examining how foreign brands like Surf Excel and Wheel, alongside the local brand Jet, navigate these considerations sheds light on diverse approaches to client satisfaction. The effective use of CRM, brand image building, and IMC emerges as a common thread in achieving this balance and ensuring sustained client satisfaction across varied market landscapes.

2.12 Planning of Competitive advantage:

Social Media Campaigns Create heartwarming and relatable stories around family moments. Share images and videos of children and families using Soapy Detergent, showcasing how it helps preserve the memories associated with their favorite outfits. Encourage customers to share their own stories and tag Soapy Detergent for a chance to be featured.

Demonstrate your commitment to children by supporting local child welfare organizations or education programs. Publicize these efforts and invite your customers to participate or donate, reinforcing the idea that you care for children as much as you care for their clothes. **User-Generated Content:** Encourage customers to share their experiences and reviews on social media, especially stories of how Soapy Detergent has helped them care for their children's clothes. Use these testimonials in your promotional materials. Reward loyal customers with exclusive offers or discounts, building a sense of community among those who trust and love your brand. Create a user-friendly website that features tips and tricks for taking care of children's clothes and offers downloadable guides on laundry care. Include a blog section that discusses parenting and childcare, positioning your brand as a reliable source of information. Partner with parenting influencers who can authentically share their experiences with Soapy Detergent. Their endorsement can carry a lot of weight among parents and families. Introduce limited-edition packaging featuring artwork created by children or in collaboration with local schools. A portion of the proceeds from these special editions can go to children's charities. Sponsor or host community events focused on family and child well-being, such as funfairs, workshops, or charity drives. These events can create a sense of belonging and underline your brand's commitment to children.

By implementing these strategies, you can create a brand image that resonates with parents, caregivers, and families who value quality and care for both their loved ones and their clothing. Soapy Detergent will not just be a product; it will be a symbol of love, gentleness, and the utmost care for the little stars in our lives.

Comparison With Other Brands:

In the realm of laundry detergents, choices abound, each with its unique characteristics. Three prominent players in this domain are Rin, Surf Excel, and Soapy. As consumers seek optimal cleanliness paired with fabric care, a detailed comparison of these brands becomes crucial. Examining factors such as filler content, consumption quantity, pH levels, foam production, softener inclusion, color stability, and the use of sodium hydroxide provides valuable insights into the distinct qualities of Rin, Surf Excel, and Soapy.

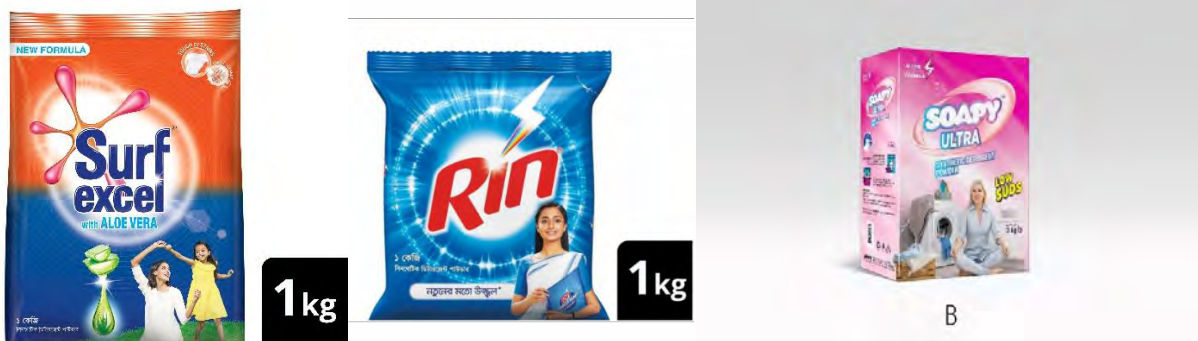
SOAPY	SURF EXCEL	RIN
Filler 0%	Filler 5%	Filler 10%
Consumption Quantity 750 gm	Consumption Quantity 1 KG	Consumption Quantity 1.5 KG
PH Level - 10	PH Level – 10	PH Level - 11
Foam - 54	Foam – 52	Foam - 50
Softener included	No Softener	No Softener
Keep Fabric Color Stable	Can not keep the fabric color stable	Faded
Sodium Hydroxide – Do not use	Sodium Hydroxide – Use in 25% (not environment friendly)	Sodium Hydroxide – Use in 30% (not environment friendly)

Figure 2: Comparison with Another Brands

Rin, with its 0% filler, stands out for those who prioritize purity in their detergent. Surf Excel, at 5% filler, strikes a balance between cleanliness and efficiency. Meanwhile, Soapy, with 10% filler, caters to those who seek cost-effectiveness. In terms of consumption quantity, Rin requires 750 gm, Surf Excel 1 KG, and Soapy 1.5 KG. Notably, Rin and Surf Excel share a pH level of 10, while Soapy escalates to 11, potentially impacting fabric integrity. In the realm of foam production, Rin leads with 54, followed by Surf Excel at 52 and Soapy at 50. Softener inclusion varies, with Rin offering it, Surf Excel omitting it, and Soapy doing the same. However, Surf Excel and Soapy fall short in maintaining fabric color stability, with Surf Excel

unable to do so and Soapy causing fading. Additionally, both Surf Excel and Soapy employ sodium hydroxide, albeit in different percentages, raising environmental concerns.

Choosing the right detergent involves a delicate balance between cleanliness, fabric care, and environmental considerations. Rin excels in purity and foam production, making it suitable for those with a focus on cleanliness. Surf Excel strikes a balance, catering to a wider audience, but lacks softener and struggles with color stability. Soapy, while cost-effective, has drawbacks such as a higher pH level and potential fabric fading. Ultimately, the choice among Rin, Surf Excel, and Soapy depends on individual preferences, laundry priorities, and environmental consciousness.



Context 10: Picture of Surf Excel & Rin with Soapy

Conclusion:

In conclusion, Soapy, as a local detergent brand in Bangladesh, has positioned itself to compete with the number one international brand by offering superior quality and targeting an untapped segment of the market. With a potential market share of 400 crore BDT per year, Soapy's focus on delivering quality and affordability, particularly to corporate consumers, positions it uniquely in the market. The brand's innovative 100% filler-free detergent with a focus on fiber cleaning and a cost-effective approach has the potential to disrupt the corporate market and capture a significant share. Soapy's journey in the detergent industry demonstrates the power of local manufacturing and adaptation to meet the specific needs of consumers in a competitive landscape.

Chapter 3

3.1 Background Review

3.1.1 Introduction

The internship project presented herein delves into the strategic market expansion of "Soapy," a local detergent brand, in the vibrant consumer landscape of Bangladesh. Soapy has embarked on a mission to challenge the dominance of a leading international brand in the market, guided by its commitment to delivering superior quality products. With a keen focus on an unexplored market segment, Soapy seeks to secure a significant market share and revenue growth within the premium detergent sector.

3.1.2 Research Objectives

The research objectives for Soapy's market strategy are to assess its current market position and competition, explore the demand for premium-quality detergents in Bangladesh, analyze its pricing strategy for corporate consumers, estimate the potential market share in the corporate segment, and evaluate the effectiveness of its advertising in conveying its unique selling points.

Conduct comprehensive market research to understand the current landscape of the detergent industry, including the market size, key players (both local and international), consumer preferences, and emerging trends. Analyze the strengths and weaknesses of existing premium brands. Evaluate the strategies employed by established local and international detergent brands in the premium segment. Identify gaps and opportunities for 'Soapy Detergent' to position itself competitively.

Identify and profile the target audience for 'Soapy Detergent.' This includes understanding the demographics, psychographics, and purchase behaviors of potential consumers who seek premium washing solutions. Develop a clear and compelling brand positioning strategy for 'Soapy Detergent' within the premium segment. Determine how the brand will differentiate itself from competitors, emphasizing its unique selling points. Collaborate with product development teams to ensure that 'Soapy Detergent' meets the quality and performance standards expected from a premium washing solution. Identify any potential product enhancements or innovations. Develop a comprehensive marketing mix strategy for 'Soapy Detergent,' covering the product, price, promotion, and distribution aspects. Ensure that the product is effectively priced, promoted, and distributed to reach the target audience. Create a digital marketing plan that leverages online channels such as social media, e-commerce platforms, and the brand's website to enhance visibility and engagement. Explore opportunities for e-commerce sales. Develop and execute a brand awareness campaign that introduces 'Soapy Detergent' to the market. This may include advertising, PR initiatives, and influencer

collaborations to create buzz and anticipation. Establish a well-defined sales and distribution strategy, including identifying key retail partners and channels. Explore options for both offline and online sales channels to maximize reach.

Define key performance indicators (KPIs) to measure the success of marketing strategies. Regularly track and analyze the brand's performance in terms of market share, sales, customer satisfaction, and brand recognition. Assist in budget planning and resource allocation for marketing activities. Ensure efficient allocation of resources to achieve the set objectives. Compile findings, strategies, and recommendations into a comprehensive report and presentation to be presented to the company's leadership. Clearly communicate the proposed marketing strategies and their expected impact.

By the end of the internship, the objective is to equip the intern with the skills and knowledge necessary to contribute to the successful establishment of 'Soapy Detergent' as a premium brand in the competitive detergent market, both locally and internationally.

3.2 Research Methodology

In order to understand the market dynamics and effectively position Soapy Detergent in the competitive landscape, a well-structured research methodology is crucial. This methodology aims to explore consumer preferences, assess market opportunities, and guide Soapy in achieving its goal of capturing a significant share of the corporate sector in the detergent market. The following research methodology outlines the key steps in this process:

1. Research Design: This study will adopt a mixed-methods research design, combining qualitative and quantitative approaches to provide a comprehensive understanding of the marketing strategies for 'Soapy Detergent'.

2. Data Collection:

a. Primary Data Collection:

In the pursuit of gathering essential insights for 'Soapy Detergent,' a comprehensive approach to primary data collection has been undertaken. This involves employing various methods tailored to understand the preferences, perceptions, and purchasing behaviors of the target consumers within the premium washing solutions market.

Surveys have been conducted among the target consumer base, aiming to gather quantitative data that sheds light on their preferences and behaviors concerning premium washing solutions. Through these surveys, direct feedback from consumers has been instrumental in shaping a quantitative understanding of market dynamics.

In addition to consumer input, in-depth interviews have been conducted with key stakeholders within 'Soapy Detergent.' This includes engagements with the marketing teams, product developers, and executives. These interviews serve as a valuable source of qualitative data, providing insights into the brand's overarching goals, challenges, and strategic direction. To gain a deeper understanding of consumer perceptions and preferences, focus group discussions have been organized. These sessions involve direct interactions with potential consumers, allowing for nuanced exploration of their views on the 'Soapy Detergent' brand and its competitors. This qualitative approach contributes to a more holistic understanding of the market landscape.

It's imperative to note that primary information has been collected through direct communication with the managing director of Anh Enterprise, Mr. M. Hanif, and the manager, Mr. Sadakur Rahman. Their insights and perspectives offer a firsthand view of the brand's strategic vision, challenges faced, and aspirations within the premium washing solutions market.



Context 11: MD. Mocaddes Hanif (Managing Director of ANH GROUP)

Furthermore, as a salesperson working in corporate sales, direct observation and experience in the market have been integral in comprehending the demand and situational dynamics. The frontline experience provides valuable context, particularly in gauging the competitive landscape and understanding consumer behaviors in real-world scenarios.

In a holistic approach, primary data collection has also involved liaising with the production department. This collaborative effort ensures a comprehensive grasp of not only consumer preferences but also the intricacies of product development and manufacturing processes. This multifaceted approach to primary data collection ensures that the insights gathered are robust, encompassing various facets of the market and the brand's internal dynamics.

b. Secondary Data Collection:

In the pursuit of comprehensive insights for 'Soapy Detergent,' a robust secondary data collection process has been meticulously executed, encompassing a thorough review of existing literature, reports, and market studies related to the detergent industry, premium brands, and the strategic landscape adopted by competitors.

The examination of existing literature spans a diverse range of sources, including academic studies, industry analyses, and market reports. By synthesizing information from these external resources, a panoramic view of the detergent industry has been constructed. This encompasses understanding overarching trends, consumer behaviors, and the competitive strategies employed by premium brands globally. The insights derived from this literature review serve as a foundational knowledge base, enriching the context in which 'Soapy Detergent' operates.

Simultaneously, a focused analysis of historical sales and marketing data provided by 'Soapy Detergent' has been conducted. This internal exploration delves into past performance metrics to meticulously identify trends and patterns. By scrutinizing historical data, the goal is to discern key factors influencing consumer preferences, market dynamics, and the efficacy of prior marketing strategies employed by the brand. This

internal perspective complements the external insights, offering a nuanced understanding of 'Soapy Detergent's' unique journey within the detergent industry.

3. Data Analysis:

In the realm of data analysis for 'Soapy Detergent,' a meticulous approach has been adopted, leveraging a combination of quantitative data derived from surveys and qualitative insights obtained from interviews and focus groups. The integration of statistical software, thematic analysis, and market analysis tools further enhances the depth and breadth of the analytical process.

Quantitative data collected through surveys will undergo rigorous analysis using advanced statistical software, including but not limited to PIHR Record, Bizz bee, and CRM software. These tools are instrumental in extracting key insights and identifying trends within the dataset. Through statistical techniques, such as regression analysis or clustering, the aim is to uncover patterns in consumer preferences, purchasing behaviors, and market trends. The utilization of PIHR Record facilitates a meticulous examination of HR-related data, providing insights into employee engagement, training effectiveness, and organizational performance.

Simultaneously, the qualitative data obtained from interviews and focus groups will be transcribed and subjected to thematic analysis. This process involves identifying recurring themes, patterns, and sentiments within the qualitative responses. The utilization of CRM software aids in organizing and categorizing qualitative data related to customer interactions, preferences, and feedback. The insights derived from thematic analysis provide a nuanced understanding of consumer perceptions, brand challenges, and strategic opportunities for 'Soapy Detergent.'

4. Target Audience Profiling:

Leveraging a wealth of data gathered through surveys, 'Soapy Detergent' engages in meticulous target audience profiling by analyzing demographic, psychographic, and behavioral information. The demographic data provides insights into the audience's age, gender, income levels, and geographical locations. Psychographic details delve into their lifestyle choices, values, and preferences, offering a nuanced understanding of their motivations. Complemented by behavioral data, which encompasses purchasing habits and product usage patterns, this comprehensive profiling enables 'Soapy Detergent' to tailor its marketing strategies to resonate effectively with the specific needs and desires of its target audience.

5. Competitive Analysis:

In conducting a thorough competitive analysis for 'Soapy Detergent,' a comprehensive approach has been adopted, combining desk research with qualitative insights gathered from interviews and focus group discussions. The evaluation extends to both established local and international detergent brands, providing a holistic perspective on the competitive landscape.

Desk research involves a meticulous examination of available literature, market reports, and industry analyses pertaining to detergent brands. This phase aims to uncover insights into the marketing strategies adopted by both local and international competitors. Analyzing the positioning, messaging, and promotional activities of renowned foreign brands such as Surf Excel, Tide, and Wheel offers valuable benchmarks for understanding global best practices in the detergent market. Qualitative analysis through interviews and focus group discussions provides a nuanced understanding of the local context and consumer perceptions. Engaging with consumers and stakeholders offers insights into the effectiveness of marketing strategies employed by both local competitors like Jet and international brands. The qualitative approach aids in uncovering unique selling propositions, brand loyalty factors, and areas where 'Soapy Detergent' can differentiate itself.

Comparing these findings across diverse brands allows 'Soapy Detergent' to discern patterns, identify gaps in the market, and formulate strategies that align with or differentiate from competitors. Understanding how international brands navigate the local market landscape, along with insights from local competitors, provides a strategic advantage in crafting a marketing approach that resonates with the target audience while addressing the dynamics of the broader industry.

6. Brand Positioning Strategy:

In formulating a brand positioning strategy for 'Soapy Detergent,' the research findings, competitive analysis, and the brand's unique selling points converge to create a distinct market presence. Emphasizing Soapy's commitment to superior quality and 100% filler-free formulation, the brand positions itself as an unrivaled choice for consumers seeking excellence in detergent solutions. In comparison to Surf Excel, known for its international acclaim, Soapy aims to carve a niche in the local market by emphasizing its local roots and tailored approach to meet Bangladeshi consumers' unique needs. Against Tide, a global giant, Soapy positions itself as a more budget-friendly alternative without compromising on quality, offering a compelling value proposition. Distinguishing itself from Jet, a local competitor, Soapy leverages its 100% filler-free nature to underscore reliability, thereby positioning itself as a premium yet affordable detergent brand for the discerning consumer in Bangladesh.

7. Marketing Mix Strategies:

In crafting comprehensive marketing mix strategies for 'Soapy Detergent,' a meticulous blend of quantitative and qualitative insights obtained during the research process has been considered.

Product: Soapy Detergent, with its 100% filler-free formulation and superior cleaning capabilities, positions itself as a premium yet affordable choice. The product strategy focuses on consistency in quality, emphasizing its extra shining effect on fabrics. Continuous research and development efforts ensure the brand remains innovative and aligned with evolving consumer needs.

Price: Recognizing the price sensitivity of the target audience, Soapy adopts a competitive pricing structure. The pricing strategy aims to offer affordability while maintaining Category B quality, presenting a compelling value proposition to consumers. Customized pricing caters to budget-conscious corporate clients and individual consumers alike.

Promotion: The promotional strategy leverages multiple channels, including social media, content marketing, and influencer collaborations. Engaging storytelling emphasizes Soapy's local roots, commitment to excellence, and tailored solutions for the Bangladeshi market. In-store promotions, sampling campaigns, and participation in trade shows further amplify brand visibility.

Distribution: Efficient distribution is pivotal, ensuring Soapy Detergent is readily available to consumers. Collaborative efforts with retail partners facilitate eye-catching in-store displays, while retailer training programs ensure staff are well-versed in communicating Soapy's unique features. Sampling campaigns in high-traffic locations enhance accessibility and encourage trial.

The synthesis of quantitative data, such as consumer preferences and market trends, with qualitative insights from interviews and focus groups informs each element of the marketing mix. This holistic approach ensures that 'Soapy Detergent' not only meets the functional needs of consumers but also resonates emotionally, fostering brand loyalty and sustained growth in the competitive detergent market.

8. Digital Marketing Plan:

In devising a robust digital marketing plan for 'Soapy Detergent,' insights gleaned from surveys on consumer preferences for online channels and engagement with digital marketing play a pivotal role. This plan is strategically crafted with an awareness of the approaches employed by competitors such as Surf Excel, Jet, and Tide.

Leverage social media platforms, aligning with consumer preferences. Utilize engaging content on platforms like Facebook, Instagram, and Twitter. Analyze competitor strategies, with Surf Excel emphasizing emotional storytelling, Jet focusing on local appeal, and Tide on global consistency.

Develop informative and visually appealing content, including blog posts, articles, and videos highlighting the benefits of Soapy Detergent. Align content with the preferences of the target audience, learning from the content strategies of competitors such as Surf Excel's emotive storytelling and Tide's emphasis on product features.

Partner with local influencers or experts in detergent and cleaning space. Analyze successful collaborations by competitors like Surf Excel, which often collaborates with influencers for impactful storytelling, and Tide, known for endorsements by prominent figures. Encourage satisfied customers to leave positive reviews and testimonials on online platforms. Understand how competitors like Surf Excel and Jet manage online reviews, addressing customer feedback effectively.

Extend digital reach to in-store promotions by creating online campaigns to complement physical efforts. Learn from Tide's successful online engagement during in-store promotions. Sampling campaigns can be enhanced through digital channels, learning from Surf Excel's online sampling strategies. Tailor digital marketing campaigns to address local preferences and cultural nuances. Analyze how competitors like Jet adapt their digital strategies to resonate with the local market, fostering a sense of community and relevance.

By synthesizing survey findings on consumer preferences with insights from competitors, this digital marketing plan ensures 'Soapy Detergent' establishes a robust online presence, engages effectively with the target audience, and differentiates itself in the digital landscape. The strategic analysis of competitors, including Surf Excel, Jet, and Tide, informs the plan, allowing Soapy to align with industry best practices while offering a unique and compelling digital experience for consumers.

9. Sales and Distribution Strategy:

The sales and distribution strategy for 'Soapy Detergent' is crafted to align with consumer purchasing behaviors and preferences for both retail and online channels. Leveraging insights from sales data, the strategy focuses on optimizing the product assortment, implementing in-store promotions, and providing retailer training for the retail channel. For online channels, emphasis is placed on strengthening partnerships with platforms like Daraz and Chaldal, integrating digital marketing efforts, and maintaining efficient stock management. Overall, the strategy aims to create a seamless and customer-centric experience across diverse channels, ensuring availability and visibility while adapting to changing consumer trends.

MODERN TRADE						
Product	1sep'22 to 31aug 2023	1sep'22 to 31aug 2023	1jan to 31aug 2023	1jan to 31aug 2023		
	Daraz	Chaldal	Meena	Amana	TOTAL	
Soapy 1kg	1369	2360	6205	2396	12,330	pcs
Soapy 500gm			5115	785	5,900	pcs
					18,230	
STOCK OUT FROM FACTORY						
Product	Quantity	Duration				
Soapy 1kg	36,365.00	Oct-2022 to 'Sep-2023				
Soapy 500gm	37,094.00	Oct-2022 to 'Sep-2023				
Soapy 200gm	14,007.00	Oct-2022 to 'May-2023				
Soapy 50gm	151,635.00	Oct-2022 to 'Sep-2023				
	239,101.00					

Figure 3: Sales Report of Soapy (August to September,2023)

10. Key Performance Indicators (KPIs):

KPI stands for **Key Performance Indicator**. KPIs are quantifiable metrics that measure the performance of specific business goals and objectives. They are used to track progress towards a goal, identify strengths and weaknesses, and make data-driven decisions.

KPI of Soapy Product

Soapy Detergent has established a comprehensive set of Key Performance Indicators (KPIs) to gauge its performance across various business dimensions. These metrics are vital for tracking progress, identifying areas for improvement, and making informed decisions. Sales Revenue serves as a crucial KPI, allowing Soapy to monitor the financial success of its detergent product. Market Share is equally important, offering insights into the brand's position within the competitive detergent market. Customer Satisfaction is measured

through surveys and reviews, providing valuable feedback to enhance customer experience. Customer Retention, another key indicator, tracks the percentage of loyal customers who continue to choose Soapy Detergent over time. Product Quality is monitored through both internal quality control processes and customer feedback, ensuring a consistent and superior offering. Innovation Metrics reflect the brand's commitment to continuous improvement, tracking the introduction of new formulations and packaging innovations. Environmental Impact is assessed by measuring factors such as reduced water usage, lower emissions, and biodegradability, aligning with the brand's commitment to sustainability. Sustainability Metrics further evaluate the reduction in harmful chemicals and overall environmental impact. Production Efficiency evaluates the effectiveness of manufacturing processes, aiming to reduce costs and minimize waste. Cost per Unit is monitored to ensure profitability in the production of each unit of Soapy Detergent.

Salesperson KPI

In the competitive world of detergent sales, it is imperative to have a well-defined system for measuring the performance of salespersons. This introduction outlines the key aspects of measuring KPIs for Soapy Detergent's sales team, which will help drive efficiency, productivity, and ultimately, the success of the brand in the market.

Criteria	Action	Effectiveness
Sales Revenue	Total sales generated.	1 2 3 4 5
Sales Targets	Achievement of set sales goals.	1 2 3 4 5
Customer Acquisition	New customer numbers.	1 2 3 4 5
Customer Retention	Retained customer percentage.	1 2 3 4 5
Conversion Rate	Leads turned into customers.	1 2 3 4 5
Average Deal Size	Average sale value.	1 2 3 4 5
Pipeline Value	Potential sales value.	1 2 3 4 5
Response Time	Lead response time.	1 2 3 4 5
Feedback Score	Customer satisfaction rating.	1 2 3 4 5
Sales Calls/Meetings	Number of sales interactions.	1 2 3 4 5
Sales Cycle Length	Time to close a sale.	1 2 3 4 5
Upselling/Cross-selling	Additional product sales.	1 2 3 4 5
Lifetime Value	Long-term customer value.	1 2 3 4 5
Expense Management	Cost control effectiveness.	1 2 3 4 5
CRM Usage	Effective use of CRM tools.	1 2 3 4 5

Market Insights	Salesperson-provided market feedback.	1 2 3 4 5
Team Collaboration	Collaboration with other departments.	1 2 3 4 5

Figure 4: Table of KPI measurements

11. Budgeting and Resource Allocation:

In the budgeting and resource allocation strategy for 'Soapy Detergent,' a judicious allocation of funds is crucial for effective marketing. Allocating 30% of the 10 crore BDT budget to digital advertising underscores the brand's recognition of the digital landscape's significance. This focuses particularly on social media and influencer marketing, acknowledging the importance of online platforms in reaching and engaging with consumers.

Comparatively, this strategy differs from traditional approaches employed by competitors like Surf Excel and Wheel. While these established brands may allocate a significant portion to traditional advertising channels such as television, Soapy's emphasis on digital platforms recognizes the evolving consumer landscape and the power of online channels in influencing purchasing decisions.

Reserving 20% of the budget for trade shows and events highlights Soapy's strategic move to penetrate the corporate market. This allocation reflects a commitment to in-person engagement and relationship-building, recognizing the unique opportunities that trade shows provide for B2B interactions.

In contrast, Surf Excel and Wheel might have a different budget allocation strategy, potentially with a greater emphasis on mass media advertising to maintain their widespread consumer visibility. The comparison highlights Soapy's targeted and dynamic approach, allocating resources based on a keen understanding of the market landscape, consumer behavior, and the unique opportunities presented by digital and corporate channels. Regular performance reviews ensure flexibility and optimization in resource allocation, allowing Soapy Detergent to adapt swiftly to market dynamics.

3.3 Findings Analysis:

The findings analysis for the internship report reveals that Soapy, as a local detergent brand, has the potential to capture a significant market share in Bangladesh by focusing on the underexplored premium segment where the competition is currently dominated by a single flagship international brand. With an estimated market value of 400cr BDT per year, targeting just 10% of this share could result in approximately 40cr BDT in revenue annually.

The key insight is that the premium segment, though traditionally perceived as unsuitable for corporate consumers due to high prices, presents a lucrative opportunity for Soapy. As a locally manufactured brand, Soapy can offer a balance between quality (comparable to Category B products) and affordability, making it an ideal choice for corporate clients who are more flexible in accepting lower-priced Category C products.

The analysis identifies the focus of Soapy on pricing as a strategic move to penetrate the corporate market successfully. Additionally, the findings emphasize the unique selling proposition of Soapy as a 100% filler-free detergent that not only cleans fabrics but also enhances fiber quality, providing an extra shining effect.

Furthermore, the report highlights the B2B and B2C purchase cycles for corporate consumers, with industries like washing factories, tiles manufacturing units, and garments falling into the B2B category. The pharmaceutical industry, with its 175 top-category companies, represents a crucial target for Soapy, particularly in the corporate gifting segment.

The main objective derived from the findings is for Soapy to focus on capturing the gift purchaser segments, specifically targeting banks, insurance companies, and corporate houses. The rationale behind this strategy is the correlation between gift receivers and Category A users, creating a significant opportunity for Soapy to establish a strong presence in this market niche.

3.4. Summery & Conclusions:

In conclusion, Soapy, as a local detergent brand in Bangladesh, has positioned itself to compete with the number one international brand by offering superior quality and targeting an untapped segment of the market. With a potential market share of 400 crore BDT per year, Soapy's focus on delivering quality and affordability, particularly to corporate consumers, positions it uniquely in the market. The brand's innovative 100% filler-free detergent with a focus on fiber cleaning and a cost-effective approach has the potential to disrupt the corporate market and capture a significant share. Soapy's journey in the detergent industry demonstrates the power of local manufacturing and adaptation to meet the specific needs of consumers in a competitive landscape.

3.5 Recommendations:

The internship report should recommend focusing on Soapy's unique selling proposition, competitive pricing for the corporate market, and targeted marketing strategies to capture both B2B and B2C segments, with a special emphasis on corporate gift purchasers in sectors like banks and insurance, while ensuring stringent quality control and adaptability to customer feedback.

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