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SQUARE TOILETRIES LTD.

INTERSHIP REPORT ON

Visual Merchandising: Comparison of shelf hiring of different Fmcg companies and its impact on sales

Prepared For

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LETTER OF TRANSMITTAL

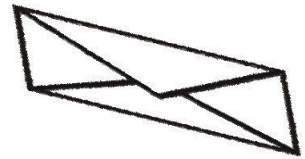
May 14, 2015

Mr. Tahsan Rahman Khan

Senior Lecturer

School of Business

BRAC University.



Subject: **Submission of internship report**

Dear Sir,

I would like to take this opportunity to thank you for the guidance and support you have provided me during the course of this report. Without your help, this report would have been impossible to complete. With deep gratitude, I also acknowledge the help provided by Mr. Fazal Mahmud Roni, Assistant Manager, Marketing for providing me utmost supervision during my internship in the organization.

To prepare the report I collected what I believe to be most relevant information to make my report as analytical and reliable as possible. I have concentrated my best effort to achieve the objectives of the report and hope that my endeavor will serve the purpose. The practical knowledge and experience gathered during report preparation will immeasurably help in my future professional life. I request you to excuse me for any mistake that may occur in the report despite of my best effort.

I would really appreciate if you enlighten me with your thoughts and views regarding the report. Also, if you wish to enquire about an aspect of my report, I would gladly answer your queries.

Thank you again for your support and patience.

Yours Sincerely,

Sadman Sawmik Niloy

ID-11104075

BRAC Business School

ACKNOWLEDGEMENT

Prosperous conclusion of any course requires support from various personnel and I was fortunate to have that support, direction, and supervision in every aspect from my teacher, Square Toiletries officials and friends.

First of all I would like to thank beyond measure grace and deep kindness of the Almighty Allah.

I like to express my deep sense of thankfulness to my supervisor of Internship Program Mr. Tahsan Rahman Khan, Senior lecturer, BRAC University for his frank encouragement as well as guidance in preparing this report.

I acknowledge my gratitude to Mr. Fazal Mahmud Roni, Assistant Manager, Marketing for his help and valuable suggestion from time to time and for being my supervisor in the host organization in achievement of my internship program as well as preparing the report. And I would also like to thank to Ms. Jesmin Zaman, Manager, Marketing for her kind cooperation.

I would also show my utmost gratitude to all the officials of Square Toiletries Limited. The speed and helpfulness of the officers really helped me in obtaining the necessary information in time.

EXECUTIVE SUMMARY

Square Toiletries Ltd (STL) is the leading Bangladeshi manufacturer of toiletries and cosmetics products with over 50 international quality products. STL started its challenging journey with branded coconut oil under the brand “JUI” in 1988. Currently STL, an ISO 9001: 2000 certified company, is operating with the trust of Bangladeshi consumers with 16 leading brands.

STL has been serving the unique needs of Bangladeshi people and exporting its products to more than 15 countries.

I was appointed in Marketing Department as an intern. From production of the product to spreading it into the market, the marketing department plays strategic and vital role. My internship report is on **“Visual Merchandising: Comparison of shelf hiring of different FMCG companies and its impact on sales”**.

This report is designed in four major chapters. Initially the opening words about the report were described in the first segment titled “Introduction”. The next segment “Overview of Square Toiletries” contains the history of Square Toiletries, its values and Organizational structure.

Next two chapters are on my intern experience and the project part. In chapter three I have briefly described my key responsibilities and involvements as an intern of Marketing Department and in project part I have discussed why visual merchandising is such an important fact in modern business world and also researched on how different fmcg companies are managing their different shelf hiring strategies and what amount of impact it’s creating on the sales of the product.

After all these I have finished my report with few suggestion like what they should and what they should not which I found while my internship period and felt that they are lacking behind and concluded my report expressing my gratefulness towards the organization and with the references.

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Chapter ONE

Introduction of the Report

THIS CHAPTER INCLUDES:

1.1 BACKGROUND OF THE STUDY

1.2 ORIGIN OF THE REPORT

1.3 OBJECTIVE OF THE STUDY

1.4 SCOPE OF THE REPORT

1.5 METHODOLOGY

1.6 LIMITATION

1.1 BACKGROUND OF THE STUDY

The business environment is changing more rapidly than ever before. It is characterized by increasing competition from both domestic and foreign companies, a brandish of mergers and acquisitions, and more sophisticated and demanding customers who have great expectations related to their consumption experiences. There are times when product that were thought to be of high quality, that every market test and analysis concluded were going to be a hit with the market failed miserably. When that happens there is a tendency to either blame the producer, the marker research company or even the economy. However in many cases it turns out that it is not just about the quality of the product; presentation of the product is also an essential component of the sales process.

Sales are dependent on good marketing. A huge part of retail marketing is visual merchandising. Those retail organizations that understand the concept are the most successful in the industry today. Retailers who fail to make the link between good visual merchandising displays and sales continue to struggle.

This project deals with what impact does visual merchandising really have on sales and the comparison of various shelf hiring program followed by different fmcg companies. Square Toiletries Limited has already taken many initiatives to get a better position in the market.

1.2 ORIGIN OF THE REPORT

This report is a requirement of the internship program for my BBA program. My supervisor Mr. Tahsan Rahman Khan assigned me the topic. I have tried my level best to make it as an excellent one. I used all the latest data and information. I have been serving this company as an intern under Marketing Department for three months where I gathered experience on how marketing department works. I got to know many things of Trade marketing. I also got the opportunity to acquire knowledge of different trade programs of Square Toiletries Ltd. I worked under the close supervision of Mr. Fazal Mahmud Roni and my university supervisor Mr. Tahsan Rahman Khan.

1.3 OBJECTIVE OF THE STUDY

- To present an overview of 3 months working experience in STL.
- To get practical experience
- To understand the drive structure of STL
- How Marketing department works at STL
- To have general concept on how other departments work at STL
- To determine the impact of display program
- Usefulness of different strategies
- Achieving sales growth
- To learn how to adjust with new culture, skill and people.
- Relate academic learning with real life learning.

1.4 SCOPE OF THE REPORT

It was an amazing opportunity to work with Square Toiletries Ltd. I got to learn many things from here. Especially I could see that how Marketing Department can create so much effect on such organization. I had the chance to see the whole marketing department from very close. This report gives an overview about the company like about the mission and goals of the company, the functional departments, the strategies, social responsibilities etc.

This report has been prepared through discussion with the marketing department manager, sales representatives and my honorable faculty. While preparing this report, I had a great opportunity to have an in depth knowledge of marketing activities of the “Square Toiletries Ltd.” If the internship program was more than 3 months then am sure I would learn so many things in real life.

1.5 METHODOLOGY

To make the report more meaningful and presentable, two sources of data and information were used widely. Both primary and secondary data sources were used to prepare this report. There are some records collected from various resources of the company. Most of them can be treated as the secondary data. Furthermore, I also attend some outlets survey. That have been used as a medium of collecting data for preparing this report. Primary data that are mainly used are from different persons directly related to Marketing Department on STL. For secondary data collection I went through the website, Annual reports, previous internship reports, journals.

1.6 LIMITATION

One and only limitation was the confidential issues. There were situations when it was very difficult to collect information from the retailers and consumers. In most of the cases they were unwilling to share information also the company policy didn't allow the officials to share sensitive information about the company.

CHAPTER TWO

Overview of “Square Toiletries”

THIS CHAPTER INCLUDES:

2.1 History of Square and STL

2.2 Milestone Square

2.3 Organizational and management Structure

2.4 Workforce structure

2.5 Mission

2.6 Vision

2.7 Values and Principle

2.8 Quality Policy

2.9 STL's contribution

2.10 STL's Brands & Products

2.11 STL's growth strategy

2.12 STL's

2.1 HISTORY OF SQUARE

Square started out as a small scale Pharmaceutical venture in 1958. It was a partnership effort of four young and enterprising men whose determination and passion saw it through the turmoil's of the incipient period. By its fourth year, Square turned into a profit-making organization.

SQUARE today is more than just an organization, it is an institute. In a career spanning across five decades, it has pioneered the development of the local business in fields as diverse as Pharmaceuticals, Toiletries, Garments, Textile, Information Technology, Healthcare Products, Food Products, Hospital etc. With annual turnover above US \$ 450 million and with a workforce more than 22,000, square today is a true icon in Bangladesh Business sector.

SQUARE TOILETRIES LTD.

Square Toiletries Limited (STL) has been operating in Bangladesh as one of the leading manufacturing companies in FMCG industry. Square Toiletries Ltd. started its journey in 1988 with a single product as a separate division of Square Pharmaceuticals. In 1994, Square Toiletries Ltd. became a Private Ltd. Company.

At present, STL is the country's leading manufacturer of international quality cosmetics and toiletries with 20 brands and more than 55 products covering a wide range of categories like skin care, hair care, oral care, baby care, fabric care, scourers, male grooming and OTC.

Besides core business functions STL has long been taking active part in different philanthropic activities like employment generation program for vulnerable community, financial aid to disadvantaged and natural disaster affected people, helping acid victims, tree plantation, creating mass awareness on health and hygiene issues, supporting in education and various local community programs and many more. Square Toiletries Limited doesn't only limit its journey by satisfying consumers providing the *same SQUARE Quality products*. It also embraced the society & its people with different initiatives.

2.2 MILESTONE SQUARE

- **1958:** Debut of Square Pharmaceuticals as a Partnership Firm.
- **1964:** Converted into a Private Limited Company.
- **1974:** Technical Collaboration with Janssen Pharmaceutical, Belgium, a subsidiary of Johnson & Johnson Int. USA.
- **1982:** Licensing agreement signed with F. Hoffmann-La Roche Ltd, Switzerland.
- **1985:** Achieved leadership in Pharmaceutical market of Bangladesh among all multinational and national companies.
- **1988:** Debut of Square Toiletries Ltd. As a separate division of Square pharmacy.
- **1994:** Initial public offering of Square Pharmaceutical Ltd.'s shares.
 - : Square Toiletries Ltd. becomes a private limited Company.
- **1995:** Chemical Division of Square Pharmaceutical Ltd. Starts production of Pharmaceutical bulk products (API).
- **1997:** Square Pharmaceuticals Ltd. Won the National Export Trophy7.
 - : Debut of Square Textile Ltd.
- **1998:** Second unit of Square Textiles Ltd is established.
 - : Agro-Chemicals & Veterinary products Division of square Pharmacy start its operation.
- **2000:** Square Spinning Ltd. starts its journey.
- **2001:** Square Knit Fabrics Ltd. Is established.
 - : Square Fashions Ltd. starts its operation.
 - : US FDA / UK MHRA standard Dhaka Unit of Pharmaceuticals goes into operation.
 - : Square Consumer Products Ltd. starts its operation.
 - : Square Informatix is established.
 - : Square Hospitals Ltd. Is established.
- **2005:** New State-of-the-Art Square Cephalosporin's Ltd. Goes into operation; built as per US FDA/ UKMHRA requirements.
- **2006:** Square hospitals Ltd. Starts its journey.
- **2007:** Square Pharmaceutical Ltd., Dhaka Unit gets the UK MHRA approval.
- **2008:** Square Pharmaceuticals Ltd. Starts SVPO (Small Volume Potential & Ophthalmic) unit, built as per US FDA requirements, goes into operation.

2.3 ORGANIZATIONAL AND MANAGEMENT STRUCTURE

Board of Directors: A Quarterly Report on business information and operation and financial position is presented before the Board of Directors for their review, for implementation by the Executive Management. Every month co-ordination meeting is held congregating all the department heads to discuss priority issues and solve problems, if any.

Executive Management: The Executive Management is headed by the Managing Director, the Chief Executive Officer (CEO) who has been delegated necessary and adequate authority by the Board of Directors. The Executive Management operates through further delegations of authority at every echelon of the line management. The Executive Management is responsible for preparation of segment plans/sub-segment plans for every profit centers with budgetary targets for every item of goods and services and is held accountable for deficiencies with appreciation for exceptional performance. These operations are carried out by the Executive Management through series of team-bound initiatives.

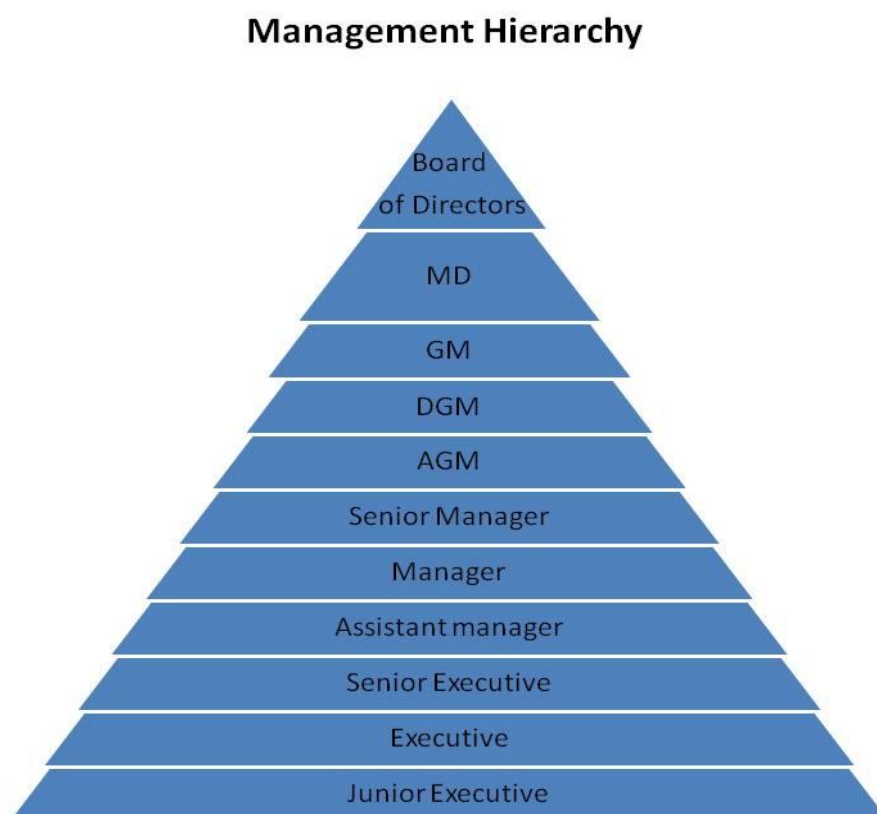


Figure: Management hierarchy at STL

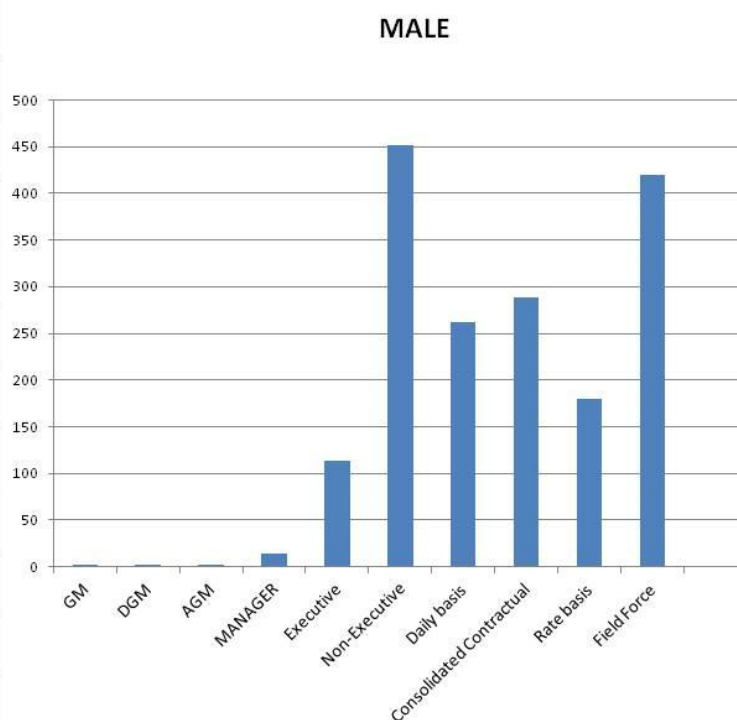
2.4 WORKFORCE STRUCTURE

STL has been built around one core asset, and it is its people

That is what makes working so special here. STL believes that work is more than a place you go every day. It should be a place of exploration, professional growth and creativity. It's about being inspired and motivated to achieve extraordinary things. STL wants its people to take pride in their work. After all, it's the combined talents, skills, knowledge, experience and passion of our people that make us who we are.

Currently STL is employing over 2,500 employees ensuring their consistent welfare and security. Due to its sociable working environment and highly motivated employee, STL is enjoying one of the lowest employee turnover rates. STL emphasizes on equal employment opportunity resulting in **33% women employees**. Besides, STL also provides employment opportunity to physically challenged persons.

Designation	Male
GM	2
DGM	2
AGM	2
Manager	14
Executive	113
Non-Executive	451
Daily Basis	262
Consolidated Contractual	288
Rate basis	180
Field Force	420
Total	1734



Designation	Female
AGM	1
Manager	2
Executive	7
Non-Executive	185
Daily Basis	182
Consolidated Contractual	48
Rate basis	401
Field Force	8
Total	834

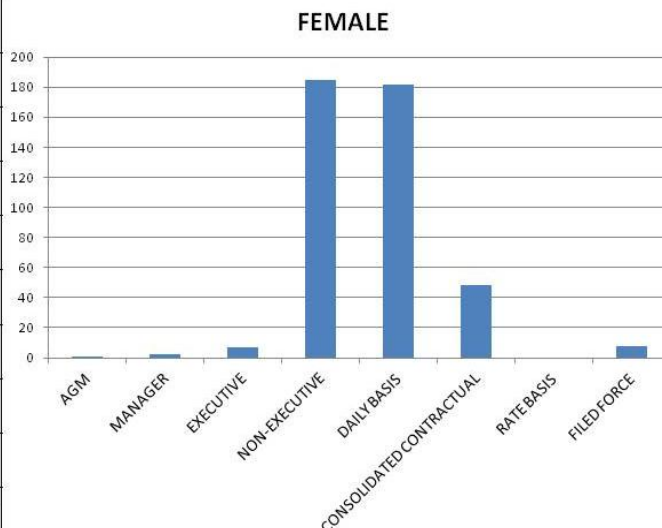


Figure: Comparison between male and female employee numbers at STL

2.5 MISSION

Offering consumers affordable and quality products

- To treasure consumer understanding as one of its most valued assets and thereby exerting every effort to understand consumers' dynamic requirements to enable them in offering maximum satisfaction.
- To offer consumer products at affordable price by strictly maintaining uncompromising stance with quality. With continuous R&D and innovation STL strives to make its products complying with international quality standards.
- To maintain a congenial working environment to build and develop the core asset of STL – its people. As well as to pursue for high level of employee motivation and satisfaction.
- To sincerely uphold the responsibility towards the government and society with utmost ethical standards as well as make every effort for a social order devoid of malpractices, anti-environmental behaviors, unethical and corruptive dealings.

2.6 VISION:

Meeting the unique needs of the consumer by delivering quality with care.

STL attempts to understand the unique needs of the consumer and translate that needs into products which satisfies them in the form of quality products, high level of service and affordable price range in a unique way.

2.7 VALUES & PRINCIPLES

Fulfilling commitments to the Society

Well-being of consumer, employee and society are the three foundation pillars of the values and principles of Square Toiletries Ltd. STL believe that it is their obligation to work for the welfare of society. In spite of being a commercial organization STL doesn't always opt for profit, rather it tries to be even more focused towards the fulfillment of its commitments to society and hence has an intense sense of responsibility to its customer, its people and its society as a whole. From the day to day business operation to quality policy, in every single activity of STL these core values and principals are reflected.

2.8 QUALITY POLICY

No compromise stance when it comes to quality

- Dedicated to make every effort to understand consumer needs to provide maximum satisfaction and to achieve market leadership.
- Strive to continuously upgrade manufacturing technology and to maintain optimum level of quality measures in conformity with the international standard – ISO 9001: 2008.
- Committed to achieve quality objective through continuous employee training and maintaining congenial working environment.

2.9 STL'S CONTRIBUTION

Square Toiletries Ltd. is making a positive contribution to the society through their brands, the commercial operations and relationships, their voluntary contributions to the community and through their wider engagement with Bangladeshi society.

68% of the company's value addition is distributed to the Government of Bangladesh.

STL operations provide employment to over 10000 people.

2.10 STL BRANDS & PRODUCTS



Meril

Meril Splash

Meril Splash Beauty Soap gives the experience of freshness like no other. Four revitalization variants with new fragrances are enriched with the goodness of Mother Nature. The main ingredient – Green Tea, is widely used in therapeutic remedies because of presence of anti-oxidants.

Meril Protective Care

The wintry bite of nature takes away all liveliness from skin. Skin feels like coarse autumn leaves and is in desperate need of care. Meril Protective Care gives a range of products that will ensure the proper care needed during the winter months.

Meril Petroleum Jelly

Meril Petroleum Jelly prevents skin contraction and relieves dryness. Enriched with jojoba oil and lemon fragrance, the jelly provides a protective layer against cold.

Meril Lip gel

Meril Lip gel provides the ultimate relief to chapped lips. Aloe Vera in the gel provides a therapeutic effect and helps to relieve skin dryness. It is available in circuit's flavor.

Meril Glycerin

Meril Glycerin is used to maintain the moisture balance of the skin which is tended to lose during winter. Since it's 100% glycerin, mix with water to avoid gumminess.

Meril Olive Oil

AS age takes its toll, it takes away the natural skin tenderness. The skin develops wrinkles and very fine illness. The anti-oxidants present in Meril Olive Oil will help you to prevent early aging and appearance of aging.

Meril Baby

Meril Baby Shampoo

Meril Baby Shampoo is a light formulation shampoo which has less alkali to ensure gentle care for the child.

Meril Baby Lotion

Meril Baby Lotion's rich creamy non-sticky formulation takes best care of baby's skin.

Meril Baby Powder

To keep the baby feeling fresh, cool and comfortable one should use Meril baby Powder after the baby's bath and during changing diapers.

Meril Baby Olive Oil

Before giving the child a bath, one should use Meril Baby Olive Oil for a pleasant massage so that bones become stronger.

Meril baby Gel Toothpaste

Baby's teeth and gums are so soft and delicate that adult toothpaste can do more harm than good. Meril Baby Gel Toothpaste in sweet orange flavor is made with a special formulation that ensures gentle care of baby's milk teeth gums.

Meril Revive

Meril Revive is the answer for young and peppy females whose life is packed with many activities.

Meril Revive Moisturizing Lotion

Vitamin E enriched formula of Meril Revive Moisturizing Lotion is especially suited for winter months when the skin starts wilting due to lack of moisture.

Meril Revive Talcum Powder

Active sun-block in Meril Revive Talcum Powder lets one walk boldly even under the scorching mid-day sun without fear damaging the skin.

Meril Revive Moisturizing Cream

Meril Revive Cream Is a water-based cream that provides the easiest solution for moisture balance of the skin.

Jui

The flagship brand of Square Toiletries Limited has won the heart of millions with its unyielding commitment to product quality and innovation. Jui gives women beautiful and healthy hair. Beautiful hair brings the quintessence of romance in their lives.

Jui Hair Care Oil

Jui is different than other hair oils for its purity, quality and fragrance. The combination of Vitamin A, E & F strengthens hair roots and reduces hair loss and makes hair healthier.

Chaka

Tradition and cultural practices have given us a reason to attach value, sometimes feelings, to the dress we received on your marriage anniversary or the Saree our best friend gave us before she left for abroad. These and many like them become special to us. When it becomes to taking care and looking after them, we do your utmost. Chaka takes care of our clothes just like we do.

Chaka Washing Powder

Chaka Washing Powder promises to keep the clothes clean like new after repeated washing.

Chaka Ball Soap

Chaka Ball Soap promises to remove tough stains completely and delivers it with gentleness. This is only ball soap in Bangladesh with moisture proof polypack.

Kool

When faced with a challenge, is the spirit within that enables a person to triumph against all odds. It is the spirit that makes him the man he wants to be. It is core, it is his essence. So is Kool's.

Kool Shaving Cream (FROSTY)

A small amount of Kool Shaving Cream (Frosty) instantly produces rich, frothy lather, adequate for several passes with razor. The unique feature of this product is, in addition to providing antiseptic protection, it gives one a cool and refreshing feeling.

Kool Shaving Cream (MONSOON)

Kool Shaving Cream (Monsoon) creates lavish foam and the creamy lather softens the beard down.

Kool Aftershave Lotion

Kool after Shave Lotion gives a layer of freshness over the skin and soothes any shaving nicks.

Kool Aftershave Gel

After the razor does its job, the face cries out soothing care. Kool Aftershave Gel gives the skin what it wants after a shave supplemented with the attribute of antiseptic protection.

Kool Blue Deodorant Body Spray

While a person attuned to his body smell, others are not. The body odor becomes a real turn-off for most. Kool Blue Deodorant Body Spray fights against such annoyance.

Senora

Senora Sanitary napkins are made with high quality imported pulps which absorbs moisture and provide a constant feeling of dryness.

Senora Regular

The word “Sanitary” means clean or hygienic. So that’s exactly what a sanitary napkin does or should do-take care of the menstrual flow in a safe, hygienic way. Senora Regular offers advanced and full absorbency protection to girls.

Senora Confidence

Senora Confidence is positioned for modern girls, to address their need to move freely with confidence.

Chamak

Keeping a person’s favorite clothes shining white is what Chamak does effortlessly with only 3 drops. The brilliance of clothes will turn heads as one pass by.

Freshgel

Enriched with sorbogranules, it has an exceptional power of cleaning and removing yellowish and similar stains.

Freshgel Greenmint

It is the only toothpaste that contains Sorbogranuels. Surbogranules' outstanding cleaning power removes yellow stains and plaque from teeth.

Freshgel Coolmint

Coolmint's unique mouthwash with Peppermint, Eucalyptus & Orange Oils keeps mouth fresh for a longer period.

White Plus

When teeth becomes weak, every single bite reminds of what exactly is missing. White Plus comes with the promise to give a really strong teeth so one can bite almost anything!

White plus Toothpaste

White Plus toothpaste has the combination of cavity guard fighting against captives and bacteria.

Magic

Magic is the remedy for those who don't dare to open their mouth while having a conversation. The curse of bad breath becomes a forgettable memory when Magic becomes a part of one's daily cleansing habit.

Magic Tooth Powder

Magic Tooth Powder comes in easy flip-top container. It has a spicy mint flavor, which gives the mouth a sharp, fresh feel while calcium helps to strengthen teeth.

Magic Ghamaci Powder

Magic Advanced Ghamachi Powder enriched with Irgacare MP will ensure complete summer solution.

Saaf

Ordinary cleaning agents fight against dirt at the expenses of the delicate quality of your priceless crockery. With Saaf there is no trade-off between cleansing capacity and care for crockery.

Saaf Dish Washing Powder

Saaf Dish Washing Powder is a multipurpose cleaner that cleans all kinds of utensils effectively and quickly. It leaves dishes spotless clean.

Saaf Dishwashing Liquid

This product has unique formulation that takes out all kind of dirt and tough stains from dishes.

Spring

With each spray, Spring Air freshener delivers the feeling of freshness. It brings spring to the surroundings.

Xpel

Mosquitoes wouldn't dare to intrude home when one is using Xpel. Xpel has a pleasant smell that won't irritate the comfort.

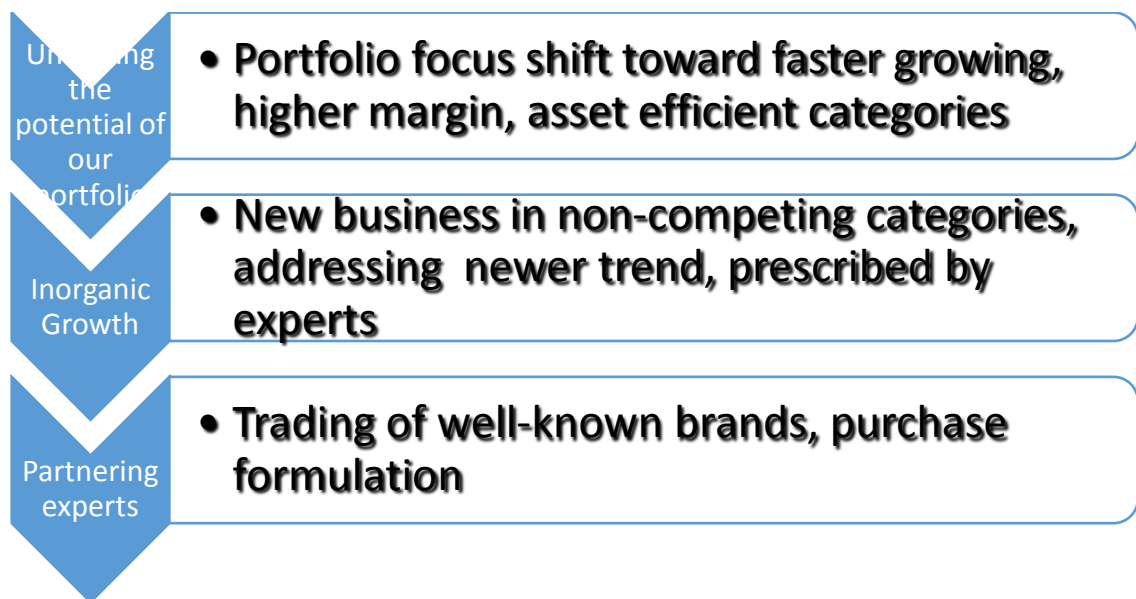
Zerocal

A lifestyle product that is safe for all, Zerocal is the answer to sugar substitute. As the name implies, a person's calorie intake won't rise if he uses Zerocal.

Select Plus

The last word in removing severe dandruff is Select Plus. Select Plus will also prevent dandruff from coming back with vengeance.

2.11 STL'S GROWTH STRATEGY



2.12 STL'S SOCIAL RESPONSIBILITY

- ❖ **Eco- Efficiency:** Square Toiletries Limited always tries to reduce the company operation by efficient manufacturing equipments and proper waste management system.
- ❖ **Eco-Innovation:** Square Toiletries Limited also aim to mitigate the Square Toiletries Limited's products by using recyclable packages and safe ingredients.
- ❖ **Sustainability program** in agriculture and water.
- ❖ Square Toiletries Limited code of business principles.
- ❖ Believes in developing the life of people is the only way to develop business.
- ❖ Well-being of mother & children in the core concern of development
- ❖ Sponsoring lots of national level events.
- ❖ Working with USAID, Save The Children and few other donor funded development agencies.
- ❖ Vaccination & Breast feeding awareness to 3.3 million mothers
- ❖ Operating 24/7 free helpline for mother and Babies
- ❖ Menstrual Hygiene Management Education to 2 million school going girls
- ❖ Fair Business practice
- ❖ Supporting local community.

CHAPTER THREE

Functionality of Marketing Departments

&

Job Description as an Intern

THIS CHAPTER INCLUDES:

- 3.1 STL's Marketing Department functionality
- 3.2 Major Roles of Marketing Department
- 3.3 Duties at STL

3.1 STL'S MARKETING DEPARTMENT FUNCTIONALITY

The marketing department is one of the major and most important departments among the other departments of Square Toiletries Ltd. The organogram of Marketing Department is given below:

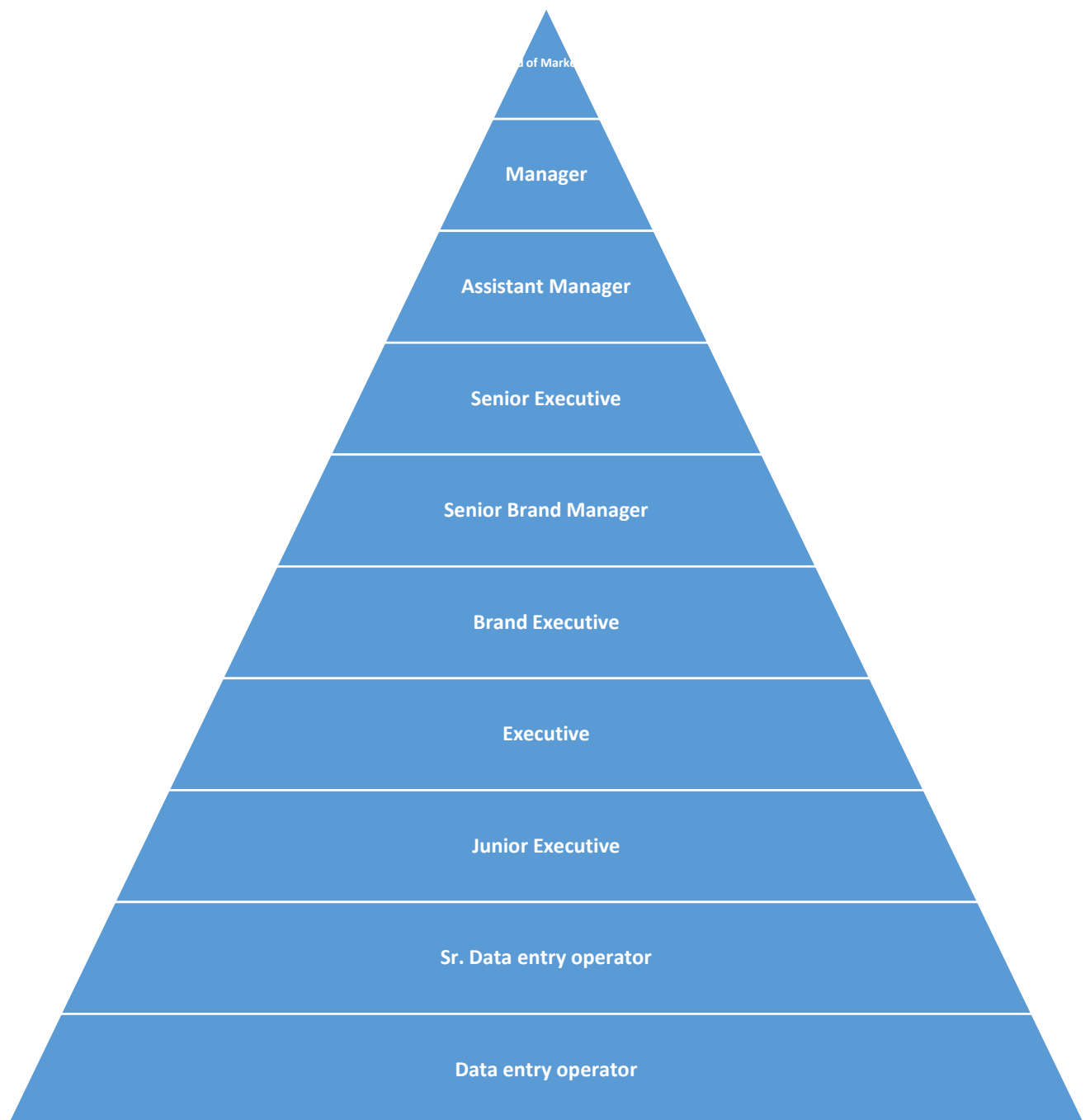


Figure: Organogram of Marketing Department

3.2 MAJOR ROLES OF MARKETING DEPARTMENT

- ❖ Study customer needs and wants in well-defined market segments
- ❖ Allocate marketing effort in relation to the long-run profit potential of the targeted segments
- ❖ Develop winning offers for each target segment
- ❖ Training the Sales Representatives about the products/ brands/their usage.
- ❖ Taking classes of the SRs on how to convince the retailers
- ❖ Monitoring competitors market price and evaluating company's price with competitor's price.
- ❖ Measure company image and customer satisfaction on a continuous basis
- ❖ Determining the need of publicity campaign of products.
- ❖ Continuously gather and evaluate ideas for new products.
- ❖ Recommend all company departments and employees to be customer-centered
- ❖ Coming up with new ideas for product improvements and services

3.3 DUTIES AT STL

Being an Intern of Marketing department in STL, I was self-motivated to prove myself through hard work and dedication. I tried my best to contribute to the organization by increasing the productivity of the Marketing department.

In my three months of Internship, I worked on variety of projects and works. Some of them are:

3.3.1 Successfully supervised activation of ZEROCAL in Chittagong Diabetic Fair 2015:

I had been assigned for an activation program in Chittagong to promote and sell ZEROCAL through displaying on the stall of Square Toiletries Limited. The event ‘Diabetic Fair’ was inaugurated on March 1 at Chittagong Diabetic General Hospital. The duration of the fair was 3 days (8 AM-8 PM). Visitors were served free samples and free tea made of ZEROCAL. My key responsibility was to monitor the activation program and communicate with customers as the supervisor of the activation team. Around 2000 visitors were served free tea and free samples in 3 days. After the activation, I suggested the Brand Manager that offering lemon juice or coffee along with tea can be an option in future. He appreciated my recommendation.

3.3.2 Supervised activation program-“*Senora-Baba Tomar Jonno*” :

As a part of activation of SQUARE TOLIETRIES LIMITED, I had been assigned by my supervisor to distribute the letter called ‘*Baba Tomar Jonno*’ by Senora. We were assigned to distribute the letters to different girl’s schools of Dhaka city. I had to supervise this activation. My key responsibility was to make sure that the letters were distributed properly to the fathers of High school girls. The purpose of this activation was to create awareness on using proper sanitary napkins to minimize various health related problems of girls. We distributed almost 1000 letters in 10 different girls’ schools of Dhaka city.

3.3.3 Monitored distribution of *Meril Baby products* and *Sepnil Hand Sanitizer*:

STL Participated in Pediatricians Association Conference in February at Ruposhi Bangla Hotel. I had to distribute Meril baby products in exciting gift hampers from the stall of SQUARE. I had to monitor the distribution of *Sepnil Hand Sanitizer* at Ruposhi Bangla Hotel as well. I communicated with the visitors about Meril Baby Products and recommended them to use Meril baby products up to 5 years for children. For this distribution, I had to write a proposal and report on Pediatricians Association Conference to Head of Marketing of STL.

3.3.4 Worked for promotional activities of KOOL:

During the ICC cricket world cup 2015, STL operated a campaign of KOOL; Men's grooming brand. I had written a letter on behalf of Mashrafe Bin Mortaza, Cricketer & Brand ambassador of KOOL to all the sales representatives and distributors of STL to motivate them towards achieving target. Writing that letter on behalf of Mashrafe was a challenging task for me. I had to think myself as a fighting cricketer while writing that letter. It was completely a new experience for me and I enjoyed a lot. This letter was sent to all the Sales representatives of Bangladesh as well as to all the retailers.

3.3.5 Worked for Activation of *Select Plus* :

I worked for the activation of ***Select Plus*** anti dandruff Shampoo in different Air conditioned saloons of Dhaka city. My responsibility was assisting the Brand Manager to convert the barbers to brand promoters for ***Select Plus***. We provided barbers with branded (Select plus & Shop name) black half shirt and aprons. We had to hang large branded panel board for internal shop branding and STL provided free samples of *Select Plus Shampoo*. Since it was a week-long activation program, I had to remain busy for this program for the entire week. The activation took place in Mirpur, Dhanmondi and Mohammadpur.

3.3.6 Visiting markets and making report on the information found in market visit:

I had been assigned by my supervisor to go for market visit in order to collect information of different shelf hiring packages of different fmcg companies. I had to visit the markets of

DCC (Gulshan) and Mohakhali Kacha bazar. I also had to collect information about competitors, TP, MRP, trade offer, bonus, etc. After visiting the markets, I made a report and submitted to my supervisor.

3.3.7 Conducting Shelf hiring program

My supervisor also had given me the responsibility to conduct a shelf hiring program for one month on Meril Splash Beauty Soap in three shops of Mohakhali. I successfully completed my assigned task.

3.3.8 Everyday Operations (keeping records and data entry):

Data entry in the excel file was the part of my regular activity as an Intern in STL. I entered the Data of Senora whole sale program for the months of Jan, Feb and March'15 in Excel file on regular basis. I had to count and keep the records of letters for 'Meril Baby-aadore gora vobisshot'.

CHAPTER FOUR

SHELF HIRING STRATEGY OF DIFFERENT FMCG COMPANIES AND IT'S IMPACT ON SALES

THIS CHAPTER INCLUDES:

- 4.1 Introduction
- 4.2 What is visual Merchandising?
- 4.3 Importance of Visual Merchandising
- 4.4 Implementing an Effective Visual Display using psychology
- 4.5 Research Methodology
- 4.6 Data Collection Method
- 4.7 Comparison of shelf hiring strategy of different FMCG companies
- 4.8 Conducted shelf hiring program for STL
- 4.9 Outcome/ Impact

4.1 INTRODUCTION

The retail environment now a day is becoming more and more challenging. It is characterized by increasing competition from both domestic and foreign companies, a spate of mergers and acquisitions, and more sophisticated and demanding customers who have great expectations related to their consumption experiences. Since services are intangible, heterogeneous, and inseparable, it is difficult to measure service quality objectively. So the companies have focus to so many different aspects in order to ensure their sales.

In retail business, shelf hiring plays a key role. The current business world is so much competitive that everyday companies are coming up with new strategies to attract the consumers and also to increase sells. In a research it has been seen that 90% of consumers don't have any pre- mindset of buying a specific brand while doing shopping of fast moving consumer goods. They buy whatever first comes in their eye and also whatever they find attractive. They don't care that much about the brand as all of them are of almost same quality. That's why shelf hiring becomes so important. For companies who are doing business in the FMCG sectors it's their last and final chance to influence customers to buy their products.

In this chapter I will discuss about the definition of visual merchandising, it's importance, why do we need it, how to Implement an effective Visual Display using psychology etc.

4.2 WHAT IS VISUAL MERCHANDISING?

Visual merchandising displays are the presentation of products, packaging and pricing in a way that it appeals to a target market. It is a way of promoting the sale of products at a retail store incorporating the principles of: the right merchandise sold at the right place at the right season, at the right price, at the right time.

Beauty may be in the eye of the beholder however, we can influence shopper's behavior and predisposition to buy our products by the way in which it is displayed. It takes passion, creativity and dynamism to create an effective display that captivates the mind.

Merchandise displays must convey the goals, philosophy and brand of the retail organization. It also needs to tell a story that relates directly to the prospective buyer.

With so much merchandise available for consumers to choose from, every retailer must understand that the psychology of visual merchandise display is pertinent to them achieving their objectives of enticing the customers and persuading them to buy.

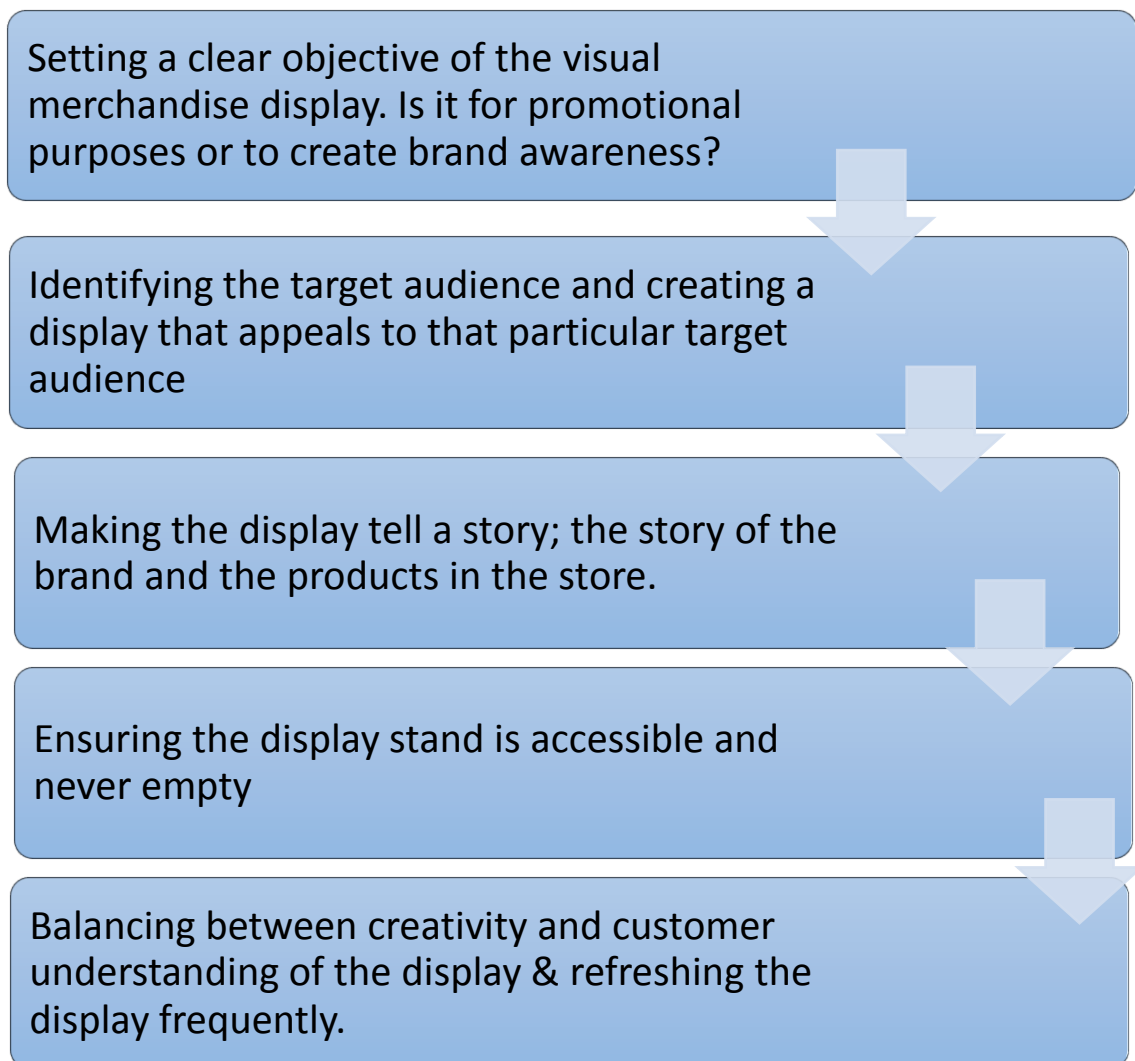
4.3 IMPORTANCE OF VISUAL MERCHANDISING

There are times when products that were thought to be of high quality, that every market test and analysis concluded were going to be a hit with the market failed miserably. When that happens, there is a tendency to either blame the producer, the market research company or even the economy. However in many cases, it turns out that it is not just about the quality of the products; presentation of the product is also an essential component of the sales process.

Sales are dependent on good marketing. A huge part of retail marketing is visual merchandising. Those retail organizations that understand this concept are the most successful in the industry today. Retailers who fail to make the link between good visual merchandising displays and sales continue to struggle.

The most important element of visual merchandise displays is the psychology behind the process. People buy emotionally even though they justify their decision rationally. Consequently, it is imperative that the psychological aspect of visual merchandise display is given prime consideration in any retail organization.

4.4 IMPLEMENTING AN EFFECTIVE VISUAL DISPLAY USING PSYCHOLOGY



4.5 RESEARCH METHODOLOGY

4.5.1 Research Purpose:

There are two basic purposes of research: to learn something, or to gather evidence. The main purpose of research has as its main goals the gathering of coherent, verifiable information, and most importantly, timely reporting of that information.

The research purpose of the study was to gather information about different shelf hiring strategy that different fmcg are following, cost of maintaining shelf, duration of shelf and finally the outcome of this activity.

4.5.2 Research Strategy:

The design of research strategy depends on the types of research questions asked. The main function of research design is to explain how we will find answers to our research questions.

4.5.3 Methodology

I mainly adopted a quantitative approach by gathering information by asking different shop owners.

4.6 DATA COLLECTION METHOD

Data was collected through documentation, archival records, interviews and direct observations. The most important sources for the study information are interview of the shop owners.

Both primary and secondary data are used

4.6.1 Primary Data:

I have collected primary data by interviewing sellers and retailers. Primary data were mostly derived from questions asked to the retailers. Primary information is under consideration in the following manner:

- ★ Face to face conversation with the retailers
- ★ By interviewing retailers.

4.6.2 Secondary Data:

★ Internal Sources

- Internal magazine published by STL
- Information provided by my supervisor

★ External Sources:

- Different books and periodicals
- Newspapers
- Internet

4.7 COMPARISON OF SHELF HIRING STRATEGY OF DIFFERENT FMCG COMPANIES

This report gives an overall idea about the different shelf hiring strategy that the companies are following and their influence on the sells. The task was assigned to me as an intern of Square Toiletries Limited (STL) by Mr. Fazal Mahmud Roni, Assistant Manager, Marketing. I was sent to Mohakhali Kacha Bazar to perform the task and also to conduct survey by collecting several information about different toiletries products of some renowned companies.

I have visited in total 18 shops and the information that I gathered from these shops are pretty similar with each other. One of the shops that I visited was SHE-Gallery. The shop is located at the center of Mohakhali Kacha Bazar and the shop is owned by MR. Biplob. The owner has been in this occupation for almost 3 years now and has vast knowledge about different campaigns followed by different companies. Another shop that I visited was shopper palace. The shop has been owned by MR. Anisuzzaman. It's also situated in mohakhali kacha bazaar and there are currently 3 workers working in the shop along with the seller. Shops like Annana General Store, Rahim store, Mesars General Store, Protity store, Habib Brothers store, Vuia general store, kashem store, Modern shop store, Himalaya herbal store, New Mohakhali store, sunflower kacha bazaar, shopper's point, Modina general store, Kashem mudi store were also covered while conducting the survey. The most important fact that I learnt while doing this report is that the products that the shop owner or seller displays in their shop's shelf doesn't depend on the demand of that particular product but on the advantages that the company is providing to the seller on displaying that product in the shop's shelf. Like the general people I also had this misconfusion which became clear while doing the survey. Companies that are leading in the shelf hiring system include Unilever, Proctor and Gamble, Square Toiletries, ACI and Marico. Among them Unilever is Holding the top position. In the shelf hiring program Unilever follows 3 different packages. The packages are Blue, Diamond and Purple. The Blue package is the least beneficial one for the seller and the Purple package is the most beneficial. The Diamond package is in the middle of these two packages which carries medium range of benefits for the seller. The company also gives the seller a particular target amount of products to sell in a particular time. If the seller

can fulfill this target then the company gives 5,000-6,000 tk monthly as bonus. Companies like Marico, Square are also giving these additional benefits to the seller. Not fulfilling the target sells also results a deduction in the amount of Tk. The seller also receives a certain amount of money for hanging the product's sticker of those companies on the shop. Unlike Marico and Uniliver; Square and P & G are not giving the sellers these additional benefits for displaying the product's sticker on the company's display shelf. The target sales that the shop owner is given, is basically monitored by the sale representatives (SR) of those companies. The Sale representatives of each company visits the shops on the assigned date and verify the actual sells.

The shelf hiring program of different fmcg, their advantage, disadvantage, length, cost and other relevant information is mentioned in the next page via a diagram.

Uniliver	P & G	Square	ACI	Marico
☐ Owns/ rented most number of shelves in store	☐ After Uniliver, rented second most number of shelves	☐ Holds the third position in renting shelves.	☐ Holds the 4th position in renting shelves	☐ Holds the 5th position in renting shelves
☐ Avg. shelf duration- 6 months	☐ Avg shelf duration- 4 months	☐ Avg shelf duration- 3 Months	☐ Avg shelf duration- 3 Months	☐ Avg shelf duration- 2 Months
☐ Display program in grocery shop, cosmetic shop and departmental shops	☐ Display program in grocery shop, cosmetic shop and departmental shops	☐ Display program in grocery shop, cosmetic shop and departmental shops	☐ Display program in grocery shop, cosmetic shop and departmental shops	☐ Display program in grocery shop, cosmetic shop and departmental shops
☐ Per Shelf(2*2) cost- Grocery Store- 400 tk/Month	☐ Per Shelf(2*2) cost- Grocery Store- 350 tk/Month	☐ Per Shelf(2*2) cost- Grocery Store- 350 tk/Month	☐ Per Shelf(2*2) cost- Grocery Store- 300 tk/Month	☐ Per Shelf(2*2) cost- Grocery Store- 300 tk/Month
☐ 3 Shelf(6*6) cost- Departmental Store-1400 tk/Month	☐ 3 Shelf(6*6) cost- Departmental Store-1300 tk/Month	☐ 3 Shelf(6*6) cost- Departmental Store-1200 tk/Month	☐ 3 Shelf(6*6) cost- Departmental Store-1200 tk/Month	☐ 3 Shelf(6*6) cost- Departmental Store-1100 tk/Month
☐ Per Shelf(2*2) cost- Cosmetic Shops- 550 tk/Month	☐ Per Shelf(2*2) cost- Cosmetic Shops- 500 tk/Month	☐ Per Shelf(2*2) cost- Cosmetic Shops- 450 tk/Month	☐ Per Shelf(2*2) cost- Cosmetic Shops- 450 tk/Month	☐ Per Shelf(2*2) cost- Cosmetic Shops- 400 tk/Month
☐ Shelf Hiring packages-3- Blue, Diamond, Purple(Deparmental and cosmetic store only)	☐ Shelf Hiring packages-2- Green, Red(Deparmental and cosmetic store only)	☐ No specific shelf hiring packages	☐ Shelf Hiring packages-3- star, Easy, Fast(Deparmental and cosmetic store only)	☐ Shelf Hiring packages-2- Silver, Gold (Deparmental and cosmetic store only)
☐ Doesn't easily allow to replace old products with new ones	☐ Replaces old products with new ones within 10 days	☐ Replaces old products with new ones within a week	☐ Replaces old products with new ones within a week	☐ Doesn't easily allow to replace old products with new ones
☐ SR visits shop- once a week	☐ SR visits shop- once a week	☐ SR visits shop- twice a week	☐ SR visits shop- twice a week	☐ SR visits shop- once in every 2 weeks
☐ Most Successful FMCG company in Shelf Hiring	☐ Second most successful FMCG company in Shelf Hiring	☐ Third most Successful FMCG company in Shelf Hiring	☐ Fourth most Successful FMCG company in Shelf Hiring	☐ Fifth most Successful FMCG company in Shelf Hiring

4.8 CONDUCTED SHELF HIRING PROGRAM FOR STL

While doing my internship at STL my supervisor has assigned me to conduct a shelf hiring program for 1 month in three grocery shops in Mohakhali. The reason of this program was to determine the effectiveness of shelf hiring program and also to determine its effect on sells. The detail of the program is mentioned below

Shelf Hiring Program Of Meril Splash

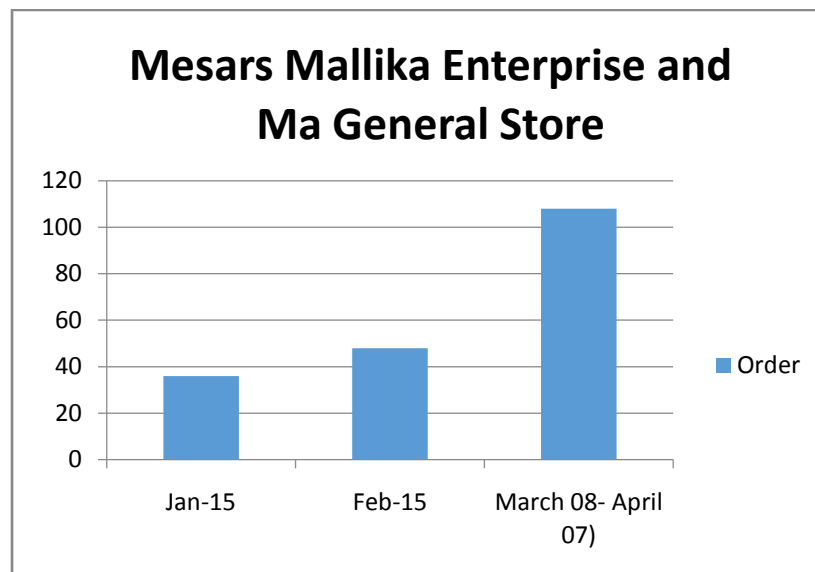
Store Name	Mesars Mallika Enterprise and Ma General Store
Address	38 Mohakhali D.C.C market, Mohakhali
Shelf Space	1.5 Feet
Duration	1 Month
Tk	350
Order-Jan-2015	36 pcs (0.5 carton)
Order-Feb-2015	48 pcs
Avg of 2 months order before program	42 pcs(Per Month)
Order-March 08-2015-April 07 2015)	(72+36)= 108 pcs
Seller	Mr. Alamgir
Initial order to SR(March-8)	72 pcs

Store Name	Shofi General Store
Address	A/60 Mohakhali
Shelf Space	1.5 Feet
Duration	1 Month
Tk	350
Order-jan-2015	36 pcs (0.5 carton)
Order-Feb-2015	36 pcs (0.5 carton)
Avg of 2 months Order before program	36 pcs
Order-March 08-2015-April 07 2015)	(72+48)= 120 pcs
Seller	Haji Abu Taher
Initial order to SR (March-8)	72 pcs

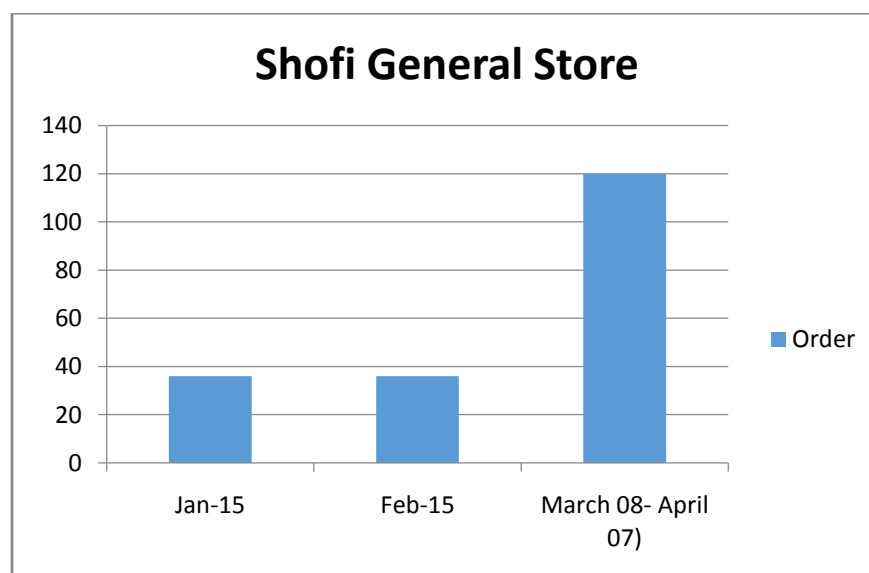
Store Name	Mesars Mallika Enterprise-2
Address	Shop no-47, Mohakhali D.C.C market, Mohakhali
Shelf Space	1.5 Feet
Duration	1 Month
Tk	350
Order-jan-2015	48 pcs
Order-Feb-2015	36 pcs (0.5 carton)
Avg of 2 months Order before program	42 pcs(Per Month)
Order-March 08-2015-April 07 2015)	(72+36)= 108 pcs
Seller	Md. Sohel Hossain
Initial order to SR (March-8)	72 pcs

4.9 OUTCOME/RESULT

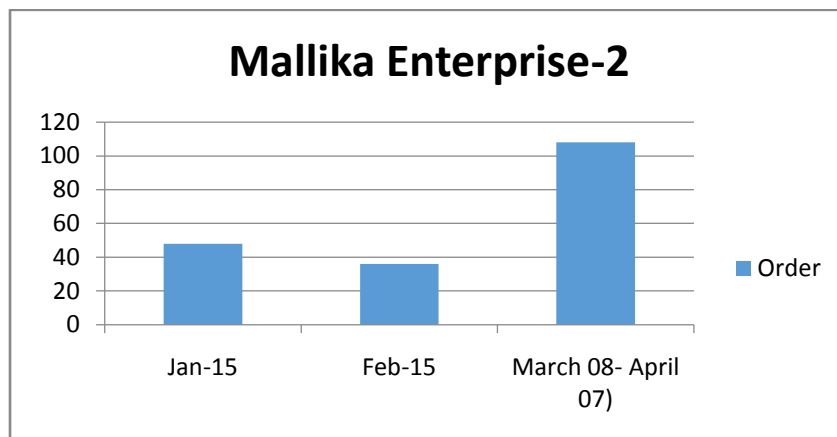
4.9.1 ORDER COMPARISON (BEFORE-AFTER)



- The above figure discloses that on the month of January and February the order of the shop “Mesars Mallika enterprise and Ma General Store” from the SR was respectively 36 pcs and 48pcs of Meril Splash. However from March 08- April 07 the order was 108 pcs. The result shows that because of shelf hiring the order of the store has increased remarkably.

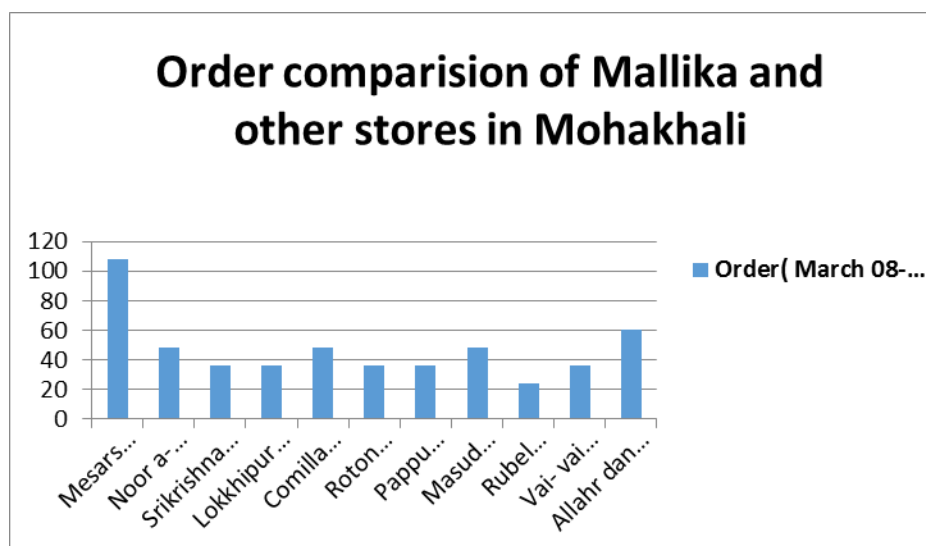


- The above figure shows that on the month of January and February the order of the shop “Shofi General Store” from the SR was respectively 36 pcs and 36 pcs of Meril Splash. However from March 08- April 07(1 month) the order was 120 pcs. The result here also shows that because of shelf hiring strategy the order of the store has increased remarkably.

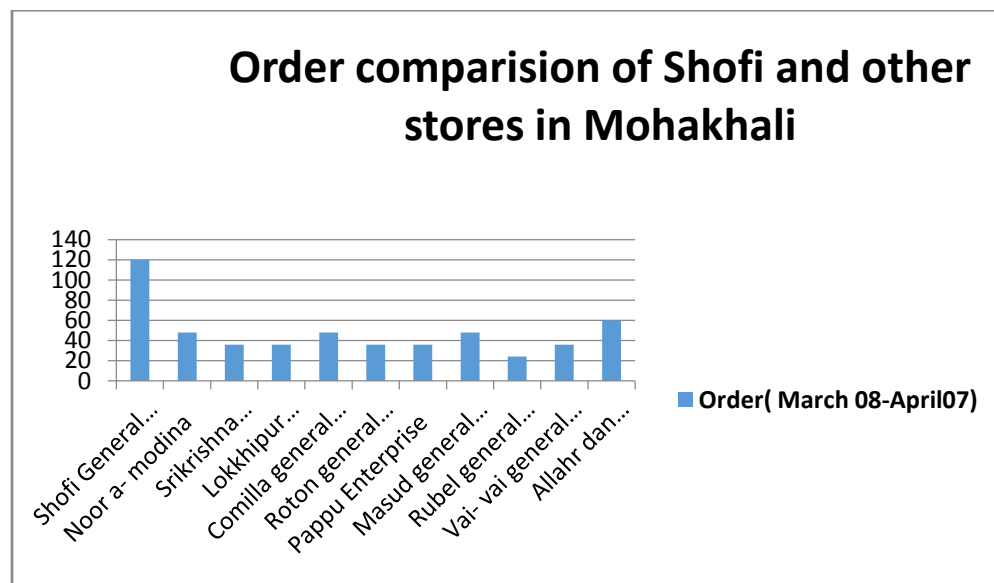


- The above figure discloses that on the month of January and February the order of the shop “Mallika Enterprise-2” from the SR was respectively 48 pcs and 36 pcs of Meril Splash. However from March 08- April 07(1 month) the order was 108 pcs. The result here also shows that because of shelf hiring strategy the order of the store has increased remarkably.

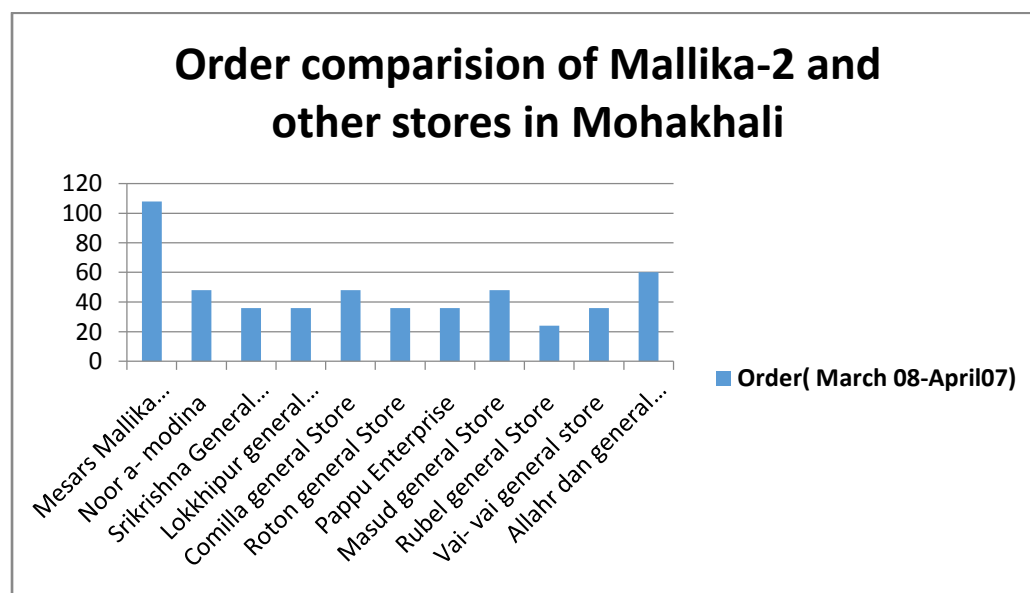
10 other similar shops of Mohakhali besides those 3 stores where shelf hiring has been conducted were also surveyed. The reason was to compare the order of those shelf hiring conducted 3 stores with the other stores.



- The above figure clearly shows that comparing to all the other 10 stores, the order of “Mesars Mallika” were comparatively higher which proves that the shelf hiring campaign was successful and beneficial for the company.

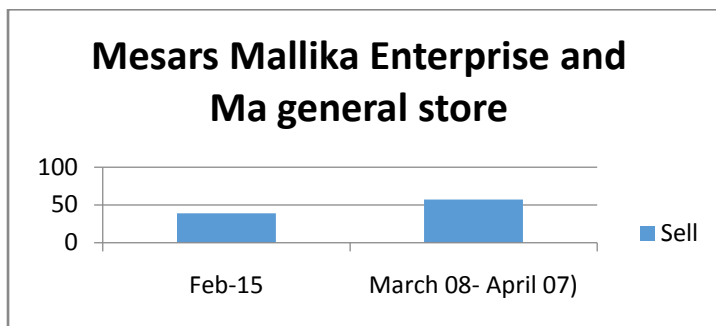


- The above figure discloses that comparing to all the other 10 stores, the order of “Shofi General Store” were comparatively higher which again proves that the shelf hiring campaign was successful and beneficial for the company.

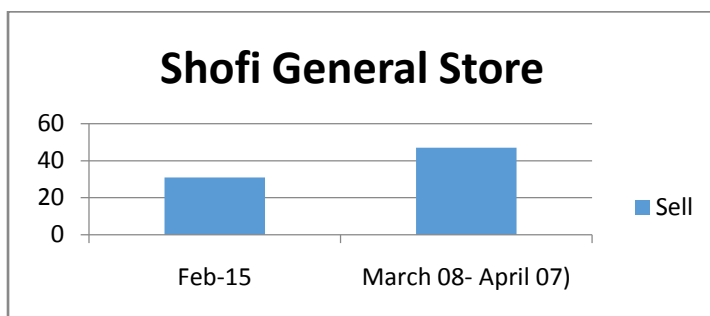


- The above figure reveals that comparing to all the other 10 stores, the order of “Mallika-2 General Store” were comparatively higher which proves that the shelf hiring campaign was effective and advantageous for the company. Not only the shelf hiring month order comparing to the previous months are high but also order than the other stores are also high.

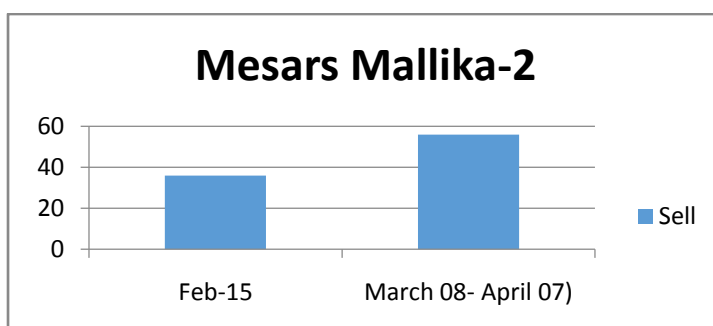
4.9.2 SELL COMPARISON (BEFORE-AFTER)



- The above figure discloses that on the month of February the sale of the shop “Mesars Mallika enterprise and Ma General Store” was 39 pcs of Meril Splash. However from March 08- April 07 the sale was 57 pcs. The result shows that because of shelf hiring the sell of the store has increased remarkably.



- The above figure discloses that on the month of February the sale of the shop “Shofi General Store” was 31 pcs of Meril Splash. However from March 08- April 07 the sale was 47 pcs. The result again shows that because of shelf hiring the sale of the store has increased remarkably.



- The above figure discloses that on the month of February the sale of the shop “Mesars Mallika-2” was 36 pcs of Meril Splash. However from March 08- April 07 the sale was 56 pcs. The result once more shows that because of shelf hiring the sale of the store has increased remarkably.

5. LESSONS LEARNT FROM INTERNSHIP EXPERIENCE

Working in the Marketing department of STL for 3 months has helped me to increase my experience related to real corporate world. The experience has also gained me experience in the field of public relations and business communication. From my first day at STL, I have been provided the opportunity to participate as an equal member of their marketing team. So far, I have learnt a lot of things:

- I have been introduced to the corporate culture.
- I have learnt how to work effectively in a team in the corporate world.
- I have acquired several technical skills such as how to use *Microsoft Office Excel* to arrange data and how to create pivot tables.
- Learned a lot of things from Mr. Malik, the Head of Marketing of STL, regarding the application of theoretical concepts of marketing in practical field.
- Learnt the real life execution of 4P's in marketing. Such as during a campaign development period, how the product is designed, price is fixed and various promotional activities.
- Learnt how to supervise and monitor an activation program successfully as well as how to lead a team effectively.
- Learnt how to communicate with different types of people including customers. Internship program has improved my communication skills and interpersonal skills. I have also learnt how to communicate with clients and make them convinced.
- Internship program has developed my written communication skill. I have learnt how to write a business proposal and report on an event.
- I have acquired knowledge on direct communication. I have learnt how shelf hiring activities take place.
- Learnt how to manage and maintain office time properly and cope with multi-tasking.
- From the experience of market visit, I have gained practical knowledge about business operation in retail and wholesale market.
- Learnt how to work more efficiently under pressure and time management.
- Learnt how to judge the effectiveness of a program or activation.

6. RECOMMENDATION

Though Marketing Department and its field force are very well organized and active but I think they should give more importance about the following matters

➤ **Importance on more visibility**

Marketing Department team should give more importance on visibility. They should choose more colorful shelf talker, billboard etc. and display all the products more attractive ways so that shoppers can easily notice the product and feel encourage to buy the products.

➤ **Give more promotional offer to the retailers and shoppers**

To encourage shoppers Marketing Department should give more promotional offer to the shoppers like more free gifts and for the retailers they can give more incentives. They can also arrange different programs for their loyal retailers.

➤ **Change the date over or damaged products**

Though STL changes their damaged products or date over products regularly but they should do it even more frequently.

➤ **Focus on their products delivery timing**

Sometimes delivery sales representative cannot reach to the market on time. That's why retailers couldn't take all the products according to the order. The reason behind is competitors sales representative comes early which helps them to get more orders for the products.

➤ **Event based promotion**

STL can arrange special promotion in different events like Eid, New Year and other seasonal events. It is not that they have to make an expensive promotion; they can keep it simple like giving free grocery or non-branded items with any STL product depending on the theme of the event.

➤ **Training program for retailers**

STL can organize special training program for the retailers where they will be given training on how to deal with customers, maintain long term relationship with them, retail management, marketing of product etc.

➤ **Arrangement of Special Events**

Square Toiletries Limited can organize special events for the retailers like outing or picnic or arrangements of sports. This will work as a motivation for them.

7. CONCLUSION

Square Toiletries Limited is the leading toiletries company in Bangladesh. I had the opportunity to work for this company during my internship program. I have worked in marketing department of STL. During this time I got an opportunity to observe the overall activities of managing retail environment. Internship program provides the opportunity to gain valuable experience in a working environment to those who are looking for exploring or gaining the relevant knowledge and skills required to enter into a particular field. Generally, an internship consists of an exchange of services for experience between the student and an organization. An intern should utilize this opportunity to gather as much as knowledge and experience for the future. I consider myself lucky since I got the opportunity to do my Internship program in a renowned FMCG company like Square Toiletries Limited that provided me enough exposures to enhance my ability and enrich my experience

Finally, I would say that this internship at STL has increased my practical knowledge of Business Administration and made my BBA education more complete and applied.

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APPENDIX- 1

- **STL:** Square Toiletries Limited
- **MKT Department:** Marketing Department
- **SSO/SO:** Senior Sales Officer / Sales Officer
- **JSO:** Junior Sales Officer
- **DSR:** Distribution Sales Representative.
- **PP:** Personal Product
- **PC:** Personal Care
- **MT:** Modern Trade
- **CM:** Contract Merchandiser
- **SC:** Shopping Complex
- **3P:** 3rd Party
- **SVS:** Super Value Shop
- **SKU:** Stock Keeping Unit
- **MH SKU:** Must Have Stock Keeping Unit

APPENDIX- 2

Shelf Hiring Program- Meril Splash



Meril Splash-Beauty Soap



Meril Splash- Beauty Soap

