

Intern Report

on

**Exploring Sustainability Practices in ACI Toiletries' Product Range
through Business, Environmental, and Economic Perspectives**

By:

Rafi Ahamed

ID: 18204045

An internship report submitted to Brac Business School for the fulfillment of the
requirements for the degrees of Bachelor of Business Administration

BRAC Business School

BRAC University

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Letter of Transmittal

Ekrakul Hasan

Lecturer,

BRAC Business School BRAC University

Kha 224 Bir Uttam Rafiqul Islam Avenue, Merul Badda, Dhaka

Subject ; Submission of Internship Report

Dear Sir,

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

Sincerely yours,

Student Full Name-

Rafi Ahamed

Student ID- 18204045

BRAC Business School BRAC University

Date: September 14th, 2023

Acknowledgement:

First, I would like to thank Almighty Allah for everything. With the help to Allah I came this far and successfully completed my internship and my internship as well.

I am deeply thankful to my mother for believing in me and for continuous support and encouragement, that inspired me to take this opportunity and finish my report. I will never forget her contribution in my life.

Also, I would like to thank my academic supervisor **Ekramul Islam**, Assistant Professor of Brac Business School, for his valuable time and helping me with the guideline of my internship report.

Special thanks to my on site supervisor **Taskin Tariqul Islam**, Senior Brand Executive of Consumer Brands Toiletries Division. Additionally, I would like to thank **Saif Muhammad Anwar**, Brand Executive who helped me to find the topic, giving me valuable insight, guideline and support. Without them I would not have been able to write this report.

I would also like to thank my other colleague in ACI Consumer Brands Marketing Division who helped me regarding my job. I have learned many valuable lessons from them.

Lastly, I am thankful to Brac University for providing this opportunity in our curriculum which enables us to be directly affiliated with the practical working environment as part of our academics.

I have done my internship report with full commitment. Any Kind of recommendation concerning this will be greatly appreciated.

Declaration:

- This is to certify that this report is my original work completed as part of my studies in Brac University.
- This report does not contain material previously written by third parties, excluding some areas where it is properly cited with full reference.
- This report has not been previously submitted in any other University or institution.
- I commit to maintain ethical standards and maintain confidentiality where it is required.
- This report reflects my personal insight and experience that I learned throughout my internship journey.

Student's Full Name & Signature:

Rafi Ahamed

Student ID- 18204045

Supervisor's Full Name & Signature:

Ekramul Hasan

Assistant Professor

BRAC Business School

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Executive Summary:

This report highlights my three month Internship in one of the leading FMCG companies ACI Ltd. My prime objective was to explore sustainability practices within their product range through business, environment and economic perspective. I looked into ACI's sustainability benefit towards the environment and business by practicing sustainability practices within the organization.

To conduct this research successfully I employed a combination of primary and secondary data including survey and observation. Key findings include how ACI Toiletries made notable progress in sustainability practices within its product portfolio. This report also tells the benefit of sustainability, how sustainable practice in business can lead to minimizing cost, less use of plastic, benefiting the environment and increasing brand image. However, ACI's challenge is to build a strong supply chain that supports sustainability. Also making raw materials distributors to know about sustainability practices is very important because this awareness can create more collective action in production, packing and distribution.

ACI Toiletries and its commitment to the environment can improve their market position by focusing more on sustainability strategy. This report focuses on ACI's current sustainability practices and how it is contributing to the environment, business and economy and how it has a positive impact on the environment.

ACI Limited, a major conglomerate in Bangladesh with a global heritage, operates nationwide. The Consumer Brands Division enhances everyday life for consumers with its range of toiletries, home care products, and hygiene solutions. This study investigates the sustainability practices of ACI Limited's toiletries product range, focusing on business, environmental, and economic perspectives. It examines how the company reduces its environmental impact and uses resources more efficiently. The study also considers how these practices support ACI's goals and meet wider sustainability standards. It highlights the economic benefits of these efforts, showing how they contribute to long-term business success and profitability. Overall, the findings illustrate ACI's dedication to sustainability, benefiting both the environment and the company.

Keywords: ACI Limited; sustainability; toiletries; environmental impact; business practices; economic benefits.

Chapter 1

Overview of Internship



Chapter 1

Introduction

Student Information

Name	Rafi Ahamed
ID	18204045
Department	Brac Business School
Programme	Bachelor of Business Administration
Major	Marketing

Internship Information

Timeframe, Organization Name, Department, Address

Period	3 Months (2nd June to 31st August, 2024)
Organization Name	Advanced Chemical Industries (ACI) Limited
Department	Consumer Brands (Marketing Department)
Address	Novo Tower, Level-14, 270, Tejgaon Industrial Area, Dhaka-1208,

On site Supervisor Information

Name	Taskin Tariqul Islam
Position	Senior Executive- Marketing Department (Consumer Brands Division)

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Chapter 1

Overview of Internship

Job Description:

According to the job description my position was Consumer Brands Marketing Department. I was working for the consumer brand marketing department. I am very lucky that I get to work with a lot of brands like Savlon (Liquid Antiseptic, Hand Wash, Soap), Septix, Shinex, Neem Original. It was a three-month academic internship program. This internship program started on 2 June and ended on 31th August. The office was located in Novo Tower, Tejgaon. The working hours were Sunday to Thursday from 8.30 to 6. I was fortunate that I got to work for this Company and learn many things in the office and field as well as learn about products and their business.

Job Responsibility:

- Initially I was assigned to a research project where I was about to introduce a new product for the line extension of some particular product if any product is feasible enough to launch in the market.
- Regular visits in modern trade and market places to collect samples and analyze MRP with TP(Trade Price), DP(Distribution Price), NSI(Net Sales Income) including VAT and prepare reports based on market visits.
- Survey on newly launched product and consumer preference towards it and report about it.
- Monitor competitor activity for example trade offer, price cut, newly launched product variant and analyze them and report them according
- Visit potential hospitals where Savlon baby wipes can do their branding and set up breastfeeding booths. Also visited a potential kids play zone called “Babuland” for the branding of Baby Soft which is a product of ACI.

- Regular visit to buy houses and collect samples for production purposes.
- Regular search of QPS (Quantity Purchase Schemes) for the shopkeeper to boost sales of a particular product.
- Regular contact to the tree plantation organization for sustainability practice for the product called “Neem Original”

My Contribution to the organization:

I have joined the Consumer Brands Marketing department, where employees are responsible for brand management, strategic planning, campaign management and performance analysis of each brand. My contribution to the organization is:

I was for CB(consumer Brands) department. My job is to help brand executives and senior brand executives in terms of doing surveys about unreleased products of ACI where I have to find consumer insight about the product and ask if they like packaging, fragrance according to their taste. Also ask for their feedback about modification and formulation based on customer suggestions.

In addition to working with survey I was responsible for field visit for the organization where I have to collect sample and take approval for the upper management

Benefit for the students:

In my internship period in ACI Ltd. I have improved my soft skills. Initially I was assigned to design the product offer and price cut in a unique way. Also I was assigned to craft a message for e-commerce and modern trade customers so that they can communicate with the consumer through that message. Also, I have learned who to do collaborative teamwork as well as some operational challenges helped me to develop my analytical and problem-solving skills with accuracy. This type of professional workplace focuses on communication skills, presentation skills and strong work ethics. Which gave an upper hand to sharpen my networking skills. Besides my interpersonal skills this company helped me to sharpen my soft skills which made me valuable for the industry.

ACI Ltd. Offer such a kind of work environment where we have to be involved with a lot of activities like reacting quickly to changing circumstances, prompt decisions, and meeting deadlines very seriously. Managing such a workload with quick decision making, multitasking, adaptability with the fast-paced environment. Proactive and agile in the workplace was one of the requirements which gave an upper hand in my corporate journey. Any students who want to work for the FMCG industry will require this self-development skills . Students will know how to work in an intense situation effectively and efficiently.

I am lucky enough that a big Industry like ACI Ltd gave me the chance to work for them. In my internship period I learned about the inner workings of a business as well as I came to know about the current and best practices in a certain field for a certain period of time. This experience helps me to understand industry dynamics, challenges and potential. This internship significantly helps me to learn those things which I Could not have learned without practical knowledge. It also helps me to improve my capacity to make well informed career decisions that I planned to accomplish my professional objectives.

Internship is a great way to learn practical experience in a professional manner. I have gained practical experience and closely work in real life projects of ACI Ltd. throughout my internship journey. Now I can relate my classroom learning and professional experience that help me to stand out as a potential employee.

Challenges faced during Internship Period:

At first, I was very shy so my supervisor told me to observe and learn. But my biggest challenges were how to set boundaries and communicate professionally. As this is my very first workplace in my entire life, I had some communication gap with my seniors that hampered my productivity for a week so I had to ask my supervisor and other colleagues frequently how to do my task efficiently. Apart from my work the office has slow internet connection which gives me a hard time to do tasks. Also I had to bring my own laptop which was challenging for me to transport that laptop from home to office. Apart from that, the workplace does not provide any ID card for the interns which was very risky to move due to student protest as well as transportation was not available at that time.

Recommendation:

It is recommended that the company needs to hire more employees for definite jobs so that brand executives do not have to do all the jobs by himself. At a time, they need to focus on their own brand and other brands as well so hiring a Brand Executive can solve this problem. Employees need to work beyond their job description which is a dissatisfactory factor for the employees.

Clear chain of command is another reason because brand executives had to go through some unwanted interference of a job which they never wanted. Also, employees have to go through some work which was not in his/her job description. An employee needs to design their own logo, packaging, design, Color and fragrance. If a proper chain of command-maintained employees did not have to do all the work. Especially that kind of job which is not his/her responsibility.

Chapter2

Organization Overview



ACI Limited

Company Overview:

History:

After East Pakistan gained independence, the British multinational firm established a branch called Imperial Chemical Industries, which ultimately became ICI Bangladesh Manufacturing Limited. ICI lost its shareholding in Bangladesh to the government in 1992. It was then named as Advanced Chemical Industries Limited (ACI Ltd, 2022). The Dhaka Stock Exchange recognized ICI Bangladesh Manufactures Limited, a public limited company and a subsidiary of the multinational conglomerate ICI Plc. In 1992, management purchased out ICI Plc equity and renamed the firm Advanced Chemical Industries (ACI) Limited. ACI Formulations Limited, one of ACI's subsidiaries, was able to enter the public markets by direct listing. ACI's mission is to achieve quality in business by completely understanding and meeting the needs of its clients. To ensure consistent excellent quality goods and services that assure customer satisfaction.

ACI operates a quality management system that meets international standards. In addition to conforming to the WHO's recommended CGMP, ACI meets all applicable national regulatory requirements for its ongoing operations. The World Economic Forum, the most prestigious business networking organization, has accepted ACI as a founding member of the Community of Global Growth Companies (ACI Ltd, 2022).

Mission:

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

Vision:

Provide products and services of high and consistent quality, ensuring value for money to our customers.

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

Value:

Quality, Transparency, Customer Focus, Innovation, Fairness, Continuous Improvement.

ACI Limited in Brief:

Organization Type	Pharmaceuticals and Conglomerate company
Full Name	Advance Chemical Industries (ACI Limited)
Incorporation Date	24th January, 1973
Registration No	C-3855
Organization Type	Public Limited
Number of Employee	11077
Website	https://www.aci-bd.com/
Head Office	ACI Centre 245, Tejgaon Industrial Area, Dhaka-1208, Dhaka, Bangladesh

Products:

Product line of ACI is given below:

Savlon: Liquid Antiseptic, cream, Savlon soap, Handwash, Savlon Men soap, Aci neem original
Aci neem original: Soap, Handwash, Savlon baby wipes, Savlon mask, Savlon disinfectant spray,
hand rub, hand sanitizer, fabric care.

Septex: Soap, Handwash.

Baby care: Baby soft lotion, Baby soft soap

Wonder: Dish wash bar, Liquid dish wash

Mosquito Coil and Insect spray: ACI Aerosol insect spray, Black fighter max mosquito coil,
ACI Cockroach spray.

Shinex: Floor cleaner, Glass cleaner.

Angelic: Angelic air freshener (Misty wood, Anti tabac, Orchid Breeze, Amazonia, Fruit Punch)

Colgate: Toothpaste, Mouth wash





Hygiene Product:

Freedom: Freedom Heavy Flow Wings, Freedom Ultra-Wings, Freedom Regular Flow, Freedom Teens, Freedom Combo Wings, Freedom Belt System, Freedom Panty System, and the Freedom Regular Flow Popular, Freedom Intimate wash, Freedom hair removal cream

Twinkle: Twinkle baby diapers, Twinkle baby wipes, Twinkle baby lotion, Twinkle baby soap, Twinkle baby feeder, and Twinkle baby spoon feeder



ফ্রিডম মানে স্বাধীনতা



ACI Quality policy:

ACI's limited one of the important visions is to provide high products and service ensuring value for money to the customers.

To achieve the vision ACI will:

- Aim to achieve business success by accepting and meeting customer wants and needs.
- ACI limits follow international standards in quality management to achieve customer satisfaction, they have well flagged manufacturing systems for all kinds of business as per regulated by the government and also better manufacturing systems for pharmaceutical industry followed by the rules of World Health Organization.

- Their prime consideration is to maintain quality standards for all kinds of business. Employee of ACI follow documented procedures to ensure quality
- ACI develops their human resources by giving them regular training and participation in seeking continuous improvement of the quality management system.

ACI Environment Policy:

ACI Limited is dedicated to conduct all its operation products in an environment friendly manner, ensuring efficiency of utilization of resources and also prevention of environment.

To pursuit environment goal ACI will:

- ACI need to obey local and international regulation
- Protect natural resource like water for sustainable development and implement eco friendly practices
- Ensure appropriate treatment of all water waste before release
- Assure proper communication with internal and external interested parties on environmental issues
- ACI Ltd raise awareness about environmental issue among their employees and conductor
- Assure waste management practices that are environmentally responsible by continuously upgrading technology

The UN Global Compact :

The UN global is a key component for businesses (launched in 2000) that need to go along with the practices with some key principles related to labor rights, human rights, environment , and anti corruption. This component encourages companies around the world to practice sustainability, corporate social responsibility (CSR). There are 12000 participating companies in 145 countries linked with them. That makes them the largest voluntary corporate responsibility initiative globally.

The Global Compact has two main goals:

- Merge its ten principle into business strategies and operations worldwide
- Motivate business to support broader UN goals and through collaboration and collective action

UN global has a policy called Communication on progress (COP), which demands companies to publicly share commitment to the global compact and its principle each year. This type of transparency is much needed for initiative's success.

ACI Ltd is a current member of the UN Global Compact since September 2003. UN Global Compact is a founding member of the community of global growth of the companies, a project by the World Economic Forum.

CSR & Shared Value Creation:

ACI Mission and its Alignment with Sustainable Development Goals (SDG)

ACI's mission is to ensure the quality of life through knowledge, technology and skills. ACI Ltd's vast portfolio focuses on the Sustainable Development Goal (SDG). Environment Sustainability Governance (ESG) also plays an important role in ACI's long term growth trajectory. ACI Ltd's corporate social responsibility are progressing in different parts of society which enable them to grow business.

ACI Ltd's Sustainability Framework is given Below:

- Generating wealth for the farmer through technology, knowledge and skill support
- Promote food safety, protein sufficiency through innovate product and nutrition solution
- ACI pharmaceuticals promote health and wellbeing of the people of Bangladesh through knowledge, products & innovation
- Promote personal hygiene with innovate personal and home care solution
- Provide value to customer by closing gap between producer and consumer in the retail chain

Leadership Style:

The management style of ACI Ltd. combines elements of democracy and autocracy. Even while senior management is ultimately in charge of all the most important decisions that the firm makes, they regularly confer with and seek feedback from other staff members when it comes to sales and marketing plans. This approach creates a solid mix between efficiency and innovation because upper management can make decisions quickly while still taking other employees' opinions into consideration.

Recruitment and Selection Procedure:

ACI Ltd.'s extensive recruitment and selection procedure includes Written exam, Initial Interview and Final Interview. After the written exam selected candidates have an initial interview with the Business Manager and head of marketing and the final interview with the head of toiletries department. This process guarantees that only the most competent candidates are chosen for available roles.

Compensation System:

ACI Ltd. offers a comprehensive compensation plan that includes benefits, bonuses, travel allowance, food allowance, telephone allowance and a competitive base salary. Employees receive promotions based on performance and duration of service.

Training and Development Initiatives:

ACI Ltd. provides its personnel with regular training and development opportunities in order to enhance their skills and knowledge. They have from time to time Microsoft office, adobe photoshop class apart from this they have regular training sessions regarding using new software in the company. This includes both on the job training and workshops conducted off-site. Every now and then, special training has been provided to the sales force.

Performance Appraisal System:

ACI Ltd. has a performance evaluation mechanism in place to evaluate employee performance. This process includes objective setting, progress monitoring and feedback provision. Employees are also allowed to debate their performance and provide feedback on the evaluation procedure.

In the sales department in ACI Ltd. appraisal trips are given if the employee can fulfill the target sales in a given period. In Consumer Brands department appraisal are given based on brands fulfilling sales target, monthly and annual sales and lastly market share of particular brands, with a mix of autocratic and participative leadership, a thorough recruitment and selection process, a competitive compensation system, regular training and development initiatives, and a performance appraisal system in place, ACI Ltd. is well positioned to achieve its goals and objectives. All these have been working in favor of ACI Ltd. throughout the decades.

Marketing Strategies:

FMCG companies have some common practices in terms of marketing strategies. They focus on increasing revenue by customer satisfaction within a low-cost strategy.

- ACI Ltd putting effort on marketing strategies through social media, TVC in different channels.
- ACL Ltd promotional strategies include attracting customers through running different campaigns and special promotion.
- ACI Ltd always focusing on line extension of their product
- ACI Ltd gives discount, QPS, trade offer, free product to their customer, distributor and shopkeeper.
- ACI Ltd. has really nailed their brand with a strong focus on product quality, and they're committed to keeping it that way. This dedication is what makes them stand out from the competition.

Target Customers, Targeting, and Positioning Strategy:

Since ACI Ltd. Executed in the fast-moving consumer goods (FMCG) sector, they face intense competition and need to constantly innovate their product line. That means they have different target audiences for different customers. ACI Ltd have different kinds of products for different age groups. Their value proposition includes high quality and affordable products. Also, their brand positioning includes quality, reliability and value to differentiate competitors. ACI Ltd. Has a wide range of products with different customer segments. They have targeted customers based on age, income. They have hygiene and antiseptic products for both men and women and children.

Marketing Channels:

ACI Ltd. uses a wide range of marketing channels to reach their audience. Their media efforts include news coverage, events, interviews, corporate publications, and advertisements, among other things other than that they focus on social media marketing. Also, they run campaigns from time to time to grab customer attention. They emphasize that their channels are designed with the consumer in mind.

New Product Development and Competitive Practices:

ACI evaluates customer needs in order to produce new products. When creating a new product, evaluating the target market and researching consumer behavior are essential steps. One of the most crucial questions for FMCG companies like ACI Ltd. is how long the product will continue to be in great demand.

With many similar products available, branding is essential for ACI Ltd. It's easier to build brand loyalty when customers can easily remember and recognize the brand.

ACI Ltd.'s branding process involves several key steps:

Nowadays many brands are available in the market in this competitive business environment. It is easy to remember brands when customers are loyal. They are always looking for customers' wants and needs. Their branding includes:

- Continues market research to understand customer needs.
- Establish clear objective to setting branding goals
- They measure various parameter for their branding effort
- They conduct an in house test on the unreleased product, and manufacture sample products to conduct in house surveys.
- After all types of in house text they run product and release to the market

Advertisement and promotional strategies:

ACI Ltd always focuses on building customer loyalty and frequently buying their product in terms of primary and secondary. Which means in teams of direct selling products to distributor and shopkeeper they maintain their customer loyalty. ACI Ltd promotional activities include running campaigns, TVC in news channels, Facebook and other social media to target different customers on different platforms. Their advertisement always highlights the special features and the benefits of their product. ACI Ltd always focuses on delivering the right message through appropriate channels. Also, they feature public figures for their advertisement to appeal to their customers to boost their sales. Their comprehensive approach in promotional strategies helps them to strengthen customer relationships. As a FMCG company ACI Ltd always focuses on customer want and need and they manufacture the product accordingly.



As a leading FMCG company they focus on understanding their customer and meeting their preferences. They mainly prioritize safety and satisfaction. That is how they do repeat business. In this competitive market place it is very hard to achieve customer satisfaction for a longer period of time. To enhance their visibility, reach and attention they conduct influencer marketing social media marketing to promote products, boost sales and increase market share. For promotional strategies they hire actors, actresses and cricketers aligned with specific attributes and appeal of each product. ACI's goal is to enhance brand visibility and connect more deeply with the target audience. These promotional strategies not only boost product reach but also connect customers on a personal level thereby pumping up sales and increase market share.



Apart from traditional marketing or promotional strategies they engage with their audience by posting on Facebook regularly. Also they posted on occasion, event, campaign and celebrating cultural and religious events to enhance brand visibility and community engagement.

Core Marketing Gaps:

ACI Ltd, one of the biggest FMCG companies, has a portfolio of more than five thousand products and 100 products in toiletries and has significant challenges in executing marketing strategies. They ensure promotional activity aligns with branding concepts. They face difficulties communicating differently for each product and also deliver different messages for different products. Apart from that they have different packaging marketing strategies. Delivering distinct messages can be challenging, especially for similar types of products, as it is difficult to differentiate the messaging effectively

.

Marketing P's:

Marketing 4 p's including product, price, promotion and place widely known as marketing mix. These components are much needed to develop an efficient marketing plan. ACI Ltd marketing 4's is outlined as follows:

Product:

ACI Ltd. offers a wide variety of products, nearly five thousand products like toiletries, hygiene, foods, paints, motors etc. In the toiletries department they have Savlon soap, Savlon handwash, shower gel etc. In the hygiene department they have sanitary pads both for adults and babies other than surface cleaner, kitchen cleaners. They have ACI pure salt which is currently a market leader. Lastly, they have ACI motors which is one of the profitable businesses of ACI.

Price:

ACI Ltd uses cost based pricing rather than value based pricing. The price of the products is set based on raw materials cost, manufacturing cost and distribution cost. They offer a variety of products in different shapes, sizes with an appealing price to attract customers.

Place:

ACI Ltd has a wide range of products accessible in multiple retail shops and modern trades. Also they have their own modern trade named “Shwapno” which is one of the most renowned supermarkets in Bangladesh where we get all types of products from ACI. Alongside with the Shwapno ACI products are found in Aggora, Mina Bazar, Uni-mart biggest supermarket in Bangladesh. Apart from these supermarkets ACI products are found in online stores like PandaMartChal-Dal.com, Daraz, Shajgoj their online store offers customers a better purchasing experience with a better price.

Promotion:

For promotion ACI Ltd conducts online and traditional marketing strategies. In terms of traditional marketing ACI Ltd conducts a variety of appealing methods to engage customers. These strategies include Tv commercials, magazine, newspaper radio, print media and sponsorships in TV shows to reach a broader audience. Apart from that ACI Ltd has banner, billboard, tv screen promotional activities to know about their products offering.

Apart from traditional marketing ACI Ltd conducts online marketing through social media to maximize their reach. They have their own facebook page for different brands of their company. Savlon, Septex, Colgate Bangladesh, Sunquick these brands have their own facebook pages where they posted various offers of that particular product. Nowadays, ACI mostly focuses on youtube advertisement marketing. They have been actively posting advertisements on news channels on Youtube. This is how they get a broader audience and engage with customers efficiently.

Financial Performance of ACI Ltd:

Ratio Analysis:

A liquidity ratio is a tool used to know if a company can pay its short term bills using the current cash it has. It also measures if the company needs to get extra money to cover its short term debts. This ratio is important for a company because they might go bankrupt if they can not pay its short term debts. Sometimes successful companies go bankrupt if they are unable to pay their short term debt or loans. There are two main liquidity issues which are current ratio and quick ratio.

Current ratio = Current assets / Current liabilities

Quick ratio = (Current assets - Inventories) / Current liabilities

Liquidity ratio of ACI Ltd .For the year 2021-2022,

Current ratio = 39,654,871,778 / 54,036,942,472 = **0.73**

Quick ratio = (39,654,871,778 - 20,323,249,620) / 54,036,942,472 = **0.36**

Liquidity ratio of ACI Ltd .For the year 2022-2023

Till 30th june 2022

Current ratio = 39,758,263,596 / 54,140,334,291 = **0.73**

Quick ratio = (39,758,263,596 - 20,323,249,620) / 54,140,334,291 = **0.3589**

30th june 2023

Current Ratio = 51,237,665,010 / 70,200,705,508 = **0.72**

Quick ratio= $(51,237,665,010 - 21,791,856,287) / 70,200,705,508 = 0.419$

Accounting Practices:

There are many companies that operate under ACI. ACI follows International Accounting Standards (IAS)/IFRS rules in terms of making their financial statements which is accepted by Bangladesh, as well as company act 1994.

Operations Management in ACI:

Operations Management and Information System Practices

Sales and Inventory Management:

The MIS department of ACI Ltd plays a vital role in tracking inventory and sales across various locations. Their distribution channel is also controlled by the MIS department. It provides real time data of the inventory of the main warehouse and 9 depot's in Bangladesh. They always make sure the inventory remains in the warehouse, depot, and distributor's warehouse for at least 2 days. This is how they avoid meeting demand and avoid interruption.

Distribution and Logistics:

The MIS department also looks after the shipments, tracks delivery schedules and determines the most efficient way to reach their product from one place to another. This process gives advantage to less transportation cost and stock shortage.

Retailer Management:

MIS collects the data initially and sends it to the Brand Office. Brand executives analyze the data and extract information from it. After analyzing the primary and secondary data by brand executives. They came to know the top performing distributors and stores. This primary and secondary data is important to know how the company or the brand is actually performing. After that, the MIS department analyzes the data.

Operation Management of ACI Ltd:

Optimizing the supply chain between suppliers, manufacturing facilities, and warehouses is a central focus of ACI Ltd.'s operations management. To effectively meet customer demand, careful management of sourcing, production planning, storage, and transportation is essential.

ACI Ltd. prioritizes quality assurance and control to ensure that their products consistently meet or surpass customer expectations. This is achieved through established quality assurance and control procedures implemented at various stages throughout the production process. Another key objective for ACI Ltd.'s operations management is to reduce costs at every step of manufacturing and distribution. This involves exploring cost-reduction strategies, streamlining processes, negotiating better deals with suppliers, and minimizing waste and inefficiencies.

To ensure the link between the central factory, warehouse, and distributor supply chain need to be smooth. It helps to ensure the link between customer demand and product available in the warehouse.

ACI Ltd. also cares about customers and they focus on quality assurance and control while manufacturing the product. Another operation management related to cost minimizing within an affordable price. One of the brands of ACI Spetex is already manufacturing and cost minimizing at the same time. Spetex previously used plastic packaging to wrap to cover the soap. But, to minimize plastic cover wrap and use it on the paper bag to prevent melting. This shift has helped to practice sustainability and minimizing a big amount of cost.

SWOT Analysis:

Swot analysis included Strength, weakness, opportunities, threat. This analysis helps to learn about a company's internal external factors that can impact success.

SWOT analysis of ACI Ltd. is Presented below:

Strengths: ● High quality product and gain customer trust ● Produce raw material for the food industry ● Strong distribution channel	Weaknesses: ● Lack of research capacity for reverse engineering patented drugs ● Imported chemical cost resulting higher production cost ● Lack of sufficient promotion for particular brand
Opportunities: ● Large market size and target customer ● Opportunity to enter new relevant field as well as foreign market ●	Threats: ● Increase domestic competition with rival industry ● Changes need and taste of buyers

Interpretation:

Strengths:

ACI is one of the leading companies with 5000 products in their product line. One of their biggest strengths is the large market size in FMCG along with the targeted customer. Apart from that their another strength is they produce raw material for the food industry. Which gives them the advantage of cutting a lot of costs. Lastly, ACI Ltd has a strong distribution network all over Bangladesh. They have one main warehouse and nine depots all over Bangladesh. The central warehouse ensures that the distributor has enough storage to meet customer demand. This process smoothly meets regional demand and maintains supply chain efficiency and reinforces its strong market presence.

Weaknesses:

ACI Ltd's other weakness is limited research capacity for reverse engineering on patented drugs. Which gives them the disadvantage in innovation in the pharmaceutical sector. Additionally, they bear high costs for importing chemicals to contribute to their production facility. Furthermore, limited promotional budget specific brands weaken their competitive edge. This gives them a lot of disadvantages in terms of ability to attract media and customer attention. Also this situation creates less brand awareness of particular products.

Opportunities:

In the FMCG industry target customers and larger market size create some significant opportunities for growth and expansion. This can help them to give opportunities in business all over the world. As the FMCG industry is a significant sector all over the world. ACI has the potential to enter in foreign market and expand their business in relevant fields.

Threats:

In this highly competitive market ACI Ltd might have faced domestic competition with the rival industry to maintain their market share. Though ACI Ltd has advantage in some of the brands like Savlon liquid antiseptic. Another threat regarding consumer needs and taste to overcome this stage ACI needs to do constant innovation in product development. Regularly updating the product line to meet customer demand and needs may give them a competitive advantage over competitors.

Porter's Five Forces:

Porter's five forces of ACI Limited is given below:

Porter's five forces



Threat of new entrants:

As ACI Ltd operates business for a longer period of time, the threat of new entrants of the market is very low because of their strong distribution network. Apart from a strong distribution network ACI has customer loyalty and a strong brand recognition. If a new entrant comes they will have to struggle due to their smaller scale of operation because ACI Ltd has an advantage in economy of scale.

Bargaining power of supplier:

Bargaining power of the supplier is moderately low. Because most of the raw material of the FMCG industry came from overseas markets which results in low dependency on suppliers. Also the number of suppliers in the domestic market is very high which gives buyers the advantage of bargaining power over suppliers. Therefore, depending on the supplier is low due to the presence of a lot of suppliers to minimize the bargaining power of the supplier.

Rivalry against existing competitors:

The competition among the companies in this industry is very high. Because of the existing FMCG companies in Bangladesh. Existing competitors like Unilever, Square had made strong brand value alongside the ACI Ltd. These competitors create more pressure in ACI in terms of their competitive price and product offering. Apart from that pricing is one of the major issues as all the top companies of industry generally maintain similar prices. Occasionally, they adjust price slightly to attract customers while competitors find other strategies to attract customers over their competitors.

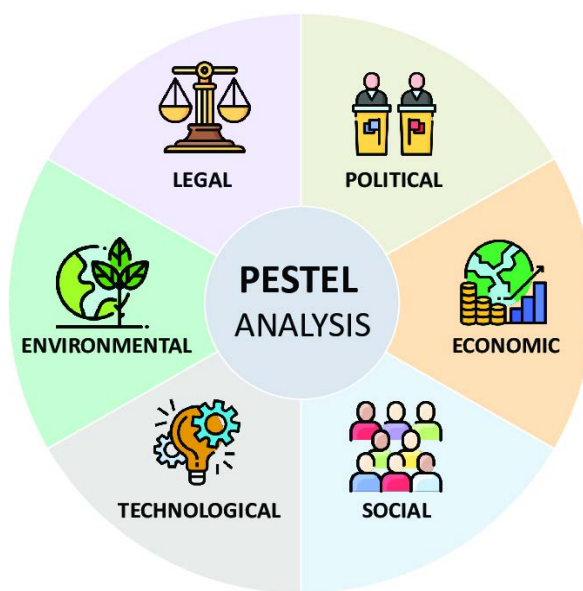
Threat of substitutes:

Threats of substitutes are moderate to high. Because many options are available in the market. In terms of food, pharmaceuticals and toiletries products there are many substitute products available. In that case substitute products pricing and their value proposition may attract customers to switch brands. If substitute products gain popularity over current products it can become a significant threat.

Bargaining Power of Customers:

Bargaining power is strong. There are many available alternatives and customers have access to a wide range of substitute products of FMCG Industry. In this wide variety of market customers can easily switch brands if they find a better choice. Apart from that, customers are very price sensitive. Customers may switch brands because of the discount and promotional offer. To prevent this situation ACI Ltd always maintains competitive pricing. Lastly, brand loyalty is a very important perspective though our customers are more price sensitive over brand loyalty but sometimes customers are very aware of brand loyalty and choose quality over price.

PESTEL analysis of ACI Ltd:



Political:

Bangladesh has some regulations in terms of trade, taxation. These things can affect ACI Ltd as well as the FMCG industry. Along with that government stability is also important, recently Bangladesh has faced a revolution where the government had to leave their power. This situation will create regulatory changes in business.

Economic:

Bangladesh has experienced economic reduction in 2024. For that reason, the buying power of customers may decrease. This economic situation may change customer buying patterns.

Also, the inflation rate is very high in Bangladesh. As well as exchange rate fluctuation can affect buying raw materials and operational expenses. ACI needs to be more focused on economic variables and maintain profitability.

Social:

Domestic trends in customer preference. As Bangladesh is a highly populated country, understanding domestic trends helps ACI to manufacture products according to customer needs because there are different types of customer segments. Along with that mass urbanization increases demand for FMCG products. This can leverage this trend by expanding product lines resulting in a strong distribution network.

Technological:

ACI Ltd focuses on technological advancement, product development and manufacturing process. Technological advancement can give benefits regarding manufacturing efficiency and quality of products. Also, the presence of digital platform sales creates new opportunities to reach customers. Recently ACI focused more on online sales. ACI products are available on Chaldal.com, Panda Mart, Daraz and many online retailers.

Environmental:

ACI Ltd promotes environmentally friendly material on their product also they use less practice on their product. This situation resulted in them practicing sustainable practices. This includes packaging, waste management and releasing less carbon dioxide in society. Alongside that ACI Ltd also focuses on climate change. Because climate change can affect the availability of raw material specially in the agricultural sector. So, ACI focuses on the environment by planting trees for the society. Research says one Neem tree can absorb around 22-24 Kg Co₂ per year.

Legal:

Every government has some regulation policies as the Bangladesh government changed due to recent issues. There will be some regulatory changes regarding import-export regulations. Also Labor rights is one of the significant issues in terms of workers rights, minimum wages must be followed to avoid legal actions. Apart from that regulation regarding waste management and sustainability practice must be followed to avoid penalties and sustainability practice resulting in corporate social responsibility.

ACI Ltd strategy Making Hierarchy:

ACI limited strategy making hierarchy is given below:



Corporate Strategy:

Corporate strategy is the highest level of strategy focusing on overall direction and long term goal of the company. ACI Ltd's corporate strategy includes market expansion to go overseas to expand their market presence. Also, mergers, acquisitions and becoming distributors of other companies may increase market share of the company. Recently, ACI became a distributor of Sunquick juice and previously they were the distributor of Colgate in Bangladesh.

Business Strategy:

Business strategy includes differentiation of product, innovation and offering better quality. Cost leadership is also an important part of business strategy to maintain profitability. Along with that increasing market share with existing products and building a strong network and distribution channel is also a vital business strategy.

Functional Strategy:

There are many functional strategies for each department of ACI Ltd. Sales, marketing, finance and human resources both have different functional strategies. Sales function includes boosting the sales giving new offers to the distributor to stock their products. Marketing function work is to build awareness and build loyalty in specific FMCG segments.

Operational Strategy:

Operations including supply chain management need to be smooth to maintain product availability that enhance the relationship between supplier and distributor. Manufacture and quality control is also important for operation strategy to ensure good quality products. Lastly, customer service is important to enhance customer satisfaction. To enhance customer satisfaction training employees and build enough service centers resulting in high quality and quick customer service can increase customer loyalty.

Conclusion:

ACI is one of the leading FMCG companies in Bangladesh. I was a part of this company for three months due to my academic internship. In these three months I have had the privilege to work for one of the leading FMCG companies in Bangladesh. This journey is filled with learning new things and experiencing corporate culture.

ACI Ltd provides a good working environment. The organization culture promotes creativity and encourages critical thinking that allows me to explore various things within the toiletries and hygiene department. Supporting environment helps me to learn real world working of the market, including customer needs and wants and how to conduct effective business strategies.

At first I was very nervous to work in a competitive environment but slowly and steadily I adopted the culture in me. Which gave me the upper hand to work with the flow. Most of the time I observe and learn how to do a task, deal with seniors and how employees meet deadlines in a pressured environment. This observation helped me to learn more about the corporate environment.

Apart from these things I get to learn about their businesses, distribution network and manufacturing facilities. How FMCG companies follow trends with the culture and immediate adoption of culture. Keeping track of other brands TP(trade price), TO(trade offer) and regularly giving or finding suitable QPS for the shopkeeper is one of the major parts of my job.

My overall experience with ACI Ltd has been a great corporate experience. It has not only enhanced my knowledge regarding the FMCG industry but also motivated me to pursue a career in this sector. It was a great learning experience with such a reputed company that boosted my confidence and skill, knowledge and attitude will be a great foundation of my future career.

Recommendations:

My recommendation will be to invest more in developing their mobile appreciation. This includes hiring external employees who are expert and skilled in developing mobile applications. To ensure user friendly, efficient and align with new technological trends. This app should offer an AI feature which they are already planning apart from that real time order tracking is also a

necessity for this app. Customer support and feedback will include the app's performance and user experience.

My other recommendation will be to increase the budget of growing brands. This investment should be used to support brand visibility and market penetration through various channels. Also social media advertising can be another support system to reach mass audiences to engage with particular brands.

My last recommendation is to hire employees for definite jobs so that brand executives do not have to do all the jobs. Sometimes employees are required to perform those jobs which are not in their job description. Sometimes employees get frustrated to do jobs outside of their job description.

Chapter 3

Main Project

Exploring Sustainability Practices in ACI Toiletries' Product Range through Business, Environmental, and Economic Perspectives

Introduction:

This report has become a key focus in FMCG industries for consumer goods. Nowadays sustainability is playing a vital role in the business landscape. ACI Ltd.'s wide product range presents an opportunity to explore how sustainability is integrated into various aspects of their operations.

In this report, we will dive into ACI Toiletries' approach to sustainability from three critical perspectives: business, environmental, and economic. We will examine how their commitment to sustainable practices influences their business strategy, contributes to environmental protection, and impacts their economic performance. By understanding these dimensions, we can get a clearer picture of how ACI Toiletries is navigating the path to sustainability in a competitive and ever-evolving market.

During my internship period I was exploring different brands and their sustainable act for the environment, business and economics. In my internship period, I have discovered many environment initiatives by the ACI toiletries Limited and how they minimize the use of plastic in their products. In terms of business sustainability, they continuously innovate new products and line extensions of their existing products. In terms of economic sustainability, they focused on long term economic benefit and sustainably practice which has an impact on their financial performance.

Literature Review:

Sustainability nowadays is a big concern for the business, particularly in the consumer goods sector. ACI Toiletries is a key player in the market focusing more on sustainability practices in response to growing consumer demand for environment friendly products. This literature review explores the existing research on sustainability practices within the industry, focusing on environment impact, business practices and economic perspective. . Business sustainability must be viewed as a continuous process according to Hogevoid and Svensson(2012).

In the consumer goods industry, sustainability practices are significant for gaining a competitive edge over competitors. Sustainability has become a common element that is related to the environment,business and economic aspects of the market and society according to Vos(2007). As a prominent player in the Bangladesh toiletries market, increasingly focused on sustainability practice in terms of offering products to the customer as customer awareness of sustainable goods.

Sustainability practice is a vital component of business strategy these days. In this competitive toiletries industry in Bangladesh sustainability has become a major concern for some customers. As per (Elkington, 1997) sustainability practice in business, especially those who focused on (TBL) Triple Bottom Line framework, helps companies to make money along with social and environmental responsibility. Moreover, customers who are concerned about sustainability have more focus on buying that product who practices sustainability. Which gives a competitive edge over competitive products. Customer behavior also reveals that 70% of the respondents would buy products from the company with strong environmental policies (Islam et al., 2022).

Protecting the environment is also a major concern for ACI toiletries industries, The Industry is increasingly focused on sustainable ingredients of their products as there is demand for toiletries products. (Hossain & Rahman, 2020) claims that consumers are becoming more aware of harmful elements of personal hygiene items. ACI has updated many of their toiletries products and they have also removed harmful elements from their products.

New innovation in packaging gives ACI an advantage in some products. ACI Ltd is currently using less plastic on their packaging. Alam et al. (2021) claims that sustainable packaging not only ensures environmental impact but also cost and brand perception on customers. From recent studies ACI has started waste management and recycling practice in their factories. According to

(Bangladesh Environment and Sustainable Development Foundation, 2023) this act helped them to reduce 30% waste in the past two years.

Companies will get economic benefit if they practice sustainable acts. According to (Sultana & Rahman, 2023) initial investment of sustainable sourcing is high but for long term it improves efficiency that can boost profit. The study of (Kumar & Kumar, 2019) shows 45% of customers in this subcontinent prioritize brands who practice CSR. These things will give them economic benefit on the other hand competitive edge. (Rahman et al., 2023) says companies promote sustainability not only for brand image but also ethical choices on their purchase.

This literature review shows ACI toiletries has focused on a comprehensive approach regarding sustainability in terms of business, environment and economics perspective. ACI meets the demand of a customer by practicing sustainability. Also ACI focused on long term success in this competitive environment. To continue this improvement further ACI should spread awareness about sustainability practices and educate their supply chain. However, to become even more successful in terms of practicing sustainability they need support from the stakeholders. Also, they need careful planning and good change management.

Objective of the study:

Broad Objective:

To analyze how ACI Ltd executes sustainability practice. In the meantime we will know throughout their product line and how they centered in terms of Environment, Business and economic view.

Specific Objective:

- To analyze how ACI Ltd practices Sustainability in terms of business and how it has an impact on their business operation and cost efficiency, customer perception and brand loyalty.
- Evaluate environment practices using less plastic and how it has a great effect which is initiated by ACI Ltd product and how it creates brand image.
- To assess how sustainability practices impact on their cost saving act like less material use on their product giving them economic benefit.

Significant of the study:

This study explores one of the big FMCG company ACI sustainability practices and how it provides competitive advantage. It also feature the unique circumstances of ACI Ltd. and valuable outcome of from the sustainable practice in the company

This study examines the situation of sustainability practice of ACI toiletries product range through environment, business and economic view. Knowing that this sustainability practice is very important for various reasons. It ensures sustainability practices. It ensures how sustainability practices have an impact on business strategy along with environmental responsibility to gain competitive advantage. Apart from that, their impact on society which helps them to increase brand value and customer loyalty. Also , to focus on sustainability practice by using less plastic on their product and how they use eco-friendly material as part of their environment initiative for society to make people's life better. Economically the research gives an idea about how sustainability of business gives the cost efficiencies and that enhances market positioning of brands. Overall, this study draws lessons about how FMCG companies benefit from their sustainability practices.

Methodology:**Research Design:**

This research is designed for this study is quantitative where gathering data through questionnaire and continuous observation. In this research we conduct non probability sampling where participants are given questions about sustainability practice. As responses are taken from the participant so quantitative research is well suited for this research.

Sampling Method:

In this report I have conducted a probability sampling method. In this approach participants are selected randomly. Because everyone has the equal chance of being selected but in this case in non-probability sampling not everyone has the equal chance of being selected.

Data type:**Primary Data:**

Primary data we will be collecting from surveys and analyze the responses of the members and interview.

Secondary Data:

Secondary data are collected from internet sources, Published papers, newspapers and articles. Additionally, observation is going alongside with it to rather real time data.

Sample Size:

The sample consists of 20-30 people, including an ACI Ltd employee.

Data Collecting Method:

The research data taken by self-administrative data collected through online surveys from google form along with that interview are also an effective way to get data lastly observation. The purpose of survey question, interview and observation is to find sustainability practice in ACI ltd product range in the view of business, environment and economics perspective.

Data analysis technique:

The online survey using data summaries, which deliver the initial step in understanding the data and making informed decisions. Also going through reports, news, published papers gave a clear picture and helped to extract data out of it. The data was designed in a way and summarized systematically to provide a clear overview of the current state sustainability practices of ACI Ltd.

Limitations:

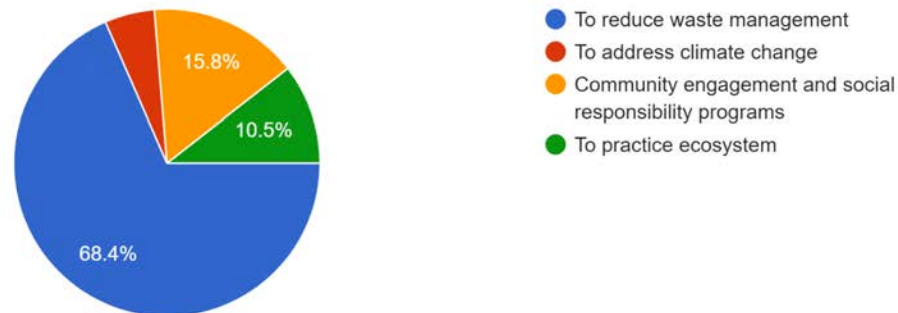
Due to logistical limitations, the distribution of the survey form to a substantial sample size in this case to the sales representatives was not viable, thereby restricting the research to five employees who hold managerial positions and are actively engaged in the automation team. Although the sample size seems small however, by focusing on five highly knowledgeable employees in managerial roles who lead the automation team and have a lot of insights and experience, the data collected is likely to be accurate and representative of key insights about automation.

Findings and Analysis:

Reason

1. Why do you think FMCG companies started sustainability practice within the company?

19 responses



Reason for practice Sustainability:

According to the survey 68.4% of the population indicated that reducing waste management is the core reason FMCG companies go for sustainability practices. This tells us to focus on minimizing environmental pollution by reducing waste generated throughout production. By reducing industrial waste companies can minimize their carbon footprint as well as lower the operational cost. This explains how companies can follow regulations imposed by the government and practice sustainability.

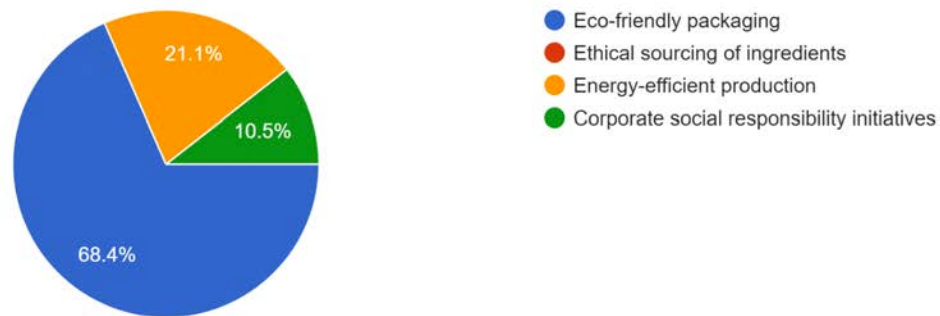
Addressing climate change got a lower response which is 5.3%. ACI Ltd continues to incorporate climate action by their overall sustainability practice strategy, focusing on reduction of carbon footprint. Though this is not the top priority in this survey but fundamental part of ACI's long term sustainability goals.

Community engagement and social responsibility programs are the essential part to maintain positive relationships to the community that the FMCG industry serves. Although this option got a moderate level of responses, it is a viral component for their corporate social responsibility. They need to ensure their corporate social responsibility ensures social wellbeing.

Ecosystem practices got less response from this survey. However we acknowledge how important it is to maintain ecological balance. FMCG companies need to focus the ecosystem into their sustainability practice by using environmental resources.

b2. What types of sustainability practices would you like to see more from ACI Toiletries?

19 responses



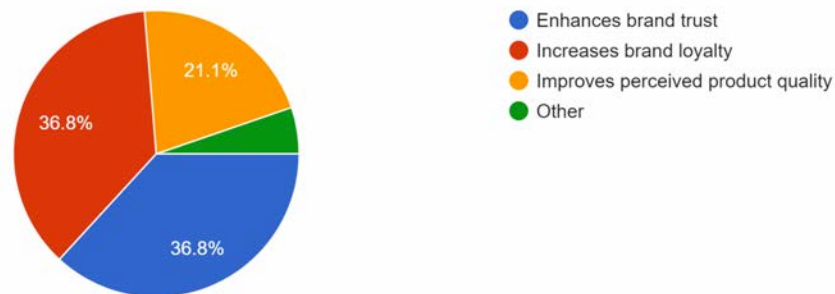
The majority of respondents highlight strong preferences on eco-friendly packaging. This reflects how respondents are interested in sustainable packaging. Some of the brands of ACI have already started following eco-friendly packaging. “ACI Neem Original” soap, one the the renowned soap brand of ACI, already removed plastic wrap from their soap instead of this the only use paper. This practice reduces ecological footprint by supporting eco friendly packaging.

Energy efficient production is established as a significant area of interest. This got 21.1% of the responses. Stockholders of ACI are also very supportive to enhance efficiency of the manufacturing process. ACI Ltd dedicated to optimizing energy use by exploring renewable energy. ACI also aims to reduce carbon footprint by energy efficient production.

Corporate social responsibility(CSR) got 10.5% responses. CSR is the broader terms of practice sustainability in business. ACI is committed to meaningful CSR activities that can have a positive impact on society. Their CSR includes environment projects, social projects reflect their social and environmental accountability.

5. In what ways do you believe ACI Toiletries' sustainability practices influence your overall perception of the brand?

19 responses



Many populations of this survey believe that ACI's toiletries commitment to sustainability significantly enhances brand trust. 36.8% of respondents voted for enhancing brand image. These things assure that the company takes proper actions to minimize its environmental impact and operate ethically to enhance people's trust. Transparency in sustainability practice ensures to make a positive difference such that brand's image and long term commitment.

Same like before 36.8% of respondents think that ACI sustainability practices boost their brand loyalty. Such commitment of ACI to the environment and for the society leads to strong brand loyalty as customers are more likely to support and repeatedly purchase particular products that reflect their personal value and ethical concern.

A smaller portion of respondents (21.1) think that ACI toiletries product practice sustainability practices to improve product quality. Respondents believed that ACI's effort to eco-friendly material and using high quality ingredients can lead to superior product experience. This perception of sustainability relates to perceiving better quality products and that leads to customer satisfaction.

Increase Brand loyalty:

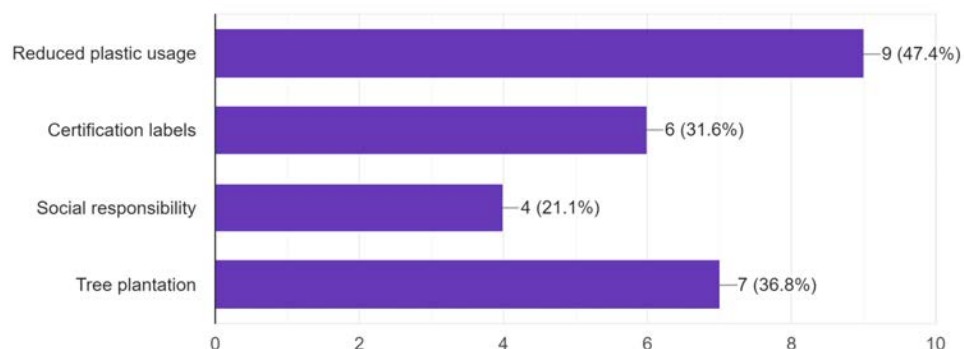
ACI Toiletries creates brand loyalty differently for different products. Apart from the environment ACI also focuses on social responsibility. A renowned brand called Spetex took on a project called "Septex Ghure Daranor Golpo" which means 'story of moving again'. This programme provides artificial legs for the physically disabled person for free. So that a disabled person does not have to rely on other people and become independent.

This project noble initiative for the disabled person ensuring education is also self dependent so that disabled people can work on their own and no one will consider them as a burden. Overall, “Septex Ghure Daranor Golpo” empowers physically disabled people and empowers them with the gift of mobility which inspires for a better future.



9. What specific sustainability features would make you more likely to choose ACI Toiletries over competing brands?

19 responses



47.4% of the respondents think that reducing plastic usage can make their customers choose over their competitors. Customer are very concerned about plastic pollution nowadays. ACI Ltd already found alternatives for some brands but “ACI Neem Original” soap. ACI is already motivated about eco-friendly packaging. It may give upper hand from their competitor who may not be as proactive as ACI.

Some of the respondents choose certification labels which is 31.6%. This certification label focuses on if the product meets sustainability and ethical standards. To gain customer trust ACI Ltd have to show these labels to enhance credibility and customer satisfaction. This strategy is not also for practicing sustainability but also to help customers to make choices on verified standards.

Social responsibility initiatives, such as community support and fair labor practices, are important to a segment of consumers who consider the broader impact of their purchases. While this feature received fewer votes compared to others, it still plays a role in brand perception. For ACI Toiletries, emphasizing social responsibility efforts—such as supporting local communities and ensuring ethical supply chain practices—can strengthen its brand image and attract consumers who value corporate social responsibility.

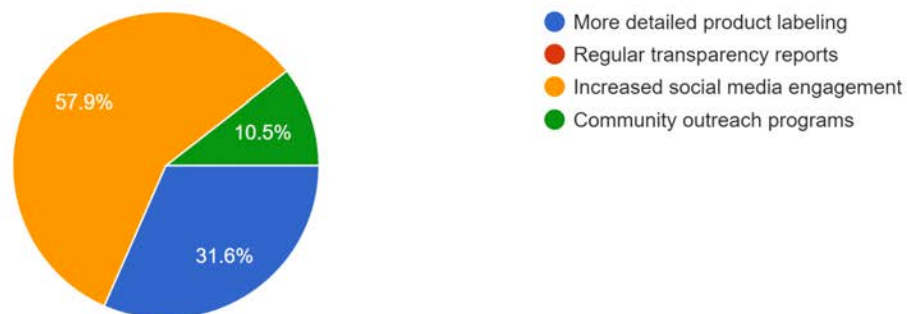
Few of the respondents vote for social responsibility which is 21.1%. Social responsibility includes community support, fair labor practices, also supporting the local community. These things attract customers emotionally and create a brand perception in their mind. Recently some of the brands of ACI like Fruitsal supported the people who were suffering from floods in Chattagram, Laxmipur. This CSR act can strengthen brand image and attract customers who care for corporate social responsibility.

Tree plantation initiatives are recognized by a notable portion of respondents as a key factor in their purchasing decisions. Tree planting helps offset carbon emissions and contributes to environmental sustainability. ACI Toiletries can leverage this by integrating tree plantation projects into their sustainability strategy, possibly through partnerships with environmental organizations. By actively participating in tree planting and showcasing these efforts, ACI can appeal to environmentally conscious consumers who prioritize tangible actions for environmental improvement.

38.6% of respondents chose tree plantation. Tree plantation helps to absorb carbon dioxide from the environment. ACI toiletries can conduct a tree plantation activity though they already have this for some brands to create awareness about the brand and as well as contribute to the society. This result appeals to environmentally conscious customers who prioritize tangible benefits for the environment.

10. How do you think ACI Toiletries could improve its communication of sustainability efforts to better engage customers?

19 responses



A few of the respondents (31.6) choose more detail on product labeling because customers want clear information about sustainability of the particular products. Including eco-friendly packaging and material can also attract customers. This can help customers to make more informed choices and know the benefits of the product better.

About respondents 57.9% voted for social media engagement. Now a significant number of people use social media and they believe that ACI should share their sustainability practices on social media platforms. By regularly postling stories, they can engage more customers everyday. Because social media platforms build connections between customers and the brand. People can get real time updates on social media about brand activity and sustainability practices.

Why sustainability are adopting sustainable practices to reduce waste management:



ACI is the first company in Bangladesh who earned ISO 14001 certification for “Environmental Management System”. According to the certification ACI committed to formulate and conduct all its activities in an environment friendly manner ensuring continuous improvement, utilization of resources and prevention of pollution. To pursue this goal, ACI will:

- Comply with local and international rules and laws
- Protect natural resources like water and energy for sustainable development and adopt environmentally friendly safe processes.
- Ensure appropriate treatment of all effluents prior to discharge.
- Ensure appropriate communication with internal and external interested parties on environmental issues.
- Create awareness on environmental issues among our employees and contractors.
- Ensure waste management in an environmentally responsible manner through continuous upgradation of technology.



ACI environmental sustainability practice includes planning using less plastic on their products and ensuring sustainability at the same time. “ACI Neem Original” is the perfect example of practicing sustainability. “ACI Neem Original” ran a campaign where they planted a Neem tree for each of the neem products they sell. Neem trees can absorb carbon dioxide which is known as CO₂. On average a mature neem tree can absorb 22 kgs of CO₂ each year. Suppose, they plant 10000 free each year they calculation will be :

$$22\text{kg} * 100000 \text{ trees} = 220,0000 \text{ kg/ year}$$

If we convert into metric ton the calculation will be:

$$220,0000 / 1000 = 2200 / \text{metric ton/ year}$$

This can play a significant role in combating climate change. This level of CO₂ can significantly offset the carbon footprint. This calculation represents a sustainable contribution to reducing atmospheric CO₂ level and mitigating climate changes.

Apart from planting trees ACI Neem Original removes Plastic wrap from their packaging. Suppose the plastic wrap's weight is 3 grams and they produce 100000 soap yearly. If we calculate the total plastic weight the result of the calculation is:

Total Plastic Waste = Number of soap bars* Weight of plastic wrap

Total Plastic Waste = 100000* 3 gram = 3,00,000 gram

If we convert to Kgs = 3,00,000/1000= 3000 kg

From these calculations we know that ACI Neem Original eliminates plastic wrap up to 3000 kgs. This reduction in plastic waste can contribute to less pollution and a waste management system.

ACI realizes using this plastic wrap is totally worthless, it just increases their cost of production. By eliminating this plastic wrap they can minimize their production cost as well as they can practice sustainability.

This sustainability practice can increase brand value of ACI Neem Original to strengthen its reputation as an environmentally conscious brand. This can enhance customer loyalty and attract new customers who prioritize eco-friendly products.

Summary and Conclusion:

Sustainability is the future of all businesses. Every business will focus on sustainability at some point. A lot of big giant companies in Bangladesh are already doing sustainability practices. ACI is also doing the same by providing eco-friendly products, reducing harmful chemicals, and sustainable packaging. All these activities set the expectation level of a greener product and enhance competitiveness.

Business wise ACI sustainability effort creates brand loyalty, customer satisfaction through CSR activities. Environmentally ACI releases less carbon footprint by planting Neem trees and also sustainable practices that lead to cost saving and increase brand acceptance. Economically they are cutting costs through cost saving and gaining profit. Specifically as customers are paying for sustainable products.

Despite common sustainability practices they can also focus on supply chain transparency, customer education and innovate more products for practicing sustainability more and more. Apart from that ACI needs to conduct employee training programmes and zero waste policies to strengthen its commitment to sustainability further.

Recommendation:

First of all I would like to recommend ACI toiletries to prioritize the environment at the time of releasing environmental waste, use more eco-friendly packaging and reduce plastic to align with the country's growing environment awareness.

To align with increasing market demand on sustainable products ACI have to put more emphasis on eco friendly products on their product lines for consumers

ACI Ltd. should focus on renewable energy like solar, it will give benefit by minimizing long term operational cost on the company as well as supporting goals of Bangladesh

ACI Ltd should run educational programmes by raising awareness about sustainable practices, eco-friendly products and releasing environmental waste.

ACI has added some more sustainability targets to achieve sustainability goals. Keeping track on this goal can enhance customer satisfaction and brand image

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