

Report On

**"Marketing Strategies and Customer Satisfaction of ACI
Consumer Brands, ACI Limited"**

By

Mumu Das
ID- 19364046

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

BBS
BRAC University
[04] [2023]

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Declaration

It is hereby declared that

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

Student's Full Name & Signature:

Mumu Das
ID- 19364046



Student Full Name
Student ID

Supervisor's Full Name & Signature:

Supervisor Full Name
Designation, Department
Institution

Letter of Transmittal

Ms. Mahreen Mamoon

Assistant Professor

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report of MBA program

Dear Ma'am,

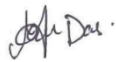
I have successfully accomplished my internship program in ACI Consumer Brands, ACI Ltd. ' I have been appointed in “Branding and Market Development of ACI Consumer Brands, ACI Ltd”, by giving interview. Throughout the four-month internship program, I got some unique opportunities to get productive and efficient job experiences.

Now as a mandatory process for the fulfilment of this internship program I am submitting my internship report on “**Market Strategies and Customer Satisfaction of ACI Consumer Brands, ACI Ltd**”. I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

This internship report has helped me to identify the strategies and customer satisfaction level at ACI. I would like to mention here that I am exceptionally grateful to you for your valuable supervision throughout the report making process.

I trust that the report will meet the desires.

Sincerely yours,



Mumu Das

ID- 19364046

BRAC Business School

BRAC University

Date: 05.04.2023

Non-Disclosure Agreement

This agreement is made and entered into by and between ACI Consumer Brands Limited and the undersigned student at BRAC University, Mumu Das, ID-19364046 are agreeing to this NDA are:

- Each party are agreed to a decision that, the student will be doing full-time work at ACI Consumer Brands Limited.
- Student will get Remuneration through the internship period.
- Student will not reveal and disclose any confidential information to outside and to this internship report.
- After a successful completion of the internship the student will get Certification from the management of ACI.

Acknowledgement

This report is the result of the help and sincere cooperation of different humans. I could not likely thank all of those super inhabitants who have contributed something of them at once or indirectly in making ready this record effectively. It gives me considerable thank them for his or her great cooperation and support.

To begin with, i would like to express my gratitude to the almighty God.

Then at the beginning i would like to thank my course instructor Mahreen Mamoon, lecturer of BBS, BRAC university for his vital steering, scholarly course, and unconditional support in the course of my tenure of the look at.

Within the next phase i would love to my ACI Consumer Brands manager Maruf-u-Zaman, Product Executive and senior officer, marketplace studies and product improvement. I've found out lots from her. Also, my special thanks to Tasnim Jamil, supervisor, Marketing, Consumer Brands, ACI Consumer Brands, ACI Ltd.

In the end, my heartiest thank you goes to all the other employees of ACI Consumer Brands and their diverse stuffs of different stores as they provide me their treasured time and assist me to gather information about this record.

Executive Summary

The market development strategy of ACI Consumer Brand Limited: A practical application of the customer need analysis method is the foundation of this research. The history of ACI Ltd is discussed in this study. This report explains ACI Limited's marketing mix and promotional efforts. ACI participates in nearly all promotional events. Baby diapers and feminine hygiene products are the main topics of this research. This research discusses every market development strategy used by ACI consumer brands to expand their market. The major two initiatives that ACI pursues are. Two are primary and secondary, respectively. The report explains every facet of the projects. Here, a competitor study is created, and ACI's SWOT analysis is given to see the opportunity and gap into the market.

This report discusses every obstacle encountered throughout the internship time and offers recommendations based on observation. This report draws a conclusion at the end.

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List of Acronyms

BBS- BRAC Business School

MBA- Masters of Business Administration

ACI- Advance Chemical Industries

IUB- Independent University Bangladesh

UIU- United International University

BOGO- Buy One Get One

HP- Hygiene Products

CB- Consumer Brands

Chapter-1

Overview of Internship

1.1 Student Information

Mumu Das

ID- 19364046

Masters of Business Administration

Major in Marketing

1.2 Internship Information

1.2.1 February 2022 – May 2022, ACI Consumer Brands, ACI Ltd. Department- Marketing,
Address- 270, Tejgaon I/A, Dhaka-1208.

1.2.2 Supervisor Information- Name – Tasnim Jamil, Product Executive, HP.

1.2.3 Job Scope-

Job Responsibilities-

- Digital media platforms management and query management.
- Visited the market to collect market data.
- Carry out retailer and consumer surveys.
- Helping supervisor in media campaigns.
- Tracking performance of trade programs.
- Collecting information about competitors` activities and strategies.
- Preparing write-ups for social media.

1.3 Internship Outcomes:

1.3.1 As an intern at ACI Consumer Brands, ACI ltd. I got the opportunity to explore the real-life scenario of corporate world and in marketing. I got the opportunity to contribute. I looked after two portfolio products in the company, one is “Freedom Sanitary Napkin” and another is “Savlon Twinkle Baby Diaper”. My main responsibilities are management of social media platforms like Facebook and query management of Facebook.

Chapter-2

Organization Part

2.1 Introduction

This paper is based on ACI Consumer Brand Limited's Market Strategies and Customer Satisfaction Level. This study discusses all of the market-development measures implemented by ACI consumer brands. The major two initiatives that ACI pursues are. Two are primary and secondary, respectively. By all the marketing activities of ACI Consumer Brands, they maintain the customer satisfaction level and has created a loyal consumer base with brand value. The report explains every facet of the projects.

2.1.1 Objective of the study

Gaining clarity on market and brand development methods, enhancing knowledge of various market and brand development strategies, Develop the analysis' findings, and then offer the necessary advice.

2.1.2 Purpose of the Study

To comprehend the significance of brand and market development plan, creating the concept for the market and brand construction techniques, State the conclusions and offer suggestions, improve your capacity for problem solving.

2.1.3 Scope and Limitation of the study

Scope-

- increase knowledge by creating diverse brand and market strategies
- Get knowledge through doing information analysis and coming up with a conclusion
- Improve your capacity to solve problems by making recommendations based on your findings.

Limitation-

- The research was created in a relatively short amount of time and making it impossible to cover all business sectors and to gather all market data.
- A lack of knowledge and expertise.

2.2 Overview of the company

ACI began as Imperial Industries in East Pakistan in 1968. The business was incorporated as a public limited company in Bangladesh after 1971. ACI operates its business through 39 business units and 14 subsidiary companies, and it operates in a variety of industries. This company manufactures and sells more than 400 items, including those in the automotive, agricultural, consumer goods, and pharmaceutical industries. This organization constantly works to improve the quality of its products, and as a result, their Quality Management System monitors that quality. so that they can guarantee the buyer the quality of their products.

2.2.1 Mission and Vision of the company

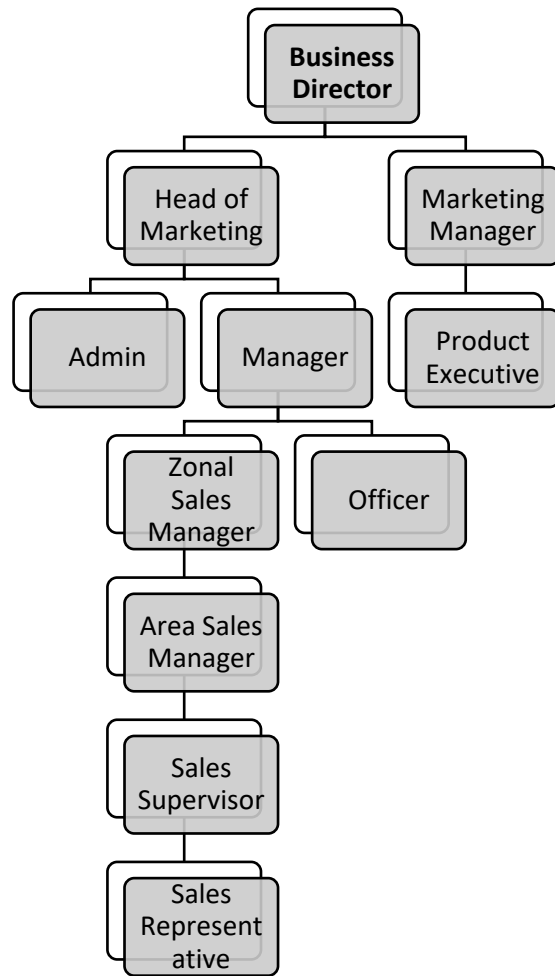
Mission

The goal of Advanced Chemical Industries is to constantly improve people's lives and their products. Our company constantly tries to increase knowledge and abilities. Also, they wish to offer their potential customers the highest quality products.

Vision

As they achieve their goals, they will start offering their customers high-quality products. Encourage their staff to come up with innovative ideas. Offer the ideal setting for acquisition and self-improvement. To boost productivity, they should make use of their resources.

2.3 Management Practices and Structure of ACI Consumer Brands



Chapter-3

Market Development Strategy and Customer Satisfaction level of ACI

Consumer Brands

Product Summary

Female Care

This is very careful sector; every woman wants high safety during their menstruation time.

This company offers sanitary napkin as a result. Their company is called Freedom sanitary napkin. It's highly hygienic and soft for female. Long-term use by female results in high levels of comfort and absorption. That's why woman is carry for lengthy time and travel and doing their regular work without having any tension of leakage in order to women for enjoying their difficult time.

There are seven product categories for the hygiene industry's goods:

Product	Group	Under	Hygiene	Band
napkin	diaper	Wet wipes	Feeding solution	Personal care

Table- 1: HP Categories

A. Napkin-

1. Freedom Heavy Flow Wings 16 Pads
2. Freedom Heavy Flow Wings 8 Pads
3. Freedom Popular 5 Pads
4. Freedom Popular 8 Pads
5. Freedom Regular Flow Belt 10 Pads
6. Freedom Regular Flow Panty 10 Pads

7. Freedom Belt 5 Pads
8. Freedom Ultra Wings 8 Pads
9. Freedom Teen 8 Pads

B. Baby Care Products-

Category	Variant	Package Size
Savlon Twinkle Baby Diaper	Small	5pcs, 16pcs, 30pcs, 44pcs
	Medium	4pcs, 16pcs, 28pcs, 40pcs
	Large	4pcs, 12pcs, 26pcs, 36pcs
	XL (Extra Large)	4pcs, 12pcs, 24pcs, 32pcs
	XXL (Double Extra Large)	3pcs, 9pcs, 18pcs, 24pcs
Twinkle Baby Wipes	Pouch	80pcs, 120pcs
	Jar	120pcs, 160pcs
Twinkle Baby Feeder Solution	Feeder	90ml, 150ml, 240ml, Tumble 180ml, Mum Pot 180ml
	Nipple	Small, Medium, Large

Table- 2: Baby Care SKU's variants

This department's two strong businesses are: Fundamentally, the hygiene department is focused on and concerned with the health of female and baby. Feminine hygiene and baby care are the two most successful segments of the industry. The team consistently focuses more on these two aspects of the firm and makes the majority of its money by selling these products. The company seeks to offer exterior and internal health protection for females and children. The company has operations across the nation, luring clients in order to meet their needs and try to satisfy them. For the market demand of these products, I would now want to offer an overview of these two strong product lines in addition to the business overview. When I visit for market information, it provides.

Feminine Hygiene

Due to its high absorbent capacity, users typically enjoy their best experiences because it empowers the best dry feels.

Principally-

In our society, it is our duty to ensure the safety of women. Because of this, the Freedom brand only employs top-notch technology while producing its goods. It has a very high level of absorbency. Women feel dry and work on a variety of tasks while it is being used on them. Sanitary napkins are a very delicate product. Thus, they guarantee quality when it creates. Manage the production facility at their warehouse. It's simple for potential customers to use.

Activities-

It is readily available for customers to buy at stores, pharmacies, department stores, bus stops, etc. This company has recently done a fantastic job at the University of Dhaka, IUB, BRAC University. They are well-known for selling sanitary napkins for 10tk if any women are interested. They are organizing numerous programs with a focus on hygiene. We all know that people in our rural areas don't care about it, which is why they offer a free campaign. They are selling their products at numerous bus stops, train stations, etc. before Eid or any other occasion.

Market Share-

Every business aspires to have a significant market share. The second place in this category belongs to freedom. People purchase this because of the price and quality. They do not impose skimming fees. Due to the product's reasonable pricing, customers may simply buy it. Customers are devoted to this brand because of its high quality. Customers do not switch to other brands as a result. Even though this brand is now in second place, they constantly strive to improve their offerings and claim the top spot.

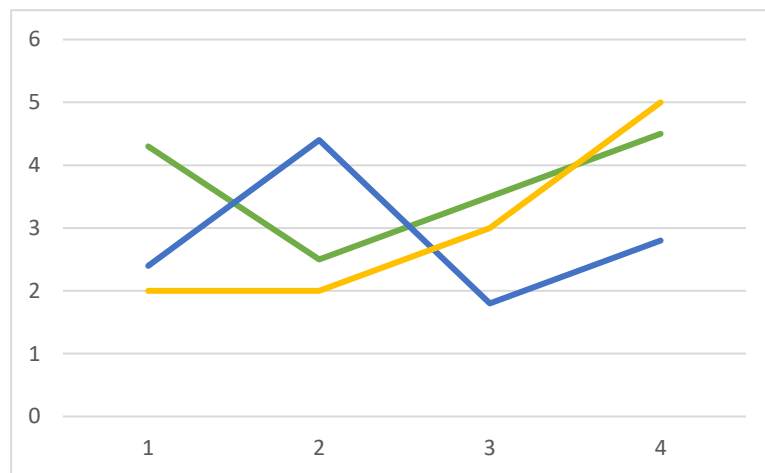
SKUs of Freedom-



Freedom Sanitary Napkin

ACI tries to create a product because they want to do something for our women. They are conducting extensive research on how to create a product and introduce it in our nation. because it was difficult in 2008. After creating it, they do several actions. They initially released sanitary napkins in 2008. Customers' faith in the Freedom brand can be increased by this product's high quality. This brand is expanding daily.

Growth of Freedom- Growth of Freedom sanitary napkin from 2010 to 2022.



Baby Care

Twinkle is doing a fantastic job in the baby care industry.

Principally-

Twinkle diapers in this market offer youngsters a highly safe and comfortable feeling. It resembles a mother's hand. When this diaper is used, children will sleep better, which will result in healthier kids. The stress of the mother will lessen. Thus, a child will grow up to be a student. They are able to build a better future.

Baby Wipes-

When mother has to clean their child, Baby wipes from Savlon Twinkle perform a terrific job because the paper is really soft and clean. It was made in a great environment, too. For the skin of children, these wipes are extremely moisturizing. Child will be healthier and germ-free as a result.

Products-

Baby Diaper SKUs are 3 to 7kg, 5 to 9kg, 8 to 15kg.

Baby Wipes SKUs are 60,80 and 100 pecs in the jar



Savlon Twinkle Baby Diaper



Savlon Twinkle Baby Wipes

Other Products of Hygiene-

There are five additional product lines in this industry in addition to these two robust ones, including pregnancy kits, feeding solutions, protective care, baby care, and personal care. And all of the items they sell help to provide intimate solutions that satisfy customers. I'll demonstrate those items using the photographs that are provided below.



Freedom Intimate Wash



Twinkle Baby Feeder



Freedom Hair Removal

Although there is a substantial foreign opponent for these products on the market, they are nevertheless doing well in particular market segments.

Market Development Strategy

In the market for consumer goods, Freedom and Twinkle each have their own unique categories. Diaper, napkin, pregnancy kit, feeding solution, protective care, baby care, personal care, and so forth are a few examples. In Bangladesh, there are numerous domestic and international rivals. The knowledgeable clients can choose from more advanced items. As local products, ACI hygiene items, which are one of the requirements of consumer brands, are in the lead. Despite the fact that there are numerous other brands on the market, a sizeable portion of customers choose consumer items from ACI because they receive greater advantages and enjoyment from doing so. Square Toiletries Limited is now market leader, followed by ACI for both pricing and product quality. There are now three well-known diaper brands on the market. These are Diapant, Huggies and Twinkle. With the majority of the market share, Diapant is now enjoying the top spot. Huggies is ranked number two. ACI Savlon Twinkle brand diapers are now in second place on the market behind the Diapant brand. Because Savlon is a global brand from Jonson & Jonson, ACI manages distinct operations for Savlon. "ACI Savlon comes a buddy for mothers: Twinkle Baby Diaper," reads the company's tagline. Although these consumer goods have led in this market for the previous two years, they have had a bad reputation because of ACI's other items' negative market reputation.

Senora, Whisper, and Freedom are the three well-known brands in the market for the consumer goods category of napkins. With the largest market share in the consumer products area, Senora is at the top of the list in this market. The clients' second preference is whisper. ACI Freedom ultimately holds the third spot in the market.

Marketing Mix- 4Ps

An assortment of variables makes up the marketing mix. Product, Pricing, Location, and Promotion are these components.

Product-

ACI consumer brands' hygiene products come in a variety of forms. There are eight different products in the Freedom sanitary napkin series. Under two brand names, they offer products in seven different categories. A diaper, napkin, feeding solution, pregnancy kit, protective care, personal care, and baby care item are a few examples. There are 58 different product lines spread throughout these seven categories.

Price-

Based on demand, cost, competition price, and brand value, the 58 various product lines are priced differently. Size, shape, number, performance, and SKU are all different. All hygiene products cost a somewhat similar amount. Some of them cost more than others, while others are less expensive.

Place-

As there is a significant demand for the items in both urban and rural markets, ACI targets both of these markets. The business sends the goods to the warehouse after setting SKUs and pricing. The products are then delivered to the distribution center, where they are then given to a nearby retailer.

Promotion-

For the consumer items, ACI uses both Push and Pull methods. ACI uses a push approach to sell and trade its products in order to increase consumer demand. ACI use the push technique when the product has a low perceived value and level of customer awareness. The wholesaler is pushed by ACI, the retailer by the wholesaler, and the client by the retailer. Because the products produced by ACI Hygiene are of such high quality, they did not try to upsell clients. When a product's brand value is very high and customers are influenced by promotional activities and inquire about the product at the retailer, the pull strategy is appropriate. To boost brand awareness and consumer demand for the product, ACI heavily invests in advertising and other forms of promotional mix.

Promotional Mix-

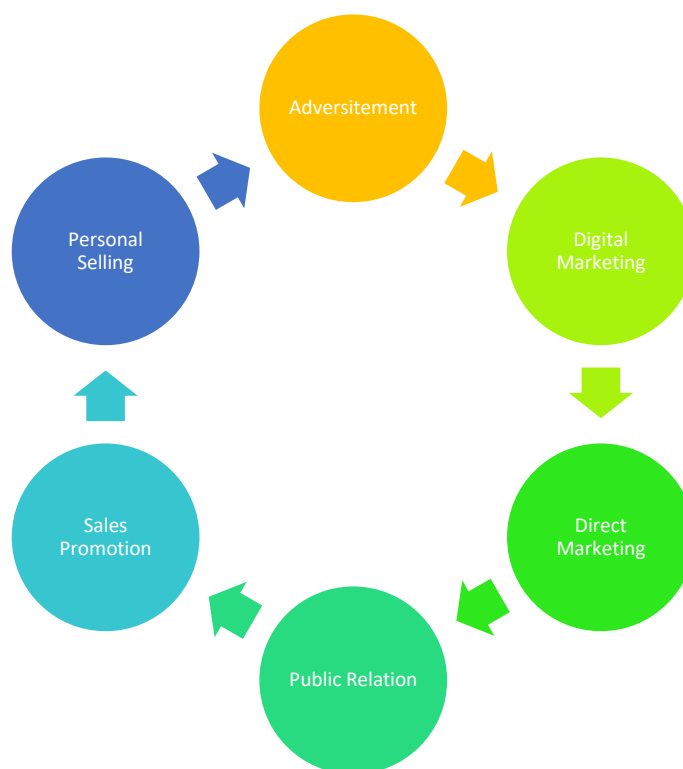


Fig 1: Promotional Mix of ACI

Competitors Analysis-

Square, Bashundhara, Chuchu, and several foreign diaper, napkin, and other hygiene and health care brands are a few of the ACI consumer brands that compete with them. The rivals have a robust product lineup that includes Senora, Whisper, Diapant, Huggies, Supermom, Chu Chu, Pozzy, Safe, V-Wash, and numerous other prominent domestic and international brands. Local brands in the local market have high levels of client loyalty and brand value. These rivals have a distinct positioning plan for the market and brand awareness. ACI uses a variety of techniques to attract clients and sell its goods. Nearly all domestic and international brands provide high-quality items, according to consumers.

ACI consumer brands have a few advantages that help them stand out in the market:

- CB from ACI have a strong brand value in the marketplace. Customers are highly delighted with the products and can easily recall and recognize the brand.
- CB from ACI have been functioning in this industry for a very long time. They have extensive knowledge of consumer requirements and expectations,
- To attract more and more customers, they have a very effective marketing approach. They use a variety of promotional materials and engage in all kinds of promotional activities.
- For customers to pay greater attention, both rational and emotional advertising is produced.
- ACI provides all of its products in a way that makes it possible for customers to buy them. The company's goal is to always offer clients high-quality goods that are also reasonably priced.
- They have an effective tagline and very effective positioning techniques. Consumers are satisfied with the items, which fosters customer loyalty.
-

SWOT Analysis

Strengths

- Strong financial stability
- second-place position among consumer brand markets
- high brand value for consumers and high product quality
- Having the most effective human resources
- distribution network is quite robust.

Weakness

- Poor brand value in rural area and brand marketing
- ineffective inventory management
- conflicts within SBU weak in rural areas.

Opportunities

- progressively introduce new items
- Possibilities for entering a foreign market for economic development
- Growing levels of customer demand

Threats

- Political unrest, poor transportation systems in many regions
- the entry of new rivals.

Marketing Strategies Initiatives to develop by ACI Consumer Brands

Primary

They start by talking to female customers about the items in both urban and rural locations in order to raise brand recognition among consumers. Women and children are strongly associated with all consumer brand hygiene products. For the development of the market, the team therefore focuses on and makes an effort to draw in female customers. Many actions have been taken, including:

1. Workers knock on doors to try to sell products, raise awareness, and strengthen brand recognition.
2. They provide hospitals with emergency care and new-born newborns with medical facilities.
3. Because it is simple to sell things there, they try to sell to female clients at the women's hostel.
4. By raising awareness of various diseases, educating people on how to avoid contracting illnesses like cancer or hazardous germs in the bodies of women and children, and encouraging them to purchase items that will keep them constantly clean and healthy.

Secondary

In order to accomplish its secondary purpose, which is crucial for the growth of its market, ACI has adopted secondary actions in several programs, events, or campaigns. They initially set the aim before launching the activities to achieve it. Due to the hygiene team's success in 2018, this business has produced the most profitable results. ACI has outperformed other businesses in terms of outcomes in 2017 since their swift business debut. Due to their target audience, the team has consistently concentrated on the two brands Freedom and Twinkle. These two companies produce the hygiene brand. ACI consumer brands have taken the following actions to advance the market:

Campaign name: Winter Dhamaka (WD)

Brand: Twinkle

Period: Nov 2021-Feb 2022

Objective:

1. Increase sales volume
2. Promote switching from rival brands.
3. Boost the amount of our hygiene products that are sold.
4. Inspire the sales team with excitement.

Outcome:

Total effective brand communication target: 1 core

Campaign name: Women's Day special E-com platform Discount

Brand: Freedom

Period: Mar 2022

Objective:

1. Increase sales volume
2. Promote switching from rival brands.
3. Boost the amount of our hygiene products that are sold.
4. Increase hype about Freedom.

Outcome:

Total effective brand communication target: 10,000

Campaign name: University Activation, Campus- BRAC, IUB, UIU

Brand: Freedom

Period: Jan 2022-Mar 2022

Objective:

1. Increase sales volume
2. Promote switching from rival brands.
3. Encourage conversion from competitor team.
4. Encourage sales team.

Outcome:

Total effective brand communication target: 40,000

Campaign name: Retail shops BOGO Offer

Brand: Twinkle

Period: Oct 2021-Dec 2021

Objective:

1. Increase sales volume
2. Promote switching from rival brands.
3. Boost the amount of our hygiene products that are sold.
4. Inspire the sales team with excitement.

Outcome:

Total effective brand communication target: 30,000

These are the exceptional actions the brand has taken. They have also done a great deal of actions to advance the market.

Customer Satisfaction Level of ACI Consumer Brand

The success of every organization based on the satisfaction level of their Consumer and it can be related to employee satisfaction of any organization leads to customer satisfaction. It will lead to successful work if employees remain happy in the organization. Staff productivity will increase, which will ultimately result in higher customer satisfaction. The ultimate objective of a business can be accomplished if customers continue to be satisfied.

Customer Satisfaction-

The degree of happiness is what allows for free marketing, in which current customers spread the word about the company and serve as brand ambassadors for no fee. I looked into users' historical behavior to see if they had ever changed products owing to poor performance or stuck with them for a longer period of time.

Satisfactory Level-

I took survey about Freedom Sanitary Napkin at many different regions at Dhaka and the outcome is given below:

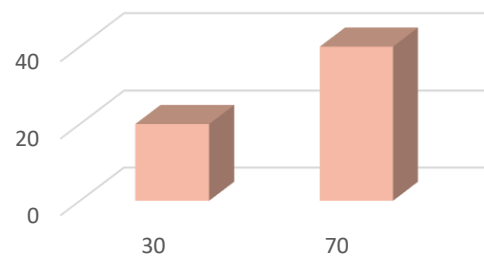


Fig 2: Are you Satisfied with Freedom Sanitary Napkin at the moment?

70% of respondents indicated they are happy with the product they are using right now, while 30% of disgruntled customers stated they might switch to another sanitary napkin. Given that the majority of users use Freedom (on basis on first question). Consequently, it might be said that Freedom sanitary pad customers are content.

Freedom Brand Users-

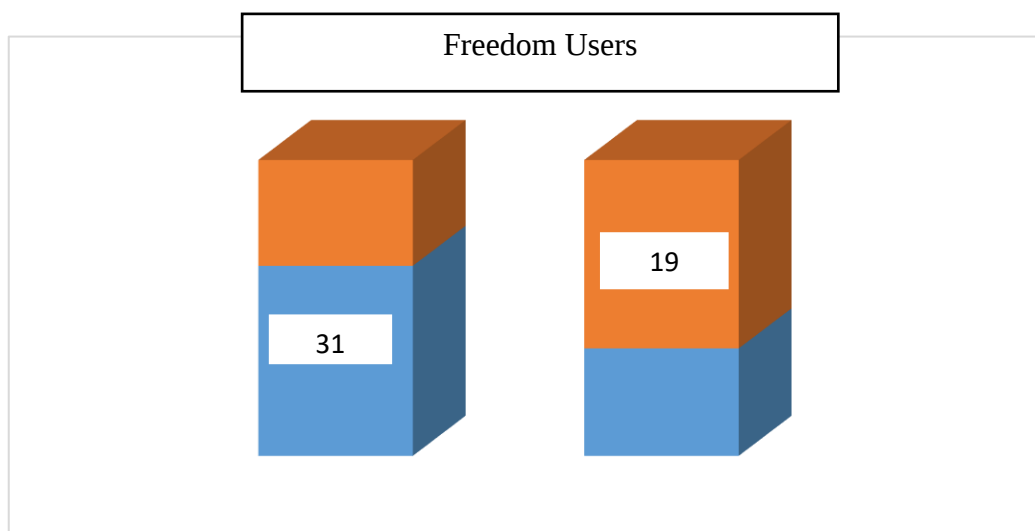


Fig 3: Have you ever tried Freedom Sanitary Napkin?

31 females have used Freedom sanitary products at some point in their lives. Now, if we compare these results to those from the first question, we would notice that there are now only 19 female users of Freedom. Hence, it is evident that 20 ladies who had previously used

Freedom have now moved to a different brand for unknown reasons. This straightforward query alerts Freedom Sanitary Napkin users to be more active and better.

Important Aspect of Freedom-

In order to have a thorough understanding of the customer's perspective on sanitary napkin purchases, the five aspects of price, quality, brand, product packaging, and availability were already covered in this questionnaire. The respondents were asked to choose one aspect in order to learn about the most alluring factor that tempts shoppers to purchase Freedom.

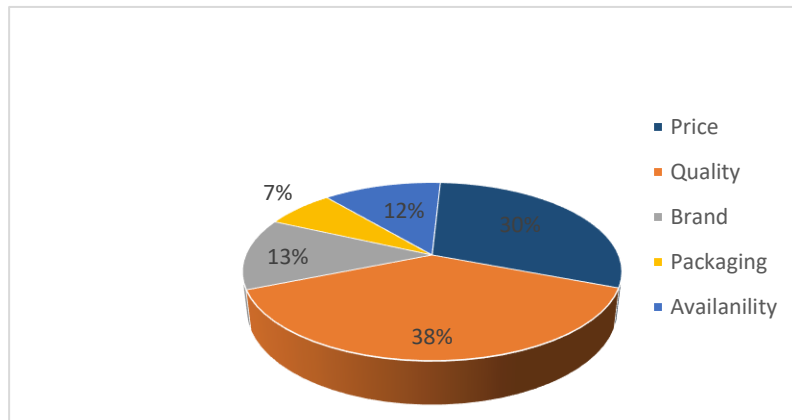


Fig 4: Five aspects of Freedom

Quality (38%) is the reason that respondents like it the most, followed by Price (30%) and then Brand (13%), Availability (12%), and Product Package (7%) accordingly. The information from this question makes it evident that people purchase Freedom Sanitary Napkins for their cost. Nonetheless, the quality of the product is the most important aspect that draws customers to buy sanitary pads, according to the prior research. As a result, it is possible to infer that freedom was unable to establish a quality market positioning.

This survey also opens up an in-depth information about the customer mindset, buying behavior and preference to another sanitary napkin. This survey also allows the customer their recommendation and opinion about the current sanitary napkin they are using.

Some comments are given here:

- Freedom Teen wings is not available in the market
- Sometimes not available in their local pharmacy.
- Expensive
- No option for cottony sheet pads.
- Surface of the pads is rough
- Sometimes feel too itchy
- Too much smell
- Too much gum used to open up
- Not available online always

Summary of this Survey-

For this survey, I visited to Farmgate girl hostels and Mirpur households to collect the in-depth information. According to this survey, the most popular brand is “Senora Sanitary Napkin” from Square Toiletries.

In response to a question, each respondent was asked to rank the significance of price, quality, brand, product packaging, and accessibility while purchasing sanitary napkins. The majority of respondents choose quality first, then price, then brand, availability, and last product packaging. Consequently, it is obvious that making investments in product quality would bring in more clients in the future.

TVC was the outcome of determining the best method to reach the target audience. The majority of respondents learned about the sanitary napkin they were using from television, followed by word-of-mouth, newspaper and web advertisements, campaigns, and promotional activities. No one learned about the product through radio or billboard advertising. Freedom should therefore place more of an emphasis on television for its marketing in order to reach the largest possible client base.

Only two/three respondent was dissatisfied with the Freedom Sanitary napkin because of the thick gum in the pad, according to the measurement of level satisfaction, which shows that the majority of respondents are content with their individual products. Even though there is only one unhappy customer with Freedom, it won't be long before there are more because other complaints about Freedom were mentioned in the open-ended portion of the inquiry. Most of the concerns related to the product's excessive price, retail availability, rough surface, and lack of absorbing power.

Consequently, it is safe to say that Freedom is a well-known commodity in the marketplace. Yet, there are still a few issues that must be resolved before the customer's perception of purchasing sanitary napkins may be changed.

Recommendation-

Some recommendations about Freedom Sanitary Napkin are given here to improve the brand value and customer satisfaction.

They are-

- **Price-** As local and international brands are already in fierce competition with one another, the price must always be competitive. Customers may effortlessly consume it as a result, earning their loyalty.
- **Quality of the product-** Quality is crucial to clients because sanitary napkins are a product for feminine hygiene. Nothing can prevent a customer from remaining a devoted one if they are happy with the product's quality. The following characteristics can guarantee the quality of sanitary pads: Product Surface, Flexibility, thickness, absorbent. These attributes may be continually improved to help freedom become the best brand in Bangladesh.
- **Promotional Activity-** According to the data study, television advertising was the main way that people interacted with products. But in this contemporary day, social media offers the greatest visibility and the fastest response times. Hence, Freedom should use social media to increase customer interaction.
- **Availability-** Since menstruation is still a taboo subject in Bangladesh, ladies are hesitant to ask the shopkeeper questions regarding sanitary pads. They pick up any well-known brand in such an emergency. As a result, the likelihood of switching to a competitor's product increases with decreased availability. Hence, ensuring availability will influence consumers' purchasing choices. Because this is a product that a client needs right away, FREEDOM sanitary napkins must be offered at all stores and grocery stores to advertise their existence in the market.
- **Using Brand Image of ACI-** The largest benefit for well-known producers is how simple it is for them to have strong market penetration. Because the brand is already well-known, customers are constantly drawn in by the trust. The ACI is behind FREEDOM. ACI is already a well-known and reputable company. Thus, ACI's direct representation will help this product stand out in the marketplace.

Conclusion

The scope of consumer perception is very broad. Some characteristics of the perception include quality, price, promotional activities, features, level of satisfaction, and availability. Time restrictions and informational limitations force me to focus primarily on these aspects. Assuring product quality, leveraging brand recognition, ensuring easy market access, maintaining a fair pricing, and using efficient promotional tools can help FREEDOM sanitary napkins become a more well-known brand and increase consumer happiness. If FREEDOM impresses consumers, those satisfied customers will act as brand ambassadors and support the market's growth.

References

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Appendix

Customer's Attitude to purchase Sanitary Napkin

Which sanitary napkin you are using currently?

- Freedom
- Senora
- Whisper
- Joya
- Monalisa
- Others

What you prioritize when buying a sanitary napkin?

	Very important	important	neutral	unimportant
Price				
Quality				
Brand				
Packaging				
Availability				

Where did you heard the same of the brand you are using?

- Newspaper Ad
- TV Commercial
- Campaign
- Billboard
- Online platform
- Word of mouth
- Others

Are you happy with the sanitary napkins you currently have?

- Yes
- No

Have you ever tried Freedom sanitary napkin?

- Yes
- No

If so, which aspect of purchasing FREEDOM Sanitary Napkins most appealed to you?

- Price
- Quality
- Brand
- Packaging
- Availability

Do you have any complaints about the sanitary napkins you are using right now?

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