

Internship Report

On

Analyzing the impact of field marketing in business growth of
Zas Corporation's Dermal wings

Submitted by

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

Brac Business School
BRAC University

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Declaration

It is hereby declared by

1. The internship report submitted is my own original work while completing a 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 any other institution.
4. I have acknowledged all main sources of help.

Student's Full name and Signature:

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Letter of Transmittal

Raisa Tasneem Zaman
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Subject - Analyzing the impact of field work in business growth of Zas Corporation(Dermal wings)

Dear Sir,

It is a pleasure to demonstrate details regarding the topic of analyzing the impact of field work in business growth of Zas Corporation. Which I am able to do by your directions.

I have attempted my best to complete this report with the most important information in the shortest, most concise, and most complete manner possible.

I sincerely appreciate your guidelines and encouragement in the preposition of this report. If feasible, I will be happy to address and discuss any questions you may have.

Sincerely yours,

Nafis Shawgufta
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Acknowledgement

I would like to start by thanking my advisor Raisa Tasneem Zaman who provided me with the needed guidance and information to complete this report paper. Also I would like to thank Md. Hussain Shujat (GM of Zas Dermal) for all his support, necessary tips, teaching me all the basics of my tasks and patiently showing me every elaborate detail and guiding me throughout my internship period and the entire team for being helpful and supportive in every little help I needed and for creating the opportunity for me to bring out my best performance.

I am very much thankful to Zas Corporation, its management, especially employees of all the departments for their cordial support to prepare this internship report.

Executive Summary

This study is mainly based on Zas Corporation's dermal sector. Zas Corporation is a pharmaceutical company which exports and imports medicine and medical equipment from different countries all over the world. Zas Corporation deals with the doctors all over Bangladesh. Zas Corporation began its journey 16 years ago. And Now, It has a total of 11 wings including Dermal. They export in total 38 countries and in Bangladesh and their main clients are the doctors. Which provide skin care with a wide range of overseas products which supply medical equipment in various derma care centers over Bangladesh. And sales grew by the doctors when they prescribed their medicine. And field sales people have most of the appreciation regarding this. They represent both the company and products to their clients and convince or help them to have a good perception about their products for better sales.

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Overview of the internship information

Student Information

I am Nafis Shawgufta and as a student of Bachelors of Business Administration, I need to make a thesis report on my internship for completing my graduation from Brac University. That's why, I tried my best to conduct this thesis report on my internship in Zas corporation's dermal wing fully based on my experience, understanding and gained knowledge in my internship time period which was 3 months.

Internship Information

The 3 months internship was based on marketing and foreign correspondents. It includes all the marketing activities done by the pharmaceutical company. Like setting a company's specific target to achieve those targets. It includes the activities that marketing or field people conduct, how to set the target for both company and each employee, how to achieve those targets, conduct good promotional activities and analyze those and so on. Then again I learned foreign correspondents which is very important for international business. Product selection from foreign countries and then communicating with them is very important. And Here, I learned both. How to choose the find and choose the product and how to communicate with foreign companies also.

1.2.1 Company Information

Zas Dermal is one of the wings of Zas Corporation. It is a pharmaceutical company which exports and imports medicine and medical equipment from different countries all over the world and deals with the doctors all over Bangladesh as their main clients. Zas Dermal started its journey in 2011 and now it is one of leading companies for export and import of dermal medicines in Bangladesh. It not only includes dermal products like medicated soap, lotion, cream etc but also medical equipment like gloves, laser machines, cooling machines etc. It covers more than 40 districts in Bangladesh and has contact with more than 200 pharmacies in all over Bangladesh along with their own pharmacies under the name of zas pharmacy. They have doctors as their clients in not only Dhaka city but popular and good dermatologists in all over Bangladesh. And to represent the company and product sales they total 81 field sales or marketing people for only zas dermal wings. And have a total 121 employees in Zas Dermal. It is trying to expand its business

in more districts with achieving their target profit. As it has great turnover from 2017 with a good amount of revenue from the previous years.

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1.2.2 Supervisor Information

During my internship period, my supervisor was MD. Hussain Shujat. He is the managing partner of Zas Dermal. He joined Zas Corporation in 2007 and stayed there as General Manager for a long time. Then in 2011 he resigned and came up with a new dermal wing named it as ZAS Dermal and joined as managing partner of Zas Corporation. He made the whole business line, activities and rules for zas dermal wings. And take it in one leading dermal export and import company in Bangladesh. In my 3 months of internship period, he helped a lot. Each point of marketing activities and foreign correspondents, he teaches me. Also gives me a lot of opportunities to learn new things as an intern. He also let me do some foreign promotional projects for doctors which is really appreciated by me as it is really rare to join in these types of activities as an intern.

1.2.3 Job scope

As a marketing major student it's quite rare to join a pharmaceutical company. Before joining the company, I thought it might be all about medicine. But large marketing activities need to be conducted behind this or run the business in the long run. In Zas Corporation, joining as a field marketing person will not be so difficult if we have good communication and presentation skills. Because field people had to represent the company and product itself and they communicated with each client or doctors. But to join as an internal marketer is quite difficult, as they need to conduct a marketing plan, segmentation, targeting market and position, then based on that field marketers can do the rest of the job. Companies need more field people if they want to expand or increase their sales. Because local employees are needed for the host country or different places as field people need to visit the clients and pharmacies on a regular basis. But the salary range might be a little bit low in the first stage. And for this job, along with communication and presentation skills, employees also need knowledge of marketing in a broad sense. Because making promotional plans for each client is the responsibility of field people. They need to understand the need and effective factors which can have a good impact in increasing sales. And according to this, they need to make promotional plans.

Internship Outcome

Student's Contribution

As an intern I am honored that I got a lot of opportunities to participate in many activities. Here, I learned about marketing activities and foreign correspondents. I was assigned to communicate with

foreign dealer or exporters. Also I was assigned in foreign product selection. In 3 months, I make promotional plans for doctors with budgets along with hotel and air ticket booking, I analyze foreign products from Germany, Korea and Poland and select the best one for delivering in dermatologist center, ordered product, collect invoice from foreign exporters. Which helping me 2 A lot in improving myself as an employee and increasing effectiveness in a huge manner.

Benefits to the student

In my 3 months of internship I experienced a lot of new things which are essential for any marketing job in any type of office. Where it is for regular product business, bank, pharmaceutical or any other. Here, I learned –

Making promotion design- Zas Dermal gave a lot of opportunity to join in various marketing activities. They let me design promotional plans for clients. Here, I made a promotional plan of giving an opportunity to participate in the annual dermatology meeting which is going to be held on 21st July 2022, arranged by AAD. Here, I choose this after observing and understanding the need to join in prestigious events of some clients, as these types of offers place a great impact on the precaution of our products. This type of opportunity adds value in both their professional and social life. These events help me to understand the mindset of the customers and make promotional plans according to them.

Product selection- Here, I got opportunity to select effective medical equipments for import and delivery in the dermatology centers like Aurora dermatology center and all. Here, I choose Cryo - 6 cooling machine for import from foreign country. For this, first of all, I did some research on cooling machines and the adaptation level of the dermatology center in Bangladesh then found companies from Germany, Korea and Poland as they are good for dermal medical equipment or machineries. Then based on price, values, facilities(supporting equipment) I select it from a German company. Because they offer us a 5% discount with good quality and facilities and also they have various options for the same machine which goes with our adoption of Bangladesh. By doing this, I got an idea of how to select a product by having profit for both company and customer at a time.

Foreign correspondents- Foreign correspondent refers to reporting from abroad. As Zas Dermal most of the partners are foreign partners so giving reports to them from time to time also goes under foreign correspondence. And I was assigned to this. Like for Avene which is one of their exporters, I had to give the sales update from time to time. Also I had to give the sales statements with average profit and loss every 3 months from time to time through email. Then I also need to ask for invitations to the foreign partners as it is easier for them to arrange it than Bangladesh. By doing, I learned how to communicate, sending email and giving foreign partners update.

Team Building events- Team building is very important for efficiency in any kind of office. When employees have good bonding between them, things get easier to be done. During my internship,

I got a chance to join in the team building event which was held in march of 2022 in Cox's Bazar for 2 days. Here I learned team bonding needed as I got much comfortable with my office colleagues and higher management.

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Problem faced during Internship

During the internship period I had a lot of opportunities to experience various marketing activities and foreign correspondence. But I also faced some problems. Which are-

- Work in different departments- My internship was in marketing but I also did some work on accounts. Like I made some sales statements and product availability for the next 3 months based on present sales and availability, product quantity with value in excel. As a marketer it was a little bit difficult for me to do this but later I was skilled in assumption and making sales statements even if it is under accounts.
- Foreign Communication- Sometimes foreign communication needs verbal communication along with written communication(email). Like when I made a promotional plan of giving a membership offer to EADV, only sending email was not enough. I need to talk to them over phone in which at first i felt little bit afraid of ruining it as it was my first time talk with foreign organization which is located Switzerland. Then again for booking a seat in a dermatology course in Delhi, India I had to talk to them through various media like facebook, official website and Whatsapp which was a little bit of a hassle and time consuming.

Recommendations to the company for future Interns

Zas Dermal offers internships to the freshers in any sector. But most of them are in the accounting, marketing and HR sector. They give full support and encourage the interns to participate in various and different levels of work at a time. Also they give the opportunity to experience most of the activities of officials which are conducted in every office. Then again, they involve interns in their core official and team bonding events also. But if they add some steps of activities for interns then it will be more effective. Which are-

- Give a brief before assign interns in different departments- For any interns, work in a different department might create a social stress or nervousness of that work that whether he or she will be able to do the job properly or not then will it be a disaster or appreciable and all Which can be removed when brief is given before assign the job than after done the job. If the supervisor gives a little brief about that before assigning then it can create confidence that he can do this or he won't feel humiliated in front of everyone. Like when I was assigned to do a sales statement with my own assumption, I felt nervous whether I will be able to do this or not or will feel ashamed for not doing the work properly. But a

little bit of brief from my supervisor before work can increase my or any other interns confidence in a huge manner.

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- Let the interns set their goal- Internship is the first job experience for most of the students who are newly graduated. They came to work for the first time. And it is the perfect time to set their future goal or make a proper decision about what he or she wants to achieve and in which sector in future also they can understand that in which sector he is best or can do the best for work. If companies let them decide it themselves then it is easier to make the decision. A lot of time it happens that companies give or assign jobs only based on the selected internship department. But it decreases the work experience for an intern. Because he can not participate in the other department which creates a gap in his or her understanding of his ability. Which might create regret in the future in their mind. So companies should let them work in different departments and let them decide which suits them better or in which he can do his best.

Organization Part

Introduction

In the present time, Derma care is just becoming famous day by day. Women all over the world become so conscious about their skin and skin related factors like they like to use skin products based on their specific skin type. Also they do a lot of dermal treatments like doing laser brightening skin, removing moles from the body, changing iris color and so on. And, as we know Bangladeshi products are not trustable at all in customers' perception for some past experience. In Bangladesh, people made replica of products with harmful elements and sell them by saying authentic products. That's why customer trust foreign product more for dermal treatments. And Zas Dermal just uses this as a reason for doing business. Zas dermal imports good quality products from authentic sources and introduces them to their clients. Which are most of the doctors as products are prescribed by dermatologists most of the time. And in the present time, final customers like to buy the skin care products which are suggested by their dermatologist. Zas Dermal hires more field sales or marketing people than any other department. Here, they have almost 81 employees only for field sales. They give training and a specific target in the first of the month based on their previous sales record. Based on that manager level, set client visits to fulfill their target to make profit for the company. So field people go to the clients which are mainly the doctors or dermatologists and represent the product as well as the company also. With this, Zas dermal also provides derma equipment to the dermal centers.

Overview of Zas Dermal

ZAS Dermal specializes in the import and export of Dermo-Cosmetic and Aesthetic products, working closely with producers both domestically and internationally. It started its journey in 2011 and it became one of the leading marketing companies of dermatology products in Bangladesh. It developed its dermatology department by aesthetics and therapeutics. They have 11 years of experience with 75 wonned awards. 5

2.2.1 Mission & Vision

Mission : Zas Dermal's mission is to serve the customers with a wide range of authentic products.

Vision : Zas Dermal's vision to be the leading export and import of dermal products in all over Bangladesh.

Zas Dermal set their target and activities according to their mission and vision as they bring or import the variety of authentic europe based rare products for their customers with very good quality which brings them the fame of leading export -import company of Bangladesh day by day with achieving many of potential competitive advantages on product quality, marketing plan etc which attracts their target customers and lead to achieve their target sales, profit and goals.

2.2.2 Product, Service & Partners

Products : Zas Dermal have a huge variety of product lines and most of them are Europe based. Zas Dermal mainly focuses on authentic products without any bad side- effect of European countries. Most of their products come from France. They also have some local products like lotion, lip balm and soap. Without this, they have a huge product range in machineries and others. Which includes- Dermocosmetic Laser and Aesthetic Hair Removal machine UV therapy machine Derma roller Facial Mask Nutritional Supplements for Skin and hair PRP Support Electrocautery support Cryosurgery Support. Each category has different products with different sizes. Like-

Cosmetics -Avene Lip Balm Spf 50+ 3gm, Avene PhysioLift Jour-Day, Avene PhysioLift Nuit Night, Avene Spf 30 Matte-50ml, Avene Spf50+ Cream-50ml, Avene Xeracalm 200ml, Cicalfate Cream -40ml, Cleanance Expert-40ml, Cleanance Gel Soapless Cleanser-200ml, Cleanance Mask 50ml, Avene Cleanance Mattifying Emulsion, D-Pigment Light-30ml, Extremely Gentle Cleanser Lotion-200ml, Thermal Spring Water 150ml, Thermal Spring Water-50ml, Triacneal Expert-30ml, Trixera Nutrition Lotion 200ml, Avene Fluide 50+ Emulsion 50ml, Avene Bright Intense

30ml, Avene Trixera Cleansing 100ml, Avene SPF 50+ Cleanance 50 ml, Cleanance Comedomed, Avene SPF 50+ Child, Avene Tolerance Control

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Soap & others -Acknes Gel 25ml, Savoy Sulphur Soap -100gm, Scalpe Plus 75ml, SelRx-75ml, No Acne Bar (Soap), Ketozone (Soap), H-Most (Soap), Psorialin (Soap), Zalain Cream 20 gm, Cleanda a gel, Uramed Cream, Adipal Plus Gel 20g

Medical equipment- Evonail Repair 15 ml, Fingertip Pulse Oximeter, Free Fly Pad, Apollo Alcohol Towel, Face Mask FFP-2-NR, Nature Anti Virus(Spray Sanitizer 150 ml), Z A S Face Mask, Hand Sanitizer ---250 ml, Hand Sanitizer ---100 ml, Hand Sanitizer ---10 ml, Face Mask N99, Cryo- laser machine and all.

Local Products- Uramed cream 30 gm, Zalain cream 20 gm, clinda lotion, lip balm 3 gm



Service : Zas dermal always gives attention to the servicing system for their clients. They have a trained servicing team for laser equipment as laser machineries of foreign countries are difficult to conduct in Bangladesh, also the systems are also different.

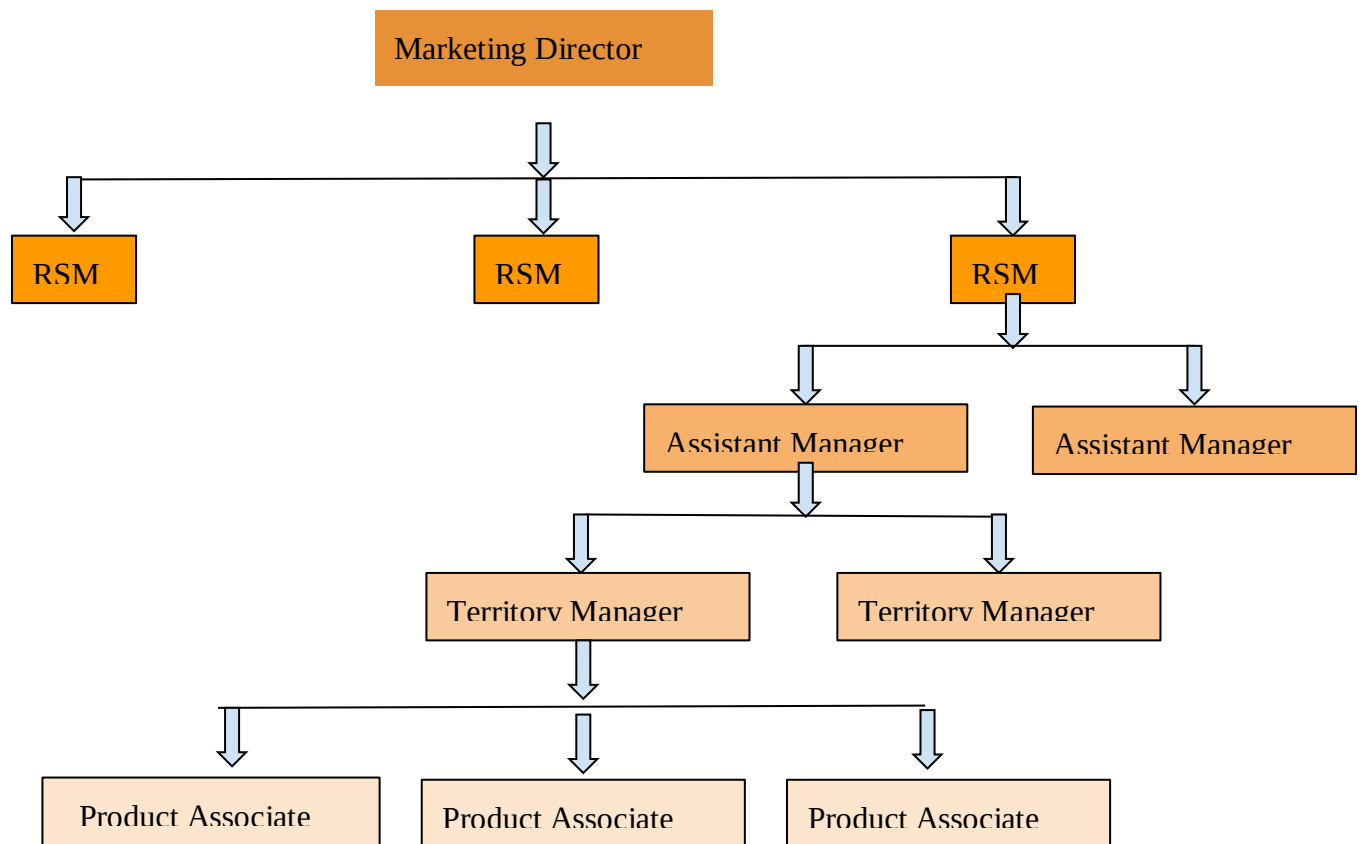
Overseas Partners

ZAS Dermal deals with different countries and focuses on europe based products that's why most of the partners are from foreign countries.



Marketing Practice for field people

a. Marketing hierarchy & Activities



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Field Marketing Activities

Zas Dermal has a special marketing designated based on Dermatology. And each field people get training to represent their product and company. And all the employees need to participate in some activities which are set by the higher management for each employee. Which is the main reason behind the success of field marketing or sales people. And those are-

1. **Attendance** - For any field sales people, at first they need to maintain regularity. Companies see the sincerity of employees more than their results. So, employees need to come to the office 6 days of a week at the given time. Office hours start from 9 am and finish at 5pm. But thinking about the facility of the employees company gives them an opportunity to come till 9.30pm.
2. **Activities** -
 - Plan : First of all higher management sets the monthly planning or target of sales and profit most of the time. Based on that work is divided into the employees. Like, Give an individual target of sales for each employee based on their previous sales record so that their own target won't be impossible for them .

- Set Client visit number based on target : Then, Based on the given target employees get a number of client visits which need to be conducted to achieve their sales target.
- Invoice Collection by the field people : only achieving the number of sales is not their work. Sales people need to collect invoices from each of their clients. For example, One employee has 5 clients or customers and his or her sales target is 2,00,000. Now he achieved this from only 2 customers and from 3 other customers he didn't get invoice, which won't be appreciated. Here, he needs to collect from all the 5 customers he has.
- Promotional plan for Individual Client/ Customer : Now, for each employee to achieve their target, they need to plan promotional activities and expenses. As each client has a different need and satisfactory level according to that, so field people also need to satisfy them according to them. For example, Some clients like physical promotional gifts like mobile phones, bags etc which cost low but it may happen that it won't make any satisfaction in other clients or doctors. Then, offering or giving the opportunity of doing courses of vacation in foreign countries helps to convince them in a huge manner. So, field people need to understand the satisfactory level of each client and make promotional plans and expenses based 9 on that. But they need to make sure that their promotional expenses won't get higher than the sales.

3. Actions in the market - After setting all target, goal, profit of one month, field people started their client visit according to the plan. And each of the activities on a daily basis are reviewed by the territory manager. And activities are reviewed by the senior managers by tracking their activities through Zas Dermal's own app which are available on both play store and apple store. This Zas Dermal app tracks all activities of the employees. Like their regular attendance, arrival time, left time, client visit, client visit details(place, doctor name, visit time, visit duration, visit pharmacy plan, visit pharmacy), sales of all pharmacies all over Bangladesh, invoice pending issue, sales target of each RSM details with product name and quantity(past target, future target, achieved target,due). And they compared the weekly results of sales with their target by the territory manager. Then next week achieving is compared with previous closer week. Then the Monthly result is being reviewed by the RSM and Marketing director and find out if there is any problem. If there is, how can it be solved? Problems are solved by both accounts and the marketing department and higher management after calculating all the expenses and assumption of having profit and not to make any loss.

- 4. Promotional expense reviewing** - For achieving sales targets, Zas Dermal have specific promotional budgets for each month. When reviewing the sales target, they also review the promotional expense also. And if the promotional expense gets higher than sales then they make promotional plans again according to the activities. But here, Zas Dermal doesn't cut promotional expenses normally. They observe where they get the most benefit after expense and from where they don't get enough benefit and also which promotional expense don't have impact on customers on clients mind and activity. For example, in one month promotional expenses got higher than the sales. And that moment company give offer of doing course on dermatology in foreign country, have running promotion of giving gifts and monthly dinner party. Now, dinner parties are not mandatory and don't have a noticeable impact on clients. So, they will stop this event or cut the amount of events. So, they cut some promotional expenses based on the benefit but not when only the expense got higher than the target sales.

b. Segmentation, Targeting & Positioning

Segmentation - Segmentation refers to dividing the market into subsections. Here, Zas Dermal mainly segment it's whole market into some segments based on-

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- **Location** - Zas Dermal conducts its business all over the bangladesh. And different locations have different needs as people of different places have different needs. Here, Zas dermal has business in more than 25 districts so demand for dermal products differ based on the places. Like in Dhaka, demand for cosmetics, dermal products(cosmetics and medical equipment) is more as people here are more conscious about skin. But in Faridpur, Sylhet demand for medical equipment and medicine more than the cosmetics as people there like to use only the needed or prescribed medicine and needed medical equipment like machineries, mask, gloves mask etc. So based on that Zas Dermal divides the segment.
- **Sex** - Gender wise human skin is different and based on that products are also different for male and female. For dermal products, the demand for cosmetic dermal products for females is more than for male. Like lotion, cream, cleanser, toner, lip balm, night cream, day cream etc as female skins are more softer and sensitive. But for male most of the demand includes only sunscreen, lip balm and face wash as they have quique tender skin which is adaptable for most of the products.
- **Age** - Age is an important factor for dermal products and treatments. Demand and need varies hugely depending on the age. Based on this factor, Zas dermal extended its product

line. Like they have products children which age limit is (0 months to 10 years), for teenagers, early 30 to 40(this range have the most product line as in this age mostly women have changes in their skin like wrinkles, tenderness etc which makes them more conscious about their look) and for Senior citizens.

Targeting market

Targeting refers to evaluating potential and commercial attractiveness of every segment and then choosing 1 or more than 1 for which company makes the product or choose as their target market or to whom they will sell their products. Just like, Nike uses a niche targeting the sports man for their product and makes products and marketing plans for them. Here, Zas Dermal uses a differentiated marketing strategy to target.

Differentiated Marketing - Differentiated marketing refers to choosing several segmented markets and offering different products or services for each of them. Here, company segment the market based age, sex and geographical area and based on that they offer each different products to each segment. Like, import laser treatment machines for mainly women who like to brighten their skin color and remove mole and other scars permanently. Then they import body lotion or alcohol free for babies. Then again, import night cream- day for women.

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Positioning

Positioning refers to making a position in customers' minds. Here, Zas Dermal make their position on quality full products. Zas Dermal offers the best dermal products which are imported from europe countries like their main most the cosmetics based dermal products like lotion, cleanser come from Avene company which main branch located in France. Then again their medical equipment and machineries also comes from istanbul, Korea, German which assure the best deals and guarantee of long run. As they offer authentic products, the price range is a bit higher than other companies. So, they position their product as quality full and authentic in the customer's minds as persuasion.

c. Promotional Activities

For creating awareness and achieving profit on a continuous basis promotional plan and activities is one of most important factors. Promotion plan is not only about creating awareness about the product but also creating a positive perception in customers mind so that they can buy and suggest

others. Zas Dermal spends a huge amount of money as promotional expenses every month. They have different types of promotion activities. Some of are-

1. Promotional Gifts - For client satisfaction, gifts are the most prioritized option for every company. Zas Dermal's main customers or clients are the doctors as they have to prescribe our products to their patients so it's important to make them feel good about the product and company itself. And for leaving good perception in customers mind, gift is one the major tool of the marketing people. Most of the time field sales or marketing people offer or give different types of gifts to the doctors. Especially when sales increase. Some of the gifts are like Leather bags, seasonal fruits, mobile phones, watches etc.
2. Offer international course- International degree courses always add extra value in doctors medical background or popularity among patients. So it is one of the best offers for doctors given by Zas Dermal. They offer international courses to the dermatologist in different countries every year like Delhi Of India, Canada, Thailand and Zas Dermal bears all of the expense from air tickets to food.
3. Offer participation in dermatology annual meetings and conferences in both asia europe countries - Every year different organizations arrange annual meetings on Dermatology in different countries with dermatologists from all over the world. Which also adds extra value for the doctors. And Zas Dermal gives opportunities to their doctors to take part in the international annual conference on Dermatology in Different countries. Like, in **12** 2022 they offered 21 doctors to participate in AAD 2022 annual meeting on dermatology which is going to be held in Canada in July.
4. Other special offerings- Zas dermal field people offer a lot of other facilities to the dermatologists like vacations in resorts, weekend celebrations in different places in Bangladesh and so on based on the need of individual clients. Along with this, they offer visa processing, passport form fillup, membership of a well known dermatology community. Like, in 2022 they give membership and renewal opportunities to 24 doctors in EADV dermal community with doing all formalities including payment and activities.

Industry & Competitive analysis

Porter's Five Force

1. **Threats of new entrants** : In the present time, the dermal industry is growing day by day. Zas dermal started its journey in 2011. That time, the competition or number of new

entrants was too low. But in the last 10 years a lot of companies have entered into the market as retailers of foreign dermal companies. Like Bioqua, Image care etc. And this number is just increasing everyday.

2. **Threats of substitute products :** Not only Bangladesh market but in the whole world there are thousands of alternatives for dermal products. Dermal products mainly refer to skin care products. Using dermal products or dermacosmetics products is a time consuming matter and expensive. Like to do laser, it takes almost more than 10 to 15 thousand per session which is not affordable for all. That's why nowadays alternatives, substitutes which are less time consuming or can give instant results, are attracting the customers more. Like, transcyte which is advanced tissue science and it uses silicone sheets and human fibroblast, then again a lot of people like to use natural products for skin care rather than using cosmetics or medicine. Like coconut for hair growth. Lemon, coffee, brown sugar for brightening skin. Then use olive, aloe vera for soften skin etc which are less expensive and have no side effects.
3. **Power of suppliers :** Zas Dermal's one of the biggest plus points is they have their own suppliers. Which plays an additional point in running into the competitive market. Also though they have their own suppliers they do not need to pay additional money to the suppliers. Also they don't have the fear of losing the suppliers. Zas Dermal supplies their products in more than 20 districts by their own suppliers. Where other companies need to find the suppliers and give them even sometimes to hold the suppliers they need to **13** pay more. Which is a great advantage for Zas dermal. Because of this, they do not have to pay attention to having good relationships with suppliers and delivering products with any damage. Because they supply their product on their own so they know which product needs to deliver with more careness. This point helps them in only delivering the products securely and it also helps them cut total expenses when increasing effectiveness.
4. **Bargaining power of buyers :** Bargaining power of buyer refers to customers. Zas dermal has a huge number of loyal customers. Even though the price is higher than other companies. They have very high quality of the product which makes them different from others. Also pay attention to each client individually and try to fulfill their needs according to them. Like for some doctors physical gifts leave a positive impact in persuasion of the products then again sometimes research, attending foring offers helps in having a good view of the product and company in their mind. Which helps them to make the doctors or clients into loyal customers who prescribed Zas dermal's products because of their product quality and promotional plan for each individual client.
5. **Industry Rivalry :** Zas Dermal has more than 10 companies including some companies like Bioderma, Global pharma, Image Skincare as their competitors. But Zas Dermal's

most competitive advantage is that their product quality is way better than others. Also care and pay attention to each of the clients needs who helps in increasing the sales. Which are the main competitive advantages of Zas dermal. But their rival's advantage is the price because they offer less price to their customers. But still Zas dermal with their product quality, availability and client service they are in a one leading position in the market. Here, I add 3 months of 2022(January to March) competitors analysis of Zas Dermal in terms of sales and profit in percentage.

Month	Zas Dermal (Avene)	Bioderma	Image Skincare	Global Pharma	Derma Health Care	GM Trade
January	4801129	5856239	424630	3467802	2898728	2814498
%	15	18.78	1	11.12	9.29	9.024
February	4806354	6004789	694650	3749063	2971034	2247526
%	15	18.98	2.20	11.85	9.39	7.10
March	4689282	6139667	712980	3796440	3387704	2453741
%	15	19	2.24393909	12	11	8
14						
(Jan-Mar)	14296764	18000695	1832260	11013305	9257466	7515765
(Jan-Mar) %	15.11	19.03	1.94	11.64	9.79	7.95

Swot Analysis

Strengths

1. Have europe based authentic products
2. Have more than 100 pharmacy contract all over the Bangladesh

Weaknesses

1. Product price is more than the other companies
2. Employees get dissatisfied sometimes
3. Training period is not enough to understand process properly.

Opportunities

1. Have option to expand its business in more foreign countries.
2. Have good option to go online or

Threats

1. Domestic companies can get market by offering low price products.

Summary And Conclusion

Summary

Field marketing is not only defined as representing the company and product or sales of the products, it has a huge impact on having long term or loyal customers to the brands or any branded product. In the present time, people have a lot of options, like for only medicated toner, doctors have more than 20 brands to prescribe. In that case, turning that client into a loyal customer is a hard task. And most of this part depends on the field people as they do communication or have in touch or connect with the clients. All the communication happens between clients and field marketer. Understanding the needs of the doctors or the customers is a major responsibility of them. Their polite behavior, presentation and convincing skill play a great role in this business. Without them, running a business will be so difficult because for an internal marketer it is not possible to reach each and every target customer especially when we can't reach through the internet or any other media like(commercial, advertisement etc). So, for sales to increase or decrease, the company will make profit or loss, a major percentage depends on the field marketer. 15

Conclusion

Zas Dermal is one of the leading export-import companies for dermal products in Bangladesh. Their yearly turnover is quite more than 3 to 4 leading companies. They started getting the market from 2017 when their turnover increased by 80% from the previous year. They give more attention to their field marketing employees as they mainly represent the product as well as the company also. And convince the clients and increase the sales. For this, field people need to visit and create sustainable relationships with their clients for continuous sales. But the problem is, the price of their products are a little bit higher than other companies but here, the most good point is these are authentic products without any side effects. Which is their main weapon to run this competitive market. Even in covid19, when the market was too bad that time it's true that they

faced loss but still they had sales because of their product quality. Again, though it's a competitive market and Bangladeshi people always find products attractive which have low prices. So, obviously it's a huge minus point for them. They should immediately take action regarding this. It is also true that authentic products have high production prices and shipping cost is hugely increased in the present time, so even if they want to cut the price, it won't be possible as total expenses will increase more than sales. In that case, they need to solve this problem by taking some effective alternative and unique sustainable steps. Which can give them the chance to get the highest position of export-import of dermal products in Bangladesh.

Recommendations

Dermal industry is one of the growing businesses in Bangladesh. Just like Korea, China, Thailand and other Asian countries where people are so serious about their skin color, skin type and outlook, women and men of Bangladesh are also becoming conscious about their skin and outlook. Which was not in the past. People become so fancy day by day. With the development of the country, people are also updating their life and try to run with trends. People like to present them in a good form in front of everyone. Now they even like to pay for this as now most of the people judge others based on their outlook. Now, after explaining all the activities and the whole procedure field marketing of Zas Dermal, I found some points which might be a problem for Zas Dermal in the future. And the First point is price. As Zas Dermal focused on europe based dermal products, eventually the price will be little higher than the other country's product. Because

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There tax and shipping cost is also ordered from any European countries. But some domestic companies may get that market by offering low priced products. It's true that Zas Dermal offered products that are authentic but Bangladesh is a developing country and still people here like to buy low price products rather than expensive good one. Which might create a problem for Zas Dermal.

But I think there are some points which can bring more effective value to the field marketing which can lead the company to earn more sales as well as profit and revenue also. Those are -

1. **Extend product line-** In Bangladesh there are already some famous dermal companies who provide dermal products. Also some of them provide this service at a lower price which means they offer dermal products at a low price. Because of this, as all the companies' field people want to convince the target clients, it is quite difficult to convince them that it is time for Zas dermal products when already someone is offering them a better price. In this situation, introducing more unique products can help field marketing people to convince the clients. Wide range of products can make them different from other companies. Also when clients or customers get more products in good quality, price issues won't become a matter.

2. **Focu more on local products** - Zas dermal has both foeign and local products. But local products are not that much recognized by the doctors as field people focus on representing the forign products more. That's why a lot of doctors do not even know about local products. But there is another problem, which is that the product line of local products is very low. Like they only have lotion, acne soap and recently launched a lotion for using with melasma treatment. Here, local product rice is quite much less than the forign products like for melasma lotion. The price is only 50taka.. Then again, a local chopstick price is only 22, where european lip balm price is 500 to 800 taka. So, company and field people should focus more on local products for more sales.

3. **Find unique promotional activities** - Find and execute the best promotional plans are the best weapon for long run in a competitive market. Though at present almost more than 5 to 7 companies like bioderma, image care, Biotech, global pharma have good precaution in the clients minds and though they offer low price, patents also like to buy their products. But Zas dermal can compete in this competitive market with their effective promotional plan and product authenticity. But in this case, their promotional expenses become larger day by day even if sometimes it happens that expenses get higher than the actual budget. But unique promotions can help them to recover from this problem. Cause, unique and alternative promotional activities to attract the clients. For example, give 5 gifts rather than 1 gift at the same price like where they give only 1 leather bag in 10,000 taka, they can give trendy leather bag in 6,000 taka and with another 4,000, they can give extra gifts like sweets or day long package in 5 star resorts like bhawal or sarah resort which create more value and help the field marketing people to convince their clients as long as increase sales and profit. With this, they can get more profit by spending the same promotional amount. 17

4. **Create Online based pharmacy** - Online business can help in growing business in a huge manner. When every business was in loss in covid19, online business helped the companies from going shut down. It is also true that dermal products should be used after consulting dermatologists or professionals. But there are some like lip balm or cleanser which are specific for skin types but have side effects. So that products can be used even without the prescription of a dermatologist. For this, Zas Dermal can open an online based Pharmacy. Creating online based pharmacies can increase their sales with awareness among the people about their product and availability. It will help them in popularity along with more sales and revenue at the end of the month.

5. **Give more training** - Training or practice can make things perfect and increase the effectiveness and efficiency of workers. Zas dermal do provide training to the fresh joined field marketing people on how to contact the clients, how to approach and persuade the

clients, how many times should visit the clients and how to make promotional plans and use expenses according to the budget. But training duration is only for 2 days which is quite less for a training program. For a newly joined employee, 2 days of training is not enough to understand the whole process. That's why companies should increase the training time period for employees to better understand. Also they should provide or arrange training sessions after comparing achieving sales with the target sales. Like, an employee does his work(client visit, promotional plan from time to time) properly but he couldn't collect his desired invoice or achieve the target sales in the given time period. So, higher management should see where actually the problem stands up. It might happen that the approach of that employee is quite good or polite. So they should give him training on interpersonal skills like which attitude and behavior goes with the clients better. In this, the effectiveness of field people will increase and companies profit will also increase with this.

Project Part

Introduction

This report paper is a part of my internship program which is essential for completing my Bachelors of Business administration or undergraduate program. Basically this report paper is based on analyzing field sales in growth of Zas dermal. And this report is made based on experience in Zas Dermal company, ideas and knowledge that I have gained during my 3 months of internship program in this Company. This organization gives the opportunity to work in a very friendly working environment with supportive co-owners. And help me increase my knowledge on the daily activities of pharmaceutical companies with foreign correspondents. Which gives me a very good working experience for my future work life.

Literature Review

Sales is one of the most important factors in business. If sales grow, business can grow otherwise not. And field marketing or sales which is also known as outside sales plays an very important role in growing business. The main theme of field marketing or sales is that organizations send their representative to their target customer and send the product in person (Field Sales: How to Manage Your Outside Sales Force More Efficiently (2021). In any pharmaceutical or other business outside sales becomes the most important factor as most of the sales depend on the customer persuasion. Most of the People only buy the product or medicine which doctor prescribed for them and for pharmaceutical companies, doctors are one of their main customers beside final consumers as doctors prescribe or suggest their patients to buy the medicine.

Activities that sales people or field marketing people participate in

Sales people or field marketing people represent their company to their clients by giving them a clear view about the company and the product. They need to participate in some activities step by step. First of all, they need to attend timely on a regular basis, then specific targets given to them by higher management based on their previous sales record, then they need to visit doctors and lastly have to choose effective promotional activities to persuade the clients. Outside sales or field work spend a lot of time with companies' clients which helps them to make strong and long term relationships (J. Mcleod(2021), The difference between inside sales and outside sales). For field workers, company can't change it as their wish or easily hir new one cause It's also more difficult to construct standard operating procedures (SOPs) and established processes for sales agents to follow, because each customer will require a unique sales process (J. Mcleod(2021), The difference between inside sales and outside sales).

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Techniques that used by outside sales people for increasing sales

Main techniques of increasing sales or persuading the clients for their product is using promotional activity. In promotional activities, giving gifts and providing various facilities are most useful. Facilities include transport facility, provide foreign conference invitation, offer foreign medical courses and so on. Which helps in persuading clients as well as maintaining long term relationships. For continuing a long term sales cycle by dealing with enterprise clients or customers, field sales or outside sales is the most fit one(J. Mcleod(2021), The difference between inside and outside sales). According to a report in the USA more than 52% of sales depend on outside sales representatives(G. Larsen, Inside Sales vs. Outside Sales: How to Structure a Sales Team). Field sales costs more but it is less scalable as the average salary of outside salespeople is higher than inside sales people of companies((G. Larsen, Inside Sales vs. Outside Sales: How to Structure a Sales Team). In organizations, outside sales people set their

target and based on that they do their activities like represent their companies to their clients as visit their clients or customers and persuade them to have their product(G. Larsen, Inside Sales vs. Outside Sales: How to Structure a Sales Team).

Ways of measure or monitor the performance of each field people

Field persons have targets based on their previous sales. And this target is set by their higher level like Territory manager or Assistant manager. Based on that they need to visit clients. Some of the companies record their visits continuously on a regular basis and have GPS systems which locate the sales persons location. Then again sales people's sales are monitored by territory manager and assistant manager on daily and weekly basis and lastly on monthly basis by RSM and Marketing Director. And compare them with their target. Monitoring is also known as the control system in organizations(Mohammad K. Z & Zoha F.(2017), Effective of the salesforce control system and supervisory behavior on job satisfaction of salespeople : A review studies).

Difference in result of sales based on field people's behavior

Behavior of salespeople is very important in terms of convincing clients about their products. As sales people represent both the company and product, behavior plays a vital role here. Sales or outside salespeople need to convince the doctors and clients to buy or prescribe their product. So they need to talk and behave very politely so that clients could have good persuasion on the company which leads to the sales. Sales people need to spend a lot of time with the clients and it is also considered as arts rather than a science. Size and quality of the salesperson network **20** brings profit to the company(Ryan, F.(2014), 3 behaviors that drive successful salespeople). And behavior is one of the qualities which help them to persuade their customers.

Objectives

Broad Objective : The broad objective is to identify how field marketing grows the business by increasing the sales of Zas Corporation.

Specific Objectives :

- Find out the activities that field marketer or sales people participate in.
- Find out the techniques that field people use for increasing sales.
- Find out how zas corporations measure or monitor the sales of each field sales or marketing persons.
- Find out the difference of result in sales based on field people's behavior.

Mythology

In this research, I gather data from previous studies about field sales in growing business. Then start descriptive research for better understanding and finish it with causal research. Descriptive research design is a sort of study strategy that tries to collect data in order to describe a phenomenon, situation, or population in a systematic way(S. McCombes(2020), Descriptive Research Design| Definition, methods and examples). It gives me ideas about the customer, market, influencers or sales persons and organizations. It also gives ideas about the product perceptions in customers or clients minds. Which helps me to understand what are the reasons that field sales/ marketing people help in growing business. Here, I use survey questionnaires for collecting data for my project. It was structured and preplanned. I made questions prepared and selected beforehand also whom I will ask was also selected beforehand. And we use the internet of electric interviewing as our survey method. I send my questionnaire to my target audience through the internet and face to face to interview. which helps me to get the feedback earlier and in a good number as I send it to a larger population in a short time like there are almost 81 employees in field marketing, 8 people in Accounts and more than 7 in business development department. After getting data from the participants, I use it for conducting causal research. It establishes cause- and- effect relationships among our independent and dependent variables. Like, here for this topic, independent variables are client or doctor visit, introduce different products

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in the market and dependent variables are increasing sales. So, if a field marketing people do more doctor visits or give better service to the clients then sales also increase.

Target Population :

Here, I chose field sales or marketing people, accounts, business development sector's employees, higher management.

Limitation of the Report

Here, for this report I gather data from the employees of different departments like field marketing, accounts and also from some higher management by giving them questionnaires and face to face interviews. For this, a face to face interview was quite difficult as most of them were busy with their stuff then again the given data was mainly publicly available. So, internally

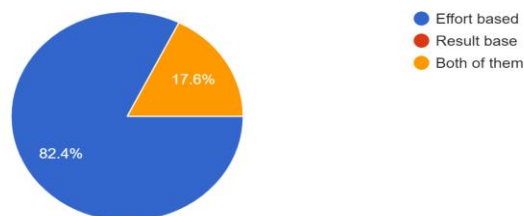
some data is not present in this report as most of the employees don't like to disclose their eternal matters to others. Which can be regarded as an ethical violation of the company for them.

Findings and Analysis

During conducting this research, I found a lot of positive things which add value in my mind for positive persuasion about this company. The first reason is Zas Dermal company has huge data collection regarding all the sectors or departments whether it is about accounts, marketing, digital marketing or any other. Company has their app called Zas Dermal which is available both on App Store and Apple store. This app stored all the data regarding all the activities conducted by each product associate, RSM. Like under one RSM, how many product associates or field marketer have, how many doctor and pharmacy visits they have, their location of each day, per day sales, achieving sales based targeting sales of each RSM, per days sales of pharmacies, Every month's total sales and all. Which really helps me make my thesis report very easy. Because I don't need to face any hassle to find secondary data. But regarding conducting survey I had to face a little bit problem as in Zas Dermal they have total 121 employees and do not have the contacting details of each employee so for sending questionnaire was a little bit difficult for me that's why I also take interview some employees and higher management as I couldn't send my questionnaire to all the employees of the company. But still I got points, which are-

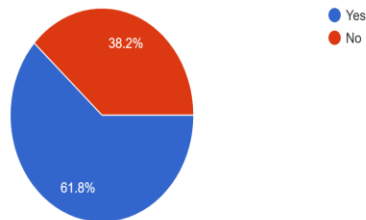
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What type of metrices are being used?
34 responses



Here, we get data from the respondents that more than 82% of employees said that only effort based matrices are being used to evaluate their performance. And the company is quite friendly and shows empathy to them. Their effort matters in most of the factors. Companies believe that if an employee tries to give his best then whether today or tomorrow they can achieve the target but without effort they can't run long.

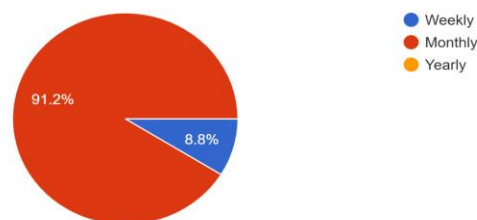
Are there any penalty for not achieving the target?
34 responses



That's why most of the time employees don't get any punishment or discouragement for not achieving their given target. As the performance is evaluated on effort based, so until employees try to do or give their best, even if they do not achieve the target, employees won't get any punishment or penalty from the authority or higermanagemnet. That's why, most of the employees of the company are working and loyal to this company even though the salary range is quite low.

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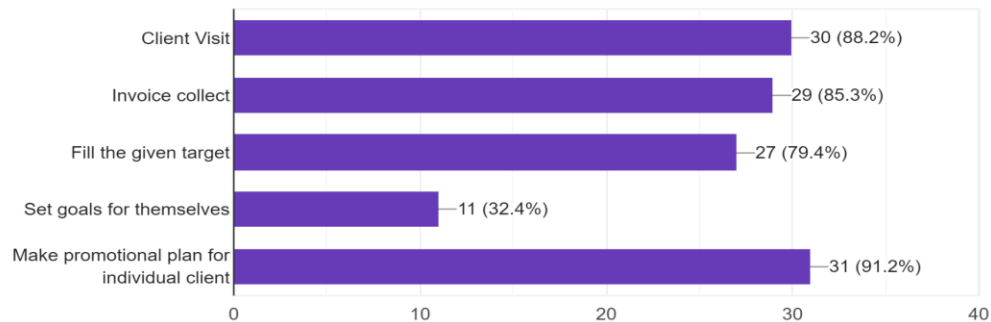
Targets are set for
34 responses



Here, more than 91% of respondents, we get that targets are set monthly for the company and each of the employees also. Which reflect the Sales and profit target of every month every month. And it is set by the higher management including Managing director, marketing director, Accounts head and RSMs.

What type of activities field people participate in?

34 responses

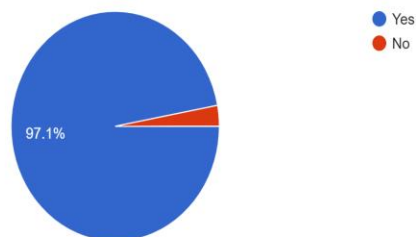


This question refers to the activities that salespeople need to participate in during the whole process. Where we got that without setting a goal, all other activities like client visit, invoice collection from each client, filling up a given target and making promotional plans are done by most of the employees. Which percentage is on average more than 86% of respondents.

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Is performance evaluated by higher management time to time?

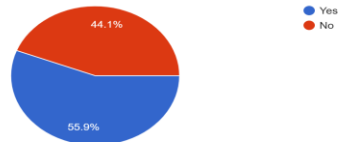
34 responses



This refers to the evaluation of the achieving result or sales evaluated by higher management. Here, 97.1 % said that their performance or achieving sales is evaluated by the higher management including marketing head and RSM. Also weekly evaluated by the territory manager. Then based on the evaluation, they compare the gap between the target and achieving

the result and find the problems whether the problem relies on the budget or the effort or approach of the field marketer. And find solutions to problems.

Does the behavior of each sales person have an impact on sales results?
34 responses



I already mentioned before in this report that behavior is very important for field marketing. Here, we can see that more than 55% respondents say that behavior has an impact on the sales result. If the way of approach is not perfect and polite, then the result is the opposite, like it may happen that doctors started to hate the product and brand because of that person and stop recommending that product. That's why people from the field need to reflect on this matter.

Summary and Conclusion

Summary : This report contains all the information regarding field marketing of Zas Corporation's dermal wings and explains its impact on growth of this company. Only going to the customers and selling the product is not enough for a company's growth. Also it is not only the definition of field marketing. Field marketing plays a huge role in the growth of Zas Dermal. For this, employees' efforts, management guidelines, time to time evaluation, finding solutions after comparing targeting and achieving sales have the same importance for making the field marketer do their job perfectly. Which eventually leads to the high profit for the company.

Conclusion : Zas Dermal field marketing team mainly promote derma cosmetics, dermatological products, hair and care products to the dermatologists. And during this process they need to

follow various activities step by step which helps in increasing the effectiveness of the whole field marketing. Without these points, field marketer might sell a product anyhow but it can't be run in a long way. Also The company itself is very empathetic towards their employees that they don't only see the result, instead they see the effort, passion and sincerity of the employees. They try to increase the efficiency of the whole field marketing to increase their sales. Field marketing can have a positive , negative impact on the result. Like, if the approach of a field marketer is not appropriate, then the whole ongoing process can go in vain because when the behavior is not appropriate, customers will not be convinced, and eventually sales will not happen. So, field marketing not only depends on the participating activities but also the whole process from setting targets to finding problems in the end. Only by doing this, companies can find out problems and by removing these problems they can increase the profit, effectiveness and efficiency for both the company and individual employees as well.

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