

Report On

Effect of Promotional Activity on Performance: A Study on Rainbow Paints

By

Fairooz Md Moonwar Haque

Student ID-19204072

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

BRAC Business School

BRAC University

February, 2024

© 2024 BRAC University

All rights reserved

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:

Fairooz Md Moonwar Haque

ID- 19204072

Supervisor's Full Name & Signature:

Dr. H. M. Arif

Assistant Professor, BRAC Business School

BRAC University

Letter of Transmittal

Dr. H. M. Arif

Assistant Professor

BRAC Business School,

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship report submission on the topic of “Sustainability Practices in the Paint Industry: A Study on Rainbow Paints”.

Dear Sir,

With due respect and humble submission, I want to state that I am Fairooz Md Moonwar Haque, ID-19204072, an undergraduate student of BRAC Business School. I am very pleased to have the chance to make a report on the topic of “Sustainability Practices in the Paint Industry: A Study on Rainbow Paints”. This report is made for the course of BUS400 and which one is the last undergraduate course to complete my bachelor degree from BRAC University. It’s a great opportunity for me to get a chance to do my internship in the very well reputed company, which is PRAN RFL Group. I joined in the Brand team and my brand was Rainbow Paints; which gave me a lot of chances to learn about brand marketing and the execution.

I, therefore, hope that you will consider my report to count as a final report.

Sincerely yours,

Fairooz Md Moonwar Haque

ID-19204072

BRAC Business School, BRAC University

Date: February, 2023

Non-Disclosure Agreement

This agreement is made and entered into by and between PRAN RFL Group and the undersigned student at BRAC University

.....Fairooz Md Moonwar Haque.....

Acknowledgement

First Of all, I would like to thank my supervisor Mr. Nazmul Haque who was the Head of Marketing of Rainbow Paints and his designation was Deputy General Manager. He was my reporting boss.

As well as I got help from Mr. Mainul Hasan Bhai who was the Senior Brand Manager of Rainbow Paints and also Mr. Anik Das who was the Sub Assistant Brand Manager. All of them helped me to make the report for the research purpose.

I am Very grateful to Dr. H.M. Arif Sir, Assistant Professor, BRAC Business School, BRAC University, for his great support to prepare the report. I have tried to prepare the report with as much data I have collected.

Executive Summary

As an intern in the marketing department of PRAN RFL Group, I have tried to express the experiences that I have faced there. Though “Rainbow Paints” was my assigned brand, I have focused on my assigned brand. The main purpose was about the promotional strategies and other marketing tactics for the brand. In the tenure of my internship, my main focus was on brand positioning, market research, and the analysis of the competitors. I had the real experience of promotional idea execution, working in a team, and the consumer behavior for the paint market. This report mainly highlights the marketing strategies and brand positioning based on consumer needs and market competition. The basic theoretical knowledge and practical knowledge about marketing for Rainbow Paints gave me an elaborate idea about modern marketing procedures to develop and establish a brand in the red ocean market. Based on the analysis of SWOT, PESTLE and Porter’s 5 forces the marketing execution plan should be clear to the customers.

This study about Rainbow Paints is a useful resource for companies and researchers in the consumer goods industry. It provides useful insights about modern marketing strategies at the PRAN RFL Group subsidiary Rainbow Paints.

Keywords: Promotional activities, Marketing Practices, Paint Industry,

Table of Contents

Letter of Transmittal	3
Non-Disclosure Agreement	4
Acknowledgement.....	5
Executive Summary	6
Chapter 1.....	10
1.1 Student Information.....	10
1.2 Internship Information	10
1.2.1 Company Information.....	10
1.2.2 Internship Company Supervisor's Information:.....	11
1.2.3 Job Scope – Job Description/Duties/Responsibilities:	11
1.3 Internship Outcomes.....	14
1.3.1 Student's Contribution to the Company	14
1.3.2 Benefits gained by the student	14
1.3.3 Problems and Difficulties	15
Chapter 2 Organization Part.....	16
2.1 Introduction.....	16

Company Profile	17
History of PRAN RFL Group.....	18
2.2 Overview of the Company	18
2.2.1 Vision	19
2.2.2 Mission	19
2.2.3 Principles	19
2.2.4 Core Values.....	20
2.2.5 Leadership.....	20
2.2.6 Management Practices:.....	20
2.2.7 Marketing Practices:.....	21
2.2.8 Financial & Accounting Performance:.....	21
2.2.9 Operation Management and Information System Practice:.....	23
2.2.10 Industry & Competitive Analysis:.....	23
2.2.11 Summary, Conclusion & Recommendation:	27
Research part.....	29
3.1Introduction.....	29
3.2 Problem Statement.....	30

3.3 Research Question	30
3.4 Research Objective	30
3.5 Literature Review	31
3.6 Findings	32
3.6.1 Promotional Activities followed By Rainbow, Berger and Asian paints.....	32
3.6.2 Impact of sales because of Promotional Activities	35
3.7 Discussion and Conclusion	41
References	42

Chapter 1

Overview of Internship

1.1 Student Information

Name: Fairrooz Md Moonwar Haque

ID: 19204072

Program: Bachelor of Business Administration (BBA)

Major: Marketing

1.2 Internship Information

1.2.1 Company Information

Company Name: PRAN RFL Group

Department/ Division: Marketing Brand Department

Tenure: 11th Sep, 2023 to 11th Dec

Address: PRAN-RFL Center. 105, Middle Badda, Dhaka - 1212

Logo:



1.2.2 Internship Company Supervisor's Information:

Name: Mr. Nazmul Haque

Position: Deputy General Manager, MLIL Business Unit, PRAN RFL Group

1.2.3 Job Scope – Job Description/Duties/Responsibilities:

As an intern of Rainbow Paints, I got opportunity to work with the brand team in the largest FMCG Company in Bangladesh. My tenure of internship was there from September 11, 2023 to december11, 2023. My main duty was there to help the brand team in the daily basis marketing team works. During the internship period my duties were:

- Doing PR, PO & GRN in the beginning level of the job.
- Gathering the marketing plans to execute in the time basis.
- Tracking the outdoor marketing activities that the works are properly done or not.
- Making offers for the consumers so that they attract to our promotional activities.
- Regular basis market visit and keeping the data of monthly sales to make a proper plan for the upcoming months.

Conducted Market Research:

The tenure of my internship, I was mainly focused on the market research. There were a lot of brands in the paint industry, and it was so tough to fight with them and achieve the sales target. The biggest competitors were Berger Paints, Nippon Paints, Nerolac, and Asian paints. My main research was about the sales of specific products and targeting the consumer market that was free to achieve. Price and promotional activities of other competitors were listed, and tried to make a plan about that data.

Assisted in Competitor Analysis:

The main focus was on the marketing strategies, brand positioning, and campaigns of the largest competitors. Based on the data of their activities, I was making a plan and creating the offers to launch in the market to attract the targeted consumers.

Development and Execution of Marketing Campaigns:

At the very beginning of the job, I realized that this industry is all about marketing campaigns that will attract the painters. Painters were our targeted customers, so that I tried to make campaigns for the painters on the need basis. I launched three campaigns and gathered almost 2 lakhs of painters in the painter campaign and collected the contact numbers of them and told our sales team to communicate with them regular basis to earn some extra sales.

Collaboration with Cross-Functional Teams:

The most important function of marketing was about the collaboration with the cross-functional teams. The digital and outdoor teams were our first priority to collaborate because, with the help of digital team, we launched our campaigns and TVCs. With the help of the outdoor team we tried to make the best possible outdoor marketing programs.

Participation in Brand Positioning:

I tried to do the best in the brand positioning with the help of market research and competitor analysis. It created the unique selling point of Rainbow Paints that helped us to achieve a specific target customer on some specific products of our company.

Consumer Behavior Analysis:

There were two types of consumers for us. They were the painters and building owners. We have tried to understand the behavior and according to their behavior and purchase decisions, we make our plan to sell our products to them. We especially gave more priority on the painters because painters are the main consumers for us. They insisted the building owners about the best quality of paints, and according to their decision, the building owners gave them money to purchase the paints.

Organizing Promotional Events:

The most important part was about the product launching and managing the program with the help of our internal event team. With the help of our event team we tried to arrange a program where the journalists and other brand heroes were present there to know about the specification of our new products.

1.3 Internship Outcomes

1.3.1 Student's Contribution to the Company

It was a great opportunity to work in the largest FMCG company in Bangladesh. My regular basis work was to do PR, PO, and GRN. I was also advised to go for market visit once in a week. From regular basis market visit, I gathered the information about the consumer and our sales. Marketing Plan for specific products was one the most important duty for me because marketing plan was the most important thing to grow our sales. I have also made two TVCs and few OVCs that created an impact on our sales. My plan for OVCs were about the customer satisfaction video making and that videos were posted in our facebook page and youtube channels. On the other hand my major and most important duty was about the sales data analysis. With the data analysis, I got to know about the sales on specific products and got to know about the update on sales on different zones in Bangladesh. On the basis of sales data, I tried to make a marketing plan and created offers for the products that needed to earn more growth on sales.

1.3.2 Benefits gained by the student

During the internship tenure at PRAN RFL Group from September 11, 2023 to december11, 2023 I have learned a lot of things that how real life marketing plan works and executed. In below points, these are described

- The improvement of communication skill because of regular basis market visit and the collaboration with cross- functional teams.
- Real life marketing execution that works and how all of these are related with academic textbook knowledge.
- My self-confidence and multi-tasking skills were developed because of the good environment in the company.
- Developed my idea generation skills because of the largest opportunity to work.
- Real life examples and marketing plan that how all of them work.
- How to overcome the difficult situations when the sales are in bad moment.

1.3.3 Problems and Difficulties

As a marketing intern at PRAN RFL Group, I have faced so many things that were good and bad. First of all, the office environment was good, but the sitting arrangement was so difficult to work in in the office. The seats were very congested to sit in and it was so loud there. As a result, the good outcome is totally impossible from that environment. The MIS team was not so much responsible for problems like internet connection and software problems. Sometimes we waited so many times for the software problems, and the work was paused for so long. As a result, the work got delayed, and we couldn't complete work in the time period. Another most important problem was about lunch. Office provided us lunch at 25tk, but the food was not in perfect quality. So, I tried to go to outside restaurants to take lunch. Because of the Gulshan region, the food was too expensive. The senior brand managers were very supportive and always tried to teach us something new and how the marketing planning actually works. They were very cooperative and created us a good planner for marketing activities like ATL, BTL, and TTL. At the time of the internship, our chairman, sir gave a focus on the interns that we are getting the proper knowledge or not, and as a result, the interns got a huge opportunity to learn the basic marketing execution and how marketing is related to developing sales and growth for a business. The basic office works like PR, PO, and GRN were taught at the very beginning of the internship. Then our ED sir taught us that, how to analyze sales data and how we will identify the problem in specific zones for every products with their SKU. The basic knowledge of office work was taught very smoothly, and after that, we started market visits and marketing planning. The process of teaching for the interns was excellent, and I think no other company is that much capable to teaching an intern in these ways. From my point of view, this company is the best place for a beginner to learn marketing and its execution.

Chapter 2 Organization Part

2.1 Introduction

PRAN RFL Group has established in 1981 and from that time being, this company is playing a significant role in the economy of Bangladesh. This is the largest conglomerate company in Bangladesh and it has variety types of products and services for the people of the country. The main specialty of this company is good quality of products, new innovated products, and the sustainable business practices. This company has built a strong reputation for the largest chain of product range like plastic industry, agriculture, foods, beverages, machineries, and real estate sector. They are working for the socio economic development of Bangladesh and also they are exporting almost 2500 types of products in 185 countries. They are also trying to earn more by exporting the products like culinary items, beverage items, biscuits & bakeries and so on.

Because of the CSR activities and innovation in sustainable business methods, they have earned a strong reputation in the local market and also on international market. They are also conscious about the environment and also they are working for the environment. The plastic items are recycled by them and they sell them on a very cheap rate in the market. They are taking some holistic developmental initiatives for corporate responsibility.

Their commitment for the good quality of products, structural business practices, and largest retail chain in Bangladesh helped them to gain the honor in the whole country. Despite the change of world economy, they are earning a handsome amount of revenue for the quality products and services, good relation with office staffs and consumers, and the continuous innovation for the new product chain.

Company Profile



Name of the Company	PRAN RFL Group
Legal Form	Largest Conglomerate Company
Industry	Conglomerate Industry
Date of Incorporation	May 15, 1981.; 42 years ago
Founder	Major General (Retd.) Amjad Khan Chowdhury.
Headquarters	PRAN-RFL Center 105 Middle Badda, Dhaka - 1212, Bangladesh
Key people	Ahsan Khan Chowdhury (Chairman), Eleas Mridha (Managing Director of PRAN) Rathendra Nath Paul (Managing Director of RFL)
Business Unit	RMIL, PCL, BBL, AMCL, Export, PBL, PAL
Slogan	“we stand for the taste of life”
Website	https://www.pranfoods.net//

History of PRAN RFL Group

PRAN RFL Group was established in 1981 by Retired Major General Amzad Khan Chowdhury and become the biggest foods and plastic manufacturer in Bangladesh. PRAN stands for Program for Rural Advancement Nationality. This Company mainly started its journey with RFL and the First product of them was RFL Tube-well and with some agriculture machineries. They also started food manufacture and plastic manufacture to enlarge their business. After that they started producing agriculture products under the banner of PRAN. Day by day they have increased the product line and started exporting for the first time in 2008. At that time they also created their first ever international factory in Tripura, India. The 1st exported product was Cassava. Their initial journey started in Bangladesh with Rangpur Foundry Limited. Foods, beverages, plastics, agricultural items, and so on were there extended product lines.

2.2 Overview of the Company

PRAN stands for Program for Rural Advancement Nationality. PRAN Group started their journey in 1981 with Rangpur Foundry Limited. Today, they are the largest conglomerate company in Bangladesh. PRAN RFL Group is actually the mixing of two groups, which are PRAN Group and RFL Group. Their business line is very large. Their Businesses for PRAN are Agriculture marketing company limited, Pran foods limited, Pran agro limited, Natore agro limited, Pran confectionary limited, Pran Dairy limited, Chorka fashions limited, Packmat industries limited, Pran confectionary limited, and Pran export. The Businesses for RFL Groups are Rangpur foundry limited, RFL plastics limited, Durable plastics limited, Ranpur metal industries limited, RFL electronics limited, Vision electronics, Multi line industries limited, and RFL export. This group has almost 1 lakh employees working in Bangladesh and international market. The management of this company is so modern. They have several departments in the office like HR, Marketing, Legal, MIS, Admin, design, Digital media, and accounts department. All the departments are very friendly to work with and the co-ordination of them is very good to work with. All the departments heads directly reports to the managing director and the managing director directly reports to the Chairman.

2.2.1 Vision

“Improving Livelihood”.

2.2.2 Mission

Poverty & hunger are curses. Our aim is to generate employment and earn dignity & self-respect for our compatriots through profitable enterprises.

2.2.3 Principles

PRAN RFL Group has the following principles to get the growth for largest FMCG companies in Bangladesh.

- Giving the first priority on the customer satisfaction and high end production quality for their targeted consumers.
- Regular based new products innovation and largest number of product line to produce in the market.
- Encouraging teamwork and leading from the front to take any initiatives.
- Diversification in both office and society.
- Using the latest technology to get the best result from it.
- Dress code for each and every employees that is Sky Blue t-shirt, Black pant, and Black shoe.
- Inter departmental co-ordination of works.
- Regular based market monitoring for marketing and sales team.
- Good environment in office and prioritize new ideas to get business growth.
- Regular base sales data analysis for the better growth.

2.2.4 Core Values

The core values of PRAN RFL Group are -

- Maintaining a standard quality of products.
- Satisfaction from consumer after sales.
- Largest retail and distribution channel in Bangladesh.

2.2.5 Leadership

The leadership process in this company is in very high class level because of the priority of each and every idea from a senior or junior brand manager. Sometimes it is advised to follow the basic rules but there are some visionary ideas which always create a value in the market to get a proper growth. The senior members like ED, Marketing Director and chairman sir always appreciated the idea from all the brand managers and also tried to work on the idea basis. Sometimes all the idea was not proper and that time the leaders taught us the correction and showed us that where the wrong steps are. The leaders always supported us to generate more ideas and more planning for the well-being of the company and myself.

2.2.6 Management Practices:

The management practice of the company was not good all the time because of some specific reasons. The regular basis duty always started at 9 am and ending time was 6pm. But the ending time was not actually 6pm all the time. Almost every-day, it took minimum 7 to 8pm to leave the office. The training and development of an employee was the best thing that I learned from there. The strong supply chain management and the largest distribution channel helped us all the time to get the result very fast. The dress code of that company was too irritating because it felt like we are going to school or colleges with proper dress code. The KPI was very important for every employee for the betterment of them and also we got each and every departmental support to solve a problem with a very short time. Timely snacks break and lunch break time gave us some extra energy to work and keep the mind cool. The admin team always kept focusing on the cleanliness of all furniture and the floor. Regular basis software created some lag once or twice a day but overall, as a local company the management practices were good.

2.2.7 Marketing Practices:

The Marketing practice was to generate demand in the market. And the process to generate demand in the market was the first priority for a brand manager. To generate demand in the market we tried different types of marketing practices like ATL, BTL, TTL, Inauguration program, Painter program, Special offerings, TVCs, OVCs and so on. These are the basic and core marketing practices of PRAN RFL Group to get the success in sales and brand development. At the same time we tried to focus on digital media marketing, SEO, Blogging, and email marketing. All of them were the stairs to get the success in the biggest market where lots of competitors were competing with us.

2.2.8 Financial & Accounting Performance:

LIQUIDITY ANALYSIS

LIQUIDITY RATIOS	2021	2022
NET WORKING CAPITAL (Cr)	2,258.33	2,789.27
CURRENT RATIO	1.99	2.06
QUICK RATIO	1.28	1.23
CASH TO CURRENT LIABILITIES RATIO	12.12%	13.68%

PROFITABILITY ANALYSIS

PROFITABILITY RATIOS	2021	2022
PROFIT AFTER TAX (Cr)	1,688.16	1,803.10
EBIDTA (Cr)	2,726.36	2,972.34
Operating Profit Ratio	20.63%	20.67%
Net Profit Ratio	13.98%	13.93%
Return on Net Worth/Equity	17.16%	16.29%
Return on Total Assets	19.52%	18.47%
Earnings Per Share	17.6	18.8

SOLVENCY ANALYSIS

SOLVENCY RATIOS	2021	2022
NET WORTH (Cr)	9,840.45	11,067.40
BOOK VALUE PER SHARE	1,025.90	1,153.82
Debt Equity Ratio	6.53%	7.09%
Equity to Total Assets Ratio	77.08%	76.36%
Interest Coverage Ratio	106.49	141.94

DU PONT ANALYSIS

RATIOS	2021	2022
Operating Profit Ratio	20.63%	20.67%
Assets Turnover Ratio	0.946	0.893

MARKET PERFORMANCE ANALYSIS

MARKET RATIOS	2021	2022
Book Value Per Share	1025.902	1153.82
Market Price	1071.2	1120.7
Earnings Per Share	17.6	18.8
Dividend Per Share (Cash)	8.3	8.9
Price Earnings Ratio or P/E Ratio	60.86364	59.6117
Market Value to Book Value	1.044155	0.9713

2.2.9 Operation Management and Information System Practice:

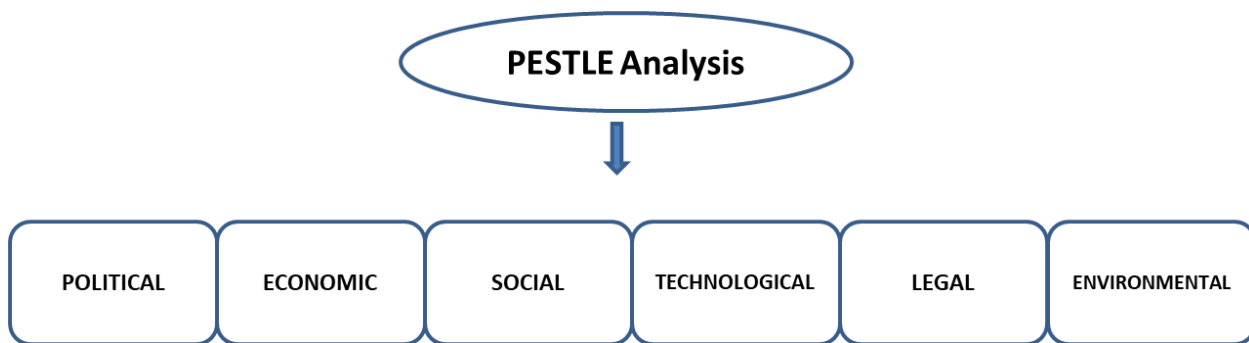
Our Operation always use sales data analysis based on the software report. PRAN operates a software which is named SPRO where we can track all the sales data, stock, delivery order, Due delivery and other required data. With the help of the software our operation and management team always keep focusing on the data so that they can do any type of work with the help of the software.

2.2.10 Industry & Competitive Analysis:

This type of analysis helps a company to get sales growth and also they can build the brand value in the market. PRAN RFL Group's Pestle analysis, SWOT analysis and Porter's 5 forces are described below.

PESTLE Analysis

This type of analysis always gives a company a better result to get the success.



Political Factor: The government of Bangladesh always support agriculture based business and exporting. PRAN have a large number of products and 70% of them are exporting in 285 countries. Government also earns a smart tax from exporting and the business revenue.

Economic Factor: Because of the large number of products from PRAN and RFL, they have a large number of employees which is above 1 lakh. They also give job to the large number of jobless people that help to get a growth of Bangladesh's GDP. The increase rate of GDP in last two year increased from 6 to 8 percent.

Social Factor: Because of the large number of population, there is a huge demand for food and other necessary items that is provided by PRAN. PRAN always promotes healthy lifestyle and so that people are getting urbanized day by day. They are also removing unemployment from the society by giving job.

Technological Factor: The technological factors like retail and development, smart supply chain management, digital media transition, and automation for product quality development helps them to

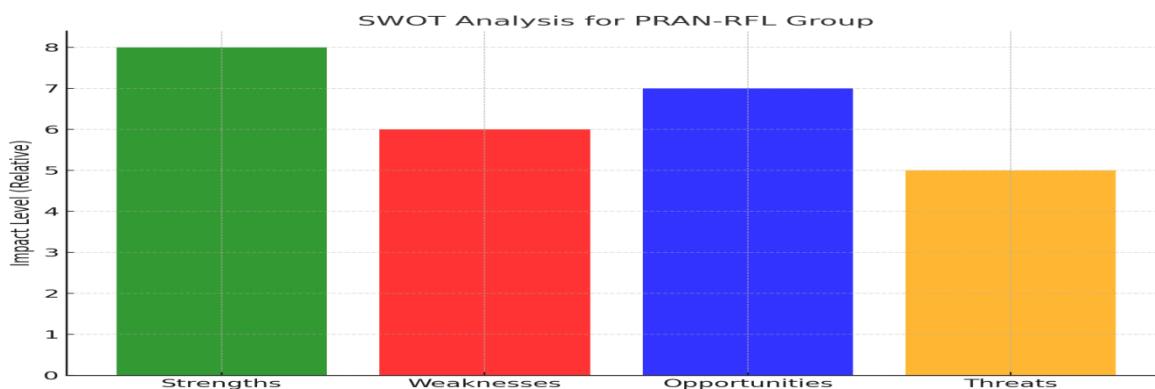
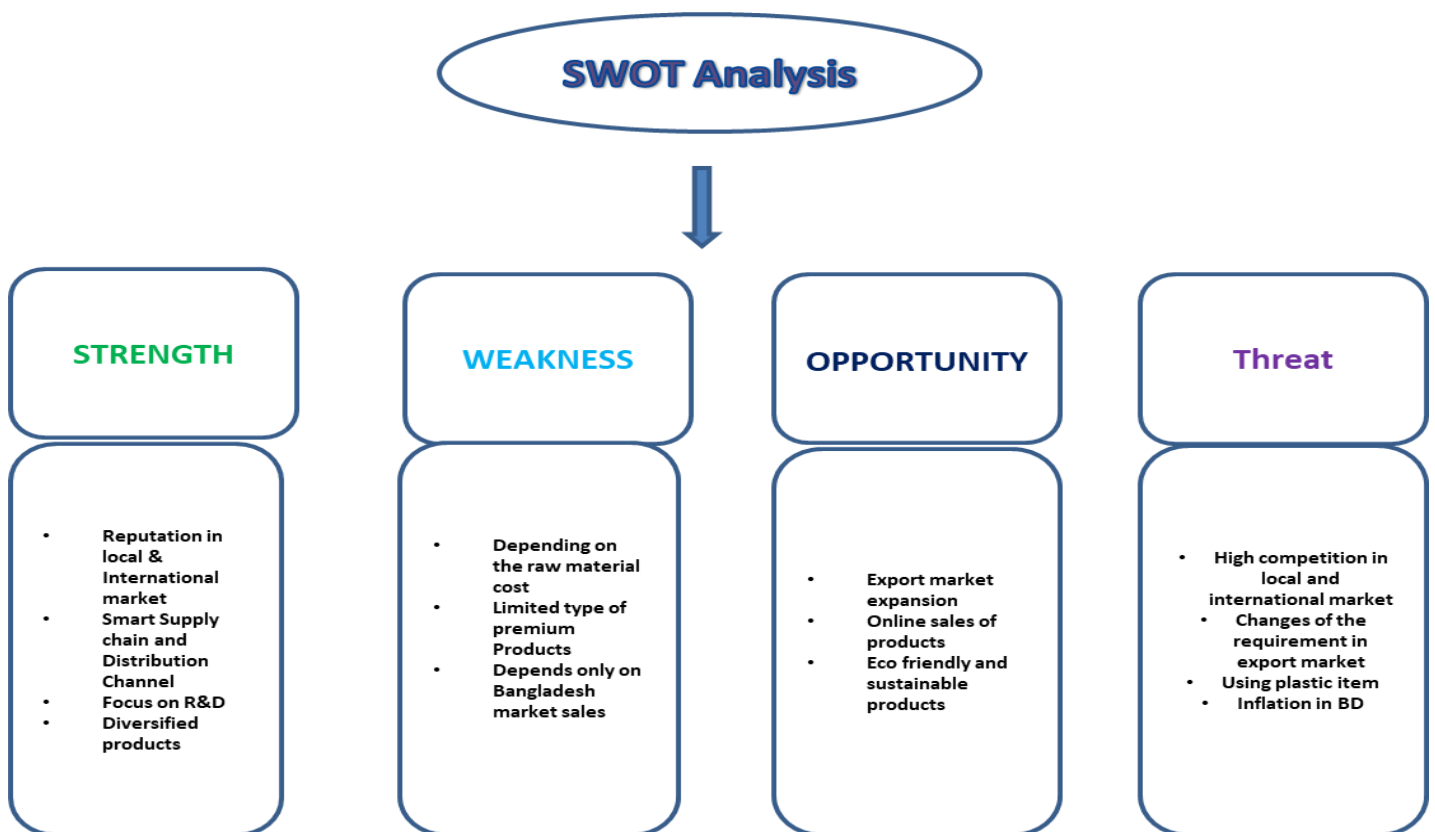
increase the uses of technology for Bangladesh.

Legal Factor: The law for food safety for Bangladesh market and International market has improved their reputation. Also the environmental laws and Labor laws are strictly followed by them.

Environmental Factor: The issue with using plastics and packaging materials.

SWOT Analysis

SWOT analysis plays an important role company's reputation and decision making process for the betterment of them.



Strength: PRAN RFL Group has a strong reputation both in local and international market for the quality that they maintain and a large number of products range. They also have the largest distribution channel in BD and the supply chain management team is very concerned for regular basis monitoring. They always focus on their retail and development team for new product innovation and the quality maintenance of that product. They have various types of products like foods, groceries, Plastics and electronics.

Weaknesses: They are always dependent on the raw materials that they import from outside of the country. Some raw products are also local. But because of the availability of raw products, they face production problem and as a result it create stock out issue in the market. Some of the customers suddenly move to another brand for this reason. They have a large number product but they do not have premium category of products for special customers. They always target middle class people to generate their revenue. They mainly depend on the sales of Bangladeshi market sale but they are not getting their expected sales from export market because of the change in demand in export market.

Opportunities: They have large opportunity for the export market expansion. Right now they are actively exporting in only 195 countries but if they start exporting actively in 280-290 countries then they will earn a smart amount of revenue from that market sale. In regular era, online and social media platform generates more sale than physical sale. People are busy at their workplace, so that they normally try to order their necessary items from online and social media platforms. They have some eco-friendly products and their products are very sustainable to use. This one also increases a huge opportunity to earn more revenue.

Threats: Nowadays, the competition in local and international market is increasing because of the large number of competitors. The competitors are offering the same products with same price. The requirement from export are changing regular basis because of the choice of the foreigners. The environmental issue is about plastic item for them. Now the world is avoiding plastics because plastic is a cancer for environment. The inflation rate of BD is increasing and consumers purchase decision is moved from their products.

PORTER's 5 Forces Analysis

This is a framework that helps a company for the detailed analysis for Competitive perspective and brand awareness. The five Forces are

- Threat of new entrants
- Bargaining power of buyers
- Bargaining power of suppliers
- Threats of new substitutes
- Competitive rivalry



Forces	Impact Level
Competitive Rivalry	High
Threat of New Entrants	Moderate
Bargaining Power of Suppliers	Moderate
Bargaining Power of Buyers	High
Threat of Substitutes	High

Threat of new entrants: PRAN RFL Group has a high capital investments and a largest distribution channel in Bangladesh that is totally impossible for any new entrants. They also have established brand loyalty day by day by the quality of products. So the impact ratio is moderate for new entrants.

Bargaining power of buyers: The buyers in B2B and B2C markets are very concerned about the price of the products. There are a large number of competitors in the market to offer the same product in a low price. So, the impact is high here.

Bargaining power of suppliers: This Company always purchase a huge number of raw materials from local and export market. Sometimes it is possible to create the shortage in raw material market. As a result the impact ratio is moderate for this purpose.

Threats of new substitutes: For PRAN food items the threat is new brands alternative type of foods and for RFL plastic product, the threats are eco-friendly products. The impact is high here.

Competitive rivalry: PRAN RFL Group has a large competition both in local and international market. The war of prices and promotional activities can cause an impact for them. The impact ratio is also high here.

2.2.11 Summary, Conclusion & Recommendation:

Summary:

The visionary leadership of PRAN RFL Group has taken them a large opportunity to develop the demand in the market. Depending on the product supply and larger distribution channel they have earned the success in the market day by day and with the help of the management process they have earned the believe from their targeted customers. Regular basis product innovation and strategic movement have kept them in the current situation.

Conclusion:

PRAN RFL Group mainly focuses on the strategy which is developed by their leadership, management, marketing activities, financial performance, and their operational methods. They always give priority on the innovation, CSR activity and good relation with the customers. They already have a giant competitor and small competitors in markets but with the new product development and good quality of products helped them to get the success from the market.

Recommendation:

They must develop the brand preferences in the consumer mind to get a long time growth and repeat customers. Using of new market will help them also to get some new customers and dealers that will help them to get a focus on that specific zone. Employee growth is the most important thing that they must need to change. The employees of the company are not satisfied enough with the remuneration that they are getting from the company and also the culture needs to be changed. They need to change the efficiency level of operational team because sometimes the operational processes are being delayed because of the permission of higher authorities and signatures. They need to focus on the CSR activities that will help them to get a large focus from the market.

Research part

Effect of Promotional Activity on Performance: A Study on Rainbow Paints

3.1 Introduction

Paint market is one of the most competitive industries in Bangladesh and so that promotional activities plays a significant role for business development and performance. The promotional activities are important because of the development of brand and its products. Rainbow paints is a sister concern brand for PRAN RFL Group and the promotional activities that they do play an important role for brand development, consumers purchase decision, and the improvement of market share development.

Paint industry is one of the most competitive industries in Bangladesh because of some local and international brands. The giant competitors in the market are mainly the international brands. Rainbow Paints do some promotional activities to get sales growth, market share growth and brand value improvement.

The types of promotional activities for paint market are trade marketing, digital marketing, workshop& training program, painter& dealer conference program, business loyalty program, CSR activities, and advertising campaign. These types of promotional activities are commonly used for the paint industries in Bangladesh.

This research mainly focuses on the effectiveness of promotional activities on the performance for Rainbow paints. The aim for this study is about the impact of promotional activities and the outcome from that. How Rainbow Paints uses the promotional activities and how other brands use them is main focus to determine and result on the promotional activities will be highlighted here.

The findings of this study will provide the valuable insights for rainbow Paints to actively run the promotional activities and marketing students will get a proper idea that how real life marketing knowledge execute and the co-relation with the bookish marketing knowledge.

3.2 Problem Statement

The paint industry in Bangladesh market is very competitive because of the international brands like Berger Paints Bangladesh and Asian Paints Bangladesh. Both the international brands and Rainbow Paints use promotional activities for sales growth, market share increasing, brand development and brand loyalty. Rainbow Paints also uses various types of promotional activities but they result from that activities are not proper that they expected. The result from the promotional activities is not clear to understand the impact of promotional activities.

Despite the significant investment from promotional activities persist in measuring in the result from those activities on their sales growth, growth of market share, brand development, and brand loyalty. With the promotional activities the sales was not in growth but the international brands were achieving the sales growth. Mainly the gap is lack of knowledge about promotional activities on Bangladeshi market. Without a proper knowledge of promotional activities works the sales growth of Rainbow Paints started decreasing day by day and as a result the brand loyalty was highly impacted with market share.

This research will work on the gap of Rainbow Paints promotional activities and other two international brands promotional activities on the sales performance. This study will give a proper knowledge about promotional activities that where to invest more and where to invest less.

3.3 Research Question

- Do promotional activities impact the sales performance of Rainbow Paints compared to its competitors?

3.4 Research Objective

To investigate the sales performance of Rainbow Paints in conjunction with Berger paints Bangladesh and Asian Paints Bangladesh during their promotional activities.

The aim is to mention the promotional activities of Rainbow Paints, Berger Paints Bangladesh, and Asian Paints Bangladesh and how the sales growth is impacted based on the promotional activities. Because of the proper uses of promotional activities, companies earn sales growth and sometimes the lack of knowledge

about these activities impact the sales growth. This research will identify the gap of the promotional activities that really impact the sales growth.

3.5 Literature Review

Promotional activities are mainly the marketing strategies that help a company to get a growth in their sales. Few authors have already described about the effectiveness of promotional activities to achieve sales growth.

Somesh kumar Sinha (2020), and Priyanka Verma (2020) described the benefits of promotional activities on their journal. On that journal, they described the core values of sales promotion that create an impact on sales and brand perceived value.

Sherwin-Williams (1866) described in a case study that how promotional activities like discounts and other promotional activities boost the sales performance.

These researches represent the importance of promotional activities in the paint industry to achieve the actual sales growth and building the brand value in a broader market like Bangladesh. They encourage to do promotional activities on regular basis on the zone wise. It mainly works based on the consumer preferences and how much value it will create in the market that will differentiate them from the other competitors.

3.6 Methodology

To do the research I have collected the sales data of Rainbow Paints, Berger Paints and Asian Paints.

For Rainbow Paints, I have collected month to month data from our internal company software is named SPRO. From that software I have collected the sales data of 2020 to 2022. I collected them month by month and then make a sum of whole year data.

For Berger and Asian Paints, I have contacted with the sales persons to collect the data of the year of 2023 and for the year of 2020 to 2022, I have taken help from two of friends who are working in the brand team of Berger and Asian paints. They gave me the sales data of the year of 2020, 2021 and 2022.

Dependent Variable- The sales revenue of Rainbow Paints, Berger Paints and Asian Paints are the dependent

variable for the research.

Independent variable- The promotional activities that I have used in this research are the independent variable.

3.7 Findings

3.7.1 Promotional Activities followed By Rainbow, Berger and Asian paints

First of all there are few types of promotional activities that are the must for any paint company. Rainbow paints, Berger Paints Bangladesh, Asian Paints Bangladesh are the most common paint industry in Bangladesh and they have tried few types of promotional activities to boost up their sales performance. Based on the sales performance; a paint company can generate more revenue and brand value in the market. The promotional activities that a paint company must need to do are given below.

- Digital and social media campaigns
- Wall painting and graffiti art
- TVC and OVC
- Customer satisfaction video
- Painter and dealer program
- Monetary discounts
- Seasonal promotions
- Instant paint services with idea
- Loyalty programs

Digital and social media campaigns: Social media promotion, like Facebook, Instagram, YouTube and other platforms plays a significant role in consumer purchase decisions. At the same time, influencer collaboration helps a company to drive into the sales growth.

Rainbow Paints used social media promotions but the activities there were very few. So that the relation with the customers was getting slow to reach. Also they didn't do any influencer collaboration and as a result

people of Bangladesh didn't get the confidence on the products of Rainbow Paints. From 2020 to 2023, the other two international brands like Berger and Asian paints were very active in social media promotions and influencer collaboration. They regularly posted the update of their products on the social media, and as a result, the consumers got to know about the current update of the products of them. Berger collaborated with Salman Mohammoad Muktadir, Sakib Bin Rashid for the program of "Berger's World Mental Health Day" campaign. They also have taken initiatives for two other program that were "Berger Award for Student Fine Art", and "Berger Illusion Art Competition". At the same time, Asian Paints collaborated with renowned architects and interior designers to deliver a better service for the customer. They also launched a program name "Color Next" which also helped them to increase the sales.

Wall Painting and Graffiti Art: Painting on the street wall and art on the flyovers or other famous places.

Rainbow Paints did wall painting in whole city and urban areas to attract the target consumers. They did wall painting in-front of famous buildings, schools, and roads. At the same time they did shutter painting. All of these are very common marketing practices for a paint company. Asian Paints also followed the same but Berger was exceptional there and they did graffiti art on Mohakhali Flyover on 2023. People were very happy to see that high level of graffiti art under the flyover and that art made the flyover to look extraordinary good. This work helped to build the brand and environmental building awareness.

TVC and OVC: TVC stands for Television Video Commercial and OVC stands for Online Video Commercial. TVC helps a company to reach to the customers and OVC helps a company for brand building. Rainbow Paints have only 2 TVCs that they have launched in 2023 but Rainbow Paints started their journey at 2016. From 2016-2022 they have launched only one TVC and another in 2023. So, people of Bangladesh didn't get to know about Rainbow Paints. Berger and Asian paints was different there. They launch their TVCs twice a year with famous influencers. At those TVCs, they try to focus on mental health and other attracting topics but Rainbow didn't do any creative things.

Berger and Asian Paints were also very active to post OVCs regular basis. In every month they try to launch a OVC. Because of this customers get to know about the new products specifications and other uses of that

product.

Customer Satisfaction Video: This type of video mainly represents the satisfactory level of customer and how the product is working. For making these types of videos, companies choose their customers randomly and visit the houses of their customers. Then they collect the feedback of their products and make a video.

Rainbow Paints took this initiative on December 2023 but Berger and Asian Paints did this regular basis for developing the brand. This type of video helps a brand to establish and increase buyers purchase decision.

Painter and Dealer Program: This is the most important part for a company to increase sale and brand awareness. Gathering all the painters and dealers of any zones together is painter and dealer program.

Rainbow Paints arranged this program once a year and on that program they created some new offer for the painters but they didn't invite the dealers of that zone. As a result the dealers got demotivated and sales performance decreases.

Berger is the best performer here. They arrange this program twice a year and on that program they give some gifts to painters and dealers and as a result, the dealers and painters got more motivation to purchase and sell the product of Berger. Asian Paints also arrange this program but once a year and they also give gift to the dealers and painters.

Monetary Discounts: This type of promotional activity describes that, if a customer purchase 1000taka then he will get 50 taka discount on the specific product.

Rainbow Paints do this type of discount campaigns but very few. On the other hand Berger give a large number of product discount on monetary process. Suppose Berger have 30 slow products in market and at that time they give a large amount of discount on that product. As a result all the products meet the stock clearance. Asian Paints also do this but they give this type of discount on 10 to 20 products.

Seasonal promotions: Seasonal promotion describes that the discount on off seasonal products. Paint industry basically depends on two seasons. Two seasons are September to February and another one is March to August. September to February is on season and March to August is Off season.

On off seasons, Rainbow, Berger, Asian Paints give discount on specific products. But Berger and Asian

Paints give a large number of discounts because of the product availability. Rainbow's products are slow in the market because of less amount of discount on off seasons.

Instant painter Service with Idea: This is basically the home service with idea. Here customer will get to know about the color choice of paints and get a painter support from the company.

Berger gives idea to their customers with painter service. So that customers always feel safe on Berger Products. But Rainbow and Asian Paints do not have this type of service to provide to their customers.

Loyalty Program: When customer purchases a product, they are given some points and in the next purchase they can redeem the points. That works also as a discount.

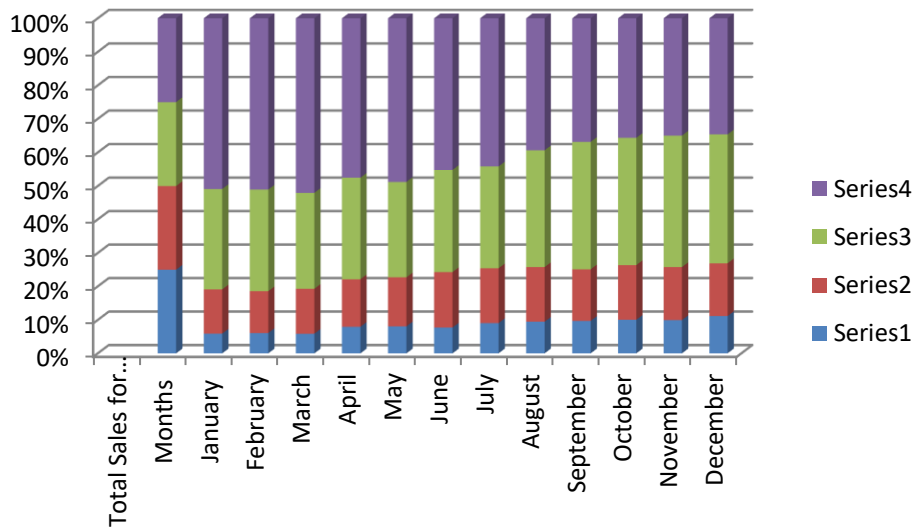
Berger Provide this type of points on each and every products but Rainbow and Asian Paints give this type discounts on a very small range of products.

3.7.2 Impact of sales because of Promotional Activities

Because of the promotional activities sales get impacted. Sometimes Sales growth increase because of the proper use of promotional activities and sometimes sales growth decreases because of promotional activities.

Proper use of promotional activity also develops a brand in the market as a giant competitor.

Rainbow Paints, a concern of RFL Group have tried their best to increase sales but because lack of knowledge in Promotional activities, their expectation didn't meet. In the below chart, I will show three years sales data of Rainbow Paints.



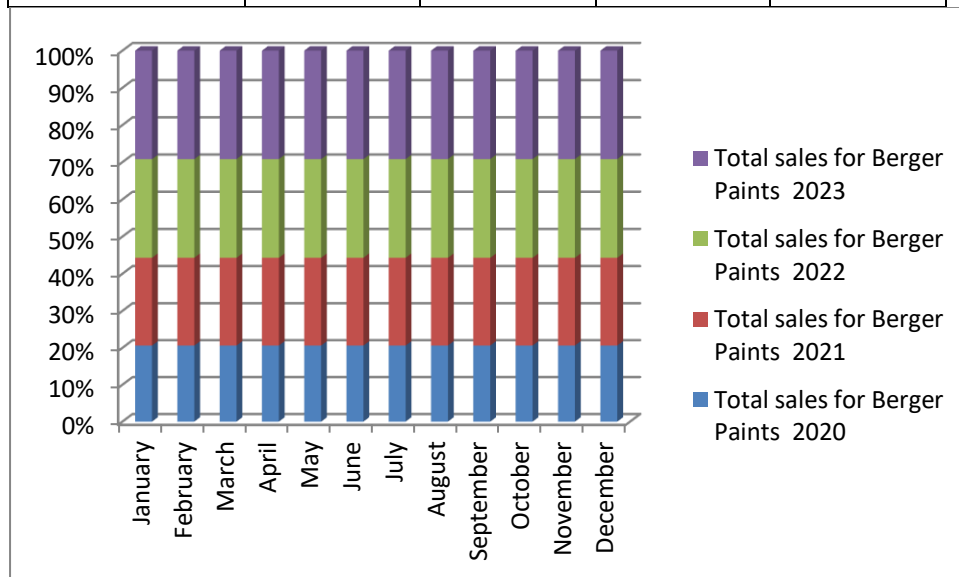
Total Sales for Rainbow Paints (in cr)				
Months	2020	2021	2022	2023
January	5.21	11.76	26.65	45.25
February	5.76	11.88	28.87	48.58
March	5.19	11.94	25.45	46.25
April	6.73	12.06	25.76	40.36
May	6.62	12	23.34	40
June	6	12.87	23.69	35.15
July	7.21	13.07	24.25	35.25
August	7.98	13.77	29.45	33.25
September	9.09	14.45	35.68	34.58
October	9.76	15.89	36.97	34.69
November	10	15.98	39.58	35.29
December	11.65	16.45	40.25	36.19

This is the list of Rainbow Paints sales data from 2020 to 2023. Here we can see the growth in 2021 and

2022 but in 2023 the growth decreases because of promotional activities. In 2020, 2021 Rainbow Paints have tried several types of promotional activities like monetary discounts, seasonal promotions, Painter program, dealer program, wall painting. After using these activities they started to get the return in the sales. The promotional activities are costly and take time to build a brand. After building a brand the brand value increases the sales in the market. The marketing budget in 2020 was about 3crores and they increased the budget to 4crores in 2021. But because of profitability ratio they decreased the budget and so many important promotional activities were eliminated in 2022. As a result the sales decreased in 2023 as the graph shows. In 2021 and 2022 the sales growth was 15 percent and 13 percent. For cost cutting they didn't go for customer satisfaction video regularly. Lack of TVC and OVC create a huge impact on sales. They didn't go for interior service that was the most important part for paint business because a customer does not know that which color will be suitable for his home or wall. A designer can give a proper idea about that but Rainbow didn't take any initiative like this. Influencer collaboration and digital media marketing is another important part for paint industry. Rainbow didn't collaborate with any influencer and as a result they could not achieve the belief in consumers mind. Wall painting needs to be renewed in every year but they didn't take a proper focus on that and as a result the sales decreased in 2023. For minimizing cost, they have eliminated one of the most important business tools that is marketing promotional activities.

Berger paints Bangladesh is the giant competitor in Bangladesh market. Being a giant competitor in the Market, they didn't stop promotional activities. Day by day, they have increased the promotional activities to get a proper value from consumer perception.

Total sales for Berger Paints(in cr)				
Months	2020	2021	2022	2023
January	221.25	254.44	284.97	313.47
February	259.36	298.26	334.05	367.46
March	235.15	270.42	302.87	333.16
April	215.36	247.66	277.38	305.12
May	218.59	251.38	281.55	309.71
June	205.46	236.28	264.63	291.09
July	195.89	225.27	252.3	277.53
August	257.28	295.87	331.37	364.51
September	256.36	294.81	330.19	363.21
October	258.12	296.84	332.46	365.71
November	258.77	297.59	333.3	366.63
December	259.98	298.98	334.86	368.35

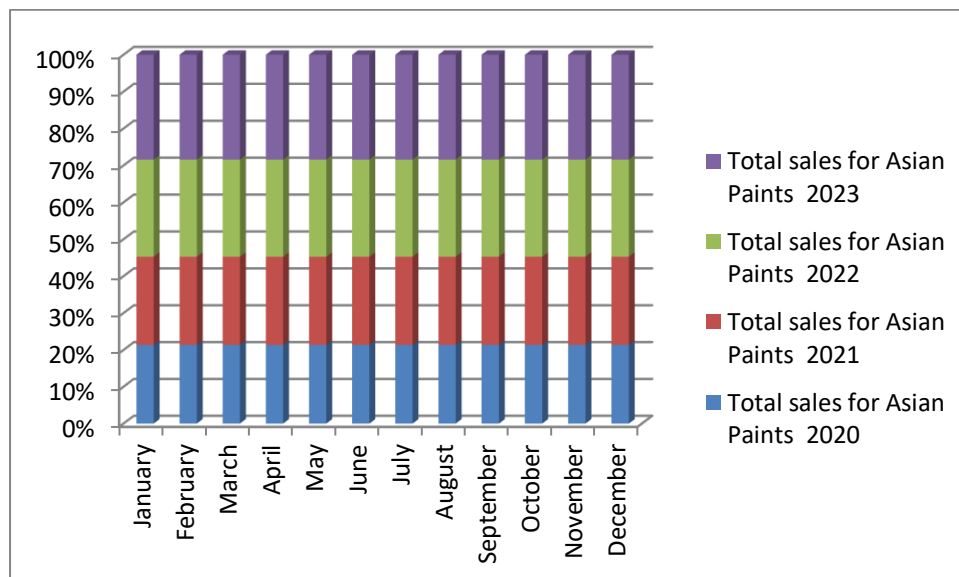


Sales amount of Berger in Bangladesh market is already very high but they have tried innovative marketing promotional activities that created a great brand value of them. They have done graffiti art on Mohakhali flyover and that art was very exceptional and unique. Regular basis TVC, OVC, painter program, dealer

program, monetary discount, Seasonal offerings, loyalty program and digital media marketing helped them to get continuous growth year to year. Even in off-season they have earned a growth of 16% that is very unexpected. This was possible just because of their regular basis promotional activities. Mainly the painter and dealer program helped them to get a growth in sales on off-seasons. On that time, they gave special discounts to painters and dealers to earn more. The painters and dealers were very happy to earn more revenue and they started push selling in the market to sell the products of Berger. Digital campaigns also helped them to create brand awareness and that helped them to get growth in sales.

Asian Paint is also a large competitor in Bangladesh market for rainbow Paints. This company is different in executing their marketing promotional activities. They only go for wall painting in the city areas and search for the highlighted places for wall paint. The digital marketing campaign of this company is unique. They arrange a competition and give prizes on the basis of the result. In July 2023 they have taken few initiatives like painter and dealer program, special discounts and monetary discounts helped them to get a massive sale on August 2023. They gave a lot of offerings for painters and dealers on July 2023. They got the result immediately in the next month. In the below chart it is shown.

Total sales for Asian Paints				
Months	2020	2021	2022	2023
January	150.25	168.28	185.11	199.92
February	180.36	202	222.2	239.98
March	160.15	179.37	197.31	213.09
April	140.36	157.2	172.92	186.75
May	145.59	163.06	179.37	193.72
June	135.46	151.72	166.89	180.24
July	125.89	141	155.1	167.51
August	170.28	190.71	209.78	226.56
September	168.36	188.56	207.42	224.01
October	178.12	199.49	219.44	237
November	175.77	196.86	216.55	233.87
December	180.98	202.7	222.97	240.81



They usually invest a lot in the period of July to November on marketing activities to get a massive amount

of sales. The sales gradually increase from July to December for this company. The special marketing activity like loyalty program helps them a lot in the period of January to March. In off-season they increase the monetary discounts on specific products and give a large amount of cash back offer for the slow moving products.

3.8 Discussion and Conclusion

In the findings part, it is clear that marketing promotional activities play a significant role to get a sales growth in the Bangladesh market. Berger always invested in promotional activities and they have got the largest amount of growth in sales. Asian Paints also got similar result because of the proper use of promotional activities. But for Rainbow Paints, they stopped promotional activities after getting a return. For this reason their sales decreased and as well as the brand value was harmed.

Rainbow Paints should invest more in promotional activities specially in painter and dealer program, Digital and Social media campaigns, Unique representation of wall painting and graffiti art, monetary discounts regular basis and special discounts on off-season. If they can use these activities properly for a year, after that they will earn a handsome amount of growth in the sales. If sales growth increases then the revenue will be higher also.

Finally, the report represents the importance of promotional activities in the paint market. Without proper execution of promotional activities a paint company cannot increase the sales growth. Rainbow a concern brand of RFL should give more focus on promotional activities. In the world market, we can also see that, promotional activities are the base for increasing sales. The value of it is extremely larger than thinking. After sales growth the brand value and reputation of a company will be higher and they can be sustainable in the market also.

References

1. PRAN-RFL Group. (n.d.). *PRAN-RFL Group*. Wikipedia. Retrieved from https://en.wikipedia.org/wiki/PRAN-RFL_Group
2. An overview of PRAN. (2015). *Scribd*. Retrieved from <https://www.scribd.com/document/265982277/An-overview-of-PRAN>
3. RFL. (n.d.). *Mission & Vision*. RFL Group. Retrieved from <https://rflbd.com/page/mission-&-vision>
4. Ananda, R. (2017). *MBA 301 financial accounting assignment 1 done by Rupok Ananda*. Studocu. Retrieved from <https://www.studocu.com/row/document/university-of-liberal-arts-bangladesh/undefined/mba-301-financial-accounting-assignment-1-done-by-rupok-ananda/3100737>
5. Annual report 2019-2020. (2020). *AMCL PRAN*. Retrieved from <https://www.amclpran.com/annual-report-2019-2020.pdf>
6. Wang, M., & Tseng, P. (2018). *Effect of promotional strategies on consumer purchase behavior in retailing industry*. *ScienceDirect*. Retrieved from <https://www.sciencedirect.com/science/article/abs/pii/S0969698917307567>
7. Gliesess, A. (2021). *Marketing strategy: Sherwin Williams*. Gliesess Marketing. Retrieved from <https://www.gliesess.com/marketing-strategy/sherwin-williams>
8. Financial Express. (2023, August 24). *Berger's profit grows 21pc in Q2, buoyed by higher revenue*. The Financial Express. Retrieved from <https://today.thefinancialexpress.com.bd/print/bergers-profit-grows-21pc-in-q2-buoyed-by-higher-revenue-1729786285>
9. RFL Group. (n.d.). *RFL Group*. Retrieved from <https://rflbd.com/>
10. RFL Group. (n.d.). *Rainbow Paint*. Retrieved from <https://www.rflbd.com/retail-shop/rainbow-paint>
11. Berger Paints Bangladesh Limited. (n.d.). *Home*. Retrieved from https://www.bergerbd.com/?gad_source=1&gclid=CjwKCAiA0rW6BhAcEiwAQH28Im7LhBFU1R1VY8MFbWS9dZ4Kujqp2m_FXZ1Qpr8pddl2O7546eQ_FRoCLBkQAvD_BwE
12. Asian Paints Bangladesh. (n.d.). *Home*. Retrieved from <https://www.asianpaints.com.bd/>