

OVERVIEW on Consumer Satisfaction of ACI Aerosol



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**Internship Report On
Overview of Consumer Trust on ACI Aerosol**

Submitted to

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Sub: Submission of the Internship Report

Dear Madam,

I am satisfied to present this report, which has been set up for the prerequisite of temporary job program. I have attempted my best of my capacity to finish the report legitimately and to draw out an important understanding inside the requirements. I needed to confront a few troubles while picking up data for the venture. During report preparation, I have learnt many things regarding the relationship of supply chain, customer response and market situation and distribution system.

I value your kind exhortation, participation, tolerance and recommendations with respect to this report which will help me to proceed as a splendid rule. I will be accessible for any inquiry and elucidation in regards to this report at whatever point essential.

Sincerely yours,

Sakib Salimul Islam

ID-13104108

Mahreen Mammo

Assistant Professor

BRAC Business School

Executive Summary:

Customer satisfaction is an important thing in the success and failure of one product. Based on the consumer choice and interest one product gains the position on the market and establishes themselves as market leader. ACI Aerosol falls under the Consumer Brand. So the change in consumer perception has a big impact on this market. Some of the factors, for example brand preference, core expectations and effectiveness, killing ability, impact on health and also the perception of consumers are few of the determinants of consumers' satisfaction. A survey was taken on a little number of detergent powder users on those factors. Questions were asked them on their current aerosol usage to determine their thoughts. On the light of their responses I tried to find out the consumers' feelings about using their current aerosol. I started the report from the company overview and put light on giving a brief about ACI as a local FMCG Company in Bangladesh. Furthermore, I have added the jobs I have performed during my internship period. During my internship, I had some observations so I also included them into my report along with recommendations. The project part reflects the summary of the project which I worked on. The objective of the project, methodology and limitations are also included in this part. I have analyzed the survey result in my own words and after analyzing I got some findings and stated those findings as suggestions for new competitors of the market- SMART washing powder. For easy understanding of this report, supporting topics and materials are taken in the light of textbooks and other authentic sources. At the same time various information like company profile, product info, supporting activities and statistics were solely taken from the company's website and authentic sources. This work will only be successful if the readers get benefit from it and take it for further study.

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Company overview:

ACI or Advanced Chemical Industries is the successor of Imperial Chemical Industries established in 1968. After the independence in 1973 they reintroduce themselves again as ICI Bangladesh manufacture limited as a public limited company. Gradually In 1992 the lion share of ICI transfer to the local administration and the company published themselves as a name of Advance Chemical Industries. ACI was enlisted in Dhaka stock exchange in 1992 becoming a public limited company. ACI is the first company in Bangladesh to gain ISO 9001 certification in 1995 for introducing the quality management. ACI aims to become the market leader in its areas of operation and enhance the quality of life of people along the way. The company has many subsidiaries and have secured international products through partnerships and joint ventures with international companies.

The company's principal activities are diversified into four major strategic business divisions which include Health Care, Consumer Brands, Agri-Businesses, and Retail Chain or Logistics. The Company also has a large list of international associates and partners with trade and business agreements. Today, ACI is one of the biggest and fastest growing companies of Bangladesh with employees of more than 7500 people. The company continued to be a principal supplier in the country of consumer brand products. The corporate head office is situated in Tejgao Industrial Area.

Mission, Vision and Values

Vision statement

According to the website of ACI Limited, “ACI’s mission is to enrich the quality of life of people through responsible application of knowledge, skills and technology. ACI is devoted to the quest of excellence through foremost product, various way of innovation and staff to produce the very best level of fulfillment to its consumers. (Mission Vision, n.d.)

Mission statement

As stated in their website “To realize the mission ACI will:

- Endeavor to attain a position of leadership in each category of its businesses.
- Determined to achieve highest level of productivity its activity through effective and economical use of capability, adoption of applicable technology and alignment with our core competencies.
- Introduce a learning environment and private growth of its staff.
- Provide merchandise and services of high and consistent quality, guaranteeing worth for cash to its customers.
 - Encourage and assist within the qualitative improvement of the services of its suppliers and distributor” (Mission Vision, n.d.)

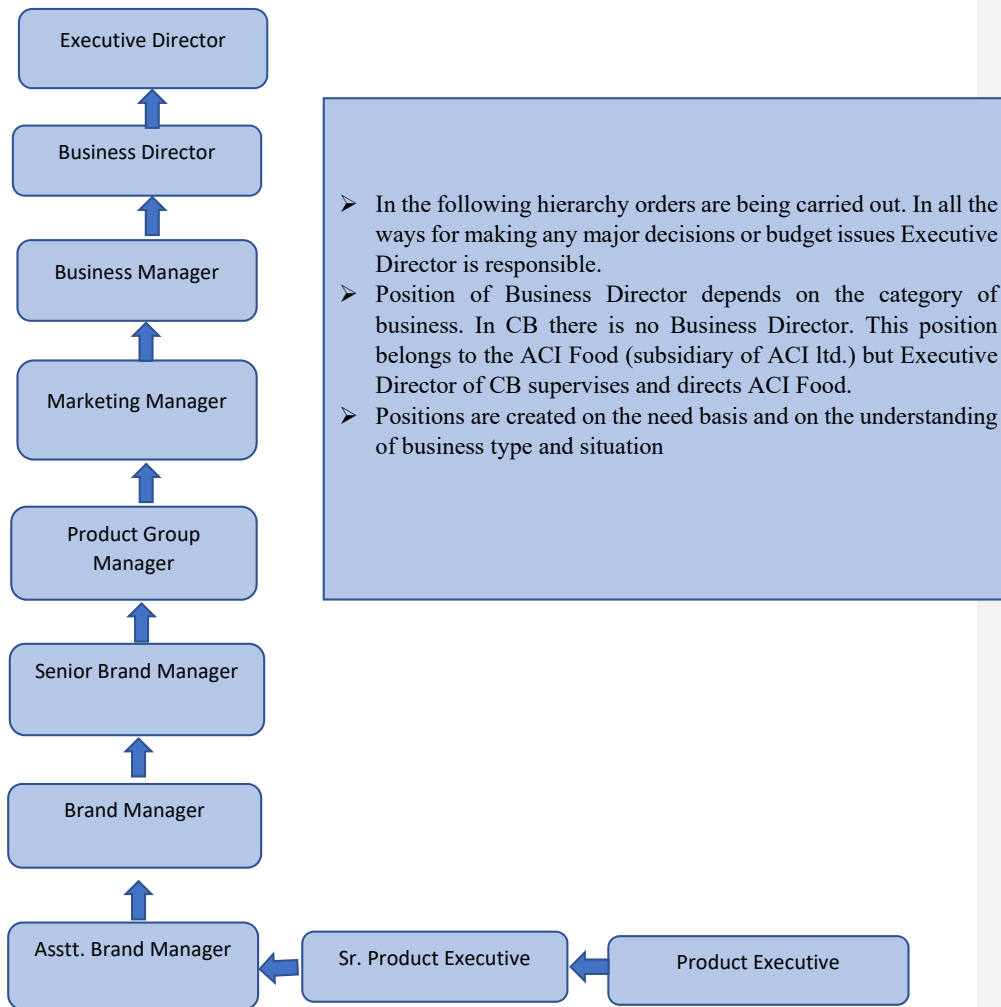
Values

According to the Website of ACI Limited, the following values drive ACI towards its Mission.

- Quality
- Customer Focus
- Fairness
- Transparency

- Continuous Improvement
- Innovation (Mission Vision, n.d.)

Business Management hierarchy of Consumer Brands:



Strategic Business Units

The operations of ACI Limited are organized into four major strategic business units or SBUs.

These units are ACI Pharmaceuticals, ACI Agribusiness, ACI Consumer Brands and ACI Logistics.

Under these SBUs are various product groups and under each product group are individual brands.



Figure: Four Major SBUs of ACI Limited

ACI pharmaceuticals:

ACI Pharmaceuticals is the successor of ICI Pharmaceuticals Limited and the SBU of ACI Limited working in the pharmaceuticals industry. It is the eight largest pharmaceutical company in Bangladesh with the net worth of 337.89 crores Taka according to a report in pharmatips.com (Top Pharmaceutical Companies in Bangladesh, 2012). It is mentioned in the website of ACI pharmaceuticals that, they produce almost all types of pharmaceutical products including injections, liquids, tablet, powder, gel, capsule, ointment, tablets etc. Besides the 387 of their own products, they also market the products of international companies in Bangladesh (Introduction, n.d.).

Commodities Food:

ACI Pure Salt:

Salt is a daily item with very essential for our food and healthy diet. In 2005 ACI Pure Salt started their journey. After started their journey they bring the change in this industry. Many of the customer do not do much compare to choice of salt but ACI Pure Salt delivered the customer the finest quality of salt which is vacuum evaporated. For that reason they quickly gain the popularity and help them to achieve the "BEST BRAND AWARD IN 2008" by the BANGLADESH BRAND FORUM



ACI Consumer Brands

ACI Consumer brands operates in the Fast Moving Consumer Goods or FMCG industry. From the starting of their journey ACI Aerosol and ACI Savlon is one of the main and one of established products. ACI Aerosol and ACI Cockroach Spray is their best selling product which established their brand value. Well-known brands such as ACI Savlon, ACI Aerosol and Savlon Freedom all are the part of the consumer brands SBU. This department also consists of their electronics and mobile departments, paints department, foods department, kitchen care department and personal care department. Internationally recognized brands such as Colgate, Nivea, Tetley, Godrej, Dabur, Kiwi, Canderel and Panasonic are also monitored by this division (Business Unites, n.d.).

ACI Aerosol and ACI cockroach Spray:

In Bangladesh suffer from diseases like malaria, dengue and other problem because of the irritation from the various insect like mosquitoes, cockroaches is one of the biggest problem is now a days. From the early 1967 ACI Aerosol became one and only choice for fighting with the

insect effectively. As a result of the trust of the customers over the years on aerosol made this brand the most effective insect killer in the aerosol industry. ACI Aerosol is one of the core brand name and one of the old product among all of advance chemical industries. ACI Aerosol has currently operate in market with five different SKU (Stock Keeping Unit). They are 800ml with the price of 415 taka, 475ml with the price of 290 taka, 350ml with the price of 230 taka, 250ml with the price of 175taka and 125ml with the price of 80 taka.

ACI launched its ACI Cockroach Spray in June 2008, the first ever locally manufactured Cockroach killing Spray with an objective of giving people relief from the menace of Cockroaches and also making the whole process of killing Cockroaches a safer and convenient one as using powder and chalk is harmful for health. Efficacy of the product is very high and it allows consumers to get rid of cockroaches quickly.

ACI introduced its ACI Cockroach Spray in calendar month 2008, the primary ever domestically factory-made cockroach killing Spray with associate objective of giving complete relief from the suffering of Cockroaches and conjointly creating the complete method of killing Cockroaches a safer and convenient one as exploitation powder and chalk with can affect the health quickly.



ACI mosquito Coil:

ACI Mosquito coil is another established brand of ACI Limited. Considering requirement of the customer they have different brand depend on different color, shape and flavor. The SKU of mosquitoes coils are ACI Hi Power, ACI Super, ACI High Booster and ACI black fighter.



Home and Personal Care:

Savlon:

Savlon is one of the leading brand and also one of the prime brand of ACI Limited. It has been added in their portfolio from the beginning of their in caption and ACI is happy to introduce such brand to the consumer of our country. ACI's Flagship brands Savlon has 2 classes in its antiseptic vary the Antiseptic creams and therefore the Liquid Antiseptics. In each classes it's the unbeaten market leader, occupying 72% and 75% market shares in individual segments. Savlon has its one goal to keep the each individual of our country germs free.

Savlon Antiseptics liquid:

Savlon is the trusted brand using for any burns, cuts and for cleaning the germs. It was previously used for surgical equipment cleanup and the skin of the patient for operation for

preventing infection. Currently in market it has a to 6 SKUs 56ml, 112ml, 500ml, 1Ltr, 5Ltr, HC 5Ltr. Savlon delivered so many SKUs in the Liquid range so that everyone can use according to their requirement and a size for every need.



Savlon Antiseptics Cream:

Savlon cream also popular among customer for cuts, primary burn of skin, scratches, blisters, grazes, insect bites, rash in skin and itchy skin. This antiseptics cream is widely popular in the in salon use as an after shave protection of our skin. Now in the market Savlon cream has two specific SKUs 30g and 60g tubes. Both the segment are very much popular between its consumers.

Savlon hand Wash:

Savlon starts its journey into Personal Care segment in with Savlon Active Hand wash in 1998. Its main idea make the habit of washing your hand from pleasurable and exciting and also keep our hand germs free before taking any food. From 2010, Savlon hand wash started introducing different variants under its umbrella. Currently this category has 20 different SKUs with 8 different variants. It has anti-bacterial cleansing effect and moisturizer that ensures smooth skin.

Savlon Antiseptics Soaps:

Savlon soaps ensure the bath time pleasure and keep the protection of our body from the attack of germs. They introduced this soap in 2003 and from then it proves that it is more reliable and trustworthy antiseptics soaps with the power of maximum killing of germs. Currently it has two category sports and Savlon men with the variant of Active, Fresh & Mild. It has now 4 SKU available in the market 125gm, 100gm, 75gm & 35gm.

Angelic Air freshener & Aqua fresh:

Angelic air freshener is the pioneer of air freshener industry in Bangladesh which is locally made and manufacture by ACI limited. This product fall under the air care category to enrich consumer life make its more enjoyable. Its great snooting fragrance make the environment of home, office and car environment more refresh. The fragrance of the angelic air freshener are inspired to extract from the oil of flower, plant, wood and fruits. It has also auto dispenser machine and in each refill it contains 300 spray which last 125 days. Currently it has eight variant Citrus Burst, Orchid Breeze, Sparkling Orange, Fruit Punch, Misty Wood, Amazonia, Anti Tabaco and Green Valley are the variants available in Angelic Fresh Air Freshener range. Angelic aqua fresh is very much different which is gas free water based air freshener gives your room a mild freshness whatever you sit, walk or do anything. A single bottle can give you 690 spray at list with a fragrance real as like as nature which lift your mood up. Angelic Aqua Fresh offers in two variants; Zesty Jasmine and Forest.



Female Hygiene:

Savlon Freedom Sanitary Napkin:

Maintaining the international standard Savlon freedom sanitary napkin made with the world new technology. That is why in this category Savlon Freedom has the second largest market share. Recently they have launched Pregnancy Test Strip and Cassette and they will give you 100% accurate result within 5 minutes. Savlon Freedom napkin has also been send to Myanmar, Uganda and the Middle East. Freedom introduce the Super Absorbent Polymer (SAP), that instantly absorb the liquid and keep the liquid inside the pad which give the freedom the competitive advantage to gain the large market share in this industry.



ACI Agri-business:

ACI Agribusiness is among the largest contributors in the agriculture sector of Bangladesh. They have contribution in almost all aspects of the sector. According to ACI Limited, Agribusiness “has subunits in Crop Protection, Seed, Fertilizer, Agrimachineries, and Animal Health”. By providing hybrid crops, improved seeds, cheap fertilizers and affordable machineries, they are helping the farmers earn more and the country meet her food deficit (Business Unites, n.d.).

ACI Logistics:

ACI Logistics is the last SBU of ACI Limited. Established in 2008, ACI Logistics primarily handles the Modern Trade section of ACI. Shwapno is a retail chain that belongs to ACI Limited



and also under ACI Logistics. There are about 56 outlets all over Bangladesh holding the Brand name Shwapno (Retail Chain, n.d.).

SWOT Analysis:

Strengths: The main strengths is the trust the consumer have as an insect control product on aerosol over the years make this the number one insect killing brand in Bangladesh. If you give an option to a consumer to choose an insect killing brand ACI aerosol will come first for its most effective insect killing ability and its gaining trust and popularity from years after years. It has two category of product under one brand for example ACI Aerosol and ACI Cockroach killer which serves the different purpose of different for different consumer. That is why it is one of the market leader from its inception in 1967. In Bangladesh ACI Aerosol gain 90% market share from the beginning of its journey in the pest control category. Besides ACI Cockroach Spray also achieved the market leader position which proves the brand visibility of Aerosol in the consumer mind.

Weakness:

ACI Aerosol currently has the low presence in advertising and promoting their product compare to their other competitor like Mortein and Hit in the market. That is because of the weak distribution channel and high price compare to coil they have lesser brand recall in the rural area compare to their big competitor Mortein. That force them to think about the cost and compromise their profit with their

Opportunities:

ACI Aerosol has a big opportunity to expand its distribution channel and investment in the rural area more strongly as they has a big potential market there. They has a big market if they can tie up with the hospital who use Aerosol to control mosquito as a regular basis, institution and also can tie up with various health event which will help them to reach all range of customer and also help them to achieve new market. Aerosol has now two insect killing solution like ACI Aerosol and ACI Cockroach Spray in Bangladesh. If they increase the range of their product in other segment it will help them to gain more profit as well as more new potential customers.

Threats:

The threat is quit high because of the other big competitors are trying to gaining their market share by lowering the price of the product by introducing new category of product and creating a buzz by doing many promotion campaign. The local company also taking the opportunity to acquire enter into the market and establish themselves in the rural market. Other foreign company also prepare themselves to enter into the market with their established brand name and popularity which is a big threat for ACI the lost the market share of Aerosol in Bangladesh.

PESTLE Analysis:

Political factors:

Political factors can influence the whole manufacturing procedure run by ACI as the production is monitor by the government agency Bangladesh standard and testing institution (BSTI). The BSTI mainly falls under the ministry of industries which controls and observed the standard service and quality good. If any of the product line of ACI fails it maintain the required quality and materials set by the government agency than they have to pay penalty and it will also damage their brand image in the market. Government law sometimes change like change in taxation law may create barriers in set the price of the product and maintain the competitive price in the global as well as the local market. It can also create problem in export and importing the product the freely and easily. ACI has a contract with Panasonic & General electronic to sell their product in the market. If the government increase the taxation rate in importing the electronic than it will create obstacles for ACI and have to increase their price in selling the electronics product which they can sell previously in much lower price.

Economic Factors:

A company do not have any control over the economic factors of a country. Economic factors like country economic growth, tax rate, currency exchange rate can influence the company growth and profit. ACI is currently operating their business in many countries. If a country currency rate is too strong than a company like who put their steps in many countries will face difficulties in produce in a low cost, transportation cost, materials cost which will automatically increase the product cost. Higher interest rate in the bank creating the problem of taking loan which is one of the main financial resource when you are running your business in many countries.

Social Factors:

ACI have so many brand under household insecticides, antiseptics, personal care, home care home care, kitchen care, female hygiene, commodity foods, and ACI consumer electronic in the cover of consumer brand. Whatever brand or product they offer to the consumer their main goal or focus is delivering the best quality with affordable price to ensure the good and healthy life of the people of the society. For example branding of their product under name of ACI pure focus on believing the consumer that they determine about the pureness of their product first.

Technological Factors:

ACI main focus is the advancing the possibilities for building the better future. ACI salt has the largest factory in Bangladesh in vacuum salt industry. They are increasing in automation to adopt with the current demand of their product in the market otherwise it can damage their image or can affect in their profit. They are now also focusing in the digital marketing for selling the product. ACI try to develop such technology with the support of NGO to develop an intelligent decision support system (IDSS) for the farmers who sometimes do not get require support or information, by help of this system they will get the necessary knowledge about the crops and farming.

Legal factors:

ACI is currently is dealing with many product with different target market. So they have to keep their eye in various legal issue while running their business in different countries, before launching their product in the market. They also have to ensure the copyright of the name and the formula they use in their product and medicine.

Environmental factors:

Being one of the reputed local Brand of Bangladesh ACI as a company is very concern about the raw material particularly in the brand if Aerosol they are very aware about the chemical they are using and the safety of the people. That is why to ensure the efficiency the chemical used in Aerosol are directly collected from the well-known Japanese company: Sumitomo Chemical and Co. Ltd.

My Job Description:

I was appointed in the Department of Consumer Brand of ACI Limited for completing my three month internship period. In the time frame of my internship I came to know about the many things like how to complete the daily assign work, how to maintain relationship and behave with top officer to bottom level retail shop owner. During the internship I got chance to visit all of the distribution point if ACI Limited. I was a great learning experience for me to learn about the how the distribution process work and how they face challenge and compete with other brand in the market. I mainly work with the brand ACI Aerosol and Angelic Air Freshener

My Job Responsibility:

My work in ACI Limited as a market auditor and collecting of various data from retailers shop, the respondent, distributions point all over the Dhaka for ACI Aerosol and Angelic air freshener under the consumer brand department. My instructor is the Assistant Brand Manager of Consumer Brand (CB) **Mr. Maruf Uz Zaman Aunik**. He supervised all of my work related to market visit or data collection. For the first few week of my internship I visited various retail market to find out what volume of air freshener they have in their shop, what is the trade price and the actual price they are dealing for buying and selling, what quantity they sell in a month etc. I also visit various distribution point of ACI Limited for auditing for the quantity of ACI Aerosol stock was available or not what they actually clam in their report. I present my data of my visit to my supervisor with will help him to get an overall idea about the market and required measure they should take. For last the few weeks of my internship I am conducting a survey about what consumer think about the effectiveness of ACI Aerosol under the direction of my supervisor.

Commented [s1]:

Background of the Study:

Aerosol are mainly used in household and in a close area to repel or kill mosquito for a short time. Traditionally people use coil and mosquito net to get rid of mosquitoes. Though Aerosol industry is not so old in Bangladesh. From the beginning of its journey since ACI Aerosol was the main and only locally made aerosol in Bangladesh. Currently they joint venture with the U.S based company SC Johnson & Son which will own the portion of the ACI Brands including ACI Aerosol, Mosquito Coil, Cockroach Killer Spray, Angelic Air Freshener and Vanish Toilet Cleaner. That indicates that the market of Aerosol is huge in Bangladesh. Other foreign brand also paying interest in this industry as a result 115 years old brand Godrej launched their special insect killing spray in Bangladesh.

Objective of the Study:

The irritation of insect in Bangladesh especially problem of mosquitoes are increasing day by day. In Bangladesh there are 117 species of mosquitoes are available and among them 36 anopheline, 79 culicine and two toxorhynchitine have so far been recorded. Mosquito creates Malaria, West Nile Virus, Elephantiasis, Dengue fever, Chikungunya fever, Japanese encephalitis, Yellow fever etc (Dhaka Univ. J. Biol. Sci. 23(1): 17-26, 2014) The reason why the demand and the market of mosquito repellent product is high in Bangladesh. Consumer buy Aerosol spray as one of the mosquito repel product which is easy to use and can protect them for a longer periods of time in a day. So my objective is to find out about consumer thought about ACI Aerosol uses and effectiveness in the current market and how they compare ACI Aerosol with the other brand in term safe them from mosquitoes.

Methodology:

Source of information:

Considering this report I used primary data for collection the information. As it is ACI Limited own survey on Aerosol they prepare the questionnaires' and based on this structure questioner I collect the information. At first I target the potential customer who actually use aerosol spray or previously was a user and then I share the questionnaires through online and also physically fill up the survey form. Secondly I take help of the secondary data from internet, journal, and websites and do subjective analysis.

Analysis Process:

To reach an understandable conclusion I gathered all the respondent response and analysis them and for the easy understanding I also show the statistics, graph and my view, I hope which make the data more acceptable and believable.

Sampling Procedure:

Sample Size:

My sample size was 60. I did the survey both over online and physically where was the possibility to reach the real user of aerosol with the discussion with my supervisor.

Sample technique:

For collection my survey information I mostly rely on my personal instinct and also my supervisor guide me where I can find the most actual respondent for example first the relatives, guardian of school and colleges and finally target the universities.

Limitation:

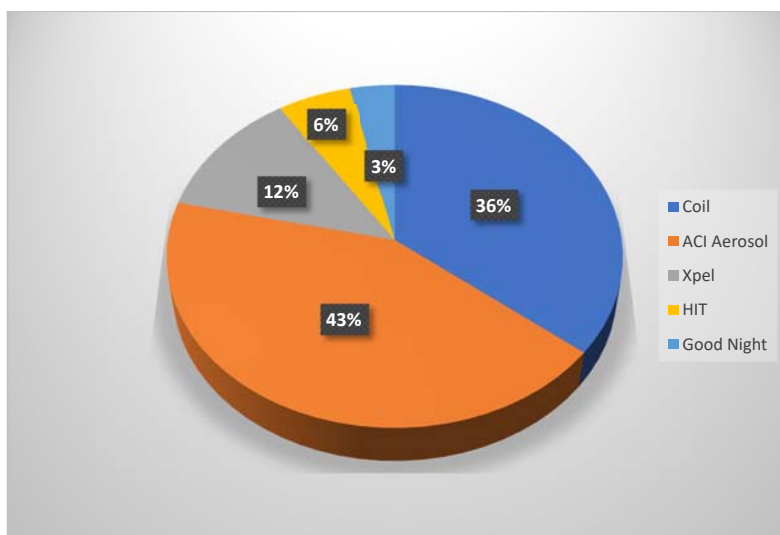
During the survey, collection information and find the respondent I have to face lots of challenges.

- Find out the actual user of the aerosol because in the context of Bangladesh most the customer other product to repel mosquitoes.
- The information, article or journal related to the aerosol industry in Bangladesh are limited are very much limited.
- Sometimes respondents are not clear about what to response so I have taken the answer biased on the perception.
- Some of the respondent did not fill up all the answer so I have to work with the low amount of given information.
- To get the real data from the respondent in many cases I have make them understand about question and the option especially for the guardian of the school and colleges

Statistical data & Findings of survey:

Brand Preference:

At first it is necessary to understand about the consumer choice of the brand for repel mosquito. So that is the first attempt to identify the real ACI Aerosol user and also to know about the preference of other brand in the market for mosquito. There are other product like Xpel, HIT, various Coil brands, vaporizer like Good Night etc. among them the amount I try to find out the actual ACI Aerosol user first.

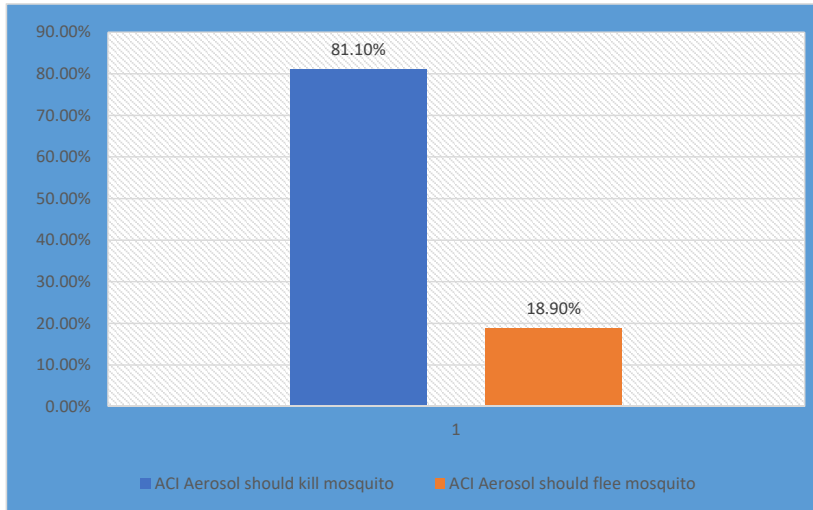


From this chart we can see that among the other brand like Xpel, HIT and Good Night people still think that ACI Aerosol is the best solution for protecting them from mosquito and the percentage is much higher which is 43% compare to other.

Core Expectation:

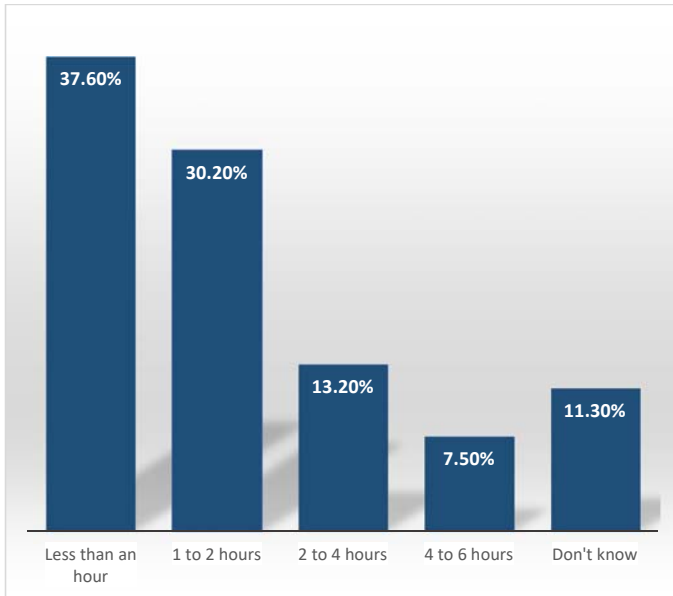
The percentage of ACI Aerosol user in the market is still higher and have their expectation as other aerosol brand are also claim to the best in the market. So what is the main requirement they expect

in the current situation where people are being frightened for newer disease by the mosquito that we try to find out here.



Durability of ACI Aerosol:

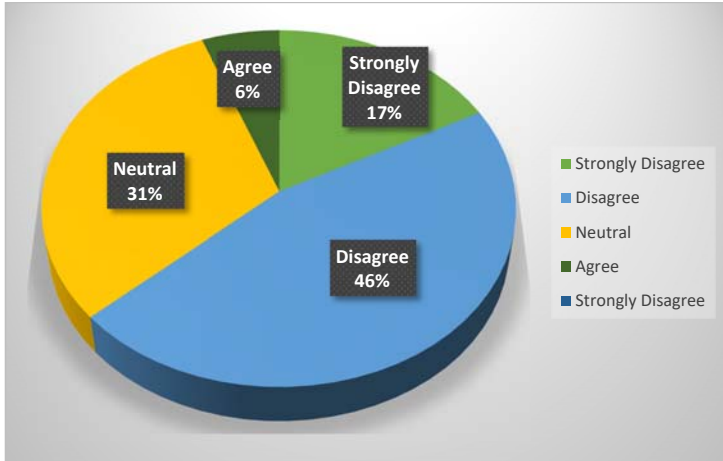
After sorting out the actual aerosol user who are using aerosol over the years which is 43% among other mosquito killing option our next query was find out the thought about the effectiveness of the ACI Aerosol in perspective of durability.



Here from the above responses 37.60% of the people think that ACI Aerosol is effective less than an hour after the spray and can work as a safeguard for them and other 30.20% of the respondent think that its active action time is more than an hour. So majority of respondents show their agreement and they think that somehow aerosol is effective and can save them from mosquitoes.

Negative Impact on Health:

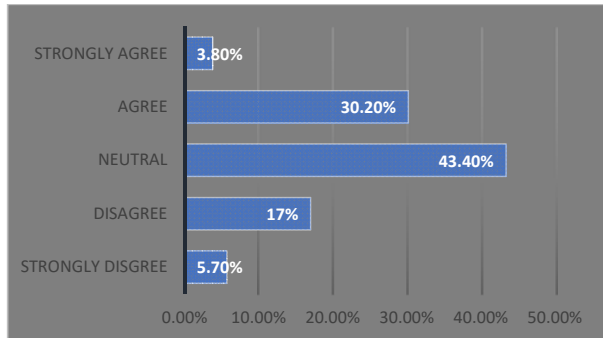
ACI Aerosol has the ability to kill mosquitoes, so it is necessary to know what our customers think whether it has any kind of chemical which can do damage to their health. It is important to have the ability to kill mosquitoes and also should have the mechanism that can take care of the health of the consumer and also the environment. So we ask them to show three agree or disagreement on the statement that Aerosol does not have any negative effect on the human body.



Here the graph shows that maximum of the respondent think that ACI Aerosol have the negative impact on our body and only 6% of the people show their agreement on the statement.

Killing ability Of ACI Aerosol:

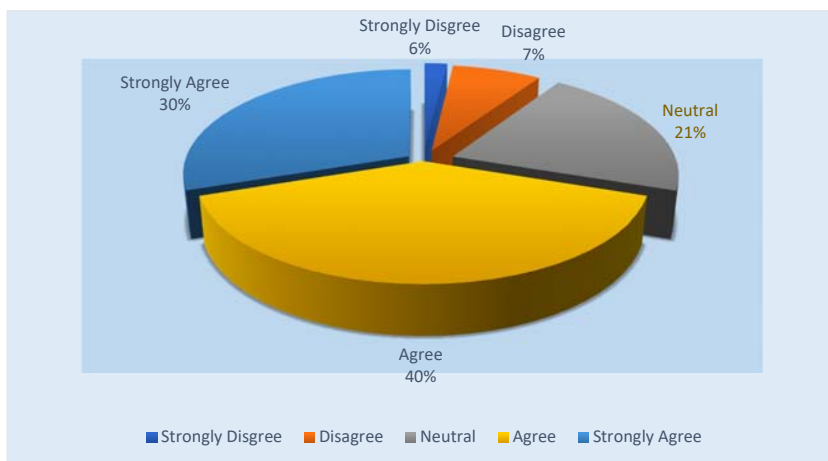
When we analysis the core expectation from aerosol mosquitoes repellent spray 81% of the respondent expectation was an aerosol spray should kill mosquitoes rather than make them flee. So in this point it is very necessary to know what people thought about the killing ability of ACI Aerosol.



On the question of killing ability of mosquitoes 43.40% of the people actually don't sure about that and 30.20% really agree with the statement. The rest 23% of the respondent totally disagree with fact.

Effectiveness of the product:

The effectiveness of a product is must to compete in this competitive market. In this point we try to understand by questioning that whether our respondent think aerosol is getting weaker by the time going. It is very important concern to consider of a product to take some decision about either they should develop the product or not based on the consumer thought.



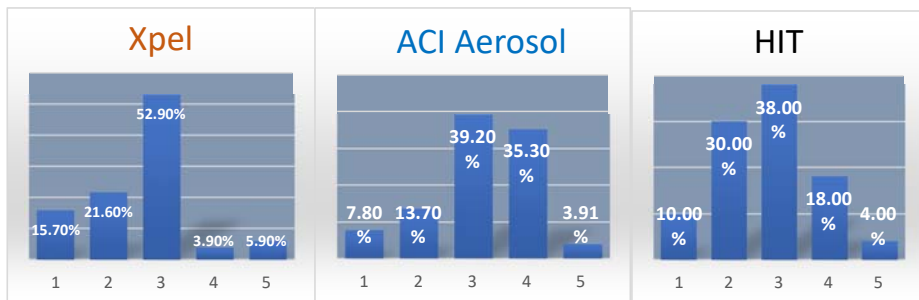
On the following result it is clear that big portion of the respondent which is 70% really think that the effectiveness of aerosol is weaker day by day and other 21% do not have a comment this issue. It is really big matter to rethink which can later affect the trust of consumer on aerosol.

Comparison between Aerosol Brands:

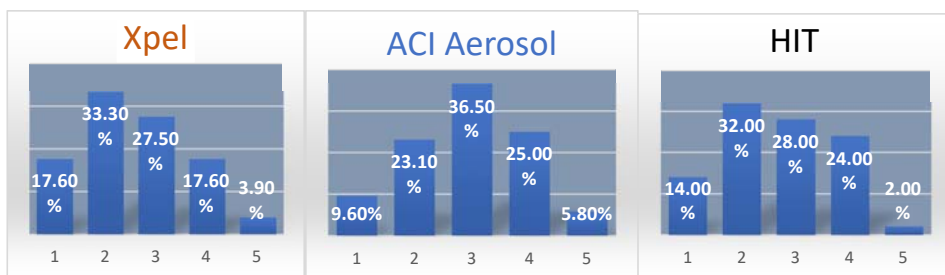
There are several international and local Aerosol brands who gave their presence in the market. Among them Xpel, ACI Aerosol and HIT are the popular brand of aerosol who decided the large market share between themselves. As our main objective was to know the attitude of the consumer toward the ACI Aerosol so here we ask the aerosol user to compare the three most popular brand of aerosol and rate them in term of their ability repel mosquitoes, kill mosquitoes and their active

action time. The goal was to know the current market situation and people are comparing the same category of the brand and rate them according to it.

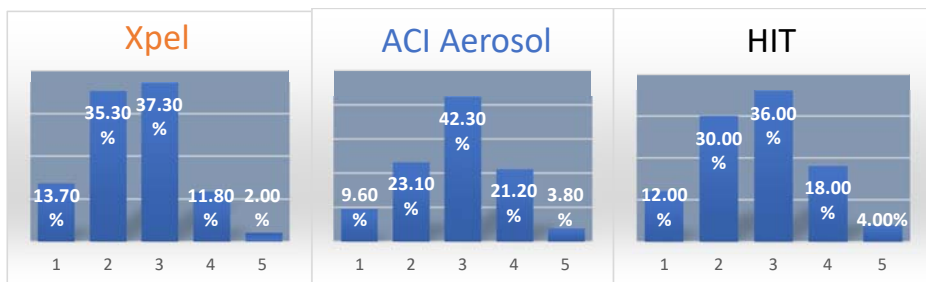
(I) Ability to Repel Mosquitoes



(II) Ability to Kill Mosquitoes



(III) Active Action Time



In the comparison on these three classification respondent rating their view out of five and all these three brand get similar rating. Here we can see that on the features of repel mosquitoes Xpel achieve highest 52.9% and other two brand get 36.5% and 28%. On the other hand when comes to the question of killing ability ACI Aerosol get good response on an average of 36.5% and in the active action time category ACI Aerosol also get a excellent review on an average of 42.3%.

Suggestion for ACI Aerosol:

ACI Aerosol is one of the best-selling product of ACI Limited and also the market dominator in the Aerosol Industry. Though it is very fast locally made aerosol in the market of Bangladesh and gain the popularity among the consumers but the situation is now different. Many other local and international aerosol are available in the market and they are also quite competitive in term of price and quality. So after the completing the survey some issue come in front that need to consider

- ❖ First of all the price of an aerosol spray is little bit higher than the other locally made Aerosol. Though the aerosol has the bigger market share than other product because of the current competitive market it will be difficult for them to keep the current market position.
- ❖ In the current market of marketing and promotion ACI Aerosol still have the same promotional strategy which they are using over the years. So in this case they should try new way of promotion so that they can continuously gain the confidence of their trusted customer and it will help them to capture the new potential consumer as well.
- ❖ Form the result of the survey it is clear that the user of aerosol are losing their trust and confidence. Among the respondent 43% people have the doubt about the killing ability of the ACI Aerosol and other 40% think that aerosol is the weak solution for the mosquitoes. So ACI should rethink in this issue and should try to improve the formulation which is more effective and powerful.
- ❖ People are now very much conscious about their health especially when they are using any chemical product which have the ability kill insects. Majority of the

people are agree the statement that ACI Aerosol does not have any bad effect on health. So it is a big issue which can damage the brand image and also can damage the popularity and trust of consumer of this product.

Conclusion:

ACI Limited is one of the biggest local company in Bangladesh. ACI Aerosol is their best and prime product from beginning of their journey. ACI Aerosol is serving the consumer prospect and fulfilling their expectation over the years. Consumer are recognize the aerosol as the ACI Aerosol whenever they are asked or taking any buying decision. Though in current market situation they have to face some issue about pricing, effectiveness, durability it is not a big problem for them to solve and regain the customer confidence.

Reference:

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Appendix:

Survey on Mosquito Repellent Aerosols

- 1) What do you usually use to repel household mosquitoes? (আপনি সাধারণত বাসার মশা তাড়ানোর জন্য কি ব্যবহার করেন?)

Coil	Aerosol Spray	Vaporizer	Others
Black Fighter	Xpel	ACI All Out
Tulshi	Hit	Good Night
Baoma	ACI Aerosol
.....
.....

- 2) What is your core expectation from aerosol mosquito repellent spray? (মশা মারার জন্য Aerosol spray থেকে আপনার মূল প্রত্যাশা কি?)

- a) It should kill mosquitoes. এটার উচিত মশা মারা।
b) It should make mosquitoes flee. এটার উচিত মশাকে তাড়ানো।

- 3) How long do you think aerosol can safeguard you from mosquitoes? (আপনার মতে Aerosol Spray কত সময় পর্যন্ত কার্যকর?)

a. Less than an hour (এক ঘণ্টা এর কম)	b. 1 to 2 hours (এক থেকে দুই ঘণ্টা)	c. 2 to 4 hours (দুই থেকে চার ঘণ্টা)	d. 4 to 6 hours (চার থেকে ছয় ঘণ্টা)	e. Don't know (জানা নেই)
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Please identify your agreement or disagreement to the statements below. (দেয়া করে নিচের বিবৃতির উপর আপনার সম্মতি বা অসম্মতি জানান।)

- 4) ACI Aerosol has the ability to kill mosquitoes. মশা মারার ক্ষমতা আছে কি?

a. Strongly disagree (পুরোপুরি অসম্মত)	b. Disagree (অসম্মত)	c. Neutral (নিরপেক্ষ)	d. Agree (সম্মত)	e. Strongly agree. (পুরোপুরি সম্মত)
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5) ACI Aerosol does not have any negative impact on human health. ACI Aerosol এর মানব দেহের উপর কোন খারাপ প্রতি ক্রিয়া নেই?

a. Strongly disagree (পুরোপুরি অসম্মত)	b. Disagree (অসম্মত)	c. Neutral (নিরপেক্ষ)	d. Agree (সম্মত)	e. Strongly agree. (পুরোপুরি সম্মত)
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6) I perceive aerosol as a weak solution for mosquito problem. (আমি মনে করি aerosol মশার সমস্যার জন্য দুর্বল সমাধান?)

a. Strongly disagree(পুরোপুরি অসম্মত)	b. Disagree (অসম্মত)	c. Neutral (নিরপেক্ষ)	d. Agree (সম্মত)	e. Strongly agree. (পুরোপুরি সম্মত)
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7. The effect of aerosol on mosquitoes is getting weaker day by day. (ACI Aerosol এর কার্যকারিতা দিন দিন কমে যাচ্ছে?)

a. Strongly disagree(পুরোপুরি অসম্মত)	b.. Disagree (অসম্মত)	c. Neutral (নিরপেক্ষ)	d. Agree (সম্মত)	e. Strongly agree. (পুরোপুরি সম্মত)
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Please compare among these brands in terms of the features provided. দয়া করে নিচের ব্র্যান্ডগুলোর বৈশিষ্ট্য তুলনা করুন।

8) Ability to repel mosquitoes. (মশা তাড়ানোর ক্ষমতা?)

Xpel	1	2	3	4	5
ACI Aerosol	1	2	3	4	5
HIT	1	2	3	4	5

9) Ability to kill mosquitoes. (মশা মারার ক্ষমতা?)

Xpel	1	2	3	4	5
ACI Aerosol	1	2	3	4	5

HIT	1	2	3	4	5
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10) Rating based on active action time. (The longer you think the action is the higher the rating)
(কার্যকারিতার সময়কাল উপর নির্ভর করে তুলনা করুন?)

Xpel	1	2	3	4	5
ACI Aerosol	1	2	3	4	5
HIT	1	2	3	4	5

