

***The Evolution of Brand Awareness and The Status of
Customer Loyalty of ACI Logistics***

Submitted to

Zaheed Husein Mohammad Al-Din

Senior Lecturer

BRAC Business School

BRAC University



Submitted by

Shrabanee Pal

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Letter of Transmittal

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Internship Supervisor: Zaheed Husein Mohammad Al-Din

Course Title: Internship (BUS 400)

BRAC Business School

BRAC University

Subject: Submission of the Internship Report on “The Evolution of Brand Awareness and The Status of Customer Loyalty of ACI Logistics”.

Dear Sir,

It is indeed a matter of great appeasement that the serendipitous is imparted to me to present the internship report on the evolution of brand awareness and the status of customer loyalty of ACI Logistics. Through this report, it is being tried to represent miscellaneous but some specific aspects of the brand, ACI Logistics. With a great contentment, the report is submitted as per scheduled.

Internship report is considered as an indispensable part of BUS 400. This report gives the assistance in case of representing an analytical report as well as accelerating the practical knowledge about retail business structure. I am thankful to my supervisors who assigned me to work on different concepts of retail business helped me to strengthened my knowledge and competencies about the various marketing strategies of ACI Logistics (Shwapno). For preparing this report, numerous information are collected from different article, journal and internet and to ensure the authenticity of this report the sources of these information are mentioned in bibliography.

Therefore, I am humbly requesting you to accept our report.

Sincerely yours,

.....

Shrabanee Pal

ID-14204024

Letter of Endorsement of the Supervisor Faculty

Subject: Submission of Internship Report on “**The Evolution of Brand Awareness and The Status of Customer Loyalty of ACI Logistics**”.

This internship research report will be submitted to BRAC Business School of BRAC University as a part of internship program and will presented on 18 December, 2018 to the internship defense committee for evaluation.

This letter is certify that, all the information are used in this paper is well documented and not confidential to the company. The research paper mentioned here has had successful involvement of Shrabanee Pal, ID – 14204024, BRAC Business School.

I wish her all the best and hope that she will lead a successful career.

.....
Zaheed Husein Mohammad Al-Din

Senior Lecturer

BRAC Business School

BRAC University

Acknowledgement

At the very beginning, I want to show my gratitude to Almighty for making me capable enough to represent the report on the very specific date.

Thankfulness is also deserved by the Lifestyle department of ACI Logistics and more specifically I want to express my gratefulness to the supervisor Shahed Ul Islam, the category manager of Lifestyle for his kind help and supervision.

I also want to show thankfulness to my honorable faculty Zaheed Husein Mohammad Al-Din, Senior Lecturer of BRAC Business School for assists me with proper guidance and direction which really makes my work easier.

The customer who have filled the survey form, my special thanks to them as they manage their valuable time to fill up this survey. Last but not the least; I am very grateful to BRAC University which helps me to put my first step into the corporate world.

Executive Summary

This internship paper is mainly written on the ACI Logistics (Shwapno), the number one retail chain of Bangladesh which started its journey in 2008 and it is one of the main parts of ACI conglomerates. Shwapno is the platform where people love to shop, work and invest. The main target of Shwapno is to win the minds and hearts of the customer by integrating the idea of “Every day Better Life”. The main potencies of Shwapno are the customer- obsession, pragmatic decisions, innovative technology, creativity and perfectionism in customer experience. The main strategy of Shwapno is to source fresh food and fish from growers which assists them to keep their dreams alive and offering it directly to the customer. In this paper, at first, the detail informations about retail industry and ACI Logistics (Shwapno) are given to find out the recent position of the ACI Logistics (Shwapno) in the super market industry in compare with other super stores. Then, marketing mix (4P) of Shwapno is analyzed to get a brief idea about the product, price, promotion and place of it. In addition, the SWOT is also added in this paper to understand the strength, weakness, opportunity and threats of Shwapno. Porter’s Five Force is examined to find out the position of the Shwapno in the market place. As the paper is mainly focused on the brand awareness and customer loyalty, that’s why the characteristics of the brand, Shwapno is also added briefly in this paper. After that, the method of data selection process is analyzed to achieve the aim of evaluating brand awareness and the status of customer loyalty of ACI Logistics (Shwapno). For collecting data, online survey is conducted based on 15 questions and sample size is 80 respondents. To do in depth analysis, one hypothesis is made to find out whether the higher brand awareness leads to higher customer loyalty or not. Through Statistical Package for the Social Sciences (SPSS) software, the analysis is done where there is one independent variable (Brand Awareness) and one dependent variable (Customer Loyalty). Here, three concepts are highlighted Reliability, Validity of the variables and the items under them as well as the Regression. In reliability, the consistency of the items under the variables are measured where it can be found that the values of Cronbach’s Alpha for two variables are higher than .7 which shows that the items are reliable. The validity of the variables are also measured where convergent validity proves that the inter item correlation is higher than the intra item correlation and through discriminant validity it shows that two variables brand awareness and customer loyalty is distinct. Through regression, it can be proved that the model is significant and the hypothesis is statistically supported which means if brand awareness will increase then the customer loyalty will also

increase. Based on this hypothesis and the survey results, some findings are noted such as most of the people came to know about Shwapno through newspaper, then only 62% people thought it is a trustworthy brand , after that only 28.7% people will choose Shwapno over other superstores. In addition, 42.5% people will recommend Shwapno to near and dear ones. Based on this interesting results and findings, some recommendations are suggested to Shwapno so that it will can increase the brand awareness, which can attach people mentally and emotionally to Shwapno. There is also a scope for further research as the respondents number is limited and the only one hypothesis along with two variables are materialized so there can be a chance of emergence of other variables. In the end, it can be said that, still now Shwapno is the market leader in the super market industry and to sustain this position, Shwapno needs to work on the brand awareness so that large amount of people become aware about the brand which leads to customer loyalty.

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Chapter-1

Supermarket Industry Overview

Bangladesh is considered as a great amenities in its domestic and global market. An ascendancy of supermarket industry and the repaid changing retail landscape is a noteworthy phenomenon. Supermarket industry of Bangladesh is escalating results a new commencement of income, profit for the blue color worker, business owner and the state. Here, these retail stores are materialized in various shape and size with convenient stores are resorted by the upper middle class and middle class Bangladeshis who like to visit these superstores rather than overcrowded wet market place. According to Business Supermarkets Owners' Association (BSOA), 15% to 20% is the annual sales growth rate of superstores as well as currently 121 supermarkets subsist in the country. Three paramount players subjugate this supermarket industry and they are Shwapno (90 Outlets), Agora (13 Outlets), Meena Bazar (18 Outlets). However, Shwapno is counted as a market leader as it has the highest number of outlets and the market share of Shwapno is 30%. Whereas Agora has 22% market share, Meena bazaar holds 18% and others have 30% market share. The prior drivers of the supermarket industry of Bangladesh are the alteration of social structure which points out the steady upsurge of nuclear families and the inundation of working women create an urge to have a large variety of product in one roof. Moreover, the increment of per capita income in urban areas creates willingness to spend higher disposable income in supermarkets rather than wet markets. Most importantly, the change of trend which is occurred by globalization and internet expansion works as a catalyst that speed up the shopping in Supermarket. Another noticeable factor is customer awareness, accelerated through media coverage is a considerable factor which turns the aware customer from wet market to super market. The potency of Supermarket industry is that it successfully provides the convenience and the environment to the customers for shopping along with that the purchase power of middle class is progressing. Most remarkable strength of Supermarket industry is it is moving towards E-commerce platform that is considered as an opportune for the customer also accelerates sales. The major debilitation of supermarket industry is it largely depends on the indirect sourcing method which rises the price of customer. In addition, 4% vat is pointed as a threat for industry because it is hard for them to attract customer with 4% vat. Supermarket industry is 17 years old in Bangladesh and the opportunities such as

ever growing health conscious customer, working women and the rise of per capita income will make the foundation of this industry enduring. Another significant part of this industry is E-commerce evolution which helps this industry to contribute in the large amount of National GDP. Therefore, Super market industry is booming where it creates job opportunity to the larger amount of young unemployed people which is also beneficial for our country. The annual turnover for supermarket is now around BDT 15.0 billion according to BSOA. In 2015, the worth of retail market was 1307.38 billion and BSOA also predicts that the worth of retail market in Bangladesh will reach by 3027.25 billion by 2021. In this retail industry, it can be predicted that the supermarket will reach the turnover of BDT 206.5 billion by 2021 (Leishman, 2013). There is a significant change in the buying habits of middle and upper class people of Bangladesh, government policies nourishing the growth of the supermarket industry which highlights the abolition of the 30 % tariff on imported cabinets, showcases, display counters, refrigerators used in vat registered supermarkets. BSOA leaders also assert that hassle free shopping environment and hygiene commodities are offered to the middle and upper class consumers which is the matter of appreciation. The challenges are high enough for the supermarket industry as this industry has weakness in establishing proper and sufficient supply chain management. This industry is continually facing high tariff on imported products, a lacking of experienced and skilled manpower to run the outlets, the inaccessibility of retail space with appropriate size and locations as well as the very high cost of capital. Moreover, the sustainability of the supermarket retailing requisites sustainability more investment in cold chain capacity, food preservation and packaging and efficient transportation system to reduce the wastage and loss of products. The modern supermarket is growing rapidly and over time has the potential to quintuple in size as its target customer experiences large buying power.

Chapter-2

ACI Logistics (Shwapno)

In 2000, Bangladesh first is acquainted with the supermarket industry and in 2008 ACI Logistics (Shwapno) gave its footprint in the supermarket industry as “Fresh and Near” in order to accomplish the company’s Seed to Shelf vision of connecting farmers directly with consumers. (Farhad, 2017). In 2016, Shwapno got an award of Number 1 in Supermarket industry. Shwapno is the market leader with 45% market share along with 600,000 registered customers. It operates 90 outlets across Dhaka, Comilla, Chittagong, and Sylhet. The workforce of Shwapno is over 2500 who have always endeavored to maintain anomalous quality, value, convenience and service to their customer. As Shwapno has a good understanding about market but initially 2008-2013 it interweaves from drawbacks in terms of health and hygiene, product availability, category and market strategy. But on the bright side, Shwapno started to realize that supermarket should have some traffic builders, some profit generator as well as destination and convenience categories. It has tried to find out that what the role of each category is and what a certain product means to their customer. Furthermore, it has paid attention to service delivery and tried to find out what group of people they are going to serve. Relevancy to industry and relevancy to customer as well as pricing are the key ingredients for Shwapno. In addition, it has accomplished two gold awards in communication award in across all categories. (ACI Limited, n.d)

The sourcing process of Shwapno is another notable part of their business. Shwapno purchase FMCG product from manufacturers more specifically 50% comes from village and other 50% comes from whole sale market. The emergence of other products is 100% from supplier but it has also taken attempt to set their own factory for its lifestyle department. Direct sourcing is the main target of Shwapno that’s why 75% - 80% product comes from direct sourcing. In 2016, the turnover of the company was USD 93 million and in 2017 it was 120 million. The CAGR in last 3-4 years has been 34% which is considered to be well above the industry growth rate 14%. Moreover, the gross margin is about 22% and the CARG fluctuates according to store to store within 15%-24%. The market share of Shwapno in supermarket industry is 44%. Most importantly, they have unique store placement strategy that is situated more on neighborhoods. Newly added part in Shwapno is E-commerce platform which is result of the future anticipation that is by 2030 the online offline ration in Bangladesh 20%-80%. Shwapno believes in

better shopping with affordable price and it has given priority to the hard earned money of our customer. The pricing level is lower than its competitors because of its scalability and direct sourcing. To attract new customer, BTL plays a great role that's why they are close to their customer both in on store and off store. The most basic information about ACI Logistics (Shwapno) is it is considered as a subsidiary of ACI and the executive director of Shwapno is Sabbir Hasan Nasir. The mission of ACI Logistics is to enrich the quality of life of the people through responsible application of knowledge, skills and technology. The tag line of Shwapno is "Better Shopping with Affordable Price" to ensure lower price than competitors.

Hierarchy of Shwapno:

The hierarchy of Shwapno is discussed by a diagram.

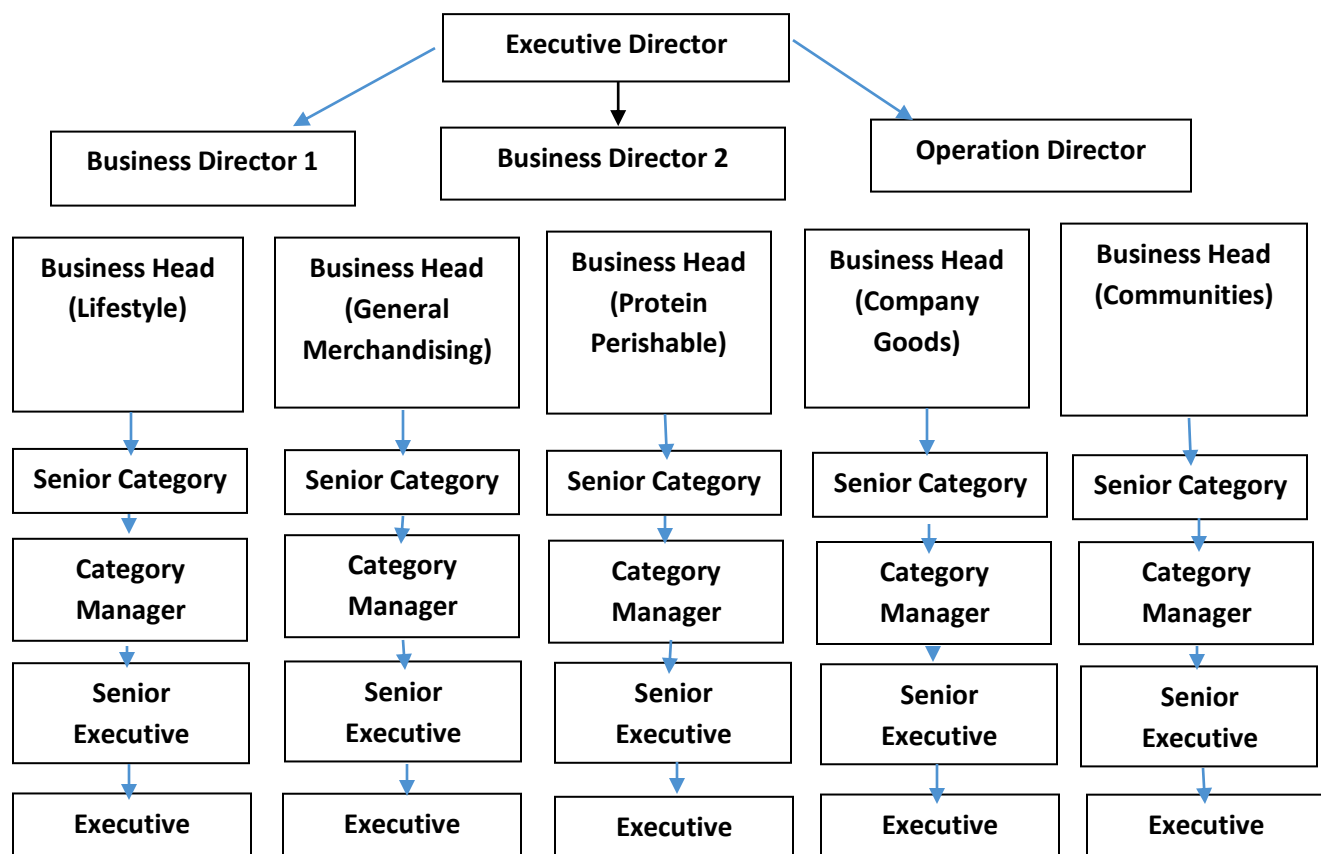


Figure: Organizational Hierarchy

Sabbir Hasan Nasir is the Executive Director (ED) of ACI Logistics. After the ED, there two Business Director and one Operation Director. Then the hierarchy continues by the different business heads. To be more specific, there are five business heads such as Business Head of Lifestyle Department, Business Head of General Merchandising Department, Business Head of Protein Perishable Department, and Business Head of Company Goods Department and Business Head of Communities Department. Under all these departments, there are Senior Category Manager, Category Manager, Senior Executive and Executive. Beside this, there are some other departments such as Human Resource Department, Administration, E-commerce, Finance, Accounts, and Internal Audit Department.

Mission:

Winning the hearts of consumers by becoming the platform for exceeding expectations through innovating, creating, delivering brand promise, “Everyday better life”.

Vision:

Proceeding to be the largest retail chain store in Bangladesh while providing superiority in the quality of the products and service.

Company Offerings:

Shwapno is the package of diverse product categories. It offers customers all type of daily necessities in affordable price. The offerings are Grocery items, Dry foods, Lifestyle basically means clothing section (Men, Women, Children), Accessories, Fruits and vegetables, Cooking essentials, Home care and cleaning, Dairy products, Pet care, Personal Care, Drinks item, Baby food and care, Spreads (Jam & Jelly, Honey, Cheese, Mayonnaise). Beside these basic product offerings, Shwapno proffers different discounts such as 10% to 50% discounts, Buy one get one offer, Free returns, Coupons, Promo codes.

Elements of Shwapno's Marketing Mix (4P):

Marketing Mix is the key success factor of Shwapno in retail industry. The elements of Marketing Mix are Product, Price, Place and Promotion. Through these 4P's, Shwapno endeavors to control its market plan. The brief description of Shwapno's 4P is given below-

Product:

Customer's experience is greatly affected by the product component of marketing mix. The product of Shwapno is its retail service as retail firms are considered as service businesses. This retail shop attracts customers by imparting convenient and efficient service. For instance, the sales personals of Shwapno help the customers to get the product they need. As this shop offers all kind of daily necessities to the customers, it is considered as a convenient supershop as well as one-stop shopping point.

Price:

The pricing strategy of Shwapno is the cost leadership strategy where the main concentration is to attract large amount customers by offering products in lower price. Shwapno always tries to give different offers so that customer can buy the best product by money of their hardship. The main target group of Shwapno is upper middle and middle class people who always try to save their money and Shwapno is the only retail store which offers products in a very reasonable price. As a cost leader, it relies on economies of scale for achieving efficiency. Because of these economies of scale, Shwapno is able to enhance the production by decreasing the cost of goods and services. As Shwapno is the large organization, this economies of scale gives it ample market power to ask for price concessions from their vendors.

Promotion:

Shwapno's promotional mix consists of billboard and print media advertising. It mainly uses newspaper, billboard and leaflet as advertising tools. Their continuous advertisement of their latest offers in newspaper making customer informed about their regular offers, discounts and weekend offers. Sales promotion is another strategy which Shwapno follows. Coupons, free trial periods, discounts are considered as a sales promotion. Promotion is also done by the sales personal of Shwapno who persuade customers to try the new products. In terms of public relation, the Executive Director of Shwapno, Sabbir Hasan Nasir recently has joined in a session of ABC Radio (FM 89.2) where he informs the

customers about the goals and objectives of Shwapno as well as the job opportunities in the organization. In 2017, Shwapno embraces Autism and with this they came up with promotion strategy named “Gifted Are Our Children” that increases its brand value because it gives chances the Autistic Children to work in their organization.

Place:

Distribution strategy of Shwapno is very strong and it continuously opens new outlets so that it can always be near to the customers. It covers all most all areas of Dhaka and now it is expanding operation outside Dhaka such as Comilla, Sylhet, Chittagong, Mymensingh, Tangil. Currently, it has 89 outlets and it is trying to increase their outlets. They have their own Warehouse and own transportation system to distribute their products in different outlets.

SWOT Analysis:

The brief SWOT analysis of ACI Logistics (Shwapno) is given below-

Strength:

ACI Logistics (Shwapno) is one of the strategic business units of ACI (Advanced Chemical Industries Limited), the biggest conglomerates in Bangladesh. ACI has its renowned reputation which is serving people from 1973 successfully creating trust in consumer mind and it is the biggest strength of Shwapno. Another strength of Shwapno is the highest number of outlets (90 outlets) in compare with its competitors and their cost leadership strategy make their position more strengthen in the retail industry. Smoother distribution strategy is strength of Shwapno as well as their chemical free vegetables and fruits and higher quality products is also considered as a strength of Shwapno.

Weakness:

The first weakness of Shwapno can be their expansion because it has expanded to few districts of Bangladesh. Another weakness can be the repeated news in media such as Mobile court fines Shwapno and it is published in 21 May, 2018 which is uncontrollable. These type of news create distrust in the consumers mind. Furthermore, Shwapno relies on vendors and they have little opportunity of their own production which is counted as a weakness of Shwapno. Shwapno is lacking of proper trained sales personal who has not properly met the sales target is considered as a weakness.

Opportunities:

There are huge opportunities for Shwapno. Shwapno can offer their own products in different online platforms which will boost their sales. Moreover, the per capita income of people in Bangladesh is increasing which is another opportunity for Shwapno as people will be willing to spend more and they will be less price sensitive and more conscious about product quality. The new trend of increasing popularity of supershop in Bangladesh is considered as an opportunity for Shwapno.

Threats:

Political unrest is a threat of Shwapno. For example – There was a protest for Road Safety in Dhaka which affects the sales of Shwapno. Here, competition is very intense and major competitors such as Meena Bazar and Agora as well as wet market are the considerable threat for Shwapno. Shwapno is also threatened by increasing outlet cost.

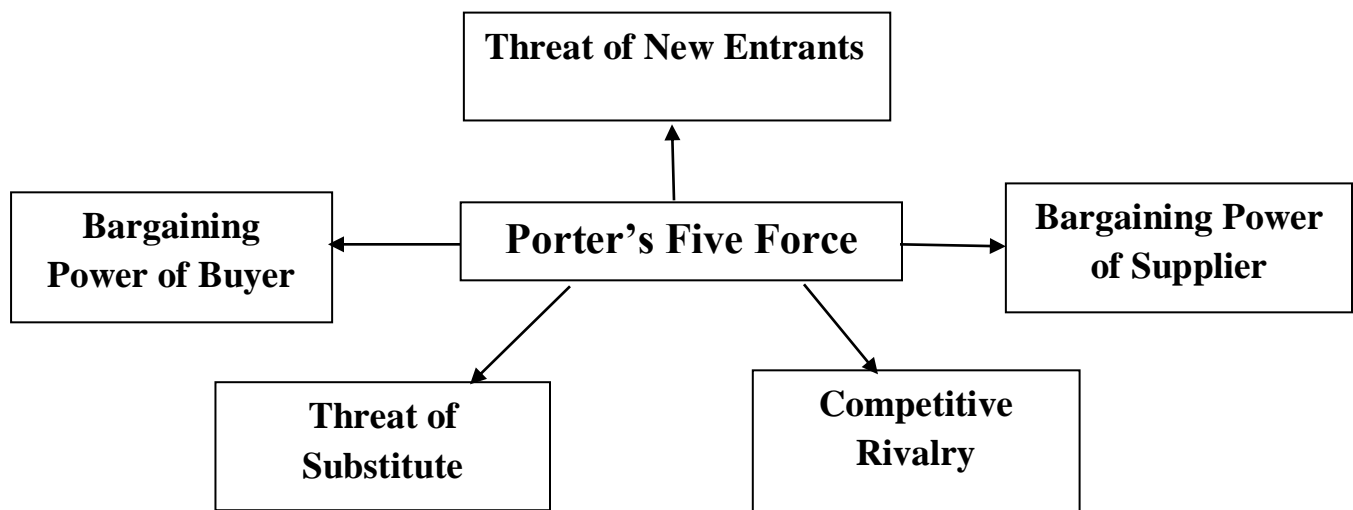
Porter's Five Forces:

Figure: Porter's Five Force

Bargaining Power of Buyer:

Here, the bargaining power of buyer is moderately high because switching cost is high. Buyers have many options to shop such as other retail shops (Meens Bazar, Agora, Nandan) along with wet market. Therefore, customers can easily switch from one option to another option to get the better quality product in a reasonable price. Many online platforms offer from grocery products to clotting items which will increase the bargaining power of buyer. In addition, buyers basically buy the grocery items in large quantities and here they can use their purchasing power to bargain for reducing the price.

Bargaining Power of Supplier:

The bargaining power of supplier is also moderately higher as supplier now has lots of options to supply the product in different retail stores as well as various wet markets and here the switching cost is not that much. Suppliers also have the option to threaten the Shwapno by using their input to produce the products that would compete directly with Shwapno. On the other side, in many categories Shwapno is unable to enter the suppliers industry which also make the bargaining power of supplier higher.

Threat of New Entrants:

Here, the threat of new entrants is moderately low because of economics of scale. As Shwapno is the market leader of Supermarket industry and it has the repaid growth which helps it to gain cost reduction through mass production or mass sourcing. In addition, Shwapno also purchase the product in a lower cost as it purchases in a bulk amount. However, the new entrants which enter the industry and produce on a small scale will suffer from a significant cost disadvantage in compare with Shwapno. Many customers are loyal to Shwapno as it is the strategic division of ACI Limited and this brand loyalty reduces the entry by the potential competitors. Shwapno gets absolute cost advantage because of its superior production operations, patents, secret processes, control of particular inputs such as labor, materials, equipment, cheaper fund, management skills will reduce the threat of the entry of new entrants.

Competitive Rivalry:

Rivalry among established companies is moderate. There are other super stores such as Meena Bazar, Nandan, Agora but in compare with them Shwapno has many outlets. However, Shwapno has to set the price of their products by analyzing the market price. Therefore, competition exists that's why all super shops constantly gives different offers. In case of super market industry, fixed cost is high enough but sales volume is also high and demand is also growing that's why companies are continuously cutting prices and giving offers which makes the rivalry moderate.

Threat of Substitute:

Here, the threat of substitute is high because many people in Bangladesh want to shop from wet market or local markets in their area and there are other markets such as New market, Kaoran bazaar is considered as a substitute of Shwapno, super shop. Customers can easily switch from Shwapno to other local market so here the threat of Substitute is higher.

Brand Mantra:

Brand mantra basically states about the brand into one thought and it includes the competitive frame of reference, points of differentiation, and points of parity. It is a short description about the brand which contains everything about the brand. Here, the brand mantra of Shwapno is "Connecting the Dots". One dot is farmer and another dot is customer. Here, Shwapno makes a bridge between them.

Target customers:

The target customer of Shwapno is upper middle and middle class people who are price sensitive and time conscious who belong to different age group.

Points of Parity:

The first points of parity of Shwapno is it offers different variety of products. Here, customers can get from grocery items to clothing items, from pet care to personal care, cooking essentials, vegetables and fruits, dry foods etc in one shop.

Another, points of parity of Shwapno is it has charged the fair prices with the 15% vat that is similar to the other retail shops and also the continuous customer service of the Shwapno is considered as a notable points of parity of Shwapno.

Points of Differentiation:

The first point of differentiation is it is the strategic business unit of ACI Limited, the biggest conglomerate of Bangladesh. Moreover, now it has 90 outlets, large number of outlets in compare with other super shops. Shwapno has its “Shuddho” project where they promise to their customer that “Safe food is for all” which creates a matter of differentiation as they have their own investment to produce chemical free vegetables and fruits.

Leveraging Secondary Brand Association:

There are several ways of creating brand equity and leveraging secondary brand association is considered as a one of them. If existing brand associations are inferior in some way, it is essential to regenerate the favorable, strong and distinct association and affirmative response. Shwapno has leveraged with Eastern Bank Limited to launch Bangladesh’s first Grocery Titanium Credit Card in 17 August, 2017. These partnership helps the cardholders to get the loyalty points for purchases made with this card in Shwapno. This leveraging secondary brand association makes the shopping easier for the customers of Shwapno which is stress free along with customer will get monthly cash vouchers and reward points.

Shwapno also has leveraged with Gloria Jeans and it is also considered as a leveraging secondary brand association. Shwapno gives rent the outlet space to Gloria Jeans so that people want to have coffee can also do shopping in Shwapno at the same time. Gloria has a wonderful track record in the market, Shwapno can capitalize it and take it as secondary brand association to build brand equity assists customer to aware about the brand Shwapno.

Brand Elements:

Brand element consists of brand name, color, logo, tagline, slogan, mascot and packaging. The brand elements of Shwapno are described in details-

Brand Name:

The brand name of the particular chosen brand is “Shwapno” (স্বপ্ন).

Brand Logo:

The logo of Shwapno is কষ্টের টাকায় শ্রেষ্ঠ বাজার

Brand Color:

The colors of this brand is Red, White and Black.

Mascot:

It has a mascot attached within its logo

Tagline:

The tagline of Shwapno is “The Best Shopping by The Money of Hardship.”

Packaging:

Shwapno has used both the primary packaging as well as the secondary packaging. As a primary packaging, they have wrapped the product by the protectable packet and as a secondary packaging they have used their company owned shopping bag which comprises the brand name and logo.

Brand Element Choice Criteria:

Memorability:

Brand elements of Shwapno assists customers to recognize and recall the brand. Within its logo, mascot is attached which is likely to stay in the mind of the customers and the mascot relates with the brand name and the sensation very well.

Meaningfulness:

The brand elements of Shwapno is cabalistic as the brand name Shwapno means Dreams which tries to fulfill all the dreams of their customers. This meaning also reflects in the mascot and tagline.

Likeability:

The likeability of the brand elements of Shwapno is assured by visually and verbally. The brand name has its own gravity and significance. The mascot also has attracted the customer visually.

Transferability:

It refers that whether brand elements can be transferred or not, whether it is able to add the brand equity across the geographic boundaries or not. The brand elements of Shwapno is easily transferable as it has meaningful brand name and tagline.

Adaptable:

According to customer's values and opinions, the brand elements of Shwapno can be updated. The brand logo, color, character are not that much complex to change or update with the passing time.

Protectability:

It refers that whether the brand elements are protectable or not. It has a license, authorized, and fully protected website which offers safest check outs for all. The brand name is protected through trademark.

Chapter-3

Review of Related Literature

To strengthen the study about the evolution of brand awareness and the status of customer loyalty of ACI Logistics, some secondary data have been collected from various sources such as journals, articles, newspapers and from the website of ACI Logistics. To get a brief idea about brand awareness, some ideas have been taken from an article named “The Ultimate Guide to Brand Awareness”. Here, three basic concepts are reviewed and they are the importance of Brand Awareness, establishing and boosting Brand Awareness. The most important insight that is taken from of this article is what does the Brand Awareness mean and how it fosters the trust which increase customer loyalty. Furthermore, another important research paper from where the ideas are taken that is “Assessing Customer Satisfaction and Brand Awareness of Branded Bread”. This paper has represented the insight that brand awareness indicates product association induced in the customers mind after repeated exposure to the product by way of advertisement. The more the customers aware about the brand the more the customers go with that brand. In addition, this paper is supported by other article named “The Future of Retail, Shwapno and Life: An Interview with Sabbir Hasan Nasir, Executive Director, ACI Logistics. From this article, the brief overview of ACI Logistics are obtained, the strength, the strategy all are highlighted in this article which is incorporated in this paper. In addition, secondary data are also obtained from article named Supermarkets: New Trend in Urban Shopping. From this article, the super market industry overview is analyzed, the position of Shwapno is also analyzed, the challenges and the plan for e-commerce platform of Shwapno is also highlighted. These are the related literatures which are reviewed for this internship paper.

Chapter-4

Abstract

Purpose: This purpose of this paper is to explain The Evolution of Brand Awareness and The Status of Customer Loyalty of ACI Logistics. From the beginning to the very end, this paper narrates whether ACI logistics can successfully create brand awareness through their existing marketing campaign or not and how this brand awareness is related with customer loyal.

Design/methodology/approach: This study is the testimony of the quantitative methodology approach that is implicated by a survey method. The data was compiled from a sample of 80 respondents who associated with diverse occupations. Principle axis factoring and regression were applied to test the model.

Findings: Through regression model suggested that higher brand awareness leads to higher customer loyalty.

Research limitation: This study spectacles only two variables that may affect the status of brand awareness of ACI Logistics and the customer satisfaction ACI Logistics and there may be emersion of other variables. The sample size is limited since the survey was administered in limited time period.

Practical implication: ACI Logistics should give concentration on their brand awareness process and should represent their brand Shwapno rigorously so that customer get aware about the brand which leads to customer loyalty.

Originality/value: The items incorporated under brand awareness and customer loyalty intensify the literature of the branding process of ACI Logistics and its impact on customer.

Keywords: Brand awareness, customer loyalty, marketing campaign, ACI Logistics (Shwapno).

Paper type: Research paper submitted as an internship report.

Chapter-5

Introduction to the Report

Rational to the study:

Area of this study is more focused on the number one retail brand of Bangladesh that is Shwapno. This paper is materialized to highlight the brand awareness, the marketing campaign and the customer satisfaction of ACI Logistics (Shwapno). Here, this paper at first calls attention to assess how is the existing brand awareness process of Shwapno. In brief, under the brand awareness, the study is augmented to how the customers of the Shwapno came to know of this super store, how frequently they visit, most importantly what kind of product they buy and more specifically, the reason behind choosing Shwapno to buy any product. Through this paper, these distinct items are analyzed to measure how successful the brand awareness process of Shwapno. Moreover, this study also implies that the brand awareness is related with customer loyalty. That's why, by this study, the customer loyalty is also measured by formulating some items such as whether customers choose the Shwapno or other retail brand, whether they recommend it others or not and whether they will continue it or not. To clarify the area of this study, one hypothesis is generated that is higher brand awareness leads to higher customer loyalty. This hypothesis is originated because of the statement and that is "brand awareness is the starting point for customer loyalty". (Nair, 2013)

Brand Awareness:

The first area of this study is Brand Awareness. Here Brand Awareness indicates the degree of customer awareness of a brand and its product. In relation with this, Shwapno is brand which trying to aware of their customers about Shwapno so that customers can recall and recognize it more which leads to customer satisfaction. In the retail industry more specifically super market industry, there is a high level of competition and to strengthened the position in this industry, Shwapno needs to measure how familiar their target audience with the "Brand Shwapno". If brand awareness is the foundation of brand trust, efforts to give any brand a personality and represent a story in front of people that create a bond between customer and the brand. This bond leads to repeat purchase which bridges the gap between trust and

loyalty. For creating customer loyalty, ACI Logistics (Shwapno) includes many strategies in their brand awareness process and most notably they originate brand awareness through print media such as give advertisement of their offers in Newspaper (Prothom Alo), leaflet advertisement, Social media (Facebook, Youtube) and recent activity of their brand awareness process is to enter into E-commerce site and to visualize their product in Daraz.com. Shwapno also gives different offers to their customer to aware them about the brand such as weekend offer, Buy one get one offer, Festive offers, 10%-50% discounts. Brand awareness is also created through the partnership Shwapno has made with Eastern Bank Limited (EBL) so that the shoppers can create a shopping experience without stress and difficulty and it also offers their customers different rewards such as monthly cash vouchers and reward points that leads to customer loyalty. (Bureau, 2017)

Customer Loyalty:

Customer loyalty refers to the repeated purchase by the customer. If customer loyalty is higher for any brand, then customer will spread positive words about the brand that inspires the customer to recommend brand to others and here word of mouth plays a great role. Word of mouth communications are more precious to any company, therefore they always try to create committed customer than satisfied customer. ACI logistics (Shwapno) also want to build loyal customer that's why they offer their customers the membership cards so that the relationship between Shwapno and their customer will continue forever. (Ravi Pappu, 2005)

Statement of the problem:

This study has addressed some drawbacks in case of aware or attract the customers to shop from Shwapno. To analyzing this problem, this paper has conceptualized the brand awareness process of Shwapno and how can it increase the loyal customer for the brand Shwapno.

Scope and limitation:

As this paper includes SPSS analysis and to do SPSS, one hypothesis is formulated along with one dependent and one independent variable and it could be count as a limitation as well as scope for further research. There can be possibilities to create other variables to measure the relationship between brand awareness and customer loyalty. Sample size is small which another noteworthy limitation of this paper is. ACI Logistics has maintained privacy in case of sharing information about the process of building brand awareness and strategies which restricts the process to gain in depth information.

Objective of the report:

To evaluate the brand awareness process and customer loyalty of ACI Logistics (Shwapno), some concrete objective is formulated.

The first and foremost objective is to find out what factors affect brand awareness process of ACI Logistics (Shwapno). Then, the second objective is to analyze what factors affect customer loyalty of Shwapno. Last but not the least, to recommend some marketing campaigns to ACI Logistics so that the brand awareness will increase which ultimately enhances customer loyalty.

Research Question:

The research question for this study is “What could be the possible marketing campaign to increase brand awareness and customer loyalty of ACI Logistics (Shwapno)”

Chapter-6

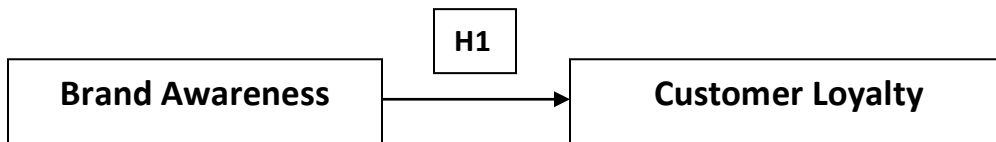
Methodology

In this methodology, the method of data collection is visualized briefly. To prepare this report, both primary and secondary data are collected. Here, the secondary data is collected from various sources such as other related research paper, journal, website of ACI Logistics, articles, and newspapers as well as to ensure the authenticity of the paper, the sources of this information is mentioned in reference part. For collecting primary data, online survey has used and sample size is 80 respondents, people who use social networks. More specifically, here quantitative method is used because survey is done for this study which creates a scope for further research. Survey is performed based on 15 questions and among these 15 questions, two variables are highlighted brand awareness and customer loyalty. These questions are materialized by 5-Point Likert Scale where five options are given to the respondents such Strongly disagree, Disagree, Neutral, Agree, Strongly Agree. Demographic information is also obtained through this survey. Collected data is analyzed by Statistical Package for the Social Science (SPSS). Here, main focusing point is reliability and validity of the variables and regression process.

Chapter-7

Analysis and Interpretation of the Data

For evaluating brand awareness process and customer loyalty of ACI Logistics, one hypothesis is formulated that is given below-



Hypothesis:

In this model, there are two variables and here brand awareness is independent variable and customer loyalty is dependent variable. With this two variables, one hypothesis is created “Higher brand awareness leads to higher customer loyalty”. If a brand can create psychological attachment between the brand and customer through higher brand awareness more specifically to aware the customer about the brand and its product, then the customer would say loyal to it no matter what lure the competition has to offer. Brand awareness builds the product associations in the mind of the customer through the repeated exposure to the product by the way of different advertisement. The more the customer is made acquainted about the brand, the more will the customer’s impulse to possess the brand go up (Polska, 2012).

Research method:

Research design is considered as an idea of research study. There are several ways to design the research such as descriptive, exploratory and many more. Moreover, it can be both quantitative and qualitative. Here, to do research there are many ways to gather information such as personal interview, group discussion, survey methods. Online survey is another significant process to collect data. Online survey method is used for this study as it creates scope for further research. This online survey is done based on 15 questions for this study. The reason of choosing online survey is data can be collected quickly and effectively and this process is inexpensive, faster and flexible.

Measurement:

In this online survey, we have made questionnaire in 5 Point Likert scale where each item was anchored with the verbal statement “Strongly Disagree”, “Disagree”, “Neutral”, “Agree”, “Strongly Agree”. Multiple items were applied to measure each construct so that the measurement properties will be evaluated on reliability and validity. Some items are formulated distinctly and some items are borrowed from scope of other research paper. Demographic data are also collected through online survey such as age, gender, occupation, income.

Sampling:

In our research paper, the sample is people who use social networks and the sample size we have taken is 80 respondents and here 53.8% female and 46.3% male. More specifically, in our sample 55% are people who belong to the age group (18-25 years old), another 27.5% belong to 26-45 years old and 17.5% belong to 46 years old and above. In case of occupation, 55% people are student and 37.5% people are service holder.

Analysis:

Principle Axis Factoring was conducted with Promax Rotation to find and examine how the selected items loaded on expected constructs. The factor analysis recovers two factors. The total cumulative variation is described by factor analysis which is 37.652% (Table-1). The factor structure is not arrived as expected. For instance, items of one variable (Brand Awareness) are loaded on different columns. Justification of this loading is explained in the discussion.

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
	1	3.494	31.762	31.762	3.043	27.664	27.664
2	1.557	14.157	45.918	1.099	9.988	37.652	2.194
3	1.235	11.224	57.142				
4	1.143	10.387	67.529				
5	1.032	9.380	76.909				
6	.827	7.515	84.424				
7	.612	5.566	89.989				
8	.390	3.546	93.535				
9	.308	2.800	96.335				
10	.246	2.237	98.572				
11	.157	1.428	100.000				

Table 1: Total Variance Explained

Pattern Matrix^a:

	Factor	
	1	2
BA5		.847
BA6		.769
BA7		.529
CL1	.699	
CL2	.600	
CL3	.961	
CL4	.690	

Reliability:

Reliability refers an assessment of the degree of consistency within multiple items of a variable. The reliability of multiple items is calculated by Cronbach's Alpha. Reliability analysis exhibits the internal consistency of the items of Brand Awareness, considered an independent variable, and is relatively high which .743 is (Table-2). In addition, the internal consistency of the items of dependent variable, customer loyalty is .828(Table-2).Which is again relatively high. According to Nunnally (1978), the Cronbach's Alpha should be .70 or more.

Brand Awareness		Customer Loyalty	
Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
.7433	3	.8284	4

Table-2: Reliability Analysis

Validity:

Validity refers the items conform to its conceptual definition. Here Convergent and Discriminant validity both are analyzed. Convergent validity is measured through correlation matrix. The inter item correlation within the variable is higher than intra item correlation (Table-3). Discriminant validity is measured through Average Variance Extracted (AVE) which refers that two variables such as brand awareness and customer loyalty is distinct. Here, one variable Brand Awareness is distinct from other variable Customer Loyalty and it is justified by the result which shows that the discriminant variable of Brand Awareness is 0.53 (Table-4) which is more than .5 which is measured by Average variance extracted. Similarly, the discriminant variable of Customer loyalty is .56 which is also more than .5 which shows two variables are distinct.

Convergent validity:

	BA5	BA6	BA7	CS1	CS2	CS3	CS4
BA5	1						
BA6	.710**	1					
BA7	.410**	.358**	1				
CS1	.335**	0.175	.359**	1			
CS2	.246*	0.161	.249*	.565**	1		
CS4	.420**	.379**	0.093	.526**	.399**	.685**	1

Table – 3: Convergent Validity Analysis**Discriminant validity:**

BA5	0.717409
BA6	0.591361
BA7	0.279841
SUM	1.588611
Average	0.529537

CL1	0.488601
CL2	0.36
CL3	0.923521
CL4	0.4761
SUM	2.248222
Average	0.562056

Table-4: Discriminant Validity Analysis

Regression:

Regression analysis is conducted with one factor an independent variable to test how brand awareness affects the customer loyalty. The full model is found to be significant which is proved by the overall significance, obtained from Anova and the overall significance is .001 (Table-6), the overall F- statistic because the significance level is less than .05. The regression model is also explained 13% variability of the dependent variable, customer loyalty is demonstrated by independent variable, brand awareness by R Square value (Table-5). Here, Brand awareness (beta = .362 and significance = .001) (Table-7) which is less than .05 has a significant effect on customer loyalty. This model suggest that the hypothesis is statistically supported and that is higher brand awareness leads to higher customer loyalty.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.362 ^a	.131	.120	1.93347

Table-5 : R Square Analysis, Predictors: (Constant), BAAA

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	43.964	1	43.964	11.760	.001 ^b
Residual	291.586	78	3.738		
Total	335.550	79			

Table-6: Anova

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.532	1.559		5.474	.000
BAAA	.486	.142	.362	3.429	.001

Table-7 : Coefficient

Chapter-8

Findings of the Study

This report aims to evaluate the brand awareness and the status of the customer loyalty of ACI Logistics. For actualizing this aim, a survey has conducted to strengthen this study and to ensure the authenticity of the subject of this research. More importantly, to gain the actual opinion of the random customers of the ACI Logistics (Shwapno) about the brand Shwapno and how much they trust this brand and how much they prefer to this super shop over other super shops. The findings of the survey tells that 53.8% people came to know about the brand Shwapno from Newspaper and 33.8% people get acquainted with this brand through social media. 65% people said that they visit Shwapno once in a month but only 25% people said they visit Shwapno once in a week which may affect the sales of this superstore and also shows that the number of loyal customers does not meet the expectation. 41.2% people shows their willingness to buy the grocery items and 17.5% people buy cloths and 12.5% people prefer to buy dry food items from Shwapno. The most important findings that is gained from survey is 33.5% people choose Shwapno to buy product for the lower price the charge in the product and 23.7% people choose to buy from it because of convenience and 18.8% people like its environment and 17.5% prefer it because of discounts. To know about how much people aware about the brand of Shawano, some items related with brand awareness are formulated to measure how much successful the Shwapno is to create brand awareness. Some interesting findings are achieved such as 62.5% people are confident about the quality of this brand and 30% people said that they feel neutral about the quality of the product. It shows that 40% people still are not aware about this brand so there is a lacking in case creating brand awareness. Brand awareness fosters trust and by referring this statement, a question is asked to the respondents about whether Shwapno is a brand they know to be trustworthy and credible or not. Here 62.5% people believe that it is a trustworthy brand again there is a gap of 40% people who are not sure about the credibility of the Shwapno which shows that brand awareness are not created well. Furthermore, 60% people thought that it is helpful to fulfill the daily necessities of them and the necessities of other 40% people is not fulfilled by Shwapno. To measure customer loyalty, a question is asked to the respondents, whether they choose Shwapno over other super shop then only 28.7% people said that they choose Shwapno over other brand which shows that the number of loyal customers are

very few. Here is the lacking in brand awareness because brand awareness is the starting point of customer loyalty. 42.5% people agreed to recommend this brand to their near and dear ones and 53.8% people only agreed to continue shopping with Shwapno which shows that Shwapno is not successful enough to increase the number of their loyal customer. However, 71.3% people said they are satisfied with Shwapno so satisfied customers can be the loyal customer of Shwapno if they give little effort on the brand awareness. Here, in this paper, an analysis is done based on the survey questionnaire and here a hypothesis is made which shows that the higher brand awareness leads to higher customer loyalty. This SPSS analysis proves that the hypothesis is statistically supported which tells that if people are more aware about the brand, they start to trust the brand more and this trust turns this customer into loyal customers. The significance of brand awareness is less than .05 which affects the customer loyalty and it also indicates that the correlation of the items under one variable is higher.

Chapter-9

Recommendation

After all the analysis, it can be said that Shwapno is lacking behind to create the proper brand awareness. Shwapno basically more apparent in newspaper and weekly they provide their offers in newspaper and also in the leaflet. It can be seen that they are visible in the print media. They have page in Facebook and also apparent in the Youtube about the visibility is not that much which shows that they are not that much active in social media. Another way they aware people is through SMS but this SMS is sent to the membership card holders. They have a great social video on the children who are suffering from autism and these gifted children is now the part of Shwapno. However, they have shared this video on Facebook and it has only 483k viewers. Here it can be said that brand awareness is not created up to mark. Here, some recommendations are given to ACI Logistics so that the brand awareness will increase which ultimate results the higher customer loyalty.

The first and foremost suggestion can be to run the ATL and BTL activities properly. Here, ATL means Above The line which refers the advertising to attract wider target audience such advertisement in television, radio or billboards. Different kinds of TVCs which create an emotional attachment make people aware about Shwapno. Then, BTL means Below The Line refers that advertising is going to target or specific group of audience such as direct mailing or direct massaging to the target audience so that the target audience can be updated about the latest offering and activities of the Shwapno. To increase brand awareness, Shwapno can do referral programs and can make it viral on the social media such as they can offer extra perk to their customers which will increase the word of mouth about Shwapno. Customers will spread word of mouth when they will get an added perk such the restaurants now a day's do it in Bangladesh. Car wraps is the classic strategy to build the brand and it can be a customized design of Shwapno. The biggest advantage of it is wherever the cars go, it will attract the attention and people are becoming more familiar with brand. Most interesting strategy can be Freebies as everyone admires free stuff and if Shwapno put their brand name on koozies, pens, Frisbees, will give away the items at local festive which makes aware about the brand Shwapno. Furthermore, Social media contest is another effective way through which Shwapno can build brand awareness and here People are spent most of the in Social media. Interesting contest encourages the contestants to share the link with

their friends and family ultimately results brand awareness. Another, strategy can be the sponsorship which will increase the brand awareness. If Shwapno give sponsorship to the universities or different festive programs or different corporate programs, it will make people aware about the brand. These are some recommendations can be drawn to create higher brand awareness which increase the customer trust for Shwapno that results customer loyalty (Marrs, 2008). Through this brand awareness strategies, Shwapno can make the better brand experience for their customer. In a result, it will increase the engagement level of customer and make them the loyal brand followers. As brand awareness also talks about the past, present and future of a brand which shows their customer the way of evolution and the improvement they made in their brand. It ensures the credibility of the brand and ultimately increases the sales.

Chapter-10

Conclusion

ACI Logistics (Shwapno), the leading retail chain in Bangladesh, tries to connect all the dots in the entire value chain and link people and process so that it can provide the better tomorrow to their customers. It has its future plan to be the strongest retail players across Asia. Shwapno is expanded in Bangladesh in the highest speed which create opportunities for investors and the employees and Shwapno is now able to serve large amount of people.(Kader, 2017)Shwapno needs to take strategy to sustain its growth so that it can be evolved significantly in terms of store format, machinery and equipment. To ameliorate the service experience and presenting and offering right product to the customer in the right time is the motive of Shwapno and that's why the interaction between customer and employees are evolving to aware them about the brand Shwapno. The bonding is getting stronger day by day and if Shwapno starts to adopt new strategy to create brand awareness, the bonding between customer and Shwapno will reach the place in brand trust, which regenerates the loyal customers.

Chapter-11

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Appendix

Survey Questionnaire:

Greetings, I am the student of BRAC Business School. For structuring my internship report, I want to do a survey based on “The evolution of brand awareness and the status of customer loyalty of ACI Logistics”. Consequently, to do an in depth analysis, your participation is highly admired in this survey.

[Instructions: Please give a tick mark (√) on the right side. Your opinion is highly valued.]

1. From where you come to know about Shwapno, the retail brand of Bangladesh?
 - Television
 - Newspaper
 - Social Media
 - Others
2. How often you give a visit to Shwapno?
 - Never
 - Occasionally
 - Fairly
 - Very often
 - Always
3. Which kind of product you like to buy from Shwapno?
 - Cloths
 - Grocery item
 - Dry foods
 - Fruits and Vegetables
 - Cooking essentials
 - Home care & cleaning
 - Milk and dairy products
 - Baby food & care
 - Pet care
 - Personal care
 - Drinks

4. Why do you choose Shwapno to buy any product?

- For price
- For brand name
- For environment
- For convenience
- For Discounts
- Other

[Instructions: Please indicate your level of agreement or disagreement with each of the statements about Shwapno.]

5. I am confident when I buy any product from Shwapno.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

6. Shwapno is a brand I know to be trustworthy and credible.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

7. Shwapno is considered to be helpful to fulfill my daily necessities.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

8. When given the choice among Shwapno and other retail super shop, I will choose Shwapno.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

9. I will recommend to my near and dear ones about Shwapno.
- Strongly disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly agree
10. In future, I will continue my shopping at Shwapno.
- Strongly disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly agree
11. Overall, I am satisfied with Shwapno, the retail brand Bangladesh.
- Strongly disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly agree

Demographic Information:

12. Age
- 18-25 years
 - 26-45 years
 - 46 years and above
13. Gender
- Male
 - Female
14. Occupation
- Service
 - Student
 - Business
 - Other
15. Income (Per month)
- No income
 - Less than 15,000 tk
 - 15,001 tk – 25,000 tk
 - 25,001 tk – 50,000 tk
 - More than 50,001tk above