



Internship Report

On

Promotional Strategies of Savlon (ACI Consumer Brand)

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Letter of Transmittal

To

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66, Mohakhali, Dhaka, Bangladesh

Subject: Submission of Internship Report

Madam,

It is my honor to present my Internship Report which entitled as “Promotional Strategies ofSavlon(ACI Consumer Brand)”. I completed my Internship at X Solutions Limited, a renowned integrated marketing company in Bangladesh. It gives me massive delight to finish my Internship effectively and present this report on the analysis that I have led amid my temporary job period.

Therefore, I am presenting my report to your well concern. I trust you will go through my work admirably and find it is informative towards the organization I have worked for. Your benevolent criticism will be exceedingly valued and I am obliged to illuminate any perplexity with respect to any part of the report.

Sincerely yours,

Nisar Ahmed Nadvi

ID: 14204025

BRAC Business School

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Letter of Endorsement

This internship Report entitled as “Promotional Strategies of Savlon (ACI Consumer Brand)” has been submitted to BRAC Business School, as an integrated part of the requirements for the degree of Bachelor of Business Administration, major in Marketing and Human Resource Management from BRAC University on 11th December, 2019 by Nistar Ahmed Nadvi, ID-14204025

The report has been accepted and may be presented to the Internship Defense Committee for evaluation. (Any opinions, suggestion made in this report are entirely that of the author of the report. The University does not disregard nor discard any of these opinions or suggestions).

UmmulWaraAdrita

Lecturer

BRAC Business School

BRAC University

Acknowledgement

Fulfillment of this report has made me appreciative to various people. Toward the starting I might want to offer my earnest thanks to my Faculty Supervisor Ms. UmmulWaraAdrita for allowing the chance to set up this report. The finish of this report would not be conceivable without my boss Mr. Shihab Rashid. He was constantly accessible when I required his help, proposals and rules. I am fortunate for getting this chance to finish my internship report under his direction and supervision.

I want to convey special thanks to the direct client of my organization Md. TofazzolHussain, Planning Lead- Planning Department, Finance and Planning, ACI Limited and Mr. Zaman Asif Ahmad- Business Manager-Toiletries, Consumer Brands, ACI Limited. These kind hearted people gave me their valuable time to collect information and finish this report in time. I express special honor to them.

At long last, my heartiest much gratitude goes to other people who were included and caused legitimately and in indirectly way to set up this report. I would like mention few names; A.K Mohiuddin Ahmad, Jessica Islam & Sakib Istiaque Chowdhury. Without them all these would not have been made conceivable.

Executive Summary:

ACI Limited is the biggest conglomerate in Bangladesh. It is associated with various organizations in Bangladesh. Savlon is ACI's leading buyer brand. Savlon is an antiseptic or personal care product item in Bangladesh. In this report I have examined Promotional strategies of Savlon. For which I needed to lead a consumer survey to have a superior comprehension of adequacy of Savlon's promotional strategy. Through this report, a few disadvantages of ACI's promotional strategies have additionally been distinguished. A questionnaire loaded up with 10 testing inquiries in regards to Savlon's promotional strategies have been utilized and after that the study has been done on the consumers. Study demonstrates that Savlon has a decent brand image and clients are exceptionally happy with the item's value run. ACI intensely utilizes buyer advancements to manufacture Savlon's image picture and it has effectively situated Savlon as a disinfectant or individual consideration item in Bangladeshi market. Research has additionally presented this that, directed clients of Savlon much of the time search for progressively visit unique and new exchange offers. Numerous clients who buy an antiseptic or personal care product item they search for answer for their concern and on the off chance that they get those at a limited value, they get charmed. Notwithstanding that, examine demonstrates purchaser advancement, for example, TVC and internet based advertising had most effect at the forefront of client's thoughts. Through such advancements ACI effectively made brand attention to Savlon. ACI needs to make a move to reinforce their business power – as larger part of clients don't see dynamic nearness of sales rep in the market. To sum up, ACI has done well to benefit special procedures as far as situating their consumer brand Savlon. They have to keep up a greater amount of these promotional activities to continue their image in the market and spotlight on these previously mentioned promotional tools that will add to catch more market shares of the whole industry.

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Chapter 1

1.0 Introduction to the Report

ACI is the one of the most known companies of Bangladesh. ICI founded this company in 1968. In Bangladesh being the largest conglomerate started its journey in 1992. I am so fortunate to do my internship report on ACI's brand Savlon. Internship is a mandatory part of BBA program of BRAC University and it is indeed a wonderful opportunity to gather real life experience. It is one the very first step of being a graduate. During my internship period I was direct supervision of Mohammed Shihab Rashid, Senior Executive, Client Service, X Solutions Limited. As my stream had 19 different brand to work with I got the opportunity to closely work with some the big brands like Samsung CE, Seylon, ACI Pure Salt, ACI Premio Plastics, Savlon, Suzuki etc. I was able to work closely with almost all the clients and was able to do versatile works starting from planning to execution. For preparing this report, I took direct help of my supervisoras well as concerned authorities of the ACI. I choose ACI's product Savlon because mostly worked with this product line and was able to run few campaigns also. Also Savlon is one the leading brand which is available in different markets all over the world. This product is known as a commonly use kitchen care product and for this product traditional mode of consumer promotion is used. However, after having a direct work experience I got a understanding that ACI puts less emphasis on consumer and try to put effort in different sorts of trade promotions. Throughout this report, I will try my level best to cover different attributes of Savlon brand including the market proposition and present a primary research findings done on the consumers.

1.1 Company Overview

ACI is one of the leading companies of Bangladesh and it was built as a subsidiary of Imperial Chemical Industry(ICI), UK 1968. After the liberation war took place in 1971 it was announced as abandoned. Then it had ran its activity in Bangladesh on 24th January, 1973 as ICI Bangladesh Manufacturers Limited as a subsidiary of ICI. On 24th June, 1973, the factory restarted its activity as ICI Bangladesh Manufactures Limited. On the 5thMay, 1992, ICI Plc windrowed 70% of its share to local Bangladeshi management and that is how ACI Limited came into the existence as Aci-bd.com, 2018.

At present, ACI is one of the leading corporates in Bangladesh being a public Limited Company with a total number of 16,631 shareholders, including 6 foreign as well as 14 local institutional shareholders. The company is differentiated into four major businesses which will be shown on this report later. Besides, the company has a large set of international associates and partners with trade and business agreement. Apart from that, ACI Limited has a work force of 8,364 employees to run its day to day operations (Aci-bd.com, 2018).

1.1.1ACI's Mission

ACI's Mission is to improve the quality of life of its consumers by ensuring proper application of knowledge, skills and technology. ACI is very much connected to the pursuit of excellence by ensuring world- class products, inventing new processes and through empowering employees, to provide the highest level of satisfaction to the customers. (Aci-bd.com, 2018).

1.1.2ACI's Vision

ACI considers these codes as its organizational vision.

- Endeavour to achieve a position of leadership in each sort of our business.
- Offer products and amenities of high and dependable quality, ensuring value for money to our consumers.
- Attain a high level of productivity in all our operations through effective utilization of time and adoption of appropriate technology.
- Develop our workforce by encouraging empowerment and rewarding innovative ideas.
-

Assurance of superior return on investment through sensible use of resources and well-organized operations, utilizing our core capabilities.

□ Promote comprehensive growth by being hopeful and supporting our distributors and suppliers in improving delivering their services. Promote anworking atmosphere for better learning and personal growth for all the stake holders and employees. (Aci-bd.com, 2018).

1.1.3ACI's Values

ACI's core values are mentioned below. These values are opt for different levels of the organization and ACI employees and managers are asked to strictly maintain them. The values are openly specified on the walls of all the floors of ACI's offices.

└ Quality

└ Customer Focus

└ Fairness

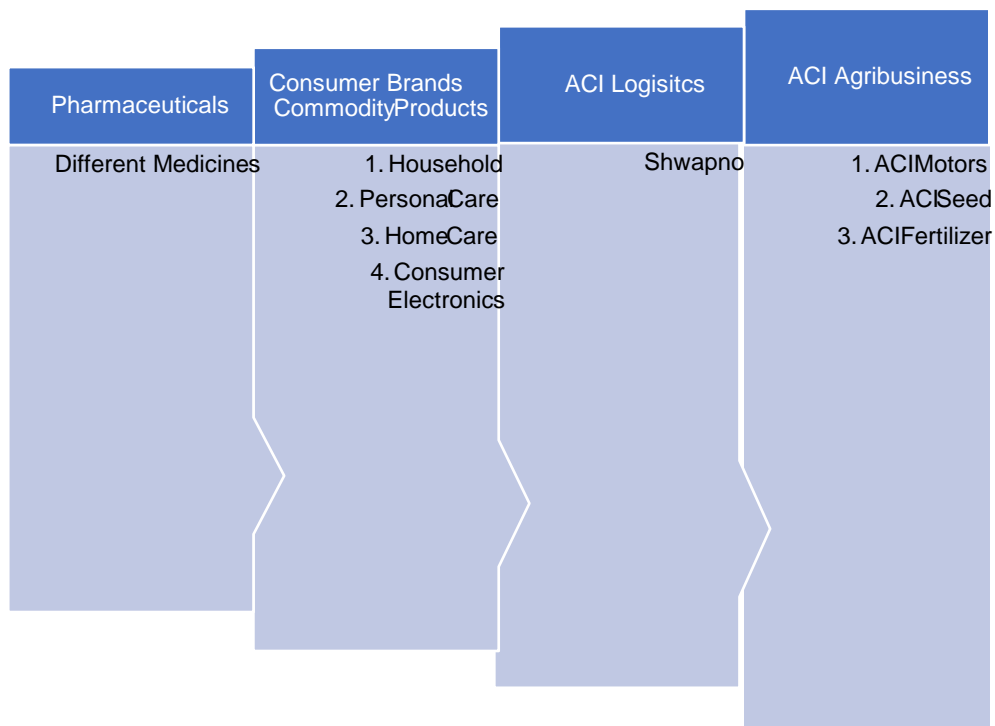
└ Transparency

└ Innovation

Continuous Improvement (Aci-bd.com, 2018)

1.1.4Strategic Business Units, Subsidiaries and Joint Ventures of ACI Limited

By the help of the figure mentioned below I tried to illustrate the business units of ACI. In which 'Savlon' falls under the personal care of the consumer brand of ACI



ACI Limited business units

Some Companies and Joint Ventures of ACI limited which run under their personal

Management are mentioned below:

Joint Venture:

1. ACI Godrej Agrovvet Private Limited
2. Tetley ACI (Bangladesh) Limited
3. ACI Consumer Care

Subsidiaries:

1. ACI Formulations Limited
2. ACI Pure Flour Limited
3. ACI Logistics Limited
4. ACI Foods Limited
5. ACI Salt Limited
6. Creative Communication Limited
7. Premiaflex Plastics Limited
8. ACI Agrochemicals Limited
9. ACI Edible Oils Limited

1.2 Activities of the organization:

ACI Pharmaceuticals:

ACI articulates and tries to market a wide range of more than 387 products covering all major salutary areas, which come in different shapes and sized such as tablet, capsule, powder, liquid, cream, ointment, gel, ophthalmic and injection forms. ACI also sells world-renowned branded pharmaceutical product lines for example Arimidex, Casodex, Zoladex, Atarax etc. from world-class multinational companies like ASTRAZENECA, UK and UCB, BELGIUM in Bangladesh. ACI is also actively engaged in producing newer molecules and Novel Drug Delivery Systems (NDDS) to meet the needs of the next generation. ACI introduced the idea of quality management system by being the pioneer company in Bangladesh to attain ISO

9001 certification in 1995 and follows the policy of unremitting improvement in all its operations. Associated with the concept that a pharmaceutical must ensure effective management of environment, ACI obeys with standard environment management policy, thus adorned with EMS 14001 in 2000. (ACI- bd.com, 2018)

ACI Consumer Brand:

ACI Consumer Brands was formed in 1995 branching with two major brands of the company – ACI Aerosol and Savlon. These are two of most prominent products which are currently leading the position in the market. The division started to take more businesses through off shore trading as well as local manufacturing. In this process ACI Consumer Brands started to introduce many new products and also agreed with Joint Venture business relationships with ‘Dabur India’ and ‘Tetley UK’ and conquered international alliances with world famous companies. The Consumer Brands Division claims in having an unequivocal presence in consumers' heart with the market leading brands like ACI Aerosol, Savlon, ACI Mosquito Coil & ACI Pure Spices and Flour. Almost 80% market share in own categories, ACI Aerosol and Savlon are the consistent performers in keeping the household clean and free from germs and detrimental insects.

ACI Consumer Brands is wonderfully serving the consumer demand for foreign products in household and personal care category with the world-renowned product lines of Colgate, Nivea & Dabur. With the appropriate distribution and marketing by ACI consumer brands, the world's leading tea brand "Tetley" is now available to the consumers of Bangladesh. (ACI- bd.com, 2018).

ACI Agribusiness:

ACI Agribusiness is the largest product maker in Agriculture and Livestock and Fisheries. All of these businesses have subunits like Crop Protection, Seed, Fertilizer, Agrimachineries, and Animal Health. These businesses have wonderfully glorified the business presence of Bangladesh.

ACI Agribusiness has a large, knowledgeable and highly skilled work Force who can easily provide training and technical advices to the ground level workers of any sort.

ACI is consistently contributing to national food security through its Farming industry division, which is the foremost agricultural integrator of the country. ACI Farming industry is supplying complete solution to the farmers needs and want. This division has five different branches to look into. They are Seeds, Fertilizer, Motors, Crop Care & Public Health, and Animal Health. Farmers have gained confidence in our products for quality and economics. Farmers have also expect proper knowledge-based service from ACI's field force. (ACI-bd.com,2018)

ACI Retail Chain:

Activated by ACI Logistics Limited, Shwapno is one of the top retail brand in Bangladesh. As the one of the most well-known retail chain in the country, Shwapno serves over 35,000 households each day. ACI Logistics made its appearance into retail in 2008 as “Fresh and Near” in order to fulfill the company’s “Seed to Shelf” vision of involving farmers unswervingly with consumers. Which includes fresh produce and daily household needs, Shwapno outlets now offer everything starting from apparel, home décor, electronics and many more. This includes a number of grocery label brands as well as the in-house fashion brand Shwapno Life. Today, Shwapno runs over 56 outlets across four main cities of Bangladesh such as Dhaka, Chittagong, Sylhet and Comilla, with a total trading space of 310,000 square feet and a workforce including over 2,500 people. Shwapno runs different outlet formats from small convenience stores to large megamall layouts (which ranges from 1,500 to 27,000 square feet), providing the perfect experience of proper shopping for customers in each outlets. The company is very much successful in reaching its position as market leader (45% market share) not only because of the maintaining perfect quality, value, expediency and provision it offers to the customers, but because Shwapno is very much successful in creating a truly world class retail structure which was missing from this country and shopping experience for the first time in the country. (ACI-bd.com,2018)

1.3 Rationale of the report:

As a Marketing major student I always wanted to learn more about a consumer brand. In my 3 months of work experience at X Solution Limited I have worked for different consumer

brands which includes ACI Brands. From which I got more interested about ACI's consumer brand – Savlon. Besides, ACI's flagship brand Savlon is much known elsewhere in the world as it is in Bangladesh. Although Savlon is the unquestionable market spearhead in its respective segment. Mentioning that, in Bangladesh ACI Limited is still expanding their flagship brand – Savlon. For which ACI's marketing strategies in terms of Savlon plays a significant role. Diverse line of marketing strategies has already been taken into reflection to expose and position this leading brand in its customers mind. ACI has set a target market for Savlon in which the organization already well-known as a "Healthcare" product. Now, in this report I have conversed ACI's promotional approaches and communication channels for Savlon to measure if they are operative enough, ascertain about any shortcoming of those and to present suitable outcomes to overcome those problem. Therefore, I sorted and wanted to discuss this topic of

"Promotional Strategy of ACI Consumer Brand (Savlon)".

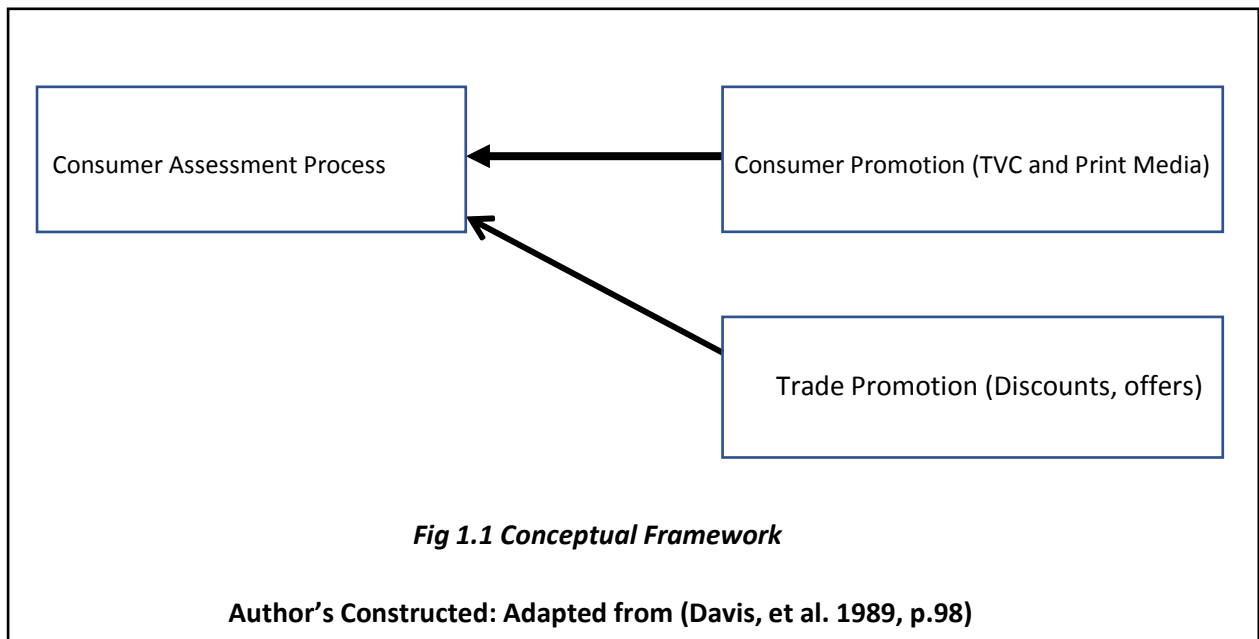
1.4 Statement of the problem:

The report mainly focuses on a very specific objective. Which turns to be a broad objective and the reason behind working on this objective is to solve a precise issue. Almost each research focuses on a problem and tries to suggest a solution of that particular problem. Particular objective is to solve a specific issue. Here, in case of this report the broad objective would be something like this:

Evaluating the promotional strategies of ACI Savlon

The marketing strategies taken into reflection for a specific product or service based on its offering and its target market. It may involve diverse advertising channel for promoting any product or services in the market. On the bright side Savlon has a very solid brand image in the market when it comes to personal care product. However, ACI Limited is continuously trying to attain more and more market share and want to stay good in the market though persistently focusing on refining their marketing strategies for one of their prominent brand – Savlon.

1.5 Theoretical Framework:



1.6 Limitation while preparing the report:

ACI Limited – being the one of most renowned and leading conglomerate of Bangladesh has a developed and approach towards finishing their work perfectly. As this is a well-organized organization ACI tries to give people and process for better improvement of its routine. However, during my internship period at X solutions Limited as an undergraduate student I have faced few encounters which I thought I should mention here in this part of the report:

- † Confidentiality- Like other organizations ACI Limited also tries to keep a firm percentage of information highly confidential as there are diverse range of businesses in the market and some cases are very sensitive thus cannot be shared with interns who are working at their or their third party organizations for a little period of time. Therefore, it was hard for me to gather the data, also the data collection procedure for preparing the internship report was difficult as I was not authorized to a lot of information.
- † Time constraints- In my department/stream there were also other brands that I had to work for with a strict deadline. The work has to be submitted fast. Though I was appointed as an Intern but sometimes I had to work more than an executive or a full

timer. For example, as an intern I had to work for overtime and sometimes even I had to work done from home in holidays. Therefore, the changeover from my undergrad life to a professional life was so extreme and I would also say it was dramatic

- ✦ Frequent rotation of work roles: While I was working for Client Service team, I had to fulfill different job tasks based on every brand's need. Sometimes I had to deal with campaign works, sometimes I had to relate myself with competitor analysis related works. Even sometimes I was accountable for managing interviews conducted for our stream – which is completely a section for HR background people. That is why I could not concentrate in my report. I was assigned with diverse set of tasks based on company needs time to time.

1.7 Objective of the report:

The main objective of the report is to acquire the requirement of the Internship Program course needed by BRAC University. While I was collecting data to perfectly prepare the report for my internship program, I came across a few aspects of the brand “Savlon”. Also, I got aware of the marketing strategies, marketing tool and had to go through its budding competitors. I am mentioning few of the objectives of this report on ACI Consumer Brand (Savlon) which are given below:

1. Different special procedures of ACI Savlon brand's promotional activities depending on consumer promotion and exchange advancement.
2. Analyzing the adequacy of Savlon's promotional strategies behind Savlon's present market position.
3. To check client's frame of mind toward Savlon's present promotional strategies.
4. To distinguish backdrops of Savlon's promotional strategies.
5. To prescribe a few strategies which can be taken to make ACI's limited time system yet progressively powerful.

These objectives will break down all the promotional strategies that has been taken for situating Savlon in the marketplace. ACI utilizes various customer and exchange advancement apparatuses for advancing the brand - Savlon. ACI rehearses the traditional type of customer advancement preferences of Television Commercial and Print Media. Showcasing devices, for example, "Over The Line Communication" and "Beneath The Line Communication" are both used to raise brand mindfulness and pass on item message to focused clients so that ACI can make the deal. For advancing Savlon – ACI stresses more in Trade Promotion. This report will think about viability of limited time methodology taken for Savlon.

1.8 Research question

In each report a few objectives are fixed and dependent on those goals we can have the plan to survey answers of some particular research questions. These inquiries help to construct a structure to set criteria for gathering research destinations. Consequently, I have planned some essential inquiries to have a reasonable vision for gathering my exploration targets:

1. What promotional strategies of ACI Savlon is right now utilized in the market?
2. How viably ACI Savlon's promotional strategies add to its market position?
3. How well clients are tolerating ACI Savlon's promotional strategies?
4. What are the disadvantages in promotional strategies of ACI Savlon?

Along these lines, to find solutions of these inquiries I have conducted a survey which is attached to the addendum part of this report. In this report I have broke down discoveries dependent on ojectives and questionnaire and in last part I have added a suggestion to make ACI's promotional strategies increasingly viable.

Chapter – 2

2.1 Literature review:

Study-1:

Title: Strategic Integrated Marketing Communications

Edition Paperback – August 7, 2008

Author: Larry Percy

Extract:

This study demonstrates an imaginative way to deal with promotional strategy and spotlights on the reconciliation of the whole advancement blend, not simply promoting. The Author's conviction is that publicizing, exchange advancement, buyer advancement, individual selling, direct showcasing, advertising and exposure, and corporate promoting are all segment portions of one coordinated special blend. Today, most different authors and advertising professionals likewise advocate this integrated marketing communication approach.

Study-2:

Title: Positioning the Brand: An Inside-Out Approach

Edition Paperback – January 7, 2011

Authors: H. J. Riezebos, Jaap van der Grinten

Extract:

This study introduced a worldwide point of view of brand positioning. This is a significant investigation since it talks about the significance of brand positioning. Brand positioning impacts how buyers see and assess a brand and furthermore how they utilize the brand. In this study, the authors inspect the development of brand positioning techniques in promoting that parallel the development of the global market.

There are distinctive approaches to advance an item in various territories of media. Advertisers utilize computerized ad, extraordinary occasions, supports, and papers to

publicize their item. Additionally, in exchange advancement we can see exercises, for example, free item, rebate and diversion challenge to win any item.

Chapter - 3

3.1 Research Methodology:

Different methodology has been taken into account in this part of the report. Is it very fundamental to reach the readers of the certain aspect and hence, in this section I am going to explore and discuss different research theories and also methodology for better understanding.

The study tends to be very quantitative in terms of its nature and it is descriptive under research design. The approach that is considered is deductive for the research.

Primary Data:

The Primary data was initially gathered from upfront interview with approx. 50 target customers and also from the higher officials, who were in charge for the designing of the promotional strategy of Savlon and drive distributors for Sales operation.

Secondary Data:

Secondary data is gathered through ACI's website, articles and documents which is handed over to me from X Solutions (Client: ACI limited).

3.1.1 Savlon (marketing mix):

Product-

Savlon – It is a fruitful item running in Bangladesh under ACI Limited. It is one of center brands of ACI Limited. Savlon is a universally prestigious brand in the market of individual hygiene and care items. In Bangladesh, Savlon is a market chief. Savlon produces a wide cluster of product offering under its image name. It ranges from disinfectant cream, fluid cleaning agents, emergency treatment unit to personal care items like bar cleansers and so on. In this focused market Savlon needs to contend with different brands, for example, Dettol (Reckitt Benckiser Bangladesh) and Lifebuoy (Unilever Bangladesh).

These products also have huge market impact in terms of sales and share.



Savlon products

Source: www.aci-bd.com/Antiseptic_Personal_Care.php

Price-

Savlon products had to be priced as per its competitor's pricing strategy. In Bangladesh, it is quite natural that the product pricing tends to be similar of substitute good and that it fluctuates accordingly. However, the local products are quite cheap and affordable in the market. Products like Savlon, Lifebuoy and Dettol having given that they own most market share thus price of such goods tends to be bit high than local ones.

In the following part, I am including some price values to provide a basic idea regarding Savlon:

ACI Savlon Ocean Blue Antiseptic Handwash Refill (200 ml.) – BDT 55.00

ACI Savlon Aloe Vera Antiseptic Handwash Refill (200 ml.) – BDT 55.00

Handwash:

ACI Savlon Ocean Blue Handwash (500 ml.) – BDT. 150.00

ACI Savlon Active Handwash (100 ml.) – BDT. 230



ACI Savlon Ocean Blue handwash

Source: www.chaldal.com

Antiseptic cream:

ACI Savlon antiseptic cream (100 gm) – BDT 50.00



ACI Savlon antiseptic cream

Source: www.chaldal.com

Antiseptic Liquid:

ACI Savlon Liquid Antiseptic (500 ml.) – BDT. 125

ACI Savlon Antiseptic Liquid Bottle (112 ml.) – BDT. 44.00



ACI Savlon Antiseptic Liquid Bottle

Source: www.chaldal.com

Soap:

ACI Savlon Fresh Soap (100 gm.) – BDT. 42.00

ACI Savlon Soap Men (100 gm.) – BDT. 45.00



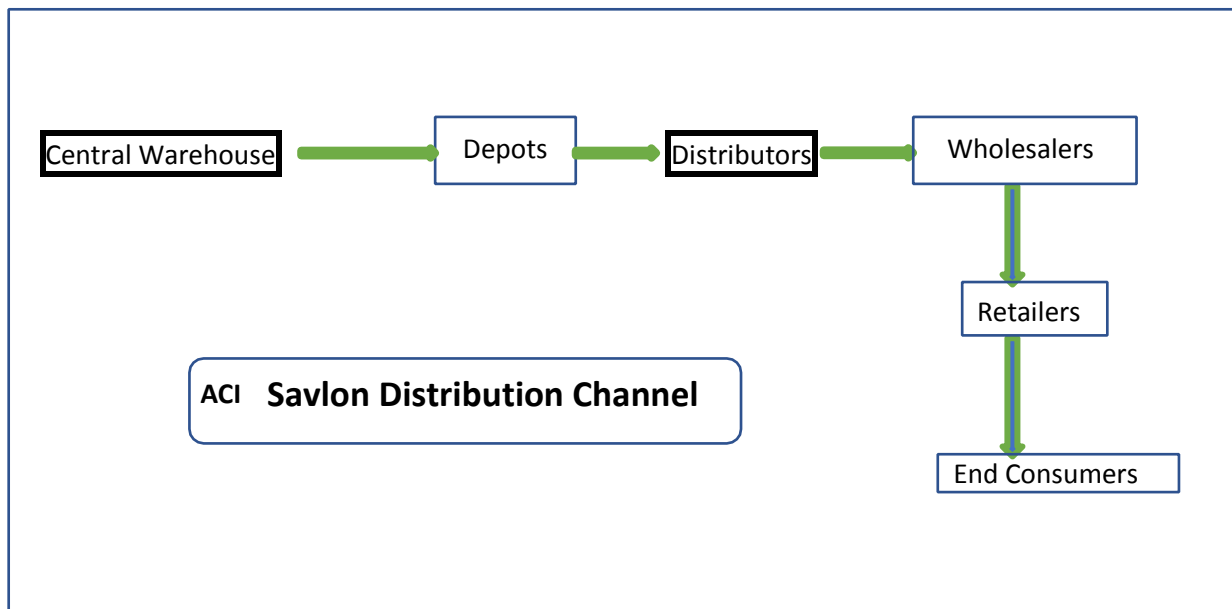
ACI Savlon Soap Men

Source: www.chaldal.com

Place-

Personal care merchandise are sold-out because of their worth and handiness. Here during this case, ACI limited has established their flagship brand Savlon through an economical and powerful distribution network. Moreover, ACI takes an honest advantage of shelf booking through displaying their merchandise before shelves of many retail outlets and departmental stores with an exchange of any given facility to retailers.

Here, ACI's distribution network is illustrated:



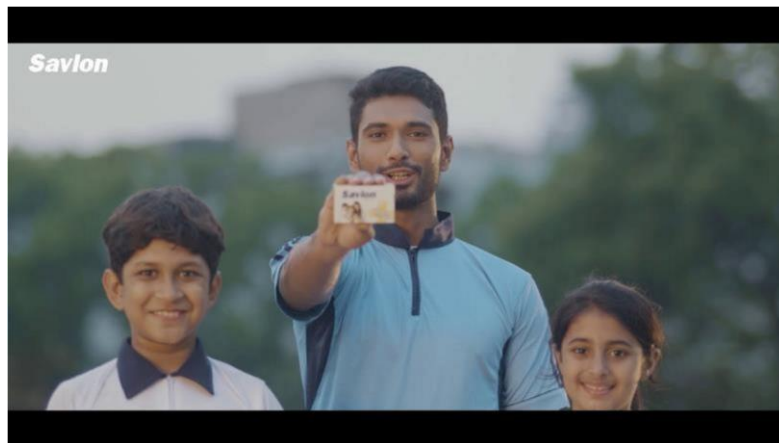
Promotion-

ACI limited is one in all Bangladesh's oldest companies that were in businesses even before the liberation of Bangladesh. As a result, ACI largely believed some standard methodology of promoting their merchandise in marketplace until date. For increasing the sale of their product ACI uses trade promotion most of the time. ACI client complete strategy relies on Integrated marketing Communication (IMC) wherever a 360-degree marketing approach is taken to create brand strategy for every product. It can even be represented as ACI limited conveys the identical message for their flagships complete Savlon through different promotional activities. All the line conveys same message for Savlon – "We Dream of a Healthy

Bangladesh”. Now, by this message shoppers will have this idea of healthy protection if Savlon products are used. ACI Savlon remains increasing in Bangladesh and to achieve a lot of consumers they are still attempting to create Savlon’s complete awareness through completely different styles of promotional activities.. Now I will highlight some of Savlon’s recent consumer promotional activities.

TVC:

In the year of 2018 Savlon has aired a new TVC. It was a ACI Savlon Active bar soap promotion. Where Mahmudullah Riad - a famous cricketer of Bangladesh Cricket Board has raised awareness about Savlon soap’s *double protection* to children who were playing cricket in the field. The focus in this advertisement was to kill germs by using Savlon soap, as it is considered to be an antiseptic soap. The poster image of that advertisement collected from YouTube displays Mahmudullah Riad with children holding ACI Savlon Active soap -



Savlon Soap TVC 2018

Social Media Campaign and Brand Activation Campaign of Savlon-

Digital media and online promotion is a great way to reach the mass within a very short time and in a more cost-effective and efficient way. This year Savlon has taken different initiative

in their Official Facebook page – Savlon Bangladesh. The most recent one has been posted on 13th November, 2018. This campaign was based on World Children Day where Savlon has partnered with United Nations (UN) to celebrate this day together.

It gives Savlon’s target consumers a clear message that it works for children hygiene and it has a strong credibility as Savlon has partnered with UN to commemorate this day. The poster image of this social media campaign:



Another awareness campaign was promoted on social media during Eid-UI-Azha of 2018.

Hereby, also the same message is conveyed – Clean and Healthy Bangladesh:



Print Media-

Print media is a kind of promotions which incorporates the publication in newspapers and magazines. This also works as a great tool to reach the mass and raise brand awareness. ACI uses this conventional method of consumer promotion tool when it comes to endorse Savlon in front of public eyes. Print media promotion brings a good response to ACI Consumer Brand products. ACI's print media advertisement sample given below:



Here, in this advertisement we can observe that, Savlon is conveying their message using **National Emblem of Bangladesh**. Savlon localized their message delivery approach here but the main element of the message is same.



In 2017, this print media advertisement ACI has displayed two of their top brands. Savlon – brand activation campaign-



ACI Savlon - “Clean Bangladesh” Campaign

Savlon has launched a mega social campaign within the year of 2017. it absolutely was named as – “Savlon Clean Bangladesh”. many people in Bangladesh are habituated to dumping wastes on the road or wherever ever they assumethey can get rid of wastes. These Wastes not solelypollute the surroundingshoweverare the supply of some deadly viruses,

bacteria and germs. Therefore, Savlon launched this campaign wherever volunteers would choose wastes and drop into the bin through totally different recreation activities like the sport participant would bring a paper and through paper moving game the participant would drop it to the bin. As a result, people loved this concept as it was a motivating and fun idea to get rid of waste from roads through game activity. A picture from the campaign is given:

3.1.2 SWOT Analysis of ACI Savlon:

ACI has successfully managed to establish Savlon as one of top personal care/antiseptic products in market. Below is a table of SWOT analysis of Savlon. SWOT analysis is done to analyze the position of a product in the marketplace. SWOT stands for strengths, weaknesses, opportunities and threats of a product in any context.

<p>Strength:</p> <ol style="list-style-type: none"> 1. Savlon's brand image 2. Strong distribution network 	<p>Weaknesses:</p> <ol style="list-style-type: none"> 1. Not differentiated product
<p>Opportunities:</p> <ol style="list-style-type: none"> 1. New Market Segments 2. Growing Consumer Demand 	<p>Threats:</p> <ol style="list-style-type: none"> 1. New local products 2. Highly competitive market

Source: Author's Constructed: Adapted from (Keister, 2005)

Strength:

As we tend to all know Savlon is a globally recognized personal care product. Thus, it holds a powerful market name here in Asian country. Consumers have enough reliability on this global brand as a result of for years after years Savlon has been operating in several countries with success including our neighboring country India. Additionally to that, Savlon contains a very strong channel – all the credit goes to ACI limited that Savlon products are on the market throughout the country.

Weakness:

Here, the personal care/antiseptic product market may be a highly competitive one. Moreover, the market is saturated. Several brands are coming up with virtually similar kind of product. For example, Dettol has almost the similar kind of offering as Savlon. Thus, there is not any distinctive selling proposition (product features) will be found if we tend to assess both the Dettol and Savlon side by side.

Opportunity:

In Bangladesh there are new businesses are growing fast; notably startups. To create the sale of Savlon ACI invariably primarily targeted customers who wish this product for his or her family needs. Yet, today consumers are more involved concerning hygiene problems in everywhere. Irrespective of if it is in their living places or it is in official space, restaurants and public washroom. People are more educated of personal care product's use than ever. Thus, ACI will take this awareness issue of consumers into their consideration – as a result of there will be growing demand of Savlon products out there within the market day by day.

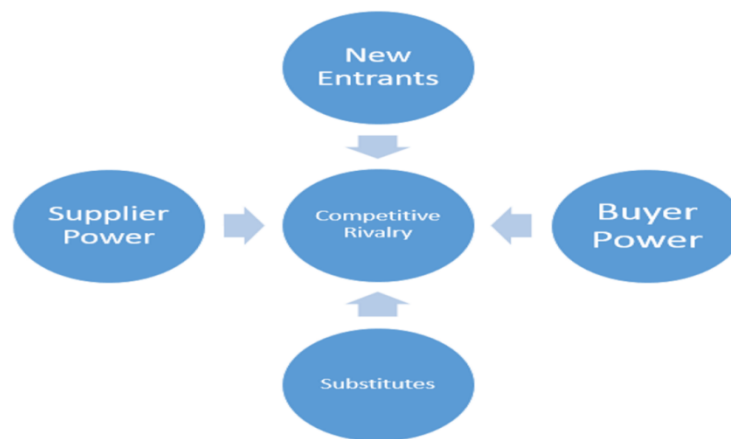
Threats:

In this very part of the analysis the threat from rival companies or competitive product is assessed. We are talking regarding personal care/antiseptic product – thus currently we are going to look a number of competitors of Savlon. In market different world-renowned brands are also present. Such as Dettol, Lifebuoy, Lux, Dove and plenty of different brands. This is often a highly competitive market in terms of worth, product offering and product convenience. Also, some local makers like Keya, Meril also are doing well within

the market place. Hence, both the new and existing personal care products still create a good risk for Savlon products.

3.1.3 Porter's Five Forces Model of Savlon:

This is a tool to analyze the competition of a business. It helps to clarify the concept of strategy and the steps that need to be taken for betterment and make the company grow and sustain in the market. This diagram of competitor analysis is developed by Michael Porter:



Bargaining Power of Buyers:

In this market of personal care product consumers are clearly the ones with significant bargaining power as there are many alternative products of similar kind available in market. Customers look for proper solution of their concerns when it comes to purchasing any personal care products. In Bangladesh, different personal care products are available from different brands ranging from local company products to multinational company products. Hence, because of many other options buyers (customers) have high bargaining power.

Bargaining Power of Suppliers:

In Bangladesh there are numerous suppliers of chemicals and raw materials for producing these personal care products. In fact, some firms import their raw materials from outside of the country to achieve economies of scale. As a result, firms who manufacture personal care/antiseptic products have several suppliers from whom they will get staple at an honest worth. For which one might say the bargaining power of suppliers is low during this case.

In terms of Savlon - ACI manufactures its own staple and packages finished product in their manufacturing plant.

Thus, bargaining power in terms of ACI Savlon is very low.

Threat of Substitute Products:

ACI Savlon has alternatives for some of their product categories. For instance, in liquid antiseptic market Savlon is directly competing against Dettol. Again, in handwash product ACI Savlon has strong competitors such as Dettol and Lifebuoy. However, in antiseptic cream category ACI Savlon has very few alternative products as strong competitors. In addition to that, Lux, Lifebuoy, Dettol and Meril are main players in the bar soap category alongside Savlon. Here, we can see a red ocean strategy – means war to stay in the market and to possess more market share. All over it can be said that threat of substitute products for ACI Savlon is fairly high.

Threat of New Entrants:

Previously, personal care product market was mostly in possession of Dettol, Lifebuoy and Lux before Savlon entered into the market. However, the competition is still increasing in this industry. New brands are entering into the market as consumer product market entry policies are easy in Bangladesh and the market still has a huge potential of profitability. Thus, new brands are still penetrating into the market. The threat of new entrants is still high from both the local and multinational establishments.

Rivalry among competing firms:

Well, as this market of personal care product has many alternative product and still a really a lot of open marketplace to require on additional market share therefore the rivalry among existing companies. Existing competitors are moving forward to aggressive marketing policy and investing a huge chunk of cash to take management of additional market share. It can be seen both in kind of client promotion or trade promotion. Hence, the rivalry among competitive firm is high enough. Therefore, it is clear from this analysis of Porter's five forces model that the competition for ACI Savlon is high. Yet, Savlon remains can emerge in the selling through consistent desire of addressing customer's needs and promote their product consequently.

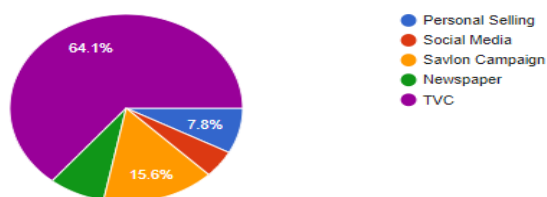
Chapter-4

In this part of the report I will try to analyze and fetch data based on survey questions I made for my survey (which will be seen in the appendix this report). Let look into the findings of this consumer findings:

Question 1: How do you know about Savlon products?

How do you know about Savlon products?

64 responses



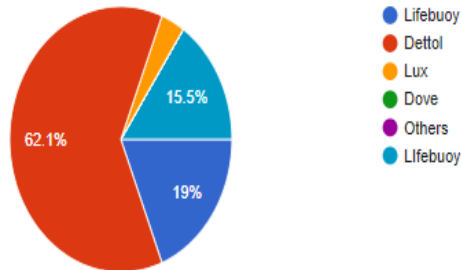
Analysis and interpretation of data:

I included this question so that I can find out what kind of sources are responsible for creating brand awareness of ACI Savlon. We can clearly understand by seeing the result of the survey that most customers are aware about ACI Savlon products from TVC (Television Commercial). In this era of technological advancement social media advertising put a huge impact on creating brand and establishing brand awareness. At least for ACI Savlon, this worked perfectly. This brand has successfully managed to hold on the grip by creating more socially relatable campaigns. Print media (newspaper and magazine) also plays a vital role for building brand awareness. Also brand activation campaign in different places by pointing out different socio problems also builds a great influence on customer's mind which easily creates brand awareness. Among all of these promotional strategies TVC plays most strong role to create awareness in peoples mind about brand/product. Hence, consumer promotion indeed puts a strong hand to create brand image. However, other sources also sometimes play a very positive role as well. Thus, ACI's TV commercial has played a vital role to build brand awareness and reach actual audience with a perfect promotional strategy.

Question 2: Which brand can be your alternative for Savlon products?

Which brand can be your alternative for Savlon products?

58 responses



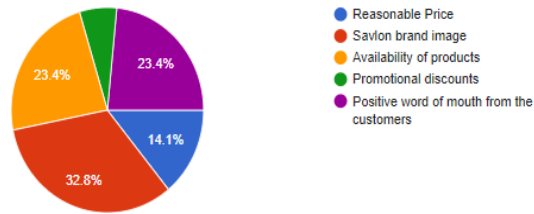
Analysis and interpretation of data:

The market we have in Bangladesh for personal care product is very saturated from the beginning of this kind of product line. Earlier the market was mainly controlled by two mighty brand namely Dettol and Lifebuoy. However, in the year of 1992 Savlon made its debut under ICI (Imperial Chemical Industries) at present which is known as ACI Limited. Savlon was included in personal care product in the market in the year of 1998 with mainly two sorts of products which are active hand wash and soap. This is when ACI Savlon started to bring changes in the game of the business in this sector/product line. However, currently in market there is great need of Savlon products because of product quality degradation of Dettol and Lifebuoy products. With this question I wanted to find out the best alternative available for Savlon who has strong brand image to take over of the market again if the market leader Savlon is in absence. The response which was taken from customers proves that, customers would select Dettol as a best alternative of Savlon. Then, Lifebuoy and Lux had a close antagonism regarding this question. From this question analysis we are very clear that globally leading product from various multinational companies have very much in control of our personal care product market while local companies are still struggling to compete against these multinational products.

Question 3: Which of the following factor is most likely to influence your buying

Which of the following factor is most likely to influence your buying decision of Savlon?

64 responses



decision of Savlon?

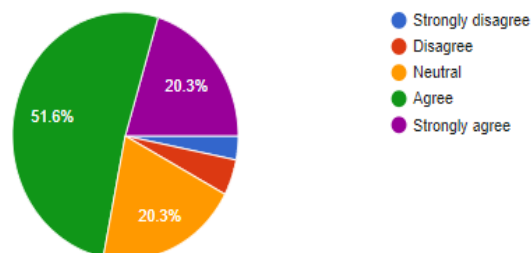
Analysis and interpretation of data:

With this question I actually tried to point out ACI Savlon's proper selling reasons. This question will reveal why a customer actually buys ACI Savlon products. The Customers survey shows that most of the Savlon customers buy these products mainly for the brand image of Savlon. It is worldwide popular brand and this customer also creates a sense of loyalty toward ACI Savlon products. After continues perfectly handling marketing strategiesfor decades ACI has been very successful to establish the brand image of Savlon in customer's mind at present. Secondly,customersalsopickedthe factor of availability of the product in this market which is tremendously competitive and also to sell personal care products positive word of mouth from local customer's is very important. Savlon took care of these facts smoothly. Many customers picked the product availability as a strong influencing factor in customer's purchase of Savlon products which means ACI Savlon has a good distribution strategy for making their products widely available throughout Bangladesh. Lastly, some customers also said their buying decision is very much influenced because of positive word of mouth of Savlon consumers.

Question 4: ACI Savlon's Brand image can increase by proper advertising?

ACI Savlon's Brand image can increase by proper advertising?

64 responses



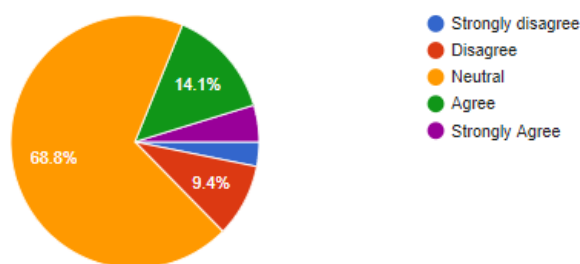
Analysis and interpretation of data:

Here through this Question I tried to evaluate the influence of a promotional strategy in Bangladesh of any brand. Now, this benchmark is only valid for personal care product's consumer promotion because promotional strategies is a part of it. Advertisement can be made in various arrangements which helps us to increase the product/brand image. Thus, most of the customers strongly agreed with this topic. They strongly believe that advertisement can be a strong instrument to increase the product image of any brand as this is why customers get to notice about the product existence. Also advertisement can let targeted customers know how customers easily can solve their problem using the products, so basically advertisement also introduces with solution to the problem/need of the consumers.

The second majority of consumer's strongly agreed to somewhat with this point. They may have a wide range of knowledge regarding the product advertising. Thirdly, some customers have chosen to be neutral in this regard. They did not agree nor disagree with the statement. They do not have no certain opinion to share with this perspective. Also some of the survey participants disagreed with this topic. They are at all convinced for buying ACI Savlon products only the brand has successful advertisement promotions.

Question 5: Sales persons from Savlon are actively engaged in market to increase sale-

Sales persons from Savlon are actively engaged in market to increase sale-
64 responses



Analysis and interpretation of data:

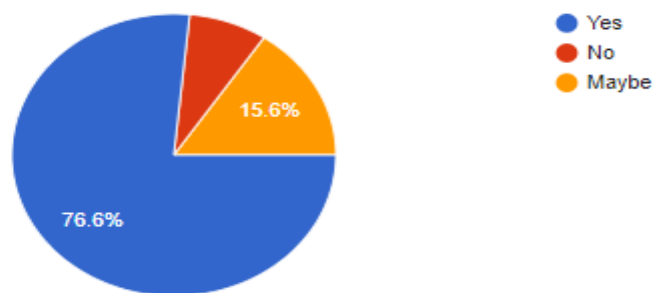
This statement will find out the effectiveness of the engagement of ACI Savlon's sales persons. Key role of being a sales person is to find out what is actually happening in the

market right now and to actively participate in personal selling of any product. Now, regarding topic many survey participants have chosen to be neutral because they have other options present in the market. A lot of local and multinational companies have tried to take this tactic as a fragment of their advertisement strategy. Now, regarding this matter by from interpreting the findings is that – this benchmark is almost balanced. On the other hand, a considerable number individuals took a neutral position in such way which similarly infers that more customers can be neglected yet to begin the purchase through unique individual selling exertion. Thusly, in such way ACI Savlon can mightily drive more deals rep in the market. As business focus is the buying point for customers so things should be unquestionable there and this can be ensured through a working closeness of sales reps in the market.

Question 6: Do you use Savlon product?

Do you use Savlon product?

64 responses



Analysis and interpretation of data:

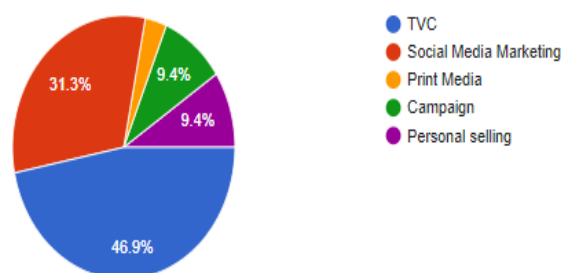
The response gathered from this customer survey can also be a simple indication of present market share. The response reflects ACI Savlon has held wide share of market share. The tenacity behind including simple and short question is to find out general customers of Savlon. In this survey a lot of participants stated they regularly use Savlon products – also they have stated that they have used or bought ACI Savlon product at least once in a lifetime. Savlon have a wide range of product line which satisfy different set of customers. On the other hand, Savlon product is marketed in Bangladesh by ACI Limited which already own a strong reputation in the mind of Bangladeshi consumer. For this, many customers choose ACI Savlon every once in while or regularly. This proportion gives us a fundamental thought how the item is getting along in the market. Somewhat, it can likewise be said that effective limited time system had its effect on client's attitude – thus numerous clients have demonstrated that they are ACI Savlon clients. Notwithstanding, the greater part of

respondents have additionally expressed that they are not Savlon clients. In this manner, there is as yet extra special exercises to be done to oversee more market share.

Question 7: Which type of promotion engaged you more with the Savlon products?

Which type of promotion Engaged you more with the Savlon products?

64 responses



Analysis and interpretation of data:

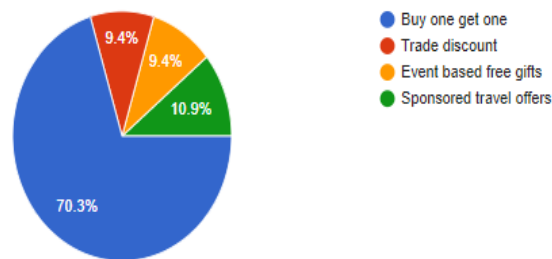
This is one of important questions can be asked to customers also this question is fun to ask with. The actual reason of asking this question is to find out which is the best communication which actually pushes customers to what level when the customer make the purchase decision to any personal care/antiseptic product. The outcome shows, a huge chunk of valued customers believe when it comes to purchasing decision, it completely influenced through TV commercial because it give the customers the visual appeal and also it portrays the product is with different features. In this era of digital promotion – customers can go through any kind of advertisement or campaign conducted by personal care products in Facebook pages or any social sites. Along these lines, customers have picked this strategy for progression channel as a conventional wellspring of getting the thing thought. Customers who purchase thing in the wake of knowing its features and esteem they moreover scan for online promotion and examine thing information. By then a couple of customers in like manner picked print media in like manner paper and magazine advancement as a strong source that sway them to go for the purchase decision. Notwithstanding the way that print media contacts mass people anyway nowadays more people need to see thing and understand its suitability to handle customer's issues. Along these lines, there interests are moving towards cutting edge

progression. After print media headway a couple of individuals picked trade cutoff points and arrangements progression in light of the way that these customers are progressively stressed over expense. Finally, a couple of customers communicated that they would purchase singular thought thing if there were any campaign continued running by the association where they would get that chance to coordinate with deals reps or can see the thing for testing free from any other individual. This makes more grounded legitimacy of thing among this kind of customers.

Question 8: What type of offer do you prefer from Savlon?

What type of offer do you prefer from Savlon?

64 responses



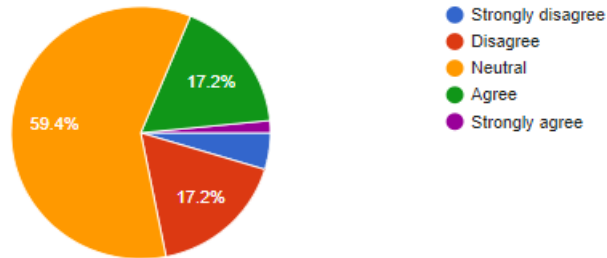
Analysis and interpretation of data:

The reason of asking this question is to finding out most perfect trade promotion by using customer's point of view. The result of this question shows us that most of the customers is very much likely to have the "buy one product and get another free" – trade offer the most. It brought the highest impression when we are thinking of starting any trade promotion for personal care product. Secondly, customers picked sponsored travel offers– which allows customers to have a vacation at a discounted price or fully sponsored by Mother Company. After that, most of customers liked the option of getting free gifts from the running campaigns such as T-shirt, mug, health care objects or any other different thing for their purchase of ACI Savlon products. ACI Savlon also gift their customers for having their loyalty based on different events occasionally.

Question 9: Promotional Strategy of Savlon is better than other brands?

Promotional Strategy of Savlon is better than other brands?

64 responses



Analysis and interpretation of data:

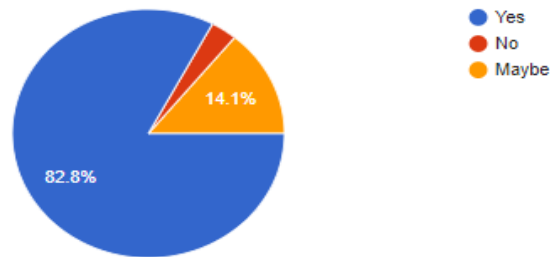
This statement is expected to acknowledge how customer's see ACI's restricted time framework for Savlon in against of other centered brands starting at now working in the market. In such way, various customers have responded in an interesting way. Most customers have taken a neutral position in such way. Yet, various customers have agreed with this declaration determinedly.

Customers who are agreeing or recognizing ACI Savlon's constrained time frameworks – generally believe that. By then there are in like manner a couple of customers who determinedly believe that ACI's constrained time methodology are best in the market. Various worldwide or close-by associations are arranging differing constrained time fights and gadgets to get the market. In such a market of individual thought thing ACI Savlon needs to dependably consider better and inventive restricted time philosophy. In this way they can hold their bit of the general business. Regardless, presently in the market there are various customers who question or insistently doubt that ACI Savlon's restricted time frameworks are doing phenomenal in the market. This infers these customers are in no way content with ACI's uncommon frameworks including business progression and trade headway. A considerable number individuals here are in unprejudiced position concerning this – which infers customers can just with critical exertion pick which association's restricted time strategies are perfect and they surf through buying unmistakable things. Along these lines, an extraordinary proportion of bit of the general business is yet there to be controlled through continuously ground-breaking constrained time moves. ACI Savlon has still a lot to tackle this regard to make more customer influenced through progressions and push them to make the purchase.

Question 10: Discount offers are beneficial for the customers?

Discount offers are beneficial for the customers?

64 responses



Analysis and interpretation of data:

Here, through this question we can find out the customer's satisfaction regarding discount offer created by ACI Savlon. Discount offer is a strong trade promotion which can be a mighty instrument of promotional strategy when it comes to promoting any personal care brand. If we go through the responses of this question it will help us to understand the fact that if any new or modified technique of trade promotion is needed for perfect promotional strategy of ACI Savlon. Personal care products are almost daily need products. In the time of purchasing this kind of product customers often get pleased to have any sort discount offer available because they need to buy this product again and again. When it comes to ACI Savlon they often give discounts on their product to boost up purchase more often. Let's see what customers are thinking when it comes to responding in favor of ACI's discount offer. The result shows that majority of the customers (almost 83%) it is very good to have discount offers when it comes to buying savlon products. Second majority of the people thinks it is not necessary for them to have discount offers when it comes to buying the ACI Savlon Products. Maybe because they are too loyal or they think that ACI Savlon do not need any promotional discount offers to sell their products.

Chapter 5

5.1 Findings of the study

After a careful study and analysis, in this part of the report I am going to deal with the findings relating with paper's stated problems, research question and objectives as follows:

- ACI Savlon is highly relied on the promotional targets towards the consumers:

ACI was consistent for years through positioning their flagship brand Savlon in an efficient means using the correct promotional tools. The survey shows customers were influenced to form a buying deal of ACI Savlon product due to proper advertising of it. Besides, the analysis conjointly shows that TVC and social media promoting had a good impact on targeted customer's mind-set to form awareness concerning Savlon product. It is additionally found that, TV Commercials of Savlon so contend a positive role behind influencing most customers for buying their product.

- Position of Savlon in a highly competitive market:

Customers have a positive image concerning ACI's products. Savlon – being an element of ACI's consumer brand has with success positioned its products as antibacterial personal care products. Analysis shows that there is still a lot to enhance as ACI Savlon has nevertheless to capture additional market share. There are several targeted customers who never used Savlon products. Secondly, the competition is neck to neck. It's per se, if Savlon doesn't select aggressive promoting to capture additional market share; then other competitor brands like Lifebuoy and Dettol would utilize that chance to require control of the market. Now, to survive in an exceedingly highly competitive market of personal care product promotional methods play a giant role. Hence, Savlon's promotional methods sought to be precise and revised to some extent for surviving during this market.

➤ Attitude of customers towards social media marketing in a positive way:

Social media platforms are the recent catch of the digitalized era. Therefore, the attention solely relies on the social media and thus the higher population is involved on such platforms. After a recent survey it has been deducted that people are more engaged in Savlon products through the use of social media. Thus it is also being an influential part in the purchase of Savlon products. Social media plays a major role to make the awareness visible. Therefore, Bangladesh consumers are positive about the marketing strategy of Savlon and more welcoming towards the print media concept which puts emphasis on the need of promotion than the conventional methods.

➤ Lacking in terms of sales force:

After analyzing the client survey completely, it might be known that ACI Savlon's sales people still need to add a proactive way to pursue additional selling. The survey shows customers are still baffled concerning the presence of ACI Savlon's sales individuals. Either they failed to feel the presence of sales person often within the market or those customers could not feel the impact of sales work. Savlon's sales force does not have a powerful presence within the market which could be a decent way to attract additional customers at the purpose of purchase.

➤ Unbalanced trade offers:

In Savlon promotion ACI for the most part uses consumer promotional channels like TVC, Social Media marketing and print media etc. Yet, during this process ACI Savlon is missing out frequent action on trade offers. Most customers claimed that they just like the "buy one get another free" trade provide most. Many customers claimed for frequent trade offers – as offer like this either facilitate them to buy additional of their required personal care products or to induce their products at a reduced value. The analysis has demonstrated that, ACI Savlon's targeted customers need frequent trade offers which might benefit their interest of buying personal care products.

Therefore, the above findings were possible due to the customer survey done and the research made it clearer.

Chapter 6

6.1 Recommendation:

So far in this report, I have discussed about the data analysis and the findings from the study. In this part of the report some recommendations will be added. It is one of the core objective of this report to add the recommendations part for making ACI's Consumer Brand – Savlon's promotional strategy more effective. Further discussed recommendations are based on findings of this study. The core purpose of mentioning recommendation is to help improving advertising strategies of ACI Savlon with my very own insights. Which will hopefully lead to a perfect marketing effort if they want to gain more market share. Recommendations are mentioned below:

- 1. Practice of being frequent throughout the communication plan:** The communication plan guides us to the incorporation of both back-end communication and front communication. This allows the management to aim for a complete planned marketing strategy where same promotional message of ACI Savlon is conveyed to the mass market for building a better brand planning and better alteration of potential customer gaining. This particular Research proved us that social media marketing now helps us to create a positive attitude towards Savlon product very easily. As being an intern of an advertising agency, I understood this point very deeply. Being a member of the Savlon's backend communication member I can clearly state that Savlon can easily reach for their target market by the help of social media. Utilizing internet based life stage ACI's consumer image. Savlon had a more extensive reach of individuals and same correspondence plan for focused clients all over the place. Along these lines, ACI has situated their leading brand - Savlon effectively as a germ-free/individual consideration item in the market. Clients indicated positive reaction toward Savlon's coordinated message. ACI can make a greater amount of this training for better have change rate. Subsequently, ACI Savlon can catch more piece of the overall industry.

- 2. Building a strong sales force in marketplace:** Research has brought this into icing on the cake – most customers did not understand any activation steps taken by the sales people in the market place when it comes to take the purchase decision of buying any of ACI Savlon’s products. Normally, sales people work to maintain a good balance of keeping the product available and making the product visible in the marketplace. Also, they try to give insights about the products to the customers for making purchase. This might be a very traditional technique but still it plays a vital role by putting a great impact on customer’s purchase. For that, ACI needs to put emphasis on building a strong sales force when it comes to selling Savlon products on field.
- 3. More frequent trade offers:** The study tried exhibits that customers who purchase personal care/antiseptic product anticipate more trade offers, for instance, markdown, buy 1 get another free offer, etc. Since, customers who go to the business focus to buy personal care/antiseptic product thing they are obtaining course of action of their issues. By and by, in such way visit trade offers fathom reliability toward explicit thing/brand and a while later plausibility of them to repurchase that particular thing gets high. Thusly, ACI needs to focus more on trade offers along these lines while propelling their own thought thing Savlon.

Chapter 7

Conclusion:

In this report I tried to analyze the current promotional strategies of ACI's consumer brand - Savlon. While I was doing my internship at X Solutions Limited, I have worked on different promotional need of Savlon. With this report I tried to show the detailed research on promotional strategies of ACI Savlon. Also I tried my best to present Savlon's marketing mix, SWOT Analysis and also most famous business among the business theories Porter's five forces analysis. Lastly, I ran a customer survey centering the facts of promotional strategies of Savlon. With the help of all of these analysis and outcome I tried to meet the objectives of this report.

In this report I discussed elaborately about various facts of promotional tools which is regularly used by ACI to give the limelight to their flagship consumer brand – Savlon. ACI mainly tries to maintain a perfect balance of both the consumer promotion and trade promotion. ACI's consumer promotions helped this brand to establish a brand image in the market successfully. However, ACI will be needing to create more exciting trade offer more often to make their promotion more successful.

The brand image of ACI Limited is very strong in Bangladesh. Currently Savlon is the market leader in personal care product business only because of their promotional activities. The 6th question of the consumer survey questionnaire majority of respondents selected that they use Savlon products.

Clients are indicating positive reaction towards ACI's promotional techniques. Maximum share of clients were persuaded to purchase Savlon items as ACI effectively fabricated brand image of Savlon. In 7th inquiry of the survey most clients picked TVC and web based life advancement as impacting variables to make buy of individual consideration items and in first inquiry of study survey most clients chose these equivalent alternatives which made them mindful about Savlon items. This implies clients are tolerating Savlon's limited time approaches. Some of the

drawbacks that could be identified from this survey are – lack of strong sales force and irregular trade offers.

In 3rd inquiry of the survey most clients cleared their situation behind acquiring Savlon items. Greater part of clients showed they purchase Savlon items on account of brand picture. Second dominant part of clients expressed they are worried about sensible cost. To secure the brand image of ACI needs to continue completing 360-degree promotional strategy by utilizing through the line correspondence plan. Once more, to offer sensible cost for Savlon items ACI can habitually dispatch diverse exchange offers. Henceforth, these variables would better impact client's acquiring choice.

To sum up, the main objective was to met as the study could go through the promotional strategies of ACI's consumer brand Savlon, this brand's market performance and brand image improvement that could be brought on in terms of Savlon's promotional strategies.

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Appendix

Consumer insight Survey Questionnaire

Dear Sir/Madam,

This survey is conducted on consumer perception when it comes to purchase personal care product of ACI Consumer Brand - Savlon. Please fill up the questionnaire below to help us understand the current scenario better. All the information provided by you will be used for educational purpose only and will be kept confidential.

Please put the tick mark [✓] on your chosen answer

Your Name __

Age__

Profession____

1. How do you know about Savlon products?

- a) Personal Selling
- b) Social Media
- c) Savlon Campaign
- d) Newspaper
- e) TVC

2. Which brand can be your alternative for Savlon products?

- a) Lifebuoy
- b) Dettol
- c) Lux
- d) Dove
- e) Others

3. Which of the following factor is most likely to influence your buying decision of Savlon?

- a) Reasonable Price
- b) Savlon brand image
- c) Availability of products
- d) Promotional discounts
- e) Positive word of mouth from the customers

4. ACI Savlon's Brand image can increase by proper advertising?

- a) Strongly disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly agree

5. Sales persons from Savlon are actively engaged in market to increase sale-

- a) Strongly disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly agree

6. Do you use Savlon product?

- a) Yes
- b) No
- c) Maybe

7. Which type of promotion engaged you more with the Savlon products?

- a) TVC
- b) Social Media Marketing
- c) Print Media
- d) Campaign
- e) Personal selling

8. What type of offer do you prefer from Savlon?

- a) Buy one get one
- b) Trade discount
- c) Event based free gifts
- d) Sponsored travel offers

9. Promotional Strategy of Savlon is better than other brands?

- a) Strongly disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly agree

10. Discount offers are beneficial for the customers?

- a) Yes
- b) No
- c) Maybe

Survey Link: <http://bit.ly/2PBGDg8>