



The procedure of launching brand new home care products in the country.





Inspiring Excellence

Internship Report on
The Procedure of launching brand new homecare products in the country

Prepared for

Md. Shezanur Rahman

Lecturer

BRAC Business School, BRAC University

Prepared by:

Shihab Al Mahmud Sikder

Student ID: 15104040

BRAC Business School, BRAC University



Date of Submission: 28th April, 2019

Letter of Transmittal

28th April, 2019

Md. Shezanur Rahman

Lecturer

BRAC Business School

BRAC University

Mohakhali, Dhaka, Bangladesh

Subject: Internship Report on the procedure of launching brand new homecare products in the country.

Dear Sir,

It is my pleasure to have the opportunity to submit my internship report on doing my internship for a period of 3 months as a PR Intern, for Unilever Bangladesh Limited.

The opportunity has provided me to affiliate with one of the leading ‘fast moving consumer goods’ organization of Bangladesh and gave me the chance to work for them. The learning opportunities were immense which allowed me to gain handful and valuable experience of professional life.

It was an amazing experience for me to work for brands like Vim, Rin, Wheel and Surf Excel under the supervision of multiple line managers in the marketing department of Unilever Bangladesh Limited. With the help of this report I have tried to cover up all my learnings, work experiences and achievements and also the alternating duties accomplished by me in the organization.

I believe that this report has fulfilled all the requirements as instructed by the university policies. If there are any further queries regarding my report, it is my earnest request to notify about it and I will be glad to sort out the relevant matter.

Sincerely,

.....

Shihab Al Mahmud Sikder

Acknowledgement

First of all I would like to thank Almighty Allah, for giving me the strength and patience to complete this report. After that, I am really thankful to my Internship advisor **Md. Shezanur Rahman** for the proper guidance and constant support throughout the period.

I express my utmost gratitude:

Tasmia Tasbih Nova HR Business Partner & Leadership Development Manager and **Shahrin Ali** Employee Engagement Manager, for all the human resource support provided at Unilever Bangladesh Limited.

Rashed Hasan, Brand Manager of Wheel, who was my line manager during the internship period and under his supervision I have worked for multiple projects assigned by the organization. Also my heartiest gratitude goes to **Lamia Aroni**, Brand Manager of Rin and **Khondoker Nusrat**, Brand Manager of Vim to guide me in the right track and help me link up with different agencies and leading laundries of the country. The different people I have met through you, might help me later in my professional career. Thank you **Abrar Hossain**, Manager Unilever International and Institutional Sales, for showing me all the survey procedures conducted by the organization.

Moreover I would like to thank **Ishtiaq Rabbani**, from the agency ‘Analyzezen’ and **Atashi** from the agency ‘ADCOM’ for helping me with the e-commerce based advertises. And special thanks to **Abdullah Al Mubin**, Assistant Events Manager for arranging meetings with celebrities and also to **Zeeshan Ahmed**, Assistant Activation Manager for the invitation of Tresseme Fashion Week. Last but not the least, thanks to my wonderful bunch of colleagues without whom the overall experience wouldn’t be as great as it has been. I appreciate you all for making the working environment joyful and entertaining.

Lastly my greatest gratitude goes to **Mahbuba Khatun**, my grandma and to all my friends and family members whose support was with me throughout my entire journey and without them I couldn’t have accomplished this task assigned to me.

Executive Summary

This internship report is written as it is a part of a course and an essential requirement for the students of BRAC Business School. This report illustrates the overall procedure, methods and the steps required to launch brand new home care products in a country. Apart from the launching part, this reports elaborates the branding procedure which is done for an existing product in the market. Also we will find how to bring out individual products for specific targeted group of people.

Unilever Bangladesh Limited (UBL), considers women to be a fundamental part of the society. They encourage women for empowerment and thus want to do something to reduce the time, most of the women spent in cleaning utensils and other washing materials. So the idea of launching Vim Liquid arises from there, which will clean 2 times more and will save 30 minutes time compared to other washing bars. So this report will say in details about the launching of Vim Liquid, starting from the survey procedure to the launching program of the product.

Unilever Professionals (UPRO), is a part of Global Unilever which serves products in larger quantity. For example in offices, schools, hospitals etc. if they carry out their regular washing of floors, toilets and kitchen by using small packs of detergents. Then it won't be worth it. The price would be high and they need to purchase these cleaning stuffs in bundle. So, Unilever Professional (UPRO) is going to launch bigger packs of the same product which will to some extent fulfill the demand and at the same time would be cost efficient. So this report also illustrates the overall proceedings of Unilever Professionals (UPRO) in Bangladesh.

Another important criteria which this report is going to cover is the idea of launching a special product only for the laundry service providers. The detergents or washing powder ordinary people uses for washing clothes is way different from that used by the laundries. So by making the laundry services providers as target market, Unilever is planning to launch a product which will only be provided to laundries. This specific product won't be available to shops or supermarket. It is going to cover a niche market. So this report will also focus in this particular segment.

Table of Contents

Acknowledgement	iv
Executive Summary	v
Unilever Organizational Profile	1
Introduction	2
Background	2
Objective of the Internship	2
Targeted group for homecare products and UPRO products	3
Literature Review	3
An overview of Unilever Professionals (UPRO)	4
An overview of Launching Vim Liquid	6
Vogon Videos for Vim Liquid	7
The Signing Ceremony of Vim Liquid	7
Producing a Customized Detergent for Laundry Services	8
Unilever’s Vision and Mission for the Laundry Market	9
Price Setup for UPRO Products	10
Price Setup for Vim Liquid	11
Deciding Whether to Import UPRO Products or Produce it Through Third Party	12
Constraints and Challenges	13
Concluding Statements	14
References	15

Unilever organizational profile

Unilever Bangladesh Limited (UBL) is a multinational company currently operating in Bangladesh with more than 20 renowned brands. It is basically a fast moving consumer goods organization which is bisected into three categories: Home Care products, Personal Care products and Refreshments. The Home care products are categorized into household care, fabric cleaning etc. On the other hand the Personal care products are categorized into skin cleansing, skin care oral care, hair care and personal grooming products. Lastly, the refreshment sector is categorized into soup and tea based beverages.

The company was initially known as Lever Brothers Bangladesh Limited. Later, in December 2004, it changed its name as Unilever Bangladesh Limited (UBL). It was founded in 1964 and the head office is situated in Dhaka. Unilever Bangladesh Limited proceeds as a subsidiary of Unilever plc. Unilever plc. is currently operating in 190 countries and is serving almost about 400 brands. Some of the renowned brands of Unilever Bangladesh are Wheel, Rin, Surf Excel, Vim, Sunsilk, Lux, Lifebuoy, Pepsodent, CloseUp etc.

The company has set its vision. And they are planning accordingly to reach their goals. There are mainly three goals, Unilever wants to accomplish within the year 2020. The main three goals are: to help one billion people to improve their health and wellbeing; to improve the lifestyle of thousands of people working for their supply chain; and to establish a ecofriendly environment through the massive usage of their products.



Figure: Some of the commonly used brands of Unilever Bangladesh Limited. (Source: UBL website).

Introduction

This report is mainly written as a part of internship program. According to the policy of BRAC Business School, after the completion of required courses, a minimum of 8 weeks internship experience is required in any organization in order to determine how the real corporate life proceeds. This is necessary so that students can relate text book learnings with corporate life. The PR internship program in Unilever is a 3 months internship program which gives handful experience to individuals. At the same time one can relate the dealings that occurs in a multinational company. So individual has this opportunity to grab practical business knowledge and learn more about the implementation of strategies carried out by the company.

Background

The internship project which was assigned to me was related to Unilever Professionals (UPRO). UPRO basically deals with home care and refreshment products which are purchased in large quantities by corporate offices, schools, hospitals, institutions etc. The products I was about to deal with relates to Lifebuoy (5 Liter gallon), Cif (5 Litre gallon), Domex (5 Litre gallon). These particular products are not yet launched in Bangladesh. So I was assigned to create a plan in order to launch these products in Bangladesh.

Objective of the internship

My objective for this internship program is to deal with all the procedures required to launch the UPRO products in Bangladesh. Since the products are not available in Bangladesh, so I had to conduct with an employee of Hindustan Unilever, Sanket, to know about the tasks needed to be carried out by me. My major objective was to conduct market surveys. I had to collect the data of the monthly washing consumption of different organization through various service providers. I had to accumulate data of the washing consumption of stalls in Bashundhara City food court and Jamuna Future Park food court. And after gathering all the data and information, I had to make a plan and pass it to Sanket, in Hindustan Unilever. After the plan was approved, Hindustan Unilever has send 3 sample of products to test whether the products will be suitable for Bangladesh market.

Targeted Group for Home Care Products and Unilever Professional (UPRO) Products:

The targeted group for Unilever Professional (UPRO) products are the service providers of large institutions, corporate offices, schools, hospitals etc. They are basically the consumers who need the products for washing purposes in a large amount. In any sort large institutions, a massive population can be discovered. And to fulfill their required demand small pouches or packets of washing powder and chemicals will not be sufficient. So they need to purchase these products in larger packets and bottles. Thus to provide these required products to these service providers is the initial target for Unilever Professional (UPRO).

Another major project for which the work has been done during this internship was the launching of VIM Liquid. The targeted group for this product was basically housewives and corporate women of age ranging from 25 to 40. Most of the women including housewives and corporate ladies spend most of their time in cleaning purposes. They had to clean plates and other cooking utensils and is unable to provide enough time for their private lives. So Vim Liquid has the solution of this problem for its targeted group. It will give 2 times more cleaning and at the same time save 30 minutes of their time in cleaning compared to other cleaning bars, detergents and powder.

Unilever Bangladesh also has a different plan to launch products only for the laundry service providers. So by making laundries a target, it has the plan to discover a new detergent which will only be available to the laundry service providers. Ordinary people will not be the targeted group of this particular detergent. Thus this detergent will not be available in shops or supermarkets. Unilever Bangladesh has specifically set a niche targeted market for this product.

Literature Review

In a research paper written by three authors, 'Design and Development of Floor Cleaning Machine' (Rafiuddin, Arshad & Ghaffar, 2018), Rafiuddin and his co-writers claim that recently in this modern days interior designing is becoming an important aspects in our modern life and thus floor cleaning is necessary. So floor cleaning is becoming an important issue in our day to day life.

In another article, 'Floor Cleaning Procedures FOR Slip, Trip, And Fall Prevention' (Butler & Browning, 2018), Butler and his co-writer says that according to the National Safety Council (NSC), almost around 25 thousand people face injuries in United States due slippery floors. Thus, appropriate floor cleaning products and cautiousness is required to prevent these injuries.

In an article by BBC news magazine, 'Chlorine: From toxic chemical to household cleaner' (Rowlatt, 2014), claims that chlorine is a very toxic and harmful substance. So all chemists should be aware of chlorine before using it to any cleaning products. The reactivity of chlorine with water makes it very toxic. By any chance if someone inhales chlorine it reacts with water in the lungs creating a powerful acid. So companies who create floor cleaning, glass cleaning and toilet cleaning products, should be aware of the harmfulness of using chlorine in their products.

An overview of Unilever Professionals (UPRO)

Unilever Professional is a part of Unilever plc. which deals with home care and personal care brands. The targeted users are professional small and medium sized customers which includes lodging (less than 35 rooms), food service (standalone restaurants, excluding any regional, international and national chains), office building space (less than 10,000 Sq Ft), building service contract (annual turnover of less than 1 million USD), hospitals (less than 50 beds) and whole sellers. So at the beginning my job was to determine the demand of the products that are to be introduced by Unilever Professionals. And to do that Unilever had to contact with different service providers who are serving to various companies all around Dhaka city. Basically Unilever had to gather data of the monthly washing material consumption of different companies. So for that Unilever had to go through primary survey using phone calls. Since the information is confidential, so in this internship report I cannot using the questionnaire that was used for the survey procedure. On behalf of that I personally did a survey on some selected service providers using my own survey questionnaire. I will use that information in this report. The questions basically asked where:

- Whether they only provide the service or they provide the service as well as provide the products?
- What is the product category (floor cleaner/kitchen cleaner/glass cleaner)?
- What is the brand name of the product they use?

- What is the pack size of the product they use?
- What is the market price of the product they buy?

With the information gathered from these questions, I came to few necessary and important conclusions. The market of toilet cleaning is dominated by Harpic, which is not a product of Unilever Bangladesh. For kitchen cleaning mostly Vim powder and Wheel powder is used and both are the products of Unilever Bangladesh. And for glass cleaning mostly Mr.Brasso is used.

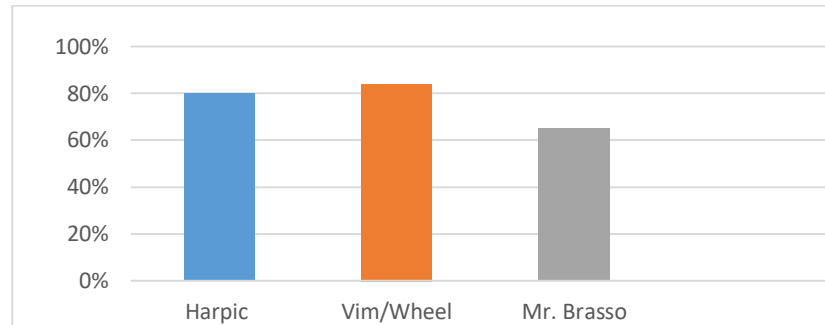


Figure: The percentage of market leading products used in the market. (Source: Market Survey).

From the above information we can find that, the market leader for toilet cleaning is Harpic taking about 80% of the market share. On the other hand Vim and Wheel, both of these brands are leading the market with almost about 84% of the market share. And finally Mr. Brasso is the leading market glass cleaner with almost about 65% of the market share. Here, only Vim and Wheel are the Unilever products, whereas Harpic and Mr. Brasso belongs to other companies. So as per the market demand there is a big challenge that whether the UPRO can capture the overall market or not. This is not the only market research carried on. Another market research was conducted on the food court stalls of Bashundhara City Market and Jamuna Future Park. From there we got an idea that most of the stalls use Wheel powder and Jet powder for their washing purpose. And minor surveys were carried in Chef's Table and on 50 restaurants of Banani 11. After these surveys were carried out, the overall information was sent to Sanket, in Hindustan Unilever. Sanket was convinced with the data and comparing these data with the Indian market, he decided to send us three samples of Lifebuoy (5 Liter gallon), Cif (5 Liter gallon), Domex (5 Liter gallon). The products reached us at the end of my internship period. So unfortunately I was not able to stay with the launching of the product. But the overall surveys for the project was conducted by me.

An Overview of Launching Vim Liquid

Vim is a brand for Unilever Bangladesh Limited for decades. It appears in multiple forms starting from Vim powder to Vim bar. But recently Unilever Bangladesh Limited (UBL) has launched Vim in its newest form which is Vim Liquid. The concept of Vim liquid arises considering the lifestyle of middle aged women population of Bangladesh. On a survey conducted by Unilever Bangladesh Limited, it was found that about 70 % of the women 3 years of their lives on washing plates, dishes and cooking utensils. And since Unilever is concerned about the welfare of women and is up to women empowerment, they thought of something different to bring which will save both time and will provide better efficiency in washing purposes. From there the idea of Vim liquid came. Vim Liquid is basically a dish washing solution which focuses mainly on two criteria:

- Gives 2 times more cleaning than any other dish washing solutions.
- Save 30 minutes of the time compared to other washing bars and powder.

The next target was to make a plan for the promotion of the product. And to do these contents and advertising planes were needed to be created. The promotional activities were mainly focused on E-commerce based, which is to some extent known as online promotion. Now a days online shopping is a very popular medium of business. So there are many prominent online businesses like “Chaldal.com” where hundreds of customers are purchasing different products regularly. So our target was to promote Vim Liquid in those particular sites. And the online advertisements were created by the agency “Analyzen”.



Figure: An online advertisement promotion of Vim Liquid.

Vogon Videos for Vim liquid

Working with Vim Liquid gave me the opportunity to learn a different form of marketing through ‘Vogon Videos’ in YouTube. For every category of video different relative theme of advertises were created. And each of those advertises gave a particular message itself. Vim Liquid bisected the YouTube sector into six sectors which includes movies (entertainment), TV series (entertainment), cooking (lifestyle), makeup tutorials (lifestyle), sports (entertainment), music (entertainment). After dividing the categories, the agency ‘ADCOM’ created different advertises for each of these different entertainment and lifestyle sectors. And these advertises were telecasted in different categorized YouTube videos. My major job here was to create lines for each of these Vogon videos. And later these lines were used in those advertises. So this was the major role I had to play for these Vogon videos.

The Signing Ceremony of Vim Liquid

For every brand there is a brand ambassador. So the chosen brand ambassador for Vim Liquid was Jaya Ahsan. Unilever had to make a contract paper for Jaya Ahsan on which it states that it was 3 years contract on which Jaya Ahsan has to work for 2 TVCs and 3 poster advertises. The photo-shoot for advertises were done by Zia’s photography, and the initial contract paper signing was done in that day at Zia’s studio. The launching program for Vim Liquid was held on 31st March, at the head office of Unilever Bangladesh Limited, ZN Tower. Jaya Ahsan herself along with few media figures were present in the launching program. The Finance Director of Unilever Bangladesh, Jahidul Islam Malita and other Unilever employees were also invited in the launching program. The program was named as “Signing Ceremony of Vim Liquid with Jaya Ahsan”. In this launching program the brand ambassador of Vim Liquid officially launched Vim Liquid in front of the audience. Also food and refreshment were provided in the program.



Figure: A glimpse of the launching ceremony of Vim Liquid.

Producing a Customized Detergent for Laundry Services

The washing detergents which the ordinary people use in their homes is way different from that used by the laundries. This is because laundries use different chemicals for different categories of garments. So we arranged multiple meetings with few of the leading laundries of Bangladesh. The industrial washing laundries we visited were Décor Washing and Modern Industrial Washing. On the other hand the household washing laundries we visited were Calcutta Dry Cleaners and Top Clean. The laundry procedure works in a very unique way. At first different laundry shops of the same brand collect clothes for washing from different locations. The clothes were then taken to the washing plant which mostly belongs to the third party. After the washing is done, the clothes are again delivered to the respective laundry shops. The industrial washing process occurs in 5 steps. The steps are as follows:

- Receiving Order: The orders are received in bulk amounts from hotels, restaurants and garments industries to ensure proper washing.
- Washing Clothes: Industrial drums are used in this process. Bulk amount of clothes are put into drums and are washed by different chemicals.
- Wringing Clothes: The washed clothes are then send for the wringing process for the initial drying method in hydro-machines.
- Drying Clothes: Large industrial dryers are used for the drying process to dry the clothes after it has come out of the hydro-machines.
- Delivering Order: After the overall washing procedure has been completed, the clothes are delivered to the respective companies from where the orders initially came from.

The industrial and regular laundries use different ingredients for their washing purpose. For industrial laundries the ingredients includes soda ash, softener, caustic soda, enzyme, acid, bleach, hypo, silicon, peroxide, brightening agent, anti-back staining agent, waiting agent etc. And for the regular laundries the ingredients includes detergent powder (Rin & Surf Excel), Tibet Ball Soap, soda, baking soda, arrowroot, sodium hydrosulphite, laundry blue, flour, oxygen bleach, alkali booster, liquid softener, chlorine bleach etc. So from the ingredients information we can see that both the type of laundries are using different ingredients for different clothes. Not any specific detergent is used for cleaning purpose. But our plan is to provide them a single detergent.

Unilever's Vision and Mission for the Laundry Market

The target of Unilever Bangladesh Limited (UBL) is to reach 95.93 million Taka within next 5 years by selling the customized detergent to laundries. But it is a big challenge to include different ingredients in a single product that the laundry use. To face this challenge, we have send the information accumulated from the laundry visit to our Research and Development team. After the initial research, the team is going to inform us whether it is feasibly possible to produce such a unique product or not. We already have two existing detergents in the market which are Surf Excel and Rin. And both of these detergents are used for cleaning purpose. The laundries were initially not convinced to partner with these project. According to them different qualities of clothes are needed to be washed out using different chemicals. But it doesn't sound feasibly possible that a single product can be used in all qualities of cloth. But later considering the research part and the brand value of Unilever Bangladesh Limited (UBL), 5 laundry companies agreed to partner with us in this project. The laundries which seemed to be interested are Top Clean, Calcutta Dry Cleaners, Bandbox, Washout, and Modern Industrial Washing. If we can affiliate with all these laundries then the product create a hit in the laundry industries.



Figure: The market growth for the product in 5 years in terms of revenue.

From the above graph we can see that in the year 2019, the expected sale is 19.18 million Taka, in 2020 it is 38.38 million Taka, in 2021 it raises to 57.54 million Taka, in 2022 the expected growth is 76.74 million Taka and finally in 2023 it is going to hit our final target which is 95.93 million Taka. So in terms of budget it is going to be a big project for Unilever Bangladesh Limited (UBL).

Setting Up the Prices of the Homecare Products

Price Setup for UPRO Products:

It was difficult to set up the prices for Unilever Professional (UPRO) products because such products with large quantities do not normally exist in our country. So to make the task easier Unilever consumed different packs of related goods which includes their own products and also the products of the competitors. Each of these products have different prices. So their first job was to determine the market price of these products. For example the market price for Lifebuoy Hand wash total pump is TK 90 for 200ml. So in total 25 bottles of 200ml packs are needed to make it 5 Liters. The calculation was made in the following way:

$$(25 \times 200\text{ml} = 5000\text{ml} = 5 \text{ Liters})$$

So each bottle costs 90 Taka. So in total the cost of 25 bottles would be **(25 x 90 Taka = 2250 Taka)**. So if Unilever introduces a large 5 Liter gallon of Lifebuoy Liquid, it would approximately charge around 2250 Taka. But there are few more things which are needed to be considered. The ingredients used in the 200ml pack will not be the same used for the 5 Liter gallon pack. Because under UPRO projects, the major concern is just the washing part. So few of the chemicals are not used in UPRO products. Thus it reduces cost. So if we consider that. The price might reduce by 100 Taka. And at the end the product might range from 2000 Taka to 2100 Taka. As far as the competitors are concerned, it would be difficult for the competitors to bring out such a product in a very short span of time. And moreover the prices charged by the competitors are higher than the price charged by Unilever. So the prices of the competitors didn't come into consideration while finding the total price of 200ml packs.

Another important factor which is needed to be considered before setting up the price is the cost of making the product. The product can either be imported from France or it can be made by contracting with a third party. The details of making the product would be discussed later in this report. But the prices of UPRO products might fluctuate depending on the procedure of making the products. But the easiest way to reduce the cost is make the product By Unilever Bangladesh Limited itself in their factory at Kalur Ghat, Chittagong. But since the product is completely brand new, so Hindustan Unilever should play a vital role in the launching procedure.

Price Setup for Vim Liquid:

Vim Liquid for Unilever Bangladesh Limited is the replacement of Vim bar of 300 gm. So before launching two were needed to be considered:

- Whether the price of Vim Liquid could be set lower than the price of Vim bar.
- Whether discounts can be provided if Vim Liquid is purchased in bundle packages.

The market price of Vim bar of 300gm is 30 Taka. So the initial target was to set a price for Vim liquid 200ml which would be lower than 30 Taka. Unlike the UPRO products there are many competitors for Vim liquid in the market. So the market prices of the competitive products were needed to be considered here. In the market most of the liquid washing product ranges from 50 Taka to 100 Taka based on different sizes of the product. And another major point needed to be jotted down was the amount of plates Vim bar and Vim Liquid can wash with the amount of quantity it has. A Vim bar can be used to wash almost 50 plates. On the other hand Vim liquid can be used to wash double the plates which is 100 plates. So the calculations were made as follows:

50 plates =30 Taka (Therefore 1 plate = 0.6 Taka) – Vim bar

So for Vim Liquid a price was needed to be set out which will cost less than 0.6 Taka to wash each plate. So after doing an initial research on the prices, the price set for the packet of 250 ml Vim Liquid was 45 Taka. And the price is ultimately lower than Vim bar to wash a single plate.

100 plates =45 Taka (Therefore 1 plate = 0.45 Taka) – Vim Liquid

Moreover the price set for Vim Liquid bottles which is of 500 ml was Taka 90. This price was proportional and the ratio was constant for the amount of Vim Liquid used to the number of plates being washed. The next challenge was to fix prices after discounts if Vim Liquid is purchased in multipacks. So two multipacks were set by Unilever Bangladesh. One multipack consists of 4 250ml packs of Vim liquid together. The original price was to be 180 Taka. But the package will give 15 Taka discount, which ultimately brings the package price to 165 Taka. In the same manner another package was introduced which consists of four 250ml of Vim Liquid packs and two 500ml bottles of Vim Liquid. The overall charge for the package in market price was 360 Taka. But the discount provided by Unilever Bangladesh Limited for this package is 30 Taka off, which brings the overall price of the package to 330 Taka. So this was how the prices were set for Vim Liquid.

Deciding whether to import UPRO Products or produce it through third party

Since the UPRO products never came to Bangladesh previously, so it was a challenge to decide whether to import the products or to affiliate with a third party to produce the product. The main objective with either decisions were to reduce the cost of production. In both the import and third party production cases few major points were needed to be considered. If we consider to import the products from France, two major factors should count in:

- The import tax that government is going to charge on the products.
- The shipment cost would be higher since France is not a nearby country.

On the other hand if Unilever Bangladesh Limited give the order to a third party, the only option to give the contract is to Buzil Rossari Private Limited. This is a textile chemicals manufacturer German based company which is a joint venture incorporated in India in 2013. It makes chemicals used in textiles, paints, polymers and ceramics. Though Buzil Rossari Private Limited do not has its own factory in Bangladesh. But there factory is situated to our neighboring country India. So Unilever Bangladesh Limited has the possibility to produce the UPRO goods from the Buzil Rossari Private Limited's factory in India. During my internship period UBL did not contact with France for the import process but several meetings took place with Buzil Rossari Private Limited with help of Sanket from Hindustan Unilever. Buzil Rossari Private Limited wanted few information about the geographical and economic conditions of Bangladesh because they are not sure that whether their product with work with the water condition of Bangladesh. Previously when the UPRO products were first time launched in South India, it could not capture the market because the chemicals used in the products were not suitable with the water condition of South India. So before going to contract with Unilever Bangladesh, they want to go through a primary research about the water quality of Bangladesh. Though it is not yet decided on which path Unilever Bangladesh would decide go in bringing the products in Bangladesh but the most preferable way is to partner with Buzil Rossari. This is because the import tax will be lower if it is brought from India to Bangladesh and at the same time the shipping cost will also be less as Bangladesh is very close to India. All these information is accumulated and send to the research and development department of Unilever Bangladesh Limited. After they provide some basic findings, the actual decision is to be made of how to bring the products in Bangladesh market.

Constraints and Challenges

It was initially a challenge to adjust with a new environment in a new office, where you will get to know a lot of unknown people and adjust with them in a very short period of time. But the people around were very cooperative, so it was easy to overcome the challenge. The internship started with the UPRO project and bringing the UPRO products to Bangladesh was the biggest challenge since such products were never introduced in this country previously. For that a lot of meetings with the service provider companies were carried out. But initially most of the service providing companies were not willing to give their monthly washing consumption list as the information was confidential. But later Unilever somehow managed to accumulate some of those consumption lists. Also there were meetings with Hindustan Unilever for UPRO project through Skype but due to different timings of the country, it was tough to adjust a mutual time for both the parties. Few surveys of UPRO projects were carried out in the food court of Bashundhara City and Jamuna Future Park. But the problem aroused with the surveys were stopped by the security. According to them the surveys are needed to be carried out by the authorities' permission. So Unilever had to resurvey the whole procedure after taking permission of the authority.

For the Vim Liquid part the major challenges were preparing E-commerce advertisements with the advertisement agencies. The design of the Vim Liquid pack was done by the agency "ADCOM" and the GIF of the online advertises were created by the agency "Analyze". So at times there were situations that one agency was delaying at their, for which the other agency could not start the work in their designated time. Another major challenge for Vim Liquid was to get appointment with the brand ambassador. Unilever had to fix multiple meetings with the brand ambassador but to match time with her schedule was the biggest challenge.

The challenges for laundry services started initially. As most of the laundries were not interested to go with a partnership with us. According to them they use different chemical and detergents for different clothes. For example: for washing a white shirt they will not use any blue detergent so by any chance the ink doesn't stick to the shirt. So they claimed a single detergent by Unilever cannot be used for all products as different garments are made up different materials. But after conducting several meeting with them and considering the brand value of Unilever Bangladesh Limited, few of the laundry service companies agreed to partner with Unilever.

Concluding Statements

To summarize, here are few points to understand the internship report at glance:

- The internship report is mainly based on three project among which the launching procedure of Unilever Professional (UPRO) products, launching of Vim Liquid and introducing a new detergent for laundry service providers.
- Unilever Professional (UPRO) products were never launched in Bangladesh previously. It should be launched with the help of Hindustan Unilever as these products already exist in the Indian market.
- Several primary surveys were being carried out by contacting with service providing companies, surveys were carried out the food court of Bashudhara Shopping Mall and Jamuna Future Park and minor surveys were carried out in 50 restaurants in Banani 11.
- Vim Liquid has been launched considering women empowerment as the main factor. It will give 2 times more cleaning than any other washing powder and bars and save 30 minutes from the regular washing time.
- The main highlights for Vim launching were to affiliate with the advertisement agencies, creating online advertises for Vim Liquid, partnering with Jaya Ahsan as the Brand Ambassador of Vim and arranging the signing ceremony for Vim Liquid.
- Introducing a new and unique detergent for laundry service providers which is going to be a B2B business. This product will not be available in shopping malls or stalls. This is going to be a customized detergent only for the laundry service providers.
- Partnering with top laundries of Bangladesh which includes Calcutta Dry Cleaners, Top Clean, Washout etc. Arranging several meeting with them and accumulating their ingredients lists for washing purpose.
- Setting up the price for UPRO products by comparing the prices with small packs and determining the 250ml pack and 500ml bottle price of Vim Liquid by calculations and comparing prices with the competitors.
- Deciding whether to import the UPRO products from France by considering the import tax and shipping cost or to contract with a third part, Buzil Rossari, for manufacturing the product for Unilever whichever is cost efficient.
- The constraints and challenges faced during the internship period of three months.

References

https://www.ijert.org/download-file?file=1490259345_Volume%204%20Issue%203.pdf

<https://www.cmmonline.com/articles/floor-cleaning-procedures-for-slip-trip-and-fall-prevention>

<https://www.bbc.com/news/magazine-27057547>

<https://www.unilever.com.bd/>

<https://www.unileverprofessional.com/>