

Report On
An Effective Approach to Launching a Brand in Bangladesh

By

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

BRAC Business School
BRAC University
September 9th, 2019

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Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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Letter of Transmittal

September 9th, 2019

Dr. Md. Mamun Habib
Associate Professor
BRAC Business School
BRAC University

Subject: Submission of internship report

Dear Sir,

I would like to take this opportunity to thank you for the guidance and support you have provided me throughout the course of this report. Creating this report in an organized way would have been impossible to complete without your assistance. With deep gratitude, I also acknowledge the help provided by Ms. Fardina Habib, Brand Manager (Knorr, Taaza & Lipton), for providing me utmost supervision during my internship in the organization.

To prepare the report I collected what I believe to be most relevant information to make my report as analytical and reliable as possible. I have concentrated my best effort to achieve the objectives of the report and hope that my endeavor will serve the purpose. The practical knowledge and experience gathered during report preparation will immeasurably help in my future professional life. I request you to excuse me for any mistake that may occur in the report despite of my best effort.

I would really appreciate it you enlighten me with your thoughts and views regarding the report. Also, if you wish to enquire about an aspect of my report, I would gladly answer your queries.

Kind regards.

Fahim Quader
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Letter of Endorsement by the Supervisor Faculty

September 9th, 2019

To Whom It May Concern,

This letter is to certify that, the internship report entitled “An Effective Approach to Launching A Brand in Bangladesh” has been submitted to BRAC Business School by Fahim Quader, ID: 15104094 for the completion of his Bachelors of Business Administration Degree. This report has been accepted and it may be presented to the Internship Defense Committee for further evaluation.

I wish him all the best for his future career.

Dr. Md. Mamun Habib
Internship Supervisor Faculty
Associate Professor
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Acknowledgement

As the end of the Internship knock at the door, it gives me immense pleasure to express my gratitude to few individuals who were a constant source of encouragement and support in preparing the report.

To begin with, I would like to express my gratitude to my honorable Internship Advisor Dr. Md. Mamun Habib for providing his valuable advice and guidance in preparing the report. He has been a constant support throughout the internship period and has provided me his valuable feedback in every step of the process.

I would like to express my gratitude towards BRAC Business School for arranging the Internship Programs that allows students like us to gain a real life experience of the work environment which would help us to prepare better for the future.

I would also like to thank Unilever Bangladesh Limited for providing me the opportunity to have such a challenging yet exciting opportunity to experience.

I would like to take this opportunity to express my gratitude and sincerest respect to my Supervisor, Ms. Fardina Habib, Brand Manager of Knorr, Taaza & Lipton, Unilever Bangladesh Limited for being a constant support. Throughout the Internship period, she provided me the opportunity gain firsthand knowledge by allowing me to work, explore and learn. I would also want to thank Ms. Paromita Quarishi, Category Manager of Food & Refreshment, Unilever Bangladesh Limited who has also given me the chance to contribute to the company and understand the market. With the constant support and guidance of them, it has been an enlightening Internship experience.

Lastly, I would like to thank my family and friends who helped me in writing the report by providing their valuable inputs.

Executive Summary

The Internship report is the reflection of my 3 months working and learning period as an Intern for the Brands Function under Food & Refreshment (F&R) Department at Unilever Bangladesh Limited. The research report titled “An Effective Approach to Launching a Brand in Bangladesh” has been prepared with a view to exploring the process of Unilever’s brand launching in the country and how it can be implemented in a more organized way.

To begin with, the report provides an overview of Unilever Global and Unilever Bangladesh Limited, the key responsibilities of all the functional departments, Brands of Unilever Bangladesh Limited and my role as an intern has been described in details in this segment. The “Literature Review” part covers some key thoughts of Branding according to the experts. Later in the “Analysis and Interpretation of Data” segment, the report discusses about the Pre-Launching activities and the structural approach to a brand’s A to Z. Creating a brand’s identity to establishing a Market Deployment Gate (MDG) has been discussed here in this part.

After the analysis of the previous segment of the report, the key findings has been discussed in order to make it precise. The report also recognizes a set of changes that Unilever Bangladesh Limited can follow for gaining higher productivity in terms of work. To conclude, the experiences and learnings have been mentioned in the three month long Internship period from a challenging yet exciting opportunity in Unilever Bangladesh Limited.

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Chapter 1

Organizational Overview

Unilever is the name of one of the world's Fast Moving Consumer Goods organizations, making and selling around 400 brands in excess of 190 nations.

Consistently, 2.5 billion individuals are utilizing results of Unilever to look great, feel better and get progressively out of life. That is about 33% of the worldwide populace looking over easily recognized names, for example, Lipton, Knorr, Dove and Hellmann's, and iconic nearby brands like Bango in Indonesia and Suave in the US. Truth be told, thirteen of the world's best 50 brands are claimed by Unilever. The geographic reach of Unilever demonstrates an unrivaled worldwide nearness, incorporating an extraordinary position in developing markets which produce 58% of the turnover.

Unilever's business exercises range an intricate, worldwide worth chain. Working with a large number of providers and spending around €34 billion on merchandise and ventures, including roughly €13 billion on ingredients and raw materials, which are made into items in their 300+ manufacturing plants crosswise over 69 nations. These items are then disseminated to 25 million retailers, from grocery stores to small convenience stores, and through other quickly developing channels, for example, E-commerce and direct-to-consumer. Aside from that, Unilever is likewise the second biggest promoter in the world, in light of media spend.



Unilever in Bangladesh

Unilever Bangladesh Limited was established in 1964, which contends in the Fast Moving Consumer Goods (FMCG) Industry in Bangladesh. It was recently named as "Lever Brothers Bangladesh Ltd", later on in 2010 they changed their name to Unilever Bangladesh Limited. Right now they are working in a Joint Venture with the Bangladesh Government and Unilever PLC where the Government of Bangladesh holds 39.6% of the total share though Unilever holds 60.4%

of that. The company's corporate office is situated in Dhaka, while their assembling units are spread over various pieces of the country. Their greatest manufacturing factory is situated in Chittagong, Kalurghat. They are presently occupied with manufacturing and distributing customer goods in various classifications nationwide. They are the makers and merchants of Home Care, Personal Care, Oral Care, Water Purifier, Deodorant and Food and Refreshment items. They offer a wide scope of items, for example as skin care, hair care, oral care, fabric cleaning, household cleaning, personal grooming, tea and other beverage products. Their items are accessible from Modern Trade Centers to Rural Small Grocery Stores. Unilever Bangladesh Limited is the home of the absolute greatest brands, for example, Lux, Fair and Lovely, Dove, Sunsilk, Surf Excel, Vim, Wheel and so forth.

Unilever Bangladesh Limited operates under 7 functional departments.

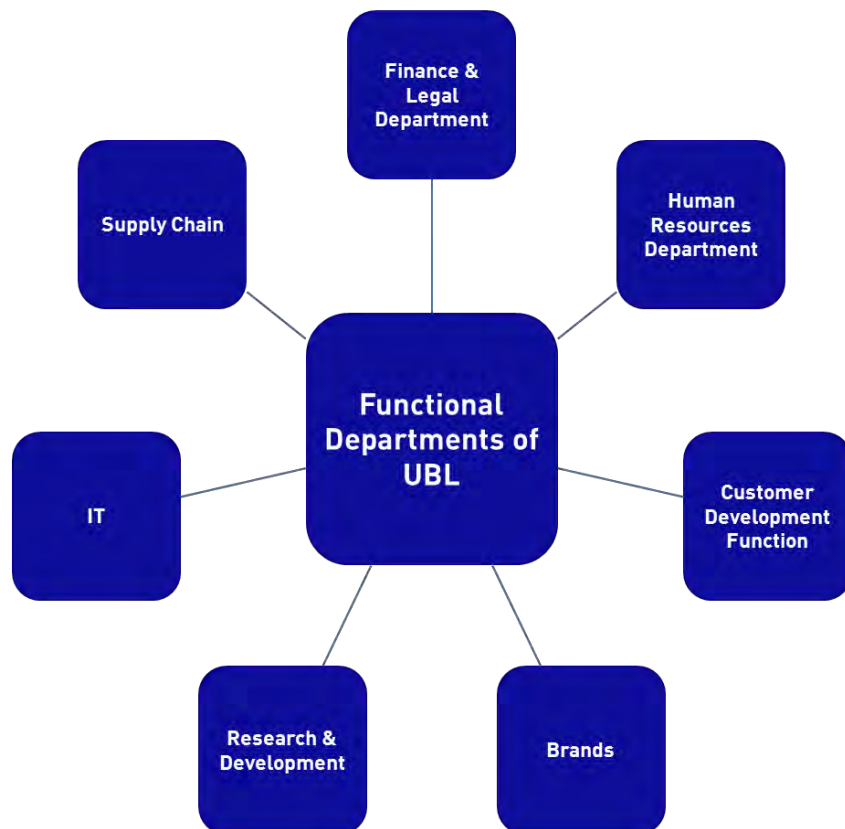


Figure: 1.1: Functions of Unilever Bangladesh Limited

Finance and Legal Department

The Finance and Legal Department is responsible for maintaining all the budgetary exchange and keeping up the lawful contracts with various colleagues of Unilever Bangladesh Limited. The lawful office is additionally in control to keep up association with all the Law Making Agencies of the nation and resolve any internal or external legal issue.

Human Resources Department

The Human Resources Department looks after the recruitment and selection procedure for various employments, keep up association with outer associations, maintain the payroll system, maintain gratuity and provident fund, on campus talent selection, organize campus engagement sessions, organize seminars for different occasions etc.

Customer Development Function

In Customer Development Function monitors the sales of the Unilever Bangladesh Ltd items all through the nation crosswise over various promoting channels. Design different Shopper Marketing Activations to boost sales to support deals and increment client commitment with the brand. They work with various outside agencies to execute the shopper marketing activation projects in different channels and locations.

Brands

The Brand Managers for various brands design the promoting techniques for their designated brands. Brand Managers create sales and promotion plan for their brands and organize those arrangement with the Customer Development Function for appropriate execution. The Brand Managers works intimately with the Customer Development Function, Supply Chain and R&D office to guarantee that their separate brands are accomplishing their business target.

Supply Chain

The Supply Chain Department guarantees the accessibility of Unilever Bangladesh Limited items all through the nation. By using various channels and alongside their committed disseminations they guarantee product accessibility.

Research & Development

The Research and Development department is one of the most important departments, they work tirelessly to develop new product variants suitable for nature states of Bangladesh based on customer requirements. They work with the Brands to assemble consumers' inputs about various items and work on those to make better product for the consumers.

IT

They the technical support required in the corporate office to guarantee all the work is managed with no issue. They are accountable for giving all the needed technical help that is required in various activations, for instance; prepare app, maintain the internal web panel to increase the work efficiency.

Brands of Unilever Bangladesh Ltd.

Unilever Bangladesh Limited is currently competing in the market with 6 broad product category, under each category there are several products. The product category of Unilever Bangladesh Limited is following

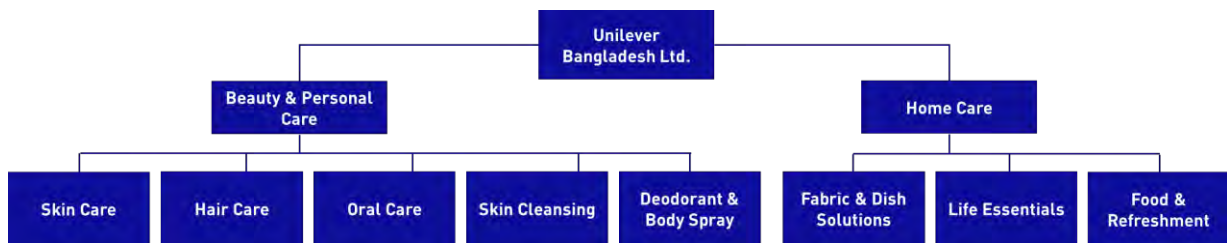


Figure: 1.2: Unilever's Product Category

Beauty & Personal Care

Beauty & Personal Care consists of 5 sub divisions; Skin Care, Hair Care, Skin Cleansing and Deodorant & Body Spray. Under each of the brands of the category there are different variations and SKU's, in this category the brands are

Skin Care & Skin Cleansing

- Ponds
- Fair & Lovely
- Vaseline
- Lux
- Lifebuoy

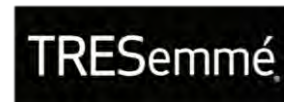


Hair care

- Sunsilk
- Dove
- Clear
- Tresemme



CLEAR



Oral Care

Unilever Bangladesh Limited is present in the Oral Care category since late 1970's. Under each brand there are different variants and SKU's, the brands in this category are

- Close Up
- Pepsodent



Deodorant and Body Spray

In the Deodorant and Body Spray Category, Unilever Bangladesh Limited is also competing in the market. Under each brand there are different variation and products, the brands in this category are

- Rexona
- AXE



AXE

Home Care

Unilever Bangladesh Limited is running in the Home Care category since 1964. There are 3 sub categories of Home Care

Fabric & Dish Solutions

- Vim
- Surf Excel
- Wheel
- Rin



Food and Refreshment

Unilever Bangladesh Limited is starting to hold a strong position in the Food and Refreshment Category. There are 2 brands in this Category. Each brand has different variation and product SKU's, the brands in this category are

- Knorr
- Taaza
- Lipton



Life Essentials

There is only one brand under Life Essentials category. It has different size capacity and different models available in the market. The only brand under this category is

- Unilever Pure It Water Purifier



Chapter 2

Introduction to the Internship

Being a student of Bachelors of Business Administration (BBA), it is mandatory to do an Internship as a part of the degree. The point of the Internship is give us genuine experience of the workplace and gain on-hand experience about the work process. Throughout the Internship time frame, we get the opportunity to execute the theoretical learning that we picked up all through our 4 years studies in University.

I got the opportunity to work as an Intern at the Brands Department at Marketing in Unilever Bangladesh Limited, where I worked under the Food & Refreshment (F&R) function and contributed in the exciting launching of a number of brands. In the 3 months Internship period, I got the chance to observe the corporate culture of Unilever Bangladesh Limited and found out about the launching process that is followed by this company for a new brand. The key tasks that I performed in my Internship Period are given below

- Create Branding and Marketing Ideas for the brands
- Create visit plans and conduct market visits to observe market conditions
- Attend regular meetings with Creative and Activation Agencies
- Prepare observation report based on the market visits
- Conduct Consumer House Visits and get consumer responses about the brands
- Prepare PowerPoint Presentations for meetings & interpreting output results
- Visit Tea-Stalls all around the city to get to understand real life scenario of the projects
- Participate in review meetings with the agency and report back to supervisor
- Analyze data through MS Excel and interpret the results
- Communicate with vendors through E-mail and monitor progress of ongoing projects
- Maintain regular communication with the agencies

Introduction to the Report

Rationale of the Study

The underlying principle of the study is to identify an effective approach which an organization should follow to launch a new brand in Bangladesh market. This study will focus on identifying the key aspects of the market for a new brand and prepare the Market Deployment Gate (MDG) for the brand's operations and functions. Besides, this study will provide recommendations on the effective approach which a company in the market can follow for inaugurating a new brand.

Statement of the Problem

The key intention of the research is to break down the brand Launching procedure by Unilever and how it can be made easier for other companies who plan to do the same. There are a number of Multinational and Local giant companies running their businesses in Bangladesh. As Bangladesh is a proper place for any business organization for consumer goods, it would be helpful for these companies to have an effective approach for implementing the launching plans. In this research, I intend to analyze the current launching plans followed by Unilever and how the process can be more effective.

Scope and Delimitation of the Study

This study will provide an analysis on the implementation of brand strategies for a new product or service in the market. Although the market is very competitive, there are still plenty of opportunities in Bangladesh for any brand to enter into the market and do business. If the steps are taken carefully, this research can show an effective way for a new brand intending to enter. The only limitation of the study was unavailability of proper launching data in Bangladesh Market.

Limitations of the Study

As Unilever Bangladesh Limited is the largest FMCG company in Bangladesh and they maintain a high level of confidentiality regarding the information of their preparation and launching process, it has been difficult to prepare an in depth report. Moreover, there are not enough information about the launching process of the brands existing in Bangladesh. Besides, the time constraint was the biggest challenge for the study. As an Intern, I had to work as a full time employee for the three months at Unilever Bangladesh Limited, which eventually resulted in less amount of time for the preparation of the report. It was challenging for balancing out with the work and conducting the study. Nevertheless, a three months Internship period is inadequate time to get the in depth knowledge about the operations of the company and the processes.

Objective of the Report

The key intention of this report is to get a better understanding of the Brand Launching process followed by Unilever Bangladesh added with recommendations on how a company wanting to enter in the business can choose a more effective path. Being a company which has 21 Brands running in the country, they are one of the pioneers of innovation and their previous brand

launching techniques have brought out productive outcomes. The objective of this study is to demonstrate a route for launching a brand in Bangladesh by studying the process of Unilever brands based on their effectiveness in the market.

Chapter 3

Literature Review

For conducting the study, several books have been considered to be related to the topic. These books have been taken into account for the study and used as reference.

Schultz (1999) mentioned in his book "Pour Your Heart Into It: How Starbucks Built a Company One Cup at a Time" that the brands can be built through mass advertising, however, authenticity is the key thing that makes them last. If the customers believe that they share values with a company, the loyalty will always be remained by them.

When the key differentiation aspect of two different brands came into account, Gabor (2019) said that the functional features and advantages of two comparative products from various brands may be actually the same. However, the customer picks one brand over another on the grounds that it causes him communicate something not exclusively to the remainder of the world yet additionally to himself about himself through its utilization.

Woodruff (2018) talked about the opportunities that exist in the market for a new company. He claimed that there are tons of opportunities on the horizon. The pie continues developing and, in a quickly advancing marketplace, white spaces and blue oceans will continue to encompass us.

Chapter 4

Research Methodology

Type of Research

This research has been done as a Descriptive research as it would be describing different characteristics and processes of the existing Brand Launching techniques followed by Unilever Bangladesh Limited and therefore, books, articles and previous reports have been studied for that. The research is of qualitative measure and does not include any numerical data.

Data Collection Process

Primary Data

For the Data Collection process, the relevant data of the Brand Launching projects have been collected from the documents provided by my supervisor who is designated as the brand Manager, seniors working on the CCBT (Cross Category Business Team), Creative Agencies and the colleagues working under Food & Refreshment (F&R) Department. Moreover, I have also used my personal experience gathered throughout the internship period by analyzing data, preparing presentations and firsthand knowledge by frequent field visits.

Secondary data

The key portion of the data for the research has been collected from Primary sources except for the overall information about the organization, product category and information about the FMCG. These has been collected from Unilever's official website and other authentic secondary sources. Besides, to write the literature review section, data has been extracted from authentic secondary sources such as various books, different journal papers and articles.

Chapter 5

Analysis and Interpretation of the Data

In this portion of the report, the data has been analyzed and described accordingly.

Pre Launching Activities

In order to launch a new Brand, it requires separating the brand image from the competitor brands so that the brand stands out among others. Without a solid, mindful way to deal with brand development, a company is just putting the brand image in danger of a tepid gathering.

There are 7 steps a brand should take before launching.

1. **Identify the Target Audience:** An effective brand methodology must be worked around the target audience. The consumers' perception of the company creates its brand image, not what it guarantees or sets out as its mission. Moreover, they are the ones to determine if the organization will keep on existing two decades from now, or only for a year or two.
2. **Develop a Value Proposition:** After determining the target group, developing a Value Proposition for a company is the next key requirement for the brand.

To create a value proposition for a brand, the major aspects that should be considered are

- i) Customer's needs and challenges
 - ii) Solutions to the challenges
 - iii) Specific benefits of the solution
 - iv) Differentiating the brand from the competitors
3. **Establishment of Core Message:** One of the most important parts of making a brand unique is having a convincing case for the consumers to choose this brand over others. It is necessary to be precise when building up the core message, breaking down how well it matches up to what consumers are expecting to improve their lives. Clarity about the target customer and the organization's main goal will help shape the establishment for the message.
 4. **Create the designs of the Brand:** The visual contents of the brand and message, such as a tagline, theme color and logo, can help to develop the relationship between the company

and the consumers. The message should clearly portray the brand's mission and objective so that the customers are able to recognize the brand whenever they see the visuals.

5. **Develop a Content Plan:** By using analytics, insights and trends, a content plan should be set by the brand to reach out to the consumers in a more meaningful way. Gaining the trust as a brand is one of the most challenging parts and through a content plan that communicates with the consumers, brand equity can be built over time.
6. **Analyze the competitors:** It is important to create own brand story for the customers. However, one of the most essential job for a brand is to study what the competitor brands are doing to market to the consumers. Every single branding should be made in such a way so that the brand gets more reach and creates a brand equity eventually on top of the customers' minds.
7. **Modify and Develop Brand Strategy over time:** A brand strategy must be normally figured out how to guarantee consistency and energize brand loyalty. This incorporates ensuring that all representatives are following brand rules, including the utilization of visual resources, for example, the logo and text style, and brand color and informing in substance.

Consistently portraying the brand message and visuals will help the customers easily recognize the company and establish the brand in the long run.

Building the Brand

To determine how the brand is going to operate in the long run, the very first approach should be to determine what the Brand's purposes are. In order to build a brand, it is necessary to determine what the brand is going to offer to the customers and how they will connect themselves to the brand.

The Brand's purposes consists of its Vision, Mission, Values and Objectives.



Figure: 5.1: Brand Purposes

Market Deployment Gate

An MDG or Market Deployment Gate is the plan of how a brand will come into the market. It includes the brand’s identity, the Marketing Mix, Trade Story, the Media Plan, Volume Plan and the Timeline of Execution.

The segments are given in the framework below.

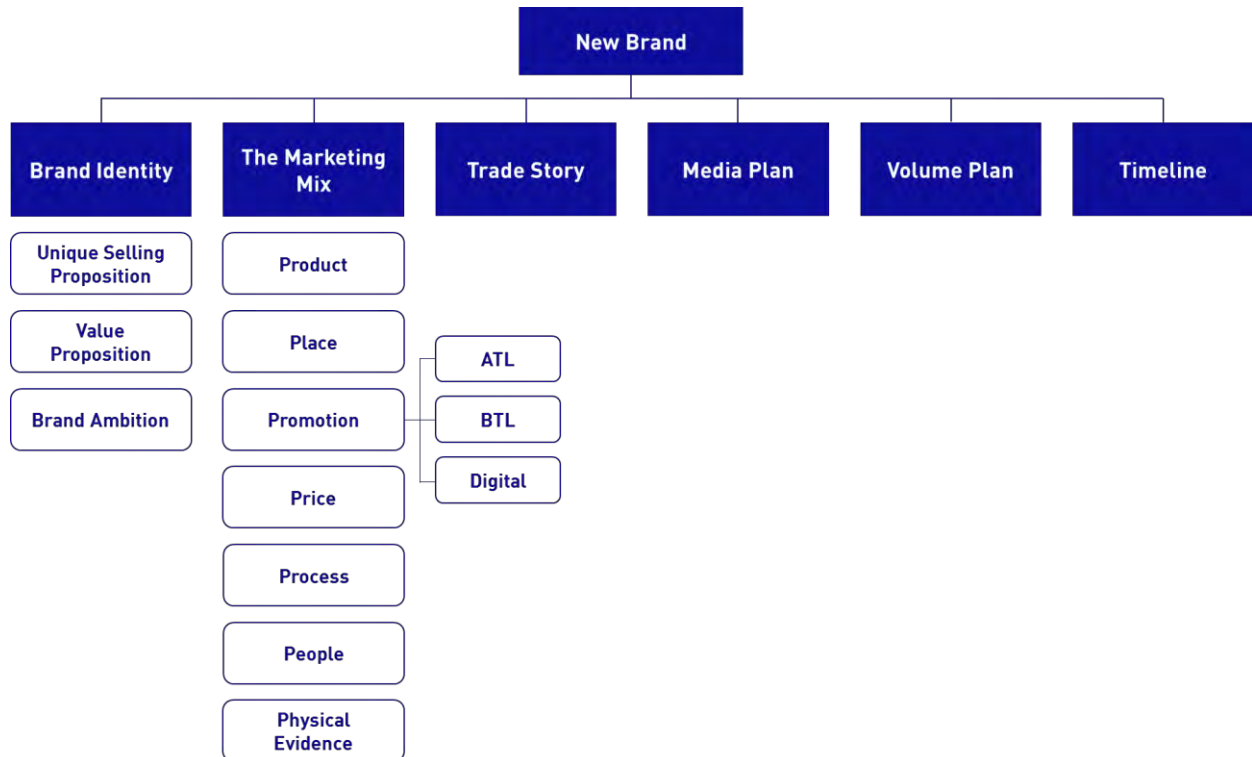


Figure: 5.2: Market Deployment Gate Framework

Brand Identity

A brand's identity is the collation of the features that a company creates to portray in front of its consumers. A brand's identity makes it stand out in the crowd among all the companies and the consumers can easily recognize the brand whenever they see these elements.

Unique Selling Proposition

The Unique Selling Proposition (USP) is a characteristic of a product or service that distinguishes it from the competitor brands in similar category. A USP of a brand offers the specialty of the brand that makes it stand out.

Value Proposition

In the Pre Launching Activity, the Value Proposition should be developed. In order to deploy it in the market, it is required to communicate it to the customers so that it helps to create the Brand Identity.

Brand Ambition

A Brand Ambition demonstrates what the Brand is trying to achieve in short or long term. If the Brand has come into a Blue Ocean Market, it is important to compete with others and get a good share in the market. And for a brand entering into a Red Ocean, sustaining in the long run would be the biggest challenge.

The Marketing Mix

Product

The Product should fit the undertaking purchasers need it for, it should work and it ought to be what the consumers are hoping to get.

Place

The product must be accessible from where the target market would be demanding to shop. This not necessarily has to be a physical place, but should be available to the customers' reach so that they can purchase the product.

Price

The Product should consistently be viewed as speaking to great incentive for money. This does not really mean to be the least expensive. One of the primary steps of the promoting idea is that consumers are generally glad to pay for something that works truly well for them. The price must be reasonable for the product for achieving the attention of the customers.

Promotion

Advertising, Public Relations, Sales Promotion, Personal Selling and, in later occasions, Social Media are for the most part key specialized platforms for a brand. These platforms must be utilized to put over the brand's message to the right crowds in the way they might most want to hear, regardless of whether it be enlightening or engaging their feelings.

There are 3 ways to reach out to the target customers.

- 1. ATL (Above the Line) Advertising:** In ATL advertising, traditional media is used to promote a brand. These broad communications stations are: TV, Radio, Print Media and Internet. Primary motivation behind ATL publicizing is to connect with consumers, ensure visibility and brand awareness and promote the brand. Besides, ATL advertisements are mostly used to promote the brand and connect with the more extensive gathering of consumers.
In order to promote the brand to a mass number of consumers, ATL should play a vital role to create a brand equity.
- 2. BTL (Below the Line) Advertising:** For getting the attention of a more purpose driven work with a specific target audience, BTL advertising can play a huge role. The approach of BTL advertising is more direct through leaflets, brochures, sponsorship, sampling, campaigns, direct mailing etc. In case of lower budget of the brand, BTL approach can reach out to the consumer group.
- 3. Digital:** In this rapidly growing tech industry, almost every person uses a smartphone. It is a huge opportunity for the brand to use the digital channels such as Social Media, Search Engine Optimization, Email, etc. to connect with the present and future target market. The process of Digital Marketing can reach out to a huge target group which can be effective for the brand's promotion.

People

All organizations are dependent on the individuals who run them from operation level Sales staff to the CEO. Having the ideal people in the team is basic since they are a key asset of business offering as the product or service that is being offered.

Process

The process of the entire operation must be monitored through the Supply Chain so that the product or service can be available to the customers.

Physical Evidence

The tangible part of the product, even the service is a core part of the Marketing Mix. Physical office, product, showroom, shop or any other physical evidence adds up to the brand's assets.

Trade Story

In order to bring out a new product in the market, it is required to make it available to the customers. For a new brand coming into the market, the distributors and the retailers must be given benefits so that they make a push to avail it to the customers.

There are several ways of doing so.

- 1. Trade Margin:** A higher trade margin of a product makes the retailers and distributors push harder to sell the product
- 2. Incentives:** Gifts, competition among the stores, prizes etc. can be given to the retailers in order to increase sales
- 3. Merchandising Materials:** Promotional items such as trade posters, on top shelf materials, danglers, leaflets etc. are noticed by the customers when they visit a shop

Media Plan

For ATL and Digital Media, a proper plan needs to be made about execution of the TVC, RDC, promotional campaigns. Throughout this plan, the Creative and Media Buying agencies can implement the brand's required promotional contents.

Volume Plan

The Volume Plan for that specific product or service would determine the amount of supply based on the demand for initial market testing, entering the market and holding onto the market through constant supply.

Timeline

For the entire project, a proper execution timeline is needed. The timeline will help the execution team to analyze, assess and take forward steps according to the time frames.

Chapter 6

Findings

From my experience throughout the entire Internship at Unilever Bangladesh Limited, the process of an ideal Brand Launching has been written. The key findings from the study is given below.

1. In order to launch a new brand in the market, it is necessary to understand the market very well first. There are several ways to perform the market scoping activities which a company should follow before entering the market. It is possible to jump into the market with a product. However, the competitors can easily take advantage of the demerits and win the competition with their witty experience.
2. The Brand Identity should be created in such a way so that it is difficult for any other company to copy or take advantage. The brand color, logo, tagline and themes should be unique and elegant which should make the brand stand out in the crowd. It might be difficult for a new brand to get a proper share in the market. However, a brand equity can only be achieved over constant brand awareness and development of the brand. Therefore, it is necessary to keep a close eye on the future opportunities and take those opportunities to build the brand.
3. To create a brand value in the long run, it is necessary to begin and maintain the brand. The product or service quality should be maintained so that the customers are satisfied. There should always be a Unique Selling Proposition for the brand so that it can stand out in the crowd.
4. For entering a Blue Ocean market, it is required to study the competitors very well. The brand's identity and unique features will determine if the consumers will shift to this product or service.

A brand intending to enter a Red Ocean market requires future proof plan to sustain in the long run in the market.

5. It takes a long period of time to create a brand value to a large number of audience. In order to do that, a brand should maintain their brand identity, do regular promotions in targeted platforms and develop the brand over time. The public relations and marketing

function needs to work in such a way that the consumers and audience recognize the brand with its brand color, theme or tagline.

Chapter 7

Conclusion

To conclude the report, it can be said that the launching technique used by Unilever Bangladesh Limited has successfully resulted in great market share and growth in previous years. As I write this report with an effective approach to launching a brand in Bangladesh market from the experience and a successful market evidence, it can be useful for the new brands planning to enter the market, if they follow this approach.

Getting an opportunity to work for one of the biggest Multinational Companies in Bangladesh has always been a dream and it has been a pleasure learning and experiencing through the challenging yet exciting opportunities. This Internship has provided me with great knowledge, developed my interpersonal skills and improved my decision making abilities. From the experience of launching a brand in the market, I have gained an idea about the current scenario of the market, which will eventually benefit me whenever I get to work into any organization in this country.

Recommendations

Unilever Bangladesh is the leading FMCG Company operating with a number experienced employees running the company. This is an established company with years of experience in the sector and they operate in an effective and efficient way. However, there are some improvements the company can make in Brands department to bring a positive change.

1. In order to stay ahead of the competitor companies and brands, it is necessary for Unilever Bangladesh Limited to be more data driven. Through data insights and analytics, it would be possible to reach out to the target markets in a more organized way. This will surely save a lot of cost and be more efficient.
2. Unilever Bangladesh Ltd. has affiliation with many agencies for executing media, trade, distribution, activation etc. purposes. The brands are dependent a lot on the agencies and that requires plenty of time for communication. If the dependency can be reduced, it will be possible to gain more productivity in a shorter span of time. However, making it possible still remains a huge issue as it will need a huge number of employees to be recruited initially.

3. A good number of Unilever brands are operating in the same way in the neighbor countries, especially India. Although there are spillover benefits from the promotional campaigns done in those countries, the brands gain more International image rather than local. Hence, localizing the brands for Bangladesh can benefit them to gain a better brand awareness in the local market.

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