

Internship Report On
Understanding Sales process of
Reckitt Benckiser Bangladesh Ltd.

By

Saiek Mahmud

ID: 16104118

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

BRAC Business School
BRAC University
April 2020

©2020. Brac University

All rights reserved.

Declaration

It is hereby declared that

1. The internship report submitted is my/our 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/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Saiek Mahmud

16104118

Supervisor's Full Name & Signature:

Md. Shamim Ahmed

Lecturer, BRAC Business School
Deputy Registrar, BRAC University

Letter of Transmittal

23rd May 2020

Md. Shamim Ahmed

Lecturer and Deputy Registrar

BRAC Business School

BRAC University

Subject: Submission of final Internship Report

Dear Sir,

I am submitting my internship report on “Understanding Sales process of Reckitt Benckiser Bangladesh Ltd” with due gratefulness and admiration. This report was part of my assignment during my internship at Reckitt Benckiser Bangladesh Ltd. It is my pleasure to carry out the internship report under your supervision. As a requirement of preparing an internship report, I have selected “Understanding Sales Process” as my core concentration. This report is based on my practical experience during my internship program. I have prepared the report through working with my supervisor (at RBBL) and consulting with you as an academic supervisor. I will be grateful enough if you kindly accept my report.

I would like to request you to accept my Internship report for further assessment.

Thank you for your kind consideration and guideline.

Yours sincerely,

Saiek Mahmud

ID: 16104118

BRAC Business School

BRAC University

Non-Disclosure Agreement

This agreement is made between Reckitt Benckiser Bangladesh LTD (RBBL) and the designated student **Saiek Mahmud** at BRAC University.

Student's Full Name & Signature:

Saiek Mahmud
16104118

Supervisor's Full Name & Signature:

Md Riasad Haque Abir
Regional Sales Manager, Sales
Reckitt Benckiser Bangladesh LTD

Acknowledgement

Firstly, I would like to express my sincere gratitude to Reckitt Benckiser Bangladesh Limited and its employees who did provide the platform to complete my internship successfully. I would love to convey my special thanks to, Md Riasad Haque Abir, Regional Sales Manager, RB and Md Rashedul Islam, Area Sales Manager, RB, Bangladesh.

Later, I would like to thank our honorable academic supervisor, Md. Shamim Ahmed, Lecturer, BRAC Business School, BRAC University. I am thankful to him for his continuous support, patience and feedback that helped me to bring out an organized report properly. Mr. Shamim Ahmed has been mentor figure for me throughout my 4 years as an undergraduate student, I have learned a lot from him to handle and have a balance between life and work. He truly has been an inspiration for me and I have always admired his charisma and the amount of love and dedication he has for the students and his work.

Then I would like to express my gratitude to BRAC University where I completed my undergraduate. BRAC University has provided me with all the resources I need to buildup myself for a future that will surely bring success. BRAC has also been instrumental in providing me with all kinds of knowledge that I needed throughout the 4 years of Undergrad and has eventually accessed me to organizations where I can have a chance to make a potential career in the near future.

Finally, I would like to thank my family for enabling me to have higher studies in such a prestigious University and always having my back in every circumstances.

Executive Summary

This internship report is based on three-month long internship program that I have successfully completed. For my internship and of course a full time job, I got the opportunity to work at Reckitt Benckiser Bangladesh Ltd. I worked under Sales Department from 13.02.2020 to 13.05.2020. Being at practical corporate world for the first time it was a new experience for me. I truly believe that it will be a very helpful push for my career in sales.

Over the course of three months I had experienced a hands on level of understanding from the best in the business when it comes to sales in RB Bangladesh. My supervisor and Boss during this stint has taught be the insides of sales, although at an intermediate level yet I have tried to portray that experience and my level of understanding through this report. The report will tell how much I have tried to adept with a completely alien situation and have tackled the obstacles to understand how sales works in RB. This report will also be a guide book to those wanting to join Sales profession as their career path. Throughout my report I have also discussed the core functionalities of sales and other departments existing in Reckitt Bangladesh.

The report also contains RB's growth plans and how it seems to fit itself in a challenging market in a local scenario. Considering the good reputation of RB throughout Bangladesh and the structured work force that it has, it was a huge learning experience for me which I hope to continue for this being a permanent job. Insides about RB past few years plans and upcoming plans have also been shared within this report for a greater understanding of RB's position in the market.

Table of Contents

<u>Report Introduction.....</u>	<u>2</u>
<u>Declaration.....</u>	<u>3</u>
<u>Letter of Transmittal</u>	<u>4</u>
<u>Non-Disclosure Agreement</u>	<u>5</u>
<u>Acknowledgement</u>	<u>6</u>
<u>Executive Summary.....</u>	<u>7</u>
<u>Table of Contents.....</u>	<u>8</u>
<u>List of Acronyms</u>	<u>9</u>
<u>Chapter 1 Overview of Internship.....</u>	<u>11</u>
<u>1.1 Student Information</u>	<u>.....</u>
<u>1.2 Internship Information</u>	<u>.....</u>
<u>1.3 Internship Outcomes</u>	<u>.....</u>
<u>Chapter 2 Organization Part: Overview, Operations and a Strategic Audit</u>	<u>1</u>
<u>not defined.</u>	
<u>Chapter 3 Project Part.....</u>	<u>30</u>
<u>References.....</u>	<u>40</u>

List of Acronyms:

RBBL	Reckitt Benckiser Bangladesh LTD
RB	Reckitt Benckiser
ASM	Area Sales Manager
RSM	Regional Sales Manager
TSM	Territory Sales Manger
SR	Sales Representative
ADS	Average Daily Sales
SKU	Stock Keeping Unit
SU-DB	Sub Distribution House
PTR	Purchase Through Retailer
DB	Distribution House



**Reckitt
Benckiser**

Chapter 1

Overview of Internship:

1.1 Student and Internship Information:

I **Saiek Mahmud, ID 16104118** have done my majors in **Human resource management** and **Marketing** from BRAC Business School, BRAC University. There I have finished four years of the hypothetical part of the graduation. Presently the remainder of the reasonable part I am on my probationary period in **Reckitt Benckiser** as a Junior Territory Sales Manager. My Supervisor during my tenure from **13th February to 13th May** was **MD Riasad Haque Abir**, Regional Sales Manager, RB Bangladesh.

1.2 Job Scope:

Job Description: As I was recruited as a full time employ designation Junior TSM of RBBL in their sales department I had to overlook all types of sales activities of the varieties of products that RB had under its umbrella. I was made in charge of a DB house and under my supervision were 12 SR's or Sales representatives. My daily task was to communicate sales plans to my SR's, distribute products to every region under my belt in due time, meeting demands of retail owners, developing the business and making sustainable growth plan and execution of growth strategies of my DB house. Handling online based software and making reports of day to day sales were also a few activities that I did regularly.

1.3 Internship Outcomes:

Students contribution to the company: Throughout the 3 months I had experienced quite a lot of sales activities of RBBL with hands on experiences in all of its core responsibilities. I had the honor of making sales growth in my distribution within only one month of enrollment as a TSM and had beaten previous records of sales in my territory. Throughout those days I

had achieved ever highest order and in market Sales for 3 months on a row. In addition to that maintaining daily profitable distribution relationship with my distributors and ensuring all their claims are covered were my daily tasks. Some pending tasks that were left by the previous TSM operating in this area were concluded by my attempts within a very short time frame.

Benefits to the student: Throughout my work period I had come forth some new experiences that I had yet to achieve in life. Maintaining proper work ethics through the guidance and supervision of my boss, following chain of command and working according to his needs from me. Besides this I had a real life experience of how a multinational operates in Bangladesh and got to get accustomed with their structure and culture which helped me build up my adaptability to different work environments. During my tenure I was posted in an almost remote area outside Khulna, this experience still helps be become independent and self-sufficient till date. I was also able to brush up my MS office skills as I have to keep regular documentations of my work. In addition to all my interpersonal skills were honed the most as I had to have regular communication and negotiation with many stakeholders of RBBL.

Problems/Difficulties faced during the internship period: The only possible set back during my stint was that I was for the first time in life away from parents living by myself. This whole process took me a while to adjust to and come into a comfortable state. As I was stationed in Khulna, homesickness was the only difficulty I faced other than this my experience with RBBL has thus far been an enlightening one.

Recommendations: The best thing of an internship is to get a hands on real life experience of a job which we previously only got a glimpse from our text books. Life in real is quite different from what it is portrayed in books. These 3 months might not be a long time but every minute spent in internship is important as this knowledge of the job can only be gathered through working and not in any other ways. My overall suggestion would be to utilize this time during internship to gather as much as knowledge as possible and be a proactive individual to have that knack of learning and knowing rather than sitting back waiting things to happen. Starting from technical skills to interpersonal skills we can get a overall package of knowledge through internship and I was lucky enough to learn from the best at business in RBBL. Reckitt

Benckiser Bangladesh as a place for internship is a go to as those leading the company want its employees to grow and they treat an intern nothing less than a fulltime employ

Chapter- 02

2.1 Introduction:

I have done my major in human resource management and marketing from BRAC University. There I have finished four years of the hypothetical part of the graduation. Presently, the remainder of the reasonable part I have finished the remainder part from Reckitt Benckiser Bangladesh Limited as a Territory Sales Manager. As a piece of my internship program for my BBA, I got the chance to do entry level position in a reputed multinational company.

Objectives of the Report:

There were mainly two objectives behind making this report. The two objectives are

- General Objective
- Specific Objective

General Objective:

*The principle goal of this report is to have an evaluation about Sales department at RB.

*To get an overall knowledge of other departments operating in RB.

*To Understand growth plans of RB.

*To align myself with the Mission, Vision and Goal of the company.

Specific Objective: Understanding Sales Process Of RBBL and how it is different compared to other organizations.

Methodology of the Report:

Primary Source:

Generally, primary data is collected through informal interview and observation which I tried doing my day to day job as a Territory Sales Manager.

- Observation while working as Territory Sales Manager.
- Asking some open ended and close ended questions to the employees.
- Conducted numbers of discussions with the sales department employees.

Secondary Source:

For gathering my Secondary data, I took the help from the internet as well as I wrote based on my experiences while being as a territory sales officer in that company. Besides, I took the help of office documents, journals, website and social medias as my secondary data.

Scope of the report:

Though a thorough understanding of the company's functionalities it would be easier for anyone to know how an organization of Multinational standard operates. The difference between our text book knowledge and real life knowledge would easily come to surface and it will be helpful for the readers to know how things are different in an actual job in reality. Through discussion of the activities done by RBBL to have a sustainable growth, one can easily find changes from practices done by other organizations. Through overall understanding one can easily make use of these ideas and knowledge and implement it where it is necessary. Internship in RBBL provides such wide variety of scope for an individual.

Limitations of the Report:

This report depends on my entry level position involvement with Reckitt Benckiser Bangladesh Limited. I tried my best to make this report by utilizing all my experience to that data. In any case, there are a few restrictions in this report I might want to specify:

1. RB has some private issues that they are not permitted to share as indicated by the organization strategy.
2. Gathering all HR related information were not so easy because of that HR confidentiality.
3. Time is a significant imperative

Significance:

The need of preparing this report is such that the work that goes inside the head whilst have a real life work experience can bring fruitful outcomes for an individual. Mostly it will help the person have a more constructive idea on how to tackle and handle work needs. The ways a company works, in this case RB's methods of ensuring proper stakeholder value and ensuring their vision, mission and goals all are interconnected to give a final outcome is something an individual would be lucky to experience.

2.2 Overview of the company:

Johann A. Benckiser established a business of modern and purchaser merchandise in 1823, and the business opened up to the world in 1997. Then again, in 1840 Reckitt and Sons began a business which initially consisted of family items. Later, they merged their business with J&J Colman and named the company as Reckitt and Colman in 1999 with variety of products. Then again, a Dutch organization named Benckiser NV established Reckitt Benckiser. Burt Becht was the CEO of the organization. He focused on center brands and tried to bring effectiveness, did spend a lot in promoting and developing items. They tried to bring numerous products under one company which would be used as a daily useful and hygiene good. Bart resigned in 2011 and Rakesh Kapoor became the new CEO of RB. Currently, Laxman Narasimhan is the CEO of the company which is having 19 power brands all over the world.

Reckitt Benckiser in Bangladesh:

One of the 60 nations that Reckitt Benckiser works in, Bangladesh holds one of the positions. RBBL has its administrative center is in Gulshan, Dhaka since 2001. Currently, Mr Visal Gupta is overseeing the chief of the organization of Benckiser Bangladesh Ltd (RBBL). RBBL had its administrative center in Chittagong but later items that are advertised in

Bangladesh are created in Chittagong and afterward totally completed items are conveyed to Tongi modern territory. RB products are very famous in Bangladesh that some of the products solely controls the whole market.

Reckitt Benckiser Brands:

RB mainly emphasizes on five core categories of products and these are given below:

- 1.Fabric Care
- 2.Surface Care
- 3.Health and Personal Care
- 4Automatic Dishwashing
- 5.Home Care

1.Fabric Care:

They have a motto for their fabric care line products which is “Keep your clothes looking like new”. Due to their this specific set of item RB holds the top position in home care and this specific care ensures 28% net profit.

The Brands of RB fabric care are given below:

- Calgon
- Vanish
- Spray ‘n’ Wash
- Woolite

2. Surface Care:

20% income originates from this classification and it holds number one position around the world.

The brands form Surface Care are:

- Cillit bang
- Lysol

- Dettol
- Harpic

3. Health and Personal Care:

15% of net income of RB originates from this health and personal care items.

Key brands of health and personal care are given below:

1. Strepsils
2. Veet
3. Dettol

4. Dishwashing:

Reckitt Benckisers earns in total of 14% of its revenue from dishwashing products. Products are used in automated dishwashing are given below:

- Finish
- Calgonit

5. Home Care:

For home care RB, have three categories of products which are:

→ Air Care → Pest Control → Shoe Care

Key Brands are:

- Air Wick
- Mortein



Products of Reckitt Benckiser Bangladesh Ltd:

Reckitt Benckiser Bangladesh Ltd is doing quite good business lately. Even though a lot of their famous products are not available here, but the available products are so popular that they have got some loyal customers in this country.

Brands of RB that were/are available in Bangladesh that are:

- Mortein
- Harpic
- Trix
- Mr Brasso
- Dettol
- Veet
- Robinson's
- Barley
- Robin-Liquid
- Blue
- Airwick
- Desprin
- Strepsil
- Gaviscon
- Durex

The Top Five brands that operate in RB are **Dettol, Harpic, Lizol, Veet and Gaviscon.**

Vision, Mission, Purpose and Values:

Vision:

Reckitt Benckiser's Vision is "world where people are healthier and live better."

Mission:

"Reckitt Benckiser is passionate about delivering better solution to consumers"

They care about their purchasers and attempt their best to fulfill their clients by giving better arrangements of consumer's regular day to day existence. They give immense exertion on development also, ceaseless advancement of their items and locate a splendid quick acting arrangement that, make purchasers life simple.

Purpose:

Reckitt Benckiser's reason for existing is to have any kind of effect by giving individuals inventive answers for more advantageous lives and more joyful homes. They ensure that their products provide good quality blended with relevant medical facts which proved its evidence. They believe that "hygiene is the foundation of a healthy living". Since Home is the center of family life; healthier life and happier home is at the center of RB's vision.



Values:

1. **Achievement:** Accomplishment makes them who they are RB individuals don't simply reach skyward they intend to accomplish past desire. They empower strong reasoning and business drive and turn powerful thoughts in to extraordinary execution.
2. **Entrepreneurship:** They arrange to progress and unite their quality when expected to function as one unit.
3. **Partnership:** Resolve struggle rapidly to upgrade viability. They trust in – 1+1=3 disposition.
4. **Ownership:** Their kin are given the option to do what they believe is directly inside a system. Regarding impediments, they have to recognize what they have to do on that circumstance

2.3 Management Practices:

RB Bangladesh is maintained by the top managements and with different hierarchy of Man-com that operate in different levels and departments of the organization. The managing director or MD is the center head of the organization and is responsible for all the crucial decisions made by the company. Under the Managing director there are several directors and heads of specific departments that are responsible for ensuring quality outcomes and decision making in their specific departments.

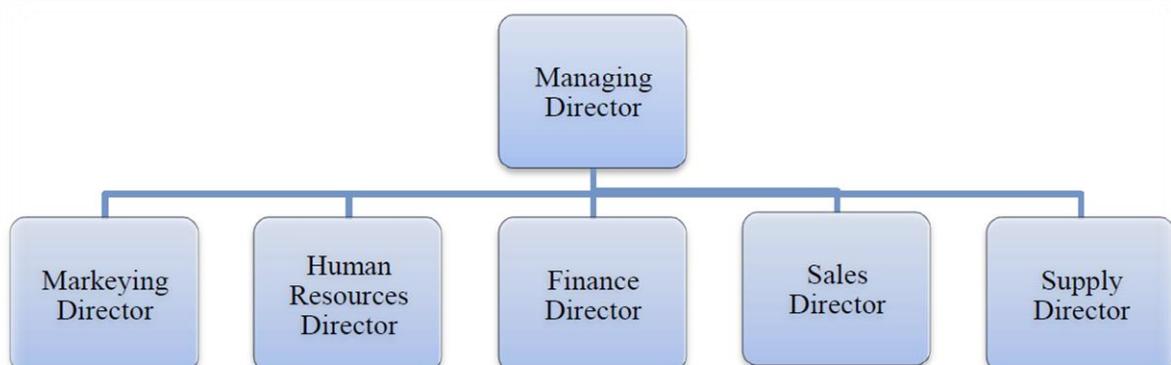


Figure: Organization Chart of RBBL

All the choices of the corporation are desirous about proper communicate and discussions with the related government and the bottom root levels. Chain of command is accompanied up to certain degree however everyone's voice is heard and relevant ones are implemented inside the decision making process. Which means earlier than going for any very last decision the viable inputs from every degree of workforce is considered and thus implemented upon.

2.4 Marketing Practices:

Marketing is the key branch of Reckitt Benckiser (Bangladesh) Limited. This division is essentially liable for yearly making arrangements for the brands of the organization. After the provincial and worldwide central station favors the plans, advertising office chooses how it will be actualized. They settle on how the brands will move, in what amount they should be sold, what amount ought to be contributed on each brand and other related perspectives. Moreover, showcasing office likewise deal with the phases in the item life pattern of every item just as takes procedures for additional improvement.

Other functions of marketing Include:

Gathering data and estimating market request.

Situating the market offering through the Product life cycle,

New Product improvement.

Overseeing product offerings and brands.

Structuring valuing procedures and projects.

Overseeing advertising channels.

Overseeing retailing, wholesaling and showcase coordination.

Overseeing incorporated showcasing correspondences.

Overseeing publicizing, deals advancement and advertising.

Dealing with the business power.

Sales Practices:

Significant Function of the business Department:

The three most significant elements of the business division are:

1. Set up, support and development of merchants' system.
2. Making items accessible and noticeable in the commercial center.
3. Boosting In Market Sales.

2.5 Financial Performance & Accounting Practices:

The finance department of Reckitt Benckiser (Bangladesh) Limited is divided into three functional areas and these are Finance and accounts, Corporate affairs and Management account & costing

Hierarchy of Finance Department is given below:

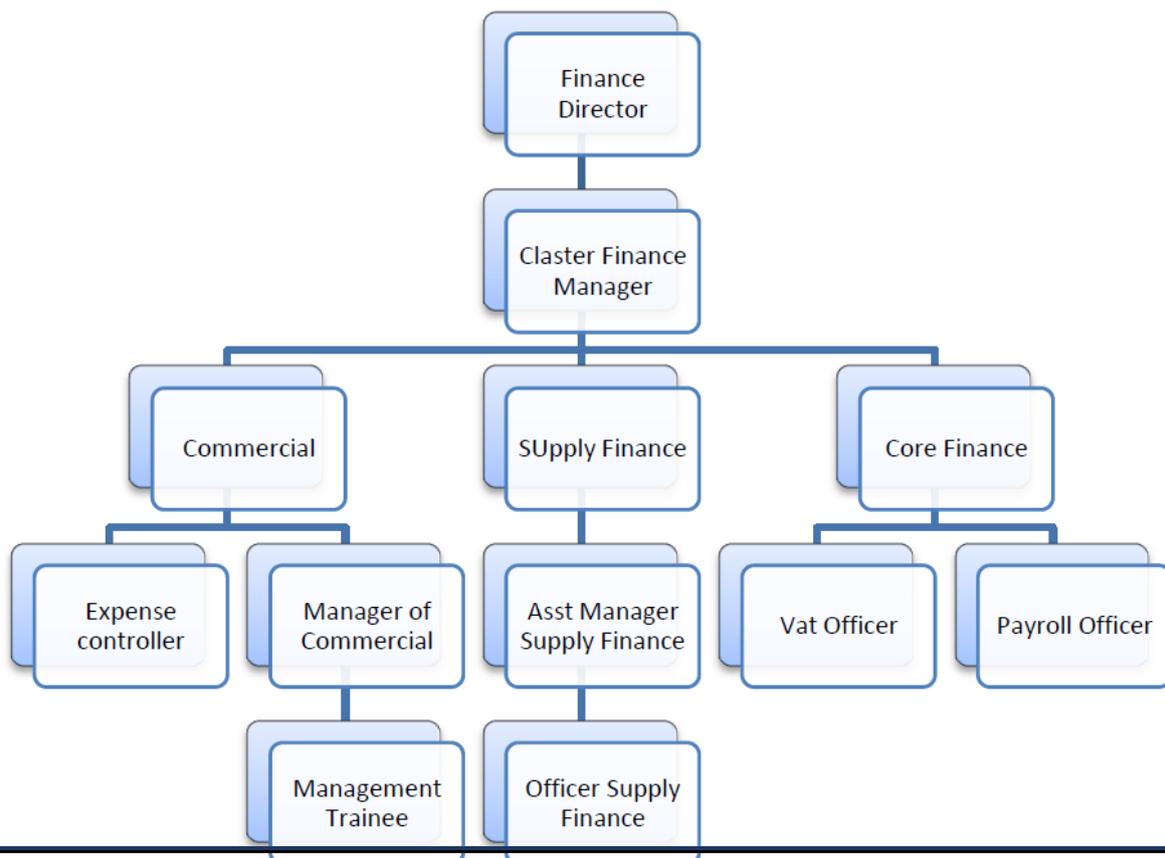


Figure: Hierarchy of Finance Department

The employees of each useful part are fit for assuming control over the obligations of other utilitarian parts on possibility premise. The significant occupations of the fund office are done by the money and record area and these are bookkeeping capacities, for example, everyday accounting, refreshing the everyday records and Final Account arrangement, distinctive change examination, gauging planning, dealing with treasury matters and so on. MIS capacities and VAT taking care of are also done here. The corporate Affairs divisions manages the offer related issues like managing investors, Stock Exchange, SEC, holding the Annual General Meeting and so on. The administration bookkeeping and costing area is fundamentally responsible for item costing.

Reckitt Benckiser (Bangladesh) Limited			
Statement of profit or loss and other comprehensive income			
For the year ended 31 December			
<i>In Taka</i>	<i>Note</i>	2019	2018 Restated*
Revenue	7	4,126,150,222	3,561,898,791
Cost of sales	8	(1,878,203,439)	(1,755,638,024)
Gross profit		2,247,946,783	1,806,260,767
Other income	9	982,886	3,853,354
Operating expenses	10	(1,370,180,346)	(1,280,295,456)
Impairment loss reversal on trade receivables	18(A)(i)	551,118	699,211
Operating profit		879,300,441	530,517,876
Finance income	11	46,405,986	21,409,314
Finance costs	12	(2,165,338)	-
Profit before contribution to WPPF		923,541,089	551,927,190
Contribution to WPPF	13	(43,978,147)	(26,282,247)
Profit before tax		879,562,942	525,644,943
Income tax expense	14(A)	(260,301,685)	(193,871,698)
Profit for the year		619,261,257	331,773,245
Other comprehensive income			
Remeasurement of defined benefit liability	22(A)	(300,000)	(8,630,000)
Related tax	14(B)	75,000	2,157,500
Other comprehensive income/(loss) for the year, net of tax		(225,000)	(6,472,500)
Total comprehensive income for the year		619,036,257	325,300,745
Earnings per share			
Basic earnings per share (Taka)	15(A)	131.06	70.22

Figure: Income Statement of RB Bangladesh 2019

2.6 Operations Management and Information System Practices:

The operations management team is one of the core teams responsible for conducting day to day activities of RBBL. The team works endlessly with other departments to ensure quality work. The operations management team in RB has some specific duties and responsibilities which are at the core of the company. The information system practices are an essential part of the daily work process of RB. The system that RB uses is a common platform used by RB Global. This global software controls all types of traffic, information, records of each and every stakeholder associated with RB. The software has a complex entry process so that outsiders cannot access RB's information for any kind of mal practices. All the information of employees is kept confidential and only the IT team has access to it. The software used by RB are useful in bringing efficiency into the company and helping the company grow into a more digital platform. There are data system used in Sales and used by all the recruits of Sales, the software called NEWS PAGE helps conduct everyday sales data store from stocking to company invoice and performances of different distributions and outlets under the umbrella of RB. Regular update of employee information is done so that phishing activities don't take place in any means under RB IT team.

2.7 Industry and Competitive Analysis:

RBBL battles with many industry giants to gain supremacy in the market with its variety of brands and SKU's. Currently the top competitor company of RB Bangladesh is Unilever and ACI battling for supremacy in soap and antiseptic section of the brands that the companies have under their umbrella. Currently in the soap section Lux from Unilever holds the top

position in market share and in the second position is Dettol. Other brands of RB are a market leader such as Harpic, MR Brasso, Veet. There are not many quality competitors when it comes to these brands but day by day new local brands with their cheaper rates and better than before quality are proving to be a threat for the company. The likes of products of ACI and square, the products being Septex, Savlon and Sepnil are also doing quite well in the local market and pose to be a threat to the growth of the company. Lifebouy from Unilever is also gaining up close to be at the second position in the market. The likes of Veet don't have any actual competitors and Harpic as a brand has grown so much that people prefer this over any local cheap Brands. Lizol also gained quite a fair of brand recognition and people tend to use it more than any other rival's alternative.

SWOT ANALYSIS OF RBBL:

Strengths:

Brand Recognition,

Top Quality Products,

Customer loyalty,

Market Leader.

Weakness:

Low Production Capacity,

Less supply over current demand,

Saturated market,

Higher rate of products.

Opportunity:

Better acceptance of product in outside metro areas,

Market size getting bigger,

Better buying capacity of potential customers.

Threats:

Cheaper rates of product provided by competitor,

Market availability of rival products,

New entrants in the market,

Global standard maintenance.

2.8 Summary and Conclusions:

Reckitt Benckiser as a company operating in Bangladesh has just started to take wings and are at an ever highest growth. The current yearly revenue is expected to become double as compared to previous year's data. The products provided by RBBL are of the best quality and no one in the market denies the effectiveness of the products provided by RBBL. Currently competitors are growing in numbers but RB is growing in stature every day, the company keeps getting bigger and with that the management keeps getting better. The sales in RB has also changed than it used to be and is more digitalized and depends more on efficiency than ever before. RBBL also works endless to ensure distribution of proper health products to the nation serving as catalyst of safety and hope for the general people. Campaigns of RB are always focused towards a healthier, cleaner and safer Bangladesh. Sales is just the output of the effort RB puts in ensuring a healthy lifestyle for its Customers.

To end, it has been thus far a great journey with RB to have experienced so much within a short frame of time. The ways things are planned for the upcoming months, we can hope to see RB at the top of the leader board in market share as well as brand acceptance. Hopes and dreams are to see RB continue its good work and ensure the CSR activities that it has planned and come in the need of common people in any kind of epidemic.

2.9 Recommendations:

After 3 months of being involved with RB at a core level, there are a few suggestions that I have come up with for the company with the little knowledge that I possess. Although I have

given much emphasis in researching the feasibility of the recommendations, thus have only come up with the ones that can be taken care of and implemented in the near future.

1. Increase the production capacity of factories.
2. Have better distribution of products in the market so that competitors don't stock their products in retail stores.
3. Invest more in customer promotional and trade promotional activities.
4. Reduce the price of certain products if possible.
5. Train the whole work force about behavioral issues and better compliance and hygiene.

Chapter 3

3.1 Introduction:

RBBL is currently one of the top brands for customers to choose from mainly for its health and hygiene products. The sales teams play a crucial part in the role to ensure proper distribution of products to everyone in need of products that kill germs and keep your family safe. RBBL has currently become the most sought-out company for anyone during a time when people need proper care to disinfect themselves. The market shares of many of RBBL's brands have also gone up by quite a margin, and the share market seems to be at its greatest time ever in history in Bangladesh. The marketing Team and Sales team have been playing a monumental role in pushing sales and making sure products are reached to every corner of Bangladesh. People are being made aware of the need for health products and everyone is complying likewise. RB Bangladesh has also launched several campaigns to show its gratitude to the common population and is working endlessly to eradicate everything that is harmful to the human body and practices that are a threat to human wellbeing. The sales team of RB are the main field force that face all the heat from the public at first before everyone, they are the front-line employees and are equipped with all the necessary skills required to ensure proper Distribution of Products.

Objective:

The main and primary objective of the report is to ensure I meet my internship guidelines for my graduation. The internship topic is selected to from a marketing student's perspective working in sales department to showcase the work process that goes inside the sales department. To make a career in sales it is very important to know the stems and roots of the process that a sales department goes through to ensure their daily task. Working in an organization like RB it was a great pleasure to learn every small details from the best in business. Other objectives of the report include:

To relate to the day to day activities done by the organization and how sales are ensured.

To experience practical knowledge.

To bring about a better understanding of University theoretical knowledge and Job Practical Experience.

Significance:

The internship period is the first step that we take in professional life. Every task during this period is crucial as we would be doing just this in the next years to come in any jobs that we enter. For a undergrad student to graduate this period is the full stop or conclusion to the 4 year learning that we get. Besides, as a student there are a few important points that are checked while doing internship,

Honing of skills that were present like MS office, Interpersonal etc.

Expansion of overall knowledge of work process and industry.

Better understanding of market place and dealing with people.

The report being a window for readers to understand about the things that goes inside the job.

3.2 Methodology:

The report is done based on qualitative data collected from people and data source of the organization. The representation of the data is in a descriptive format to help readers understand easily and read through the topic. Numbers are not quite vibrantly used and a descriptive

understanding of the learnings are portrayed through the report. The data for the report was collected in two methods, Primary and Secondary.

Primary: Interviews were done with the Head of Sales MR Biswajit, my supervisor RSM MD Riasad haque abir, HR officer Toma Biswas and ASM of South region. Information about sales process we mostly collected from them with constructive questions and discussions on various topics and events surrounding the sales department.

Secondary: The secondary data for the report was collected from online websites, news portals, yearly income statement, financial statement of the company, annual reports and journals.

3.3 Findings and Analysis:

The sales process that goes inside RB is crucial to follow for its proper outcomes. There are a lot of activities that go in the whole entirety of the department and through its workforce. The activities are maintained in a sequential manner and one comes after the other so that there is a smooth transition of activities. RB mostly depends of its distribution sales. The process is such that the RB company ware house designated few distribution centers under it which are owned by non RB individuals. The task of the distributor is to sell the products at a rate fixed by RB standards are entitled to follow the rules, regulations and restrictions imposed by RB.

Distribution is to guarantee brand accessibility by taking exact requests guaranteeing ideal stock levels guaranteeing proficient conveyance administration through right assistance recurrence and by on time in full (OTIF) conveyance guaranteeing product and quality, for example, newness and appearance.

Understanding Sales Process of RBBL:

The products are first manufactured in the factory situated in Chittagong and are distributed to two separate depots or warehouses situated in Dhaka and Chittagong. The depots are a fundamental source of sending products to different regions of the country. The geography of the depots suggests that from Dhaka products are sent to all other parts of the country and from

Chittagong it only stays within Chittagong region. More than 50% of the goods produced are sent to the Dhaka depot as it is the main market for the company. There are manufacturers outside of RB's own that work as third party and produce all kinds of products and their packaging of the brands under RB's umbrella. A depot contractor is assigned by the company and works on a contractual basis to ensure all the products are handled well and sent to their specific destinations on time. All types of loading, unloading and payments of labors involved in the work are done by the Depot Contractor. To overlook all activities are being performed well a Logistic Executive monitors all the activities of the depot. The daily activity of the depots is to take orders from different distribution points working in Bangladesh and placing that order to send the required products to those distribution points on time. The demands are placed by the Distribution houses according to their judgement of need from the customers. The logistic team works to make sure products are send in due time.

The next phase is distribution of products to retailers by the distribution house. Here order are taken by DSR , Distribution Sales representatives from different areas that they are assigned to with the reach of the distribution house. The DSR take orders from the market and provide them with the necessary products the next day after ensuring order. It's the task of the DSR to ensure proper order from the retailers and make retailers know about company offers and customer promotion activities. Planning by the team lead by the TSM is done on a regular basis to increase or maintain the sales and meet the month's target set by the company. The RSM and ASM share plans with their TSM and the TSM then disseminate the information with the DSR under their command.

There are some important day to day functions that the sales department go through, i.e. Ensuring proper in market sales and increasing the market sale at times of need, making sure there is growth of the distribution house, marinating SKU wise growth, effective coverage of products to all outlets, visual establishment of products in different retail store, expanding the market and making new routes which are efficient.

Key people responsible for sales activities:

At the top of the list we have the Sales Director who is the head of everyone in the sales team. The sales director imposes plans and ideas for the rest of the team to follow. The Sales director

is responsible for all the growth of the company as a total. Under the sales director are the RSM, ASM, Trade Marketing manager who work hand in hand to ensure proper sales are done by the team. The sales team consists of 6 RSM, 7 ASM and around 70 TSM operating in 6 regions throughout the country. The number of SR is around 500 approximately.

The trade marketing manager makes sure of promotional plans and trade promotions that the team needs to follow to boost up sales of the country. The Trade marketing manager gives a good understanding of product development and product push to the market through promotional activities. The sales management system is the daily task of the trade marketing manager. All sorts of necessary communication is done by the TMM to the sales team as a whole.

Regional sales manager is in charge of a specific region of the country. For RBBL there are different regions within its coverage and there are 6 RSM operating in the 6 regions situated in the country. Under the RSM works the area sales manager who reports directly to him at times. All sort of memo and product drive, distribution changes, channel update, new routes are stated by the RSM to the TSM to follow. RSM are also responsible to build up and train Distributors as per the requirement of the company. RSM are also entitled to train TSM into the better versions of themselves to solve complex distribution matters.

Area Sales Manager is in charge of a specific area, under him there are also some TSM's working. Area sales manager gives away day to plans for the DB House, ensures all communication from the head office to the TSM. The ASM also allocates products to the specific territories under him. The ASM also breaks down the target of the area to his territories based on the amount of business that they do. ASM is most of the time directly involved with the TSM to make sure they are on the right track.

TSM was the designation that I was given to perform in my territory. It is the entry level of the job in sales for a graduate. TSM are responsible to ensure territory sales under a region. The daily responsibilities of TSM include monitoring of Sales Representative, giving them daily sales related tasks to fulfill and ensure proper SKU wise growth in the DB. TSM are also responsible for distributors business growth and overall business development. Paper works

such as claim processing and collection of cash to pay back to the company is done by the TSM of RBBL. Visiting the market to find possible sales gap and market opportunity is something a TSM does on a regular basis. Proper guidance from a TSM can transform a DSR into a productive employee. The TSM reports his daily sales to the ASM every evening and is evaluated on the basis of his performance. Till now only male candidates are in the fore line to become TSM.

Sales Support and Administration provide statistics and information that helps the sales team understand gaps and possible opportunities in the market. Sales Support team work complimentary to the sales team assisting them with daily stats. Mail are sent to every TSM about their standings in the current month. The statistics and data are daily updated to keep track with the growing changes in the market. All sorts of claims are processed by the Sales Support Team as well. Every month this team sets the Setting Distributor & SKU wise target and regularly updates Collection of Shipment & IMS data.

The principle duty of the DSR is to accomplish the business target. The merchant deals power call at the shops in their particular courses and as indicated by the plans once in a week or fortnight and initiate the retailers and wholesalers to purchase the items and actuate the retailers to keep items in their racks. They likewise introduce the purpose of deals (POS) materials and other limited time exercises in their shops.

Reckitt Benckiser (Bangladesh) Limited have explicit techniques for advancing the brands in the market to increase upper hand over the contenders.

These Techniques are

1. Consumer Promotion or CP: The purpose of this promotion is to make consumers aware of the brand and entice them into trying out the brand. These promotions create brand recognition, ensure repeat purchase, strengthen the brand loyalty of the customer, counter competitive activities and initiatives made by competitors, secure a recurring brand of customers.

- 2 Trade Promotion or TP: These are the promotional activities that the trade marketing team comes up with to get retail shop owners stock the company's product and try out new products

as well. The main task of TP is to make retail shop owners have proper stocking of products, increase the products presence in the stores, make sure they communicate messages to customers to buy RB's products.

Analysis of Sales Process:

What we can make sense of is that the business division isn't just liable for the genuine deals of product, however it additionally deals with coordination's capacities. There is no different Logistics division in this association. The business office is liable for coordination the board somewhat like transportation, terminal administration and so on. The remainder of the strategic issues like stock administration, materials the executives and so on are taken consideration by the flexibly office. The test of the business office is to guarantee that any place clients shop they generally discover the items merchandized with the right rack position in the correct grouping and in the correct cost and limited time offers. It is through this office the items reach on account to the customers. The marketing plans made by the marketing team are all futile if the sales team cannot properly distribute their products to the distributors and to the customers. The sales team becomes obsolete if a they don't utilize their resources to pull the customers in their court. The marketing team and the sales team work together to ensure all the plans are on the right track and products are being delivered to every doorstep. It's a continuous challenge to motivate retailers and wholesalers, as there are times when they become dissatisfied with the consumer products and don't tend to keep stock of the products. Thus both marketing and sales need to work in tandem to promote a common message to all and increase the volume of sales on a regular basis otherwise results will be downgraded. RBBL is working endlessly to ensure daily, weekly and monthly planning of their improvement in distribution policy so that they can make a mark in the market. RBBL always focuses on trying to satisfy its stakeholders so that they become a loyal follower to the company. RBBL always tries to select the best

among the batch of potential candidates to become the distributor of the company. The distributor being a third party it is important that they align easily with RB standards are ready to ensure proper distribution of products through the guidance of RB. Thus RB is quite careful when selecting the distributor to represent its company. Investment is a common step done by distributors so they will need to be always ready when time comes to invest more money and grow their business instead of having a rigid mentality of stable growth. There are lots of things a TSM and RSM look into before enlisting a distributor under their belt. Past records and current business records everything is given a look of the Distributor so that the business does not fail in the long run. In the event that the possibility has all the vital characteristics that are required by the Reckitt Benckiser (Bangladesh) Limited. The RSM and the TSM genuinely visit the point and give important data and preparing to the wholesaler and his business group. Distributors are also responsible to assist the TSM in making claims and making sure all claims are processed in due time. The distributor also works to promote the products in his region through the plans set by the company. The distributor is bound to comply with all these activities or else distribution ship might get canceled if they do not follow regular communications made by the company. RB operates its distribution in two ways, Direct Distribution or Regular Distribution and Indirect or Super Distribution.

In direct or regular distribution, the products are directly reached to the retailers through the designated distributor. In Super distribution however the products are sent to a distributor and he send the products to different small sub distributors to ensure proper distribution. The sub distributor model is something the company hopes to get out of as TSM don't have full control over those distribution houses.

Targets Of RBBL

There are monthly and quarterly targets given by the territory sales manager to the distributors which needs to achieved at all cost. In addition, performance incentives are given based on the achievement of the monthly and quarterly target. Regular shipments are sent to the distribution to make sure the target is also fulfilled. On the basis of the achievements everyone gets a piece of handsome incentive starting from the RSM, ASM, TSM, DSR, Deliveryman, Supervisor, DB Manager, Distributor and Sub Distributor.

3.4 Summary and Conclusion:

RBBL or Reckitt Benckiser Bangladesh LTD is currently a well-known and recognized company operating in Bangladesh. The quality of products that they produce are by far better than all the competitors in the market. The brands under its umbrella are all well know and accepted by everyone. The distribution of RB is growing exponentially and there is significant sales growth in the market as well. The company hopes to have a growth of over 50% in this year of 2020 end, which is now a reality given the current context of the world and the pandemic that moves over our heads. The departments of RB are growing in man power as well and quality recruits with good educational backgrounds are being moved into the company. The top management is led by some of the best minds yet there are lots of chances of growth there as well. The company depends mostly on the sales team to bring out results and a lot of pressure is put on the sales team to ensure growth on a regular basis. Whatever it might be there is good challenge yet lots of opportunity as well. The company is getting better day by day as compared to previous time and now there is a more proactive approach from all the employees. The future of RB looks brighter than ever but there are a few pointers that the company should follow in the long run if they want a sustainable growth and better employee retention and low turnover rate. It is crucial that RB stays at the top with top notch plans of development. All the measures RB is taking or has future plans of taking is going to pave the way for continuous development in all sectors operating in RB. It is crucial that RB don't become complacent with the increasing growth rather focus like the way they are continuing

now. Keeping the growing nature of business in mind RB is trying to train its work force to have more ownership ship of the company and work accordingly to meet the company's goals.

3.5 Recommendations:

Some suggestions from my experience and observation are given below:

A supervisor or DB manager should be hired by the company at all distributions to help the TSM with his day to day task.

Damage product collection system is yet to be structured so a better plan to regular collect damage products from the market should be made.

DSR should be able to have ownership towards the company and a better pay of salary is the first step to ensure this.

Super Distribution should be taken under regular distribution to let TSM have more control of the market.

Compliance and behavior issue should be monitored strictly so that employees don't feel harassed by their colleagues or supervisor.

Salary paid to the employees should be reviewed to meet the market standard.

Proper disbursement of Claims should be made so that no pending claims remain.

Better trade promotions to specific Brands and SKUs should be introduced.

References:

1. *Bangladesh. (n.d.). Retrieved June 20, 2020, from <https://www.rb.com/offices/bangladesh/>*
2. *Substitution Product For Drug Addicts. Detox Center. News Photo. (n.d.). Retrieved June 20, 2020, from <https://www.gettyimages.com/photos/reckitt-benckiser?family=editorial>*
3. *Protect, heal and nurture. (n.d.). Retrieved June 20, 2020, from <https://www.rb.com/>*