

Report On
Professional Experience at Unilever Bangladesh Ltd.

Submitted To

Md Shamim Ahmed

Lecturer, Assistant Coordinator, Deputy Registrar

Brac Business School

Brac University

Submitted By

M.A Monem

17104026

Brac Business School

Brac University

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

© 2021. Brac University

All rights reserved.

Declaration

It is hereby declared that

1. The internship report presented is my/our original work completed while pursuing a degree at Brac University.
2. The report does not incorporate previously published or written information by a third party, unless properly cited through complete and precise referencing.
3. There is no content in the report that has been approved or submitted for any other degree or certificate at a university or other institution.
4. I have acknowledged all major sources of assistance.

Student's Full Name & Signature:

M.A Monem

17104026

Brac Business School

Supervisor's Full Name & Signature:

Md Shamim Ahmed

Lecturer, Assistant Coordinator, Deputy Registrar

Brac Business School

Brac University

Letter of Transmittal

Md. Shamim Ahmed

Lecturer, Assistant Coordinator, Deputy Registrar

Brac Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of internship report.

Dear Sir

With all due respect, I am writing to inform you that I have completed my Internship Report named “Professional Experience at Unilever Bangladesh Ltd. I am now submitting my Internship Report for your consideration. The report includes my overall working experience at Unilever Bangladesh Ltd. I appreciate your guidance and the opportunity to work as an intern, and I am thankful to you and the Internship Management Committee. I made every effort to complete the report with the most relevant facts and suggestions in the most concise and detailed manner possible. I am certain that the report will satisfy the expectations.

Sincerely yours,

M.A Monem

17104026

BRAC Business School

BRAC University

Date: October 02, 2021

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between Unilever Bangladesh Ltd. and the undersigned student at BRAC University, M.A Monem, ID 17104026

Acknowledgement

Most importantly, I'd want to thank Allah for keeping me in good health and giving me with the strength, ability, and opportunity to submit the report on time. I would like to express my deepest thanks to my Academic Supervisor, Md. Shamim Ahmed, Lecturer, Assistant Coordinator, Deputy Registrar Brac Business School, Brac University, for his invaluable recommendations, advice, assistance, and guidance during the report's preparation. Without a doubt, I am grateful to all of the teaching members at Brac University who have inspired and taught me in various courses. In addition, my heartfelt gratitude goes to Ms. Mithi Chowdhury, Brand Manager- Glow & Lovely, who has generously guided me. A special thanks to the whole Unilever team for their unfailing collaboration and support throughout my internship. I'd want to thank my family members for their constant support and affection throughout my life, which has always pushed me forward. Finally, I am grateful to them for giving their perspectives on my work, for supplying me with critical information, for criticizing my work, and for inspiring me. This page is insufficient to express how important their involvement on this report was to me and how thankful I am to them.

Executive Summary

Unilever, a British-Dutch multinational corporation established in 1929, is one of the world's oldest and most well-known corporations. It is the world's third largest consumer products firm, with over 400 brands sold in over 190 countries. Unilever Bangladesh Ltd., a subsidiary of Unilever in Bangladesh, has grown to become one of the most powerful multinational corporations in the FMCG market. The firm has grown throughout the years by providing Bangladeshis with world-class creative items. Unilever goods such as Lux, G&L, Rin, Surf-Excel, Vim, Dove, Knorr, and others are used by more than 90% of the country's homes. I started my journey with Unilever Bangladesh as a GTM intern where I worked on various projects starting from G&L digital Campaign, G&H Tvc, Lakme localization etc. I have tried to implement my four years university learning on these projects in order to execute them accurately. Working on these projects enabled me to enhance my skills, knowledge, creativity and gave me understanding about how precisely and carefully they conduct their every operation. Among various learnings, the most impactful one for me was the Lakme Localization part, where I got the opportunity to do a market visit in order to understand its potential to become a market leader. After doing the market visit, I got to learn about the steps a company needs to consider before launching a new product in the market.

I have prepared this report into 3 major chapters. Firstly, I discussed about the overview of the internship report (Internship information and outcomes). Secondly, the Organization part where I have discussed about the objective, origin of the study, company overview and its management, marketing, operational practices and concluded the second chapter with its SWOT analysis and recommendation. Finally, the most important part where I have described about my whole professional experience at Unilever. Since, I've worked on various projects for which I have tried to give proper insights about my responsibilities and concluded the final chapter with findings and recommendations based on my observation.

Keywords: Market Visit, Localization, Launching, Market leader, GTM.

List of Acronyms

UBL: Unilever Bangladesh Ltd.

GTM: Go-to-Market

G&L: Glow and Lovely

G&H: Glow and Handsome

UFLP: Unilever Future Leadership Program.

MNC: Multinational Company

HR: Human Resource

SO: Sales Officer

Table of Content

Contents

| | |
|---|----|
| Declaration | 2 |
| Letter of Transmittal | 3 |
| Non-Disclosure Agreement | 4 |
| Acknowledgement | 5 |
| Executive Summary | 6 |
| List of Acronyms | 7 |
| Chapter 1: Overview of the Internship..... | 11 |
| 1.1 Student Information..... | 12 |
| 1.2. Internship Information..... | 12 |
| 1.2.1 Period, company name, Department/Division, Address..... | 12 |
| 1.2.2 Internship Company Supervisor’s Information | 12 |
| 1.2.3 Job Scope – Job Description/Duties/Responsibilities | 12 |
| 1.3 Internship Outcome | 14 |
| 1.3.1 Students contribution to the company | 14 |
| 1.3.2 Benefits to the Students: | 14 |
| 1.3.3 Difficulties Faced During the Internship Period: | 15 |
| Recommendations: | 16 |
| Chapter 2: Organization Part | 17 |
| 2.1 Introduction | 18 |
| 2.1.1 Objectives: | 18 |
| 2.1.2 Methodology..... | 18 |
| 2.1.3 Scope of the Study | 18 |
| 2.1.4 Limitations of the Study | 19 |

| | |
|--|----|
| 2.2 Overview of the Company | 19 |
| 2.2.1 Unilever Global | 19 |
| 2.2.2 History | 20 |
| 2.2.3 Timeline..... | 21 |
| 2.2.4 Unilever Logo Design and History:..... | 22 |
| 2.2.5 Unilever Bangladesh Ltd. | 26 |
| 2.2.6 Unilever Global Structure at a glance..... | 27 |
| 2.2.7 Unilever Physical Value Chain at a Glance..... | 28 |
| 2.2.8 Unilever’s Mission | 30 |
| 2.2.9 Unilever’s Corporate Vision..... | 30 |
| 2.2.10 Unilever Brands and Product Offerings | 31 |
| 2.3 Management Practices..... | 31 |
| 2.3.1 Charismatic Leadership | 32 |
| 2.3.2 Democratic Leadership..... | 32 |
| 2.3.2 Organizational Structure..... | 33 |
| 2.3.3 Goal | 33 |
| 2.3.4 Recruitment and Selection Process..... | 34 |
| 2.3.5 Selection Process | 35 |
| 2.4 Marketing Practices..... | 35 |
| 2.4.1 Marketing Mix | 35 |
| 2.4.1.1 Product..... | 35 |
| 2.4.1.2 Price | 36 |
| 2.4.1.3 Place..... | 37 |
| 2.4.1.4 Promotion | 38 |
| 2.5 Financial Performance..... | 38 |

| | |
|--|----|
| 2.5.1 Ratio Analysis..... | 38 |
| 2.6 Operations Management and Information System Practices | 42 |
| 2.6.1 Operations Management..... | 42 |
| 2.6.2 Information System Practices..... | 42 |
| 2.7 Industry and Competitive Analysis | 44 |
| 2.7.1 Porters Five Forces | 44 |
| 2.7.2 SWOT analysis of Unilever Bangladesh Limited | 47 |
| Summary | 48 |
| Chapter 3: Project Part | 50 |
| 3.1 Introduction | 51 |
| 3.1.1 Background..... | 51 |
| 3.1.2 Objectives of the Study: | 51 |
| 3.2 Methodology: | 51 |
| 3.3 Findings and Analysis | 52 |
| 3.3.1 What is GTM strategy?..... | 52 |
| 3.3.2 Duties and Responsibilities of the projects: | 52 |
| 3.4 Summary and Conclusion | 62 |
| 3.5 Recommendations | 63 |
| References..... | 64 |
| Appendix:..... | 66 |

Chapter 1: Overview of the Internship

1.1 Student Information

Name: M.A Monem

ID: 17104026

Program: Bachelor of Business Administration

Major: Marketing **Minor:** E-Business

1.2. Internship Information

1.2.1 Period, company name, Department/Division, Address

Period: In total 12 Weeks (3 Months) from July 1, 2021 to September 30, 2021

Company Name: Unilever Bangladesh Ltd.

Department: Marketing

Address: ZN Tower, Plot # 2, Road # 8, Gulshan-1, Dhaka-1212, Bangladesh

1.2.2 Internship Company Supervisor's Information

Name: Mithi Chowdhury

Position: Brand Manager- Glow & Lovely

1.2.3 Job Scope – Job Description/Duties/Responsibilities

Unilever Bangladesh is one of the largest MNC in Bangladesh where every individual dream of getting professional experience to kick start their professional career. I consider myself privilege and lucky to get the opportunity to work for Unilever Bangladesh as an GTM intern in the Marketing Department. My journey with Unilever started with their ULIP program where 4500+ candidates had to go through 4 phases of recruitment. Among many candidates I consider myself lucky to get selected in their ULIP program. The job responsibilities of intern at Unilever is unique in its own way. The main responsibility of intern tenure was to assist Ms. Mithi Chowdhury, Brand Manager- Glow & Lovely. In addition, I also assisted in their HR function and Ms. Sibat Nuhas-

Employee Brand Manager and Diversity & Inclusion Manager for Marketing Director Award Program. The duties I were assigned to is mentioned below:

[Incorporating Feedback of Packaging:](#)

As mentioned above, my whole tenure was instructed by Ms. Mithi Chowdhury- Brand Manager, Glow & Lovely. For the packaging design and writings of G&L and G&H, my work was to incorporating every single feedback provided by my LM where I had to check thoroughly every single word, color contrast, image contrast of the tube and carton artwork to make sure that every feedback is implemented perfectly. If any error occurred, my duty was to notify the agency and site the things which need to be fixed in order to meet the requirements of the tube and artwork.

[Market visit for Lakme Localization:](#)

LAKME a well-known establish skincare Brand which used to be supplied by Unilever Bangladesh Ltd. As Unilever Bangladesh Ltd. Stopped its supply for the past few years, Vendors or retailers are collecting the LAKME product from the various importers. As the retailers are collecting the products from the importers, they are struggling with the supply issue. Unilever Bangladesh Ltd. is going to officially localize all the LAKME products in Bangladesh again for which I was assigned to have full insight of the market regarding its potentiality to become market leader in skincare category.

[Incorporating the feedback of the G&H TVC scripts:](#)

For G&H TVC three storyboards were prepared categorizing Football, Gamer, Movie lover theme. My responsibility was to identify the errors in the scripts, ensuring whether the script matches with visual reference or not, contacting with agency to make sure they submit the work before deadline and incorporating all the feedbacks provided by my LM.

[Organizing Marketing Directors Award Program:](#)

I was assigned by Ms. Sibat Nuhas- Employee Brand Manager and Diversity & Inclusion Manager for organizing the Marketing Directors Award program where they nominate the best performer and organize an event to acknowledge their performance. For this event, my work was to design the certificates for the winners, contacting with various restaurants inquiring whether they provide

food coupon or not, communicating with various gift shops and identifying the best gift which meets our standard in a limited budget, preparing slides of the event etc.

Fixing the errors of G&H Chatbot Flow:

The task was assigned to me by Ruksat Ahmed apu to identify the errors in G&H Chatbot flow in terms of spelling mistake, whether the sentences were structured or not, translating the sentences from English to Bangla accurately etc.

1.3 Internship Outcomes

1.3.1 Students contribution to the company

- Supporting the G&L whole packaging design process- Coordinating with the agency, incorporating all the feedbacks, checking all possible errors.
- Coordinating with the HR function to successfully organize the Marketing Directors Award event.
- Analyzing the scripts and storyboards of the G&H TVC, providing feedbacks and generating my own idea if any updates were required.
- Being a helpful hand of my LM.
- Giving follow ups with agency for G&L CP Tag-on Film.
- Analyzing the market and provide required information of my projects.
- Coordinating with the SO and CSO for acquiring market information.

1.3.2 Benefits to the Students:

As an undergraduate student, it was a career boosting opportunity for being able to work in such MNC like Unilever Bangladesh Ltd. Over the last 3 months of tenure I got engaged with various activity which helped me to increase my knowledge, identify my true resources and potential, shaped my ideology and working style.

Purpose Driven Leadership:

At Unilever, they believe “People with purpose thrives”. From the very first day at Unilever, they nurtured every single intern to be a leader. They encourage their employee to lead with purpose to reach ultimate success. After having various seminars and sessions with the top management, hearing about their journey and how leading with purpose has brought great success in their

professional career. At Unilever, I've found my purpose which is "Dribble past every obstacle for greater development of myself, community and organization".

Getting insights of Corporate culture and their operations:

The internship program is a great opportunity for every single individual to get insight into corporate culture and how they operate their business. Being able to work in an MNC like Unilever Bangladesh Ltd. I got the scope to learn about practical operation at large scale. From product development to R&D and marketing the product I've gained huge knowledge to enrich my resources. Specifically, their marketing departments functions, as a student of marketing background I've received hands on experience while completing my internship program at Unilever.

Upgrading Communication Skills:

From the beginning of the pandemic, Unilever has shifted its operations from the traditional workplace to work from home. Sadly, I have done my whole internship program by working from home. During these time periods, the communication medium has undergone significant changes as a result of many factors. Zoom and Microsoft Teams are examples of online collaboration tools. As a result of this internship program, students can learn how to properly use various online communication channels effectively. In addition, I've learned how to write a professional email, what manners to follow, how to set up a professional meeting via these online platforms, etc. As I have mentioned above that I had the opportunity to do a market visit for Lakme for which I had to interact with lots of retailers and vendors to get effective insights of the market and helped me to become a better communicator.

To summarize, the whole internship program has helped me to develop myself for future professional roles and increased my leadership ability, which will surely help me to thrive in my professional career.

1.3.3 Difficulties Faced During the Internship Period:

- As mentioned above, Unilever had shifted their whole operation from traditional office to home office from the very beginning of the pandemic. The only medium of communication was based on internet. From my prospective, communication

in real life is more effective than virtual interactions for which I've faced many difficulties regarding my working instructions that I used to receive from my LM.

- Not being able to understand and experience about the true corporate culture and office working environment.
- Didn't get the opportunity of acquiring hands on knowledge about how the company operate their various functions.
- Miscommunication led to many errors and hampered the development of the projects.

Recommendations:

- As the pandemic situation is becoming normal gradually, they should reopen their operation in office, in order to operate their functions more smoothly and accurately.
- The company should bring changes to their emailing system and move to Microsoft Workspace for communicating with others efficiently.

Chapter 2: Organization Part

2.1 Introduction

2.1.1 Objectives:

This report was created to meet the criteria of BRAC Business School's Internship program at BRAC University. My goal is to convey my whole professional experience at Unilever Bangladesh. The main objective of preparing this report are-

- To give insights of their marketing functions.
- Relate my academic learnings with the real-life corporate world.
- To provide information regarding their project execution.
- Learn how to adjust to a new culture and individuals with a wide range of talents and experiences.
- Providing detailed information about their Brand Management Activity.

2.1.2 Methodology

Methodology refers to specific tools and procedures to collect information for analyzing the data. There are two types of methodology from where we collect our required data. A) Primary data, which collects information directly from the source, and B) secondary data, which collects information indirectly from sources, are the two forms of technique.

Primary Data:

I have collected information from my LM and my other ULIP colleagues as a primary source of collecting the information. Besides, I have collected information from my direct observation while I was working for the several projects of Unilever Bangladesh Ltd.

Secondary Data:

To complete the report, I've collected information from several secondary sources. I have extracted information from Unilever's official website, various journals, article, various financial websites and internship report of my seniors in order to provide indebt information.

2.1.3 Scope of the Study

From this report, we can get detailed information about how Unilever's marketing functions operate, how they execute their projects, what type of leadership they follow, their management practices, information management practices, their brand development activity, financial condition

of the company, their company's strength and weakness, insights about the projects I have worked on etc.

2.1.4 Limitations of the Study

- As I have mentioned above that the only medium of communication was dependent on internet for which I couldn't gather adequate information from my LM and other colleagues.
- Every employee of Unilever is very much dedicated, professional and competitive for which it was hard for me to schedule a meeting with the officials in order get more information.
- As I had to attend to Unilever Bangladesh's official job while preparing this report, it was extremely difficult for me to complete this internship report while also attending to Unilever Bangladesh's official business.
- Most of my projects are still in process or ongoing for which I won't be able to witness whether the projects are successful or not.

2.2 Overview of the Company

2.2.1 Unilever Global

Unilever a British multinational company established over 100 years ago and one of the largest consumer goods company which headquarter is situated in London, England. Unilever's purpose is to make sustainable living commonplace for the environment and people. It is the most renowned and consumer-oriented company owning over 400 brands available in around 190 countries in the world and its product is used by 2.5 billion people every single day. Unilever has 149,000 amazing employees who are dedicated towards fulfilling its purposes. Unilever categorizes their business in 3 divisions, 1) Food and refreshment 2) Home care 3) Beauty and personal care. By the end of 2020, Unilever generated revenue of €51 billion with 58% in emerging market and €6.073 billion net income. Mr. Nils Anderson is the current chairperson of the company and Alan Jope is the

Chief Executive Officer of Unilever. Unilever's major competitors are Mars, GSK, Johnson & Johnson, Nestle and Procter and Gamble.

2.2.2 History

Unilever's story begins back in the late 19th century by William Hesketh Lever and James Darcy Lever naming their company Lever Brothers by buying small soap factory in Warrington. In 1884, Lever Brothers manufactured their first soap containing copra or pine kernel oil and named the Brand-Sunlight. This brand became the first brand to advertise in-home. As the brand started to get accepted by the people, Lever Brothers bought large soap factory in 1887 and started their first journey to become the largest consumer brand in the world. In the 1890, Lever Brother became a limited company by selling 40,000 tons of sunlight soap in a single year. As a result, their business began to expand from Europe to America. In 1917, they began to diversify into foods, fish, ice cream business. In the 1930s, Unilever introduced improved technology to the company. Their business grew and new companies were established in Latin America. The entrepreneurial spirit of the founders and the way they care for employees and the community is still at the core of Unilever's business today.

On 2 September 1929, Margarine Unie and Lever Brothers sign an agreement to create Unilever. This agreement is described in the history as 'One of the biggest industrial amalgamations in European history. After the first world war, Unilever has suffered many occasions like economic boom, depression. However, the emerge of the new world war effected their business operations causing them to lose their business tie with Germany and Japan. In 1950, the whole market started to become a mass market, they got the chance to expand their business from Africa to Asia which led to consumer boom and rising of the standards of living. Throughout the last 100 years, they have been successful in creating products that help people get more out of their lives-reduce the time they spend on housework, improve their lifestyle, so that people can enjoy food and care about their homes, clothes and themselves. In the 21st century Unilever started to focus on their purpose of serving sustainable living for the environment and the people. Unilever believes that success means highest standards of corporate behavior towards their employees, consumers and the societies and the world in which we live.

2.2.3 Timeline

19th century: Lever brothers started their journey by buying a small soap factory in Warrington and manufactured their first soap product naming Sunlight. In 1890, Lever brothers became a limited company. In 1894, launched Lifebuoy as the interest in public health and personal hygiene started to grow.

1906s: By the beginning of 20th century, Lever brothers export started to thrive. In response to obtaining an efficient raw material supply chain, they have created their own source for supply and started Palm plantation in the Solomon Island.

1910s: The First World War began, resulting in a large demand for essential wartime commodities such as soaps and fats, which were controlled by the British and German governments. The Lever brothers expressed an interest in producing raw materials to meet the rising demand. The first research lab was built at Port Sunlight in 1911.

1920s: Jurgen and Van Den Bergh established their margarine manufacturing to England. Lever brother bought a sausage company with ice cream ambition. As business was growing fast, companies started to negotiate with each other for not making same product which led to the merge of Margarine Unie and Lever Brothers and Unilever got created.

1930s: Unilever's first decade was not without challenges: it began during the Great Depression and concluded during World War II. However, as the company simplifies its operations, it continues to diversify.

1940s: Unilever's global operations began to deteriorate, but the company continued to grow into the supermarket sector and boosted investment in research and development.

1950s: As new technologies and the European Economic Community have led to the continuous improvement of living standards in the West, new markets in emerging countries around the world are opening up and their economies are booming.

1960s: As the global economy expands, Unilever is also expanding. It begins to develop new products, enter new markets and execute an extremely ambitious acquisition plan.

1970s: Challenging economic conditions and rising inflation made the 1970s difficult for everyone, but when large retailers began to stretch their muscles, the fast-moving consumer goods (FMCG) industry suffered the most.

1980s: The company grew into Central and Eastern Europe and continued to focus on fewer product categories, resulting in the sale or withdrawal of two-thirds of its brands.

1990s: The firm expanded into Central and Eastern Europe while remaining focused on fewer product categories, culminating in the sale or withdrawal of two-thirds of its brands.

21st century: This decade began with the launch of Path to Growth, a five-year strategy plan, and continues to focus on the requirements of customers in the twenty-first century in 2004, with Vitality as its mission and the goal of expanding sustainably.

2.2.4 Unilever Logo Design and History:

In 2005, Unilever decided to change its logo to represent its new dynamic theme. The new logo is also designed for the company's 75th anniversary. The new logo tells the story of Unilever and vitality. It brings together 24 different symbols that represent Unilever and its brands, dynamic concepts, and the benefits Unilever provides consumers.

Symbolic meaning of the Icons is presented below:



Sun: The most valuable natural resource. The sun, the greatest emblem of energy, is the source of all life. It is reminiscent of Unilever's beginnings in a sunny paradise and may symbolize a variety of Unilever brands.



DNA: Helix with two strands. The genetic blueprint of life is a bio science emblem and the key to living a healthy existence. The sun is the greatest component of life, whereas DNA is the tiniest.



Bee: Creation, pollination, hard labor, and biodiversity are all represented by this symbol. The bee represents both environmental concerns and possibilities.



Hand: Sensitivity, care, and need are represented by this symbol. It symbolizes skin and touch.



Flower: Symbol of sensitivity, care, and our appreciation for beauty; both the beauty of our customers and the beauty of nature.



Hair: A representation of attractiveness and excellent looks. When put near to a flower, it implies cleanliness and smell; when placed next to the hand, it inspires tenderness.



Palm Tree: A well-kept resource that reflects their love of trees, forests, growth, and the environment.



Spoon: A representation of nutrition, taste, and cookery. It symbolizes their dedication to constantly enhance the flavor and nutritional quality of all of their food items, allowing millions of people to enjoy great cuisine while eating better diets.



Bowl: A delicious-smelling dish of food that represents their dedication to high-quality ingredients and nutritious meals.



Spice: One of the numerous natural substances used in their goods. It demonstrates their dedication to the long-term purchase of agricultural raw resources for our products.



Fish: Represents fresh food, sea and natural resources.



Spark: It exemplifies Unilever's position as a change agent, aiming to enhance the livelihoods of the people with whom they collaborate across the world - our suppliers, distributors, and farmers.



Dove: A representation of liberty, empowerment, and self-esteem.



Virtuous Cycle: A positive and ongoing cycle that symbolizes our efforts to decrease waste connected with product disposal.



Lips: A sign of communication, openness, and transparency.



Particles: A nod to science and their continuous dedication to discovering novel methods to enhance the lives of its customers.



Ice cream: Represents a treat, pleasure and enjoyment.



Transformation: A sign of good development or change. their dedication to developing new, more sustainable business practices



Plant: A depiction of our natural world in which we dwell. It represents our commitment to reducing environmental impact throughout our value chain, from raw materials to product manufacturing to how people cook, clean, and wash with them.



Waves: A symbol of freshness, cleanliness, and vitality.



Swirl: Represents our passion for delicious flavors and tastes.



Heart: A symbol of compassion, care, and good health. It represents our dedication to supporting individuals in taking little efforts to improve their health and well-being on a daily basis.



Clothes: A sign of fresh washing, good appearance, and self-assurance.



Packaging: Symbolizes our dedication to enhancing the consumer experience and developing new and innovative packaging that is beneficial for both the consumer and the environment.

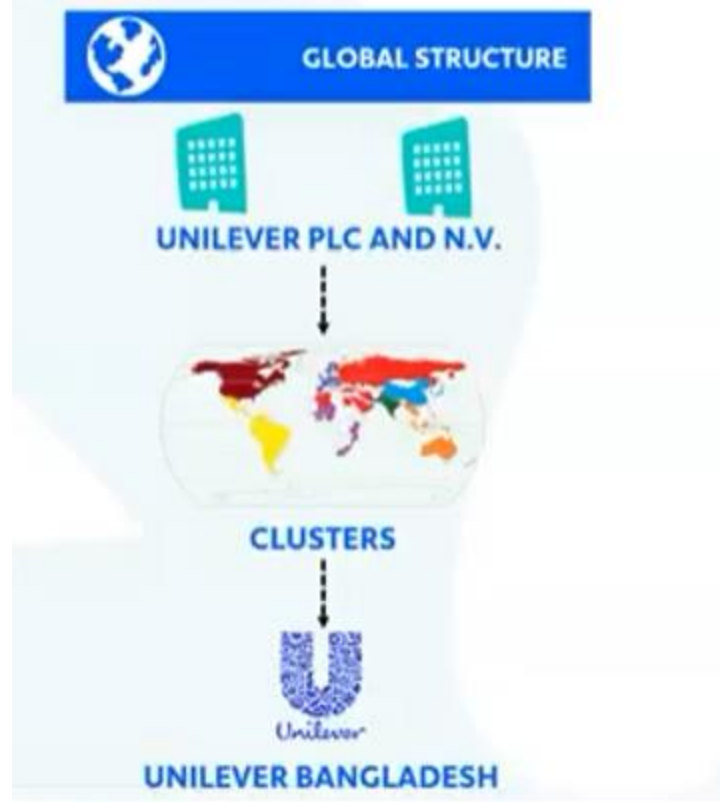
2.2.5 Unilever Bangladesh Ltd.

Unilever Bangladesh Ltd. is one of the world's most successful fast-moving consumer goods manufacturer, with local production facilities that report on innovation and financial performance to regional business organization naming Hindustan Lever.

Bangladesh's home care, personal care, and food product markets were used to led by Lever Brothers Bangladesh Ltd., a subsidiary of Unilever. Lever Brothers Pakistan Ltd. opened its eastern factory in Kalurghat, Chittagong, on February 25, 1964, with a soap production capacity of around 485 metric tons. It was a private limited business, with Unilever owning 55% and the government of Pakistan owning the balance. The eastern facility was declared defunct after independence. However, after the liberation war on July 5th of 1973 the firm was re-registered as Lever Brothers Bangladesh Ltd., a joint venture company of Unilever PLC and the Government of Bangladesh, with Unilever owning 60.75 percent of the shares and the Bangladesh Government owning 39.25 percent of the shares. Unilever Bangladesh Ltd. now employs 10,000 people across Bangladesh.

2.2.6 Unilever Global Structure at a glance

UNILEVER SETUP IN BANGLADESH



There are 2 different entities are shown above which is Unilever PLC and N.V. Unilever Plc operate its business from England and Unilever N.V. from Netherlands since its establishment in 1930. However, group's corporate structure has been unified under single parent company to Unilever PLC. There are 8 clusters which control the performance of different regions. Specifically, to identify the performance management. Under this 8 clusters Unilever operates their business in more than 100 countries and Bangladesh falls under South Asian Region cluster which in micro scale is monitored by the Hindustan Lever Ltd.

2.2.7 Unilever Physical Value Chain at a Glance



Raw materials: 80% of raw materials of product and packaging comes by importing from abroad.



Plant: These raw materials goes to their plant where on is situated at Kalurghat, Chittagong and their third-party manufacturing companies.



Finished Goods: Once the products are ready, they are transferred to Depot.



After that all the finished goods goes to the various location and distribution houses or dealers.

Lastly, their Sales representatives shelves the product in various retail stores in order to deliver the finished good to its end-user.

2.2.8 Unilever's Mission

“Unilever's aim is to make life more vibrant. We satisfy people's daily nutritional, hygiene, and personal care requirements with products that help them feel well, look good, and get more out of life.” (Unilever, 2021).

According to (Burgmans, 2021) “Unilever will continue to operate in accordance with its long-held beliefs, with the goal of creating value for all of our stakeholders. However, in order to tackle new difficulties, we must change. We feel that having a clearer vision of what we want to stand for would put us in a better position to thrive in the next years.”

Their whole operation is focused on bringing vitality to life, meet customer needs for:

- Healthy lifestyle
- Convenience, growing precious community
- Satisfying the consumer with more product offering with more variety, sensuality and enjoyment.

2.2.9 Unilever's Corporate Vision

Make cleanliness a norm; decrease women's labor; improve health and personal beauty in order to make life more enjoyable and rewarding for those who use the product. (Unilever, 2021)

Unilever has already positioned themselves as a brand which promotes sustainability which helps them to persuade their potential customers to choose Unilever as their regular brand.

2.2.10 Unilever Brands and Product Offerings

There are 3 category of products which associates UBL's whole operation. They are:

- Beauty & personal care
- Home Care
- Foods & Refreshments

The brands which fall under these categories are given below:



2.3 Management Practices

Leadership is about motivating employees and influencing their behavior in order to achieve the goals of the organization. The leadership at UBL is something extra ordinary. From my analysis what I understood that they encourage and expect from their every employee to become a leader and every leader has to be led by a purpose. They believe purpose helps a person to reach his/her desired objectives.

Categorizing UBL's leadership style below:



2.3.1 Charismatic Leadership

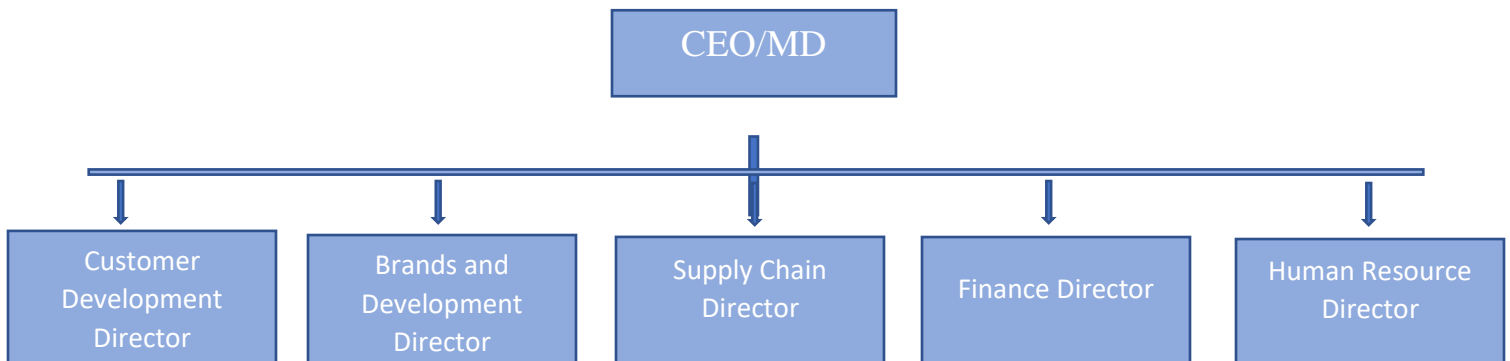
Charismatic Leadership refers to a leader who possess great communication skills, a person who is mature, good listener, understands his/her sub-ordinates, enthusiastic and efficient. In my 3 months tenure at Unilever, I've analyzed that their top-level managements like directors of every single department have charismatic leadership quality. They maintain their position in such way which resembles every components of Charismatic Leadership.

2.3.2 Democratic Leadership

Democratic Leadership refers to type of leadership process where every member of the group feels more engaged in decision making process in terms of gaining organizational objective. This type of leadership encourages the members to be more creative. At Unilever, they encourage this leadership style. They believe every person has their unique set of plan and techniques for which they inspire everyone to take part in any decision-making process. As I have worked on Skin care

category of products (G&H, G&L, Lakme) my line manager always encouraged me to take part in discussions, meetings, present my opinion regarding solving a problem or reaching a decision.

2.3.2 Organizational Structure



The company's management team consists of six levels, ranging from junior managers (who are local managers) to 5-level managers (who are Unilever managers). In addition, the company also employs many non-managerial workers, as well as employees to work in factories. (Panmore , 2021)

2.3.3 Goal

The company has set itself 3 main goals to attain by 2020: to assist one billion people improve their health and wellbeing; to boost the livelihoods of many thousands of individuals within the provided supply chain chain; and to divide the environmental footprint of the group' products.

In September 2020, their home care business launched an ambitious new strategy for our planet called 'Clean Future,' with the goal of eradicating fossil-fuel produced carbon from their cleaning and laundry products and transitioning to 100 percent biodegradable formulation by 2030. (Unilever, 2021)

2.3.4 Recruitment and Selection Process

Recruitment is the process of finding and attracting capable applicants who possess standard set of skills and dedicated to work towards achieving organizational goals and objectives.

Mr.Zaved Akhtar, CEO of Unilever Bangladesh states that ‘to work at Unilever an individual has to have the right attitude’ if the attitude is up to mark they will take care of rest of the things.

Unilever offers career opportunity in the following divisions:

- Brands and Developments
- Supply Chain
- Human Resources
- Finance
- Information Technology
- Customer Development

Unilever a renowned MNC where every single candidates or individuals dream of engaging themselves to get an aspiring start of their career. They do provide attractive offers for the potential candidates. They are-

- Competitive Salary
- Pension
- Health Care
- Performance Related Bonus
- Share scheme
- 25 days Annual Leave
- Free gym Access etc.

The core mission of their HR is to ensure

“The right people, in the right place at the right time”

Unilever develops careers across two main paths depending on the skill sets, attitude and experience:

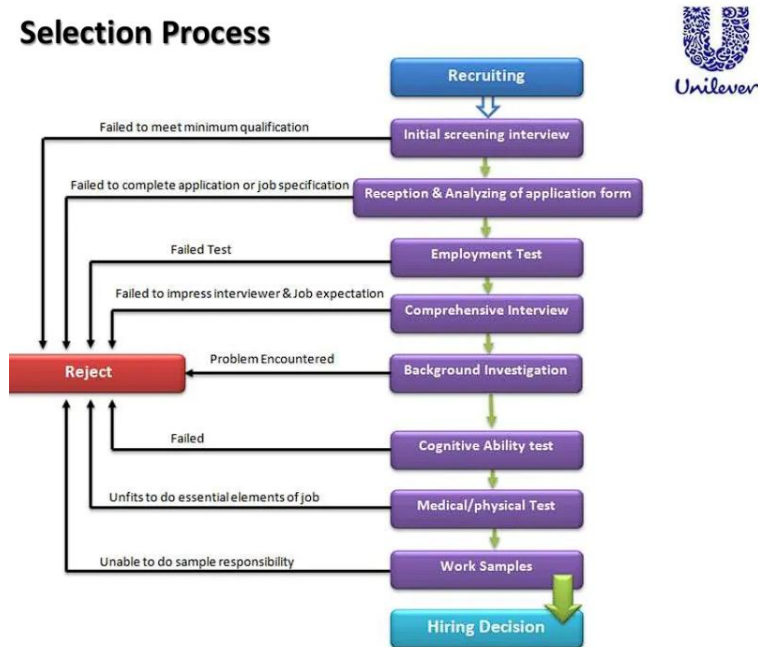
- HR Business Partner for talent management, leadership development.

- As Managers with in the HR expertise team (Talent, Learning and Reward)

Recruitment Channels:

- Internal Recruitment Channels
- External Recruitment Channels- Advertisements, Employee Referrals, Educational Institutions, Professional Associates, UFLP (Unilever Future Leadership Program).

2.3.5 Selection Process



2.4 Marketing Practices

2.4.1 Marketing Mix

Marketing mix is a marketing technique that refers to the combination of activities and strategies used by a firm to promote its brand or product in the market. The four Ps of marketing are associated with the marketing mix: product, price, place, and promotion. However, depending on the nature of the services, the four Ps have been enlarged to the Seven Ps.

2.4.1.1 Product

Unilever a very renowned FMCG company, operating its business over 190 countries with 400 brands. It is estimated that almost 2.5 billion population of the world uses Unilever's product every single day. From beauty care to health & hygiene, they have been solving our problems for the

past 92 years. One of the major reasons for their brands success is that they have effectively communicated with their potential consumers by their products.



Every single brand of Unilever has different packaging, features. Keeping in mind about various problems to solve they manufacture their product in different versions. Such G&L BB cream, G&L Fairness Cream, Lakme 9to5 CC cream (Hone, Bronze, Beige) etc. Every single brand of UBL is purpose driven which is another reason for their greater success.

2.4.1.2 Price

As Unilever offers huge range of product for their consumers, their target consumer starts from lower class to ruling class depending on the size or packaging of the product. Almost every product of Unilever is being sold in different size and packaging, enabling everyone the opportunity to use their products.

| Product | Size | Price |
|--------------------------|------|----------|
| G&L Multi vitamin Cream | 25g | TK 64.00 |
| Lux soap | 100g | TK 38.00 |
| Vaseline petroleum jelly | 9g | Tk 15.00 |

| | | |
|----------------------------|-------|-----------|
| Ponds men facewash | 100g | Tk 225.00 |
| Vim Dishwash Liquid | 100ml | Tk 190.00 |

Example shown above resembles that how Unilever prices their product in order to satisfy every single potential customer.

However, they also maintain some tactics for pricing-

- Set price below 10 below the market leader or competitors.
- To maximize sales, they reduce the price of the product.

Besides, they follow some pricing strategy. Such as- Competitive pricing, distribution pricing, product line pricing etc.

2.4.1.3 Place

There can't be single grocery shop found in Bangladesh where Unilever product hasn't occupied the shelves of the shops. Their strong distribution tactics like giving dealership system to various Zilla and Upazilla has enabled them to reach every corner of the country. From Beauty care to foods and refreshments every shop has at least one Unilever product in their shelves. Recently, they have launched their first e-commerce platform naming U-Shop, where any individual can order original Unilever product whenever and wherever the place they want. Unilever's physical value chain is shown below via image:



2.4.1.4 Promotion

As the world is getting more globalized, competition in FMCG industry is increasing. To be competitive and market leader at the same time a company has to come up with the effective promotion program. As I have worked under marketing department as a GTM intern. Where I have practically noticed that for every single brand of Unilever, they have appointed several Brand Managers who are responsible for building the brand image and increasing brand proposition among their targeted segment. The promotional tactics used by Unilever:

- Digital Campaign
- Advertising
 - “দাগ থেকে যদি ভালো কিছু হয় তাহলে দাগই ভালো” Surf Excel
- Sales promotion
- Corporate Social Activity
- Promoting sustainability
- Direct Marketing
- Personal Selling

2.5 Financial Performance

2.5.1 Ratio Analysis

Profitability Ratio:

From the year from 2018-2020

Operating Profit Margin:

| Year | Operating Profit Margin |
|------|-------------------------|
| 2020 | 16.37% |
| 2019 | 16.75% |
| 2018 | 24.59% |

Findings:

In 2020, Every 100\$ of sales generated an operating profit of 16.37\$. The operating profit margin of Unilever Ltd. decreased gradually from the year 2018-2020. However, if we compare the operating margin ratio of 2020 with 2019 it shows that it has decreased by .38%. Due to Covid-19 situation, every organization has suffered a huge financial crisis in 2020. By keeping in mind about the pandemic if we compare the operating profit margin of 2020 with the year 2019, the company holds a strong position in terms of generating more revenue.

Net Profit Margin

| Year | Net profit margin |
|------|-------------------|
| 2018 | 18.42% |
| 2019 | 10.82% |
| 2020 | 11.00% |

Findings:

In 2020, Every 100\$ of revenue generated a net profit of 11\$. The operating profit margin of Unilever Ltd. decreased dramatically from the year 2018-2020. However, if we compare the data of 2020 with 2019 it shows that it has increased by .18%. As mentioned above, Due to Covid-19 situation every organization has suffered a huge financial crisis in 2020. By keeping in mind about

the pandemic if we compare the net margin of 2020 with the year 2019, the company was able to increase their net profit while tackling the economic degradation.

Return on Asset

| Year | Return on Asset |
|------|-----------------|
| 2018 | 16.49% |
| 2019 | 9.30% |
| 2020 | 8.98% |

Findings:

In 2020, Every 100\$ of total asset generated a net profit of 8.98\$. The operating profit margin of Unilever Ltd. decreased drastically from the year 2018-2020. However, if we compare the data of 2020 with 2019 it shows that it has decreased by .32%. As mentioned above, Due to Covid-19 situation every organization has suffered a huge financial crisis in 2020. By keeping in mind about the pandemic if we compare the asset ratio of 2020 with the year 2019, the company is gradually losing its earnings from its asset.

Return on Equity

| Year | Return on Equity |
|------|------------------|
| 2018 | 79.79% |
| 2019 | 43.40% |
| 2020 | 34.40% |

Findings:

In 2020, the common shareholders of the company have earned 34.40\$ for every 100\$ investments. Return on equity ratio of Unilever Ltd. drastically decreased from 79.79% in 2018 to 34.40% in 2020 which shows that their investments return has decreased to more than half portion. The data indicates that the common shareholders are gradually losing their earning over the years from 2018-2020 and the company's ROE is not in favorable position for their shareholders.

Stock Market Ratio

Earnings per share

| Year | Earnings per share |
|------|--------------------|
| 2018 | -42.02% |
| 2019 | 1.04% |
| 2020 | 0.00% |

Findings:

In 2020, the company's common shareholders didn't earn any profit per share. In 2018, the ratio was lower to -42.02% which indicates that the shareholder faced huge loss in their share investments. However, if we see the data of 2019 it shows that the company gradually recovered the loss and reached towards a profitable position. In 2020, again company's EPS got reduced by 1.04% and didn't generate any profit for their common shareholders.

Liquidity Ratio

Current Ratio

| Year | Current Ratio |
|------|---------------|
| 2018 | 0.783% |
| 2019 | 0.7832% |
| 2020 | 0.7846% |

Findings:

In 2020, Unilever's current asset was .7846 times of the current liabilities. Over the past three years, their current asset over liabilities stayed almost the same. However, their current ratio got increased slightly in comparison from the year 2018-2020. To sum up, their overall current ratio is in favorable position for the company and its stakeholders.

2.6 Operations Management and Information System Practices

2.6.1 Operations Management

Unilever Bangladesh's method and procedure are outlined below, which streamlines their daily operations and offers them a competitive advantage.

Operation of Administration: This division's job is to launch or create a product that fits into that category. After many tests and advancements, various products are released. For certain goods, the weather is an important factor. As a result, the formula is built uniquely for each zone based on the need of the region. Market research, competitive analysis, and current technology are all necessary for continuous growth. These tasks are completed by this operating department. They make every effort to be as efficient as possible to ensure the desired success.

Formulating Plan and Strategy: They use data in their development. They efficiently utilize the modern technologies and the internet to process this data, to strategize and develop programs based on the data in their corporate headquarters. These plans and strategies assist them in making their day-to-day operations run smoothly.

Quality Assurance Division: This department's main aim is to ensure quality. Before packing a product, this division determines whether the final product meets the quality requirement or not. If any changes are required, they will be made through more research and development. They have a standard for each section that they must meet. Every product must have a certain level of quality. If the quality isn't guaranteed, the product will eventually fail in the market. As one of the most well-known global corporations, they place a strong emphasis on quality.

2.6.2 Information System Practices

Unilever's operations are completely reliant on information technology and system management. Unilever uses information systems in every aspect of their business, from HR to supply chain. They use the internet or another electrical way to communicate with their consumers, merchants,

suppliers, and other stakeholders. They have a robust IT infrastructure that allows them to run their firm efficiently. Such as-

- GSDN
- RFID
- Ariba
- Unilever Private Exchange
- AI technology

2.6.2.1 Enhancing employee experience through innovative HR practices: Prottasha

Unilever also strives to offer a seamless experience for its workers, making work and life easier for them. One of the projects that helped their staff become more efficient and self-sufficient was Prottasha. In 2007, the employee self-service portal launched with only three modules: leave requests, cash advances, and business car reservations. However, their employees currently have access to a total of 13 service options. Prottasha increases process efficiency and has made it much easier to track leave and cash advances. For a company like Unilever, whose purpose is to make sustainable living the norm, this software helps to achieve that goal by saving up to 800 sheets of paper. used daily by digitizing employee services.

2.6.2.2 Proactive IT at the heart of digitization: Social Distancing App

Every individual's life as we know it has been altered by Covid-19. It has changed the way they do business and highlighted the need of implementing appropriate safety measures in the workplace. Unilever developed a Social Distancing App to create a Covid-secure workplace for their employees in response to these difficulties. In 2020, the app was first introduced in the Kalurghat plant, then in Dhaka.

2.6.2.3 Future-proofing Customer Development: Lever Bazar

Ecommerce has seen exponential development in Bangladesh over the previous few years, with over 165.8 million mobile connections and 43 percent internet penetration, according to GSM

statistics. According to the E-commerce Association of Bangladesh (E-Cab), the industry's current market worth is BDT 8,000 crore, with a 50% annual growth rate. Recognizing a shift in consumers' ordering and transaction processes, every large and small FMCG company has implemented a B2C ecommerce solution. However, through an app called Lever Bazar, they are presently pioneering in the B2B sector. It's a virtual sales assistant that allows businesses to make orders at any time and from anywhere. This electronic route to market reduces our distribution costs while boosting inventory turnover by allowing them to place more orders more often. They leverage the platform's massive database of consumer interaction data to deliver tailored advertising at the lowest feasible cost and collect real-time customer feedback.

2.6.2.4 Unraveling potential: Automation and digitization across Supply Chain

Digital advancement simplifies the supply chain process, facilitate manufacturing solutions, and establish a supply stream throughout every part of their value chain, from real-time data analytics to robotic automation. They have launched Allobot, their very own robotic process automation (RPA) technology, to aid with stock allocation, keeping their distributors in mind. It sends an email to distributors informing them of stock availability and delivery timelines. The "prioritization mode" guarantees the finest service and on-time order fulfillment for their priority clients. Furthermore, Allobot keeps the stock flow going so that old stocks don't build up and new ones may enter. The entire process was manual and time-consuming before Allobot, but it is now more cost-effective and efficient.

2.7 Industry and Competitive Analysis

2.7.1 Porters Five Forces

As a worldwide corporation, Unilever faces stiff competition not just from other international corporations such as P&G, Kraft, and Nestle, but also from regional shops. Porter's five forces model is one of the most well-known models for analyzing an organization's competitive environment. Porter's five forces model is used to estimate the competition intensity and, as a result, the attractiveness of the market in which Unilever operates. This model outlines the characteristics of a desirable sector and hence predicts when opportunities and dangers will be stronger in certain industries. In this context, attractiveness refers to the industry's overall profitability as well as Unilever Bangladesh's profitability. An "unattractive" industry is one in

which a variety of variables work together to diminish overall profitability. From the standpoint of pure industrial economics theory, an industry approaching "pure competition" would be highly undesirable. This model is built on five key aspects of an organization, and it takes into account both internal and external competencies and dangers that a firm face. These five components include.



Threat of Substitute

Unilever Bangladesh is continuously challenged by substitute products, and its competitors invest much in product research and development. Unilever must be highly attentive and close to its customers in order to get exactly what they desire. Consumer and home product research and development has resulted in a consumer industry revolution, with buyers today preferring to test new and better goods. Customer loyalty and the product life cycle have both been lowered as a result of this tendency.

Competitive Rivalry

Unilever Bangladesh fights in the fast-moving consumer products sector against a large number of competitors, many of which are extremely formidable in reality. They range in size from small local businesses to large international enterprises like Procter & Gamble and Nestle. These

competitors provide products and services that are almost as enticing, if not more so. These rivals have the ability to attract and influence customers by offering more enticing substitutes, price, and marketing methods.

Threats of New Entrants

Because Unilever works across the country, the threat of new entrants varies by market. Due to the high expense of launching a business in Bangladesh, where major corporations such as Unilever have a solid grasp on the market and a strong brand image, new entrants find it difficult to break into the market. On the other hand, given the legal constraints and capital required are modest, some local firms will find it simple to enter the market. Unilever has subsidiaries, branches, and franchises in almost every industry. As a result, new entrants must overcome a major barrier in the form of brand image.

Bargaining Power of Suppliers

As mentioned above that Unilever imports 80% of their raw materials for their productions for which they have massive vendors that supply them with raw materials. Let's have a look at some of the criteria listed below: Supplier concentration indicates that a large number of suppliers may offer comparable sorts of raw materials for production. A large variety of high-quality providers are also available. As a result, the supplier has less negotiating leverage. Switching costs are also minimal or nonexistent, implying that their supplier switching costs are negligible. The risk of forwarding integration is likewise minimal, as suppliers are unlikely to create these sorts of firms. As a result, suppliers have less influence.

Bargaining Power of Buyers

Unilever is FMCG company whose product is associated with us on daily to daily basis which enables them with opportunity to gain power over their buyers. As the number of purchasers increases, the negotiating power of buyers decreases. A large number of buyers are interested in using their products and services. As a result, the buyer's bargaining power is limited. Furthermore, because the firm sets a fixed price for all of its items, buyers have less opportunities to haggle. Customers and purchasers are unable to create or produce their own items. As a result, backward integration is less likely. As a result, the buyer's bargaining power is limited.

2.7.2 SWOT analysis of Unilever Bangladesh Limited

Strength

- Due to its flexible pricing and professional distribution networks that reach every region of Bangladesh, Unilever Bangladesh has a significant competitive edge over its nearest competitor, Nestle, and any other local brand in Bangladesh.
- Its research and development operations are well-funded, and it is capable of bringing to market innovative and cutting-edge items that are in touch with and in accordance with client tastes.
- Unilever is a multinational corporation with a global presence and a high level of brand memory among customers. It is present in over 190 countries worldwide.
- Unilever blends global thinking with local execution, which means it pursues global methods to capture the hearts and minds of Bangladeshi customers who want to utilize internationally recognized goods with a distinct local flavor.

Weakness

- In comparison to local brands, there is a lack of versatility.
- There are several local manufactures who can easily clone or fake their product.
- Another issue is that its products are easily replaceable, especially in developing nations such as Bangladesh, where rural customers regularly seek traditional and natural alternatives to Unilever Bangladesh products.

Opportunity

- The increase of the health-conscious client in the developed world suggests that Unilever may capitalize on the opportunity to market to this demographic through its existing and yet-to-be-launched health-conscious product range.
- They should introduce more of their global brands in Bangladesh for having greater hold overall FMCG market.
- As the world is getting more globalized, consumers interest towards western lifestyle is increasing day by day which enables Unilever to attract more consumer to their brands.

Threats

- As a result of the present global economic crisis, several FMCG companies, including Unilever, have seen their revenues fall. With global consumers' discretionary budgets decreasing, individuals are buying less and expecting greater value for their money, which may limit revenue creation in the future.
- Smaller and local upstarts pose a challenge to Unilever because they may provide greater value for less money without incurring the expenses that global behemoths like Unilever undertake.
- There are many clone and fake products are now available in market which can harm Unilever's reputation and revenue generation.

Summary

Unilever is a British multinational business that was formed more than a century ago and is one of the world's largest consumer goods corporations, having headquarters in London, England. Unilever's aim is to make environmentally and socially responsible living a norm. Unilever's origins dates back to the late 1800s, when William Hesketh Lever and James Darcy Lever started their company, Lever Brothers, by acquiring a small soap factory in Warrington. On September 2, 1929, Margarine Unie and Lever Brothers sign an agreement to establish Unilever. Lever Brothers Pakistan Ltd., which inaugurated its eastern facility in Kalurghat, Chittagong, on February 25, 1964, used to lead Bangladesh's home care, personal care, and food product sectors. However, following the liberation war on July 5, 1973, the company was re-registered under the name of Lever Brothers Bangladesh Ltd. as a joint venture company of Unilever PLC and the Government of Bangladesh with an agreement of owning 60.75 percent of Unilever's share and 39.25 percent of the Bangladesh Government's share. There are 8 clusters which control the performance of different regions. Specifically, to identify the performance management. Under this 8 clusters Unilever operates their business in more than 100 countries and Bangladesh falls under South Asian Region cluster which in micro scale is monitored by the Hindustan Lever Ltd. From my analysis what I understood that they encourage and expect from their every employee to become a leader and every leader has to be led by a purpose. Unilever Bangladesh Ltd. follows 3 style of leadership a) Charismatic Leadership b) Democratic Leadership C) Transformational Leadership. Unilever has attractive offer for their potential candidates. The core mission of their HR is to ensure "The right people, in the right place at the right time". Recruitment channels used by Unilever Bangladesh Ltd for recruitment and selection process are Internal Recruitment Channels, External

Recruitment Channels- Advertisements, Employee Referrals, Educational Institutions, Professional Associates, UFLP (Unilever Future Leadership Program). There are 3 category of products which associates UBL's whole operation. They are Beauty & personal care, Home Care, Foods & Refreshments. As Unilever offers huge range of product for their consumers, their target consumer starts from lower class to ruling class depending on the size or packaging of the product. The promotional tactics used by Unilever are Digital Campaign, Advertising, Sales promotion, Corporate Social Activity, Promoting sustainability, Direct Marketing, Personal Selling. Unilever Bangladesh's method and divisions which streamlines their daily operations and offers them a competitive advantage & they are Operation of Administration, Formulating Plan and Strategy, Quality Assurance Division. Unilever's operations are completely reliant on information technology and system management and they were able to adapt with current technological advancement. Some initiatives took by Unilever Bangladesh Ltd. for smooth informational and technological operations are Enhancing employee experience through innovative HR practices: Prottasha, Proactive IT at the heart of digitization: Social Distancing App, Future-proofing Customer Development: Lever Bazar, Unraveling potential: Automation and digitization across Supply Chain. To sum up, Unilever holds strong position in terms of market share of their brands, aligning their overall operation with company's mission and vision has enabled them with huge success over the past 92 years.

Chapter 3: Project Part

3.1 Introduction

3.1.1 Background

Unilever Bangladesh is one of the largest and the most successful FMCG company in Bangladesh. Unilever Bangladesh offers wide range of brands and most of their brands are now holding the market leading position in their own category. Blending the strategy and effective planning tactics has enabled them to outnumber their competitors. Their Customer Development, Brand Development, R&D, Supply Chain Development, Finance and Human Resource function all aligns together in order to achieve organizational goals and objectives. Their marketing function has huge contribution toward Company's growth. Unique problem-solving products, strategic promotional activity, effective pricing and distribution method has paved their way to become a market leader in their respective industry. As mentioned above, I worked under their marketing function, I will try to provide detailed information about their operations. Specially about the projects I have worked on. The projects I have worked on a) G&L b) G&H C) Lakme Localization d) Organizing Marketing Directors award. In short, I have provided all my professional experience while working at Unilever Bangladesh Ltd.

3.1.2 Objectives of the Study:

- To provide information about their packaging standards.
- Providing information regarding their promotional activity – digital campaign, TVC.
- Providing insights about their product launching program execution steps.
- Demonstrating required relative information before launching a product in the market.
- Providing hands on experience of the market visit.

3.2 Methodology:

Primary Sources:

The primary sources of competing the report are my own observations, experience and findings which I have demonstrated in the report. Besides, My LM was my great source of information, her direction, advice and suggestions helped me to provide adequate information for the report. In addition, my other ULIP colleagues and discussions with my friends provided insights about various functions of Unilever's operation. Most importantly, discussion with retailers, SO and vendors helped to me get effective information for completing the whole report.

Secondary Sources:

For the Lakme Localizations project, I had to study and gather information of the current market scenario of the market for which I've collected information from various articles and websites, social media, youtube etc.

3.3 Findings and Analysis

For a clear view of my professional experience at Unilever Bangladesh Ltd. the findings and analysis part consist of elaborate discussion of my duties and responsibility that I had as a GTM intern. Since, I have worked on several projects for which I have described all projects activity in an efficient manner.

3.3.1 What is GTM strategy?

A go-to-market strategy (GTM strategy) is a plan of action that details how a firm will reach out to target customers and gain a competitive advantage. A GTM strategy's goal is to create a plan for providing a product or service to the end consumer, taking into consideration issues such as price and distribution. A GTM strategy is comparable to a business plan, although the latter is larger in scope and takes into account extra aspects such as finance. Overall benefits of go-to-market strategy is stated below:

- A clearly defined plan and direction to serve the stakeholders.
- Minimizing the time of product and service distribution.
- Improving the possibilities of successful launch of new product.
- Improved ability to respond to changes and consumer demands.

3.3.2 Duties and Responsibilities of the projects:

Glow and Lovely Packaging and Digital Campaign:

Glow & Lovely, formerly Fair & Lovely, is a well-known skin care company that assists millions of people across the world in achieving glowing, toned, and attractive skin by delivering safe, effective, and reasonable products. It is one of the most successful brands, especially in Bangladesh where it holds 90% of market share of the skin cream market. The remarkable success of this brand

is, G&L has achieved the status of being used as a verb by its users. (Whiteman, 2021) states that “When people use your brand name as a verb, that is remarkable”.

- Attending and organizing meetings with the agency.
- Incorporating the feedbacks of the G&L sampling pack provided by my LM and providing instructions.
- Thoroughly analyzing every detail of tube and carton art work (spelling mistakes, color contrast, logos etc.) in order to get approval of Local Claim Forum.
- Giving follow ups to Adcom agency for the digital campaign.
- Analyzing the budgets of the digital campaign
- U-Quote submission: U-Quote is an online platform where we had to submit the budget and production activity of the G&L digital campaign for which we had to set up a meeting with U-Quote supporting teams and Hindustan Lever. For the digital campaigns three advertising agency submitted their quotation, among the submissions, the best cost effective one got selected.
- Analyzing and identifying the errors (Visualizations) of the G&L CP Tag-On Film.



Glow & Handsome TVC storyboard:

For promotional activity, Unilever’s Brand Development Department wanted to launch new TVC of the G&H. The first step of this operation was to choose theme of the TVC and writing story

boards which can communicate effectively with their targeted consumer. The Brand management team selected 4 themes on which the whole story boards will get prepared. They are- Football, Cricket, Movie love, Gamer etc. My duties-

- Giving follow ups to the agency if any changes were instructed to me by my LM.
- Providing ideas about what to add more in the stories to make it more accepting for the viewers.
- Identifying the errors- spellings, animatics, story writings etc.
- Coordinating with the agency continuously for following the progress of the work.

Lakme Localization:

LAKME a well-known establish skincare Brand which used to be supplied by Unilever Bangladesh Ltd. As Unilever Bangladesh Ltd. Stopped its supply for the past few years, Vendors or retailers are collecting the LAKME product from the various importers. As the retailers are collecting the products from the importers, they are struggling with the supply issue. Unilever Bangladesh Ltd. is going to officially localize all the LAKME products in Bangladesh again for which I was assigned to have full insight of the market regarding its potentiality to become market leader in skincare category. The first step of this project was to analyze the current market situation where I had to visit 2 areas (Krishi Market, Eastern plus) for acquiring various information. I was instructed by my LM to prepare a set survey questionnaire to identify the potential of Lakme.

My first survey’s objective was to acquire various information from the retailers and vendors with a set of questionnaires’, buying Lakme Skin care products of different sizes, analyzing the prices of the products, from where they collect the products, how they identify whether the product is fake or original etc.

Demonstrating the findings of the Lakme Market visit stated below:

| | | | | | | |
|-----------------------------|----------------------------------|------|----|-----|------------------------|----------|
| Lakme eyeconic Kajal | Mohammadpur Krishi Market | | | | | |
| | Shop name | Size | TP | MRP | Collection of products | Findings |

| | | | | | | |
|--|----------------------------|-------|-----|-----|------------------------------------|--|
| | Jamal Antiques | 0.35g | 120 | 280 | Chokh Bazar Importer | The product with most demand as its easily available compares to Lakme's other products. The MRP is not fixed. It stays between 250-300Tk, it varies with customer's interaction. As there are lot of clone and fake products available in the market, the traders can easily identify whether the product is original or fake by its packaging for the eyeconic Kajal. From users' point of view, the regular users can easily identify the original product by its packaging. Though the irregular users or the price sensitive users usually can't identify the difference between original and fake product. |
| | Anis Cosmetics | 0.35g | 130 | 250 | Chokh Bazar Importer | |
| | Khokon Cosmetics | 0.35g | 140 | 250 | Chokh Bazar/Gulshan Importer | |
| | Mamoni Cosmetics | 0.35g | 150 | 280 | Chokh Bazar Importer | |
| Lakme Peach Milk Cream and Lotion | Shop name | Size | TP | MRP | Collection of products | Findings |
| | Anis cosmetics (Lotion) | 120ml | 300 | 450 | Chokh Bazar/ Luggage import | Peach milk mainly known as a moisturizer cream gets the most sales during the winter season. The product was only available |
| | Anis cosmetics (Cream) | 65g | 180 | 280 | Chokh Bazar/ Luggage import | |

| | | | | | | |
|--|--|--|--|--|--|--|
| | | | | | | at one shop. Traders distinguishes the product by its smell from the fake product. However, the cream has demand on regular basis. Though importers don't import this product that much in quantity. |
|--|--|--|--|--|--|--|

| Lakme Sun Expert | Shop name | Size | TP | MRP | Collection of products | Findings |
|-------------------------|------------------|----------------|-------------|---------------------|--------------------------------|--|
| | Anis Cosmetics | 120ml | 420 | 550 | Chokh Bazar/ Luggage import | Among the Lakme's Skin Care product Sun Expert is one of the bestselling products for them. Among various size and shapes, traders suggested that bottle pack is better than the tube pack of Sun Expert. This product is easily available in every shop. Traders identifies the original product by rubbing the cream the on their palm and the fragrance. As there are only two size available which is 60ml and 120ml, according to them both the |
| | Khokon Cosmetics | 120ml/ 60ml | 430/ 275 | 550/35 0-380 | Chokh Bazar/ Luggage import | |
| | Mamoni Cosmetics | 120ml/ 60ml | 430/ 265 | 550- 630/35 0 | Chokh Bazar/ Luggage import | |
| | Jamal Antiques | 120ml | 440 | 600 | Chokh Bazar/ Luggage import | |

| | | | | | | |
|---|------------------------|-------------|-----------|-------------|--------------------------------|--|
| | | | | | | size has good response among its users. |
| Lakme Facewash | Shop name | Size | TP | MRP | Collection of product | Findings |
| | Anis Cosmetics | 100g | 220 | 350 | Chokh Bazar/ Luggage import | There are lot of competition in terms of facewash product in the market. According to the traders the facewash has good potential and it can be the highest selling facewash in the market. However, till now there are only size is available which is 100g. Traders suggested that if Unilever could come up with different sizes it would attract the customers more. |
| | Khokon Cosmetics | 100g | 220 | 300- 350 | Chokh Bazar/ Luggage import | |
| | Mamoni Cosmetics | 100g | 220 | 300- 320 | Chokh Bazar/ Luggage import | |
| | | | | | | |
| Lakme Perfect Radiance (Day & Night) | Shop name | Size | TP | MRP | Collection of products | Findings |
| | Eva Super Shop (Day) | 50g | 350 | 500 | Chokh Bazar/ Luggage import | The product was available almost in every shop. Especially the Day cream. The night cream has less response compare to the Day cream. The product |
| | Anis Cosmetics (Day) | 50g | 350 | 450- 500 | Chokh Bazar/ Luggage import | |
| | Khokon Cosmetics (Day) | 50g | 300 | 450 | Chokh Bazar/ Luggage import | |
| | | | | | | |

| | | | | | | |
|---|---------------------------------|------|-----|-------------|--------------------------------|---|
| | Khokon Cosmetics (Night) | 50g | 410 | 500- 550 | Chokh Bazar/ Luggage import | has moderate demand among its regular users. |
| | Mamoni Cosmetics (Day) | 50g | 370 | 500 | Chokh Bazar/ Luggage import | |
| Lakme Radiance Compact | Shop name | Size | TP | MRP | Collection of product | Findings |
| | Mamoni Cosmetics | 9g | 210 | 280 | Chokh Bazar/ Luggage import | The product was only available in one shop. As there are lots of compact product available in the market this product has lost its ground due to unavailability. According to the traders, importers doesn't import this product that much now a days. Besides, customers believe that this product is out of market now. |
| | | | | | | |
| Lakme 9to5 CC (Bronze,Beige,Honey) | Shop name | Size | TP | MRP | Collection of product | Findings |
| | Anis Cosmetics (Bronze) | 30g | 370 | 450 | Chokh Bazar/ Luggage import | The product has moderate demand in the market and has potential growth in the market. There is another shade(honey) of the CC cream which was not available in the entire |
| | Anis Cosmetics (Beige) | 30g | 370 | 450 | Chokh Bazar/ Luggage import | |
| | Khokon Cosmetics (Bronze) | 30g | 330 | 400- 450 | Chokh Bazar/ Luggage import | |

| | | | | | |
|--------------------------------|-----|-----|-------------|--------------------------------|---|
| Khokon Cosmetics (Beige) | 30g | 330 | 400- 450 | Chokh Bazar/ Luggage import | market. Besides, there is also a 9g pack of this product which was also not available. it's a regular selling product. Traders easily identifies the original product by its packaging, fragrance and by rubbing the cream on their palm. |
|--------------------------------|-----|-----|-------------|--------------------------------|---|

Summary of the Krishi Market Visit

Lakme is a well-known cosmetics brand among everyone. After having conversation with various traders about its skin care and makeup products demand and availability, they stated- 1) Most of them were furious as Unilever Bangladesh is not officially supplying the products 2) All the products of the Lakme has demand if it gets easily available in the market 3) Specifically for the Krishi Market Lakme Sun Expert, Eye conic Kajal, Perfect Radiance cream have good sales 4) Lakme 9to5 CC creams has another size (9g) which was not available in their market 5)They were not much confident about the Lakme Radiance Compact. There were also few shops that didn't want to share their information regarding their TP and from where they collect the products. My observation is as most of them collects their product from Chokhbazar, there is a huge possibility of fake products roaming in the market. Besides, there is no importers sticker attached on their product also. Besides, traders are confident about Lakme and they believe Lakme can hold the skin care product again. The Mrp is dependent on customer interaction and shopkeeper's persuasion ability.

Secondly, I had to prepare set of questionnaires' for the agency on which they had to conduct a research, categorizing it with LAKME user and Non-user.

Part:1

Project: Consumer testing on users of LAKME skincare products.

Title: Consumer testing on users of LAKME skincare products.

Research Type: CMI to suggest

Research Objectives: We want to understand whether users can identify the fake and clone products of LAKME Skincare Products or not, which sized pack they often purchase and which are the things that convinces them to go for a LAKME skincare product whether it is the packaging, price, quality or brand proposition.

Questions to be addressed:

- Which criteria triggers them to purchase a LAKME skincare product?
- Which pack size they suggest more?
- What are their thoughts regarding LAKME's various skincare products? (Quality, Packaging, Price).
- For daily usage which skincare product of LAKME they use?
- What they feel about the pricing of currently available LAKME's product in the market?
- Is there any other skincare brands product they use?
- Can they identify the difference between the fake and authentic product? (IF so, HOW?)
- Do they feel satisfied with packaging, quality and pricing of the products?
- For packaging which one they suggest more among Tube and Bottle pack
- From where did they hear about LAKME Skincare products? [TV, Digital, POSM, Outlet, Shopkeeper]
- What can be the possible reason for users to switch to another brands skincare products from LAKME?
- Is there any product they wish to purchase of LAKME Skincare product which is not available in Bangladesh?
- If Unilever Bangladesh Ltd. Officially localizes the product, what is their expectations?

Part:2

Project name: Consumer testing on LAKME Skincare products and it's potentiality among non-users in Bangladesh.

Title: Consumer testing on LAKME Skincare products and it's potentiality among non-users in Bangladesh.

Research Type: CMI to suggest.

Research Objectives:

We want to understand whether non-users show interest for Lakme skincare products or not, whether the products will fit in their daily usage and which are the things that convinces them to go for a product whether it is packaging, price, quality or brand proposition, and whether the product can regain its market again.

Questions to be addressed:

- Are they aware of LAKME Skincare products?
- Have they ever tried any LAKME skincare products?
- From where did they hear about LAKME Skincare products? [TV, Digital, POSM, Outlet, Shopkeeper]
- Which criteria triggers them to purchase a skincare product?
- What can be the possible reason for not using LAKME skincare products?
- Which size pack will be more acceptable to them?
- Is there any product they wish to purchase of LAKME Skincare product?
- If Unilever Bangladesh Ltd. Officially localizes the product will they make their purchase?
- For daily usage which brands skincare product they use?

Besides, I had to purchase imported Lakme Skin care products in order to identify the quality, packaging, price and differentiate between original and fake product.

3.4 Summary and Conclusion

To sum up, my first project was to getting approval of Local Claim Forum for the G&L BB Cream's Packaging. LCF is a platform where every brand submits their artworks in order to find errors and identify if the artwork is locally claimable or not. From the very first day of the project, I had to coordinate with the agency named Beatnik and continuously incorporated all feedbacks provide by my LM. I had to check their every single submission and find errors like spelling mistakes, color contrast, image contrast, designs. After fixing several changes and integrating all the feedbacks we successfully received the approval from LCF team to go forward with packaging. Secondly, developing a Market Research for Relaunching Lakme in Bangladesh this was the most exciting project in my whole tenure. I was instructed to visit Krishi Market and Eastern Plus shopping mall for getting better insights of current market situation of Lakme whether it has the potential of becoming market leader again in the market or not. I prepared a set of survey questions for the retailers, had informative discussions with them, interacted with area sales officers, purchased few Lakme products in order to examine the imported products packaging, quality and pricing etc. After examining the whole market scenario, I've successfully submitted my market research to LM. Though I also had bitter experience while doing the research, some of the retailers where rude and almost threw me out the store. However, I remained calm and conducted the survey in a professional manner. Thirdly, Getting Heads Up for the G&H TVC, it was my 3rd project where we had to create a storyboard by coordinating with agency. 4 themes were selected for TVC of G&H. They are: Movie lover, gamer, football & cricket and the agency selected Taskin Ahmed, Bangladesh National Cricket Team player as the Brand Ambassador of the G&H. The most important part of this project was to make sure that every storyboard connects to its customer. We had several meetings with agency and other stakeholders to identify every single error of the scripts, starting from spelling mistakes, visuals, animatics, looks, studio set up. After fixing enormous changes and errors the whole team successfully got the go ahead call from Mr. Afzal Khan sir, Director- Beauty & Personal Care, Unilever Bangladesh Ltd.

3.5 Recommendations





















- Most importantly, they need to find a way for the consumers so that they can differentiate between the original and fake product. There are lot of fake products are roaming in the market which is causing huge loss on its brands.
- While visiting many shops I noticed one thing most of the retailers are not happy with the supply of the products.
- The TM's need to monitor the activity of the SO & CSO's as I have noticed that retailers are not satisfied with their performance.
- They need to emphasis more social media promotion.
- They should design their promotional activity in a way where consumer can get themselves engaged.
- Expand the number of brands available in Bangladesh.
- Making people aware and promote sustainability more effectively.
- Now a day's social media influencer has huge impact on general mass, as people can relate themselves with them, I would suggest Unilever to approach some of them for their promotional campaign.
- After analysing their stock market ratio, it demonstrates that their common shareholders are not earning expected profit for their investments. They should focus on their financial positions.
- Move to traditional office from home office, which I believe is one the major reason for me not being able to use my resources for the greater benefit of the company.
- They should promote their U-shop application more which is their first e-commerce platform for the end users.
- As they import 80% of their raw materials, they should try to find new sustainable sources from Bangladesh.
- Themes and storyboard of the TVC needs to trendy and up to dated where people of my age can relate themselves.

References

- 2021, U. (2021, September 29). *Unilever Annual Report*. Retrieved from Unilever.com: <https://www.unilever.com/investor-relations/annual-report-and-accounts/archive-of-annual-report-and-accounts/>
- Anik, M. (2017, November 4). *MANAGERIAL FUNCTIONS OF UNILEVER BANGLADESH LIMITED*. Retrieved from Slideshare.net: <https://www.slideshare.net/MonwarAnik/managerial-functions-of-unilever-bangladesh-limited>
- Burgmans, A. (2021, September 24). *Unilever*. Retrieved from unilever.com: <https://www.unilever.com/news/press-releases/2004/04-02-12-Unilever-puts-vitality-at-core-of-new-mission.html>
- Islam, F. H. (2018, June 19). *slideshare*. Retrieved from slideshare.net: <https://www.slideshare.net/FahimHRaj/recruitment-and-selection-processunilever>
- Juneja, P. (2019, March 6). *managementstudyguide*. Retrieved from managementstudyguide.com : <https://www.managementstudyguide.com/analysis-of-amazon-corporate-strategy.htm>
- Nazrin, H. (2016, January 16). *dpspace*. Retrieved from dspace,bracu.ac.bd: <http://dspace.bracu.ac.bd:8080/xmlui/bitstream/handle/10361/4959/12104073.pdf;jsessionid=81883CC69944408835C83890AF96987A?sequence=1>
- Panmore*. (2021, September 26). Retrieved from Panmore Institute : <http://panmore.com/unilever-organizational-structure-product-innovation>
- research, Z. i. (2021, September 24). *macrotrend*. Retrieved from macrotrends.net: <https://www.macrotrends.net/stocks/charts/UL/unilever/financial-ratios>
- Shaikat, T. (2020, September 27). *dpspace*. Retrieved from dspace.bracu.ac.bd: http://dspace.bracu.ac.bd/xmlui/bitstream/handle/10361/14476/15304013_BBA.pdf?sequence=1&isAllowed=y
- Unilever. (2021, September 24). *Unilever*. Retrieved from Unilever.com: <https://www.unilever.com/news/press-releases/2004/04-02-12-Unilever-puts-vitality-at-core-of-new-mission.html>

Whiteman, M. (2021, April 5). *Azquotes*. Retrieved from Azquotes.com :
<https://www.azquotes.com/quotes/topics/brand-names.html>

Appendix:

| Annual Data | | 2020-12-31 | 2019-12-31 | 2018-12-31 |
|-------------------------------|---|------------|------------|------------|
| Current Ratio |  | 0.7846 | 0.7832 | 0.783 |
| Long-term Debt / Capital |  | - | - | - |
| Debt/Equity Ratio |  | - | - | - |
| Gross Margin |  | 100 | 100 | 100 |
| <u>Operating Margin</u> |  | 16.369 | 16.7526 | 24.5871 |
| EBIT Margin |  | 16.369 | 16.7526 | 24.5871 |
| EBITDA Margin |  | 20.3474 | 20.5656 | 28.0138 |
| Pre-Tax Profit Margin |  | 15.7637 | 15.9465 | 24.289 |
| Net Profit Margin |  | 11.0027 | 10.8215 | 18.4163 |
| Asset Turnover |  | 0.7497 | 0.8021 | 0.8575 |
| Inventory Turnover Ratio |  | - | - | - |
| Receiveable Turnover |  | 9.5507 | 7.3294 | 7.3282 |
| Days Sales In Receivables |  | 38.2169 | 49.7995 | 49.8079 |
| ROE - Return On Equity |  | 34.3982 | 43.3962 | 79.7917 |
| Return On Tangible Equity |  | -33.337 | -35.1514 | -57.02 |
| ROA - Return On Assets |  | 8.9759 | 9.2985 | 16.4962 |
| ROI - Return On Investment |  | 34.3982 | 43.3962 | 79.7917 |
| Book Value Per Share |  | 7.6704 | 13.3093 | 12.4232 |
| Operating Cash Flow Per Share |  | 0.4769 | 0.4981 | 0.0305 |
| Free Cash Flow Per Share |  | 0.6605 | 0.5134 | 0.0831 |

