

Report On
Competitive Market Analysis of ACI Pure Salt

By
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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
January 2022

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.

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Ummul Wara Adrita

Lecturer, BRAC Business School &
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MARKET ANALYSIS OF ACI PURE SALT

Letter of Transmittal

Ummul Wara Adrita

Lecturer, BRAC Business School &

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Madam,

I am glad to inform you that I have successfully secured my internship program at ACI Limited under Consumer Brands. Throughout my internship period I have learned and experienced extensive challenges. I am grateful to have the opportunity to write about my internship report titled “Competitive market analysis of ACI Pure Salt”. I have tried my best to follow the BBA internship guideline and standard while writing this report using the information that was available at my disposal.

This report would not be possible without your guidance and cooperation. I hope that this report will be able to meet your expectations. We will always be available for answering any questions regarding this report.

Sincerely yours,



Nadeeha

18104105

BRAC Business School

BRAC University

Date: January 31, 2022

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 ACI Limited and the undersigned student at BRAC University

Acknowledgement

I would like to acknowledge my utmost gratitude to everyone that has guided me thoroughly to complete my internship report. I would like to begin with thanking the Almighty. My sincere gratitude and admiration to my honorable faculty instructor, Ummul Wara Adrita, Lecturer at BRAC Business School, whose guidelines and instructions proved to be invaluable when writing my report. Her constant aid and influential suggestions have been extremely helpful for the development of this report.

Moreover, I would like to show the fullest appreciation towards my supervisors at work, Raihanur Rezwan and Mohammad Mazharul Islam under whom I was able to navigate through the many hurdles I have faced so far. I am grateful to both of them who served as great mentors and have supported me throughout my work with great patience.

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Executive Summary

This report is the outcome of my working period and contains a clear idea about my activities, learning, and performance during the whole three-month period. This report has been segmented into three parts.

The first segment discusses about the operations of different departments, a brief about their product and the key important people whose contributions made them one of the leading FMCG companies in Bangladesh.

The second segment highlights my entire experience at ACI Limited and how I contributed to the company. It portrays how my experience and learning have helped me shape my knowledge about the Fast-Moving Consumer Goods industry, and how the business process is actually done and carried away by the responsible people.

The final segment features about the findings and analysis on a project I worked on. In this section I have discussed about the total market share of ACI Salt and its competitors and how they are competing in the market. All the data provided in this report are primary data collected by the company's field force.

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List of Acronyms

ACI Advanced Chemical Industries

FMCG Fast-moving Consumer Goods

CBM Consumer Brands Marketing

SKU Stock Keeping Unit

QPS Quantity Per Slab

SR Sales Representative

FF Field Force

Chapter 1: Organization Part

1.1 Introduction


Logo	
Full Name:	Advanced Chemical Industries Ltd.
Incorporation Date:	24 January 1973
Registration NO:	C-3885
Company Type:	Public Limited
Number Of Employees:	9,053
Authorized capital	1,500,000,000
Issued and paid capital	49,88,95,270
No of Shares:	49,889,527
Face Value:	10
Year-End:	30 June
Website	https://www.aci-bd.com/

Table 1: Corporate Business Profile

ACI PURE Salt works with a vision to deliver consumers the finest quality iodized edible salt to ensure required nutrition for mental development. It now stands as the epitome of purity among the consumers of this nation. Therefore, it has become the leading brand among its competitors. The company has achieved success through its unique promotional activities and its premium quality products. In the earlier years, ACI PURE SALT transmitted the functional benefits of the product. In its advertisements, ACI PURE Salt positioned itself as 100% pure salt in consumer minds. Later, the communication campaigns shifted to focusing on building emotional attachment with the consumers. The various communication slogans over time have resonated with the needs of consumers. to help the school going children while sharing their wishes through their drawings. Promises such as ‘100% Pure Salt’, ‘Develop the mental faculties of the youth and children’ have successfully appealed the consumers to make ACI Salt the trendsetter in the vacuum salt market. The majority of the respondents chose ACI Pure Salt as their preferred brand. Customers that have been associated with ACI Salt, most of them get higher satisfaction and ultimately conduct frequent purchase monthly. Hence, Mass distribution of the brand has made the finest quality salt available to the common people.

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Prior to ACI Pure Salt’s venture, the market was in a crude state. ACI brought revolutions in the commodity market by educating its target group about the difference between ordinary salt and 100% pure iodized edible salt through several interactive advertisements and campaigns.

1.2 The Product

ACI Limited launched ACI PURE Salt with the objective of enriching the quality of people’s lives. This is done by processing the salt through modern cutting techniques. The advanced technology from Switzerland maintains the salt’s quality by properly iodizing the salt obtained from sea beds. Also, the laminated packaging of ACI salt helps to ensure the integrity of the product by protecting the crystal white, edible salt from moisture and any kind of spoilage/damage. The brand regards this consumer trust as its most precious asset for the brand to dive forward for upholding the happy and healthy life of its consumers.

<i>Brand Name</i>	<i>Product Variance</i>	<i>Packaging</i>	<i>Product SKU</i>	<i>MRP</i>
ACI PURE SALT	1 kg ACI PURE SALT	Plastic Bag		1 kg Pack & 750 gm Pack = 35 BDT.
	750 gm ACI PURE SALT	Jar		
	500 gm ACI PURE SALT	Plastic Bag		500 gm Pack = 18 BDT
	135 gm ACI PURE SALT	Jar		135 gm Pack = 15 BDT

Table 2: Product Details

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1.3 Awards and Achievements

In about six months after its launch in April 2006, ACI PURE Salt captured the top spot in the market by replacing Molla Salt's long reign. Since then, until now, ACI PURE Salt has been recognized as the top brand specifically in the salt industry.

In 2008, being the market leader and getting love from across the whole nation, the brand became the NO.1 choice of the customers. Alongside, it won the 'Best Brand' award in Food and Beverage category.

Based on the extensive research by Nielsen Bangladesh in partnership with Bangladesh Brand Forum, the brand was winning streak and received "Best Brand Award" on salt category for ten consecutive times between 2011 and 2021.

In November 2015, for the first time in Salt industry of Bangladesh, the company was handed over a very prestigious certificate called the Occupational Health and Safety Management System certification- OHSAS 18001:2007'. This certificate is an acknowledgement for the efforts made over the years in the area of occupational risk prevention.

Furthermore,

ACI PURE Salt won "Commward 2021" and "Digital Marketing Award 2021" presented by Bangladesh Brand Forum.

ACI PURE Salt is entitled as the "**Superbrands**" 2018 and 2020-21.

It has also received an award for the "Best Iodized Salt Mills Award" by Bangladesh Government in 2017.

Lastly, the brand went global for its and impressive packaging outlook and appeared on the book, "Pack Your Life", volume 3 which was displayed with all the other top-ranking packaging designs from across the globe.

1.4 Departments of the company:

ACI Salt Limited follows the same corporate culture as ACI Group. The head of the business is Managing Director, Syed Alamgir Sir, who leads other businesses from Consumer Brands Division.

Marketing Department: The job of the Marketing Department is to create a unique brand position in the top minds of consumers so that brand credibility can be maintained for a longer

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period of time and support the acquisition of new customers. In ACI, Marketing department is responsible for the entire business ecology. Business Director has the authority to give any decision regarding business. The Brand Manager, Md. Mazharul Islam works under his supervision. Product Executive, Raihanur Rezwan carries out all the ground works and work with my supervisor as a team.

Sales Department: ACI Limited has different sales team for different business. As Salt and Sugar are part of core commodity products, these fall under the hood of Branded Commodity Team. The Branded Commodity Team has its own Senior General Manager, who is the head of sales. Then there are National Sales Managers that work under his (Sr. GM) supervision. Zonal Sales Managers work under National Sales Managers' Supervision. Area Sales Managers and Territory Sales Supervisors work under ZSMs' supervision. Sales Representatives work under ASMs' supervision. The Team has around 80 sales executives.

Key Accounts Department: The Key Accounts department is responsible for managing all sales and liaison with Modern Trade (i.e. Super shops like Agora, Shopno) and deals with discounts and promotional functions.

Commercial Department: Commercial department deals with all the vendors and suppliers while ensuring proper packaging of the specific SKUs of our products

Factory: ACI Salt Limited has one of the biggest plants in Bangladesh which has huge technological power to produce around 9000 MT vacuum salt in a month. The Technical Director sir is the head of the production technology. There is a Quality Assurance department that rigorously overlook the quality of crude salt and finished refined salt to ensure the best quality product available in the country.

Supply Chain Department: This department is responsible to maintain all the logistics stuff and ensure smooth supply chain. Receiving crude salt ensuring proper delivery to the distributors are two of their core activities.

Finance Department: Although Finance department work in integrated manner to deal with all the business financial activities but there are some specific people that are responsible for salt business.

Sales Admin: Sales admin deals with all the admin related works regarding sales team and marketing team. Sales Admin is responsible for keeping track on every promotional activity launched by the Marketing Team.

Chapter 2: Overview of Internship

2.1 ACI Limited Internship



Position	:	Intern at ACI Consumer Brands
Reporting to	:	Product Group Manager, Consumer Brands
Job Customer	:	<u>Internal</u> : All members of Consumer Brands, Sales force, concerned person(s) from Sales and Marketing department.
		<u>External</u> : Consumers, Distributors, Retailers, Suppliers.

2.2 Principal Accountabilities:

1. To prepare and implement appropriate marketing plan and strategy for an assigned product while coordinating with the Supervisor.
2. To visit markets for monitoring the competitor's activities while scrutinizing market situation and propose actionable measures along with a proper marketing plan.
3. To prepare audit report and conduct expected sales forecasting.
4. To ensure shelf visibility, placement and stock level of the responsible products by visiting super shops and general stores.
5. To help in developing the packing materials of the assigned new products.
6. To develop and generate new campaigns for the upcoming months.
7. To prepare presentations for the upcoming marketing activities of the existing products.

2.3 Lessons learned from the Internship:

1. I learned the real-life exposure in FMCG business.
2. While working in the most dynamic industry, I learned the way of constructing strategies.
3. I have learned the process of dealing with competitive agencies to smoothen any campaign that have been launched.

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4. I have learned a lot of aspects in supply chain i.e. How the delivery takes place in entire Bangladesh, How the distributors sale products to retailers, how the e-commerce businesses get our products.
5. I have learned how to use excel as an effective tool for preparing daily sales report and other various related activities.

2.4 Interaction with Supervisor and Colleagues (Other Interns):

In ACI Limited, the office culture is extremely good in most cases. My supervisor has a keen interest to make me learn each and every aspect of the business. He keeps me busy with a lot of diversified responsibilities and makes me do everything he does as a Brand Manager. Having a mentor like him during the initial phase of my professional career is a matter of luck.

ACI Salt Limited's Key Player is the marketing team as this team does not only focus on the branding and marketing, but it focuses on all the essential responsibilities regarding the business i.e., handling sales people, business profit forecasting, market visit, ensuring proper availability of products in different channels, giving the final decision regarding the business process.

Following are the people under whom I worked at ACI Limited. They all are in the significant designation of CBM, ACI Pure Salt, ACI Limited.

Md.Quamrul Hassan

Business Director

Consumer Brands, ACI Limited

Mohammad Mazharul Islam

Product Group Manager

Consumer Brands, ACI Limited

Raihanur Rezwana

Product Executive

Consumer Brands, ACI Limited

Coworkers: I had two coworkers working side by side with me. They are here for their internship and they are from reputed universities as well.

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Tazoare Sakib

Intern, CBM, ACI Limited

American International University, Bangladesh

Nasib Sadman

Intern, CBM, ACI Limited

Independent University, Bangladesh

2.5 Assignments and my contribution towards the Organization

I did my internship at ACI Pure Salt of ACI Limited which falls under the Consumer Brands Marketing/CBM. My office starts at 8:30 in the morning and we leave at 6:00 in the evening; from Sunday to Thursday. I have been working with Product group manager - Mohammad Mazharul Islam, Product executive - Raihanur Rezwan and two of my teammates Tazoare Sakib and Nasib Sadman. Below I have discussed the tasks and assignments I was given related my job responsibilities.

2.5.1 Campaign Proposal

I have proposed two campaigns for ACI Pure Salt for their upcoming special day. Here, my task was to generate unique idea for Children's Day which had held on November 20, 2021.

- a) Campaign 1 - সন্তানের অদম্য গর্ব - My child my pride
- b) Campaign 2 – স্বপ্ন আমার সীমাহীন - Finish the unfinished story

Activities:

- Share interesting stories on Facebook.
- Upload the post on ACI Pure Salt Facebook page.
- Will choose 10 best inspiring stories.
- Provide them a family buffet ticket.

Outcomes:

- Develops children's mental faculty through logical reasoning
- Enhances analytical ability.

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- Encourages creative writing
- Create brand presence and connect to the TG.
- Social Media engagement

2.5.2 Systematic assessment of L-Shaped Pop up

The main purpose of this task was to monitor 5 TV Channels simultaneously from 8pm to 11pm every day for 2 weeks. I had to monitor if the tv channels are properly displaying the L-shaped pop-up advertisement on time. Also, assessing if the pop-up bands are maintaining proper alignment and ratio while displaying. Finally, reporting back to my supervisor if any corrections need to be done.



Figure 1: L-Shaped Pop-Up Advertisement

2.5.3 Competitor Analysis of ACI Pure Salt

For this task, I collected all the secondary data from Facebook to make the analysis. The report was made for December 2021. The main aim of this task was to check the position ACI Pure Salt that stands among its competitors on social media. Therefore, I have to do a thorough cross-check on a daily basis for updated posts on Facebook.

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Brand Name	Page Likes	Following	Post Reacts	Comments	Shares
ACI Pure Salt	35,059	36,082	633	44	154
Molla Super Salt	462	499	331	24	128
Fresh Super Premium Salt	14,574	19,038	1,83,493	3,40,009	12,055
Confidence Salt	6,049	6,435	1,042	120	167

Table 3: Competitor Analysis- December 2021

Interpretation: From the above table it can be said that Fresh Super Premium Salt has the highest and Molla Super Salt has the lowest overall activity on Facebook. Whereas, the social media activity of ACI Pure Salt and Confidence Salt is quite average.

2.5.4 Market Visit

The main purpose of the market visit was to check the shelf placement and visibility of ACI Pure Salt. After visiting the markets, my task is to report everything that I have observed. Then based on my observations the company will take corrective actions. I was assigned to visit market areas near my home. Below I have presented some of my observations from the visit.

Observations:

SHOP 1 Location: Meena bazar, Shantinagar

- ACI, Molla and Confidence has equal number of 1kg SKU stock.
- Found three 135gm ACI jar.
- Didn't find 750gm jar and 500gm pack.
- Product visibility was quite good.

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SHOP 2 Location: Amana Big Bazar, Kakrail

- Only ACI salt available.
- Available SKU- 1Kg, 750gm and 135gm.
- Product placement is very good & located at a noticeable as it was at the top shelf

SHOP 3 Location: Shawpno, Malibagh

- ACI and Fresh salt was available. ACI had the highest number of stocks.
- Available SKU-1Kg, 750gm and 135gm.
- Product visibility and placement was very good and separate shelf for ACI salt jar.



Figure 2: Market Visit Shelf Placement

Summary

Area Covered-Shantinagar, Kakrail, Malibagh, and Khilgaon

- Visited 6 super shops and 6 departmental stores where ACI Pure Salt was available in all the outlets.
- Product visibility and placement of ACI Pure salt in the 6 super shops in quite satisfactory.
- Jar found in 4 outlets.
- Highest number of SKU available is 1Kg pack.
- Lack of awareness about 750gm and 135 gm jar in shops surrounding Khilgaon area

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2.6 Dealing with the difficulties

Incidents 1: On my first day at ACI I was asked to make a presentation of the past 10 years sales report. I had a lot of trouble arranging the data and making a meaningful chart out of it. Later on, taking help from my seniors and with long hours of trial and error I was able to make a proper analysis of the results I found from the sales report.

Incident 2: During my first market visit in Niketan Bazar, I counted salt stock in 10 outlets but as I did not know how much salt 1 bag/sack of salt consists of, I had to calculate the entire outlets again to come to a conclusion. An example is shown below.

For instance: 1 bag =25 Kg

If a general store has 5 bags of ACI Salt then $5*25 = 125\text{Kg}$

This means that the general store has 125 Kg of ACI salt (1kg pack) in its stock.

Incident 3: In December (2021) I prepared a market share audit report of ACI Pure salt and its competitors to see which company is in the leading position. On the final day of presenting my report to my supervisor, I saw that I missed to calculate one of the districts namely “Comilla”. So, with the help of the previous excel hacks I learned from my supervisor i.e., pressing f4 on excel to lock the formulas in the excel sheet, I hurriedly selected all the data from the Comilla report and automatically generated them in the main file. That day I learned the biggest lesson as my supervisor said to me “My one mistake could cost a Sales Representative’s job”.

Incident 4: In January 16, 2022, my office announced to work from home. By the next day me and my team members were told to prepare a report and submit a presentation on the overall market share of ACI Pure salt during the past 2 months. As my time was very limited, I conducted a meeting on Zoom where I displayed a live practical lesson on how to prepare a report and divided all the task equally among my peer members.

Chapter 3 Project Part

3.1 Introduction

The brand I chose to do my research work is “**ACI Pure Salt**” which is one of the company’s best-selling commodity foods. It is undoubtedly a well-marketed brand that we can know from the huge marketing campaigns and advertisements broadcasted in all sorts of media such as print media, television, radio, Facebook and other social platforms. ACI Pure salt has been conducting various marketing activities and programs to occupy stock shelf of all shops and outlets in Bangladesh. The three of the company’s current competitors are Molla Super Salt, Confidence Premium Salt and Fresh Salt. To stand out among its competitors and maintain its leadership the company is currently working on a huge project where many business heads and key players are involved.

The name of the project is “QPS program” or “Quantity Per Slab Program”. This program will help to build a loyal and healthy relation with the ACI Pure brand. The main aim of this project is to involve all the countries shop owners in this program to increase secondary sales. By engaging everyone with the brand, it will eventually help the company to obtain a larger share in the market.

In the further topics we are going to cover the following contents in detail:

- ✓ QPS and Trade Program focusing Secondary sales
- ✓ Creating Wholesaler database to create strong base
- ✓ Finding gap by operating regular market survey
- ✓ Identification of untapped markets and setting up distribution
- ✓ Identifying weak areas and providing special support
- ✓ Monitoring of Super Distribution facility

3.2 Research on project

The project on which I have worked for more than 1 months is called “QPS”. This program has started on December 1, 2021 to boost up secondary sales of ACI Pure Salt. There are 7 slabs in the program which consists of 7 exciting gifts and offers for the retailers. Daily activities of the stakeholders are divided among each other, from going on field visits to working on the backend.

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Duration of the Program: December 1, 2021 to February 28, 2022

3.2.1 Mission:

The mission of this project is to build a strong and healthy relationship with the retailers by engaging them with the brand to boost up their secondary sales.

3.2.2 Objective:

The objective of this project is to make an overall analysis of the market share of ACI Pure Salt and its competitors by collecting relevant data through the slab program.

3.2.3 Rules & Conditions to participate in the QPS Program:

1. The retailer needs to sell at least minimum 10kg bag of ACI pure salt to become eligible.
2. Must submit the form timely to win a gift from the preferred slab.
3. Give a stock count of ACI Pure Salt and its competitors on a monthly basis to the SR.
4. The shelf placement and visibility must be very good to magnify the sales of product.

ধামাকা অফারের নিয়মাবলী

- এসিআই পিওর সল্ট ধামাকা অফার কার্যক্রম শুধুমাত্র ৯ ডিসেম্বর, ২০২১ থেকে ২৮ ফেব্রুয়ারি, ২০২২ পর্যন্ত চলবে এবং শুধুমাত্র নির্দিষ্ট সংখ্যক বেকারের জন্য প্রযোজ্য।
- এই কার্যক্রমে অংশ নিতে হলে একটি স্ল্যাব অংশ নিতে পারবেন। অংশগ্রহণ আপনার নির্দিষ্ট স্ল্যাব এসিআই -এর সর্বাধিক স্টকভান্ডি বণ্টন নির্ধারিত হবে। অংশ নিতে হলে স্ল্যাব অংশ নিতে পারবেন (কার্যক্রমের জন্য স্ল্যাব)।
- এই কার্যক্রম শুধুমাত্র ২ কেজি ও ৫০০ গ্রাম স্ল্যাবের জন্য প্রযোজ্য। স্ল্যাব অংশ নিতে পারবেন। স্ল্যাব, ২৮ ফেব্রুয়ারি, ২০২২ সন্ধ্যা ৬টা পর্যন্ত অংশ নিতে সক্ষমতা রাখতে হবে।
- অংশ নিতে হলে ৮ ডিসেম্বর, ২০২১ এর মধ্যে ন্যূনতম ১০ বাগ (স্ল্যাব ৬ এর জন্য ন্যূনতম ৫ বাগ) স্ল্যাব অংশ নিতে হবে।
- এসিআই পিওর সল্ট ধামাকা অফার কার্যক্রমের যোগ্যতা নিশ্চিতকরণ, পরিচয় ও যাচাই করার সফল হলে এসিআই সল্ট নির্দিষ্ট স্ল্যাবে অংশ নিতে পারবেন।

বাম্পার ২০০ বাগ স্ল্যাবে থাকবে ১টি ৬২ ইঞ্চি এল.ইউ.ডি. টেলিভিশন।

স্ল্যাব-১ ২০০০ বাগ স্ল্যাবে থাকবে ১টি ফর্ট ডোমটেল (ডেলা)

স্ল্যাব-২ ১০০০ বাগ স্ল্যাবে থাকবে ১টি স্টিক কফিন

স্ল্যাব-৩ ৫০০ বাগ স্ল্যাবে থাকবে ১টি মৌসুমি ফল

স্ল্যাব-৪ ২০০ বাগ স্ল্যাবে থাকবে ১টি প্রিমিয়াম কুকনা

স্ল্যাব-৫ ১০০ বাগ স্ল্যাবে থাকবে ১টি ইলেকট্রিক জেনারেটর

স্ল্যাব-৬ ৫০ বাগ স্ল্যাবে থাকবে ১টি ২০ ইঞ্চি চুইস পল্লা

মাসে জারুয়ায়ী পণ্য ক্রয়ের পরিমাণ (বাগ)

এসকেইউ	ডিসেম্বর	জানুয়ারি	ফেব্রুয়ারি
২ কেজি			
৫০০ গ্রাম			
সর্বমোট			

ক্রেতার তথ্য: ক্রেতার নাম: _____ ক্রেতার ঠিকানা: _____
 মোবাইলের নাম: _____
 ডিকানা: _____ মোবাইল নং: _____
 পরিবেশকের নাম: _____ টেলিফোন: _____
 অংশগ্রহণকারী স্ল্যাব: ২০০০ ১০০০ ৫০০ ২০০ ১০০ ৫০ ২০ উপহার: _____

আপনার করণীয়

- বেকারের স্টক: এসিআই পিওর সল্ট দুইমাসের স্টক অংশ নিতে পারবেন। অংশ নিতে সক্ষমতা রাখতে হবে।
- এসিআই পিওর সল্ট এই কার্যক্রমের কাজে নিয়োজিত হলে অংশ নিতে পারবেন। অংশ নিতে সক্ষমতা রাখতে হবে।
- কার্যক্রম শেষ হলে অংশ নিতে সক্ষমতা রাখতে হবে। অংশ নিতে সক্ষমতা রাখতে হবে।

ক্রেতার তথ্য: ক্রেতার নাম: _____ ক্রেতার ঠিকানা: _____
 মোবাইলের নাম: _____
 ডিকানা: _____ মোবাইল নং: _____
 পরিবেশকের নাম: _____ টেলিফোন: _____
 অংশগ্রহণকারী স্ল্যাব: ২০০০ ১০০০ ৫০০ ২০০ ১০০ ৫০ ২০ উপহার: _____

বিতরণ প্রতিমিত্ব: **সম্মতিত ক্রেতা:**
 নাম, স্বাক্ষর ও তারিখ: _____ নাম, স্বাক্ষর ও তারিখ: _____

Figure 3: QPS Program Brochure & Form

MARKET ANALYSIS OF ACI PURE SALT

3.3 Literature Review

Local people of Bangladesh heavily rely on salt that are produced in the country. (Tahmid, 2022). Therefore, it has become one of the largest industries that sells salt nationwide through direct and indirect means, serving to around 5 million customers (Tashfiq, 2021). An article published in *The Daily Star* says that there are 700 distributors of ACI Pure salt which will expand further in the future. Also, from the company website it is known that they have 6 distribution hubs to fasten up their delivery process.

With the aim to move forward, currently the company has been conducting marketing activities and regulating projects to increase its market share through secondary sales. Secondary sales take place when a distributor sell their products to their customers, which in this case is the retailers and not the direct consumers of the product. To be able to sell the products they need to be available in the stock. (Bhasin, 2017). In an article published by *The Daily Star* - Managing Director, Syed Alamgir said “One of our objectives is to give a boost to the brand image of our salt by reaching more people and acquiring more market share.” Hence, after that it has become the core responsibility of the company to ensure that the brand remains in the leading position as long as it is in the industry.

3.4 Problem Statement:

“ACI Pure Salt should increase their secondary sales to sustain in the competitive market”.

3.5 Research Objective:

The broad research objective of our research is:

“To find out whether the market share of ACI Pure Salt is higher than its competitors”.

The specific objectives will be justifying the broader objective:

- i. Finding out whether ACI salt is available in major districts of Bangladesh.
- ii. Finding out number of stocks of ACI salt available in the market.
- iii. Finding out number of stocks of competitors’ product is available.
- iv. Making a comparative analysis of the total salt count to find out the market share.

MARKET ANALYSIS OF ACI PURE SALT

3.6 Methodology

The data collection for this project is done by the Sales Representatives. The responsibility of the SR is to assist all the retailers around the nation to participate in the slab program. When the SR collects the data, they are called “Auditors”. Beginning with the process, to visit a market for auditing, an auditor firstly selects a zone for instance, Narayanganj. Then he selects an Upazilla such as Ashugunj, after that he selects a Market/ Bazar such as Tarua bazar, where he then visits all the available shops to count the salt stock of ACI and its competitors. A flow chart of the market visit selection process is shown in the figure below for clear representation.



Figure 4: Market Visit Selection Process

3.7 Data Collection Process

My data collection technique is Quantitative which means the data collected will be in numbers, can be measured and be descriptive. Therefore, for my allocated topic the most important type of data collection will be based on Primary data. In the data collection process, the project team has followed some steps which is important in all research. Firstly, my supervisor gave a brief of how the QPS Program works and what are the necessary information we need to collect to make a proper analysis of the market share. Then with my team members we made 30 questions, out of which we selected 20 best questions to form a questionnaire. Then we have made a Google form including the 20 questions and their possible options. Then we have sent this Google form to the SRs who are going to conduct the survey.

At first, the supervisor will assign them different areas to cover. Different auditors will visit shops and outlets of different districts. They have to be active and collect data 6 days in a week. Meanwhile, they are collecting the information and entering into the google survey form, a dashboard is formed. As new data is entered into the survey form, the dashboard is updated and generated automatically. The purpose is to find insights of how many shops keeps ACI salt and its competitors salt in their stock.

MARKET ANALYSIS OF ACI PURE SALT

3.8 Sampling Process

Here, all retail shop/outlets in Bangladesh are going to be my population. From that, I will sample a data set that will be a subset of the population.

The population of my research includes all the retail shops/outlets those who are selling salt to the end customers. For the next step I have identified the sample from the population, this includes all the retail shops those who sell salts of 4 main brands which I need for my analysis i.e., ACI, Molla, Confidence and Fresh.

There are basically two types of sampling. Those are: Probability sampling and non-Probability sampling. For our project we chose non-Probability sampling as our sampling technique. From non-Probability sampling we used “Convenience” and “Purposive” sampling. This is because the auditors have to at-least visit 60 shops in a day. So, for their convenience they visit markets/bazar where clusters of shops are available as it is easy to move from one shop to another to count the stocks. Also, this method is quick and inexpensive to collect the information and the collection of data does not need specific rules unlike probability sampling. It is less time consuming and once they have covered all the shops in single market/bazar they can move forward to another market/bazar. Moreover, to collect the responses quickly, the auditors ignore shops that do not sell the four salt brands mentioned above. This is because our main objective is to find out whether ACI is still leading in the market compared to their competitors. In this way I can easily and quickly get my data and do my research on the allocated topic. Lastly, we formed the questionnaire in Google form and with the data collected we interpreted the results that supported our findings.

Note: Google Survey Form is provided in the Appendix section.

3.9 Roles and Responsibilities of the auditor

Collecting information about ACI and its Competitors

At first the auditors will visit the shop and take a picture of the shop’s signboard on their phone. Then will ask the retailers about their name, phone number. Then through a friendly conversation, they will take note of the total stocks of salt available in the shop. Auditors will only collect data of ACI ‘s three main competitors i.e., Molla, Fresh and Confidence. Alongside they will ask if the shop owners have participated in Slab program.

MARKET ANALYSIS OF ACI PURE SALT

To be able to perform the monthly market audit properly, an auditor must carefully read the instructions and all fulfill the requirements accordingly.

- **KPI:**
 1. Minimum 60 outlets per day (mandatory for payout for full day)
 2. In case of DB point stock audit minimum 25 outlets audit for the day
- **Allowance:**
 1. Tk. 15 per outlet for completion of 60 outlets per day
 2. Distributor point visit and stock count: Tk. 300/ Visit and Tk. 15 per outlet for 25 outlets audit
 3. Tk. 300 per month for mobile and internet allowance (At least 15 days).
 4. Inter Upazilla Travel: Local Transport (Shared CNG/ Bus) cost will be provided and Tk. 150 for Lunch.
- **Role Requirement:**
 1. A smartphone with internet connectivity.
- **Important Note:**

1 bag = 25kg (25 units of 1Kg pack or 50 units of 0.5Kg pack)

Figure 5: Instructions for Market Audit

Audit Operating Procedure

Auditors need to reach the designated market by 9am and conduct public surveys on salt. Firstly, Auditors must introduce themselves by stating their real name and designation at ACI Consumer Brands. Once they start conducting the survey, they should ask politely for their permission if they have time to give them relevant information based on the survey.

- Visiting 60 outlets in a day in the planned or assigned market.
- Selecting at least 5 major cluster markets in the district.
- Consulting the Upazilla/thana name with the sales manager before entering into the online prescribed the google form.
- Take stock data vacuum count only for ACI and competitors.
- Sharing picture of the audit report over WhatsApp to Head Office on the same day.

MARKET ANALYSIS OF ACI PURE SALT

DOs	DON'Ts
1.Meet & greet the outlet owner 2.Talk to them politely 3.Visiting all shops that sell any vacuum salt brands 3.Taking pictures of every retail outlet 4.Sharing the hotline number with all the outlets (Hotline: 01313 760760)	1.Avoid sharing audit plan with ACI field team 2.Avoid auditing shops that do not sell vacuum salt. 3.Do not share your personal contact with outlets. 4.Avoid gossiping with competition company FFs in the market.

Table 4: Activities during Auditing

The auditor or the SR on successful completion of the program will get a special incentive from the company. To become eligible for this award the auditor must reach the everyday target given to them by their reporting supervisor.

Details	Award	Participants
A	TK.21,000	All Achiever
B	Cox's Bazar Trip (2N3D Holiday package with round trip Air Travel)	<ul style="list-style-type: none"> • Top 2 SRs FROM EACH Zone (based on achievement percentage) = 32 SRs and • Nationally Top 18 SRs (except the top 2 SRs/Zone Criteria)

Table 5: Details for Incentive Program

MARKET ANALYSIS OF ACI PURE SALT

Chapter 4: Findings an Analysis

4.1 Excel Report and Presentation

As the audit is done, all the data is updated in the dashboard. The next step is to make an analysis from the information collected. In this step, I download the dashboard every day and sorted them out into a meaningful table in excel sheet. Then from the excel sheet an over all summary is made for each zone, for instance-Comilla Zone. In this way I have made 4 summary report for 4 zone for the month of December. Lastly, with this summary I make pie chart and clustered column chart in PowerPoint to make an overall analysis on the market share.

Note: For better representation of the data, I have provided an excel report I have made on Comilla zone. In the further topic I will make interpretation on the data given below.

Comilla				Weighted Distribution				
SL	Market Names	Total Salt Available Outlet	Total ACI Salt Available Outlet	Availability %	ACI Salt	Molla Salt	Confidence Salt	Fresh Salt
1	Bikal bazar	24	0	0%	0%	0%	97%	3%
2	sokal bazar/prato bazar	13	1	8%	19%	34%	21%	26%
3	kalikacca bazar	27	1	4%	13%	26%	38%	23%
4	Nij sarail	17	0	0%	0%	6%	83%	11%
5	Bissho road	34	8	24%	11%	8%	54%	26%
6	kuttapara	16	0	0%	0%	0%	60%	40%
7	Bariura	15	9	60%	23%	0%	47%	30%
8	Moindo	23	0	0%	0%	10%	46%	45%
9	Mojlishpor	40	10	25%	18%	58%	8%	15%
10	Bottoli	3	2	67%	41%	0%	20%	39%
11	Bodol	10	0	0%	0%	56%	14%	30%
12	Sutiyara	7	0	0%	0%	93%	0%	7%
13	Islamabad	13	0	0%	0%	11%	42%	47%
14	Shahbajpur	54	2	4%	5%	3%	5%	88%
15	Total	296	33	11%	8%	20%	51%	21%

Table 6: Summary Excel Report of Comilla Zone

MARKET ANALYSIS OF ACI PURE SALT

4.2 Interpretation on the Summary Report

Things to Remember:

Availability (%): This indicates only the availability of ACI salt in different Upazilla/Thana of a particular Zone.

Relative Market Share: This indicates the market share occupied by ACI Pure salt and its competitors in different Upazilla/Thana of a particular Zone.

Comilla

Covered Upazilla Names: Sarail and B.Baria

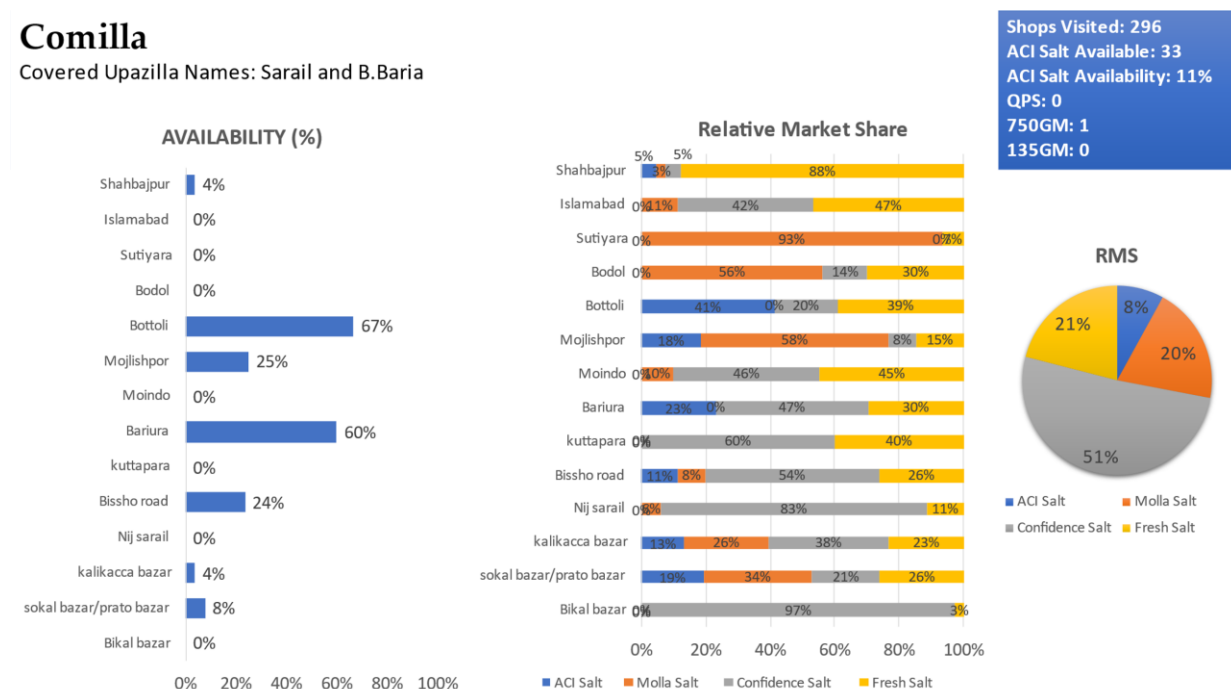


Figure 6: Summary of Comilla Zone

Here, in the availability bar we can see that the highest number of ACI salt is present in the bottoli market and the lowest number of ACI salt is present in shahbajpur and kalkacca bazar. We can also see that in 7 of the markets/bazars there is no ACI salt available. As well as QPS is 0 which means no shop owners have participated in the Slab program

The clustered column chart of relative market share shows the comparison of ACI and its competitors market wise. Where, Confidence with the highest of 97% salt is available in Bikal Bazar. Along with that from the pie chart we can also say, the company has occupied the highest market share of 51% in Comilla Zone. And ACI Pure salt has the lowest market share with only 8%.

MARKET ANALYSIS OF ACI PURE SALT

Dhaka B

Covered Upazilla Names: Uttara and Tongi

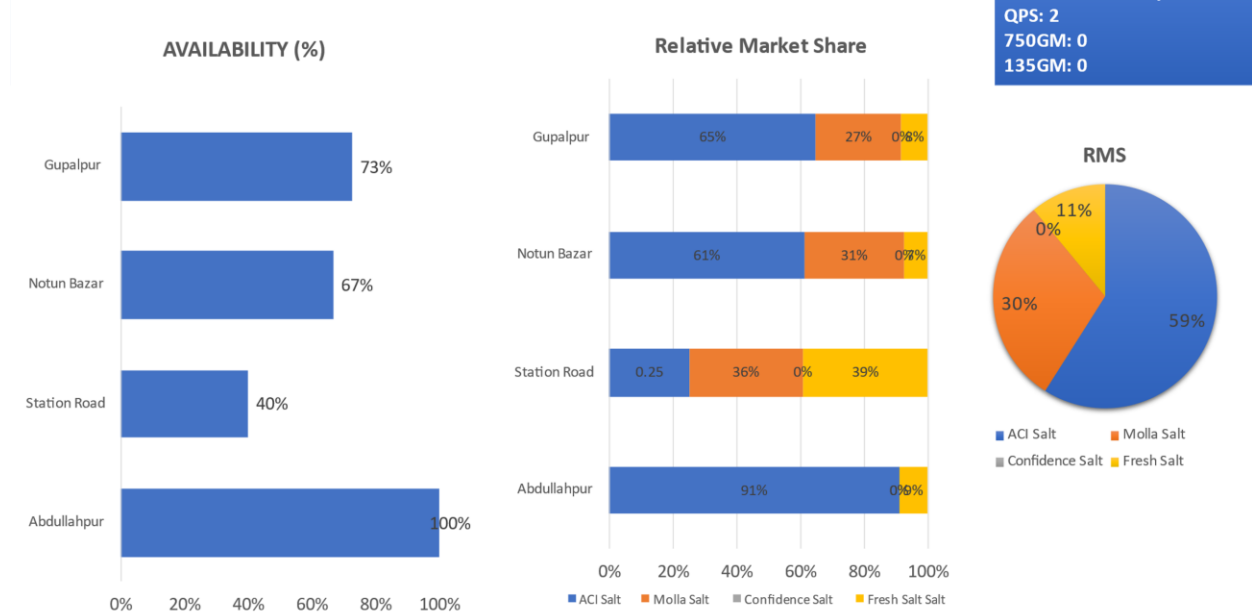


Figure 7: Summary of Dhaka B Zone

Here, in the availability bar we can see that the highest number of ACI salt is present in the Abdullahpur market and the lowest number of ACI salt is present in Station Road. We can also see that, in the other two markets ACI Pure Salt is available. But, in the top right corner 750gm and 135gm is given 0 which means only 1kg and 500gm SKU is available in these markets.

The clustered column chart of relative market share shows the comparison of ACI and its competitors market wise. Where, ACI salt with the highest of 91% salt is available in Abdullahpur. Along with that from the pie chart we can also say, the company has occupied the highest market share of 59% in Dhaka B Zone. And Fresh salt has the lowest market share with only 11%. However, Confidence salt show 0% which means no salt of their brand is present in these four markets.

MARKET ANALYSIS OF ACI PURE SALT

Dhaka C

Covered Upazilla Names: Pallabi, Mirpur, Taltola and Shewrapara

Shops Visited: 332
 ACI Salt Available: 293
 ACI Salt Availability: 88%
 QPS: 34
 750GM: 9
 135GM: 1

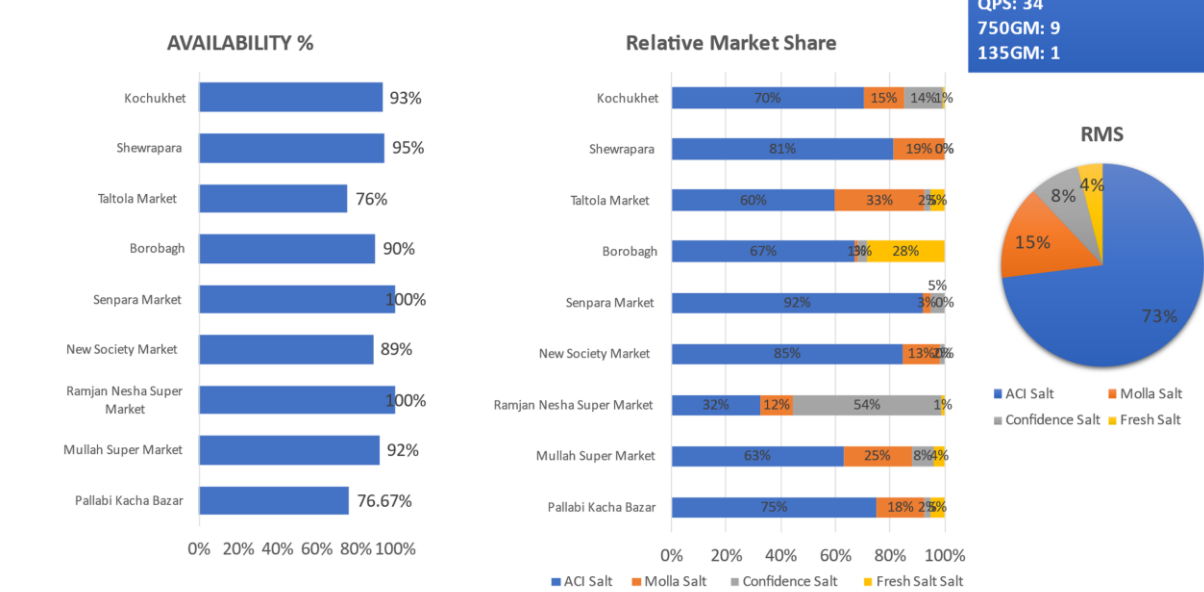


Figure 8: Summary of Dhaka C Zone

Here, in the availability bar we can see that the highest number of ACI salt is present Senpara and Ramjan Super market and the lowest number of ACI salt is present in Taltola market. All the four SKUs of ACI salt is available in these areas.

The clustered column chart of relative market share shows the comparison of ACI and its competitors market wise. Where, ACI with the highest of 85% salt is available in New Society. Along with that from the pie chart we can also say, the company has occupied the highest market share with 73% in Dhaka C Zone. Fresh salt has the lowest market share with only 4%.

MARKET ANALYSIS OF ACI PURE SALT

Narayanganj

Covered Upazilla Names: Voirob and Ashugunj

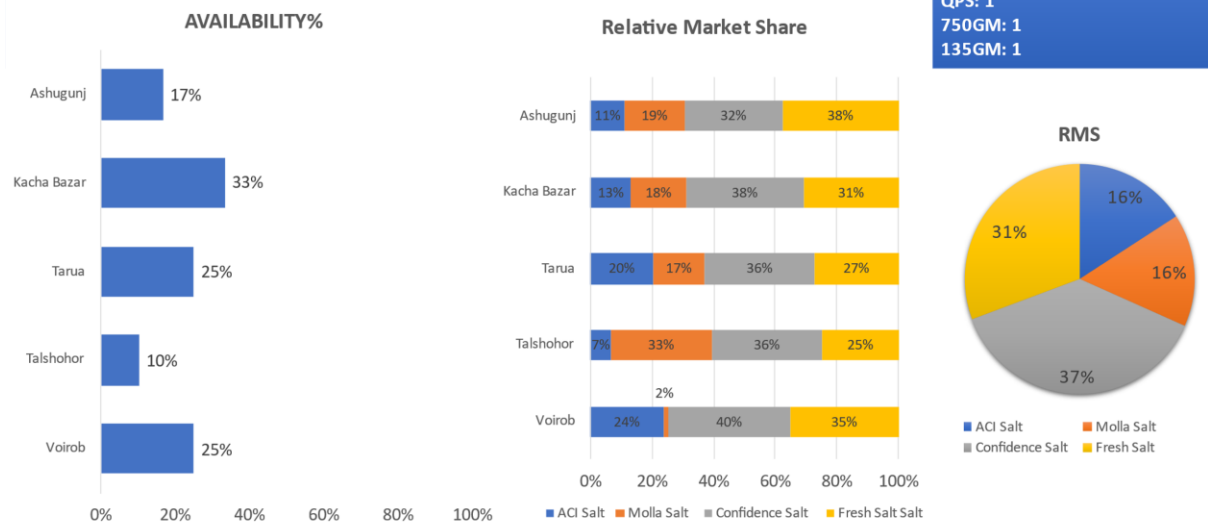


Figure 9: Summary of Narayanganj Zone

Here, in the availability bar we can see that the highest number of ACI salt is present in the Voirob market and the lowest number of ACI salt is present in talshohor market. All the four SKUs of ACI salt is available in these areas.

The clustered column chart of relative market share shows the comparison of ACI and its competitors market wise. Where, Confidence with the highest of 40% salt is available in Voirob. Along with that from the pie chart we can also say, the company has occupied the highest market share of 37% in Narayanganj Zone. And ACI Pure salt and Molla salt has the lowest market share with only 16% each.

MARKET ANALYSIS OF ACI PURE SALT

Overall Summary

Covered Zone Names: Comilla, Dhaka B, Dhaka C & Narayanganj.

Shops Visited: 824
 ACI Salt Available: 396
 ACI Salt Availability: 48%
 QPS: 37
 750GM: 11
 135GM: 2

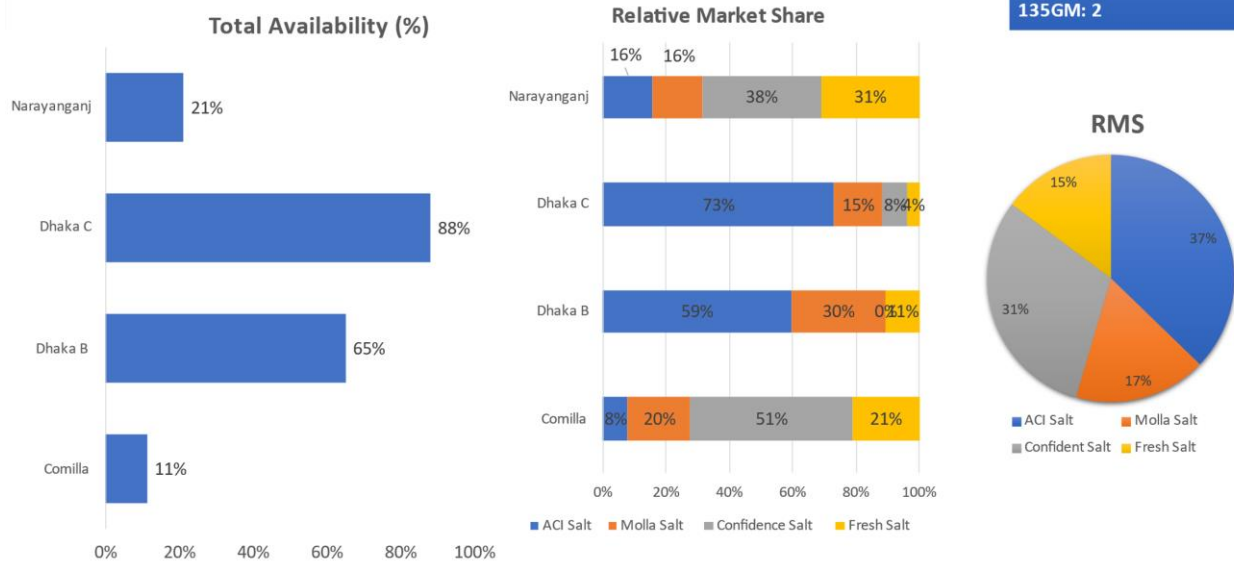


Figure 10: Summary of Overall Zone Covered

Here, in the availability bar we can see that the highest number of ACI salt is present in Dhaka C Zone and the lowest number of ACI salt is present in Comilla Zone. In total of 396 shops, ACI salt is available. However, among this only 37 shops participated in QPS program.

The clustered column chart of relative market share shows the comparison of ACI and its competitor's market wise. Where, ACI Pure Salt with the highest of 73% salt is available in Dhaka C. Along with that from the pie chart we can also say, the company has occupied the highest market share of 37% in all the four Zones Covered. And Fresh salt has the lowest market share with about 15%.

MARKET ANALYSIS OF ACI PURE SALT

4.3 Identification of Problems & Recommendation

After an extensive analysis, I have identified several problems raised from this project. Therefore, to lower the possibility of error I would like to make some recommendations based on the above findings and analysis.

- Logging into a form every time to collect data can be time consuming. Because mobile data needs to be turned on to access the form and in some of the rural parts of the country, the internet connection is slow. So, more data can be collected by using an app for market auditing.
- The number of markets visited on each zone is not equal. So, the market share analysis is not properly interpreted. Equal number of shops must be visited on each shop to make a fair analysis.
- Currently, the company has only 3-5 auditors. More auditors need to be hired to cover more zones.
- Out of 396 shops only 37 shops participated in QPS Program. This means that many shop owners are unaware of the program and the gifts they are offering. Not only the SR but also advertisements on flyers or newspapers can bring more participants.
- From one of my market visits in Taltola I came to know most of the shops don't know about the 750gm and 135 gm jar of ACI salt. It is not well-marketed and also from the overall summary it can be seen that its very less visible in shops.
- There is a negative word of mouth spreading in some areas, by saying that the quality of the salt has fallen. During the market auditing, few shop owners gave wrong information about the stock as some find it difficult in identifying the original brand. Therefore, appropriate actions must be taken for counterfeit brands for copying the packaging design and similar name. Below I have provided few of the counterfeit brands of ACI Pure Salt.



Figure 11: Counterfeit Salt Brands

5.References

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6. Appendix

Auditor Market Visit Form

Instruction:

1. Entering designated Upazilla is mandatory
2. Taking picture of Shop & Sign-board is mandatory
3. 60 Outlets audit every day is mandatory for an audit day
4. Please collect stock of Vacuum/Evaporated Salt only

For any support please contact:

Audit Related - Raihanur Rezwan +880 1313-762547

Technical - Masud Rana +880170076814

***Required**

1. Audited by *

Mark only one oval.

- Market
- Auditor
ZSM
- ASM,
TSS

2. Market Auditor Password*
-

3. Auditor's Code-Auditor's Name*

MARKET ANALYSIS OF ACI PURE SALT

Mark only one oval.

- Atiqul Haque Himel
- Aftab Uddin Anik
- Md. Ashraful Kabir
- M. Tazoare Uddin
- Nasib Sadman

4. Please Provide Audit date *

Example: 7 January 2019

5. Thana/Upazilla *

6. Visit Type *

Mark only one oval.

- Market Visit
- Distributor
- Stock Audit

7. Market Name / DB Name *

8. Visit Shop Photo (with Shop Sign-board) *Before starting the audit take the shop picture from outside of the outlet. *

Files submitted:

MARKET ANALYSIS OF ACI PURE SALT

9. Shop Name *

10. Shop Type *

Mark only one oval.

Wholesale

Large Outlet

Small Outlet

11. Shop Location (Detail Address) *

12. Shop Owner Mobile No *

13. Salt QPS Slab (If Any)

14. QPS Order Qty (till today delivery in Bag) *For any non QPS outlet enter "0"
as quantity

Stock Count

15. 750g Jar Stock (pcs) *

16. 135g Jar Stock (pcs) *

17. ACI Salt Stock (Kg) *Stock of 1Kg and 500g pack only *

18. Molla Salt Stock (Kg) *Stock of 1Kg and 500g pack only *

19. Confidence Salt Stock (Kg) *Stock of 1Kg and 500g pack only *

20. Fresh Salt Stock (Kg) *Stock of 1Kg and 500g pack only *

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