

Report On

An execution plan by Unilever Bangladesh for competitive success in Soap Market

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.

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Declaration

It is hereby declared that

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

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Subject: **Submission of internship report**

Dear Sir,

I would want to take this opportunity to express my appreciation for the assistance and direction you have offered me during the writing of this report. Without your assistance, it would have been impossible to create this report. I would also want to express my appreciation to Moinuddin Sajib, Senior Channel and Category Manager of Skin Cleansing, for providing me with the highest level of supervision throughout my internship with the firm.

I gathered what I feel to be the most pertinent material for the report in order to make it as analytical and trustworthy as feasible. I have dedicated my best efforts to achieve the report's goals and am hopeful that they will be successful. Knowledge and expertise gained via report writing will be invaluable in my future professional endeavors. Please accept my apologies for any errors that may appear in the report despite my best efforts.

I would really appreciate it if you shared your ideas and perspectives on the report. In addition, if you have questions regarding any area of my report, I would happily address them.

Yours Sincerely,

MD. Azmine Ikhtder

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BRAC Business School



Acknowledgment

To effectively finish this course, I needed the guidance, instruction, and supervision of not just my instructor, but also the necessary authorities at Unilever and my friends.

Before I go any further, I'd want to express my heartfelt gratitude to the All-Powerful Allah for the unfathomable love and generosity he has given me throughout my life.

My heartfelt thanks go to Dr. Md. Arif Hossain Mazumdar, Assistant Professor at BRAC Business School, and the supervisor of my Internship Program, who helped me with my report. He supplied me with honest support and direction, for which I am thankful. Moinuddin Sajib, Senior Channel and Category Growth Manager of Skin Cleansing, acted as both my host firm's supervisor and an invaluable resource as I worked to complete my internship and produce my report.

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Executive Summary

Unilever, a global company having roots in both the United Kingdom and the Netherlands, was formed in the United Kingdom. They currently control the vast majority of the brands sold globally in the areas of food, drink, cleaning products, and personal care products.

Unilever Bangladesh Ltd. is one of the world's most successful makers of fast-moving consumer goods (FMCG), and the company reports to regional business groups for innovation and commercial performance. Unilever Bangladesh Ltd manufactures its products on-site. Unilever is one of the most successful consumer products firms in the world because it has built its reputation on the opinions and ideas of its customers. Every day, people all across the world pick Unilever products an average of 150 million times. Unilever Bangladesh Limited is divided into five major divisions, each of which is in charge of a certain component of the company's operations.

I will be working as an intern for the Go-To-Market (GTM) in the Customer Development (CD) function and will be constantly under their supervision Customer Development Department (CDD). Unilever CD is a critical component of the supply chain, from the distribution center to the retail shelves. My internship report, "**Unilever Bangladesh's strategy for competitive success in the Soap Market**" is available here.

This inquiry is divided into four major components or sections. The report's introduction was formerly part of the section headed "Introduction." In the next section, titled "Overview of Unilever," you will learn about the company's history, Unilever Bangladesh Ltd., as well as its organizational structure and hierarchy.

The next two chapters will be devoted to my internship and the project that goes with it. In Chapter 3, I summarized the most crucial components of my internship with the CD Department. Furthermore, as part of this research study, I performed a poll of both company owners and consumers to determine the extent to which a strong brand may be used to assist good market operations.

Finally, I've included some of my comments on the findings, as well as some suggestions.

Keywords: Unilever, Supply Chain, GTM (Go to Market), CD (Customer Development), Organizational Structure.



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List of abbreviations

ETM = Export Trade Mode
CD = Customer Development
FMCG = Fast Moving Consumer Products
ETS = Enterprise & Technology Solutions Support
PLC = Public Limited Company
UBL = Unilever Benckiser (Bangladesh) Limited
CDD = Customer Development Department
B&DD = Brand & Development Department
SCD = Supply Chain Department
FD = Finance Department
HRD = Human Resource Department
GDP = Gross Domestic Product
SSO = Store-Specific Order
SO = Sales Order
FSC = Foreign Sales Corporation
LPC = Lines Per Call
SKU = Stock Keeping Unit
PDA = Production data acquisition
DMS = Distributor Management Systems

Chapter 1: Overview of the Internship

1.1 Background of the Study

The current economic climate is among the most volatile in human history. It is distinguished by a surge in the number of mergers and acquisitions, fierce global rivalry, and consumers who have increasingly high expectations for the items they purchase. It may be difficult to assess the quality of services since they are intangible, may take many forms, and are often interdependent. Companies must pay attention to a wide range of parameters to guarantee that they make sales (Israfilzade, 2021).

This project is designed to help Unilever Bangladesh Limited (UBL) adjust to the dynamic nature of the sales market. To fortify its standing in the industry and increase its overall competitiveness, Unilever has launched a series of initiatives. The fundamental objective of this study is to develop a strategy for achieving competitive success in the Bar sector, which is conducted by analyzing the various activities of the company along with the market presence of the company.

1.2 Origin of the Report

This report is required by the BBA internship program in which I am enrolled. My supervisor, Dr. Md. Arif Hossain Mazumdar, assigned me the subject for the paper. I have worked extremely hard to ensure that the final product is of the greatest quality possible. I studied the most recent data and statistics that were available to me. The final quarter of my internship at this firm has been spent in the Customer Development department. I have been given the chance to modernize the content. To accomplish the requirements of my profession, I must establish connections with existing and future clients, increase product sales, and maintain excellent service quality by staying abreast of the most recent goods and services. Now, I have the option to communicate directly with consumers and company owners. I am familiar with the elements that influence a consumer's choice to stay loyal to Unilever or to move to a competitor brand, as well as the ones that encourage them to purchase a certain product. My supervisor, Moinuddin Sajib, the Senior Channel and Category Development Manager of Skin Cleansing, has supplied me with several pieces of advice that have enabled me to make my report as useful as humanly possible.

1.3 Objective of the Study

1.3.1 General Objective

This paper's primary purpose is to examine the challenges and opportunities impeding competitive growth in the bar segment. Contribute to the activation of de-averaged trade plans as necessary and offer an overview of the customer development team's overall activities. The topic of how this effort meets the needs of the company's three key constituencies may be broken down into its component pieces, namely how they manage the sales process as a whole, what services it offers consumers, how retailers' benefit, and what Unilever gains from the program.

1.3.2 Specific Objective

- In specific regions and mediums, pinpoint the problem area in the bar industry.
- Evaluate and record data about upcoming contests
- Tracking down the rivals' trademarks, registered trademarks, (Export Trade Mode) ETMs, ETM percentages, and established trademarks
- Consumer trends for next year's strategy
- Total value of prizes offered by each platform multiplied by their corresponding regions for each activity
- The role of sales in strengthening ties between stores and their clientele.
- How it is helping people see better now.
- What role it has had in expanding the company's market share?
- How this has contributed to an increase in UBL's market share within a certain sales channel.
- Growing the company's revenue.
- The goods of Unilever CD (Customer Development) may be found in even the most inaccessible areas because of the company's well-oiled distribution infrastructure.

1.4 Scope of the Report

This internship report examines the retail business from three perspectives: that of the University of California, Berkeley; that of the shopkeepers; and that of the consumers. This report summarizes a range of information, including the firm's purpose and objectives, functional departments, strategies, and social commitments, among others.

After speaking with the manager of customer development, the shops, and the customers themselves, we collated the data shown here. During the course of doing research and writing this report, I was allowed access to a variety of data on "Unilever Bangladesh Ltd.'s" sales activity. In addition, I acquired insight into the inner workings of a large multinational corporation in Bangladesh as a consequence of this interaction.

1.5 Methodology

The report's substance and presentation were considerably enhanced by the extensive usage of two essential resources. This research was prepared to utilize both primary and secondary data sources. These files originated from several business sources and were integrated to generate the final result. The great majority of these dates might be considered secondary. In addition, I participate in a few other outlet polls. It provided the information necessary to compile this report, therefore it may be considered a source. The bulk of the time, the basic data come from a range of individuals directly linked with Unilever Bangladesh. There are several forms of secondary sources of information, including journals, yearbooks, brand books, presentation slides, websites, and other publications.

Chapter 2: Overview of the Company

2.1 Overview of Unilever

Unilever is a global leading power in the fast-moving consumer products business (FMCG). We manufacture several well-known brands, including Dove, Lynx, PG Tips, Ben & Jerry's, Sure, Magnum, Knorr, and Hellmann's, to mention a few. The organization manages the whole supply chain for Unilever's goods. Design, procurement of materials, manufacturing, marketing, and customer involvement Every day, two billion people all around the world utilize brands that were created by 165,000 people (Mvubu, 2015).

In the 1890s, William Hesketh Lever, the founder of the Lever Brothers business and the developer of Sunlight Soap, started writing down his views and comments on the new product. The company was founded with the intention of "making cleanliness normal; decreasing work for women; fostering health, and contributing to personal beauty, so that life may be more enjoyable and rewarding for those who use our things (Mostert, 2007)." Unilever has been a company that has placed a high priority on meeting its stated goals from its foundation. Because one of our company's major purposes is "making sustainable living commonplace," you can be certain that we will continue to help people in improving their physical beauty, general health, and quality of life for the foreseeable future.

Unilever employs 165,000 people in various regions of the world, and our products are utilized by 2 billion people daily. Unilever's Enterprise & Technology Solutions Support (ETS) division is in charge of administering all of the company's shared business services located across the world, as well as all of the organization's technological services, solutions, and innovations (Silva et al., 2019).

2.2 History of Unilever

William Hesketh Lever founded the company that would eventually be known as Lever Brothers in 1885. Lever built soap manufacturing plants in several countries across the globe. In 1917, he acquired a fish processing plant, an ice cream shop, and a canning factory to extend his firm into the food industry. This provided him with a diverse portfolio of food-related businesses (De et al., 2016). Throughout the 1930s, Unilever made investments to enhance its technical capabilities. The expansion of the company's operations across Latin America was aided by the

implementation of new initiatives. The firm's commitment to its workers and the communities it serves is as strong as it has ever been, and the pioneering spirit of the company's founders is still prominent in the organization's culture (Mostert, 2007).

The Dutch margarine business Margarine Unie and the British soap maker Lever Brothers united to establish the corporation that would eventually be termed Unilever. The merger occurred in 1930 (Sultana, 2010). The two corporations used comparable distribution methods, competed for the same raw resources, and created identical consumer goods for mass market distribution. Between the two of them, their enterprises were active in almost 40 different nations. In the 1920s, Margarine Unie flourished via a series of mergers with other margarine manufacturers, allowing the firm to expand (Shaikh, 2013).

Over the course of three centuries, the growth of Unilever has followed economic upheavals, wars, changes in customer preferences, and technological advancements. They have always created goods to make people's lives easier and better in some way, whether by reducing the amount of time spent on menial tasks or by facilitating healthier and more satisfying eating habits (Sultana, 2010).

At the turn of the 21st century, we formulated a plan that we named "Path to Development" that directed our attention squarely on industries that were seeing significant expansion all over the world. Now, our Vitality Mission is guiding our company into an exciting new phase of development, and we couldn't be more excited about it! A little over a century ago, Lord Leverhulme was profoundly moved by the capacity of enterprises to assist customers in "feeling well," "looking attractive," and "getting more out of life." (Mostert, 2007).

2.3 Unilever Bangladesh Limited

Unilever Bangladesh Ltd. is one of the most successful makers of fast-moving consumer goods (FMCG) in the world, and the company communicates innovation and commercial outcomes to regional business groups. Unilever Bangladesh Ltd. manufactures its products on-site.

In Bangladesh, the home care, personal care, and food businesses are all dominated by Lever Brothers Bangladesh Ltd., a subsidiary of Unilever. On February 25, 1964, Lever Brothers Pakistan Ltd. launched its plant in the neighborhood of Kalurghat in the city of Chittagong. This mill has the capacity to produce around 485 metric tons of soap every single day. Unilever, which maintained a 55% interest in the company, and the Government of Pakistan, which

retained a 40% investment, were the two primary proprietors of the company. (Yip and Bink, 2015). After the nation attained its independence, the eastern plant was shut down and declared abandoned. On July 5, 1973, the firm was formally incorporated as Lever Brothers Bangladesh Ltd., a joint venture between Unilever PLC and the government of Bangladesh. At the time of the organization's establishment, Unilever PLC was the only stakeholder (Asamoah et al., 2021).

Unilever is one of the most lucrative consumer products firms in the world because it has built its reputation on the feedback and ideas of its customers. Daily, people throughout the world pick Unilever products an average of 150 million times (Bilovodska, Saher and Syhyda, 2018).

UBL's portfolio of brands includes well-known global names as well as regional trademarks and localized versions of well-known items. This difference may be related to two of their greatest strengths: a wealth of personal information that can be utilized to get a full grasp of the region's culture and economics (De et al., 2016).

Superior business acumen used on a global scale to the benefit of consumers situated all over the world.

2.4 Mission

The purpose of the Unilever Corporation is to "bring energy into life." The consumer items created by these businesses give consumers the nutrition, personal hygiene, and personal care essentials they need to look and feel their very best every day (Israfilzade, 2021).

2.5 Vision

The company's tagline, "Vitality for Life," reflects the firm's objective to improve the quality of life for its consumers. By meeting consumers' essential needs for sustenance, cleanliness, and progress, the goods of these industries contribute to an improvement in the end-user's quality of life (Murphy and Murphy, 2017).

2.6 Goals

- Ensure that the products you create are of the highest quality. In your advertising, make as much noise as you can about these products.
- Producing on a huge scale to take advantage of manufacturing's economies of scale
- Making it possible to deliver high-quality things at rates that are affordable to customers.

2.7 Unilever's Contribution

Unilever makes a beneficial impact on Bangladeshi society through the goods and services they provide, the business relationships they cultivate, its engagement in community service, and other types of involvement in Bangladeshi society. The Bangladeshi government is entitled to collect 72% of the value that is created by the enterprise (Shaikh, 2013).

2.8 Strategies Followed by Unilever

2.8.1 Functional Level Strategies

Unilever Bangladesh Ltd. employs a vast array of functional-level methods to gain and sustain a competitive advantage in sectors that are growing more crowded and well-established.

- ❖ Utilizing learning effects and economies of scale, they boost their output. The Bangladeshi facilities of Unilever produce 35,000 packages of tea, 156,910 tubes, jars, bottles, and sachets of creams and lotions, 154,430 tubes of toothpaste, 329,530 bottles and sachets of shampoo, and 1,023,810 packs of detergent powders every single day. Moreover, Unilever manufactures 1,023,810 boxes of detergent powder (Mvubu, 2015).
- ❖ They produce goods with reasonable production requirements by using adaptable manufacturing methods, investing in the training and development of their employees, and doing research and development (Silva et al., 2019).
- ❖ Overall, they have a far greater percentage of responding to customer questions. They do extensive research to develop new items and enhance previous ones that already have a loyal customer base (Shaikh, 2013).
- ❖ Products, marketing strategies, packaging, and distribution mechanisms are all susceptible to continuous innovation in the form of new ideas and updates. Consequently, businesses will be able to quickly meet the needs of their customers (Sultana, 2010).

2.8.2 Business Level Strategies

Unilever's strategic managers use a vast diversity of business-level strategies to differentiate the company from its competitors and maximize its strengths. These are subsequent:

- ❖ They are motivated to pursue a cost-leadership strategy by the potential for achieving economies of scale and the occurrence of periodic overcapacity. Due to this, they can

create a profit while simultaneously producing competitively priced goods (Yip and Bink, 2015).

- ❖ As a result, they employ a differentiation strategy for some items to deliver a more customized answer to their customers' indicated preferences (Shaikh, 2013).
- ❖ Because they want to attract clients from a range of demographics, they load their shelves with an extensive selection of goods. They have been able to do this by producing a broad range of products, which has enabled them to both lower the barrier to entry into the market and increase their market share in several different sectors (Sultana, 2010).

2.8.3 Global Environment-Level Strategies

Unilever is the legal registrant of the company known as Unilever Bangladesh Ltd. Because it is a subsidiary of Unilever, it must comply with the parent company's general strategy and guiding ideals. On the other hand, they adapt an extensive variety of tactics to the local environment (Silva et al., 2019). On the international stage, they address challenges in a variety of ways, including the following:

- ❖ They can provide enhanced levels of efficiency, quality, innovation, and responsiveness to customer demands due to their status as a globally known organization comprised of internationally recognized brands. Unilever Bangladesh Ltd. is now reaping the benefits of the company's policies, efforts, and decades of acquired expertise.
- ❖ They can achieve a location economy by importing raw materials from regions with less expensive labor and transportation costs.
- ❖ They are capable of adjusting to their surroundings. They are willing to modify their goods to give enhanced service to clients in their near vicinity.
- ❖ Due to UBL's multi-national marketing strategy, the firm must adapt both its product range and its marketing strategy to fit the needs of each country.

2.8.4 Competitive Level Strategy

Managing the acquisition of raw materials through open competitive bidding and temporary contracts. Their company engages in a wide variety of operations. The UBL is distinct in several ways, some of which are interconnected and others that are not. They compete with rivals in nine distinct markets, providing a vast selection of items ranging from cleaning supplies to food (DARAMOLA, 2019). They benefit from economies of scale since the bulk of their products are

manufactured in the same facilities, using the same suppliers, and, most significantly, utilizing the same distribution methods.

2.8.5 Porter's Five Forces Analysis

Porter's Five Forces analysis is a framework that helps businesses assess the level of competitiveness in an industry. By understanding the dynamics of these five forces, a company can develop strategies to increase its competitiveness and potentially its profitability. It is important because it helps businesses to identify industry dynamics, which in turn can help them to make informed decisions about how to position their company to gain a competitive advantage. The Five Forces are:

1. Threat of new entrants: The threat of new entrants is low for Unilever Bangladesh Limited. The company has a strong brand reputation and established distribution network, which makes it difficult for new competitors to enter the market. Additionally, Unilever Bangladesh Limited has economies of scale which could be hard to replicate for new entrants.

2. Threat of substitute products or services: The threat of substitute products is moderate for Unilever Bangladesh Limited. While the company has a wide range of products, it may face competition from substitute products such as locally made products or other international brands.

3. Bargaining power of suppliers: The bargaining power of suppliers is moderate for Unilever Bangladesh Limited. The company has a diverse supplier base, which reduces its dependence on any one supplier. However, suppliers may have some bargaining power if Unilever Bangladesh Limited is dependent on certain raw materials or ingredients.

4. Bargaining power of buyers: The bargaining power of buyers is moderate for Unilever Bangladesh Limited. While the company has a wide range of products, buyers have many options to choose from, including locally made products and other international brands.

5. Competitive rivalry: The level of competitive rivalry is high for Unilever Bangladesh Limited. The company faces competition from both local and

international companies, and must constantly innovate and improve its products in order to stay competitive.

Overall, Unilever Bangladesh Limited operates in a highly competitive market, where companies must constantly innovate and improve their products in order to stay ahead of their competitors. The company can leverage its strong brand reputation and established distribution network to stay competitive in the market.

2.9 Unilever's Growth

Although Unilever was founded before independence, the corporation did not begin its rapid expansion until 1999. Since then, annual sales have increased by double-digit percentages, which is far greater than the inflation rate. UBL was Unilever Asia's most profitable and fastest-growing subsidiary in 2003, with profits increasing by 17% as a consequence of its activities. They have more than doubled the rate at which the company's gross margin is rising, giving us a much-needed boost in our expansion efforts (De et al., 2016). The business's after-tax profit has increased by a factor of more than eight over the last few years, and its shareholder fund is today among the largest of any company in Bangladesh.

2.10 Organizational Structure

Co-chairman roles at the global corporation Unilever are held by two separate individuals. There are seven senior directors, and each is in charge of one of the company's seven divisions. Their global operations are separated into regional divisions, each of which is managed by a specialist business unit (Bilovodska, Saher and Syhyda, 2018).

The Unilever Bangladesh limited business is situated in the company's Southeast Asia area. Hindustan Lever Ltd., the part of the company responsible for business operations in Bangladesh, India, Pakistan, and Sri Lanka, oversees Unilever Bangladesh Ltd. The same person holds both the managing director and chairman positions at Unilever Bangladesh Limited. There are a total of six levels of management within the organization, ranging from the junior manager, who is called the local manager, through manager grade 5, who is termed Unilever managers

(who are Unilever managers) (De et al., 2016). A large number of non-management employees are also employed by the company. This personnel includes factory workers, for instance.

The organizational structure of Unilever Bangladesh Limited is as follows:

Unilever Bangladesh Limited is structured into five primary divisions, each of which is responsible for a certain area of the business. Each sector is led by an executive director.

1. Director of Customer Development, leading the Customer Development Team (CDD),
2. Director of Brands and Development, leading the Brands and Development Section.
3. Director of Customer Development, directing the Customer Development Section (B&DD)
4. The Supply Chain Team, which is led by the Supply Chain Manager (SCD), and the Finance Group, which is led by the Chief Financial Officer, make up the third division (FD)
5. The Human Resources Director and HR Team comprise Team 5 of the Human Resources Department (HRD)

2.11 Social Responsibility of Unilever

- Unilever Bangladesh Limited is committed to minimizing the effect of its activities on the environment. As part of this project, the firm's production facilities use energy-saving technology, and the corporation disposes of garbage in an orderly manner.
- Through a technique known as "eco-innovation," Unilever Bangladesh Limited is attempting to reduce the environmental effect of its goods. This includes selecting eco-friendly materials like recycled cardboard and chemical-free products.
- The fundamental objective of the Unilever Bangladesh Limited Code of Business Principles and several other programs is to preserve sustainable fisheries, agricultural methods, and water management systems.
- Preserving conformity with the commonly accepted standards of conduct in business interactions.
- Contributing to the community's wellbeing.

Chapter 3: Activities of the Company

Introduction:

This section of the report will talk about the different activities done by the company. The first portion of the chapter will discuss the structure of trade of Unilever Bangladesh Limited and identify two main structures. Channels are very important for any business, especially in a country with a huge population living in a small land area because without knowing proper and most efficient channels, businesses cannot develop further. Utilities of different channels as well as importance of those channels are discussed thoroughly from the experience gathered at Unilever. Then the objectives of CD (Customer Development)'s for the company, the relation with the marketing team and collaboration with different departments are discussed, followed by the motives of CD (Customer Development)'s for the retailer is also discussed. After than activities with shoppers are also discussed. The section ends with an analysis of my job description here at Unilever Bangladesh Limited, which included my responsibilities, responses and learning curve.

3.1 Trade structure of Unilever Bangladesh Limited

There are two distinct subsets within the retail outlet industry.

3.1.1 Modern Trade

The current commercial environment is dominated by privately owned, urban-based firms with little customer service. In actuality, it was not seen for the first time until the latter half of 1999. A considerable number of users are now monitoring stuff on this channel. The cumulative impact of a forty percent increase in trade volume it's true that there aren't many of these businesses around at the moment, but that will soon change. Currently, there are 62 venues around the nation from which to pick. This sector contributes 5.5% to Dhaka's GDP and 1% to Bangladesh's national GDP (Asamoah et al., 2021).

3.1.2 General Trade

In a nutshell, the term "general commerce" refers to an umbrella term that includes all the different categories of businesses that have been from the beginning. If the contribution from modern commerce is just one percent, then the remaining ninety-nine percent must come from traditional trade. In this industry, there are 700,000 different retail establishments spread out over

the United States (Bilovodska, Saher and Syhyda, 2018). The following are the breakdowns in more detail:

Over 700,000 locations where products may be purchased

- 135,000 persons immediately eligible for coverage located inside the municipal borders.
- The number of persons that have direct coverage in rural areas is 1, 450, and 00.
- The coverage provided by Pollydut is accessible to 150,000 individuals (local agent)

3.2 Channels of Unilever Bangladesh Ltd

The term "channel" refers to a cohesive set of retail shops that serve a certain consumer demographic with particular needs. These clients have particular interests and needs. There are clients whose needs and desires are consistent regardless of the media. Utilizing channels makes it feasible to analyze and manage it in a range of contexts (De et al., 2016). This group of channels may be identified using any of the following four characteristics.

Location: The requirement is that the following criteria must all be satisfied. The store's specific location may be a city, a rural region, or another kind of environment.

Structure: The Company may have the look of a conventional brick-and-mortar store, or it may be a shack constructed from abandoned materials.

Goods sold: Besides food, this shop also sells items like cosmetics and other beauty aids.

Type of customers: Who shops there and why: those with more disposable income as compared to those with less, men as opposed to women, etc.

3.2.1 Utilities of Channels

An in-depth investigation of the different distribution channels accessible to sellers may disclose the categories of items sold via certain channels, as well as the categories of goods that sellers find attractive and the reasons for this attraction. The concept of channel category facilitates the development of distinct strategies for each channel, which is essential since a single marketing plan would be ineffective across all channels (De et al., 2016). Therefore, marketing employees need to have a comprehensive awareness of the many channels available to them.

3.2.2 Importance of Channels

It is necessary to classify channels too to comprehend the retail environment and how it relates to the organization. When addressing the relevance of channels several other criteria should be considered, including the following:

- ✓ After gaining insight into the intricacies of the sales process, the marketer may more effectively tailor their product offering to a certain sales channel. This is due to the marketer's acquisition of this expertise.
- ✓ Distribution of products that is both efficient and economical.
- ✓ There was a reduction in the quantity of product damage.
- ✓ For companies to attain their full potential.
- ✓ Guaranteeing that each new release and re-release generates sales success.
- ✓ Gaining knowledge about the shopping habits of various consumer demographics.
- ✓ Increasing and retaining the strength of business relationships.

3.3 Purpose of Customer Development CD's Activities for Unilever

The exclusive marketing of UBL products to improve product recognition and, therefore, sales. To maximize sales of certain UBL product lines, the CD (Customer Development) team will prioritize the positioning of certain product lines inside the shop.

The CD (Customer Development) team has selected the increase in the basket's total monetary value as a primary objective. In addition to buying inside the store, consumers would stock up on other UBL items (Israfilzade, 2021).

The major responsibility of the CD (Customer Development) team is to achieve a greater rate of growth for UBL categories. They are attempting to boost sales at every retail outlet to the greatest degree feasible.

When it comes to the successful marketing of fast-moving consumer products, strong business relationships with retailers are crucial. Retailers will have access to merchandising gifts, and other services via the customer development department. Additionally, they will confer with them more often on sales-related matters (Murphy and Murphy, 2017) s. Unilever and the retailers have created a stronger working relationship as a direct result of these initiatives.

3.3 Purpose of CD (Customer Development)'s Activities for Retailers

The CD (Customer Development) team guarantees merchants access to the items they offer. The SSO and the SO are responsible for placing product orders, which are always completed on time.

Each retail store of Unilever will get personalized merchandising ideas from the corporation. Unilever will supply a variety of merchandising options, including store signage, panel branding, shelf talkers, and more. There are no costs associated with any of these actions for the shop (Shaikh, 2013).

In addition, Unilever will undertake promotional efforts to persuade stores to stock more of their goods. This should directly lead to an increase in overall revenue for enterprises.

3.4 Purpose of CD's Activities for Shoppers

The CD (Customer Development) group is responsible for ensuring that all Unilever products are prominently displayed and easily accessible at all retail locations. In addition, the method by which each product is exhibited is both visually appealing and appealing to the eye. This will attract clients' attention to the merchandise, so encouraging them to make purchases.

Customers who purchase particular items from participating stores will be entered into a drawing for a gift, discount, or another special offer (Silva et al., 2019). As a consequence, they will make further purchases and come often for more.

3.5 LUX "KOL" Campaign- Key opinion leader Campaign:

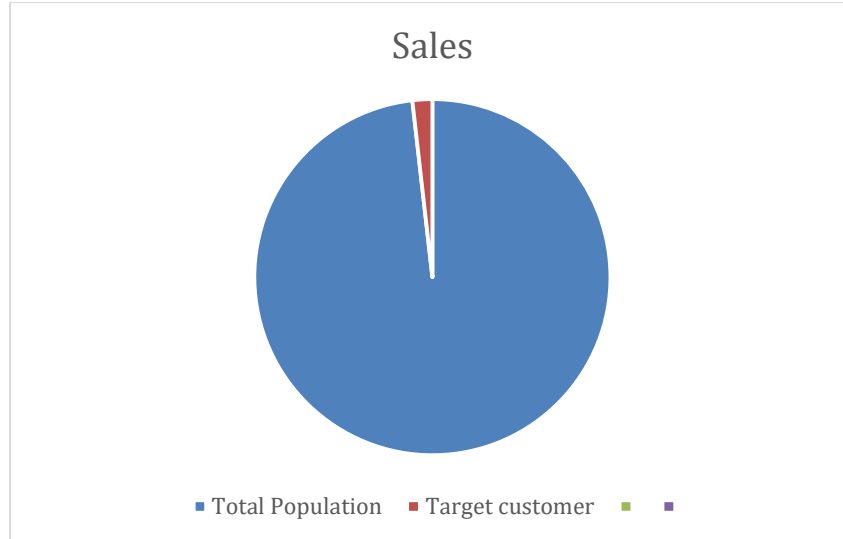
LUX beauty soap is one of the most popular and widely used beauty soaps in Bangladesh. It is known for its luxurious feel and rich lather that leaves skin feeling soft and smooth. The soap is enriched with natural ingredients like honey, almond oil, and butter that nourish and hydrate the skin. It is also enriched with vitamins and minerals that help to keep skin looking healthy and glowing. The soap is available in a variety of fragrances and is suitable for all skin types. LUX beauty soap is an affordable and effective way to keep skin looking beautiful and healthy.

LUX soap was stuck as its only soap product but the challenge is people of Bangladesh are now more economically viable to purchase a premium product for their body as it is always said that when people have money to spend they spend more on their body and beauty products. So that Lux come up with their new product line "Lux Body wash" gel format. Launching a new product line is an important way to target new customers and increase sales. It allows businesses to reach

out to potential customers who may not have been aware of their existing products or services, as well as those who are looking for something different. Additionally, launching a new product line can help businesses differentiate themselves from competitors by offering unique features or benefits that set them apart. Finally, introducing a new product line can also help businesses expand their customer base and generate more revenue.



Unilever Bangladesh team wants to market this product digitally because the consumer we target for this product will get them online since they are not into Television nowadays. In Unilever, there is a thing called “LSM” which stands for the living standard Measure. We divided the people of Bangladesh into 3 segments. LSM 1-3 is the lower category, LSM 3-7 is the middle category, and LSM 7-above is the Premium category customers. we have researched that There are 3.3 million premium category women customers in Bangladesh whose age limit is between 20 to 35. then we think up how we can get them and how we can target them then we come up with the idea of a key opinion leader campaign that stands for influencer campaign or influencer marketing in the digital space more specifically in YouTube Facebook and Instagram. After everything we planned, we go to the execution leg, where we contact the 15 most top-rated women influencers in Bangladesh. We hired them and asked them to come up with 3 video ideas from them and post them on Instagram and Facebook.



After all of these, we have come up with a detailed plan below:

1. Develop a Social Media Marketing Plan: Utilize popular social media channels (i.e. Facebook, Twitter, Instagram, YouTube, etc.) to create and promote LUX body wash content. Make sure that the content is tailored to the Bangladeshi market and consists of attractive visuals and engaging language.
2. Set Up an Influencer Marketing Campaign: Reach out to bloggers, vloggers, and social media celebrities in Bangladesh who have an engaged following and can help boost brand recognition for LUX body wash. Develop a social media strategy that includes regular posts, engagement with followers, and influencer marketing.
3. Launch a Search Engine Optimization (SEO) Strategy: Optimize webpages and other digital assets such as videos and images for relevant keywords so that they can be found by a Bangladeshi audience.
4. Launch a Paid Advertising Campaign: Utilize online advertising to reach the target audience in Bangladesh. Try to focus on devices that are popular in Bangladesh.
5. Track Results and Measure Impact: Track marketing efforts to measure the impact of different elements of the strategy. Make sure to track overall ROI (return on investment) to determine if the campaign is successful.
6. Use paid advertising: Use pay-per-click (PPC) advertising to drive targeted traffic to your website and boost visibility.

7. **Optimize for search engines:** Optimize your website and content for search engines using keywords and meta tags to improve visibility and drive traffic.
8. **Conduct a competitive analysis:** Research your competitors' digital marketing strategies to identify opportunities and threats in the market.

3.6 My Job Responsibility

During my internship, I was involved in a wide variety of activities. The following is a list of my most important responsibilities:

- Investigation of Retail Outlets:** To identify the current retail locations, add any new shops to the outlet database, and verify the availability of all stock holding units, the team visited many marketplaces (SKUs).
- I was required to inform my supervisor of this:** After visiting the market, I must prepare a detailed report for my superior describing the situation there.
- Option for Positioning Advertisements:** I was instructed to select billboards for a variety of outlets, so I did so.
- Keep an eye out for the salesperson:** The FSC provided each sales agent with their LPC quotas as soon as they arrived at their place of work that morning. If they aspire to achieve success, they must actualize their aspirations. It is my responsibility to oversee how sales representatives utilize mobile devices to transmit their orders to the relevant retailers.
- Always maintain vigilance over the salesperson in charge of delivery:** Observe how the delivery sales representative handles client payments and deliveries.
- Utilizing the DMS to track order history for improved precision:** After obtaining a purchase order from a supplier, each SO brought their PDA to their place of work. The PDA then sends the DMS a consolidated set of instructions. I am required to supervise these processes as part of my employment, therefore I must keep an eye on them.

- **Measuring the KOL campaign:** After planning we head over to the execution part of the campaign of it. It's important to note that measuring success depends on the objectives of the campaign, and it is important to set specific and measurable goals before starting a campaign. There are some measures which we have fixed as below:

1. Website traffic: Track the number of visitors to your website before and after the campaign to see if there was an increase in traffic.
2. Conversion rate: Measure the number of website visitors who take a desired action, such as making a purchase or filling out a contact form.
3. Return on investment (ROI): Calculate the return on investment by dividing the revenue generated by the campaign by the cost of the campaign.
4. Engagement rate: Measure engagement by tracking likes, shares, comments, and other forms of engagement on your social media posts.
5. Brand awareness: Conduct surveys or focus groups to measure the awareness of your brand before and after the campaign.
6. Lead generation: Track the number of leads generated by the campaign, such as email signups or contact form submissions.
7. Sales: Track the number of sales generated by the campaign to measure its overall success.
8. Customer retention: Measure the retention rate of customers acquired through the campaign to see if it had a positive impact on long-term business growth.

Conclusion:

Because of the variety of responsibilities that have been given to me, I have developed the ability to think creatively, which has contributed to my growth into a capable professional.

The main purpose of this chapter was to give an overview of the trade structure, channels of the company, and purposes of CD's activities for Unilever, Retailers, and Shoppers, and to discuss my job role. It is seen that general trade is more suitable in most cases but modern trade has some specific use cases. Among the utilities of the company, employees and distribution centers

play vital roles. Locations and Types of customers are the types of channels the company is focusing on currently. It's important to note that the above steps are general guidelines, and the exact plan will depend on your business's unique needs and budget. It is important to continuously measure and analyze the performance of your digital marketing efforts in order to optimize and improve your strategy. Though it was not possible to express my mental and professional development in the report from my job responsibility, some key features of what I was appointed to do, have been listed in bullet points.

Chapter 4. Research Analysis

This part of my internship report details the research and analysis I conducted on Unilever Bangladesh Limited. Academic internship reports rely heavily on the study of research data since it facilitates easier and more exact corporate analysis. To ensure that nothing is left out that could hinder the student's ability to make conclusions, it allows for a thorough evaluation of the information. Researchers regularly engage in data analysis as part of their work. They don't mind sifting through hundreds of pages daily to get the information they require. However, in recent years, there has been an enormous growth in the amount of data that can be accessed. Having access to more material could result in more accurate investigations, which is undoubtedly wonderful news for scholars, but it is also a major burden. The research methodology, the purpose of this research, the strategies used, what is expected to be found are discussed in the first part. Then the methodology is discussed with analysis. Different data collection methods are stated. The actual findings based on data collection, analysis and result are presented in visual format. The available techniques for similar types of research are introduced. The research framework is presented for easier understanding. Justification and Research contribution is given at the end.

4.1 Introduction

Today's retail environment is fiercer than ever before. The modern consumer market is defined by a variety of factors, including rivalry from multinational firms, a flurry of mergers and acquisitions, and rich consumers with high expectations for the things they purchase. Since services are intangible, may take on a variety of forms, and are often interdependent, determining their quality may be challenging (Yip and Bink, 2015). This suggests that for businesses to realize their maximum potential in terms of profitability, they must focus on a wide range of factors.

Distribution is a crucial component of the retail industry since it determines where, how, who, and when items are delivered to consumers. Manufacturers and retailers need several distribution systems, sales channels, and intermediaries because they must serve a broad variety of clients, offer a wide variety of items, and operate in a variety of geographies. Retailers must perform a delicate balancing act, and the most efficient way to achieve this objective is to select the

distribution strategy and network most suited to their requirements. Even though there are no tried-and-true approaches or procedures for ensuring faultless retail distribution, there are a few general guidelines that all parties involved may consider (DARAMOLA, 2019).

Reaching the proper customers is one of the most crucial components of distribution; thus, it is of the biggest significance to execute this aspect correctly. Due to the increasing purchasing power of urban consumers, branded items like apparel, cosmetics, footwear, watches, beverages, and even jewelry are becoming more popular. Included consumer staples are consumer staples such as This essay emphasizes the significance of a strong market presence as a potent tool for brand development (De et al., 2016). To achieve market success, your company must position itself as the go-to option for the target audience.

Unilever Bangladesh's Customer Development team plays a crucial role in the market by ensuring that the company's brands are widely accessible, clearly displayed at retail locations, and appealing to all major players. In doing so, the team greatly contributes to the market's success. Because even the most well-known companies with the most powerful advertising campaigns would fail if their goods were inaccessible to a huge proportion of consumers and their market execution was subpar (Mostert, 2007). As a consequence, the Creative Development team at UBL has been making a significant effort to boost the brand's market value. They have been doing this by ensuring that their goods are freely available in every part of Bangladesh and by creating displays that are both attractive and intriguing.

The innovative ideas and hard work of Unilever's employees have helped the company achieve a proven track record of success in the management of retail sites. Unilever's success can be attributed, in part, to the company's well-defined trade structure and well-recognized channels. Understanding Unilever's trade structure and distribution networks is crucial to appreciating the company's command over the retail environment (Silva et al., 2019). Trade structure and channels are two terms that can be used to describe the organizational setup used by retailers. According to the company's trade structure and distribution channels, Unilever's retail activities are managed in a number of different ways.

4.2 Research Methodology

4.2.1 Research Purpose

Either an instructive or an evidentiary purpose might motivate someone to carry out research. The gathering of reliable and consistent data as well as the timely publication of said data are the primary objectives of the research.

The purpose of this study was to formulate a plan for gaining a competitive edge in the bar segment.

4.2.2 Research Strategy

The recommended concerns for more research must serve as the foundation for the study's agenda. The primary purpose of a research plan is to offer detailed information on the strategy that will be used to handle the research challenges that are presently being examined.

4.2.3 Expected Findings

CD's brand is able to identify both issues and chances for achieving competitive development in the bar business due to the company's effective distribution strategy. Contribute to the activation of de-averaged trading techniques to the degree necessary.

4.2.4 Methodology

Since I was primarily interested in numbers, I relied heavily on a survey questionnaire to get my data.

4.3 Data Collection Method

Various sources, including documentation, historical documents, interviews, direct observations, and participant observations, were used to compile the data collection. The opportunity to use assistance from a range of sources is one of the key benefits of the research's data collection procedure. As stated before, I collected the majority of the material I need for my research via conducting interviews.

Both primary and secondary sources will be consulted for the study. I used the interview approach to acquire the necessary data for the study. A series of interview questions was being

prepared. Two key elements that can be helpful are: 1. the customer pool itself, and 2. the individuals who have been working with the same consumer for years; their experience will be one of the valuable resources for the research. This is because my work involves working directly with consumers and their thought processes.

These few works in this field provided the knowledge and expertise required for the study. It was important to communicate with the academic advisor, the regional sales manager, the territory sales managers, and the distributors. A dialogue with clients was frequently required to obtain route-level information. An ordinary person's daily circumstances and environment are taken into consideration when setting the questions. In addition to all of this, a few unanswered questions ought to be raised for the sake of clarification. In my view, it will be more flexible from the consumer's perspective to ask various but related questions in order to provide researchers with a suitable pool of responses.

4.4 Findings and Analysis

4.4.1 Techniques for data analysis:

Analyzing the data will be done while continuing the measurements. These are the instructions provided:

- Approaching the appropriate customer with the correct question
- Gathering the data;
- Cleaning and deleting the extraneous data;
- Analyzing the data and making a decision.

4.4.2 Research Framework:

The customer connection style is one of the most important organizational characteristics for firms to successfully compete and earn long-term rewards. In order to accomplish their shared goals, managers and customers must establish a strong relationship.

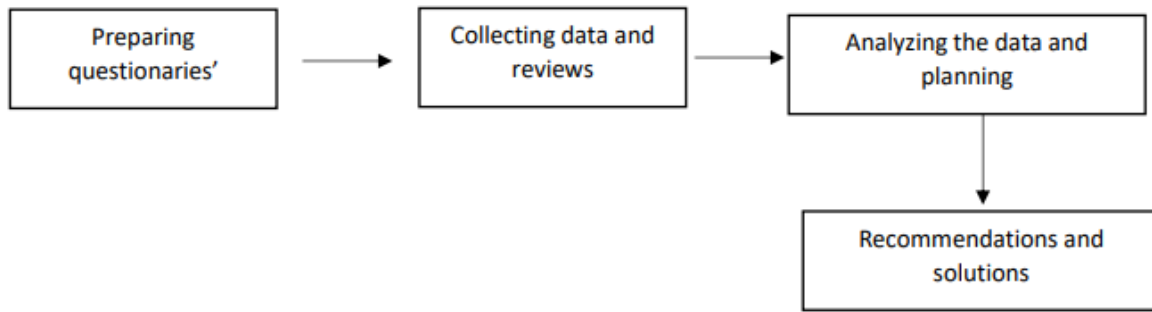


Fig 1- Research Framework

4.4.2 Justification:

To begin with, I'll collect information from the population and sample that pertains to my study issue. In addition, I will conduct surveys, analyze the data, and make conclusions in order to thoroughly comprehend and interpret the consumer's viewpoints and to explain and draw the appropriate conclusions from the market.

4.4.3 Ethical standard:

I will not engage in any irregular activities that compromise the university policies, business hygiene, or personal integrity when creating the internship report and conducting the data gathering survey. I will completely adhere to the internship rules, uphold the highest standards of purity in my work, and observe all applicable regulations.

4.4.4 Analysis of data

Variations:

Many people anticipate that soap will come in several varieties. The male family members expect that the soap should have the ability to combat seasonal barriers, such as in the summer they want a soap that will refresh and reenergize their daily activities. The female family members expect a soap that will take care of the skin and appearance. They also want a soap that smells wonderful.

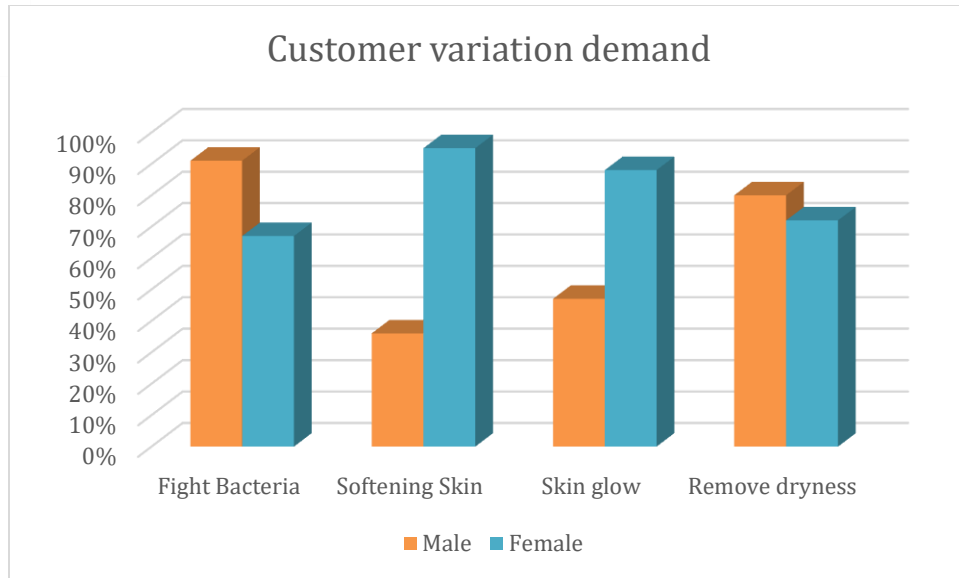


Fig 2- Male and female customer variation demand expectations from Soap

The above figure illustrates the things male and female customers want from their soap.

Price:

Soap guarantees the greatest quality on the market, although its price is not significantly higher than that of other soaps. Below is a comparison analysis chart for a 100 g soap bar.

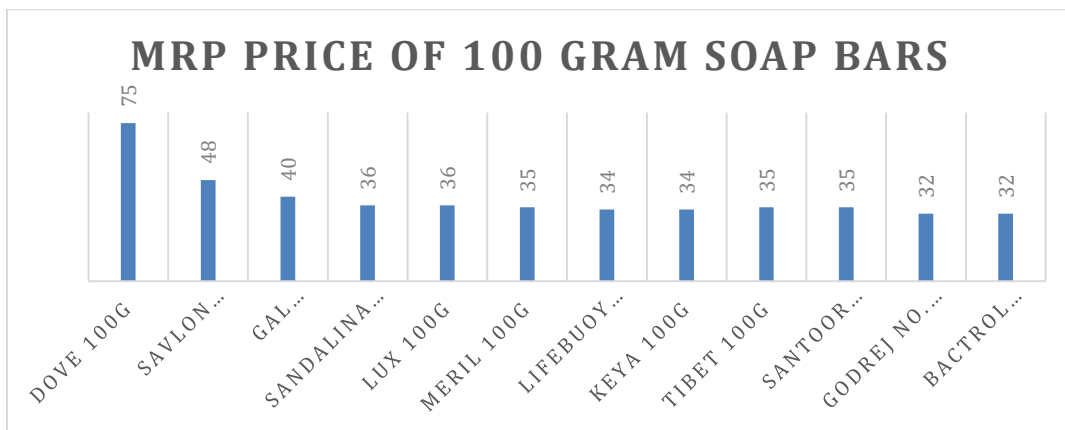


Fig 3- Soap pricing

The graph shows that only local brands are offering a competitive price like . Others can cost almost twice for a 100-gram bar.

Availability:

A few of the customer said that sometimes they do not get all the varieties of soap in the market, even if they have seen the advertisement but they did not get any in the market.

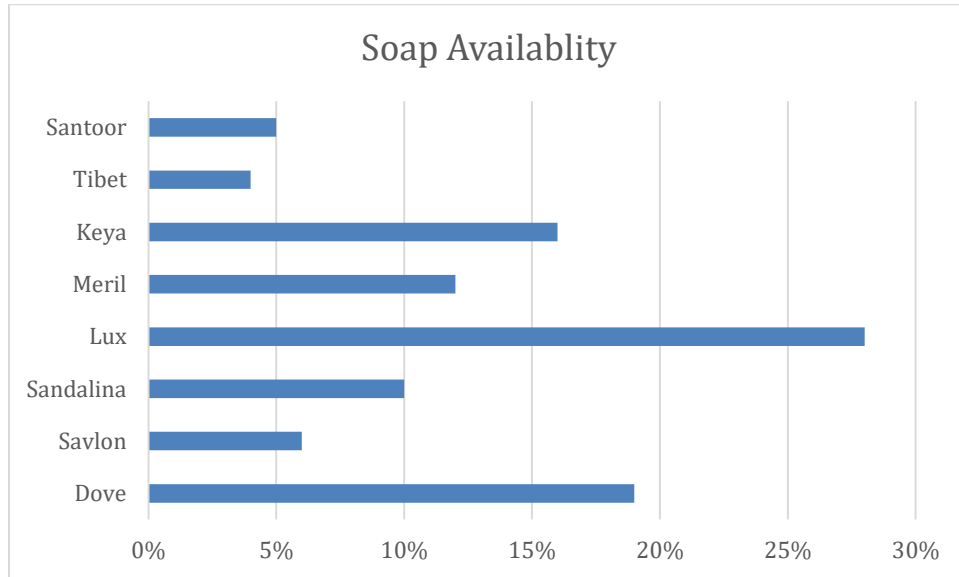


Fig 4- Soap Availability

The above picture shows the availability of soap when customers were asked to identify if they find the variant.

Similarities:

As was already established, the majority of customers desire the soap to protect them from bacteria and germs. Following that, practically everyone advised the business to lower the soap's price. It demonstrates their passion for the company while also expressing their desire for it to take their customers' concerns regarding price into consideration. In addition to all of this, there is a group of people who expressed interest in variants and said they adore many Lux soap variations. All family members should be able to purchase the same brand of soap even if their level of interest changes due to seasonal and family-wide variations in Lux soap.

4.4.5 Relationships:

It is obvious that the consumer base wants to purchase Lux soap and that they anticipate it will address their health and safety concerns. It should also provide alternatives on the market.

Additionally, as the majority of the clients are from the lower to middle class, their expectations of a competitive lower price with the same quality should be met. Customers' complaints about the product's lack of availability demonstrate that there is a market need for the brand.

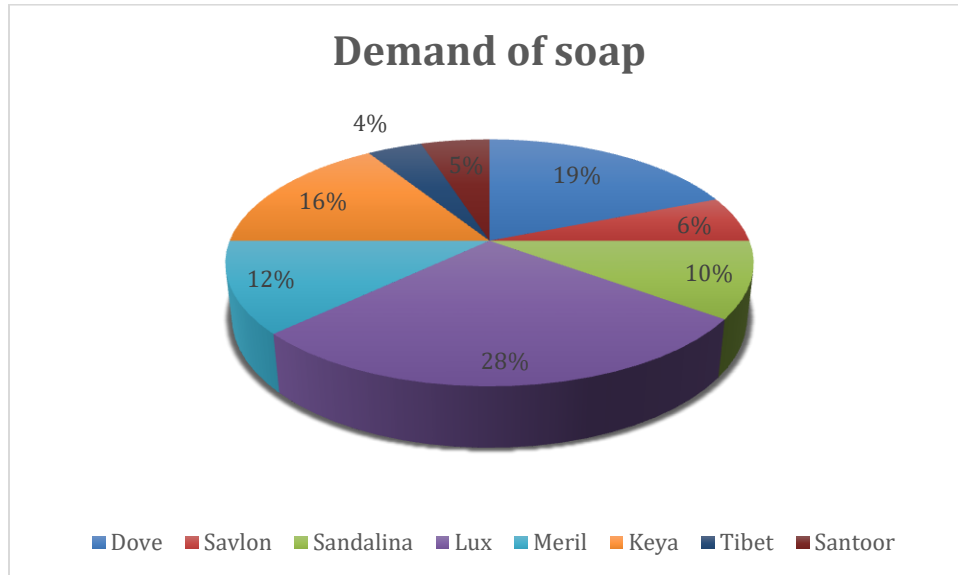


Fig 5- Demand (first priority) of Unilever soap among customers

The figure highlights the demand of some famous soaps among customers of all demographics.

4.4.6 Analysis:

An overview of the previously discussed ideas:

- ❖ Customers have positive associations with the product, they received support during the COVID-19 situation, Lux's social campaigns, and the quality of the product.
- ❖ Customers expect the price of the soap to be reduced. All customers are familiar with the Lux brand, but some of them are not.
- ❖ Lux's protection from germs and bacteria is the factor that customer buys and wants to buy Lux soap, aside from this, the variations have a significant impact.

4.4.7 Analysis of the breakdown:

1. Variations: Lux could make its soap products available in a wider range of formulations to appeal to a wider range of potential customers.

2. Safety: The soap shouldn't ever lose its reputation as a truly effective antibacterial soap in the market.

3. Accessibility: The product must be accessible in every market and outlet. If the business manages media communications, then this is completely necessary.

4.4.8 Research contributions:

This research will assist marketers in understanding the significance of brand polarization drivers and their effects on society. They will be aware that there is more to the market than just demand, and that even when there is demand, it is still important to understand the drivers.

Additionally, by being aware of the drivers, they will be able to learn more about their clients, get more market share, and expand their business. Unilever will be aware, as was already noted, that customers in the market are most concerned with pricing. Unilever will also be aware that customers desire Lux soap in a variety of forms, and the fact that Lux comes in so many forms can be viewed as a strength. Similarly, to that, brand loyalty stems from the positioning that kills germs. This will benefit the business.

I think I've succeeded in my goal, and with this knowledge, the company's business will flourish, and the sales team will be able to raise consumption and expand into additional regions. In the end, a company that values its customers' opinions will be able to provide better service to them and may even assist them in choosing the best brands on the market for their personal hygiene and house. Additionally, I think that the study will benefit society because it will aid individuals with the issue that worries most people: their safety in terms of health and cleanliness.

The purpose of this section was to overview the research methodology and methods undertaken for the business analysis of Unilever Bangladesh. All the strategies and data collection methods are thoroughly discussed. Ethical justification is given to ensure the clarity of the report. This section highlights why in certain section quantitative methods are more effective than qualitative methods and why the quantitative method was given priority in this research. Variations like price, availabilities, similarities and relationships with different parameters are discussed. Lastly there was a breakdown of all the analysis.

Discussion

1. What health products do you think are necessary to keep you and your family healthy and safe?
2. Which soap products do you use on a daily basis?
3. What are your reasons behind choosing to buy this particular soap?
4. How frequently do you buy Lux soap when it comes to health?
5. Would you please discuss any reasons you are or will be purchasing Lux soap? We'd want to know why you favor Lux soap over other brands.
6. Is there anything from Lux soap that has made you buy it lesser than before?
7. Describe any circumstances that made you reconsider buying Lux soap and choose an alternative.
8. Describe any positive experiences you've had with Lux soap that has led you to prefer the product over alternatives.
9. What suggestions do you have for how we can enhance our service?
10. Which media do you use for entertainment purposes?
11. What are other soaps they use rather than LUX soap?
12. Why do they use other soaps rather than LUX?

It was a discussion with all the households we visited so there were no hard-core questions we followed but these are the areas of question to us we try to find out and headed our conversations towards. And the most interesting part is we went to all the households anonymously so that they did not know we came from Unilever so that they can give their opinion more openly or we did not want any fabricated information, the idea is they can freely talk about what they think and do, express their real thinking.

Discussions Findings:

I and my other team members went for household visits Tongi and Savar. We Visited 10 to 15 houses from each of the regions. It was not like proper research but it was to find out the market gap of soaps by discussing with the customer from households. From the market research, we have found out that the people who do not use LUX soap, use mainly Meril soap. After that, we

try to find out by asking them some questions that why they are using or preferring Meril soap rather than LUX. And later on, we find out that they are using mainly middle soap for its fragrance because after bathing the frequency of the middle soap smell spread out, and obviously the pricing issue because the lower segment customers want to have a lesser price soap.

On the other hand, we try to find out how we can do marketing properly with a proper target audience to find out that we have to discover where they are using their most of the time like for entertainment purposes or work purposes or buying something from the shops. Surprisingly we come up with one good thing that is the lower sequence customers all of them using IMO for connecting with each other, they are using it frequent basis.

After coming back to the market we give some information to the marketing team and research team of Unilever.

1. How they can market their soap more effectively in social media's like in IMO as there is no such advertisement running in IMO.
2. We have asked the research team to come up with some of the innovative or strong fragrant coated soap with the same base price point.

It was not any kind of market research rather than it was a discussion from the consumers that how they are thinking of soaps and how they spending that time that means the livelihood or the way of livelihood.

Conclusion

One of the most well-known foreign firms operating in Bangladesh is Unilever (Bangladesh) Limited. Because of its solid reputation and brand equity, it has been able to spur growth ever since it was first introduced. The company's priority is to meet the changing demands of its clientele, so it is constantly innovating new products, updating existing ones, exploring fresh avenues of media, strengthening existing channels of communication, increasing its reach through distribution, and coming up with fresh concepts.

My objective was to maybe identify the causes of the polarization of the brand. That mostly indicates that there are numerous drivers or elements that either encourage or demotivate a potential customer to purchase a particular product. I discovered the prospective drivers by speaking with clients in the market and examining their responses. I think the drivers will undoubtedly aid the business in better understanding its client segmentation. The marketer will be aware of the fundamental ideas and forces influencing consumer behavior. Overall, my internship experience was incredibly useful and enabled me to learn many new things, like how markets operate and how to perhaps identify certain causes or reasons through research and surveys.

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