

**Report On**  
**An analysis on the Modern Trade industry for Reckitt Benckiser**  
**(Bangladesh) PLC with concentration in Damage Control**

**By**

**Farhan Ishraq Abir**  
16104023

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  
[December] [2022]

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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.

**Student's Full Name & Signature:**

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**Farhan Ishraq Abir**  
16104023

**Supervisor's Full Name & Signature:**

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**Ms. Takmilla Tabassum**  
Lecturer, BRAC Business School,  
BRAC University

## Letter of Transmittal

Ms. Takmilla Tabassum  
Lecturer,  
BRAC Business School  
BRAC University  
66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on the Modern Trade industry for Reckitt Benckiser (Bangladesh) PLC with concentration in Damage Control.

Dear Madam,

I am beyond thrilled to present you the assigned internship report which fulfills the requirements for completing the Bachelor of Business Administration degree from BRAC Business School, BRAC University.

I made every effort to reflect on my studies and internship while composing the report. Furthermore, you encouraged me, gave me freedom, and provided me with the right information and instructions I needed to finish the report, so I feel very fortunate to have you as my supervisor.

In order to complete the report in the most significant, compact, and thorough way possible, I have done my best to include the pertinent information and suggested recommendations.

I have faith that the report will fulfill expectations.

Sincerely yours,

---

Farhan Ishraq Abir  
16104023  
BRAC Business School  
BRAC University  
Date: January 26, 2023.

## **Non-Disclosure Agreement**

This agreement is made between Reckitt Benckiser (Bangladesh) PLC and the designated student Farhan Ishraq Abir at BRAC University.

**Student's Full Name & Signature:**

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**Farhan Ishraq Abir**

16104023

**Supervisor's Full Name & Signature:**

---

**Mr. Mahmud Farhan Bonny**

Assistant Manager, Modern Trade

Reckitt Benckiser (Bangladesh) PLC

## Acknowledgement

First of all, I want to express my gratitude to the authority of Reckitt Benckiser Bangladesh PLC, for giving me with the opportunity to do an internship therein.

I also want to thank everyone who collaborated with me at Reckitt Benckiser Bangladesh PLC for their kindness and patience, which helped to foster a pleasant work atmosphere.

I sincerely appreciate the assistance of these people, and I do so with a great deal of pleasure and thanks.

I owe a debt of gratitude to the assistant manager, Mr. Mahmud Farhan Bonny for the resources made available and for his helpful feedback throughout my internship.

I would like to express my gratitude to Ms. Takmilla Tabassum & Ms. Raisa Tasneem Zaman Internship Coordinator, and OCSAR for their assistance and counsel in helping me secure and finish an internship with the aforementioned company.

My friends and the department personnel who assisted me in finishing this internship successfully have my sincere gratitude.

## **Executive Summary**

The three-month internship program I successfully completed is the basis for this internship report. I had the chance to work with Reckitt Benckiser Bangladesh Ltd. as part of my internship.

During the period of 10.10.2022 to 10.01.2023, I was employed by the Modern Trade Department. For the first time, I had a fresh experience in the real business world. It will undoubtedly give my career a big boost, I firmly think.

I gained practical knowledge from the finest in the business about sales in RB Bangladesh over the course of three months. Although at an intermediate level, my supervisor and boss have been teaching me the inner workings of modern trade during this project, and I've attempted to convey that experience and my level of comprehension through my report.

The report will show how hard I worked to adjust to a completely foreign scenario and how I overcame the challenges to comprehend how modern trade operates in RB.

This document will serve as a manual for people who desire to pursue a career in the modern trade. The study also contains information about RB's growth strategies and how it looks to fit into a competitive local market.

Given RB's stellar reputation in Bangladesh and its well-organized workforce, it was a tremendous learning experience for me.

For a better understanding of RB's position in the market, details regarding RB's recent plans and future plans have also been presented in this research.

### **Keywords:**

"Internship", "Experience", "RB", "Modern Trade", "Market" "Comprehension".

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## List of Acronyms

DB	Distribution
PO	Purchase Order
GRN	Goods Receiving Note
RB	Reckitt Benckiser
MNC	Multinational Corporation
SMMT	Small Medium Modern Trade
TP	Trade Price
MRP	Maximum Retail Price
CP	Consumer Promotion
SKU	Stock Keeping Unit
ICMO	Inventory & Cash Management Officer
PR	Purchase Requisition
DC	Distribution Centre
DSD	Direct Store Delivery
BSM	Back Store Manager
EPS	Earnings Per Share
NAVPS	Net Asset Value Per Share

## Chapter 1: Overview of Internship

### Student Information

**Name:** Farhan Ishraq Abir

**ID:** 16104023

**Program:** BBA

**Major:** Marketing

**Minor:** E-business

### Internship Information:

**Period:** 3 Months.

**Company Name:** Reckitt Benckiser Bangladesh PLC.

**Department:** Modern Trade.

**Address:** The Glass House, Level - 9 & 10, Plot - 2, Block- SE (B), +8802222290770, 71 and 72, 38 Gulshan Avenue, Dhaka 1212.

### Internship Company Supervisor's Information:

**Name:** Mr. Mahmud Farhan Bonny.

**Position:** Assistant Manager, Modern Trade.

## Job Scope - Job Description/Responsibilities:

DB House	Accounts	Training
<ul style="list-style-type: none"> <li>• Keeping track of the stocks present in DB house.</li> <li>• Making sure that FIFO is properly followed.</li> </ul>	<ul style="list-style-type: none"> <li>• Keep track of all the accounts stocks and damage profile.</li> <li>• Make sure there is enough visibility of our products.</li> <li>• Keeping track of the competitors promotional activities.</li> </ul>	<ul style="list-style-type: none"> <li>• To train and educate the merchandisers about our products and their responsibilities.</li> <li>• Keeping the channel live and active to get everyday update of the activities of the executives and the merchandisers.</li> </ul>

- Keeping track of the overall monthly damage.
- Looking for reasons causing those damages.
- Finding out ways to minimize those damages.

## Keeping track of the stocks present in DB House:

I was responsible to keep track of the stocks that are present in DB House. Whenever it was necessary I used to visit the DB House in person to have a count of the present stock. This was a crucial part for product delivery to all the accounts Reckitt has its business with.

November						
Account Name	ettol Original BW 250	ettol Skin Care BW 250	ettol Fresh BW 250	DDS Pine	DDS Blossom	
DB House	87	1	26	1781	22	
Shwapno	754	279	165	2,036	409	
Agora	223	116	79	270	239	
Amana Big Bazar	54	32	16	-	-	
Big Bazar Super Shop	16	9	-	14	-	
C S D Cantonment	-	-	-	-	-	
C S D Exclusive	-	-	-	-	-	
Careefamily	5	2	-	3	3	
Courtyard Limited	-	-	-	-	-	
Daily Shopping	148	121	34	253	199	
Dedar Super Shop	6	12	4	28	12	
Dhali super shop	-	-	-	15	47	
Family Bazar	-	-	-	-	-	
Korean Mart	6	5	6	21	12	
Lavender Super Store	11	10	8	21	22	
Meena Bazar	-	-	-	135	-	
Mehedi Mart	48	38	17	100	31	
Prince Bazar	85	23	32	25	11	
Shop N Save	-	-	-	2	6	
Trust Family Needs	9	6	6	14	6	
Unimart	156	69	30	22	62	
Western Bazar	6	3	-	3	-	

Figure: Monthly stock report of DB House and all the accounts.

## Making sure that FIFO is properly followed:

It was my responsibility to ensure there isn't any damage issues due to expiration. One of the most useful tools to ensure that is to follow FIFO in keeping the present stocks. Following the first in first out was proved to be a crucial move to minimize the damage due to expiration issues.

## Keep track of all the accounts stocks and damage profiles:

Another responsibility of mine was to keep track of the stock and damage in all the modern trade outlets daily. Which helps us to decide where and how much we can deliver our products and where to invest more. Finding the reasons behind the damages happening in outlets helps to reduce that.

Warehouse stock report for DDS																	
DDS Original Pine 225ml								DDS Spring Blossom 225ml									
Jan-23				Mar-23				Jan-23				Aug-23					
84				1697				0				22					
1803																	
Outlet stock & sales report for DDS																	
DDS Original Pine 225ml					DDS Spring Blossom 225ml					DBW Original 250ml							
Jan-23		Mar-23		Aug-23	Jan-23		Mar-23		Aug-23	Mar-23		Nov-23		Jan-24		Mar-24	
SL NO.	Outlets	Stock	Stock	Stock	Offtake	Stock	Stock	Stock	Offtake	Stock	Stock	Stock	Stock	Offtake	Stock	Nov-23	
1	Eastern Bazar	0	3	0	2	0	0	0	0	0	6	0	0	2	2	0	
2	Prince Bazar, Shyamoli	1	11	0	3	0	0	4	5	0	12	0	7	1	0	0	
3	Prince Bazar, Mohammadpur	0	7	0	6	0	0	2	8	1	0	0	2	3	0	0	
4	Agora, Dhanmondi 27	0	10	0	1	0	0	9	0	0	3	0	0	2	0	0	
5	Agora, Green Road	0	5	0	0	0	0	5	0	0	1	0	4	0	1	0	
6	Daily Shopping, Niketon	0	2	0	5	0	0	1	4	0	0	0	0	0	0	0	
7	Rakin Mart	0	2	0	4	0	0	0	5	0	2	0	1	1	0	0	
8	Shopping Bag	4	0	0	0	0	0	0	0	0	12	0	0	2	12	0	
9	Meena Bazar, Azimpur	0	4	0	2	0	0	0	0	0	0	0	0	0	0	0	
10	Agora, Mirpur-1	0	10	0	0	0	0	9	0	0	7	0	0	0	3	0	
11	Daily Shopping, Uttara-10	0	0	0	6	0	0	0	4	0	3	0	0	1	0	0	

Figure: Daily stock report of all the individual outlets.

## Ensuring visibility:

It was my responsibility to ensure the maximum visibility of our products to all the modern trade outlets in Dhaka. In order to do that I had to visit all the outlets turn by turn. And also make sure that FIFO is being followed in product shelving.



Figure: Product Visibility.

### **Keeping track of the competitor's promotional activities:**

In this era of highly competitive market we need to always be one step ahead of our competitors. To do that my responsibility was to keep track of the ongoing marketing and sales promotions that the competitors are offering and report it back to higher authority to come up with a competitive move.

### **Training the merchandizers:**

Merchandizers are the root level members of our Reckitt team. They are responsible for product shelving, issuing PO and collecting GRN from their assigned outlets. So, it is important for RB to ensure their merchandizers are well capable for their job. And it was my responsibility to train them accordingly.

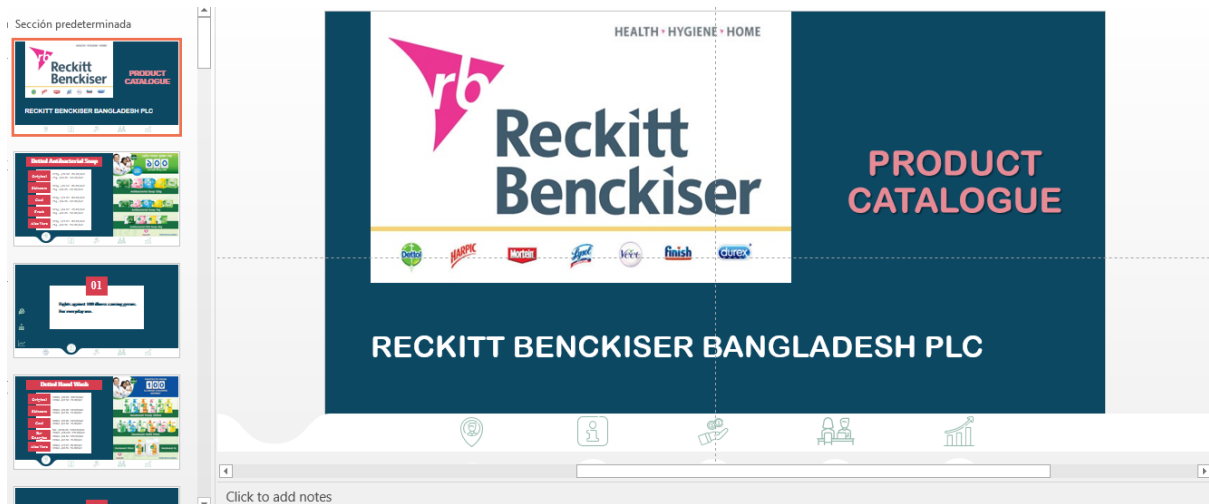


Figure: Merchandizer training ppt.

### **Communication:**

I have kept the channel open round-the-clock to get updates from senior management to merchandisers and executives in order to keep the communication ongoing. It was my obligation to bring up the crucial concerns with my reporting supervisor so that the appropriate steps could be taken.

### **Internship Outcome:**

#### **Student's contribution to the company:**

On October 10th, 2022 I joined Reckitt Benckiser Bangladesh PLC as an intern in their Modern Trade team. Modern Trade is a subsection of sales that deals with all the hyper, super and mini markets in Bangladesh. I was assigned with many activities of which damage control was the most important one.

I was working under the assistant manager of modern trade Mr. Mahmud Farhan Bonny and he assigned me to follow up with all the available stocks in Reckitt's DB house and all the modern trade outlets. In order to understand how everything works I got enough help from the key accounts manager Mr. Kazi Golam Mostafa and all the executives of Dhaka zone. Keeping the track of the available stocks wasn't the only responsibility I was assigned to. Preparing a stock tracker and a damage tracker was also my responsibility. I was given the responsibility by my supervisor to ensure the maximum visibility of Reckitt's product and to do so I had to visit all the outlets that are in Dhaka city and have a business with Reckitt.

To minimize the damage I was given the responsibility to train the merchandizers so that they know what to do and what not to. So, I prepared a training outline and got it approved from my

supervisor and trained them accordingly. Moreover, I was given different responsibilities for different scenarios and by the grace of almighty I held on to those.

### **Benefits of the student:**

Working as an Intern at one of the most recognizable MNCs Reckitt Benckiser Bangladesh PLC was an honor and a great deal of experience for me. Thanks to Reckitt authority for giving me that opportunity. During my time at Reckitt I've learned so much it would be hard to mention all, but I'll be mentioning some important ones:

- **Punctuality:**

As one of the leading MNC Reckitt makes sure that their employees are maintaining time in every aspect starting from office entrance to meeting any deadline of any given project. I wasn't any exception. I was given several tasks with certain deadlines and my supervisor made sure I met those deadlines.

- **Time Management:**

Managing time seemed difficult at the beginning, but with time and guidance everything became easier to manage within the limited timeframe. In the beginning it was becoming tough for me to visit 4/5 outlets in a day. Later I was able to manage my time and organize visiting more than 10 outlets a day. Organizing a training session or even calling an instant meeting became easier for me with the passage of time. I'm thankful to my onsite supervisor for his capable guidance.

- **Working under pressure:**

To pressure to keep track of daily stock and prepare monthly stock reports alongside other responsibilities was tremendous. My supervisor with intent put me under those pressure to prepare me for future challenges. Those tough calls make me capable of working under pressure with perfection.

- **Coordination:**

Coordination or in other word teamwork is a crucial part of Reckitt's business in the modern trade. Coordinating with merchandizers, executives and other upper-level

officials made me confident enough to work as a team and also it made me capable of running a team for achieving organizational goal.

### **Problems/Difficulties (faced during the internship period):**

I encountered a few challenges while doing my internship. Some of them are as follows-

- Covering many modern commercial outlets in a single day.
- Issues while visiting the back store of an outlet.
- Didn't have any authorized entry into specific outlets as an intern of Reckitt.
- I hadn't got an ID card to verify that I was an intern at Reckitt.

During the 1st phase of my internship I had to visit many modern trade outlets in a single day. For example, I visited Shwapno, Agora, Daily Shopping, Mina Bazar, Bazar Sharabela, Wholesale and few other outlets in a single day which was really tough to manage and a hectic experience.

While visiting an outlet in order to physically check the stock for RB products I had to look for the excess stock at the back store of that outlet which they don't appreciate.

As a representative of RB all the executives and the merchandizers have proper authorization of entrance and organizing the products from that particular outlet.

Whereas, as an intern I didn't have any authorized entry as an RB representative.

Only if I have been provided with an ID card, it would have been easier for me to operate as an Intern of RB.

### **Recommendations (to the company on future internship):**

To address the above mentioned issues that I had to face as an intern I have got few suggestions that might improve the future interns experience at Reckitt. They are-

- Providing ID card.

Providing ID card will help an intern feel like a member of the team.

- Proper orientation with organization's culture and its beliefs.

A new employee needs proper orientation to the organizational culture in order to comprehend what the company stands for and how it functions.



- Authorized entry to allocated business areas.

To spare an intern the hassles they had to deal with every day, it is vital to authorize entry into certain business areas.

- Providing contact details of concerned person of all the departments.

One must be given the contact information of all the involved staff in order to enable the greatest possible coordination throughout the entire team.

## Chapter 2

### Introduction:

The world is ever changing. Reckitt comfort themselves by knowing that there are some things they can always rely on to help them take the best possible care of themselves and the people they love. This faith motivates them. Over 40,000 members of their multicultural, international family are dedicated to making the world a safer, healthier place for everyone. This is Reckitt. The best-known and most reliable hygiene, health, and nutrition brand, an organization with a purpose.

People are more aware than ever of the value of cleanliness. The foundation of one's own good health is cleanliness. Reckitt is aware of the crucial part they are playing in this. They are dedicated to helping everyone in taking the greatest care of the environment. Millions of people rely on Reckitt's goods every day. They put out unrelenting effort and creative thinking to provide the greatest products possible. And then they make them even better. They protect, heal, and nurture. That's the difference they make.

For them, innovation's ability to benefit individuals and the wider world is what gives it its actual worth. For over 200 years, that has served as the motivation for their research, development, and collaborations. They take great pride in their heritage and the sustainable ways in which their firm has expanded to become the leading global provider of nutrition, hygiene, and health products.

### Overview of the company:

In 1823, Johann A. Benckiser founded a company that sold contemporary goods, and in 1997 the company became global. Alternatively, Reckitt and Sons started a company in 1840, first selling goods for families. They then combined their companies with J&J Colman, renaming the new entity Reckitt and Colman in 1999 and offering a wide range of goods. On the other hand, Reckitt Benckiser was started by a Dutch company called Benckiser NV. CEO Burt Becht oversaw the company. He spent a lot of money on product development and promotion while concentrating on center brands and trying to increase efficacy. They attempted to group a variety of items used for cleanliness and daily use under one business. After Bart left RB in

2011, Rakesh Kapoor took over as CEO. Laxman Narasimhan is the current CEO of the business, which has 19 power brands across the world (**Reckitt , 2022**).

### **Reckitt Benckiser in Bangladesh:**

Bangladesh is one of the 60 countries where Reckitt Benckiser has its operations. Since 2001, RB's administrative headquarters have been at Gulshan, Dhaka. Mr. Visal Gupta is now in charge of RB Bangladesh PLC. Although RB had its administrative headquarters in Chittagong, subsequent goods that were promoted in Bangladesh were produced there before being sent to the contemporary region of Tongi. In Bangladesh, RB goods are so well-known that some of them dominate the whole market (**Reckitt, 2022**).

### **Vision, Mission, Purpose and Values:**

#### **Vision:**

"World where people are healthier and live better," states Reckitt Benckiser's vision (**Reckitt, 2018**).

#### **Mission:**

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

They genuinely care about their customers and work hard to satisfy them by providing better solutions for their everyday lives. They put a lot of effort into product creation and continuous improvement, and they find wonderful fast fixes that make life easier for customers (**Reckitt, 2018**).

#### **Purpose:**

The purpose of Reckitt Benckiser is to make a difference by providing people with original solutions for better lives and happier homes. They make sure that their goods offer high quality along with pertinent medical information that supports their claims. According to them, "hygiene is the cornerstone of a healthy lifestyle." Since the house is the core of family life, RB's aim is to create a healthier, happier home (**Reckitt, 2018**).



## Reckitt Benckiser Brands:

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

### 1. Fabric Care:

“Keep your clothes looking like new” is their mantra for the goods in their fabric care range. RB is the leader in home care thanks to this particular combination of items, and this particular care guarantees a 28% net profit.

The Brands of RB fabric care are given below:

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

### 2. Surface Care:

This categorization is the most lucrative in the world, generating 20% of all income.

The brands form Surface Care are:

- Cillit bang
- Lysol
- Dettol

- Harpic

### **3. Health and Personal Care:**

These health and personal care products account for 15% of RB's net profits.

Major brands of personal and health care are given below:

- Strepsils
- Veet
- Dettol

### **4. Dishwashing:**

Dishwashing products account for a total of 14% of Reckitt Benckisers' income.

The following items are utilized in automatic dishwashing:

- Finish
- Calgonit

### **5. Home Care:**

Three product categories are available for home care:

Air Care, Pest Control, and Shoe Care.

Key Brands are:

- Air Wick
- Mortein



### Products of Reckitt Benckiser Bangladesh Ltd:

Recently, Reckitt Benckiser Bangladesh Ltd. has had strong commercial growth. Even if many of their well-known items are not offered in our country, the ones that are have garnered them a number of devoted customers.

The following RB brands were or are offered in Bangladesh:

- Mortein
- Harpic
- Trix
- Mr Brasso
- Dettol
- Veet
- Lizol
- Airwick
- Move
- Cherry
- Vanish
- Durex

Dettol, Harpic, Lizol and Veet are the top four brands that are available in RB Bangladesh.

## Values:

- **Achievement:**

Achievement defines RB as who they are; they don't only aim high; they want to go beyond what they have imagined. They enable sound judgment and entrepreneurial enthusiasm and transform excellent ideas into exceptional execution (**Reckitt, 2018**).

- **Entrepreneurship:**

When asked to work as a single unit, they plan to advance and combine their quality (**Reckitt, 2018**).

- **Partnership:**

Conflicts quickly resolved to improve viability. They have faith in the 1+1=3 mentality (**Reckitt, 2018**).

- **Ownership:**

Their people are allowed the choice to act in a way that they perceive to be legitimately inside a system. When it comes to obstacles, people must understand what to do in that situation (**Reckitt, 2018**).

## Management Practices:

The senior management of RB Bangladesh oversees the operation of several ManCom hierarchies at various organizational levels and departments. The managing director, or MD, is the principal decision-maker for the corporation and serves as its central figurehead. Several directors and heads of certain departments who report to the managing director are in charge of making decisions and ensuring excellent outcomes in their respective areas.

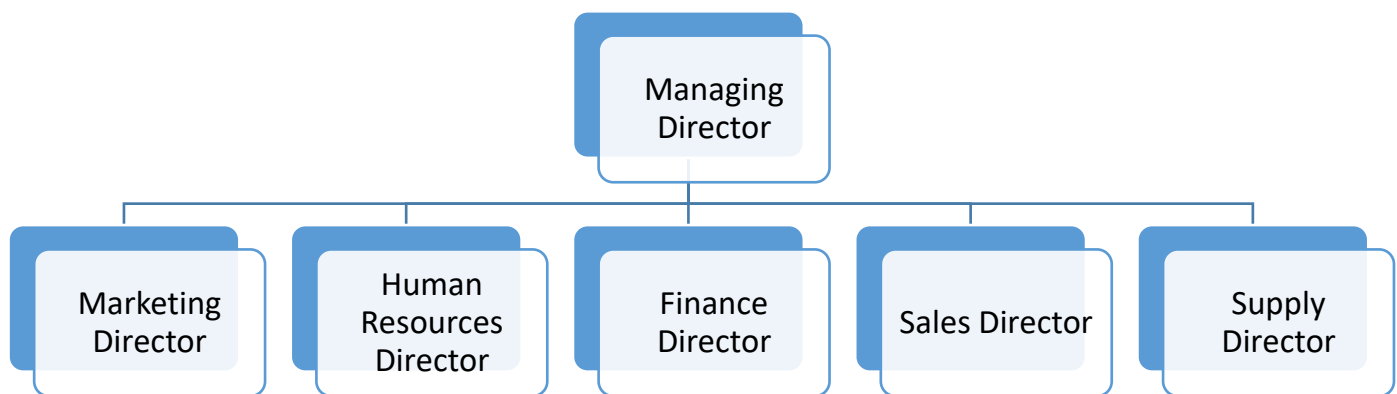


Figure: Organization chart of RB.

All of the company's decisions are driven by a desire for adequate dialogue and communication with the relevant authorities and grassroots levels. The chain of command is accompanied to some extent, but all voices are heard and taken into consideration throughout the decision-making process. This implies that before making any final decisions, the practical inputs from every level of the workforce are taken into account and afterward put into practice.

Reckitt Benckiser Bangladesh follows democratic leadership style. In which the team is led by the leaders, or alternatively, the appointed superiors, who also encourage their subordinates to express their opinions and ideas.

Even as an intern at Reckitt, I was encouraged to voice my ideas, which inspired and motivated me to work harder.



## Marketing Practices:

The key division of Reckitt Benckiser (Bangladesh) Limited is marketing. In essence, this section is in charge of annual planning for the company's brands. After receiving approval from the province and global central station, the advertising office decides how the plans will be carried out. They decide how the brands will operate, how much they should be sold for, how much should be invested in each brand, and other relevant issues.

Additionally, the marketing department also handles the many stages of each product's life cycle and implements methods for further improvement.

### **Other functions of marketing Include:**

- Collecting information and calculating market demand.
- Locating the market offering via the New Product Improvement and Product Life Cycle.
- Monitoring brand and product offers.
- Constructing project and procedure valuations.
- Controlling media for advertising.
- Coordinating showcases, wholesale, and retail operations.
- Coordinating integrated marketing correspondences.
- Overseeing the promotion of transactions, advertising, and publicity.
- Dealing with the power of business.

## Marketing Strategy:

RB Bangladesh uses the marketing mix as part of their marketing strategy. Consequently, they stress the 4 P's. It enables businesses to promote their goods to their intended market in an efficient manner.



Figure: 4P's of RB Bangladesh.

## Product:

Reckitt Benckiser Bangladesh PLC concentrates on five main product categories:

1. Fabric Care: Vanish.
2. Surface Care: Lizol.
3. Health & Personal Care: Veet, Dettol.
4. Dishwashing: Trix.
5. Home Care: Harpic, Mr. Brasso, Air Wick.

There are several pack sizes available for each of these brands. The company creates relevant items by fusing the most recent scientific knowledge with customer needs. The business intends to join the pharmaceutical and food industries in the future. In order to tackle some of the issues, Reckitt Benckiser has worked with several partners to develop creative solutions. For the development of new products, Reckitt Benckiser operates a global R&D facility. The goods are in accordance with the necessary regulatory agencies, and clinical and scientific data demonstrates their safety. As a component of their mix product approach, they have also created creative packaging and production techniques. The approach also aims to take advantage of items that are still relatively new and, as a result, provide a pricing advantage for new entrants. Additionally, they spend disproportionately in various power brands.

Products from Reckitt Benckiser are widely available. In their products, they provide a wide selection of variations and sizes.

### **Price:**

The product's pricing is critically important for optimal performance, and RB regularly assesses it. Reckitt Benckiser has included value-based pricing into its marketing mix and maintains it at a level that is both optimum and acceptable to customers. Due to the consumer's faith in the brand, even if the prices are cheap, they are slightly on the higher side, which they connect with superior quality. A targeted product portfolio is a strategy the organization has taken.

### **Place:**

All around the nation, RB's products are extensively accessible. The sale of RB's products begins in the general store right next door to a superstore. About 80% of today's house hold uses at least one product of RB.

### **Promotion:**

The company has embraced the unique marketing strategy. All of the available promotional mediums have been employed because the products are mostly in the FMCG industry (print, billboards, and hoardings, digital). Additionally, it has introduced distinctive packaging that is consistent and easy for customers to recognize. Reckitt Benckiser has prioritized promotion heavily.

RB is perceived to be a brand associated with health and hygiene. So, they promote the safety that their products offer.

As for example-

- Dettol - be 100% sure.
- Veet - saloon like smoothness at home.

### **Target Customer, targeting and positioning:**

In order for a brand to be successful, it is crucial to target the correct audience and do it in the most effective way possible. Reckitt Benckiser has so far done a great job of focusing on the appropriate customers, but as more people earn more money and have more discretionary

income in urban and semi-urban regions, status symbols are becoming more and more important when making judgments about what to buy. Urban Households, Hospitals, and Clinics are Reckitt Benckiser's primary target groups.

Following segmentation and the identification of target markets, positioning is carried out. The brand must then position its products in the way that is best for both the products and the target customers. Positioning is done using the POD and POP methods. With the POD (Point of Difference) method, a product is developed in an existing category that differs from other offerings by competitors. With the POP (Point of Parity) method, a product is developed that is remarkably similar to what the market leaders are providing to the public. Reckitt Benckiser uses the POD technique and has consistently produced distinctive goods of excellent quality at reasonable pricing, making it one of the largest FMCG companies in Bangladesh. RB consistently works to market itself as a "Consumer-Centric Innovative" organization.

RB Bangladesh adheres to a few criteria to ensure the effective use of their marketing strategy in modern trade. Some of them are mentioned below-

### Visibility:

It has been argued that the core of the modern trade operations is visibility. Visibility contributes to rising overall revenues. Without sufficient exposure, a greater sale cannot be anticipated. Reckitt, nevertheless, offers a number of options to create a great exposure in their locations.

As per corporate policy, the sales executives are also more aware of the accessibility and exposure of the products. They occasionally have to deal with unforeseen problems with their rivals. Due to the restricted space available in stores for the items of various firms.

Reckitt also places emphasis on two sorts of visibility that are prevalent in the current trading market today:

- Gondola
- Category Shelf.

## Gondola:

A maximum height of six feet and a maximum width of 2.5 feet characterize this rental space. Each Gondola typically has five to six shelves. As part of the terms and conditions of the outlet, the corporation must pay every month. Price ranges start at fifteen thousand BDT and go up to any amount that depends on negotiation. Depending on the supermarket chain, the rent may cost differently.

Additionally, there is fierce rivalry among all vendors to position the Gondola correctly. Considering that it is a highly common method of product presentation. Reckitt always chooses to board their Gondola on the outlet's front side. Such that it is clearly visible from the doorway.

As a result, it facilitates customers' quick delivery of the goods they had anticipated. A gondola stands for a company's many items. The firm would occasionally mark their Gondola to promote a certain product form. By utilizing various shelf talkers, Reckitt Benckiser consistently tries to give clients the most recent information about the product.

## Category Shelf:

The goods will be displayed in an open area. It is therefore an unpaid location. These services are offered to all of the outlets' vendors without charge. Various category shelf divisions include those for household products (Harpic, Dettol, Brasso, Trix, etc.), toiletries (Dettol soap, Veet cream, etc.), baby food, groceries, and others. In every category, Reckitt tries to maintain its items on the third shelf. They place extra attention on the corner side of the shelf so that customers may distinguish their items from those of competitors. Reckitt must deal with a few issues at the outlet while operating in the category shelf-

- Limited capacity
- Unavailability of product
- Product dumping
- Inappropriate location for product display
- Not all products can be displayed sequentially.

## Sales Practices:

The three most important components of the business division are:

1. The establishment, maintenance, and expansion of the merchants' system.
2. Making things in the shopping center visible and easily accessible.
3. Increasing In-Mall Sales.

## Financial Performance & Accounting Practices:

Reckitt Benckiser (Bangladesh) Limited's financial department is split into three functional areas:

1. Finance and accounting,
2. Corporate affairs, and
3. Management account & costing.

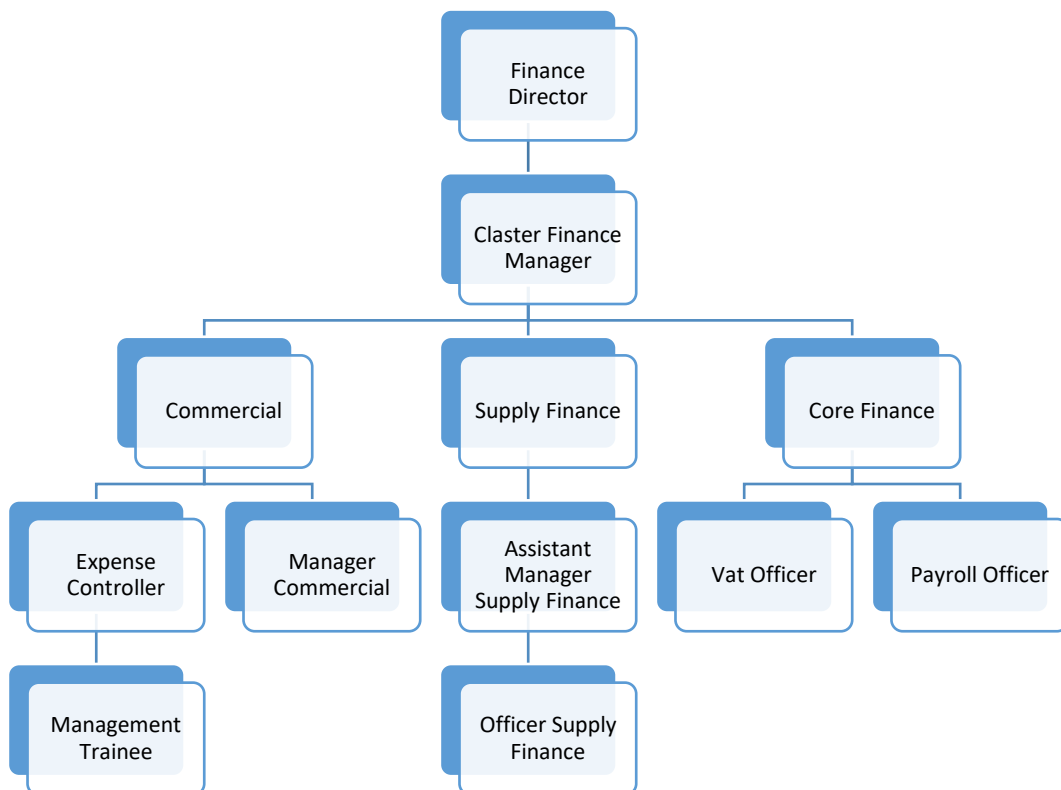


Figure: Hierarchy of Finance Department

On the basis of the possibility premise, the employees of each useful part are qualified to assume control over the duties of other useful parts. The money and record section handles the major duties of the fund office, which include bookkeeping tasks like daily accounting, updating daily records and final account arrangements, examining unique changes, assessing planning, handling treasury issues, and so forth. This is also where MIS capabilities and VAT management are handled. The corporate affairs divisions handle matters relating to the offer, such as managing investors, the Stock Exchange, the SEC, convening the annual general meeting, and so forth. The core responsibility for item costing lies with the administrative bookkeeping and costing section (Bonny, 2022).

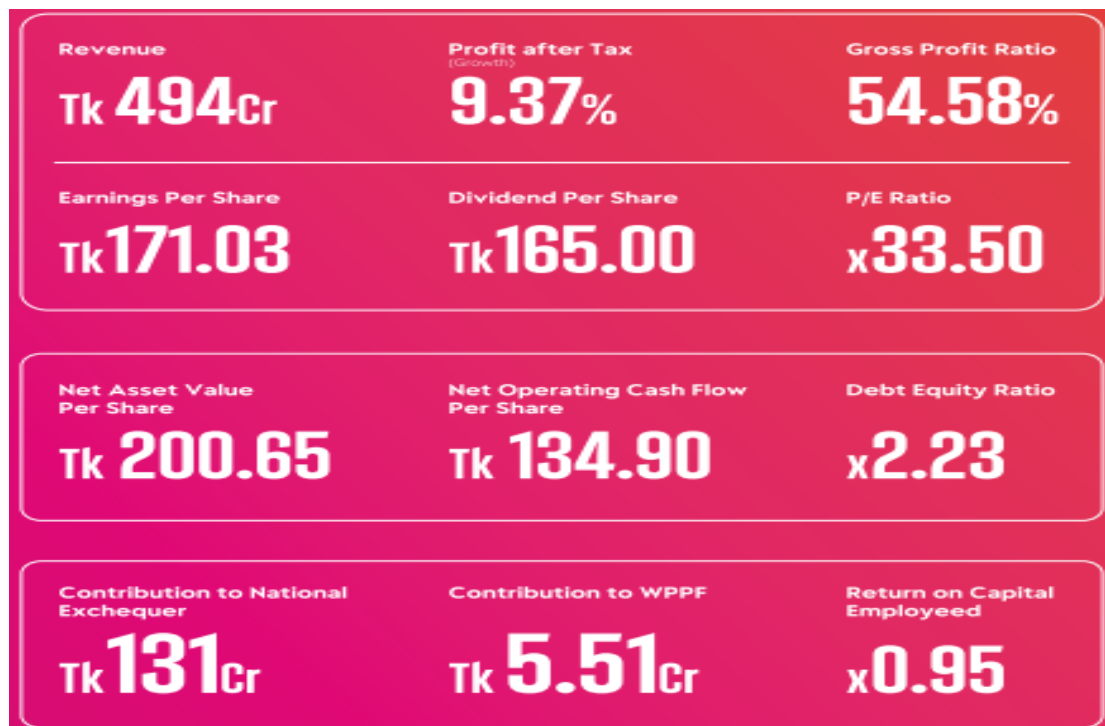
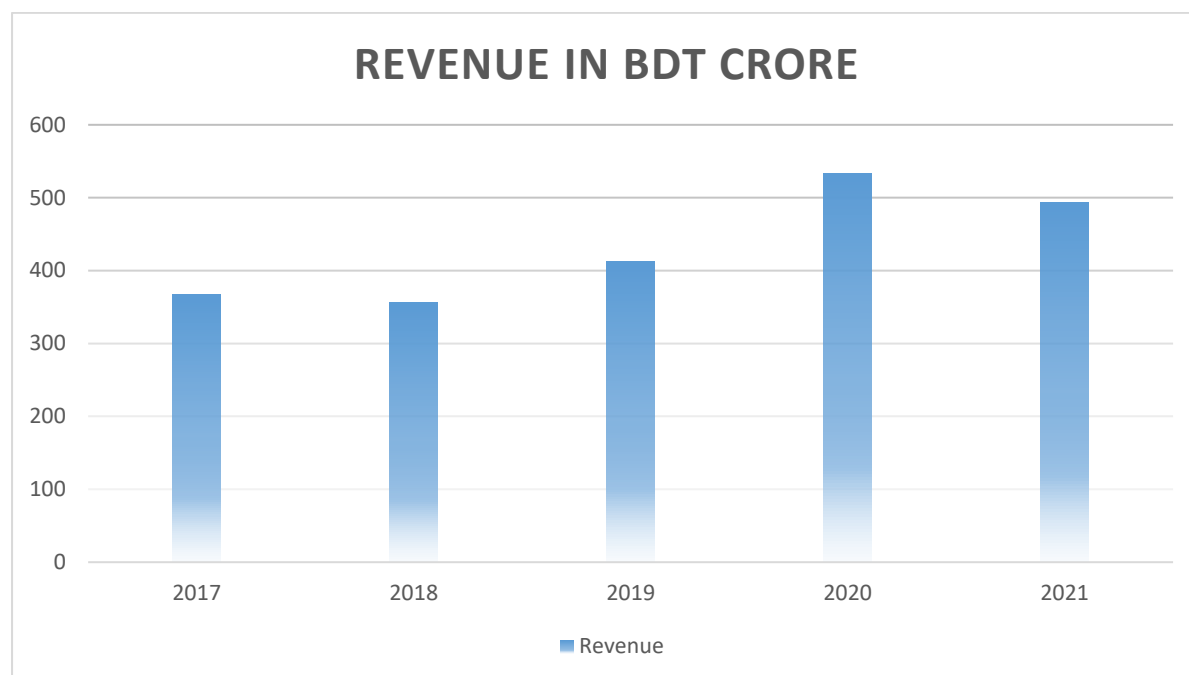


Figure: Financial overview of RB for the year 2021.

While the COVID-19 pandemic has created countless obstacles for most industries, the demand for health and hygiene products has increased. As a result, during the pandemic, businesses like Reckitt saw their sales grow exponentially. After the pandemic when things back to normal the business got affected with a slight downstream. With a turnover of BDT 4,942 Million, RB Bangladesh decreased revenues by 7.3% in the FY21 over the prior year. This fall has mostly been fueled by post-covid situation (Reckitt Benckiser (Bangladesh) PLC, 2021). Due to significant price increases for some key raw materials and freight on the global market, RB Bangladesh faces a decrease in its gross profit margin to 54.58% in FY21 from 56.55% the

year before. The company's earnings after tax for the fiscal year that concluded on December 31, 2021, increased to BDT 808,122,000 from BDT 738,888,000 in the prior year. By the end of 2021, the firm had BDT 1,554 million in cash and cash equivalents (including fixed deposit investments with banks), down BDT 217 million from BDT 1,771 million in 2020.



For FY21, RB Bangladesh reported earnings per share (EPS) of BDT 171.03, a considerable improvement over the prior year (BDT 156.38). During FY21, the average quarterly EPS was 42.76%. For the fiscal year that concluded on December 31, 2021, the company's Net Asset Value (NAV) per share was BDT 200.65 and its net operating cash flow per share (NOCFPS) was BDT 134.90. Additionally, the firm's P/E and Debt Equity ratios were 33.50 and 2.23, respectively.

For the fiscal year 2021, BDBL reported a 1650% cash dividend (BDT 165.00 per share). According to market insiders, this is the greatest dividend declaration made by BDBL or any other individual firm listed on the country's stock market to date. Previously, the business paid out a 790% cash dividend in 2017, a 700% cash dividend in 2018, a 1250% cash dividend in 2019, and a 1400% cash dividend in 2020 (**Reckitt Benckiser (Bangladesh) PLC, 2021**).



## Horizontal Analysis:

For financial position-

	2017	2018	2019	2020	2021
<b>Assets</b>					
Property, plant and equipment	100.00%	123.76%	152.45%	164.05%	170.96%
Right-of-use assets (ROU)	N/A	100.00%	-40.64%	173.43%	139.91%
Deferred tax assets	100.00%	85.79%	71.31%	162.43%	61.48%
<b>Non-current assets</b>	<b>100.00%</b>	<b>121.85%</b>	<b>148.37%</b>	<b>214.32%</b>	<b>209.63%</b>
Inventories	100.00%	109.61%	164.21%	226.27%	212.88%
Trade and other receivables	100.00%	65.06%	33.66%	19.55%	52.90%
Advances, deposits and prepayments	100.00%	71.96%	39.93%	81.17%	68.78%
Cash and cash equivalents	100.00%	132.97%	187.77%	250.46%	228.06%
<b>Current assets</b>	<b>100.00%</b>	<b>116.68%</b>	<b>157.09%</b>	<b>209.98%</b>	<b>196.36%</b>
<b>Total assets</b>	<b>100.00%</b>	<b>117.86%</b>	<b>155.09%</b>	<b>210.975</b>	<b>199.40%</b>
<b>Equity</b>					
Share capital	100.00%	100.00%	100.00%	100.00%	100.00%
Retained earnings	100.00%	131.96%	244.37%	296.52%	351.24%
<b>Total equity</b>	<b>100.00%</b>	<b>126.99%</b>	<b>221.91%</b>	<b>265.95%</b>	<b>312.15%</b>
<b>Liabilities</b>					
Employee benefits	100.00%	108.54%	157.57%	195.12%	80.18%
Lease liabilities	-	-	100.00%	1171.90%	1205.06%
<b>Non-current liabilities</b>	<b>100.00%</b>	<b>108.54%</b>	<b>172.08%</b>	<b>365.15%</b>	<b>255.03%</b>
Trade and other payables	100.00%	113.99%	129.64%	176.03%	159.58%
Employee Benefits	100.00%	102.72%	253.01%	859.56%	758.47%
Lease liabilities	-	-	100.00%	112.26%	62.17%
Current tax liabilities	100.00%	146.52%	201.82%	246.26%	209.96%
Unclaimed dividend	100.00%	73.71%	9.58%	94.11%	32.40%

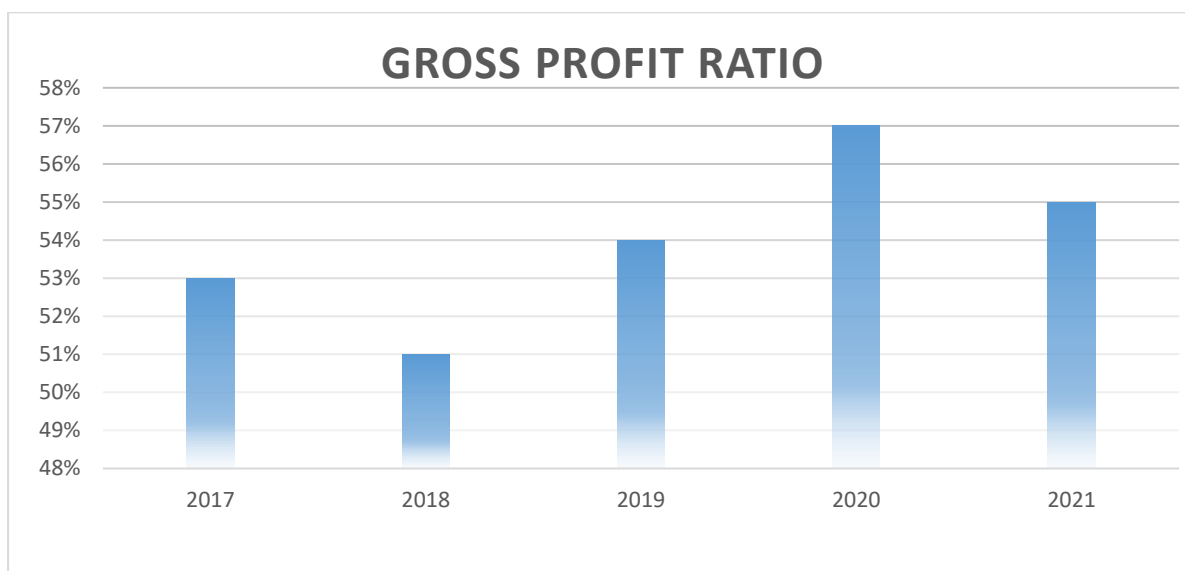
<b>Current liabilities</b>	<b>100.00%</b>	<b>116.16%</b>	<b>136.08%</b>	<b>184.59%</b>	<b>165.25%</b>
<b>Total liabilities</b>	<b>100.00%</b>	<b>115.61%</b>	<b>138.65%</b>	<b>197.44%</b>	<b>171.64%</b>
<b>Total equity and liabilities</b>		<b>117.86%</b>	<b>155.09%</b>	<b>210.97%</b>	<b>199.40%</b>

## Horizontal Analysis:

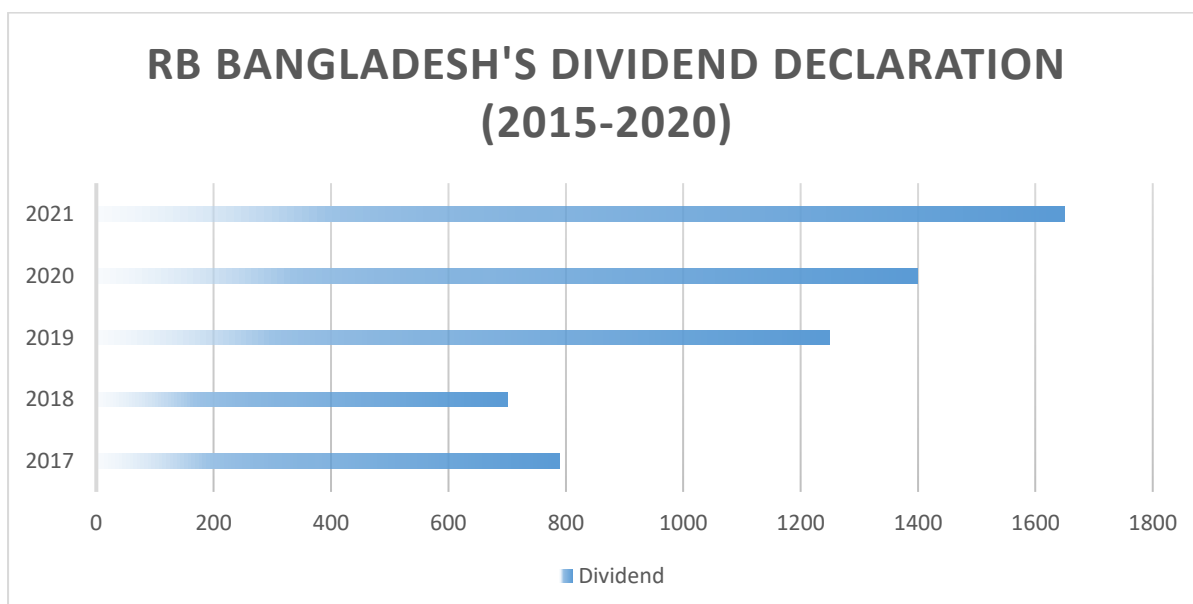
For profit, loss & other comprehensive income-

	2017	2018	2019	2020	2021
Revenue	100.00%	97.06%	112.44%	145.35%	134.67%
Cost of sales	100.00%	102.39%	109.54%	135.17%	130.92%
<b>Gross Profit</b>	<b>100.00%</b>	<b>92.40%</b>	<b>114.99%</b>	<b>154.29%</b>	<b>137.97%</b>
Other income	-	100.00%	25.51%	14.61%	64.68%
Operating expenses	100.00%	91.75%	98.19%	138.64%	110.82%
Impairment (loss)/gain reversal on trade receivables	-	100.00%	78.82%	16.10%	-6.78%
<b>Operating Profit</b>	<b>100.00%</b>	<b>94.82%</b>	<b>157.15%</b>	<b>193.42%</b>	<b>206.12%</b>
Finance income	100.00%	205.39%	445.19%	581.43%	139.01%
Finance costs	-	-	100.00%	511.62%	515.60%
<b>Profit before contribution to WPPF</b>	<b>100.00%</b>	<b>96.84%</b>	<b>162.04%</b>	<b>198.57%</b>	<b>202.93%</b>
Contribution to WPPF	100.00%	96.84%	162.04%	198.57%	202.93%
<b>Profit before tax</b>	<b>100.00%</b>	<b>96.84%</b>	<b>162.04%</b>	<b>198.57%</b>	<b>202.93%</b>
Income tax expenses	100.00%	119.82%	160.88%	209.49%	181.32%
<b>Profit for the year</b>	<b>100.00%</b>	<b>87.08%</b>	<b>162.54%</b>	<b>193.93%</b>	<b>212.11%</b>
Other comprehensive income					
Remeasurement of defined benefit liability	100.00%	132.41%	4.60%	296.78%	124.43%
Related tax	-	100.00%	3.48%	224.14%	84.58%
<b>Other comprehensive income/(loss) for the year, net of tax</b>	<b>100.00%</b>	<b>99.31%</b>	<b>3.45%</b>	<b>222.59%</b>	<b>96.44%</b>

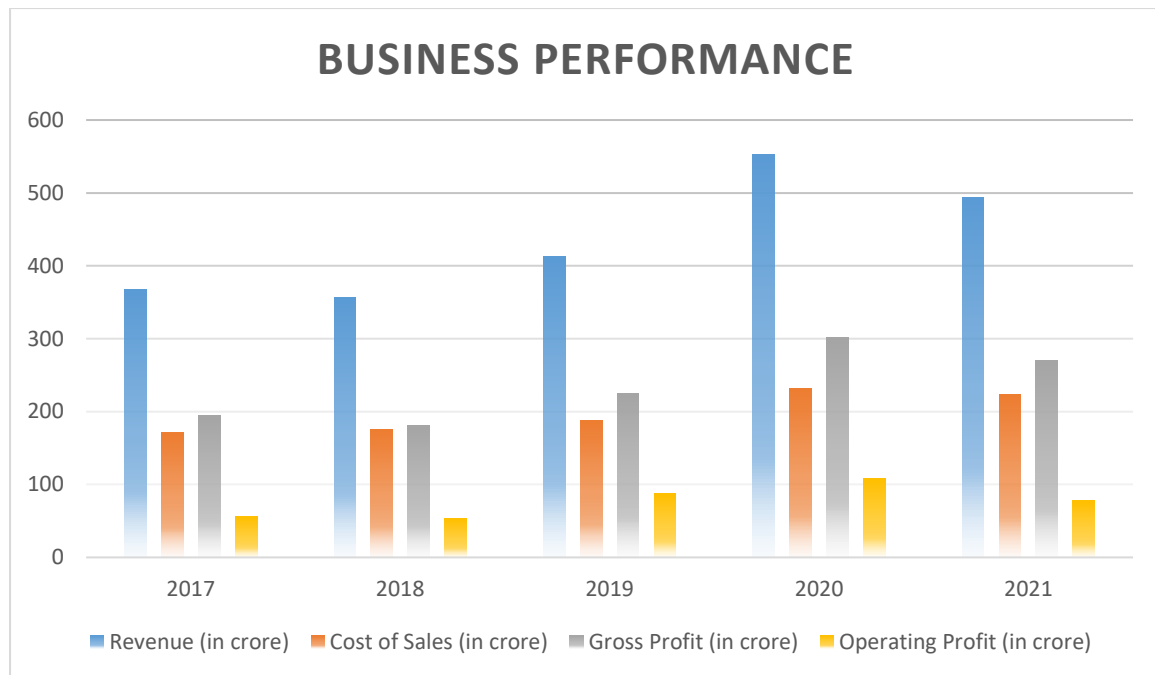
<b>Total comprehensive income of the year</b>	<b>100.00%</b>	<b>86.87%</b>	<b>165.31%</b>	<b>193.44%</b>	<b>214.12%</b>
EPS	100.00%	87.09%	162.54%	193.95%	212.12%



Being in hygiene business RB Bangladesh witnessed a jump in their gross profit ratio in the pandemic year 2020 which eventually came down in 2021. So, it will only be wise to say as the gross profit ratio has increased since 2019, RB Bangladesh is doing well and their profitability is increasing.



RB recommends a final cash dividend of Tk. 165/= (1650%) per share, or Tk. 779.625 million, for the year 2021 (vs. Tk. 140 per share, or Tk. 661.50 million); this amount will be entirely deducted from the company's 2021 earnings.



The sales turnover for RB in 2021 was Tk. 494 crore, a 7% decrease from the prior year. When the pandemic struck in 2020, sales had an unexpected surge that were slightly muted in 2021. In contrast to the previous year's 56.54%, the gross profit ratio was 54.57% this time. However, the firm was able to increase the operating profit margin by 656 bps compared to the prior year by significantly cutting back on marketing costs. As a consequence, the EPS increased to Tk. 171.03 from Tk. 156.38 in 2020.

### Accounting Performance:

#### Inventory Turnover in days-

	2017	2018	2019	2020	2021
Opening Inventory (tk)	295,729,610	130,441,911	301,129,697	451,118,392	621,618,191

Closing Inventory (tk)	130,441,911	301,129,697	451,118,392	621,618,191	584,823,587
Average Inventory (tk)	213,085,761	215,785,804	376,124,045	536,368,292	603,220,889
Cost of sales (tk)	1,714,693,581	1,755,638,024	1,878,203,439	2,317,707,737	2,244,863,313
Average Inventory (tk)	213,085,761	215,785,804	376,124,045	536,368,292	603,220,889
Inventory Turnover Ratio	8	8	5	4	4
Days in a year	365	365	365	365	365
Turnover days	45	45	73	84	98

#### Accounts Payable Turnover in Days-

	2017	2018	2019	2020	2021
Opening Payable (trade & other) (tk)	1,022,878,694	1,043,948,883	1,190,014,485	1,353,377,352	1,837,611,035
Closing Payable (tk)	1,043,948,883	1,190,014,485	1,353,377,352	1,837,611,035	1,665,931,472

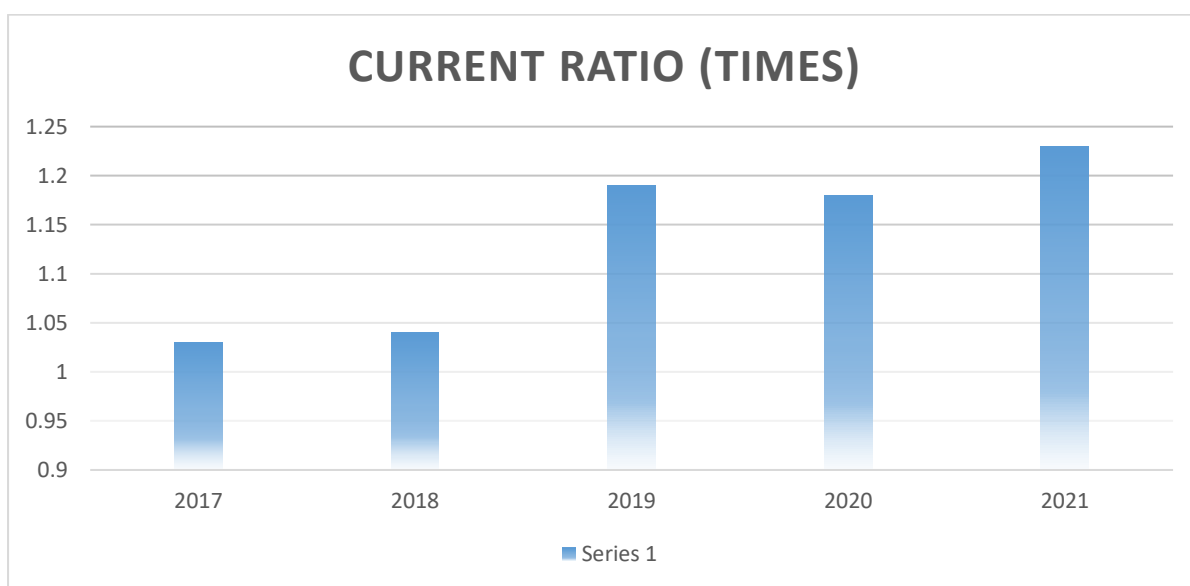
Average Payable (tk)	1,033,413,789	1,116,981,684	1,271,695,919	1,595,494,194	1,751,771,254
Purchase (tk)	632,761,748	1,148,608,963	1,360,149,211	1,755,306,464	1,551,950,434
Average Payable (tk)	1,033,413,789	1,116,981,684	1,271,695,919	1,595,494,194	1,751,771,254
Accounts Payable turnover ratio	0.61	1.03	1.07	1.10	0.89
Days in a year	365	365	365	365	365
Accounts Payable Turnover in Days	596	355	341	332	412

### Accounts Receivable Turnover in Days-

	2017	2018	2019	2020	2021
Opening receivable (tk)	16,411,459	130,441,911	84,863,618	43,905,926	25,500,945
Closing receivable (tk)	130,441,911	84,663,618	43,905,926	25,500,945	69,006,591
Average receivable (tk)	73,426,685	107,652,765	64,384,772	34,703,436	47,253,768

Revenue (tk)	3,669,620,066	3,893,024,596	4,126,150,222	533,883,576	4,942,046,045
Average receivable (tk)	73,426,685	107,652,765	64,384,772	34,703,436	47,253,768
Accounts receivable turnover ratio	50	36	64	15	105
Days in a year	365	365	365	365	365
Accounts Receivable turnover in days	7	10	6	24	3

Their turnover of payables in days grew while their turnover of receivables in days declined. While they had this working capital advantage, their inventory turnover rate went up. Given that it has risen in comparison to the prior year, their present ratio shows a fairly high liquid position. This is the position they want to hold during any emergency.



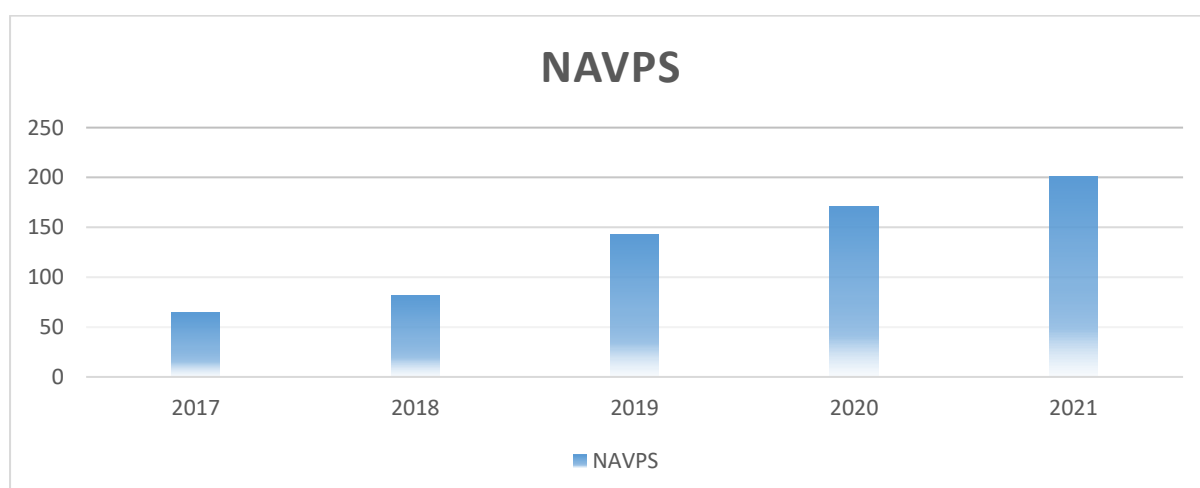
(Amount in tk crore)

	2017	2018	2019	2020	2021
Current Asset	118.59	138.36	186.28	249.01	232.85
Current Liabilities	(114.61)	(133.13)	(155.97)	(211.57)	(189.40)
Working Capital	3.97	5.23	30.31	37.44	43.45

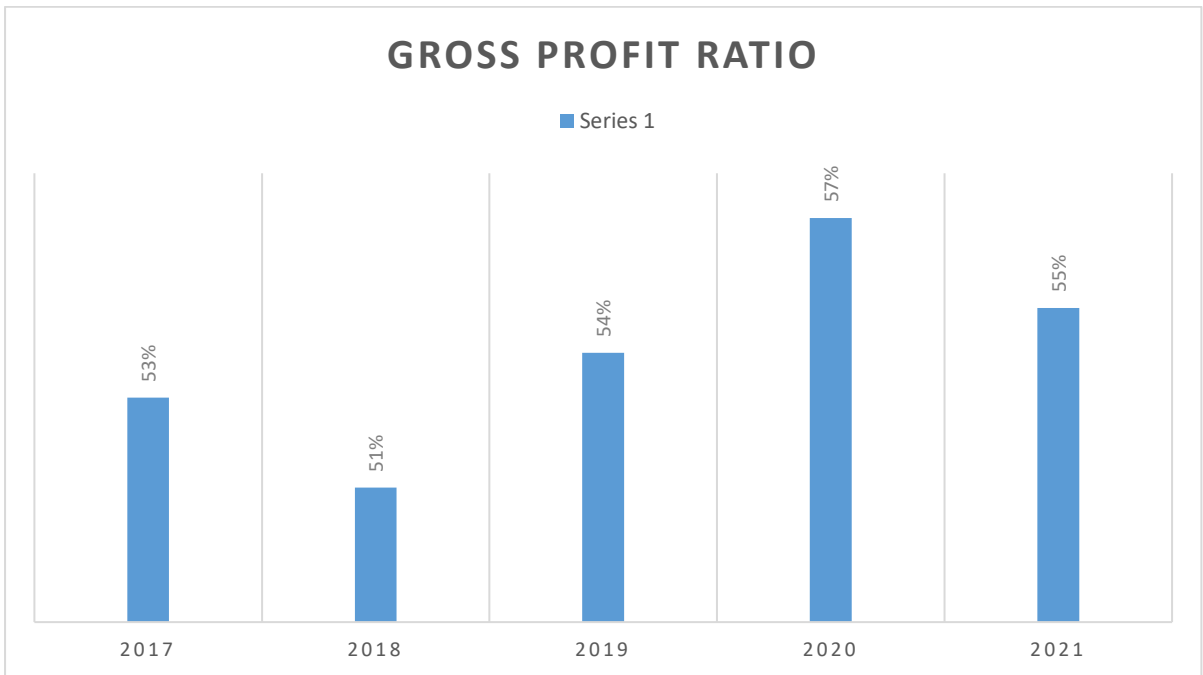
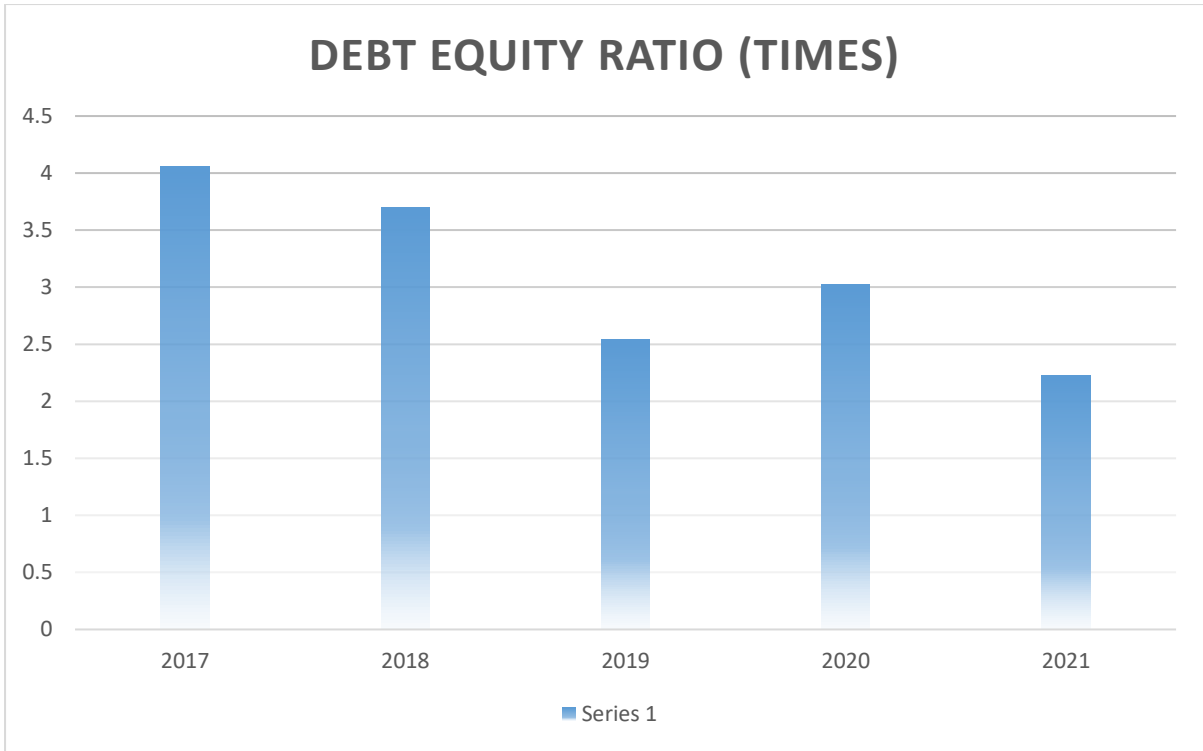
(Amount in tk crore)

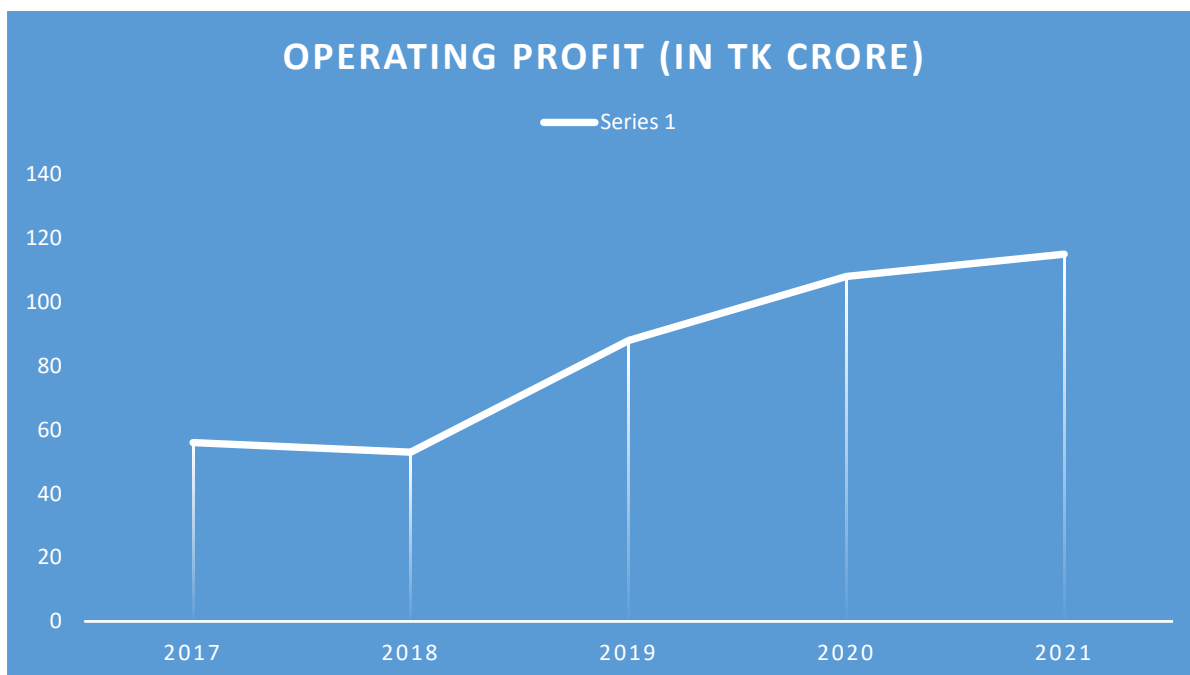
	2017	2018	2019	2020	2021
Operating Cash flow	61.07	75.83	104.26	168.36	94.14
Capex Sped	(20.28)	(15.77)	(14.09)	(36.95)	(11.44)
FCF	40.79	60.06	90.17	131.41	82.70

RB's overall net asset value for each share is the greatest in Reckitt Bangladesh's history. It increased by 17% from the prior year to Tk. 200.65, demonstrating a sound financial foundation. Since the business implemented planned assets for specified employee benefits this year and shifted a portion of the obligation to the planned asset, the debt-to-equity ratio reduced from 3.02x to 2.23x. Reckitt's obligations include trade payables, employee perks, leasing obligations, unpaid income taxes, and unclaimed dividends. On its balance sheet, Reckitt has no foreign debt.









While RB's sales fell this year by 7.35 %, their operating profit rose by 6.5%, which led to an increase in EPS of 9.37 % to Tk. 171.03 the nearly constant gross profit ratio throughout the years shows that the production method has a solid foundation. Operating profit climbed to Tk 115 crore from Tk 108 crore throughout the course of the year. Reckitt will keep making the appropriate product investments in order to meet consumer demand. A focus for the coming year is a seamless production flow in line with this.

### Operations Management and Information System Practices:

One of the key groups in charge of running RB Bangladesh's daily operations is the operations management team. The group collaborates continuously with other departments to provide high-quality work. The operations management team at RB is charged with a number of distinct tasks and responsibilities that form the basis of the business. The information system procedures play a crucial role in how RB does business every day. The platform that RB Global and RB Bangladesh both employ is the same. This international software manages all forms of communication, data, and records for each and every stakeholder connected to RB. In order to prevent others from accessing RB's information for any type of malicious activities, the program features a complicated entrance process. Only the IT staff gets access to all employee data, which is kept completely private. The software that RB uses helps the business become

more efficient and develop into a more digital platform. The program named NEWS PAGE, which is utilized in sales and is used by all recruits in sales, helps manage daily sales data storage, from stocking to business invoicing and performances of various distributions and outlets under the control of RB. The RB IT staff regularly updates employee information to ensure that phishing efforts don't occur.

### Industry and Competitive Analysis:

With its range of brands and SKUs, RB Bangladesh competes against numerous industry titans for market dominance. Unilever and ACI, two of RB Bangladesh's main rival corporations, are now vying for dominance in the soap and antiseptic categories of the brands the companies have under their umbrella. In terms of market share, Lux from Unilever currently maintains the top spot in the soap category, followed by Dettol. Market leaders that are also RB brands include Harpic, MR Brasso, and Veet. Although these businesses don't have many high-quality rivals, new local brands are showing to be a challenge to the business with their lower prices and higher-than-before quality. Products from ACI and Square, such as Septex, Savlon, and Sepnil, are also performing well in the local market and might represent a danger to the company's expansion. Unilever's Lifebouy is also moving up close to take the second spot in the market. The likes of Veet don't have any real rivals, and Harpic has developed to the point that consumers prefer it over any nearby, less expensive brands. Lizol also developed a respectable amount of brand awareness, and consumers like it above any substitute offered by competitors.

### Porter's 5 forces analysis:



Figure: Porter's five forces for RB

### Threat of New Entrants:

Initial increases in demand for health and hygiene products during the pandemic drew a lot of new players to the market. The outcome was an increase in industrial saturation. Reckitt continued to offer high quality, which aided the business in fending off the competition.

So, the threat of new entrants is moderate in this industry.

### Threat of Substitution:

Products for personal hygiene and wellness have become essential to modern living. For the convenience of the user, there may be a variety of patterns or product shapes, but the likelihood that a Health & Hygiene product will become outdated and be replaced by a substitute is quite low.

So, the threat of substitution is low.

### Bargaining Power of Buyer:

Consumers may readily find alternatives due to the rise in competition. As a result, buyers and consumers have significant bargaining power.

So, the bargaining power of buyer is high.

### Bargaining Power of Supplier:

There was a supply interruption in the industry at the beginning of the Pandemic. Demand for raw materials increased as a result of the rise in demand for health and hygiene goods. Due to the strong demand and limited availability of raw materials, this strengthened the suppliers' bargaining power.

So, the bargaining power of the supplier is high.

### Competitive Rivalry:

The Health & Hygiene industry saw a Covid crisis and significant development in competitiveness. The degree of competitiveness increased as a result of the unexpectedly larger demand.

So, the competitive rivalry in this industry is high.

## SWOT analysis:



Figure: SWOT analysis of RB.

## Summary and Conclusion:

Reckitt Benckiser, a business with operations in Bangladesh, has just recently begun to take off and is seeing rapid expansion. In comparison to last year's figures, the current annual income is anticipated to increase by double. Nobody in the market disputes the effectiveness of the goods offered by RB Bangladesh, and they are of the highest quality. The number of rivals is now increasing, but RB is rising in stature every day. As the firm expands, the management also does so. Sales in RB are now more digitalized and dependent on efficiency than ever before than they were in the past. Additionally, RB Bangladesh works nonstop to guarantee that the nation receives the right health supplies, acting as a catalyst for safety and hope for the people. The goals of RB's campaigns are consistently a healthier, cleaner, and safer Bangladesh. Sales are only the result of the work RB does to support its customers' healthy lifestyles.

To sum up, traveling with RB has been fantastic so far because we have seen so much in a short period of time. We may anticipate seeing RB at the top of the leader board in both market share and brand acceptability given how things are anticipated to play out in the subsequent years. Hopes and dreams are for RB to keep up the good job, carry out the CSR initiatives it has planned, and assist the general public during any type of epidemic.

## **Recommendations:**

I've been an intern with RB for three months, and in that time, I've developed a few ideas for the business with what little expertise I do have. Even though I placed a lot of effort on investigating the viability of the recommendations, I have only produced those that can be attended to and put into practice in the near future.

- Expand factories' capability for output.

Increasing manufacturing capacity is essential to satisfy the product's expanding demand.

- Improve product distribution in the market to prevent rivals from stocking their goods at retail establishments.

A competitive advantage over rivals might be achieved by RB Bangladesh by creating a quicker and more efficient distribution system.

- Put more money into consumer and business promotion campaigns.

Increased consumer and company advertising spending will aid RB in attracting more customers for their targeted product category.

- If at all feasible, lower the cost of some items.

The pricing of RB's product is a little bit more than that of its rivals. If RB can manage to cut their pricing, it will assist to attract price-sensitive customers to their product.

## Chapter 3

### Introduction:

RB is one of the most popular brands available to consumers right now, mostly because of its health and hygiene goods. The role of the modern trade team is vital in ensuring the correct distribution of goods to everyone in need of items that keep your family safe and eliminate germs. When consumers require the right care to sanitize themselves, RB has now become the most sought-after firm. Many of RB's brands have seen significant increases in their market shares, and Bangladesh's stock market appears to be experiencing its most prosperous period ever. The marketing staff and sales team have been crucial in driving sales and ensuring that items are distributed throughout Bangladesh. Everyone is following suit as health items are being made more widely known to the public. RB Bangladesh has also started a number of programs to express its thanks to the general public and is always trying to remove any behaviors or practices that pose a risk to human wellness. The modern trade of RB is the primary field force that deals with all the hot air from the public at first before everyone; they are the front-line staff and are outfitted with all the abilities required to ensure the appropriate distribution of products.

### Literature Review:

According to a top official of Nielson, a renowned worldwide market researcher, modern trade, which has replaced conventional grocery stores, has been expanding at a rate of 15% annually in Bangladesh since 2014. This growth is being fueled by shifting customer behavior. The entire turnover was anticipated to increase from tk 1,342 crore in 2014 to tk 2,180 crore in 2018.

At a retail congress hosted by the Bangladesh Brand Forum (BBF) at the Le Méridien hotel in the nation's capital, Diptanshu Ray, market leader for Nielson's South Asia East area, predicted that modern trade will get stronger.

350 experts attended the Bangladesh Retail Congress 2018, where Mr. Ray gave a keynote address on "What's next in Modern Trade." The conference was presented by Lotto and Shwapno, the largest retail organization in Bangladesh. The Daily Star is the initiative's key partner in defining modern retail in the nation.

Participants in the discussion highlighted how consumer behavior has changed as a result of the emergence and expansion of e-commerce, technological advancements, greater health awareness, and increased focus on high-quality goods and services. Bangladesh, which is anticipated to have the 26th biggest economy in the world by 2030, has been driven by population expansion, greater urbanization, and rising income, notably the country's burgeoning middle-class population.

Mr. Ray said that the promises were genuine and noted that rising earnings were stimulating economic growth. Over the following ten years, an extra 20 lakh Bangladeshis will have an annual income of \$5,000 or more. Fast-moving consumer goods (FMCG) are in more demand due to consumers' growing spending power, resulting in \$3.1 billion in FMCG sales. And it's expanding, Ray added. Even in this environment, conventional commerce, which generates 98% of all retail sales, will develop and maintain its dominance.

But modern trade, which has grown over the previous 20 years, will continue to increase in the next years. In Asia, modern trade is expanding and gaining market share. According to him, convenience is the format that is expanding the fastest throughout Asian markets, and the shifting interests of consumers will help contemporary trade. A whopping 51% of consumers enjoy a variety of product categories. According to Ray, 73 percent of people would not mind spending a little extra for better quality. The transformation of retail will also be aided by the growth of e-commerce. Bangladesh, despite its relatively recent debut, is positioned to be a major participant in global FMCG e-commerce.

The Nielson representative also discussed how shoppers act. Customers are becoming more brand loyal and less store loyal for promotions, according to Ray, who also noted that consumers are very price conscious and sensitive to price fluctuations. According to Prachi Tiwari, engagement director at Landor, the retail interface is shifting, where ingrained behaviors are being upended and new business models are developing. The shopping experience is moving more and more toward mobile. Every step of the customer's purchase process will be more influenced by mobile technology.



Currently, 71 percent of people are browsing websites to compare prices. Consumers look for instant gratification and choose the best products at the best prices. They also possess more intelligence and product expertise. Tiwari claims that mindful consumerism is rising in popularity. According to Mohammed Tareque Aziz, dean of the International University of Business Agriculture and Technology's College of Business Administration, "We have to make sure that clients have the finest experience possible while they are in our stores."

Rezaul Kabir, chief operating officer of clothes store Sailo, noted that due to a lack of choices, shopping serves as a kind of pleasure for many people in Bangladesh. Additionally, he added, clients remember the kind of care they had from sales people.

Payment through digital channels is growing, but more extremely robust mobile network connectivity is required for it to prosper, he noted.

According to Mohammad Ashraful Islam, chief operating officer of Aarong, many people avoid using bank cards to make payments out of concern for fraud.

In the following ten years, the retail environment will alter, according to Pran-head RFL's of marketing, Arafatur Rahman (**The Daily Star, 2018**).

## Objectives:

The concept of this paper was primarily motivated by two goals. The two goals are as follows:

- General Objective
- Specific Objective

### ⊕ General Objective:

Analyzing the modern trade of RB in Bangladesh and their damage control strategies.

### ⊕ Specific Objective:

- To study Modern Trade at RB.
- To obtain a general understanding of various departments working in RB.
- To understand and follow through the damage management in modern trade of RB.

## Significance:

In contrast to conventional retail stores, modern trade refers to a wide variety of selling methods depending on marketing strategies. For instance, in self-service shops, there are no longer sales representatives behind a counter; instead, customers may now touch the goods. The more costly items will be readily available, whilst the items that bring less value to the shop will need you to bend. In an effort to draw in as many buyers as possible, a select few items will be sold at rock bottom rates with extensive exposure. The presentation of things is crucial and requires sophisticated knowledge.

The size of the outlet is typically the primary factor:

- The largest marketplaces are hypermarkets (over 2500m<sup>2</sup>)
- Supermarkets are in second place.
- Smaller stores arrive at that time but remain a part of the "grande distribution" (superette in French, mini-markets).

However, there is a second need, and that is how the store is organized:

- All of the aforementioned items are self-serve, and payment is made at the cashier at the outlet's exit.
- Department stores like Harrods in London or Le Printemps in Paris are another sort of outlet. Salespeople there assist you, and you pay in each area.

Modern trade offers a solution to the market's evolving dynamics. In today's world, convenience seems to be more valued by people, which shows the growth potential of modern trade. It doesn't require push to generate sales if marketed and maintained properly. In order to do that knowing the ins and outs of modern trade, how it works and how to minimize the damage while maximize the sale is necessary. This report will help to get an overview of these aspects.

## Methodology:

The study was created using qualitative data gathered from respondents and organizational data sources. To make the topic easier to grasp and read through, the facts are presented in a descriptive way. The report portrays a descriptive knowledge of the lessons learned rather than

making particularly vivid use of numbers. The report's data was gathered using both primary and secondary approaches.

- **Primary:**

Key accounts Mr. Golam Mostafa, my supervisor ASM Mahmud Farhan Bonny, HR officer Salman Khair, and sales director Mr. Biswajit were all interviewed. With helpful inquiries and talks about different subjects and events pertaining to the sales department, I primarily obtained information about the sales process and some particulars regarding damage control from them.

- **Secondary:**

The secondary data for the research was gathered from internet sources, news portals, annual report, journals, and financial and revenue statements of the company.

## **Limitations of the Report:**

This report draws on my work as an intern with Reckitt Benckiser Bangladesh PLC. By applying all of my experience to the data, I did my best to create this report. However, there are a few limitations in this study that I might wish to mention:

- As per the corporate plan, RB has certain personal concerns that they are not allowed to discuss.
- Given that HR information is confidential, gathering the relevant HR data was not a simple task.
- Time was a crucial issue.

## **Findings and Analysis:**

Nearly all households use RB's product. In particular hygienic and health-conscious families. People are more likely to visit superstores today out of convenience. That's what drives RB to do business with almost all the super shops in Bangladesh.

### **Top super shops RB does its business with-**

- ACI Logistics (Shwapno).
- Agora.
- Unimart.
- Daily Shopping.
- Meena Bazar.

### **There are also some single outlet/mini super shops in other word SMMT that RB has its business with. They are-**

- Genius Super shop.
- Wholesale.
- Bazar Sharabela.
- Dedar Super shop.
- Dhali Super store.
- Pick n Pay.

Nearly every shop has a dedicated merchandizer from RB who is in charge of increasing the visibility of RB's products. When necessary, he must also issue PO from certain outlets and collect the GRN from the DC after delivering the goods. In Dhaka, RB employs a total of 16 merchandisers and 5 executives. The executives are in charge of managing the merchandisers. I had the chance to observe at all of Dhaka's modern trade outlets in order to determine what was causing the damage issues and to think of potential solutions to reduce them.

### **Issues I found that are responsible for product damage-**

Various factors potentially lead to product damage. The three primary factors are packaging damage, leakage, and expiration.

- Not following the stacking guideline.

All packages include a stacking limit to preserve the integrity of the product.

For instance, the maximum number of cartons that can be piled above a carton

of Dettol handwash is 5, and those containers must also be Dettol handwash's cartons.

- Ordering and delivering product without following the sales trend.

As an illustration, the sales pattern at Agora Banani reveals that there were no Veet sales at their store over the previous month. Nevertheless, they made a purchase order for 100 pieces of Veet for the next month.

- Lack of responsibility from both merchandizer's and executive's end.

The allocated merchandizer for each outlet is in charge of keeping track of the back-store, ensuring maximum visibility of the product, and the executives are in charge of making sure that happens. But I noticed lack of responsibility in both parties.

- Unorganized back store management.

Nearly every modern trade outlet's back-store is unorganized in terms of product storing.

- Following LIFO.

Although last in, first out should be avoided, merchandisers frequently do so since it makes their jobs easier.

- Mishandling products during loading and unloading.

Mishandling of the product cartons during delivery results in further damage.

#### **Probable solutions to minimize the damages-**

- Following stacking guideline.

In this regard, it will be wise to rigorously follow the stacking guidelines while storing the products.

- Merchandizer training.

RB needs to properly train its merchandisers in order to achieve optimum visibility in all modern trade outlets.

- Keep track of the back store.

Despite unauthorized access to the back-store of any modern trade outlet, it is feasible to keep track, owing a good relationship with the back-store manager.

- Following FIFO.

For RB's product and any perishable goods, complying with FIFO is a must.

- Handle products with care while delivering.

To reduce unwanted damage, proper care must be taken during loading, unloading, and shelving items.

Controlling the DDS & DBW damage was my responsibility during my internship.

I gathered and aggregated the DDS & DBW outlets' in-house and outlet damage and stock reports. I went to RB's DB house to assist with physically calculating and auditing the stock and damage report of DDS & DBW. And for the stock and damage report for the outlets, I had to rely on the daily stock and damage report given by the merchandisers under the executives' supervision.

Current Stock Report - November						
November						
Account Name	Dettol Original BW 250	Dettol Skin Care BW 250	Dettol Fresh BW 250	DDS Pine	DDS Blossom	
DB House	87	1	26	1781	22	
Shwapno	754	279	165	2,036	409	
Agora	223	116	79	270	239	
Amana Big Bazar	54	32	16	-	-	
Big Bazar Super Shop	16	9	-	14	-	
C S D Cantonment	-	-	-	-	-	
C S D Exclusive	-	-	-	-	-	
Careefamily	5	2	-	3	3	
Courtyard Limited	-	-	-	-	-	
Daily Shopping	148	121	34	253	199	
Dedar Super Shop	6	12	4	28	12	
Dhali super shop	-	-	-	15	47	
Family Bazar	-	-	-	-	-	
Korean Mart	6	5	6	21	12	
Lavender Super Store	11	10	8	21	22	
Meena Bazar	-	-	-	135	-	
Mehedi Mart	48	38	17	100	31	
Prince Bazar	85	23	32	25	11	
Shop N Save	-	-	-	2	6	
Trust Family Needs	9	6	6	14	6	
Unimart	156	69	30	22	62	
Western Bazar	6	3	-	3	-	
Wholesale Club	-	-	-	3	10	
Bazar Sharabela	76	-	36	36	1	
Pick & Pay	-	-	-	7	-	
Aetha Super Shop	2	1	1	8	4	

Figure: Stock report of DDS & DBW.

Figures in the above table portrays the stock available for Dettol Disinfectant Spray and Dettol Body Wash in each accounts that RB Bangladesh has its business with, i.e. Its showing that Shwapno has 754 Dettol Body Wash (Original), 279 Dettol Body Wash (Skincare) and 165 Dettol Body Wash (Fresh).



employees are now taking a more proactive attitude. The future of RB is more promising than ever, but there are several guidelines that the business should adhere to in the long run if it wants to experience sustainable development, improved staff retention, and a low turnover rate. It is essential that RB maintains its position at the top with excellent development strategies. All of the actions RB has taken or intends to take will open the door for further development across all of its industrial areas. It is essential that RB maintain its current level of focus and avoid complacency in the face of its rapid progress. RB is working to teach its workforce to feel more ownership of the firm and to act in accordance with the company's aims while keeping in mind the dynamic nature of business.

## **Recommendations:**

**Following are some recommendations based on my experience and observations:**

- Employee salaries should be reviewed to ensure they are competitive.

The backbone of a company is often seen to be its root-level employees, including merchandisers and executives. It is important to pay them competitively in order to secure their utmost effectiveness.

- It is necessary to create better customer promotions for certain Brands and SKUs.

More attention is required for some RB brands than others. Better customer promotion is something that RB Bangladesh must do in order to lure more consumers to those brands and their various SKUs.

- Increase the number of merchandizers to ensure maximum visibility to all the outlets.

A higher number of merchandisers will ensure smooth functioning and maximum visibility.

- Proper training and orientation of the merchandizers have to be ensured.

Eventually, training the merchandisers will help RB manage its business efficiently across all of the modern trade outlets.



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