

**A Savlon's report analyzing the effect of
promotional strategies on consumer purchasing
behaviour.**

**By
Tamjid Ahmed
20104048**

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

**Brac Business School
Brac University
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A Savlon's report analysing the effect of promotional strategies on consumer purchasing behaviour.

Declaration

It is hereby declared that

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

Student's Full Name & Signature:

__Tamjid Ahmed__

Student Full Name: Tamjid Ahmed
Student ID: 20104048

Supervisor's Full Name & Signature:

Mr. Shamim Ehsanul Haque,
Associate Professor,
Brac Business School
Brac University

Letter of Transmittal

Mr. Shamim Ehsanul Haque,
Associate Professor,
Brac Business School
Brac University
66 Mohakhali, Dhaka- 1212

I'm writing to submit my internship report, with the title "A Savlon's report analyzing the effect of promotional strategies on consumer purchasing behaviour." in order to complete my internship program successfully, it was an utmost privilege for me to work at the Consumer Brands Department at ACI Limited. I am appreciative of the chance I was given to participate in this prestigious organization and advance its goals when I was an intern there.

I had the honor of working with a gifted and encouraging team throughout my internship, which gave me invaluable direction, mentorship, and exposure to numerous facets of the notion of marketing. Writing this report has also offered me a good opportunity to explore my theoretical knowledge in the reasonable sector. This report summarizes the knowledge, abilities, and experiences I have acquired over time. It demonstrates my commitment to the internship program and to my own professional and academic development. It should shed light on how I contributed to both ACI and Brac University as a whole during that time. The report also demonstrates my capacity to use what I learned in class in a practical environment. I'd want to convey my appreciation to the involved parties for giving me the chance to complete this internship and for their continued assistance throughout the process. There is definitely a lot of room for development. As an element of my study, I hope you will consider both my flaws and absence of them. I'll be more able to respond in this manner the next time thanks to your valuable advice.

Sincerely yours

Tamjid Ahmed
ID: 20104048
Brac Business School
BRAC University

Acknowledgement

I'm writing to thank Advanced Chemical Industries (ACI) for giving me the chance to complete my internship. It has been a rewarding experience, and I am very appreciative of the help and direction I have gotten from everyone here.

Without the essential assistance of a number of people, this internship would not have been as fulfilling as it has been. I would like to thank them all. I want to start by expressing my sincere gratitude to my boss, Md. Asadul Islam Shuvo, for his mentoring and direction. My knowledge and skills in the field have improved as a result of their experience and readiness to share information.

I also want to express my gratitude to the entire Consumer Brands team, in particular Mr. Sirazur Rahim, Mr. Sadman Sakib, and Mr. Mahbube Rabbani, for their cordial reception and provision of a pleasant working atmosphere. They let me participate in a variety of initiatives and activities, which gave me useful industry knowledge.

I also appreciate Ms. Nargis Hamid and Md. Nahid, two colleagues and fellow interns from North South University and Dhaka University, respectively, for their ongoing support, counsel, and willingness to respond to my inquiries. My experience here was made fun and gratifying by their support and friendship.

I also want to say how grateful I am for the associate people, tools and facilities that were made accessible to me throughout my internship. It was a major factor in my learning and development.

Executive Summary

I completed a three-month internship with ACI Consumer Brands as part of my BBA program. Under

the brand names Savlon Wet Wipes, Savlon Antiseptic Liquid, Shinex, etc., ACI Consumer Brands engages in the assembly, promotion, and distribution of daily need-based products for consumers, such as condiments, toiletries, antiseptic, hygiene, etc. brands. The largest and most prestigious conglomerate in Bangladesh, ACI Limited, conducts business in a variety of sectors. ACI is focusing on increasing the sustenance propensity for clients by providing more effective product categories and lines. ACI Consumer Brands actively participates in international trade by importing and exporting goods to Australia, the UAE, Kuwait, Saudi Arabia, Bahrain, Qatar, and many other countries that are listed below. Under the direct supervision of the Brand manager and brand executives, I spent my whole career working in the marketing and sales division. I regularly updated sales statistics, created territory-based targets vs ZM's (Zone Manager) performance during my internship, and assisted my boss in creating route maps for my department. In addition, I participated in a number of campaigns, shootings, and client- and vendor-management projects both inside and outside of Dhaka, where I was responsible for making sure the campaign followed the right path and was carried out without any deviations. Additionally, ACI launches their new product lines and existing products by repeatedly introducing these items to the customers using innovative strategies, digital marketing tactics, and additional prospects of the consumer brands segment. I have learned a lot about Bangladesh's crucial consumer product industry in regards to my entry-level work. I gained knowledge of the value chain, marketing funnel, selling and after-sale advantages of the items, which I had to convey to our clients, sales representatives, and other cross-department associates at various fairs and distribution. To effectively communicate the benefits of our product to customers, I also needed to learn more about AC's competitors, which was another valuable lesson. I've provided some suggestions on ways to make ACI better at the end of my report, which could lead to their success and expansion.

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Organization Overview:

ACI LIMITED



Imperial Chemical Industries (ICI) Bangladesh Manufacturers Limited was founded in Dhaka in 1973 and was registered as a public limited company under the Dhaka Stock Exchange in 1976. It is a subsidiary of the well-known international pharmaceutical company ICI Plc. The name of the business was changed to Advanced Chemical Industries (ACI) Limited in 1992 after ICI Plc. relinquished its ownership through a local management buyout. (ACI Limited)

ACI aspires to adhere to International Standards on Quality Management System to ensure the consistency in maintaining quality of the broad range of goods and services to achieve customer satisfaction. The business affirms that it correctly adheres to the most recent standards of manufacturing advised by the World Health Organization and that it complies with all relevant national regulatory requirements related to operating all of its present businesses.

Mission:

The goal of ACI is to improve people's quality of life by using information, skills, and technology responsibly. ACI is dedicated to pursuing excellence via outstanding products, advanced processes, and empowered personnel in order to give our clients the highest degree of pleasure. 2018 (Aci-bd.com).

Vision:

These are the few things that ACI views as its corporate mission.

- Strive for a leadership role in every division of our company.
- Offer our customers high-quality, dependable goods and services that are well worth their money.

- Ensure optimal time management and appropriate technology adoption to reach a high degree of productivity across all of our operations.
- Promote empowerment and recognize innovation in order to foster the development of our workforce. Use our core competencies to ensure optimal return on investment by employing efficient operations and resource management.
- Encourage and support our suppliers and distributors in enhancing their efficiency in order to foster equitable growth.
- Facilitate an atmosphere that fosters education and individual development. (Aci-bd.com, 2018).

Values of ACI Limited

ACI's guiding principles are as follows. At various organizational levels, these principles are communicated, and both managers and workers of ACI are expected to uphold them. All of the floors of ACI's headquarters have walls with the company's values clearly written on them.

- Quality
- An emphasis on the client
- Fairness
- Innovation in Transparency
- Constant Improvement (Aci-bd.com, 2018)

Strategic Business Units, Subsidiaries and Joint Ventures of ACI Limited

Some of strategic business divisions under ACI Limited are depicted in the image below. The personal care division of ACI Consumer Brand includes the "Savlon" brand.

Pharmaceuticals	Consumer Brands and Commodity Products	ACI Logisitcs	ACI Agribusiness
Different Medicines	1. Household 2. Personal Care 3. Home Care 4. Consumer Electronics	Shwapno	1. ACIMotors 2. ACI Seed 3. ACI Fertilizer

Subsidiaries and Joint Ventures

In addition to managing the subsidiaries efficiently and effectively, ACI Limited maintains a respectable relationship with joint ventures.

Subsidiaries

- ACI Formulation LTD
- ACI Salt LTD
- ACI PURE flour LTD
- ACI Foods LTD
- Premiaflex Plastic LTD
- Creative Communication LTD
- ACI Motors LTD
- ACI Healthcare LTD
- ACI Chemicals LTD
- ACI Logistics LTD

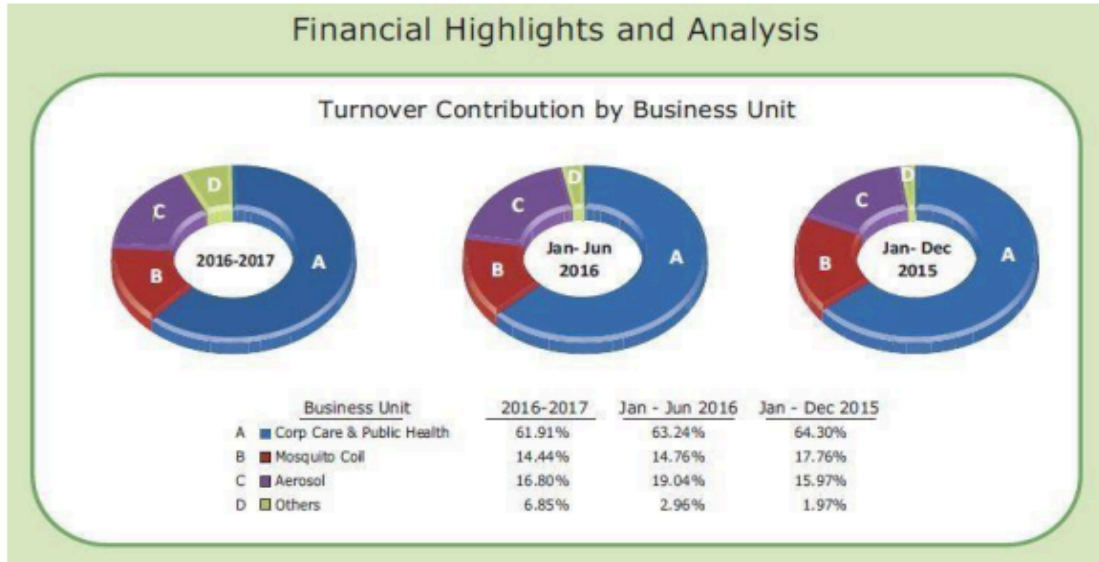
Joint Ventures:

- ACI Godrej Agro Vet PVT LTD
- Tetley ACI Bangladesh LTD
- Asian consumer care PVT LTD

Activities of the department (Consumer Brands):

ACI Consumer Brands emerged in 1995, introducing ACI Aerosol and Savlon as leading products in the market. Since then, they've expanded their clientele globally, partnering with Dabur India and Tetley UK while continually innovating with new products like ACI Mosquito Coil and ACI Pure Spices and Flour. ACI's brands, notably ACI Aerosol and Savlon, dominate their segments, securing nearly 80% market share each. Their success extends to foreign brands like Colgate, Palmolive, and Savlon, meeting the growing demand for international household and personal care products. ACI's effective distribution and marketing have brought renowned brands like Tetley tea to Bangladeshi consumers, further solidifying their presence. (ACI bd.com, 2018)

ACI Limited's business units' financial contribution:



(Source: ACI Limited Financial Report 2016-2017)

Analysis of ACI's financial highlights reveals that their crop care and public health sectors have significantly bolstered the company's turnover. These sectors stand out as the primary contributors to the overall revenue. Additionally, auxiliary items like mosquito coil production, aerosol spray manufacturing, and many other associated companies have played simultaneous roles in enhancing the business turnover of ACI.

Chapter - 1

Introduction to the report

Study Rationality:

I've worked for a variety of consumer products over my three months at ACI Limited. It increased my interest in and knowledge of Savlon, a consumer brand of ACI. In Bangladesh and beyond, ACI Savlon is a well-known brand for healthcare and hygiene products. It has built a reputation as a dependable and reputable brand over the years by providing a vast array of items intended to promote personal and public health and hygiene. This justification tries to explain the significance and need for performing a thorough investigation on ACI Savlon, looking at its goods, market presence, social impact, and potential for future growth and development. Furthermore, which the primary contributor is ACI's Savlon advertising tactics. To heighten brand visibility and consumer perception, diverse promotional strategies have been thoroughly contemplated for positioning this leading brand in the minds of its customers. Savlon, a flagship product of ACI, has a specifically defined target market that the company has categorized as "Healthcare" product. In the report, I've delved into ACI's marketing methodologies and channels of communication concerning Savlon to understand their effectiveness, pinpoint existing weaknesses, and propose fitting solutions to rectify these shortcomings. Consequently, the focal point of this report revolves around "A Savlon's report analyzing the effect of promotional strategies on consumer."

Statement of problem:

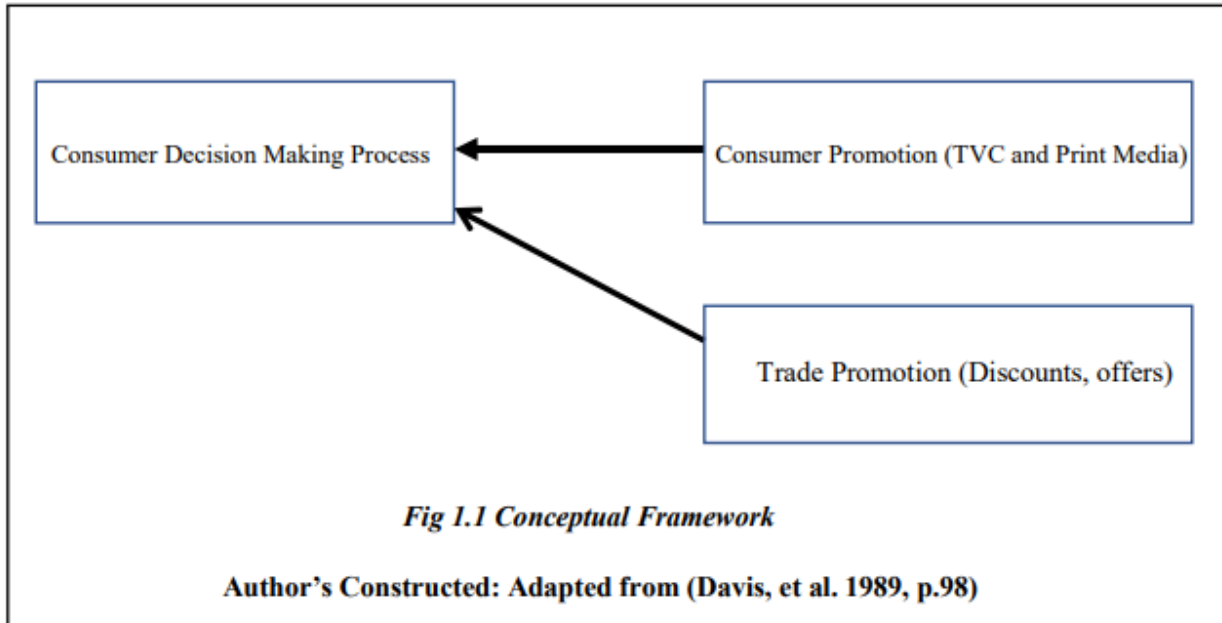
A much-defined goal is the report's main focus. This makes it a wide goal with the intention of resolving a particular problem. Every study project concentrates on a particular issue and offers a proposal to address it. A particular problem is solved with a particular purpose. The main goal in this case, according to this study, would be:

“A Savlon's report analyzing the effect of promotional strategies on consumer.”

Understanding the success of promotional methods is crucial for ACI who are looking to maximize their marketing efforts and influence customer purchasing behavior in the dynamic and competitive business world of today. Promotional techniques cover a wide range of marketing initiatives, such as influencer marketing, social media campaigns, loyalty programs, discounts, coupons, and special

offers. These tactics are crucial for bringing in and keeping clients, boosting sales, and ultimately attaining corporate goals. In order to increase market share and produce growth, ACI invests significant resources in a variety of promotional programs, thus it is important to evaluate their effect on customer purchasing behavior.

Theoretical Framework:



Limitations faced while preparing the study:

The biggest corporation in Bangladesh, ACI Limited, approaches its business in a methodical manner. ACI works to arrange people and processes for improved performance enhancement as this is a very organized company. However, as an undergraduate intern at ACI Limited, I encountered a few difficulties that I would like to discuss in this section of the report.

1. Classified information- Due to the range of businesses it operates and the sensitivity of certain of its case-sensitive information, ACI Limited maintains a certain degree of information in a highly secret manner, similar to many other firms. As a result, it made gathering material for the report tough because it was not viable to gather a lot of data.
2. Misalignment of learning in academics & functionality of job—I majored in both marketing and finance, but the department I was working for was Consumer Brands which had more

in-depth propagandas of branding and brand management. I had to constantly emphasize on putting extra effort to be aligned with the departmental work.

3. The work positions I performed while working for the Consumer Brands team frequently changed depending on the needs of the organization. I occasionally had to deal with financial tasks, and other times I had to connect with marketing survey tasks. Even on one or two occasions, I was in charge of arranging departmental interviews, which is a job best left to someone with an HR experience. I was unable to concentrate just on one aspect of my paper as a result. Various responsibilities were given to me based on the requirements of the firm.

Objective of the report:

The report's main goal is to satisfy the requirements of the Internship Program course mandated by BRAC University. I learned a lot about the "Savlon" brand as I gathered information to effectively produce a report for my internship program. Additionally, I had to research its possible rivals and learned about its marketing methods and advertising plans. Below are a few more goals for this analysis of ACI Consumer Brand (Savlon).

1. ACI Savlon uses a variety of marketing techniques for both trade and consumer promotion.
2. Evaluating the success of Savlon's marketing tactics to understand the company's present market position.
3. To determine how customers feel about Savlon's current marketing initiatives.
4. To point up the shortcomings of Savlon's marketing tactics.
5. To suggest some steps that may be made to increase the effectiveness of ACI's promotional approach.

In this context, the primary objective is to assess the spectrum of marketing strategies utilized to establish Savlon's position within a competitive market landscape. ACI employs various consumer and trade promotion techniques to promote Savlon effectively. Traditional consumer marketing avenues, such as print and television advertising, constitute the conventional methods utilized by ACI. To maximize sales, ACI employs a combination of "Above the Line Communication" and "Below the Line Communication" strategies, strategically disseminating brand awareness and product messages to targeted consumer segments. Notably, ACI places a heightened emphasis on trade promotions to drive

Savlon's market presence. This report seeks to critically evaluate the efficacy of the advertising approach undertaken by ACI for Savlon.

Research Questions:

Every research report has certain predetermined goals, and we may get the concept to evaluate the responses to some particular research questions depending on those goals. These inquiries aid in creating a framework for establishing standards for achieving research goals. In order to have a clear vision for achieving my study aims, I have created several fundamental questions:

1. What marketing techniques is ACI Savlon presently employing?
2. How well do ACI Savlon's marketing initiatives support the company's position in the market?
3. How well-received are ACI Savlon's marketing tactics among consumers?
4. What are the weaknesses of ACI Savlon's marketing tactics?
5. Which variables would best impact a customer's choice to buy an ACI Savlon product?

As a result, I created a survey questionnaire to collect the responses to these questions, which is included in the report's appendix. I have examined the results from the survey and the aim in this report, and I have also given a tip for improving ACI's promotional approach.

Job responsibilities:

I actively supported the marketing team's initiatives to advance and expand the company's consumer brands as a marketing intern at ACI Limited in the Consumer Brands Department. The duties will include a variety of jobs designed to provide me useful practical experience in the marketing industry. The main duties of my job that I handled are listed below. Under the direct supervision of Mr. Asadul Islam Shuvo, product manager of ACI Limited, I worked on a variety of ACI Limited products. I was given a lot of assignments as soon as I started working as an intern for this department. The following are some of the tasks:

1. Market research analysis– conducting research on consumer behavior, market trends and competitors strategy.

2. Content creation and management- Generating diverse and compelling content tailored for different marketing platforms, encompassing social media, blogs, posts, and websites.
3. Campaign support- supporting the planning and execution of marketing campaigns as well as monitor and report them.
4. Market research and data analysis- conduct market research and use the data for business analysis and performance.

Please be aware that this is only a basic outline for the Marketing Intern role at ACI Limited and that exact duties and requirements may change depending on the needs and objectives of the organization at the time.

Chapter – 2

Literature Review:

Review – 1:

Title: Promotional Strategy: An Integrated Marketing Communication Approach, Ninth Edition
Paperback – April 1, 2000

Authors: Bonnie B. Reece, Thomas C. Kinnear, Martin R. Warshaw, James F. Engel

Excerpt: This study emphasizes the holistic fusion of the entire promotion mix, extending beyond mere advertising, showcasing a fresh perspective on promotional strategies. The authors staunchly advocate that corporate advertising, public relations, publicity, direct marketing, trade promotion, consumer promotion, personal selling, and advertising collectively form an interconnected and unified promotional mix. Presently, a substantial consensus among other writers and marketing experts aligns with this integrated approach to marketing communication.

Review – 2:

Title: Brand Positioning Through Advertising in Asia, North America, and Europe: The Role of Global Consumer Culture

Authors: Dana L. Alden, Jan-Benedict E. M. Steenkamp and Rajeev Batra (Alden, Steenkamp and Batra, 1999)

Excerpt: This research provided a global perspective on brand placement, highlighting the significance

of brand positioning, a factor that distinguishes this study. Brand positioning plays a pivotal role in shaping not just how consumers utilize a brand, but also in their perception and evaluation of it. The authors of this paper investigate how brand positioning tactics in advertising have emerged in tandem with the expansion of the global market.

Diverse media outlets provide various approaches to product promotion. To publicize their products, promoters employ newspapers, special events, endorsements, and internet advertising. Furthermore, activities like product giveaways, discounts, and gaming contests with prizes of any kind are examples of trade promotion.

Several routine actions, such as TVC advertising, print media, digital media, personal selling, and sales promotion, can be included in a promotional plan.

These are essentially the three main goals of promotion:

- To educate customers about a product or brand
- Determining the demands of the consumer and generating product demand in response
- Identifying the unique selling points (USP) of the product.

Chapter – 3

Research Methodology:

This section of the study will detail the various research methodologies that were used. In order to provide readers a better grasp of the research technique that has been employed, I will be talking about several research theories and methodologies here. The choice of research methodology is crucial, and this study has a descriptive research design and a quantitative focus. The deductive research methodology is employed.

Primary Information

The primary data was gathered by means of in-person interviews with fifty target clients as well as from executives in charge of creating Savlon's advertising strategy and motivating distributors for the sales operation.

Secondary Information

I gathered secondary data from ACI Limited's website, publications, and papers that I was given access to.

Savlon's (marketing mix):

Product

Savlon stands out as one of ACI Limited's highly successful products in Bangladesh, holding a prominent position among their key brands. Recognized globally within the personal care industry, Savlon takes the lead in Bangladesh's market. Offering an extensive array of products catering to personal hygiene, including bar soaps, first aid kits, antiseptic cream, and liquid antiseptics, Savlon boasts a diverse product line. However, in this fiercely competitive industry, Savlon encounters strong rivalry from products like Lifebuoy (Unilever Bangladesh) and Dettol (Reckitt Benckiser Bangladesh), which also wield significant influence in terms of sales and market share.



Savlon products

Source: www.aci-bd.com/Antiseptic_Personal_Care.php

Price

Savlon goods fall into this category and should be priced in accordance with rivals' pricing strategies. When setting their own prices for their products, other brands in Bangladesh likewise frequently do the same. Even yet, local products might be bought at a little lesser price on the market. But because they control the majority of the market, well-known brands like Savlon, Lifebuoy, and Dettol charge somewhat more.

To give you a rough idea, I've added some of the Savlon product's pricing here:

Antiseptic Liquid:

ACI Savlon Liquid Antiseptic (1000 ml.) – BDT. 255



Source: www.chaldal.com

Hand-wash:

ACI Savlon Active Handwash (250 ml.) – BDT. 90



Source: www.chaldal.com

Antiseptic cream:

ACI Savlon antiseptic cream (100 gm) – BDT 50.00

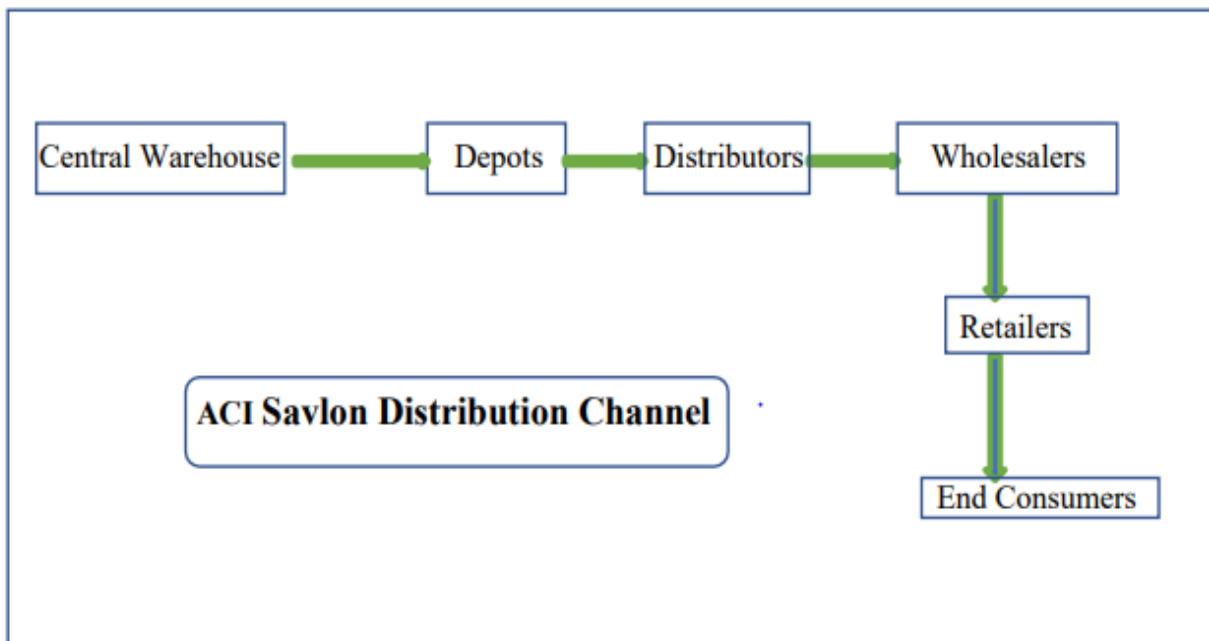


ACI Savlon antiseptic cream
Source: www.chaldal.com

Place

Because of their availability and cost, personal care items are sold. In this instance, an effective and robust distribution network has allowed ACI Limited to build their main brand, Savlon. In addition, ACI makes effective use of shelf booking by placing their merchandise in front of the shelves of a number of department stores and retail outlets in return for a particular facility. This is a diagram of ACI's distribution network:

In order to give you a general idea, I've added some information about the Savlon product's distribution here:



Promotion

One of Bangladesh's oldest enterprises, ACI Limited was operating long before the country was freed. Because of this, ACI has always relied on traditional methods of product promotion in the marketplace. The majority of the time, ACI employs trade marketing to increase product sales. Integrated Marketing Communication (IMC) is the foundation of ACI's promotional strategy, which develops a brand strategy for each product using a 360-degree marketing approach. It may also be said that ACI Limited uses a variety of advertising strategies to spread the same message about their flagship brand, Savlon. The same message for Savlon is disseminated across all communication channels: "We Dream of a Healthy Bangladesh." Customers can now have the concept of healthy protection if they follow this message. Products from Savlon are utilized. In Bangladesh, Savlon is still growing, and in an effort to reach a wider audience, the company is continuously attempting to raise brand recognition through various promotional initiatives. I'll now showcase a few recent consumer promotional initiatives by Savlon.

TVC:

Savlon released a brand-new TVC in 2018. This was an advertisement for ACI Savlon Mild bar soap. In this instance, a woman and her daughter are educating kids about the dual protection that Savlon soap offers while playing. Given that Savlon soap is an antiseptic, the main goal of this advertising was to destroy germs. ACI Savlon Active soap is held aloft by the girl and her mother in the poster image of the campaign that was taken from YouTube-



TVC of Savlon Soap (2018)

Savlon's Brand Activation and Social Media Campaign-

One excellent and more economical way to reach a large number of people quickly is through digital and online marketing. Through its official Facebook page, Savlon Bangladesh, Savlon has done numerous actions this year. However, Savlon did not execute any significant for three consecutive years. Going back to November 13, 2018, Savlon marked one of most successful campaign. The foundation of this campaign was World Children's Day, which Savlon and the UN jointly celebrated. Due to Savlon's partnership with the UN to honor this day, it sends a powerful and unambiguous message to its target consumer base about how well Savlon works for children's cleanliness. For this social media campaign, the poster picture is:



During the 2018 Eid-UI-Azha, social media was used to promote yet another awareness drive.

This conveys the same idea as well: Clean & Healthy Bangladesh.



Print Media-

Print media include advertisements published in magazines and newspapers. This is another excellent method for spreading brand awareness and reaching large audiences. When it comes to publicly endorsing Savlon, ACI use this tried-and-true technique of consumer promotion. Product reaction to ACI Consumer Brands is positive when they are promoted in print media. The sample print media advertising for ACI is shown below:



It's apparent that Savlon is incorporating the national emblem of Bangladesh in their advertising to convey their message. Despite modifying their message distribution strategy for this particular location, the fundamental essence of the message remains unchanged.



In a 2017 print media campaign, ACI showcased two of its most renowned brands.

Brand activation campaign for Savlon-

In 2017, Savlon began a massive social media campaign. It was referred to as "Savlon Clean Bangladesh." In Bangladesh, it's common for individuals to dispose of their rubbish by dumping it on the street or any other place they believe is convenient. These wastes are the source of certain dangerous bacteria, viruses, and germs in addition to polluting the environment. Consequently, Savlon

started this campaign, in which volunteers would gather wastes and place them in the trash can using a variety of gaming activities. For example, in the paper tossing game, players would collect waste paper and then toss it into the trash can. Because it was an intriguing and enjoyable idea to eliminate rubbish from highways via exercise, people embraced the concept.



ACI Savlon - "Clean Bangladesh" Campaign

ACI Savlon's SWOT analysis:

Savlon is considered one of the best personal care and antibacterial products available because to ACI's effective marketing campaign. I've conducted a SWOT analysis of Savlon here. SWOT analysis is used to evaluate a product's standing in the market. SWOT is an acronym that stands for advantages and disadvantages of a product in each situation.

<p>Strengths: Savlon and ACI's brand image, considered as countries' leading conglomerate. Technologically advanced bring high efficiency in</p>	<p>Weakness: Higher cost of production per unit compared to competitors such as; Dettol, Meril, etc. Savlon has a weaker distribution network in</p>
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<p>developing high quality products. Different SKU's helping them to diversify their risk.</p>	<p>comparison to their rivals resulting low sales growth and profits.</p>
<p>Opportunities: Broadening the product line under the brand name "Savlon" to drive potential market share and growth. ACI is a local conglomerate that is planning to expand its operations in the overseas market to create an international presence.</p>	<p>Threats: Fierce competition from the rivals and constant competitive pressures. Exchange rate risk due to international business transactions. Introduction of new regulatory requirements that increased cost.</p>

Source: (Keister, 2005)

Strengths:

Savlon and ACI are respected and favored establishments in their respective sectors because they have built strong brand identities. Their ability to create high-quality items quickly and effectively through their modern technical skills offers them a competitive advantage. Additionally, by serving several client categories and lowering reliance on any one product, a broad portfolio of product variants helps businesses reduce risk.

Weakness:

One of their drawbacks is that, in comparison to rivals like Dettol and Meril, their cost of manufacture is comparatively greater per unit, which may work against them in terms of price and market share. Their more severe distribution network is another flaw that prevents them from achieving notable sales growth and profitability, especially in emerging areas where having a robust distribution network is essential.

Opportunities:

Their product line may be expanded under the Savlon brand, which presents an opportunity. If they introduce novel or in-demand items, this expansion can help companies get more market share and spur growth. ACI's strategy to broaden its operations globally also provide a chance to diversify income sources, create a worldwide footprint, and reach out to new clientele in international marketplaces.

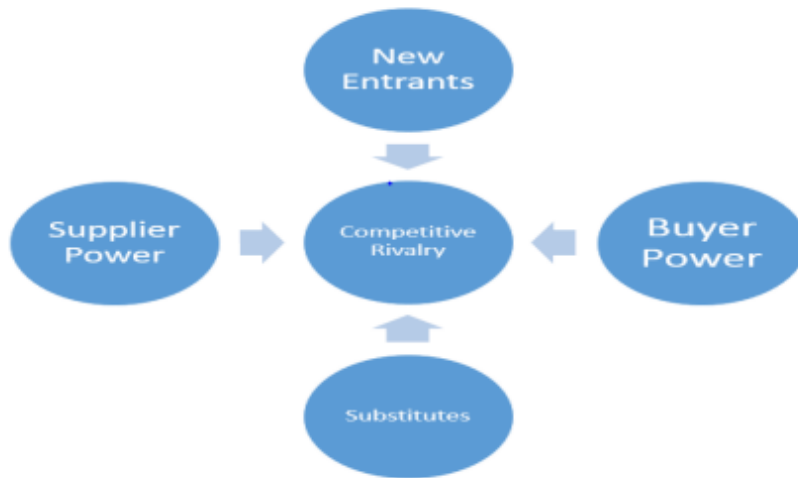
Threats:

A major danger is posed by fierce rival competition as well as ongoing industry-wide competitive pressures. This may make it difficult to hold onto or grow market share and might have an effect on profitability, price, and the requirement for constant innovation. Companies that do business internationally run the risk of exchange rate fluctuations, which can raise or lower import and export costs and hence reduce profitability. Furthermore, the implementation of additional regulatory requirements may raise operating expenses and compliance demands, which may have an effect on their capacity to maintain profitability and comply with standards.

Savlon's Five Forces Model by Porter:

This tool is used to examine a business's competitors. It provides a comprehensive understanding of the strategic actions that any company must take in order to expand and survive in the marketplace.

Michael Porter created this competition analysis diagram:



Buyers' Bargain Power:

In the realm of personal care products, where a plethora of comparable alternatives abound, consumers undeniably wield substantial negotiating power. When seeking personal care solutions, customers meticulously seek the optimal answers to their queries. Given the extensive array of personal care items available in Bangladesh, ranging from small, locally-produced goods to prominent international brands, the abundance of choices grants consumers considerable bargaining influence.

Supplier's Bargain Power:

Chemicals and raw ingredients needed to make these personal care products are readily available in Bangladesh. In order to take advantage of economies of scale, some businesses actually import their raw materials from outside. Consequently, businesses that produce antiseptic and personal care items have access to a wide range of vendors offering competitive prices for raw materials. It indicates that, in this instance, suppliers have no bargaining leverage. With relation to Savlon, ACI produces its own raw materials and packages completed goods at its facility. As a result, ACI Savlon has very little negotiating leverage.

Threat of Substitutes:

ACI Savlon contends with substitutes in certain product categories, with direct competition evident in areas such as the liquid antiseptic sector, where Dettol serves as a formidable rival. Similarly, in the handwashing product market, ACI Savlon faces robust competition from brands like Lifebuoy and Dettol. Conversely, the antiseptic cream market presents fewer serious contenders for ACI Savlon. In the bar soap market, Savlon encounters competition from significant players like; Lifebuoy, Meril, Dettol, etc. This competitive landscape reflects a red ocean approach, characterized by fierce competition for market share and survival. In summary, the presence of considerable alternatives poses a notable risk to ACI Savlon's market dominance.

Threat of New Participants:

Before Savlon joined the market, the leading brands in the personal care product sector were Lux, Lifebuoy, and Dettol. But in this sector, the rivalry is still getting fiercer. Due to Bangladesh's lax regulations governing consumer goods market entrance and the industry's continued enormous potential for profit, more brands are joining the market. As a result, new brands are continuously entering the market. There is still a significant risk of new competitors coming from both domestic and international businesses.

Competition between rival companies:

Since there are a lot of competing items in this highly competitive personal care product sector, there is fierce competition between the established companies. To gain greater market share, current rivals are using aggressive marketing strategies and making significant financial investments. It might take the shape of trade promotion or consumer promotion. As a result, there is ample competition amongst the rivaling firms. The scrutiny through Porter's five forces model elucidates the intense competitive

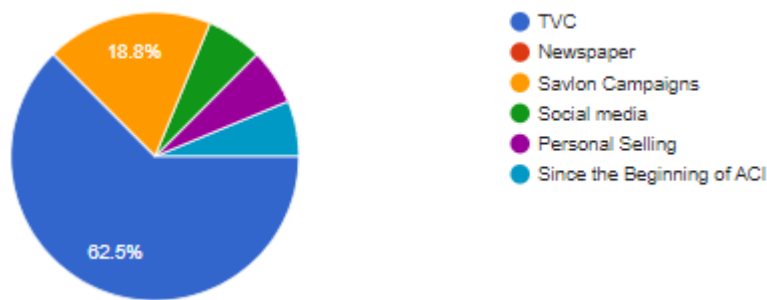
landscape confronting ACI Savlon. Despite this competition, Savlon can achieve success in its marketing endeavors by diligently addressing customer needs and effectively positioning its products in the market.

Chapter – 4

Results of the Research:

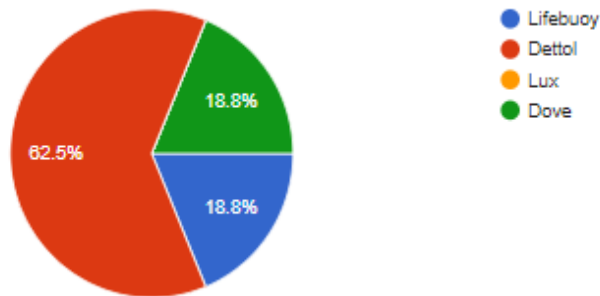
Following a thorough examination and interpretation of the data, I would want to discuss my study's findings in this section of the report by connecting them to the problem, research questions, and research objectives that are presented in the research paper.

- ❖ **ACI Savlon makes extensive use of consumer marketing strategies-** ACI has maintained consistency throughout the years by strategically positioning their flagship brand Savlon and utilizing the appropriate marketing resources. According to the report, appropriate promotion of ACI Savlon goods encouraged consumers to buy them. Additionally, the study demonstrates that social media and TVC marketing had a significant influence on the thinking of the targeted audience to raise awareness of Savlon goods. It is also discovered that Savlon's TV commercials were a major factor in persuading the majority of consumers to buy their items.



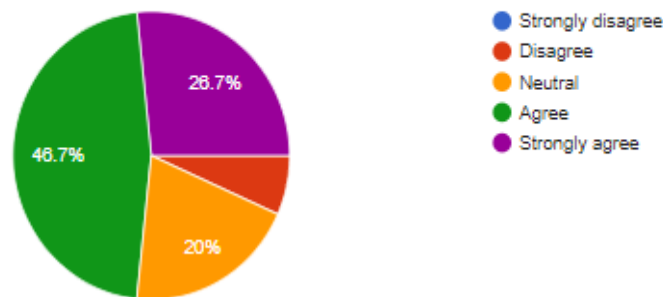
- ❖ **The place of Savlon in this highly competitive market-** The perception of ACI's products among customers is favorable. Savlon, a component of ACI's consumer brand, has effectively marketed its goods as antimicrobial personal hygiene items. Because ACI Savlon hasn't yet increased its market share, research indicates that there is still much room for improvement. Numerous potential consumers have never utilized Savlon goods. Furthermore, the rivalry is really close. Therefore, other rival products like Lifebuoy and Dettol would seize that chance to seize control of the market if Savlon did not engage in aggressive marketing to increase its market share. Nowadays, marketing tactics are crucial for surviving in the fiercely competitive personal

care product industry. Therefore, Savlon's marketing approaches have to be focused and updated for surviving in this industry.



Advertising can increase the brand image of ACI Savlon's product

15 responses

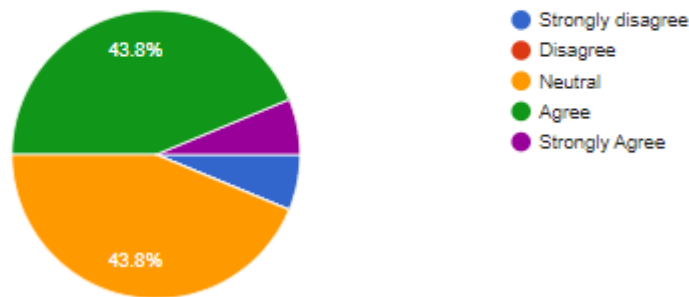


- ❖ **Customers' favorable perceptions of Savlon's social media marketing-** In this digital age, the majority of Bangladeshis are spending more time on social media. Social media platform usage is rising quickly. Following that poll, some extremely intriguing information was revealed. The majority of consumers who responded to the poll cited social media marketing as an additional factor in their decision to buy Savlon goods. Social media marketing significantly contributed to enhancing awareness of Savlon's product line. This underscores the fact that Bangladeshi consumers exhibit greater receptivity to social media marketing compared to print media advertisements, emphasizing the imperative need for prioritizing social media promotion over traditional marketing strategies.
- ❖ **Not having a dynamic sales team-** It became clear from a detailed analysis of the customer survey that ACI Savlon's representatives need to be proactive in pursuing more sales. According to the report, clients are still perplexed by ACI Savlon's sales representatives. Either such clients were unable to sense the influence of sales activities, or they did not perceive the presence of

salespeople on a regular basis in the market. One potential strategy to increase revenues at the point of sale is to increase the market presence of Savlon's sales team.

Savlon agents are evidently working hard to boost sales volume in the marketplace.

16 responses



❖ **Irregularly given trade offers-** In the Savlon advertising ACI primarily employs print media, social media marketing, television commercials, and other consumer promotional channels. However, ACI Savlon is frequently overlooking trade proposals in this procedure. The majority of consumers stated that their favorite trade-off is the "buy one, get another free" offer. Numerous consumers expressed gratitude for the regular trade-ins, which allowed them to either purchase more of the necessary personal care goods or do so at a reduced cost. According to the study, ACI Savlon's target market need regular trade offers in order to pique their interest in purchasing personal care goods.

As a result, these are conclusions that might be drawn from the consumer survey study. All of the aforementioned points that I have stated are based on the study problem, objective, and questions.

Chapter – 5

Suggestions:

This research aims to offer suggestions for improving the efficacy of ACI's Consumer Brand - Savlon's marketing approach. These suggestions are supported by the study's findings. The primary objective of the recommendations is to enhance ACI Savlon's advertising tactics. It will eventually result in an effective marketing campaign to increase market share. These are the suggestions that follow:-

- ❖ **Putting the line communication plan into frequent practice-** The integration of above- and below-the-line communication is referred to as this communication process. This makes it possible to use 360-degree marketing, in which ACI Savlon's message is disseminated across the general public in an effort to improve brand building and increase prospective client conversion. Studies revealed that the use of social media for marketing purposes has improved consumer perceptions of Savlon products. ACI's consumer brand Savlon had a broader audience and a consistent communication strategy for all of its targeted clients by using social media platforms. ACI has successfully positioned its primary consumer brand, Savlon, as a versatile personal care and antiseptic product in the market. The targeted advertising of Savlon has garnered positive responses from consumers. To enhance conversion rates further, ACI should consider implementing this effective strategy more frequently.

- ❖ **Create a formidable sales force in the industry-** According to research, when it came to buying any of ACI Savlon's goods, the majority of buyers did not think that salespeople were actively involved in the marketplace. The primary responsibility of sales representatives is to maintain the product's availability and visibility in the market. They also make an effort to follow up with clients to get sales. This tactic may seem traditional, yet it may nevertheless significantly influence a customer's purchase. With that in mind, ACI should think about developing a robust sales team to market and sell Savlon goods.

- ❖ **Increased frequency of trade offers-** Research indicates that consumers who buy antiseptics and personal hygiene products expect regular promotions like freebies, discounts, and so forth. For when consumers visit the store to purchase personal hygiene or antiseptic products, they are actually purchasing solutions to their issues. As a result, there is a greater likelihood that those consumers will make additional purchases of that specific product when they receive trade-in offers on a regular basis. Therefore, in addition to marketing Savlon, ACI should concentrate more on trade offers like this one.

Chapter – 6

Conclusion:

This research aims to analyze the marketing strategies concerning ACI's consumer brand, Savlon. My internship at ACI Limited has provided valuable experience by working on numerous projects related to Savlon. I have provided a thorough study of ACI Savlon's promotional techniques in this research. In addition, I provided Porter's Five Forces Analysis, SWOT Analysis, and Savlon's marketing mix. Most significantly, I've started a consumer poll about Savlon's marketing tactics. Each of these analyses and conclusions helped to achieve the report's goals.

I've gone into great detail in this study regarding the many promotional techniques that ACI uses to market Savlon, their main consumer brand. ACI blends trade and consumer promotion strategies together. ACI was able to effectively establish their brand image in the market because to their consumer marketing. However, ACI still has to put more effort into advertising trade deals.

In Bangladesh, ACI Limited enjoys great brand recognition. However, Savlon's marketing tactics have played a significant role in positioning the company as the industry leader in the personal care product sector. Consumers are responding well to ACI's marketing initiatives. The majority of consumers were persuaded to purchase Savlon goods because ACI was effective in establishing the Savlon brand. In the fourth survey question, the majority of respondents indicated that social media and television commercials influenced their decision to buy personal hygiene goods. However, inconsistent trade offers and a weak sales force are two disadvantages that may be found in this study.

The majority of consumers said that Savlon's brand image is the reason they purchase their items. The second majority of respondents said that they are worried about fair prices. ACI must continue utilizing through-the-line communication protocol and 360-degree marketing in order to preserve the brand's reputation. Again, ACI might regularly provide various trade offers in order to provide a fair price for Savlon goods. Thus, these elements would have a greater impact on the choice that a

consumer makes.

In conclusion, the study's goal was achieved as it was able to evaluate ACI's consumer brand Savlon's marketing tactics, assess the brand's performance in the market, and pinpoint areas where Savlon's promotional techniques may be strengthened.

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[Savlon Bangladesh | Facebook](https://www.facebook.com/SavlonBangladesh)

Appendix

Savlon Market Research Questionnaire

Kindly, Sir/Madam

The purpose of this poll is to find out what consumers think about buying Savlon, an ACI Consumer Brand personal care product. To better grasp the present situation, kindly complete the questionnaire below. Your entire submission of information will only be used for educational purposes and will be maintained private.

Please indicate your selected response with a checkmark [✓].

Location (City) *

Short answer text

Are you an ACI Savlon brand user?

Yes

No

How was information about Savlon goods spread to you? *

TVC

Newspaper

Savlon Campaigns

Social media

Personal Selling

Other...

Which kind of advertisement best persuaded you to buy an antibacterial or personal care product? *

- TVC
- Social media marketing/ Online ads
- Print media
- Brand activation campaigns
- Personal selling
- Other...

Which of the following factors is most likely to affect your purchase choice if you had to buy Savlon? *

- Reasonable price
- Brand image of Savlon
- Availability of products
- Positive word of mouth
- Promotional discounts

When purchasing ACI Savlon goods, which kind of promotion is most appealing to you?



Multiple choice

- Trade discount X
- Buy a product and get another one free X
- Event based free gift with purchase X
- Sponsored offers X
- Other X

Advertising can increase the brand image of ACI Savlon's product

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Savlon goods have superior promotional tactics compared to those of other rival brands.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Savlon agents are evidently working hard to boost sales volume in the marketplace.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Customers can benefit from ACI Savlon's discount offer.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

