



Unilever



Primary natural resource  
Unilever origins in Port Sunlight



Bio-science



Creation and hard work



Healthy and sparkling with energy



Sensitivity

Fragrance



Paradise



Fresh ingredients



Blending flavours



Sustainability



Freedom



Pleasure and enjoyment



Delicious-smelling food



Looking good



Science



Beauty and taste



Nutrition



Freshness



Purity



Sea and fresh water



Love, care and health



Growing



Packaging



Looking good



Fresh laundry



Cleanliness



# INTERNSHIP REPORT ON

How strong brand building is leveraged through  
efficient operation in the market

Prepared For

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DATE OF SUBMISSION: 08-12-2010

## LETTER OF TRANSMITTAL

December 9, 2010  
Ms. Syeda Shaharbanu Shahbazi  
Lecturer  
School of Business  
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Subject: **Submission of internship report**

Dear Madam,

I would like to take this opportunity to thank you for the guidance and support you have provided me during the course of this report. Without your help, this report would have been impossible to complete. With deep gratitude, I also acknowledge the help provided by Ms. Quazi Munira Rahman, Customer Development Manager, for providing me utmost supervision during my internship in the organization.

To prepare the report I collected what I believe to be most relevant information to make my report as analytical and reliable as possible. I have concentrated my best effort to achieve the objectives of the report and hope that my endeavor will serve the purpose. The practical knowledge and experience gathered during report preparation will immeasurably help in my future professional life. I request you to excuse me for any mistake that may occur in the report despite of my best effort.

I would really appreciate it you enlighten me with your thoughts and views regarding the report. Also, if you wish to enquire about an aspect of my report, I would gladly answer your queries.

Thank you again for your support and patience.

Yours Sincerely,

Sumnum Sultana

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BRAC Business School

## ACKNOWLEDGEMENT

Prosperous conclusion of any course requires support from various personnel and I was fortunate to have that support, direction, and supervision in every aspect from my teacher, Unilever officials and friends.

First of all I would like to thank beyond measure grace and deep kindness of the Almighty Allah.

I like to express my deep sense of thankfulness to my supervisor of Internship Program Ms Sayeda Shaharbanu Shahbazi, lecturer, BRAC University for her frank encouragement as well as guidance in preparing this report. I acknowledge my gratitude to Ms. Quazi Munira Rahman, Customer Development Manager for her help and valuable suggestion from time to time and for being my supervisor in the host organization in achievement of my internship program as well as preparing the report. And I would also like to thank to Ms. Tanvira Choudhury, HRT Manager, for their kind cooperation.

I also show my utmost gratitude to all the officials of Unilever Bangladesh Limited. The speed and helpfulness of the officers really helped me in obtaining the necessary information in time.

I would also like to thank Mr. Mizanur Rashid, Customer Development Director of Unilever Bangladesh Limited who made the door of Unilever wide open for me.

## EXECUTIVE SUMMARY

Unilever is an Anglo-Dutch company, with a history of grand operation, on which it has gradually built its capital. Today it owns most of the world's consumer product brands in food, beverages, cleaning agents and personal care products.

Unilever Bangladesh Ltd is one of the world's most successful fast moving consumer goods manufacturing companies with local manufacturing facilities, reporting to regional business groups for innovation and business results. Unilever brands are trusted everywhere and, by listening to the people who buy them, they've grown into one of the world's most successful consumer goods companies. In fact, 150 million times a day, someone somewhere chooses a Unilever product. Unilever Bangladesh Limited has five departments to carry out all the organizational functions.

I was appointed in Customer Development Department Headed by Customer Development Director (CDD) as an intern. Starting from the depot to reaching the products to the market, Unilever CD plays very important role. My internship report on **“how strong brand building is leveraged efficient operation in the market”**.

This report is designed in four major chapters. Initially the opening words about the report were described in the first segment titled “Introduction”. The next segment “Overview of Unilever” contains the history of Unilever, Unilever Bangladesh Ltd, and Organizational structure.

Next two chapters are on my intern experience and the project part. In chapter three I have briefly describe my key responsibilities and involvements as an intern of CD Department. And in project part I have research that how strong brand building is leveraged sufficient operation in the market through the survey to retailers and shoppers.

At the end I have find out some interpretation of the findings and gave recommendation.

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# Chapter ONE

## Introduction of the Report

### ***THIS CHAPTER INCLUDES:***

*1.1 BACKGROUND OF THE STUDY*

*1.2 ORIGIN OF THE REPORT*

*1.3 OBJECTIVE OF THE STUDY*

*1.4 SCOPE OF THE REPORT*

*1.5 METHODOLOGY*

### **1.1 BACKGROUND OF THE STUDY**

The trade atmosphere today is changing more rapidly than ever before. It is characterized by increasing competition from both domestic and foreign companies, a brandish of mergers and acquisitions, and more sophisticated and demanding customers who have great expectations related to their consumption experiences. Since services are intangible, heterogeneous, and inseparable, it is difficult to measure service quality objectively. So the companies have focus to so many different aspects in order to make sure their sales.

This project deals with meeting up the new challenges that UBL is facing to manage the selling environment. Unilever has stared so many projects to get a better position in the market. The objective of the study is to see **how strong brands' building is leveraged through efficient operation in the market.**

## **1.2 ORIGIN OF THE REPORT**

This report is a requirement of the internship program for my BBA program. My supervisor Ms. Syeda Shaharbanu Shahbazi assigned me the topic. I have tried my level best to make it as an excellent one. I used all the latest data and information. I have been serving this company as an intern under Customer Development Department for three months. I got privilege to put latest data. My job responsibility is to create relationship with our present and potential customers, sales products and provide service time to time by giving latest product's information. So, I am getting the opportunity to be very close to the customer as well as retailers. I have the idea why customer choose, the reason of leave and the reason of using Unilever products. My supervisor Ms. Munira Rahman, Manager of the Customer Development, guides me time to time to make this report fruitful.

## **1.3 OBJECTIVE OF THE STUDY**

### **1.3.1 General Objective:**

The main objective of this report is to have an assessment about overall activities of customer development department. How they manage all the selling process, what services it is providing to the shoppers and how retailers are getting benefit from it and finally what is the gain for Unilever from this project, in short how it is meeting up the requirements of the three stakeholders of the company.

### **1.3.2 Specific Objective:**

- ❖ To understand the drive structure of UBL.
- ❖ To understand the channels of UBL.
- ❖ How sales help to building a brand position in the Market.
- ❖ How sales improving customer and retailers relationship.
- ❖ How it is providing better visibility.
- ❖ How it has helped to gain more market share.
- ❖ How it has helped increasing UBL share in shoppers basket in specific channels.
- ❖ Achieving sales growth.
- ❖ Unilever CD's efficient distribution system is capable of reaching the products to the remotest of the places.
- ❖ UBL successfully places and displays new launches/ promotional offers in all the outlets.
- ❖ UBL is capable of establishing a new product/brand in the outlets/among the retailers/ consumers through efficient distribution, display and POS material execution.
- ❖ UBL's sales officers share good bonding with the retailers which encourages them to store more Unilever products.
- ❖ UBL's display programs/perfect store campaign in the outlets helps synchronization between brand and CD's objectives and ultimately helps the brand to become strong in the market.

## **1.4 SCOPE OF THE REPORT**

This internship report covers all the aspects of retail environment from all the three perspective, UBL, retailers and shoppers. This report also gives an overview about the company like about the mission and goals of the company, the functional departments, the strategies, social responsibilities etc.

This report has been prepared through extensive discussion with the customer development manager, retailers and with the shoppers. While preparing this report, I had a great opportunity to have an in depth knowledge of sales activities of the “Unilever Bangladesh Ltd.” It also helped me to acquire a first-hand perception of a leading Multinational company in Bangladesh.

## **1.5 METHODOLOGY**

To make the report more meaningful and presentable, two sources of data and information were used widely. Both primary and secondary data sources were used to prepare this report. There are some records collected from various resources of the company. Most of them can be treated as the secondary data. Furthermore, I also attend some outlets survey. That have been used as a medium of collecting data for preparing this report. Primary data that are mainly used are from different persons directly related to CD Department on Unilever Bangladesh. The secondary data are mainly collected through different journals, yearbooks, brand book, presentations slides, websites and etc.

# CHAPTER TWO

## Overview of “Unilever”

### ***THIS CHAPTER INCLUDES:***

*2.1 Unilever Global*

*2.2 History of Unilever*

*2.3 Unilever Design & History*

*2.4 Unilever Bangladesh Limited*

*2.5 Unilever at a glance*

*2.6 Mission*

*2.7 Vision*

*2.8 Goals*

*2.9 Unilever's contribution*

*2.10 Unilever's Brands*

*2.11 Strategies followed by the company*

*2.12 Unilever's growth*

*2.13 Organizational structure*

*2.14 Unilever's Social Responsibility*

## 2.1 UNILEVER GLOBAL

Unilever is an Anglo-Dutch company, with a history of colonial exploitation, on which it has gradually built its capital. Today it owns most of the world's consumer product brands in food, beverages, cleaning agents and personal care products. Unilever employs more than 247,000 people and had worldwide revenue of €18 760 million in 2002. Unilever has two parent companies: Unilever NV in Rotterdam, Netherlands, and Unilever PLC in London, United Kingdom. This arrangement is similar to that of Reed Elsevier, and that of Royal Dutch Shell prior to their unified structure. Both Unilever companies have the same directors and effectively operate as a single business. The current non-executive Chairman of Unilever N.V. and PLC is Antony Burgmans while Patrick Cescau is Group Chief Executive. Unilever's major competitors include Nestlé and Procter & Gamble.

### Key facts:

- ❖ In 2008 Unilever's worldwide turnover was €40.5 billion
- ❖ They employ 174 000 people in around 100 countries worldwide
- ❖ Every day, 160 million people choose their brands to feed their families and to clean themselves and their homes.
- ❖ Their strong portfolio of foods, home and personal care brands is trusted by consumers the world over. Among them, the top 25 brands account for over 70% of sales.
- ❖ In 2008 they invested €27 million in research and development.
- ❖ They are the global market leader in all the Food categories in which they operate: Savoury and Dressings, Spreads, Weight Management, Tea, and Ice Cream
- ❖ They are also global market leader in Skin and Deodorants, and have very strong positions in other Home and Personal Care categories.
- ❖ In 2008 they invested €1 million on community projects worldwide

## 2.2 HISTORY OF UNILEVER

Lever Brothers was founded in 1885 by William Hesketh Lever. Lever established soap factories around the world. In 1917, he began to diversify into foods, acquiring fish, ice cream and canned foods businesses. In the Thirties, Unilever introduced improved technology to the business. The business grew and new ventures were launched in Latin

America. The entrepreneurial spirit of the founders and their caring approach to their employees and their communities remain at the heart of Unilever's business today.

Unilever was formed in 1930 when the Dutch margarine company Margarine Unie merged with British soap maker Lever Brothers. Companies were competing for the same raw materials, both were involved in large-scale marketing of household products and both used similar distribution channels. Between them, they had operations in over 40 countries. Margarine Unie grew through mergers with other margarine companies in the 1920s.

In a history that now crosses three centuries, Unilever's success has been influenced by the major events of the day – economic boom, depression, world wars, changing consumer lifestyles and advances in technology. And throughout they've created products that help people get more out of life – cutting the time spent on household chores, improving nutrition, enabling people to enjoy food and take care of their homes, their clothes and themselves.

Through this timeline you'll see how UBL brand portfolio has evolved. At the beginning of the 21st century, path to Growth strategy focused us on global high-potential brands and vitality mission is taking us into a new phase of development. More than ever, how brands are helping people 'feel good, look good and get more out of life' – a sentiment close to Lord Leverhulme's heart over a hundred years ago

## **Timeline**

**19th century:** Although Unilever wasn't formed until 1930, the companies that joined forces to create the business we know today were already well established before the start of the 20th century.

**1900s:** Unilever's founding companies produced products made of oils and fats, principally soap and margarine. At the beginning of the 20th century their expansion nearly outstrips the supply of raw materials.

**1910s:** Tough economic conditions and the First World War make trading difficult for everyone, so many businesses form trade associations to protect their shared interests.

**1920s:** With businesses expanding fast, companies set up negotiations intending to stop others producing the same types of products. But instead they agree to merge - and so Unilever is created.

- 1930s:** Unilever's first decade is no easy ride: it starts with the Great Depression and ends with the Second World War. But while the business rationalizes operations, it also continues to diversify.
- 1940s:** Unilever's operations around the world begin to fragment, but the business continues to expand further into the foods market and increase investment in research and development.
- 1950s:** Business booms as new technology and the European Economic Community lead to rising standards of living in the West, while new markets open up in emerging economies around the globe.
- 1960s:** As the world economy expands so does Unilever and it sets about developing new products, entering new markets and running a highly ambitious acquisition program.
- 1970s:** Hard economic conditions and high inflation make the 70s a tough time for everyone, but things are particularly difficult in the fast-moving consumer goods (FMCG) sector as the big retailers start to flex their muscles.
- 1980s:** The business expands into Central and Eastern Europe and further sharpens its focus on fewer product categories, leading to the sale or withdrawal of two-thirds of its brands.
- 1990s:** The business expands into Central and Eastern Europe and further sharpens its focus on fewer product categories, leading to the sale or withdrawal of two-thirds of its brands.
- The 21<sup>st</sup> Centuries:** The decade starts with the launch of Path to Growth, a five-year strategic plan, and in 2004 further sharpens its focus on the needs of 21st century consumers with its Vitality mission.



## 2.3 UNILEVER DESIGN AND HISTORY



In 2005, Unilever decided to change their logo to represent their new theme of vitality. The new logo was also planned to coincide with the 75th anniversary of the company. The new logo tells the story of Unilever and vitality. It brings together 25 different icons representing Unilever and its brands, the idea of vitality and the benefits Unilever brings to consumers. The icons are represented below.



**Sun:**

The primary natural resource. All life begins with the sun- the ultimate symbol vitality. It evokes Unilever's origin in port of sunlight & can represent a number of Unilever brands.



**DNA:**

The double helix. The generic blueprint of life and a symbol of bio-science, it is a key to healthy life. The sun is the biggest ingredient of life and DNA is the smallest.



**Bee:**

Represent creation, pollination, hard works and bio diversity. Bees symbolize both environmental challenges and opportunities.



**Hand:** A symbol of sensitivity, care and need. It represents both skin and touch.



**Flower:** Represent fragrance, when seen with the hand, it represents moisturizing cream.



**Hair:** A symbol of beauty and looking good. Placed next to the flower, it evokes cleanliness and fragrances; placed near the hand it suggests softness.



**Palm tree:** A natural resource, it produces palm oil as well as many fruits. Coconut and dates are also symbolize paralyze.



**Spoon:** A symbol of nutrition, tasting and cooking.



**Bowl:** A bowl of delicious smelling food. It can also represent a ready meal, hot drinks or soup.



**Spice & Flavors:** Represent chili or fresh ingredients.



**Fish:** Represent food, sea or fresh water.



**Sparkle:** Clean, healthy and sparking with energy.



**Bird:** A symbol of freedom. It suggests relief from daily chores, getting more out of life.



**Recycle:** Part of commitment to sustainability.



**Lips:** Represent beauty, looking good & taste



**Ice-cream:** A treat, pleasure or enjoyment.



**Tea:** A plant or an extract of a plant, such as tea, also a symbol of growing and farming



**Particles:** A reference to science bubbles and fizz.



**Frozen:** The plant is a symbol of freshness, the snowflake represent freezing, a transformational symbol.



**Wave:** Symbolize cleanliness, freshness and vigorous icon. (With the clothes icon)



**Liquid:** A reference to clean water and purity.



**Container:** Symbolizes packaging- a pot of cream associated with personal care.



**Clothes:** Represent fresh laundry and looking good.



**Heart:** A symbol of love, care and health



**Sauce or**

**Spread:** Represent mixing of stirring. It suggest blending in flavors & adding taste

## 2.4 UNILEVER BANGLADESH LIMITED

### The history

Unilever Bangladesh Ltd is one of the world's most successful fast moving consumer goods manufacturing companies with local manufacturing facilities, reporting to regional business groups for innovation and business results.

Lever Brothers Bangladesh Ltd. as a subsidiary of Unilever is leading the home care, personal care and food product market of Bangladesh. On 25<sup>th</sup> February 1964 the eastern plant of Lever Brothers Pakistan Ltd. was inaugurated at Kalurghat, Chittagong with a soap production capacity of approximately 485 metric tons. It was a private limited company with 55% share held by Unilever and the rest by the Government of Pakistan. After independence the eastern plant was declared abandoned. But on 5<sup>th</sup> July 1973 it was registered under the name of Lever Brothers Bangladesh Ltd. as a joint venture company of Unilever PLC and the Govt. of Bangladesh with a share arrangement of 60.75% to Unilever and 39.25% to the Bangladesh Govt.

## **Unilever today**

Unilever brands are trusted everywhere and, by listening to the people who buy them, they've grown into one of the world's most successful consumer goods companies. In fact, 150 million times a day, someone somewhere chooses a Unilever product.

UBL have a portfolio of brands that are popular across the globe - as well as regional products and local varieties of famous-name goods. This diversity comes from two of their key strengths:

Strong roots in local markets and first-hand knowledge of the local culture.

World class business expertise applied internationally to serve consumers everywhere.

## **2.5 UNILEVER AT A GLANCE**

**Type of business:** Fast Moving Consumer Goods Company with local manufacturing facilities, reporting to regional business groups for innovation and business results.

**Operations:** Home and Personal Care, Foods

**Constitution:** Unilever - 60.75% shares, Government of Bangladesh - 39.25%

### **Product**

**categories:** Household Care, Fabric Cleaning, Skin Cleansing, Skin Care, Oral Care, Hair Care, Personal Grooming, Tea based Beverages.

**Brands:** Wheel, Lux, Lifebuoy, Fair & Lovely, Pond's, Close Up, Sunsilk, Taaza, Pepsodent, Clear, Vim, Surf Excel, Rexona, Dove, Vaseline & Lakme.

### **Manufacturing**

**Facilities:** The Company has a Soap Manufacturing factory and a Personal Products Factory located in Chittagong. Besides these, there is a tea packaging operation in Chittagong and three manufacturing units in Dhaka, which are owned and run by third parties exclusively dedicated to Unilever Bangladesh.

**Employees:** Unilever Operations in Bangladesh provide employment to over 10,000 people directly and through its dedicated suppliers, distributors and service providers. 99.5% of UBL employees are locals and they have equal number of Bangladeshis working abroad in other Unilever companies as expatriates

## **2.6 MISSION**

Unilever's mission is to add Vitality to life. They meet everyday needs for nutrition; hygiene and personal care with brands that help people feel good, look good and get more out of life.

## **2.7 VISION**

To make cleanliness a commonplace; to lessen work for women; to foster health and contribute to personal attractiveness, in order that life may be more enjoyable and rewarding for the people who use the products.

## **2.8 GOALS**

The goals of UBL are:

- ❖ To manufacture high-standard products.
- ❖ Promoting products to the highest extent
- ❖ Producing large volume to achieve production cost economies.
- ❖ Enabling quality products to be sold out at obtainable prices.

## **2.9 UNILEVER'S CONTRIBUTION**

Unilever Making a positive contribution to society through their brands, the commercial operations and relationships, their voluntary contributions to the community and through their wider engagement with Bangladeshi society.

72% of the company's value addition is distributed to the Government of Bangladesh.

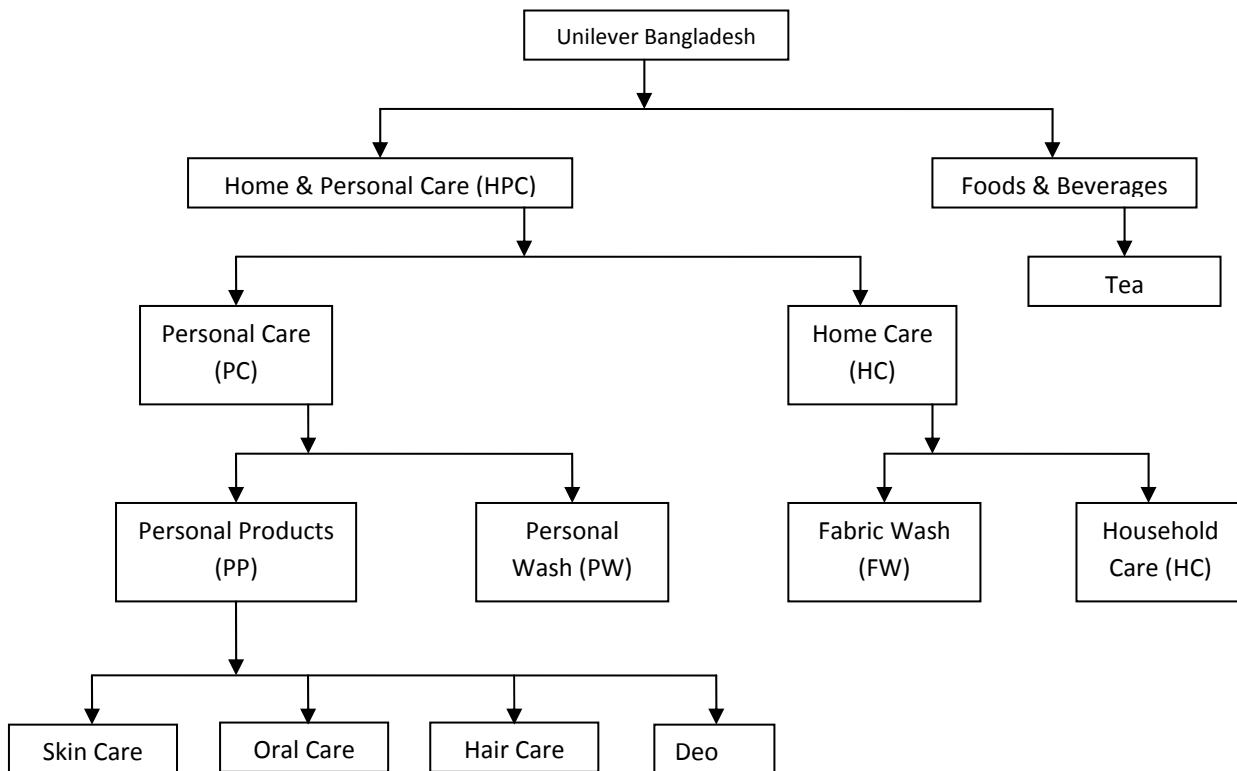
UBL operations provide employment to over 10000 people.

## **2.10 UNILEVER BRANDS**

Unilever has a portfolio of about 400 brands globally. However many of these are local that can only be found in certain countries, e.g. Fair & Lovely. In Bangladesh the number of

UBL's existing brands is 18 which are categorized in different sections. The brands fall almost entirely in two categories-

- ❖ Food and beverages
- ❖ Home and personal care brands



In Bangladesh the company operates in four distinct product categories. These are:

- ❖ Fabric Wash
- ❖ Household care
- ❖ Personal care
- ❖ Foods

## Fabric Wash

- 🌀 Wheel Laundry Soap
- 🌀 Wheel Washing Powder
- 🌀 Wheel Power White
- 🌀 Surf Excel



## Household Care

- 🍷 Vim Powder
- 🍷 Vim Bar
- 🍷 Vim Liquid



## Personal Care

### 🛁 Personal Wash

- 🍷 International Lux
- 🍷 Lifebuoy Total
- 🍷 Dove bar
- 🍷 Lifebuoy Liquid soap



### 🛁 Skin Care

- 🍷 Fair & Lovely Multivitamins
- 🍷 Fair & Lovely Body Fairness Milk
- 🍷 Fair & Lovely Ayurvedic
- 🍷 Fair & Lovely Menz Active
- 🍷 Pond's Age Miracle range
- 🍷 Pond's Daily Face Wash range
- 🍷 Pond's Cold Cream
- 🍷 Pond's Perfect result Cream
- 🍷 Ponds Dream Flower Talc
- 🍷 Pond's flawless white range
- 🍷 Pond's White Beauty Range
- 🍷 Pond's Body Lotion
- 🍷 Lakme skin care products
- 🍷 Dove skin care products
- 🍷 Vaseline skin care products



### 🛁 Hair Care

- 🍷 Sun Silk Shampoo
- 🍷 All Clear Shampoo
- 🍷 Lifebuoy Shampoo
- 🍷 Dove shampoo





- 🧴 All Clear Hair Oil
- 🦷 **Oral Care**
  - 🦷 Close-up Toothpaste
  - 🦷 Pepsodent Toothpaste
  - 🦷 Pepsodent Toothpowder
  - 🦷 Pepsodent Tooth brush
- 🦷 **Deodorant**
  - 🦷 Rexona
  - 🦷 Axe
- Foods**
  - 🍵 Lipton Taaza Danadar
  - 🍵 Lipton Taaza strong
  - 🍵 Lipton Taaza Teabag.



**Figure 2.1: Brand category of UBL**

**In Bangladesh, Unilever’s strengths come from:**

- ❖ Its presence in several product categories
- ❖ Various brands
- ❖ Numerous variants and pack size
- ❖ Wide ranging options to fulfill diverse aspirations and taste
- ❖ Tailoring products to satisfy consumers with different needs and means
- ❖ Covering the country by hundreds of thousands of outlets

This wide range of products and brands offered by UBL shows the realization of the simple universal fact – “*different individuals have different needs*”.

## **2.11 STRATEGIES FOLLOWED BY THE COMPANY**

### **2.11.1 Functional Level Strategies:**

Unilever Bangladesh Ltd follows different functional level strategies to gain competitive advantages and sustain it in the long run in the matured industries.

- ❖ They increase their efficiency through exploiting economies of scale and learning effects. For example, 808,720 bars of soaps, 1,023,810 packets of detergent powders, 154, 430 toothpaste tubes and sachets, 329, 530 bottles and sachets of shampoo, 156, 910 tubes, jars, bottles and sachets of creams and lotions, and 35, 000 packets of tea are produced in one day in Bangladesh by Unilever.
- ❖ They adopt flexible manufacturing technologies, upgrade the skills of employees through training and perform research and development function to design products that are easy to manufacture.
- ❖ They have higher customer responsiveness rate. They carry out extensive research to innovate new products and modify the existing products to better satisfy the consumers.
- ❖ They continuously innovate products, promotional activities, packaging and distribution. This way they can respond quickly to customer demands.

### **2.11.2 Business-Level Strategies:**

Unilever's strategic managers adopt different business level strategies to use the company's resources and distinctive competencies to gain competitive advantage over its rivals. These are:

- ❖ They follow cost-leadership strategy as they have intermittent over capacity and the ability to gain economies of scale. This way they can produce cost effective products and yet be profitable.
- ❖ They also follow differentiation strategy for some products to meet the needs of the consumers in a unique way.
- ❖ They also target different market segments with different products to have broad product line. By product proliferation they reduce the threat of entry and expand the range of products they make to fill a wide variety of niches.

### **2.11.3 Strategy in the Global Environment:**

Unilever Bangladesh Ltd. is registered under Unilever. As a part of a global company it follows some generalized strategies and principals of Unilever. However, they also modify different strategies based on the national conditions. The different strategies that they follow in the global environment are stated below:

- ❖ As a worldwide famous company and comprising internationally renowned brands gives them unique strengths that allow a company to achieve superior efficiency, quality, innovation, or customer responsiveness. The different policies and strategies Unilever follows and their experience is transferred to Unilever Bangladesh Ltd.
- ❖ They import the raw materials from the places where it is less costly, thus achieve location economy.
- ❖ They are locally responsive. They are always ready to improve and modify their products to meet the needs of the local customers.
- ❖ UBL follows a multi domestic strategy where the companies extensively customize both their product offering and marketing strategy to different national conditions.

#### **2.11.4 Corporate strategy:**

UBL carries out the following corporate level strategies:

- ❖ They involve in short term contracts and competitive bidding for the supply of raw materials.
- ❖ They have a diversified business. UBL has both related and unrelated diversification. They compete in nine different industries with various products from home care, personal care and even food products. They have economies of scope as most of the products can share the same manufacturing facilities, inputs and specially the distribution channels.

## **2.12 UNILEVER'S GROWTH**

Although Unilever has been around since pre-liberation days, the real impetus for growth started from 1999. Since then the sales growth has consistently been in double digits and at more than double the GDP rate of growth. In 2003 UBL was the fastest growing business for Unilever Asia delivering profitable growth of 17%. They have also strengthened the fundamentals of the business and have been able to double the rate of gross margins, which has provided us the necessary fuel for growth. During the last few years the profit after tax has increased more than 8 times and this has resulted in exponential growth in shareholder's fund now being one of the highest in corporate in Bangladesh.

## **2.13 ORGANIZATIONAL STRUCTURE**

In terms of Unilever, they have two chairmen leading the company worldwide. They have seven top directors leading seven different departments. They have divided their worldwide business into different region and have different business groups to manage them.

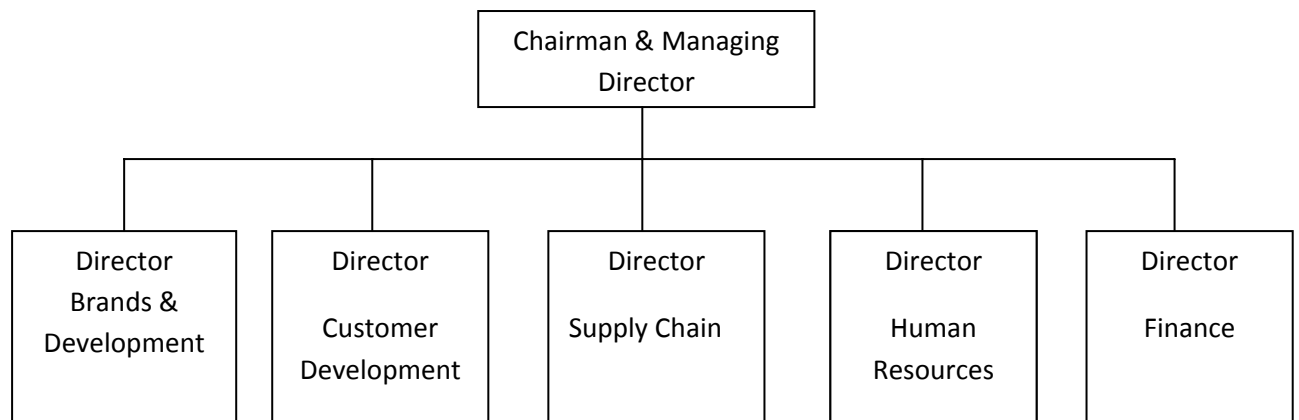
Unilever Bangladesh limited falls under the Southeast Asian region. On a more micro scale, Unilever Bangladesh ltd is monitored by Hindustan lever Ltd. which oversees operation in Bangladesh, India, Pakistan and Srilanka. The chairman of Unilever Bangladesh Limited is known as the managing director. The management staff of the company consists of six layers, starting from junior manager (who are local managers) to manager grade 5 (who are Unilever managers). Apart from this the company also hires many non management staff as well as operatives to work in the factories.

### **Unilever Bangladesh Limited structured in the following manner:**

Unilever Bangladesh Limited has five departments to carry out all the organizational functions. Respective director's head are head of all departments. These departments are:

1. Customer Development Department Headed by Customer Development Director (CDD)
2. Brands & Development Department headed by the Brands and Development Director (B&DD)
3. Supply Chain Department headed by the Supply Chain Director (SCD)

4. Finance Department headed by Finance Director (FD)
5. Human Resources Department headed by the Human Resources Director (HRD)



**Figure2.2: Organizational structure**

### **2.13.1. Brands and Development Department:**

The Brands Team has been expanded to Brands and Development, thus providing opportunity of increased coordination between the marketing and Development Team. Insight into consumer needs and aspirations is critical if new market opportunities are to be identified. New market opportunities must be identified if they are looking for sustainable profitable growth, keeping them miles ahead of their competitors. However it is also crucial to exploit technology and developments to translate the found insight into tangible products catering to the needs and aspirations of the consumers with speed. A deep understanding of both consumers and technologies provides an essential foundation for successful innovation. To ensure a successful innovation process at Unilever, Brands and Development have been bought together. This will help their development team to have closer contact with the consumer world, following the leads and cues of their aspirations and thus innovating products tailored accordingly at a faster pace. Brands and Development Department is further divided into six major areas. They include:

- ❖ Home care
- ❖ Personal care
- ❖ Dental Services

- ❖ Food
- ❖ Tea export
- ❖ Marketing research

### **2.13.2. Supply Chain Department:**

The Supply Chain Director (SCD) who is in charge of planning, buying, manufacturing and distributing heads Supply Chain Department. The supply chain process constitutes a series of important activities ensuring smooth delivery to the consumers. Supply chain process led to joining planning and buying with manufacturing. This chain is further extended by joining distribution to the chain, thus integrating both backward and forward linkages. An integrated supply chain will give them the advantage of acting with speed, enabling them to keep up with pace of the ever changing business scenario. At present, it is divided into the following functions:

- ❖ Manufacturing
- ❖ Engineering
- ❖ Company Buying
- ❖ Distribution
- ❖ Quality Assurance
- ❖ Planning

### **2.13.3. Finance and IT Department:**

The Finance and IT departments are jointly headed by one Director. The main objectives of this department are to serve all the division and departments of the companies, to secure and safeguard company assets and interest, to ensure proper internal control within the company and above all, to be cost effective in order to get optimum benefit for the company while operating. At present the major sub departments are:

- ❖ Business system
- ❖ Finance
- ❖ Legal.

#### **2.13.4. Human Resources Department:**

The Human Resources Director (HRD) currently heads this department. The major Functions of this department are

- ❖ Factory Personnel functions or Industrial Relations,
- ❖ Recruitment, Training and developments, labor welfare,
- ❖ Personnel Services and Security.

All these major personnel functions are integrated in the best possible way in Unilever Bangladesh Limited which results in its higher productivity. Industrial relations or the factory personnel functions are looked after by factory personnel manager, training and development activities are supervised by Manager Human Resource Development, Employee Welfare, activities are monitored by Assistant Manager labor welfare, personnel services are looked after by the FPM along with the office services manager and finally security officer is responsible for all the security services At present, the total number of personnel in Unilever Bangladesh Limited are 720 which includes 159 in management & 543 unionized permanent workers.

#### **2.13.5. Customer Development Department:**

Managing customers i.e. retailers, wholesalers, and distributors, is becoming critical day by day. With the evolution of modern trade and aggressive local and international competition, role of Customer Management has also been gradually shifting from traditional “Sales: to “Trade Marketing”. Category Management, Space Management and In-store merchandising are becoming more and more important. Exploring and developing new channels are becoming critical to drive their business forward. With more and more sophistication, the role of Customer Management will evolve further and the whole game will be turned into “Relationship Marketing”. The customer management director (CMD) heads the Customer Management Department. Reporting to him are the Sales Operation Manager, Regional Sales Managers and Area Sales Managers. Company organized media is under the Sales Operation Manager. Assistant Area managers report to the Regional Sales Managers. Territory Managers report to the Assistant Area sales managers, Area Sales Managers and Regional Sales Managers, which differ in different sales areas. The

Customer Management Department, early called 'Sales Department', is responsible for all company goods and maintains the following customer management strategy:

- ❖ Strong distribution network
- ❖ Widest distribution with seasonal operation in cost effective areas.
- ❖ Effective and focused company sales force
- ❖ Major thrust in rural market

## **2.14 Unilever's Social Responsibility**

- ❖ Eco-efficiency – Unilever Bangladesh Limited always tries to reduce the impacts of company operations by efficient manufacturing equipments and proper waste management system.
- ❖ Eco-innovation – Unilever Bangladesh Limited also aim to mitigate the impacts of Unilever Bangladesh Limited products by using recyclable packages and safe ingredients.
- ❖ Sustainability programs in fish, agriculture and water.
- ❖ Unilever Bangladesh Limited Code of Business Principles.
- ❖ Fair Business Practice.
- ❖ Supporting local communities



# CHAPTER THREE

## Functionality of Customer Development Department

&

## Job Description as an Intern

### ***THIS CHAPTER INCLUDES:***

- 3.1 UBL's Customer Development Department*
- 3.2 Trade structure of Unilever Bangladesh Ltd*
- 3.3 Channels of UBL*
- 3.4 Purpose of the CD's activities for Unilever*
- 3.5 Purpose of the CD's activities for retailers*
- 3.6 Purpose of the CD's activities for shoppers*
- 3.7 How things work at Unilever Customer Development end*
- 3.8 KEY RESPONSIBILITIES OF THE JOB*

### **3.1 UBL's CUSTOMER DEVELOPMENT DEPARTMENT**

The Customer Development team is responsible for the overall sales and distribution of our brands across the country. They are the bridge between the Brands & Development team and the Consumers. The Customer Development team makes sure that we, as a company, meet the everyday needs of people everywhere through ensuring that our brands are always within the reach of our customers and consumers. To do so, innovative new channels of distribution, ensuring visibility of our brands through attractive merchandising, and developing our distributors to improve our penetration and coverage are vital responsibilities entrusted winning our Customer Development team. Increasing competition and the beginning of modern trade has obligated customer management to shift from "Traditional Sales" to "Trade Marketing". With more trade sophistication, the responsibility of Customer Development is evolving into Relationship Marketing where Channel Development, Merchandising, and Distributor Development play a central part in keeping the company ahead of competition and in outpacing market change.

CD structure is given to the next page

## Customer Development Department Structure

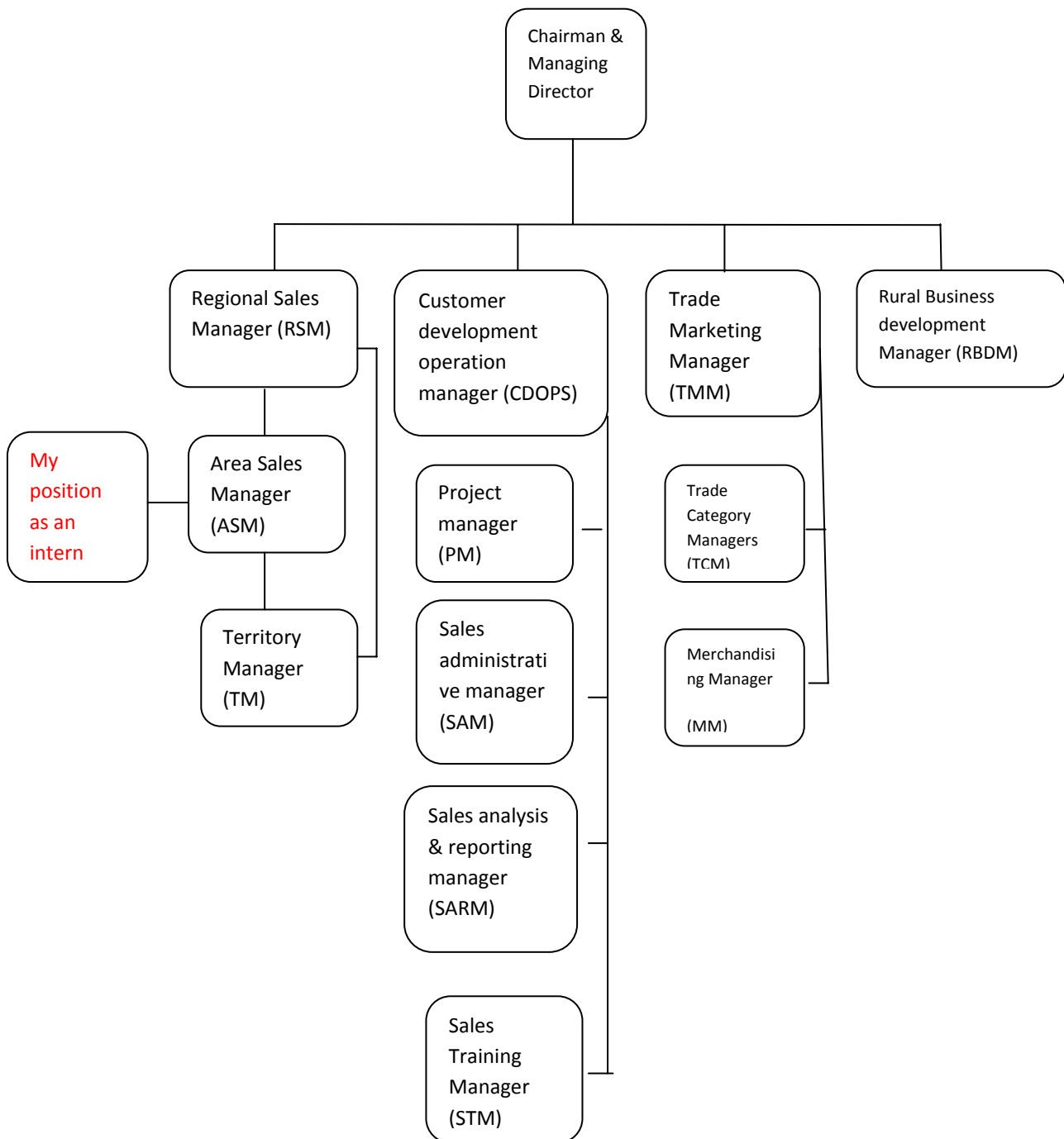


Figure 3.1: Organogram of Customer Development Department

## 3.2 TRADE STRUCTURE OF UNILEVER BANGLADESH LTD

The trade structure of outlet is divided in two groups. They are-

### 3.2.1 Modern trade:

Modern trades are self service independent stores located in urban areas. It started to emerge since the end of 1999. This channel is growing very fast in number. The cumulative growth of the trade is 40%. These stores are small in number but developing very quickly. Till to date there are 62 stores operating countrywide. The contribution of this trade is 5.5% in Dhaka & 1% countrywide.

### 3.2.2 General trade:

The rest of the traditional stores that have been running since the beginning are fall under the category of General trade. If the modern trade is contributing 1%, the rest of the 99% contribution comes from general trade. There are 700000 stores outlets under this category operating countrywide. The breakdowns are:

- ✦ There are 700000 outlets
- ✦ 135000 are directly covered in urban areas
- ✦ 1450000 are directly covered in rural areas
- ✦ 150000 coverage through pollydut (local agent)

## 3.3 CHANNELS OF UNILEVER BANGLADESH LTD

Channels are a common group of point of purchase which provides similar services to similar set of customers with similar desires. Different channels serve different customers with similar set of desires. Channels are created so that it can be analyzed and managed in groups

These set of channels can be identified based on four criteria. They are:

**Location:** The first criteria Where the store is situated, like urban area, rural area etc.

**Structure:** The structure of the store, like concrete building, tin shed building etc.

**Goods sold:** What type of goods are sold here, like grocery items, cosmetic item etc.

**Type of customers:** What kind of customers come to the store, like lower income group, higher income group, male female etc.

### **3.3.1 Utilities of channels:**

By analyzing each type of channel it can be learned that type of products sold by different channels, the type of products sellers are interested to sell and the reason behind it. The idea of channel category also helps to design different marketing strategies for different channels because same strategy cannot be appropriate for different channels. That's why it is important to know about the categories of channels, so that the marketing team of the company can formulate appropriate strategy for each channel.

### **3.3.2 Importance of channel:**

Categorizing channel is very important in order to understand the retail environment and relate that with the company. There are also other factors which can be addressed as importance of channels is given below:

- The nature of sales can be understood through which marketer can focus on the product line for specific channel
- Distribution of product in cost effective way
- Reducing damage rate of product
- Allow brands to reach their full potential
- Ensuring 100% sales in every launch & re-launch
- Knowing about the buying behavior of different type of customer
- Maintaining better trade relations

### 3.3.3 Types of channel:

There are 700000 outlets which were grouped into 27 different channels. Among these 27 different channels 9 have been formalized for development. These channels consist of both urban and rural areas.

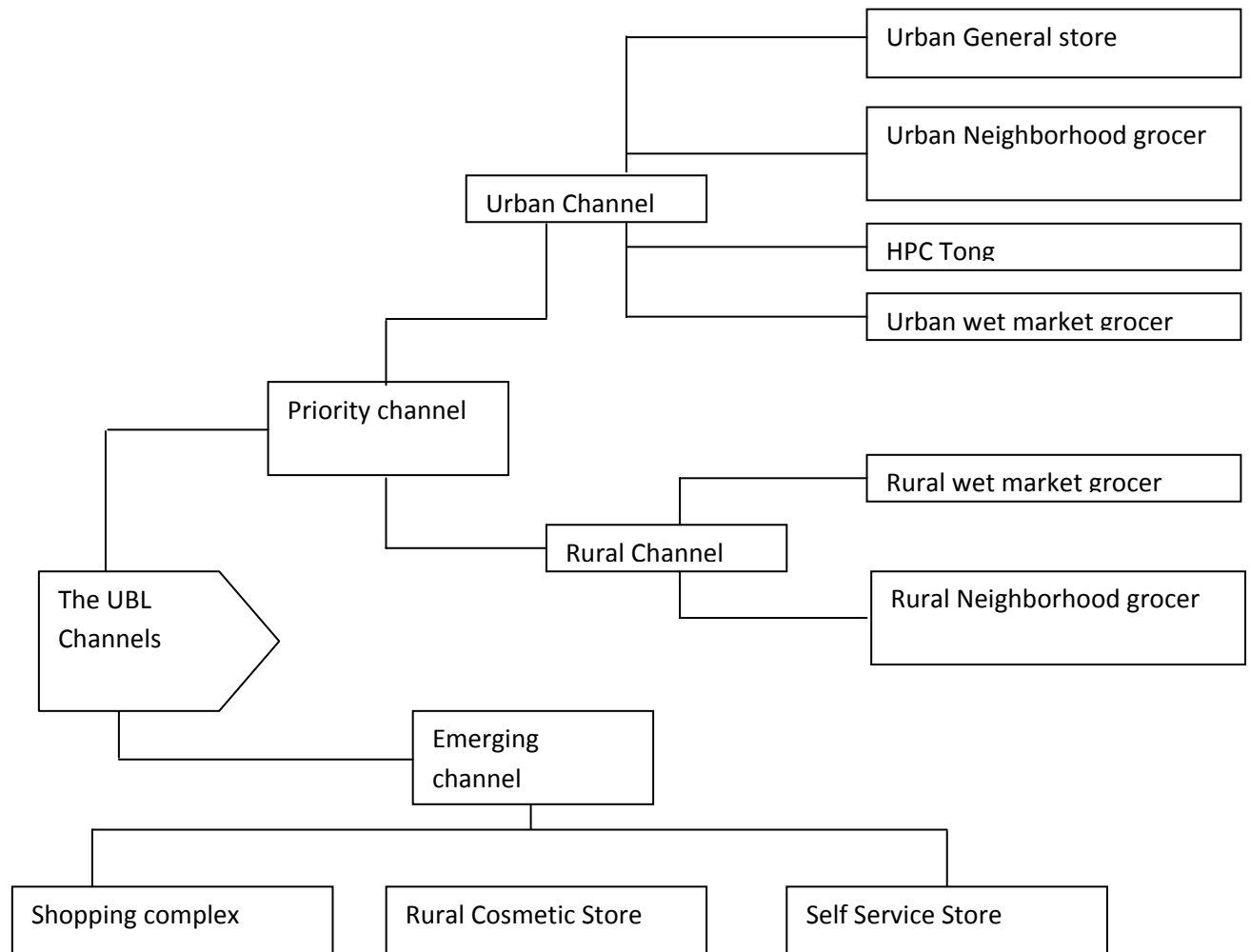


Figure 3.2: Channel structure of UBL

## Priority channel:

Priority channels are existing traditional channels running countrywide. This channel consists of urban and rural areas. The priority channel is categorized into six different store formats.

They are:

- **Urban General Store (UGS):** Urban general store are stores located in urban residential or market areas. They are permanent in nature. They usually sell HPC items with other essential items. The features of UGS are given below:
- **Urban Neighborhood Grocer (UNG):** These are normally located in urban residential area. They are also permanent in structure, sells non branded food items with a little range of HPC product. They are more like the convenience store. The features of UNG are:
- **Urban Wet Market Grocer (UWMG):** It is located in wet market areas. They usually stand in clusters. These stores are structured in permanent way. There is no counter in the store; the shopkeeper usually operates it from the godi. This channel basically sells non branded commodity and grocery items and HPC items.
- **Urban HPC tong:** These are temporary structured stores which sells tea and bakery items. People normally come here to have tea and social gathering. It is found in both residential and commercial area. The structure of these channels is temporary. This channel basically sells non branded commodity and food items and few HPC items.
- **Rural Neighborhood Grocer (RNG):** This is located in rural residential areas, where people come for top-up purchase. The store basically made of tin or wooden structure. Normally one person handles the store but assistants' can be seen sometimes.
- **Rural Wet Market Grocer (RWMG):** These stores are located in rural hat and wet market area. It is generally found in clusters. The Channel basically sells grocery, dairy and HPC items. Mid to lower income shoppers are the main customers of this channel.

## **Emerging channel:**

The emerging channels are channels identified with unique characteristics which cannot be categorized in priority channel. They are different in terms of structure, shopper and product category. Three types of channels have been identified under this category. They are described below:

- **Shopping complex:** Shopping complex is located in urban areas, generally on the roadside of prominent roads. Outlets are permanent in structure, found in clusters, generally under one roof or similar demarcation. Basically sell all sorts of fashion and HPC items. There are 23400 stores under shopping complex running countrywide.
- **Self Service Store:** These stores are starting to emerge from 1999. It started with very few in numbers and now increased up to 62. These stores are permanent in structure, have significantly large space where all sorts of products are assorted under one roof. Both male and female from mid to higher income groups shop from here. These stores sell all kind of products.
- **Rural cosmetic store:** Rural cosmetic stores are located in rural market area, especially on the roadside. This emerging channel has some significance because of its increasing demands. The structure and decoration of the store are quite developed for the rural area. These stores dominated by female shoppers because it sells personal products. As said earlier channels are created to focus on different categories of products, different set of needs of buyers and to ease the marketing strategy taken by the company. Based on the channels Unilever decides what type of aid to provide to which category, they also take effective measures to ensure the SKU level in each channel. To increase the sales and to gain major market share Unilever has taken different measures to enhance the channels in so many different ways.



### 3.4 PURPOSE OF THE CD'S ACTIVITIES FOR UNILEVER

- **Exclusive visibility of UBL products:** Proper visibility of products helps to induce sales. CD team will ensure exclusive visibility of certain categories of UBL products which will help to increase the sales of those focus category.
- **Higher value in shopper's basket:** CD team must increase the share in shopper's basket. Shopper would not only buy from the store but also increase the number of UBL product in their basket
- **Higher growth of UBL Categories:** CD team must ensure higher growth of UBL categories. They focus all the product categories in the stores and make sure to increase the sales of all the categories.
- **Better Trade Relation:** Maintaining strong trade relationship with the retailers is very important for selling fast moving consumer goods. Through customer development department will provide facilities to the retailers including merchandising, gift, and other services. They will also take feedback from them about their sales more frequently. All these will help to strengthen the relationship between Unilever and the retailers.

### 3.5 PURPOSE OF THE CD'S ACTIVITIES FOR RETAILERS

- **Product availability:** CD team ensures the retailers the products availability. SSO/SO takes order the products and deliver the products regularly and timely.
- **Merchandising inputs:** Unilever will provide special merchandising inputs for their specific outlets. Unilever will provide shop sign, panel branding, shelf talker and other merchandising facilities. Retailer doesn't have to pay for any of these.
- **Promotional activities:** Unilever will also give some promotional activities which will influence retailer to store more products in their shop. This will help the retailers to increase their sales.

### 3.6 PURPOSE OF THE CD'S ACTIVITIES FOR SHOPPERS

- **Visibility and availability:** CD team ensures that all the Unilever products are available in all the outlets. And all the products are display in a very attractive and eye catchy method. So shoppers can easily notice the products and can buy the products.
- **Promotional offer:** Shoppers will get some gift or taka off or some promotional offer for some specific products. This will encourage them to make more and repeat purchase.

### 3.7 HOW THINGS WORK AT UNILEVER CUSTOMER DEVELOPMENT END








Starting from the depot to reaching the products to the market, Unilever CD plays very important role.

- ❖ Proper indenting of the products with focus on special brands and SKUs by managing the distributors money
  - ❖ Handling the products with care during transit so that the products in their real state can be delivered to the market
  - ❖ Training the distributors field force about the products/ brands/their usage and how to convince the retailers
  - ❖ Planning about the product placements in the markets, delivering the newest of the brands to the remotest of the places
  - ❖ Making sure that all the brands with their relevant SKUs are present in the right outlets
  - ❖ Segmenting channels according the image and requirement of the brands
  - ❖ Setting SO's targets of LPC so that every SKU of every brand is available in the right places
  - ❖ Ensuring top-class visibility that appeals the consumers by:
- **Channel segmentation:** To focus on different SKU's as per channel in shape.
  - **Distribution Correction:** ensuring all the strategic SKU's are available in the outlets.

- **Excellent merchandising:** “Campaign branding” and ‘rural haat” branding helps in synchronizing with brand communication.
- **Contract Merchandisers:** CD team has a Contract Merchandisers those who actually help to the retailers for assortment, visibility and systematic way of displaying the products according to brands objectives.
- **Innovative display programs / schemes:** CD team gives different types of innovative display programs or schemes to get in line with brand’s objective, to help in more stocking and better off-take of the brands which ultimately helps in market share gain. Like-Vim display gained share from Trix.

### **3.8 MY JOB RESPONSIBILITY**

As an intern I was involved in different sort of activities. My key responsibilities are listed below:

-  **Outlet survey**
-  **Report my supervisor**
-  **Selection of billboard for outlet**
-  **Monitor the sales officer**
-  **Monitor the delivery sales officer**
-  **Providing solutions to the retailer through the FSE**
-  **Monitoring the order record through the DMS**

. Short brief of those responsibilities are written below.

- 3.8.1 Outlet survey:** visited many markets to identify the original outlets and if there is any new shop, added them in the outlet and also monitor that all the sku's are available in the outlets, competitor's activities, any new products arrival in the market etc.
- 3.8.2 Report my supervisor:** after visiting the market I have to report to my supervisor about market condition.
- 3.8.3 Selection of billboard for outlet:** I had to select some billboard for some outlets.
- 3.8.4 Monitor the sales officer:** In the morning every sales officer come to the office and FSC gave them their LPC targets. They have to fulfill their targets. I have to Monitor the sales officer that how they take order through the PDA to the retailers.
- 3.8.5 Monitor the delivery sales officer:** monitor the delivery sales officer that how they deliver the products and collect money.
- 3.8.6 Monitoring the order record through the DMS:** after taking the order from the retailers all the SO came to the office and give their PDA. And after that all the orders are collect from the PDA to the DMS. I have to also monitor these activities.

My diversified responsibilities gave me the opportunity to lean out of the box, which ultimately make me a good professional personality.

# Chapter 4

“How strong brand building is leveraged  
through efficient operation in the  
market”

## ***THIS CHAPTER INCLUDES:***

### *4 INTRODUCTION*

#### *4.1 RESEARCH METHODOLOGY*

#### *4.2 DATA COLLECTION METHOD*

#### *4.3 DATA ANALYSIS AND TECHNIQUE*

#### *4.4 DATA PRESENTATION TECHNIQUE*

#### *4.5 LIMITATION OF THE STUDY*

#### *4.6 FINDINGS*

## 4. 1 INTRODUCTION

The retail environment now a day is becoming more and more challenging. It is characterized by increasing competition from both domestic and foreign companies, a spate of mergers and acquisitions, and more sophisticated and demanding customers who have great expectations related to their consumption experiences. Since services are intangible, heterogeneous, and inseparable, it is difficult to measure service quality objectively. So the companies have focus to so many different aspects in order to ensure their sales.

In retail business, distribution plays a key role, as it decides the where, how, whom and when for products to reach their ultimate destination. Manufacturers and retailers need a number of distribution models, channels and intermediaries at varying degrees of importance and priority, depending on the consumer, product or region. Retailers have to zero down on a right mix of distribution model and network that can perform the balancing act to the fullest, profiting everyone involved in the entire chain. There are no textbook solutions or standard procedure to facilitate a flawless distribution in the retail sector; however, the parties involved can give serious thought to essential general parameters that can help them move ahead in the right direction.

Identification of the right consumer is of paramount importance in distribution. Purchasing power of urban consumer is growing and branded merchandise in categories like Apparels, Cosmetics, Shoes, Watches, Beverages, Food and even Jewellery, are slowly becoming lifestyle products that are widely accepted by the consumer. The emphasis here is on through the efficient operation in the market a strong brand building leverage. The focus should be on to build a strong brand position; a well organized and expert customer development department plays a vital role in the market.

Unilever Bangladesh Customer Development team comes to play a very vital role in the market to making the brands available with attractive visibility in the outlets and relevant to every important stakeholder in the market. Because if the market implementation is not good and the products are not available widely, even the biggest brands with their best advertisement campaigns would fail. That is why UBL's CD team with their strong field force successfully working for ensuring the products availability in all the corner of the Bangladesh and a very eye catchy and attractive display of the products which encourage

shoppers to buy the products and give confidence to the retailers to take the products which increase the brand value in the markets.

Unilever has a successful history of managing all these aspects of retail through its innovative strategies and dedicated workforce. These have been possible because Unilever has well-defined trade structure and proper identified channels. To understand how Unilever manages its retail environment, trade structure and channels are needed to be understood. Trade structure refers to the business structure, retail outlets, and the channels refer to the mode of outlets. In order to manage the retail efficiently, Unilever takes different measures based on its trade structure and channels.

## **4.2 RESEARCH METHODOLOGY**

### **4.2.1 Research Purpose:**

There are two basic purposes of research: to learn something, or to gather evidence. The main purpose of research has as its main goals the gathering of coherent, verifiable information, and most importantly, timely reporting of that information.

The research purpose of the study was CD's well-organized distribution system leverage the brand to become strong in the market.

### **4.2.2 Research Strategy:**

The design of research strategy depends on the types of research questions asked. The main function of research design is to explain how we will find answers to our research questions.

### **4.2.3 Expected Findings:**

CD's efficient distribution system helps the brand to become strong in the market through their different types of promotional offers, maintain a good relationship with retailers and shoppers, ensuring top class visibility, innovative display schemes, campaign branding and also CM activities.

### **4.2.4 Methodology:**

I mainly adopted a quantitative approach by gathering information through a questionnaire-driven survey.

## **4.3 DATA COLLECTION METHOD**

Data was collected through documentation, archival records, interviews, direct observations, and participant observations. A main strength of the study data collection is the opportunity to use many different sources of support. The most important sources for the study information are interview as I have done in this analysis.

Both primary and secondary data will be used for analyzing.

### **4.3.1 Primary Data:**

I have collected primary data by interviewing shoppers and retailers. I have also conducted a questionnaire survey to get more concrete output. Primary data were mostly derived from surveys. Primary information is under consideration in the following manner:

- ❖ Face to face conversation with the retailers
- ❖ By interviewing retailers and shoppers.

### **4.3.2 Secondary Data:**

#### **❖ Internal Sources**

- Internal magazine published by UBL
- Different brochures of UBL
- Information provided by my supervisor

#### **❖ External Sources:**

- Different books and periodicals
- Newspapers
- Internet



### **4.3.3 Population and Target people:**

#### **4.3.3.1 Sampling Technique:**

In statistics, a sample is a subset of a population. Typically, the population is very large, making a census or a complete enumeration of all the values in the population impractical or impossible. The sample represents a subset of manageable size. Samples are collected and statistics are calculated from the samples so that one can make inferences or extrapolations from the sample to the population. This process of collecting information from a sample is referred to as sampling.

The best way to avoid a biased or unrepresentative sample is to select a random sample, also known as a probability sample. A random sample is defined as a sample where the probability that any individual member from the population being selected as part of the sample is exactly the same as any other individual member of the population. A sample that is not random is called a non-random sample or a non probability sample. In my research random sampling technique is used for the procedure.

#### **4.3.3.2 Sample Size:**

The survey was conducted in Dhaka Metro city only. From there 30 retailers were chosen randomly for interviewing and 30 numbers of shoppers were also been questioned to express their experience.

#### **4.3.3.3 Survey Method:**

I have personally interviewed retailers and shoppers mainly because it will permit me to search more deeply if an answer is vague or unfinished. Apparently the personal element in the contact made refusal less likely. Still I have faced some problems while filling up the questionnaires due to the length of the questionnaire itself.

## **4.4 DATA ANALYSIS AND TECHNIQUES**

Analysis of primary information will be done using SPSS and Microsoft excel followed by descriptive analysis. Graphical presentation, frequency and percentage will be used in the report.

## **4.5 DATA PRESENTATION TECHNIQUES**

Presentation of data will be shown in form of various graphs and tables

## **4.6 LIMITATION OF THE STUDY**

The present study was not out of limitations. But it was a great opportunity for me to know the retail activities handled by UBL. Some constraints are given bellow—

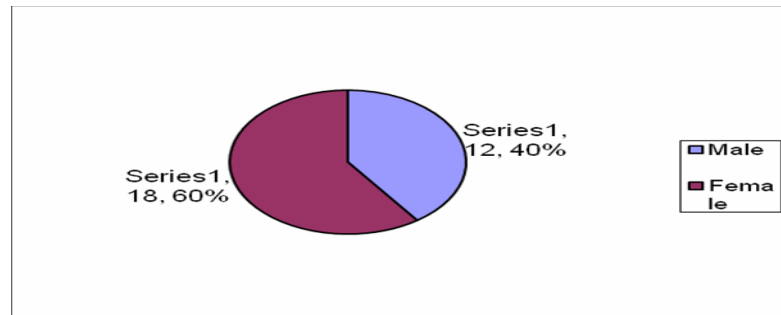
- ❖ The main constraint of the study is inadequate access to information, which has hampered the scope of analysis required for the study. It was unable to provide some formatted documents data for the study.
- ❖ Due to time limitations, many of the aspects could not be discussed in the present report.
- ❖ As Unilever is a private limited company; it maintains some secrecy that is not revealed to others. While collecting data they did not disclose much information for the sake of the confidentiality of the organization.
- ❖ The shoppers were too busy to provide me much time for interview.
- ❖ The retailers couldn't provide proper information about some aspect due to their lack of knowledge.
- ❖ Only few areas of Dhaka city have been considered for the study.
- ❖ Samples were selected conveniently.
- ❖ The sample size does not represent the total population.

## 4.7 FINDINGS

### 4.7.1 Shopper's perception

Here the question about **Gender**

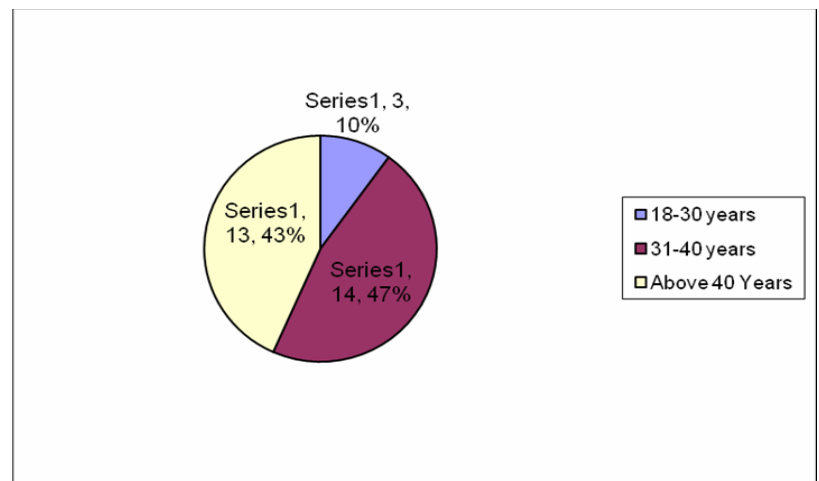
	<i>f</i>	<i>%</i>
<b>Male</b>	<b>12</b>	<b>40.0</b>
<b>Female</b>	<b>18</b>	<b>60.0</b>
<b>Total</b>	<b>30</b>	<b>100.0</b>



I found that 40% of our customers are male and 60% are female.

Here the question about **Age**

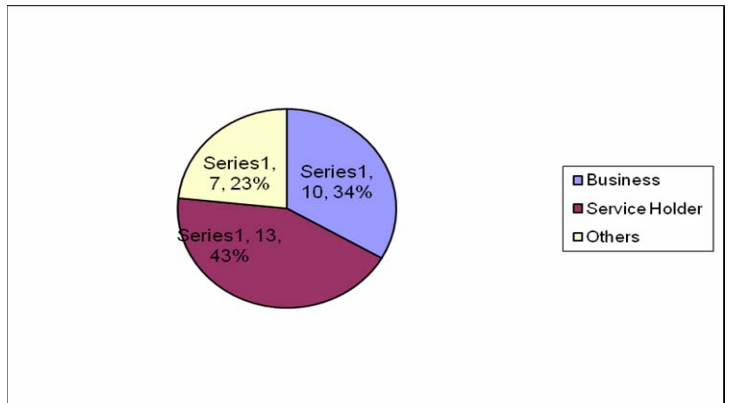
	<i>f</i>	<i>%</i>
<b>18-30 years</b>	<b>3</b>	<b>10.0</b>
<b>31-40 years</b>	<b>14</b>	<b>46.7</b>
<b>Above 40 Years</b>	<b>13</b>	<b>43.3</b>
<b>Total</b>	<b>30</b>	<b>100.0</b>



I found that 46.7% customer's age is between 31-40 years.

Here the question about the shoppers **Occupation**

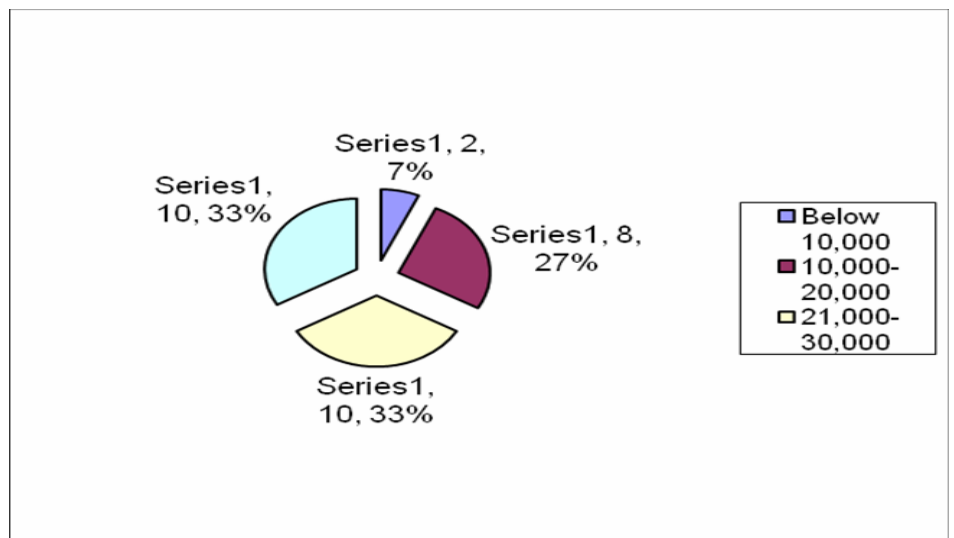
	<i>f</i>	<i>%</i>
<b>Business</b>	<b>10</b>	<b>33.3</b>
<b>Service Holder</b>	<b>13</b>	<b>43.3</b>
<b>Others</b>	<b>7</b>	<b>23.3</b>
<b>Total</b>	<b>30</b>	<b>100.0</b>



I found that most of the customers are service holders and their amount is 43.3%.

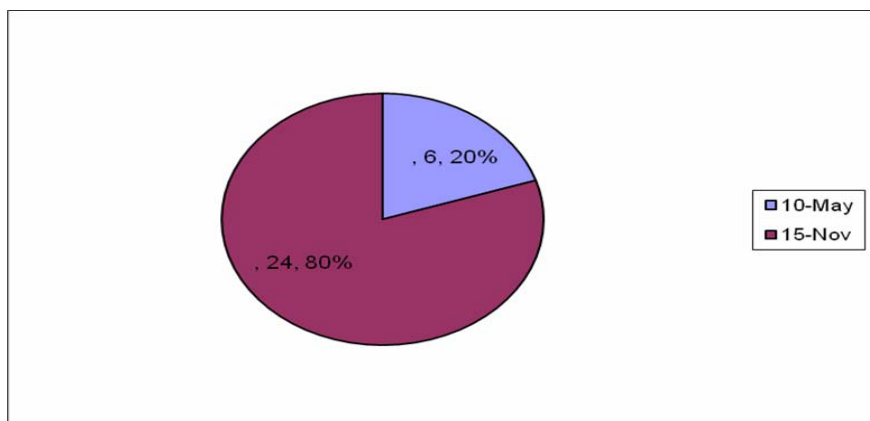
Here the question about the monthly **Monthly Income** of the shoppers.

	<i>f</i>	<i>%</i>
<b>Below 10,000</b>	<b>2</b>	<b>6.7</b>
<b>10,000-20,000</b>	<b>8</b>	<b>26.7</b>
<b>21,000-30,000</b>	<b>10</b>	<b>33.3</b>
<b>Above 30,000</b>	<b>10</b>	<b>33.3</b>



**QUES1:** Here the question about **the number of Unilever's Brand Recognition**

<i>Number of Brands</i>	<i>f</i>	<i>%</i>
<i>5-10</i>	<i>6</i>	<i>20.0</i>
<i>11-15</i>	<i>24</i>	<i>80.0</i>
<i>Total</i>	<i>30</i>	<i>100.0</i>



The table shows that 80.0% of the respondents can recognize the 11 to 15 Unilever's brand name. It means that the brand awareness of the Unilever's brands are high and most of the respondents can recognize 11 to 15 UBL brand name.

**QUES2:** Here the question about the **Sources of information about Unilever products**

<i>Sources</i>	<i>Rank 1</i>		<i>Rank 2</i>		<i>Rank 3</i>		<i>Rank 4</i>	
	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>
<i>Through TV advertisements</i>	<i>10</i>	<i>33.3</i>	<i>3</i>	<i>10.0</i>	<i>16</i>	<i>53.3</i>	<i>1</i>	<i>3.3</i>
<i>Through billboards</i>	<i>9</i>	<i>30.0</i>	<i>10</i>	<i>33.3</i>	<i>9</i>	<i>30.0</i>	<i>2</i>	<i>6.7</i>
<i>The retailer informs shoppers</i>	<i>11</i>	<i>36.7</i>	<i>17</i>	<i>56.7</i>	<i>2</i>	<i>6.7</i>	<i>0</i>	<i>0.0</i>
<i>Through posters or other POS materials in the outlet</i>	<i>0</i>	<i>0.0</i>	<i>0</i>	<i>0.0</i>	<i>3</i>	<i>10.0</i>	<i>27</i>	<i>90.0</i>
<i>Total</i>	<i>30</i>	<i>100.0</i>	<i>30</i>	<i>100.0</i>	<i>30</i>	<i>100.0</i>	<i>30</i>	<i>100.0</i>

🌈 The table reveals that the retailers inform shoppers about Unilever's products is ranked first as stated by 36.7% of the respondents, followed by through TV advertisements (33.3%), through billboards (30%).

**QUES3: Factors impact consumers most in terms of making a purchase decision of a product**

<i>Factors</i>	<i>Rank 1</i>		<i>Rank 2</i>		<i>Rank 3</i>		<i>Rank 4</i>	
	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>
<i>The brand name</i>	<i>4</i>	<i>13.3</i>	<i>25</i>	<i>83.3</i>	<i>0</i>	<i>0.0</i>	<i>1</i>	<i>3.3</i>
<i>The availability of the product everywhere and every time shoppers need</i>	<i>16</i>	<i>53.3</i>	<i>2</i>	<i>6.7</i>	<i>11</i>	<i>36.7</i>	<i>1</i>	<i>3.3</i>
<i>Pricing</i>	<i>0</i>	<i>0.0</i>	<i>3</i>	<i>10.0</i>	<i>14</i>	<i>46.7</i>	<i>11</i>	<i>36.7</i>
<i>Attractive packaging</i>	<i>10</i>	<i>33.3</i>	<i>0</i>	<i>0.0</i>	<i>2</i>	<i>6.7</i>	<i>11</i>	<i>36.7</i>
<i>Attractive way of display in the outlet</i>	<i>0</i>	<i>0.0</i>	<i>0</i>	<i>0.0</i>	<i>3</i>	<i>10.0</i>	<i>6</i>	<i>20.0</i>
<i>Total</i>	<i>30</i>	<i>100.0</i>	<i>30</i>	<i>100.0</i>	<i>30</i>	<i>100.0</i>	<i>30</i>	<i>100.0</i>

🌈 The table shows that the availability of the product is ranked first that impacts shoppers most in terms of making a purchase decision of a product as stated by 53.3% of the respondents, followed by attractive packaging (33.3%) and the brand name (13.3%).

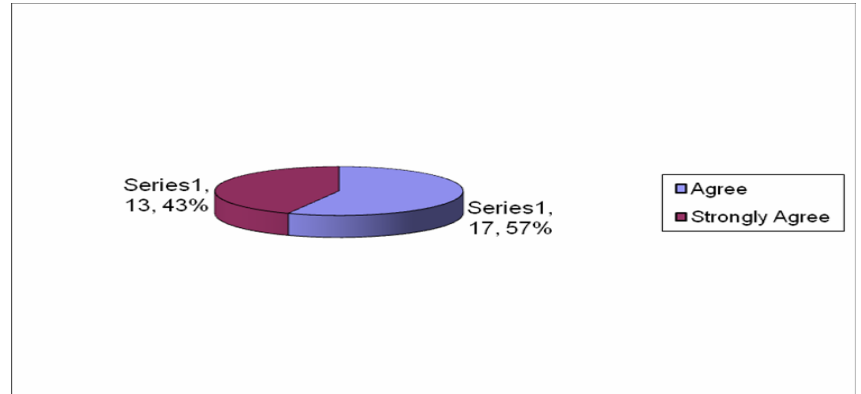
**QUES4: Factors strike consumers the most about UBL products when they enter an outlet**

<i>Factors</i>	<i>Rank 1</i>		<i>Rank 2</i>		<i>Rank 3</i>		<i>Rank 4</i>	
	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>
<i>The product is placed in the most attractive place</i>	<b>4</b>	<b>13.3</b>	<b>3</b>	<b>10.0</b>	<b>20</b>	<b>66.7</b>	<b>3</b>	<b>10.0</b>
<i>The product display is very eye-catching</i>	<b>11</b>	<b>36.7</b>	<b>4</b>	<b>13.3</b>	<b>5</b>	<b>16.7</b>	<b>8</b>	<b>26.7</b>
<i>The retailers recommend shoppers Unilever products more than other</i>	<b>3</b>	<b>10.0</b>	<b>20</b>	<b>66.7</b>	<b>5</b>	<b>16.7</b>	<b>2</b>	<b>6.7</b>
<i>Unilever products have more promotional offers and shoppers get to know about them instantly</i>	<b>11</b>	<b>36.7</b>	<b>3</b>	<b>10.0</b>	<b>0</b>	<b>0.0</b>	<b>16</b>	<b>53.3</b>
<i>Others</i>	<b>1</b>	<b>3.3</b>	<b>0</b>	<b>0.0</b>	<b>0</b>	<b>0.0</b>	<b>0</b>	<b>0.0</b>
<i>Total</i>	<b>30</b>	<b>100.0</b>	<b>30</b>	<b>100.0</b>	<b>30</b>	<b>100.0</b>	<b>29</b>	<b>100.0</b>

🎨 The table discloses that both eye catching product display and promotional offers by the Unilever’s products and shoppers get to know them instantly are ranked first as stated by 36.7% of the respondents, followed by the place of the product in attractive place (13.3%) and the recommendations of the retailers to shoppers about Unilever’s product (10.0%).

**QUES5: Unilever maintains a similarity among its TV ads, billboard ads and display of particular products in the outlets**

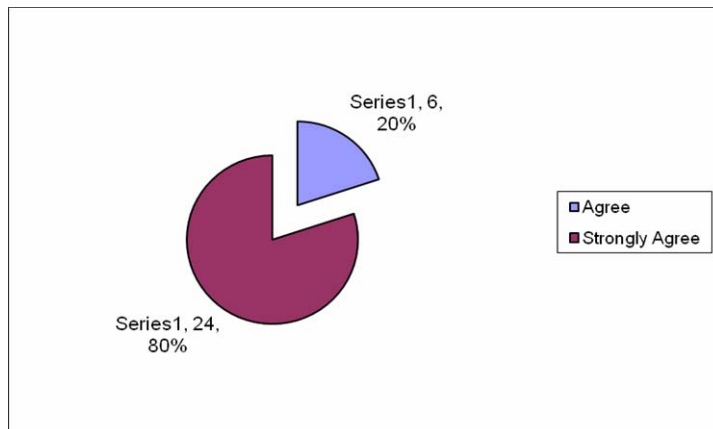
	<i>f</i>	<i>%</i>
<i>Agree</i>	17	56.7
<i>Strongly Agree</i>	13	43.3
<i>Agree</i>		
<i>Total</i>	30	100.0



The table shows that 56.7% of the respondents agree that Unilever maintains a similarity among its TV ads, billboard ads and display of particular products in the outlets whereas 43.3% of the respondents strongly agree with the statement.

**QUES6 :The retailer always informs me about the new promotions and new product arrivals**

	<i>f</i>	<i>%</i>
<i>Agree</i>	6	20.0
<i>Strongly Agree</i>	24	80.0
<i>Agree</i>		
<i>Total</i>	30	100.0

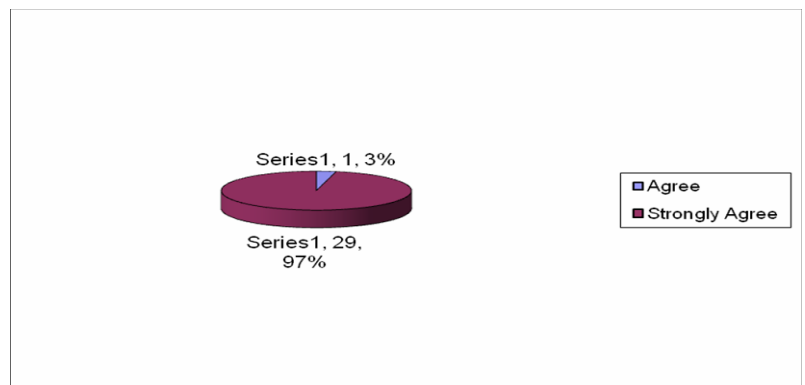


The table discloses that 80.0% of the respondents strongly agree that the retailers always inform shoppers about the new promotions and new product arrivals and 20.0% of the respondents agree with the statement.

**QUES 7: Unilever products are the most eye-catching after entering an outlet**



	<i>f</i>	<i>%</i>
<i>Agree</i>	<i>1</i>	<i>3.3</i>
<i>Strongly Agree</i>	<i>29</i>	<i>96.7</i>
<i>Agree</i>		
<i>Total</i>	<i>30</i>	<i>100.0</i>



The table shows that almost all the respondents (96.7%) strongly agree that Unilever products are the most eye-catching after entering an outlet followed by 3.3% agrees with the statement.

#### QUES8: Unilever products are always available in all the outlets

	<i>f</i>	<i>%</i>
<i>Strongly Agree</i>	<i>30</i>	<i>100.0</i>
<i>Total</i>	<i>30</i>	<i>100.0</i>

The table reveals that all the respondents (100.0%) strongly agree that Unilever products are always available in all the outlets.

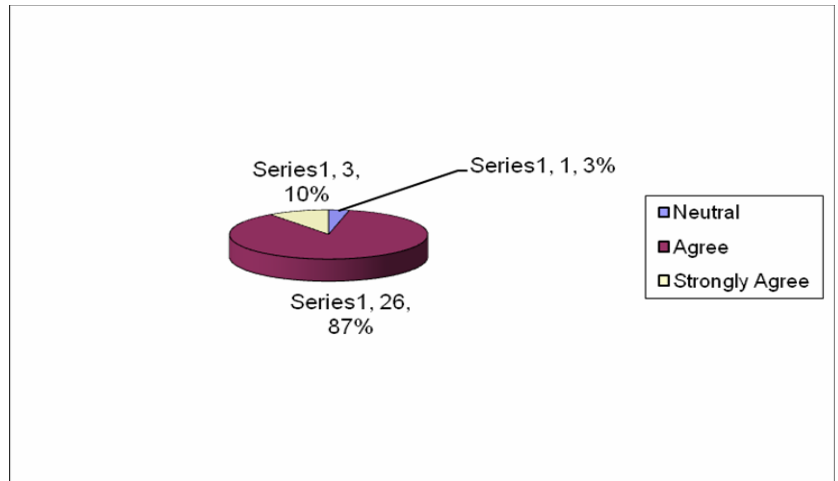
#### QUES9: Nicely displayed products influence consumers in making a purchase decision

	<i>f</i>	<i>%</i>
<i>Agree</i>	<i>28</i>	<i>93.3</i>
<i>Strongly Agree</i>	<i>2</i>	<i>6.7</i>
<i>Total</i>	<i>30</i>	<i>100.0</i>

The table discloses that 93.3% of the respondents agree that nicely displayed products influence consumers in making a purchase decision and 6.7% of the respondents strongly agree with the statement.

#### QUES10: The shop sign helps to remind consumers of a particular brand

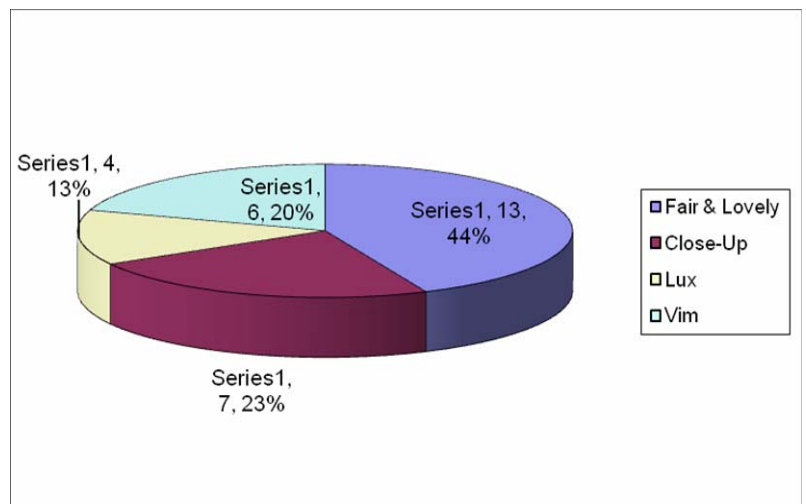
	<i>f</i>	<i>%</i>
<i>Neutral</i>	<i>1</i>	<i>3.3</i>
<i>Agree</i>	<i>26</i>	<i>86.7</i>
<i>Strongly Agree</i>	<i>3</i>	<i>10.0</i>
<i>Total</i>	<i>30</i>	<i>100.0</i>



The table reveals that 86.7% of the respondents agree that shop sign helps to remind consumers of a particular brand, 10% of the respondents strongly agree with the statement and 3.3% of the respondents remain neutral.

**QUES11 : Recognize a brand of which consumers have seen fantastic display in the outlets lately**

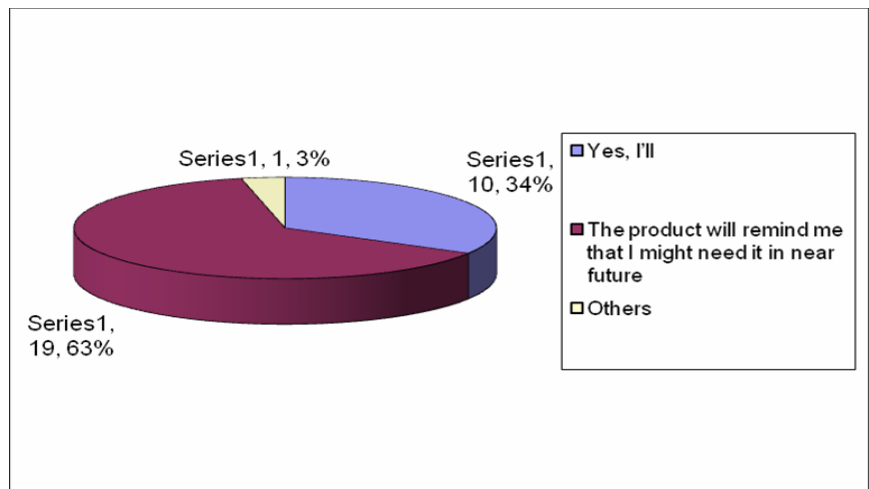
<i>Brand Name</i>	<i>f</i>	<i>%</i>
<i>Fair &amp; Lovely</i>	<i>13</i>	<i>43.3</i>
<i>Close-Up</i>	<i>7</i>	<i>23.3</i>
<i>Lux</i>	<i>4</i>	<i>13.3</i>
<i>Vim</i>	<i>6</i>	<i>20.0</i>
<i>Total</i>	<i>30</i>	<i>100.0</i>



The table shows that 43.3% of the respondents can recognize that Fair & Lovely when the respondents were asked to recognize a brand of which they have seen fantastic display in the outlets lately. 23.3 of the respondents say Close-Up and 13.3% of the respondents say Lux.

**QUES12: Whether consumers switch a Unilever Brand if it is not available**

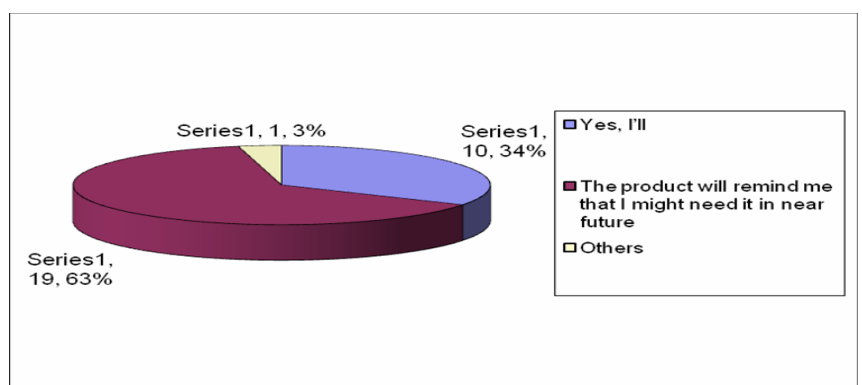
	<i>f</i>	<i>%</i>
<i>I'll look for my brand in another outlet</i>	22	73.3
<i>I'll wait for a day or two for the product to arrive</i>	8	26.7
<b>Total</b>	<b>30</b>	<b>100.0</b>



The table shows that 73.3% of the respondents say they will look for their brand in another outlet when a Unilever brand is not available. That means product availability is an important factor. And consumers do not want to wait for several days. 26.7% of the respondents say they will wait a day or two days for the product to arrive.

**QUES13 :Whether consumers would buy a product if it is displayed nicely in front of consumers**

	<i>f</i>	<i>%</i>
<i>Yes, I'll</i>	10	33.3
<i>The product will remind me that I might need it in near future</i>	19	63.3
<i>Others</i>	1	3.3
<b>Total</b>	<b>30</b>	<b>100.0</b>



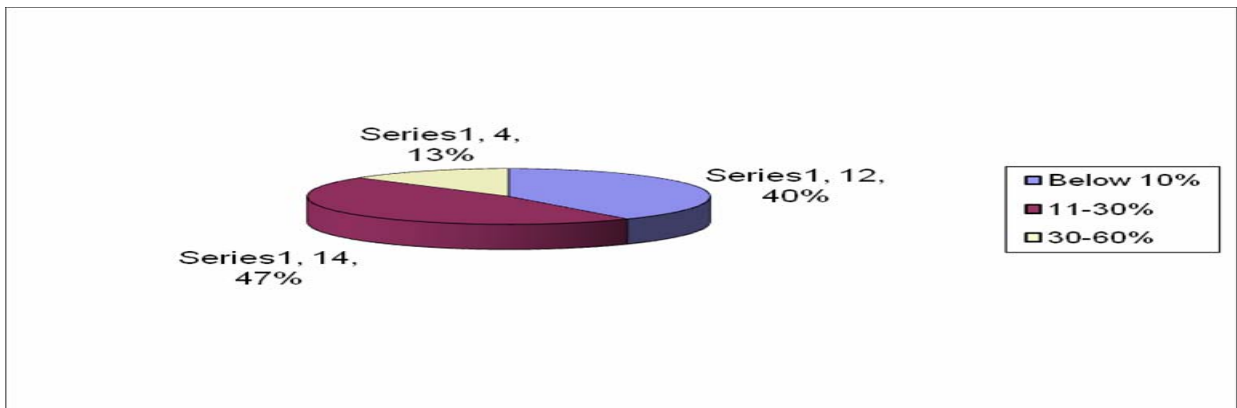
The table shows that 63.3% of the respondents say that the product will remind them that they might need it in near future when it is displayed

nicely in front of them and 33.3% say they will buy.

## 4.7.2 Retailer's perception

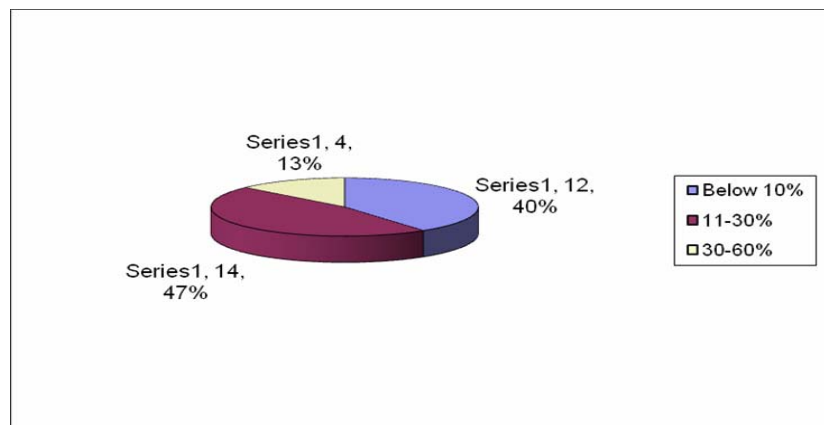
Here the question about **Outlet's monthly average sale**

	<i>f</i>	<i>%</i>
<b><i>Below 1,00,000</i></b>	<b><i>3</i></b>	<b><i>10.0</i></b>
<b><i>1,00,000 to 3,00,000</i></b>	<b><i>9</i></b>	<b><i>30.0</i></b>
<b><i>3,00,001 to 7,00,000</i></b>	<b><i>12</i></b>	<b><i>40.0</i></b>
<b><i>7,00,001 to 10,00,000</i></b>	<b><i>6</i></b>	<b><i>20.0</i></b>
<b><i>Total</i></b>	<b><i>30</i></b>	<b><i>100.0</i></b>



Here the question about the **Unilever's average sale from outlet**

	<i>f</i>	<i>%</i>
<b><i>Below 10%</i></b>	<b><i>12</i></b>	<b><i>40.0</i></b>
<b><i>11-30%</i></b>	<b><i>14</i></b>	<b><i>46.7</i></b>
<b><i>30-60%</i></b>	<b><i>4</i></b>	<b><i>13.3</i></b>
<b><i>Total</i></b>	<b><i>30</i></b>	<b><i>100.0</i></b>



**QUES1: Factors influence retailers the most to buy/stock Unilever's products**

<i>Factors</i>	<i>Rank 1</i>		<i>Rank 2</i>		<i>Rank 3</i>		<i>Rank 4</i>		<i>Rank 5</i>	
	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>
<i>The brand name</i>	<i>1</i>	<i>3.3</i>	<i>16</i>	<i>53.3</i>	<i>12</i>	<i>40.0</i>	<i>1</i>	<i>3.3</i>		
<i>Strong demand from the consumers</i>	<i>12</i>	<i>40.0</i>	<i>7</i>	<i>23.3</i>	<i>9</i>	<i>30.0</i>	<i>1</i>	<i>3.3</i>	<i>1</i>	<i>3.3</i>
<i>Unilever provides different programs which helps the traders</i>	<i>13</i>	<i>43.3</i>	<i>7</i>	<i>23.3</i>	<i>7</i>	<i>23.3</i>	<i>3</i>	<i>10.0</i>	<i>0</i>	<i>0</i>
<i>The sales officers of Unilever behave very nicely</i>	<i>4</i>	<i>13.3</i>	<i>0</i>	<i>0.0</i>	<i>1</i>	<i>3.3</i>	<i>25</i>	<i>83.3</i>	<i>0</i>	<i>0</i>
<i>Others</i>	<i>0</i>	<i>0.0</i>	<i>0</i>	<i>0.0</i>	<i>1</i>	<i>3.3</i>	<i>0</i>	<i>0.0</i>	<i>29</i>	<i>96.7</i>
<i>Total</i>	<i>30</i>	<i>100.0</i>	<i>30</i>	<i>100.0</i>	<i>30</i>	<i>100.0</i>	<i>30</i>	<i>100.0</i>	<i>30</i>	<i>100.0</i>

🎯 The table shows that Unilever provides different programs which helps the traders is ranked first as stated by 43.3% of the retailers, followed by demand from the consumers (40.0%), nice behavior of Unilever's sales officers (13.3%) and the brand name (3.3%) are the factors that influence retailers the most to buy/stock Unilever's products.


**QUES2: Factors influence the shopper to make the purchase decision**

<i>Factors</i>	<i>Rank 1</i>		<i>Rank 2</i>		<i>Rank 3</i>		<i>Rank 4</i>		<i>Rank 5</i>	
	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>
<i>The brand name</i>	1	3.3	16	53.3	0	0.0	13	43.3	0	0.0
<i>TV advertisement</i>	2	6.7	14	46.7	8	26.7	6	20.0	1	3.3
<i>Product availability</i>	15	50.0	0	0.0	11	36.7	4	13.3	0	0.0
<i>Recommendation from retailers</i>	12	40.0	0	0.0	11	36.7	7	23.3	0	0.0
<i>Others</i>	0	0.0	0	0.0	0	0.0	0	0.0	29	96.7
<i>Total</i>	30	100.0	30	100.0	30	100.0	30	100.0	30	100.0

🎯 The table shows that product availability is ranked first that influence the shoppers to make purchase decision as stated by 50.0% of the respondents, followed by recommendation from retailers (40.0%), TV advertisement (6.7%) and the brand name (3.3%).

**QUES3: Factors that makes Unilever different from the other companies**

<b>Factors</b>	<b>Rank 1</b>		<b>Rank 2</b>		<b>Rank 3</b>		<b>Rank 4</b>		<b>Rank 5</b>	
	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>
<i>The systematic approach of order taking and delivery</i>	<b>24</b>	<b>80.0</b>	<b>4</b>	<b>13.3</b>	<b>2</b>	<b>6.7</b>	<b>0</b>	<b>0.0</b>	<b>0</b>	<b>0.0</b>
<i>The relation with sales officers</i>	<b>4</b>	<b>13.3</b>	<b>6</b>	<b>20.0</b>	<b>17</b>	<b>56.7</b>	<b>1</b>	<b>3.3</b>	<b>2</b>	<b>6.7</b>
<i>The display programs and schemes provided by the company</i>	<b>2</b>	<b>6.7</b>	<b>14</b>	<b>46.7</b>	<b>10</b>	<b>33.3</b>	<b>4</b>	<b>13.3</b>	<b>0</b>	<b>0.0</b>
<i>The focus on display of their products</i>	<b>0</b>	<b>0.0</b>	<b>6</b>	<b>20.0</b>	<b>1</b>	<b>3.3</b>	<b>22</b>	<b>73.3</b>	<b>1</b>	<b>3.3</b>
<i>Others</i>	<b>0</b>	<b>0.0</b>	<b>0</b>	<b>0.0</b>	<b>0</b>	<b>0.0</b>	<b>3</b>	<b>10.0</b>	<b>27</b>	<b>90.0</b>
<b>Total</b>	<b>30</b>	<b>100.0</b>	<b>30</b>	<b>100.0</b>	<b>30</b>	<b>100.0</b>	<b>30</b>	<b>100.0</b>	<b>30</b>	<b>100.0</b>

-  The table reveals that the systematic approach of order taking and delivery makes Unilever different from other companies as stated by 80.0% of the respondents, followed by The relation with sales officers (13.3%) and the display programs and schemes provided by the company (6.7%).

**QUES4: Reasons behind the availability of almost all the SKUs of Unilever products**

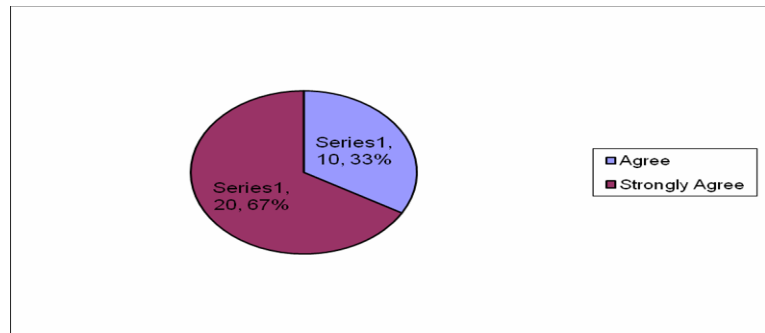
<i>Reasons</i>	<i>Rank 1</i>		<i>Rank 2</i>		<i>Rank 3</i>		<i>Rank 4</i>	
	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>
<i>The sales officers always make sure that all the SKUs of his respective product group is ordered as they have a target (LPC)</i>	10	33.3	4	13.3	7	23.3	9	30.0
<i>Retailers themselves remember all the SKUs and order them as all of them sell well</i>	2	6.7	6	20.0	18	60.0	4	13.3
<i>The trade offers actually encourage retailers to store the relevant SKUs of the products</i>	4	13.3	16	53.3	3	10.0	7	23.3
<i>Availability of all the SKUs makes the brand portfolio look stronger in the outlet</i>	14	46.7	4	13.3	2	6.7	10	33.3
<i>Total</i>	30	100.0	30	100.0	30	100.0	30	100.0

- 🌈 The table reveals that availability of all the SKUs makes the brand portfolio look stronger in the outlet is ranked first as the reasons behind the availability of almost all the SKUs of Unilever products stated by 46.7% of the respondents, followed by The sales officers always make sure that all the SKUs of his respective product group is ordered as they have a target (33.3%), The trade offers actually encourage retailers to store the relevant SKUs of the products(13.3%) and Retailers themselves remember all the SKUs and order them as all of them sell well(6.7%).



**QUES5: Retailers are always informed about the new product arrivals by the sales officers**

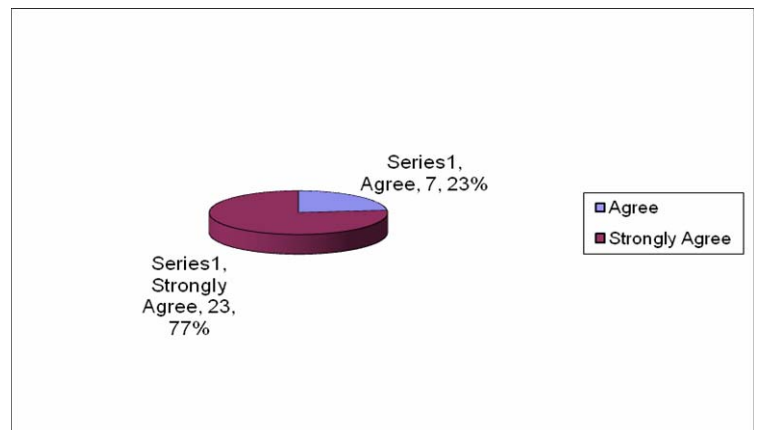
	<i>f</i>	<i>%</i>
<i>Agree</i>	10	33.3
<i>Strongly Agree</i>	20	66.7
<i>Agree</i>		
<i>Total</i>	30	100.0



The table shows that 66.7% of the respondents strongly agree that retailers are always informed about the new product arrivals by the sales officers where 33.3% of the respondents agree with the statement.

**QUES6: Retailers get the products they ordered at the right time**

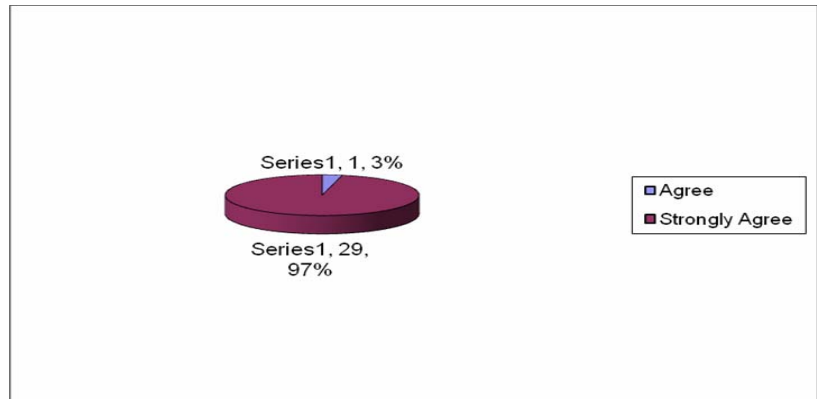
	<i>f</i>	<i>%</i>
<i>Agree</i>	7	23.3
<i>Strongly Agree</i>	23	76.7
<i>Total</i>	30	100.0



The table shows that 76.7% of the respondents strongly agree that retailers get the products they ordered at the right time where 23.3% of the respondents agree with the statement.

**QUES7: Unilever products can be stocked as the off-take is ensured**

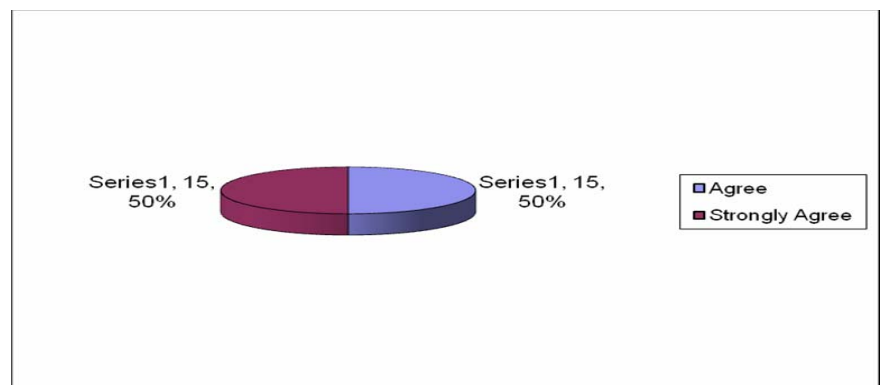
	<i>f</i>	<i>%</i>
<i>Agree</i>	1	3.3
<i>Strongly Agree</i>	29	96.7
<i>Agree</i>		
<i>Total</i>	30	100.0



The table reveals that almost all the retailers (96.7%) strongly agree that Unilever products can be stocked as the off-take is ensured followed by 3.3% of the retailers agree with the statement.

**QUES8: Unilever's different display programs help in generating more off-take**

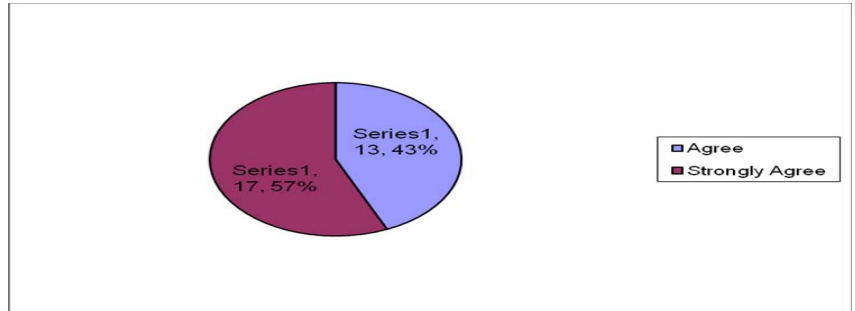
	<i>f</i>	<i>%</i>
<i>Agree</i>	15	50.0
<i>Strongly Agree</i>	15	50.0
<i>Agree</i>		
<i>Total</i>	30	100.0



The table reveals that half of the respondents strongly agree (50.0%) that Unilever's different displays programs help in generating more off-take as 50.0% of the respondents agree with the statement.

**QUES9: The display programs and schemes encourage retailers to stock and display Unilever products**

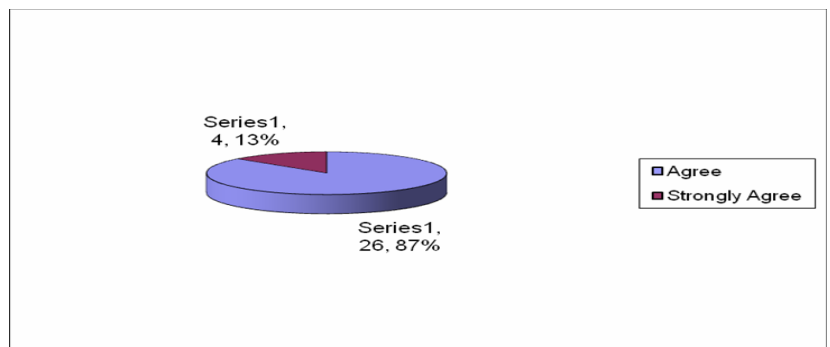
	<i>f</i>	<i>%</i>
<i>Agree</i>	13	43.3
<i>Strongly Agree</i>	17	56.7
<i>Agree</i>		
<i>Total</i>	30	100.0



The table shows that 56.7% of the respondents strongly agree that the display programs and schemes encourage retailers to stock and display Unilever products followed by 43.3% of the respondents agree with the statement.

**QUES10: Different merchandising elements from Unilever enhances the look of retailers outlet which attracts more shoppers**

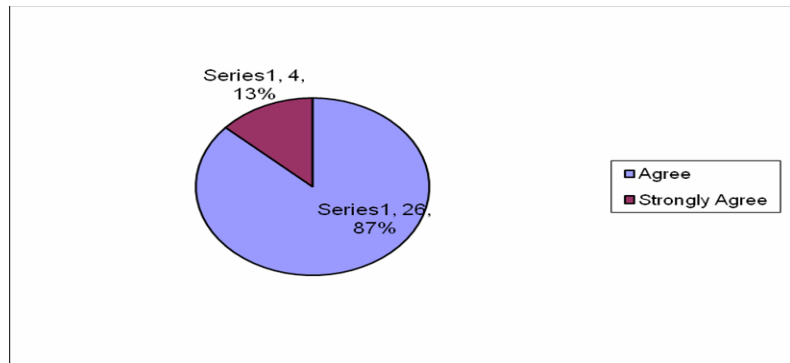
	<i>f</i>	<i>%</i>
<i>Agree</i>	26	86.7
<i>Strongly Agree</i>	4	13.3
<i>Agree</i>		
<i>Total</i>	30	100.0



The table reveals that most of the retailers (86.7%) agree that different merchandising elements from Unilever enhances the look of retailers outlet which attracts more shoppers followed by 13.3% of the retailers strongly agree with the statement.

**QUES11: Shoppers mostly make their purchase decisions looking at the nicely displayed products**

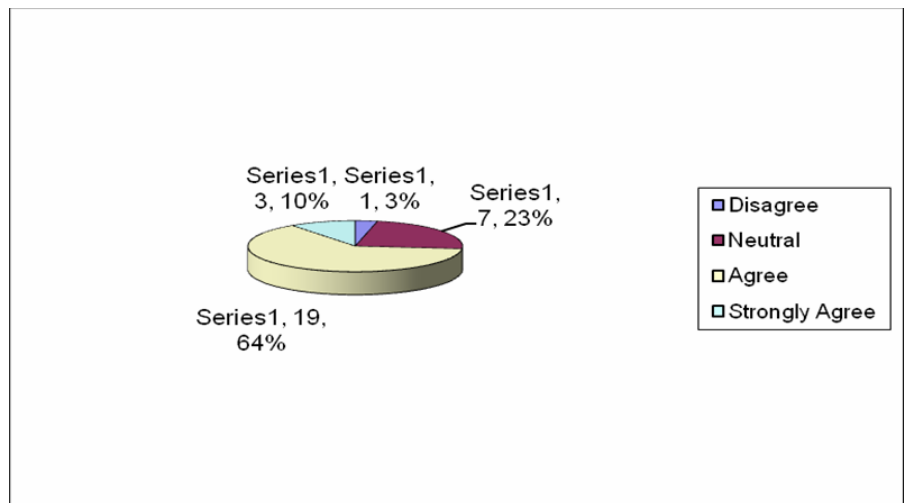
	<i>f</i>	<i>%</i>
<i>Agree</i>	26	86.7
<i>Strongly Agree</i>	4	13.3
<i>Total</i>	30	100.0



The table reveals that most of the retailers (86.7%) agree that shoppers mostly make their purchase decisions looking at the nicely displayed products followed by 13.3% of the retailers strongly agree with the statement.

**QUES12: Unilever provides trade offers/ programs on new SKUs**

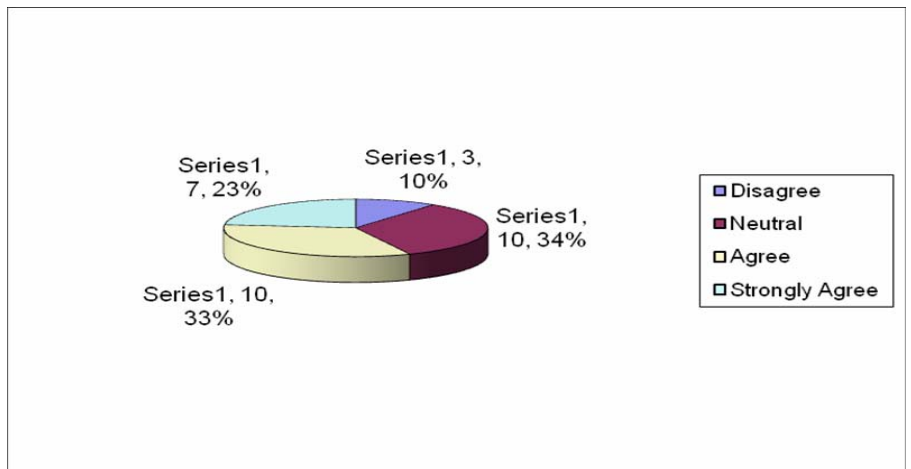
	<i>f</i>	<i>%</i>
<i>Disagree</i>	1	3.3
<i>Neutral</i>	7	23.3
<i>Agree</i>	19	63.3
<i>Strongly Agree</i>	3	10.0
<i>Total</i>	30	100.0



The table shows that 63.3% of the retailers agree that Unilever provides trade offers/ programs on new SKUs, 23.3% of the retailers remain neutral, 10.0% of the retailers strongly agree and 3.3% of the retailers disagree with the statement.

**QUES13: The posters/danglers/buntings that Unilever puts up in the outlets to inform about new products/ promotions helps**

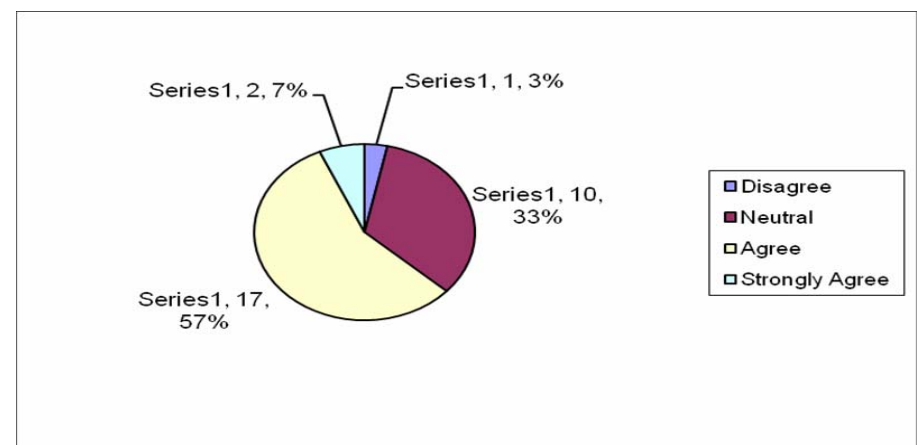
	<i>f</i>	%
<i>Disagree</i>	3	10.0
<i>Neutral</i>	10	33.3
<i>Agree</i>	10	33.3
<i>Strongly Agree</i>	7	23.3
<i>Total</i>	30	100.0



The table shows that 33.3% of the retailers agree and remain neutral that The posters/danglers/buntings that Unilever puts up in the outlets to inform about new products/ promotions helps, whereas 23.3% of the retailers strongly agree and 10.0% of the retailers disagree with the statement.

**QUES14: If a product is nicely displayed and made available always, it gains popularity**

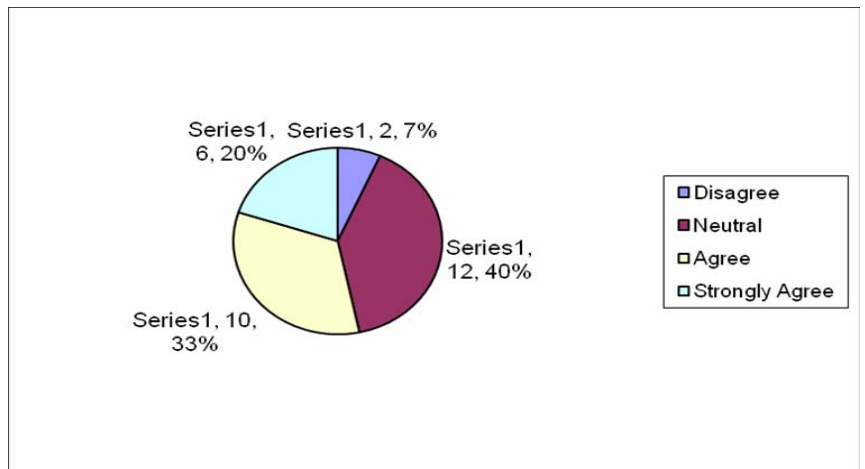
	<i>f</i>	%
<i>Disagree</i>	1	3.3
<i>Neutral</i>	10	33.3
<i>Agree</i>	17	56.7
<i>Strongly Agree</i>	2	6.7
<i>Total</i>	30	100.0



The table reveals that 56.7% of the respondents agree that if a product is nicely displayed and made available always, it gains popularity, 33.3% of the respondents remain neutral, 6.7% of the respondents strongly agree and 3.3% of the respondents disagree with the statement.

**QUES15: Unilever's 3 frequency order/delivery system helps retailers to order all the SKUs I need**

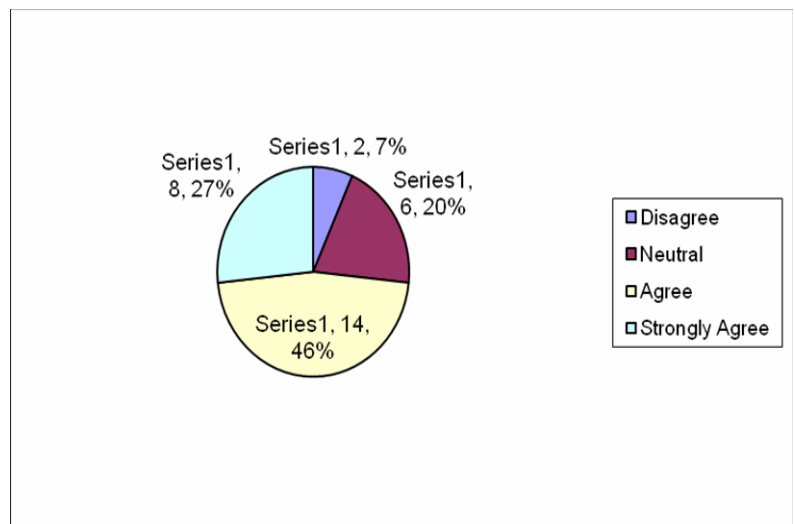
	<i>f</i>	<i>%</i>
<i>Disagree</i>	2	6.7
<i>Neutral</i>	12	40.0
<i>Agree</i>	10	33.3
<i>Strongly Agree</i>	6	20.0
<i>Total</i>	30	100.0



The table reveals that 40.0% of the respondents remain neutral that Unilever's 3 frequency order/delivery system helps retailers to order all the SKUs they need and 33.3% of the respondents agree, 20.0% of the respondents strongly agree and 6.7% of the respondents disagree with the statement.

**QUES16: with the PDA and automated memo system, retailers don't miss the trade offers anymore**

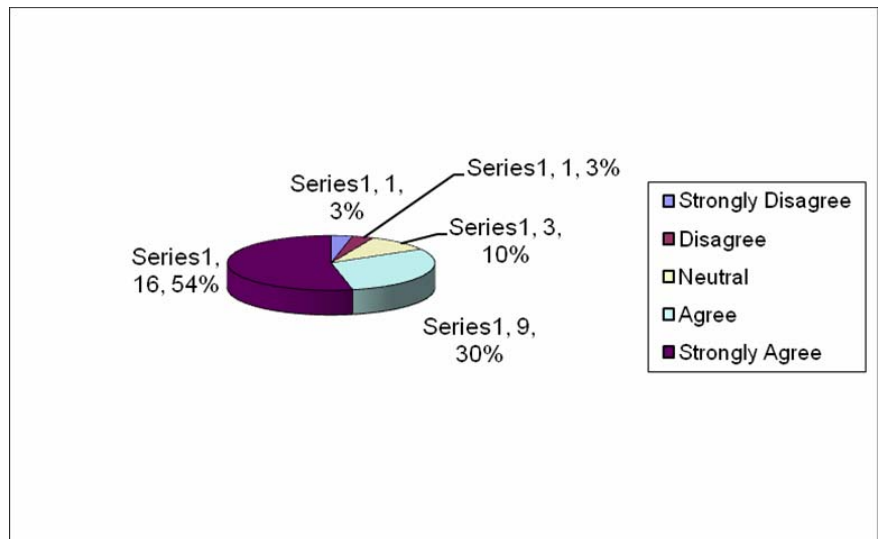
	<i>f</i>	<i>%</i>
<i>Disagree</i>	2	6.7
<i>Neutral</i>	6	20.0
<i>Agree</i>	14	46.7
<i>Strongly Agree</i>	8	26.7
<i>Total</i>	30	100.0



The table reveals that 46.7% of the respondents agree that with the PDA and automated memo system, retailers don't miss the trade offers anymore, 26.7% of the respondents strongly agree, 20.0% of the respondents remain neutral and 6.7% of the respondents disagree with the statement.

**QUES17: The contract merchandiser is a useful person to make retailers outlet beautiful which helps in product off-take**

	<i>f</i>	<i>%</i>
<i>Strongly Disagree</i>	<i>1</i>	<i>3.3</i>
<i>Disagree</i>	<i>1</i>	<i>3.3</i>
<i>Neutral</i>	<i>3</i>	<i>10.0</i>
<i>Agree</i>	<i>9</i>	<i>30.0</i>
<i>Strongly Agree</i>	<i>16</i>	<i>53.3</i>
<b>Total</b>	<b>30</b>	<b>100.0</b>



The table states that 53.3% of the respondents strongly agree that the contract merchandiser is a useful person to make retailers outlet beautiful which helps in product off-take, 30.0% of the respondents agree, 10% of the respondents remain neutral, and 3.3% of the respondents disagree and strongly disagree with the statement respectively.

This survey helps to build a proper result about my project. Now its easy to interpret.

## **INTERPRETATION**

I have conducted my research part on the topic of “**How strong brand building leveraged through efficient operation in the market**”. For the research purpose I prepared a questionnaire to find out the customer developments department’s activities which helps to build strong brands in the market. From the respondents opinion I have found several things and here I trying to interpret the respondent’s answers.

- ❖ Most of the shoppers are female and age between 31-40 years.
- ❖ Our major customers are service holder whose monthly income is 21000tk to 30000tk.
- ❖ 80.0% of the respondents can recognize the 11 to 15 Unilever brands name. It means that the brand awareness of the Unilever brands is high and most of the shoppers can recognize 11 to 15 UBL brand names.
- ❖ The retailers inform shoppers about Unilever products. And retailers are informed by the company sales officer about the new products arriver in the market and because of the good relationship with the sales officer they recommended shoppers about the company products.
- ❖ Unilever’s products are available in the market that means CD team and their workforce are very active to deliver the products in every corner of the country.
- ❖ The products is placed most eye-catchy place in the outlet which sometimes influence shoppers for their buying decision.
- ❖ Sometimes Shop sign reminds shoppers for the particular brands which provides by the CD team.
- ❖ Most of the Retailer’s large amount of sales comes from Unilever products which influence them to stock more products.
- ❖ Unilever provide different promotional program to retailers which motivate them to stock more products.



- ❖ Good relationship with the retailers and the sales officers makes Unilever different from other company. Field sales coordinators visit the market three times a week which helps to maintain a good relationship with the retailers.
- ❖ Retailers are always informed about new products from the sales officers which help retailers to sale the new products to shoppers.
- ❖ Unilever's different types of display program encourage retailers to stock and display more Unilever products.
- ❖ Company's Contract Merchandisers display the product so nicely that attract customers which increase the retailer's sales.
- ❖ Brands gains popularity by nice display, proper placement and availability of the products and all these are properly complete by the CD team and their field force.
- ❖ Company's 3 frequency order and delivery system helps the retailers to order all the SKU's which makes brands more strong.
- ❖ The PDA system helps the retailers to fulfill the entire trade offer which encourage them to stoke more products.
- ❖ To make retailer's outlet beautiful, contract merchandisers are very cooperative which helps in products off take.

For Interpretation of the survey analysis now it's clearer that Customer Development Department and their well organized and active field force make the strong brand position in the market and make the brands different from other competitors.

## **RECOMMENDATION**

Though Customer Development Department and its field force are very well organized and active but I think they should give more importance about the following matters.

### **❖ Importance on more visibility**

CD team should give more importance on visibility. They should choose more colorful shelf talker, billboard etc. and display all the products more attractive ways so that shoppers can easily notice the product and feel encourage to buy the products.

### **❖ Give more promotional offer to the retailers and shoppers**

To encourage shoppers CD Department should give more promotional offer to the shoppers like more free gifts and for the retailers they can give more incentives. They can also arrange different programs for their loyal retailers.

### **❖ Change the date over or damaged products**

Unilever never change their damaged products or date over products. Sometimes retailers are complaints but they don't take any action. They should change this policy.

### **❖ Focus on their products delivery timing**

Sometimes delivery sales representative cannot reach to the market on time. That's why retailers couldn't take all the products according to the order. The reason behind is competitors sales representative comes early which helps them to get more orders for the products.

### **❖ Event based promotion**

UBL can arrange special promotion in different events like Eid, New Year and other seasonal events. It is not that they have to make an expensive promotion; they can keep it simple like giving free grocery or non-branded items with any UBL product depending on the theme of the event.

❖ **Training program for retailers**

UBL can organize special training program for the retailers where they will be given training on how to deal with customers, maintain long term relationship with them, retail management, marketing of product etc.

❖ **Arrangement of Special Events**

UBL can organize special events for the retailers like outing or picnic or arrangements of sports. This will work as a motivation for them.

## **CONCLUSION**

Unilever Bangladesh limited is one of the leading multinational companies in Bangladesh. I had the opportunity to work for this company during my internship program. I have worked in customer development department of UBL. During this time I got an opportunity to observe the overall activities of managing retail environment.

This report has provided some interesting insight into what kind of service the customers and retailers are getting and what is their expectation from Unilever Customer Development Department. It also analyzed the perceptions of retailers like how it has helped to build the relationship with UBL as well as increase the sales. As it can be seen the relationship with retailers has already strengthen now UBL should try to attract the customer who are not fully satisfied and bring them to the positive side of the road so that strong relationship with the customers should be maintained. UBL should also provide more value to its loyal customers.

Finally, I would say that this internship at UBL has increased my practical knowledge of Business Administration and made my BBA education more complete and applied.

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# **APPENDIX 1**

- 🌀 **UBL:** Unilever Bangladesh Limited
- 🌀 **CD Department :** Customer Development Department
- 🌀 **FSE:** Field Sales Executive
- 🌀 **SSO/SO:** Senior Sales Officer / Sales Officer
- 🌀 **JSO:** Junior Sales Officer
- 🌀 **DSR:** Distribution Sales Representative.
- 🌀 **HPC:** Home & Personal Care
- 🌀 **PP:** Personal Product
- 🌀 **HC:** Home/Household Care
- 🌀 **PC:** Personal Care
- 🌀 **PW:** Personal Wash
- 🌀 **FW:** Fabric Wash
- 🌀 **MT:** Modern Trade
- 🌀 **CM:** Contract Merchandiser
- 🌀 **SC:** Shopping Complex
- 🌀 **3P:** 3<sup>rd</sup> Party
- 🌀 **SVS:** Super Value Shop
- 🌀 **GT:** General Trade
- 🌀 **UGS:** Urban General Store
- 🌀 **UNG:** Urban Neighborhood Grocer
- 🌀 **UWMG:** Urban Wet Market Grocer
- 🌀 **RNG:** Rural Neighborhood Grocer
- 🌀 **RWMG:** Rural Wet Market Grocer
- 🌀 **MH SKU:** Must Have Stock Keeping Unit

# APPENDIX 2

## How strong brand building is leveraged through efficient operation in the market

### Questionnaire for Shoppers

Name:

Gender:

Occupation:

Age:

Monthly household income (approx):

1. How many UBL brands can you name?

.....

2. How do you know about UBL products? (rank accordingly where 1 is the highest ranking)

- a) Through TV advertisements
- b) Through billboards
- c) The retailer informs me
- d) Through posters or other POS materials in the outlet
- e) Others .....

3. What impacts you the most in terms of making a purchase decision of a product? (rank accordingly where 1 is the highest ranking)

- a) The brand name
- b) The availability of the product everywhere and every time you need
- c) Pricing
- d) Attractive packaging
- e) Attractive way of display in the outlet

4. What strikes you the most about UBL products when you enter an outlet? (Rank accordingly where 1 is the highest ranking)

- a) The product is placed in the most attractive place
- b) The product display is very eye-catching
- c) The retailers recommend you Unilever products more than others
- d) Unilever products have more promotional offers and you get to know about them instantly
- e) Others

5. Please choose your best option for the following statements :

		<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
a)	Unilever maintains a similarity among its TV ads, billboard ads and display of particular products in the outlets	1	2	3	4	5
b)	The retailer always informs me about the new promotions and new product arrivals	1	2	3	4	5
c)	Unilever products are the most eye-catching after entering an outlet	1	2	3	4	5
d)	Unilever products are always available in all the outlets	1	2	3	4	5
e)	I think nicely displayed products influence me in making a	1	2	3	4	5



	purchase decision					
f)	I think the shop sign helps to remind me of a particular brand	1	2	3	4	5

6. Can you name a brand of which you have seen fantastic display in the outlets lately?  
(Fair & lovely/ Close-Up/ Lux/ Vim)

.....

7. If you do not find a Unilever brand in the outlet would you switch?

- a) I'll definitely switch brand
- b) I'll look for my brand in another outlet
- c) I'll wait for a day or two for the product to arrive
- d) Others.....

8. Even if not on your shopping list, would you buy a product if it is displayed nicely in front of you?

- a) Yes, I'll
- b) No, I'll not, I'll strongly stick to my list
- c) The product will remind me that I might need it in near future, hence I'll buy it
- d) Others.....

**Thank you**

**How strong brand building is leveraged through efficient operation in the market**

**Questionnaire for Retailers**

Outlet's Name:

Location:

Outlet's monthly average sale:

Unilever's average sale from outlet:

Channel:

1. What influences you the most to buy/stock unilever's products? (Rank accordingly where 1 is the highest ranking)

- a) The brand name
- b) Strong demand from the consumers
- c) Unilever provides different programs which helps the traders
- d) The sales officers of Unilever behave very nicely
- e) Others .....

2. What according to you influences the shopper to make the purchase decision? (Rank accordingly where 1 is the highest ranking)

- a) The brand name
- b) TV advertisement
- c) Product availability
- d) Recommendation from you
- e) Others .....

4 What makes Unilever different from the other companies? (Rank accordingly where 1 is the highest ranking)

- a) The systematic approach of order taking and delivery
- b) The relation with sales officers
- c) The display programs and schemes provided by the company
- d) The focus on display of their products
- e) Others .....

5 Do you think you get almost all the SKUs of Unilever products, if yes then why? (Rank accordingly where 1 is the highest ranking)

- a) The sales officers always make sure that all the SKUs of his respective product group is ordered as they have a target (LPC)
- b) You yourself remember all the SKUs and order them as all of them sell well
- c) The trade offers actually encourage you to store the relevant SKUs of the products
- d) Availability of all the SKUs makes the brand portfolio look stronger in the outlet

5. Please choose the best option for the statements below

		<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
a)	I am always informed about the new product arrivals by the sales officers	1	2	3	4	5
b)	I always get the products I ordered at the right time	1	2	3	4	5
c)	Unilever products can be stocked as the off-take is ensured	1	2	3	4	5
d)	Unilever's different display programs help in generating more off-take	1	2	3	4	5
e)	The display programs and schemes encourage me to stock and display Unilever products	1	2	3	4	5
f)	Different merchandising elements from Unilever enhances the look of my outlet which attracts more shoppers	1	2	3	4	5
g)	Shoppers mostly make their purchase decisions looking at the nicely displayed products	1	2	3	4	5

6. Please choose the best option for the statements below

a)	Unilever provides trade offers/ programs on new SKUs	Never	1	2	3	0	1	2	3	Always
b)	The posters/danglers/buntings that Unilever outs up in the outlets to inform about new products/ promotions helps	does not attract attention at all	1	2	3	0	1	2	3	Influences the shoppers
c)	If a products is nicely displayed and made available always, it gains popularity	Never	1	2	3	0	1	2	3	Always
d)	Unilever's 3 frequency order/delivery system helps me to order all the SKUs I need	Not helpful at all	1	2	3	0	1	2	3	Very helpful
e)	With the PDA and automated memo system, I don't miss the trade offers anymore	I don 't get any trade offers	1	2	3	0	1	2	3	I get all the trade offers
f)	The contract merchandiser is a useful person to make my outlet beautiful which helps in product off-take	Display don't help at all	1	2	3	0	1	2	3	CM's display helps in attracting shoppers

Thank you

# APPENDIX 3

