



Internship Report on

# **ACI Limited**

**A Case Study on**

**The Product Development of a  
New Beauty Soap Brand**



Inspiring Excellence

**Submitted To**

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**Subject:** Submission of Internship Report on “The Product Development of a New Beauty Soap Brand”

Dear Sir,

This is my pleasure to present my internship report entitled “The Product Development of a New Beauty Soap Brand”. I tried my level best to portray how a new product is developed in an organization effectively in my report. This experience has helped me immensely to develop my skills in Marketing. I would like to express our gratitude to you for your tireless support and motivation during the preparation of this report that only encouraged me further into excelling.

Please accept this report and oblige. I am eager to respond to any questions that you may have concerning this report.

Sincerely Yours

Nabila Ishrat Tuba

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# Acknowledgement

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At first I would like to thank my honorable internship supervisor Ms. Rahma Akhter, Lecturer, BRAC Business School, BRAC University for granting me such an opportunity to prepare an Internship Report on “The Product Development of a New Beauty Soap Brand”. Throughout the entire period of my internship, she has provided her generous guidance, inspiration and necessary support during the preparation of this report. Without this timely help and assistance, it would not have been possible to complete this report.

My sincere gratitude goes to Mr. Muntasir Ahmend Zaman (Product Officer, Consumer Brands, ACI Limited) and Sajibul Kasem (Product Executive, Consumer Brands, ACI Limited) for giving me such a remarkable opportunity to work with the esteemed Consumer Brands team of ACI Limited. I would like to thank the entire Consumer Brands team of ACI Limited for their continuous support and inspiration throughout my internship period.

I would also like to express my heartiest gratitude to all the people who have helped to make my work and project a success and have supported me along the whole way. Last but not the least I would like to show gratitude to all the survey respondents who have extended their kind cooperation and contributed in accomplishing this project.

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# Executive Summary

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This internship report has been prepared to put forward my experience as an intern at ACI Limited during my internship period. This report deliberates about the organization and its remarkable role in FMCG industry. The paper has segmented in four chapters. The organization's background has been elaborated in the first chapter along with its significant role in the industry. Chapter two is about the project "The Product Development of a New Beauty Soap Brand" with which I was actively involved. The project involved all the necessary steps followed by the organization. For the product, a detailed market study was done in terms of Soap Industry, Soap Categories and Target Consumers. From the study an analysis was done and based on that further product development process takes place. The discussion and analysis is the outcome of my learning and observations of product development from my experience of internship. The third and fourth chapters include my job responsibilities and observation in the organization. The aim of this report is to portray the picture how a product is being developed in an organization and what specific options is need to put in consideration while developing a product in the competitive market.

# 1. The Organization

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## 1.1. ACI Limited

Imperial Chemical Industries (ICI) Bangladesh Manufacturers Limited is a subsidiary of renowned multinational pharmaceutical ICI Plc., established in Dhaka in 1973 and was a listed Public Limited Company under Dhaka Stock Exchange on 1976. In 1992, ICI Plc. divested its shareholding through a local management takeover and the company name was changed to Advanced Chemical Industries (ACI) Limited. (ACI Limited, 2016)

ACI aims to follow International Standards on Quality Management System to ensure the consistency in maintaining quality of the wide range of products and services to attain consumer satisfaction. The company also meets all necessary national regulatory requirements that relates to run all its current business and confirms that company properly follows the current Good Manufacturing Practices (cGMP) recommended by World Health Organization. This all possible for ACI Limited as it has the aim to achieve business excellence through quality by understanding, accepting, meeting and exceeding customer expectations. (ACI Limited, 2016)

## 1.2. History

In 1926, Imperial Chemical Industries (ICI) was incorporated in the United Kingdom as four companies namely Novel Industries Limited, British Dyestarts Corporation, Brunner Mond and Company Limited and it merged with United Alkali Company. Since then ICI Plc. has been operating worldwide as a multinational company. In the year of formation, ICI started operation in the Indian subcontinent in the name of ICI (India) limited. After separation of the India and Pakistan in 1947, the Karachi office of ICI (India) Limited renamed to be ICI (Pakistan) Limited. After the independence of Bangladesh, the company has been incorporated in Bangladesh on January 24, 1973 as ICI Bangladesh Manufacturers Limited and also as Public Limited Company. The Company also got listed with Dhaka Stock Exchange on December 28, 1976 and its first trading of shares took place on March 9, 1994. Later on May 5, 1992, ICI Plc. divested 70% of its shareholding to local management. Afterwards the company was registered under the name of Advanced Chemical Industries (ACI) Limited. On October 22, 1995 ACI Limited was listed with Chittagong Stock Exchange. (ACI Limited, 2016)

ACI Limited with a multinational heritage today is one of the leading and largest conglomerates in Bangladesh. The company is differentiated into four concentration business groups and they



are: Pharmaceuticals, Consumer Brands, logistic (Swapno) and Agribusiness. (ACI Limited, 2016)

In addition, ACI Limited is the first company in Bangladesh who achieved both ISSO9001 certification of Quality Management System in 1995 and ISO14001 certification for Environment Management System in 2000. With the belief of business excellence, ACI maintains a congenial and supportive relationship with the healthcare community of Bangladesh, with the belief that business excellence can only be achieved through pursuit of quality by understanding, accepting, meeting and exceeding customer expectations. ACI has a competent team of professionals; therefore the company is being operated with a progressive attitude to provide effective solutions to satisfy the customers' needs and desires, through its quality products and services. (ACI Limited, 2016)

### 1.3. Mission and Vision

ACI limited focuses on delivering uncompromised quality products and services in all possible areas of consumer needs and desires with the aim of providing additional value to shareholders' investments and offer highest possible benefits to all its consumers.

#### **Mission**

ACI's mission is to enrich the quality of life of people through responsible application of knowledge, skills and technology. ACI is committed to the pursuit of excellence through world-class products, innovative processes and empowered employees to provide the highest level of satisfaction to its customers. (ACI Limited, 2016)

#### **Vision**

To achieve the mission, ACI Limited will -

- Endeavor to attain a position of leadership in each category of its businesses.
- Attain a high level of productivity in all its operations through effective and efficient use of resources, adoption of appropriate technology and alignment with our core competencies.
- Develop its employees by encouraging empowerment and rewarding innovation.
- Promote an environment for learning and personal growth of its employees.
- Provide products and services of high and consistent quality, ensuring value for money to its customers.

- Encourage and assist in the qualitative improvement of the services of its suppliers and distributors.
- Establish harmonious relationship with the community and promote greater environmental responsibility within its sphere of influence.

(ACI Limited, 2016)

## 1.4. Values of ACI Limited

ACI Limited maintains the following values for own-self and consumers.

- Quality;
- Customer Focus;
- Fairness;
- Transparency;
- Continuous Improvement and
- Innovation.

(ACI Limited, 2016)

## 1.5. Product Categories and Brands of ACI Limited

ACI Limited is diversified into three major businesses units which include Pharmaceuticals, Consumer Brands and Agribusiness. Beside these ACI Limited has subsidiaries and joint ventures differentiated in retail chains.

### 1.5.1. Business Unites

#### Pharmaceuticals

In Bangladesh pharmaceutical plant, ACI limited has proved their adroit strategy and also brought tremendous changes, which made Bangladesh Pharmaceutical plant a sophisticated representative for entire pharmaceutical sector globally. From the beginning, ACI Limited provides wide range of quality Medicines and Health-care products to the people of Bangladesh. The comprehensive product range includes all major therapeutic classes of products and various dosage forms like Tablets, Capsules, Dry Powder, Liquid, Cream, Gel, Ointment, Ophthalmic and Injectable. ACI Pharma also has established it mark on Novel Drug Delivery System (NDDS). ACI Limited fulfills the demand of requirement of pharmaceutical manufacturers of both national and international market and thus it exports their high quality pharmaceuticals to different countries of Asia, Africa and South Africa. (ACI Limited, 2016)

## **Consumer Brands and Commodity Products**

Consumer brands contain a wide range of commodity products required in a person's day to day life. ACI Limited consists of market leading brands like ACI Aerosol, ACI Mosquito Coil, Savlon, Freedom, Cleanit, Smart and many more. These products are tenacious performers in keeping one's households clean and live a healthy germ-free life. ACI limited, ensured the leading position in commodity goods in Bangladesh. They effectively are providing Salt, Flour, Noodles, and Spices under the brand name 'ACI Pure'. In addition, however, they are working as a representative of world renowned product categories like Colgate, Nivea, Tetley, Godrej and Dabur in Bangladesh through different distributions and joint ventures. (ACI Limited, 2016)

## **Agribusiness**

Agriculture is the largest sector ruling in Bangladesh and thus ACI's Agribusiness is the largest integrator in Bangladesh in Agriculture, Livestock and Fisheries and deals with Crop Protection, Seed, Fertilizer, Agrimachinery, and Animal Health products. These businesses have glorified presence in Bangladesh. CC & PH supplies crop protection chemicals, Seed supplies Hybrid Rice, vegetable and Maize seeds, Fertilizer Supplies Micronutrient and Foliar fertilizer, Agrimachinery supplies Tractors, Power Tiller and Harvester and Animal Health supplies high quality Nutritional, Veterinary and Poultry medicines and vaccines. ACI Agribusiness is having strong partnership with national and international R & D companies, universities and research institutions. Before introducing any product, it is elaborately tested in the laboratory and farmers field. ACI provides solution to the farmers through a large team of scientists & skilled professionals. (ACI Limited, 2016)

### **1.5.2. Subsidiaries and Joint Ventures**

ACI Limited is effectively and efficiently coordinating the Subsidiaries and along with maintaining a good relationship with Joint Ventures.

#### **Subsidiaries**

- ACI Formulations Limited (ACI FL)
- ACI Salt Limited
- ACI Pure Flour Limited (APFL)
- ACI Foods Limited
- Premiaflex Plastics Limited
- Creative Communication Ltd.
- ACI Motors Limited
- ACI HealthCare Limited

- ACI Chemicals Limited
- ACI Logistics Limited

### Joint Ventures

- ACI Godrej Agrovvet Private Ltd.
- Tetley ACI (Bangladesh) Ltd.
- Asian Consumer Care (Pvt.) Ltd

## 1.6. SWOT Analysis

SWOT analysis is the strategic tool of a company which helps to know the company's internal strengths and weaknesses and examine the opportunities of the business as well as the potential threats. Through SWOT analysis a company can study its current position and improve its future performances in comparison to its competitors. In the following some major strengths, weaknesses, opportunities and threats for ACI Limited is given which has been observed in the organization.

### Strengths

- Maintain its growth above the market growth
- First company to obtain Quality Management Certification
- High quality products
- Wide range of products and services
- Strong management

### Weaknesses

- Reliance on imports
- Future low profit margin
- Higher cost in establishing new products

### Opportunities

- Growing demand
- High potentiality in both domestic and international market
- Power of supplier and buyers to bargain is low
- Opportunity for new products and services

### Threats

- Number of competitors on similar sectors are increasing
- Change in world economy may affect the export sector

(Super Admin, 2008) & (Institute of Business Administration, 2011)

## 1.7. Organizational Structure of ACI Limited

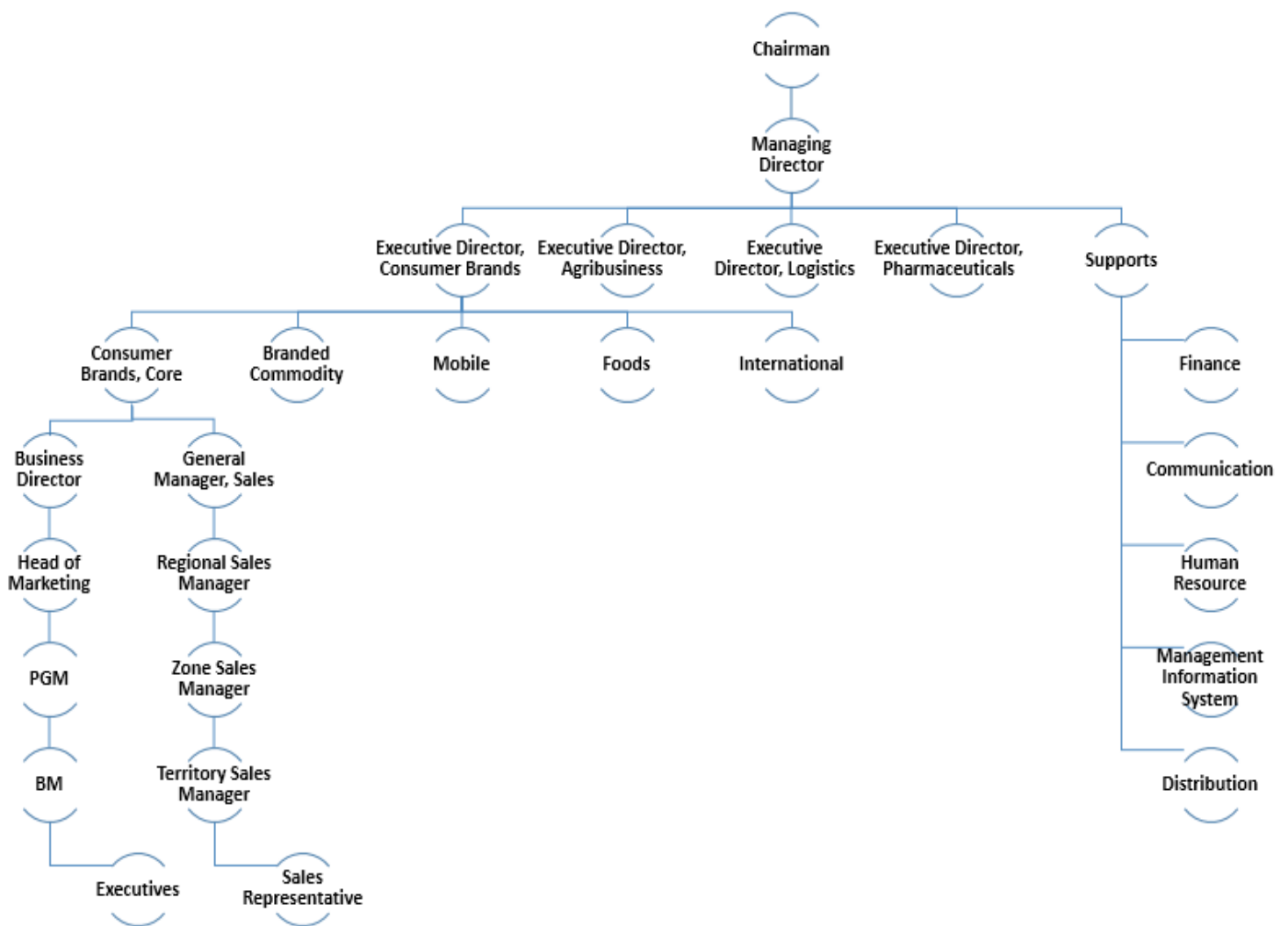


Figure 1: Organogram of ACI Limited

## 2. Project: The Product Development of a New Beauty Soap Brand

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### 2.1. Description of the Study

#### 2.1.1. Background of the Study

There are different forms and categories of soaps, interestingly, the bar soap is the most preferable among people while people are being provided with options for bathing. Nowadays number of brands designed different types of bar soaps for different uses of specific skin type or purposes. However, ACI limited has strategic goal and they know achieve it to be the market leader with a competitive advantage by competing with the competitors.

For endorsing bathing time pleasure and protection from germs ACI Consumer Brands launched Savlon Antiseptic Bar Soap under Health-care category in 2003 and today it has five different variants (e.g. Salvon Active, Savlon Mild, Savlon Fresh, Savlon Sports and Savlon Men) available in the market for the consumers. Savlon Antiseptic Bar Soaps are counted as the first of their kind to get presented in the personal care arena in Bangladesh as Savlon's motto is "Everyday Protection against Germ".

Later, to carry the legacy forward, ACI Consumer brands Launched Neem Original Soap under the Health-care category in June 2016. Nowadays, the trend of using natural soap among health conscious people is quite high and thus many people are now switching to Natural/Herbal soaps from Traditional/Scratch Soaps. Therefore, to fulfill its consumer's expectation ACI introduced Neem Original Soap in the personal care zone with the core value of "Regenerate your skin".

Moving forwards, ACI Limited is willing to figure out the opportunities lied ahead in the market in terms of serving its consumers. To face the extensive competitions, ACI Limited along with their R&D department is working on the further opportunities to satisfy its consumers' needs and desires.

#### 2.1.2. Objectives of the Study

- Usage and consumption behavior of the consumers;
- Study to find out the GAP exist in the market; and
- If the GAP exists, whether it can be minimized or fulfilled.

#### 2.1.3. Methodology

Both primary and secondary data have been used for the purpose of the study. To collect the primary data a questionnaire was designed in light of the objectives of the study. The questionnaire was distributed among the consumers of fast moving consumer goods (FMCG). Online tool has been used to create the questionnaire, but the survey was been done through In-

Person Interview. Total 300 respondents (both male and female) were reached to complete the survey through In-Person Interview to talk directly and have clear perception of their view which turn out as an effective way to collect necessary information from the respondents by gaining trust and cooperation. The sample group was selected randomly but according to convenience of communication and availability from the chosen locations. People from different socio-economic class and different occupation were the focus of the study as they are the strong potential consumers for the FMCG industry. In terms of Secondary data collection, available publications, journals, articles, research studies and websites were used to have more insights regarding the study of the project.

#### **2.1.4. Limitations of the Study**

- Lack of data due to legal obligation and business confidentiality of the organization.
- Insufficient secondary information on different brands required in the study of the project.
- In-Person Interviews become difficult as many respondents took time to respond or not enough comfortable to share information.

## **2.2. A Case Study on the Product Development of a New Beauty Soap Brand**

### **2.2.1. Background of the Product**

Skin care industry has grown since the introduction of soap and demands keep increasing day by day since then as well as the experiments for new innovations in soap category. Today, wide ranges of selection of soap in both forms (Bar and Liquid) are found in near grocery stores and pharmacies. Liquid soaps provide the advantage of sanitization including with the light form of foam. On the other hand, bar soap is the oldest and most common form of soap which tends to last longer and provides many advantages to make easier uses. (Pennington, 2009) From the context of Bangladesh, the lifestyles of majority consumers have not yet been upward and thus the group of consumers who use liquid form of soap is insignificant.

### **2.2.2. Segmentation, Targeting and Positioning**

#### **Beauty Soap Industry**

Bar Soap continues to stick at the first place in all the markets of the world while Liquid Soap started to gain popularity in due time. According to a report, 72% of the consumers in US prefer to use and purchase Bar Soap. In 2013, the US Bar Soap market worth of \$1,779 million and the UK Bar Soap market worth of £83.3 million alone. (Rosenburg, 2014)

In Bangladesh, the soap market has been developed since it was introduced and distributed from 1960s. In past, soaps were imported by small distributions from different countries and as the

days passed by, those distributions turned into large industry. At present, there are number of both National and Multinational companies who leads the soap market in the country and plays major role in the country's economy. In a report published by Financial Express, it was stated that at present local manufacturer hold around 60% share of the domestic cosmetics and toiletries market compared to the late 90s when most of the products were imported and according to Bangladesh Cosmetics and Toiletries Manufacturers Association (BCTMA), the industry has employed 0.5 million people and reached BDT 150 billion turnover in 2014 where the local companies including national and multinational contributed BDT 90 billion. Md. Rezaul Karim, President of BCTMA said that before 2000, 60% of the products were imported and now the figure is decreasing dramatically because of the local producers; however to maintain the following increasing demand, the industry needs to maintain 10% growth every year. (Wardad, 2015)

Purchase behavior of the people of Bangladesh mostly depends on the product price and variety. In different arena of Bangladesh, different group of people use different types of soaps according to their culture, belief and awareness. Urban people are usually conscious regarding personal care products and look for and use different variety of soaps. Bangladesh's Soap industry is still at the growing stage and has become more competitive as it is now developed with many exclusive extended product lines. To keep up with the consumers' living standards, expectation and to grow and grab the market share companies launched different types of soaps are being introduced based on the fragrance, color, textures and shapes.

Jamie Roseburg's article published on Mintel on 2014 stated that – *“Multi-sensory Bar Soaps are expanding their roles to add more value to bath time, not only cleansing and skin-conditioning, but improving the user's mood. Mintel's GNPD data show that sensory Bar Soaps accounted for a mere 2% of total Bar Soap launches in 2008 but that has grown to as many as 5% of launches between January-July 2014 alone.”*

### **Market Players in Soap Industry**

As ACI limited (Savlon and Neem) discussed earlier, some other significant market players of soap industry are introduced below –

**Kohinoor Chemical Company Limited (KCCL):** KCCL is popular for its beauty product brand 'Tibet'. The company considered as the pioneer of soap, cosmetics and toiletries manufacturing industry of Bangladesh. Their product line includes Tibet Beauty Soap, Sandalina Sandal Soap, Ice Cool Soap and Bactrol Family Health Soap.



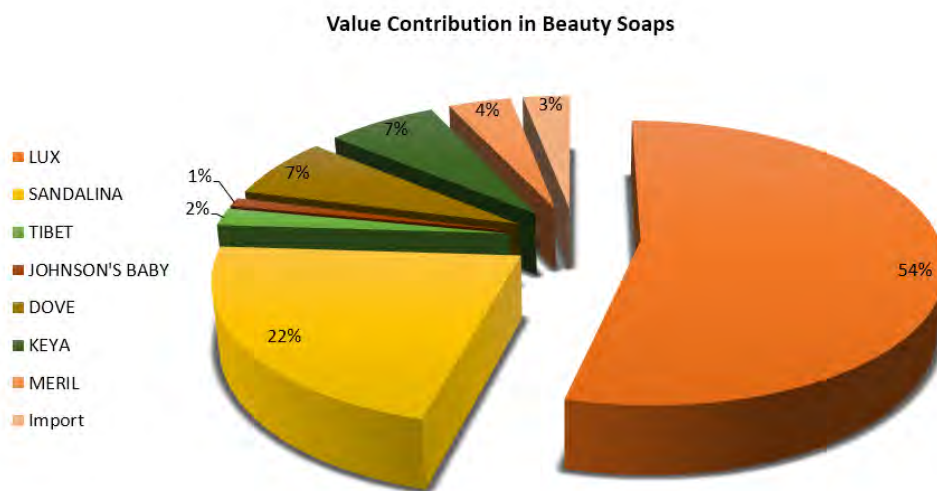
**Square Toiletries Ltd.:** It's a Strategic Business Unit (SBU) of Square Group with the core value “Uniquely Touching Lives”. Meril Beauty Soap is the main product of this SBU which was later named as Meril Splash. Today, Meril's product line has expanded with different variants.

**Keya Cosmetics Ltd.:** Alike Square Toiletries Ltd., Keya Cosmetics Ltd. is a SBU of Keya group. It started its journey with its most popular brand Keya Beauty Soap and since then it plays a major role in the soap industry and keeping up with the competition.

**Unilever Bangladesh:** Unilever at present is the largest market shareholder in the soap industry. It has grabbed most of the market share and still maintaining to grow more popularity with its popular beauty soap brands which includes Dove, Lux and Lifebuoy.

**Reckitt Benckiser (RB) Bangladesh:** Reckitt Benckiser, a world's renowned multinational company who is currently market leader in world's 37 countries' soap industry including Bangladesh's soap market for their Antiseptic soap Dettol. (Reckitt Benckiser, 2016)

**Others:** except above organizations there are some other companies who also playing important part in the soap industry with their soap brands. These include – Colgate-Palmolive (Irish Spring and Palmolive), Beiersdorf AG (Nivea), Godrej (Cinthol), Henkel AG (FA), Johnson & Johnson and some other brands are available which mostly exist in the Grey Market.



**Figure 2: Market Value Contribution in Soap Industry (Nielsen BD)**

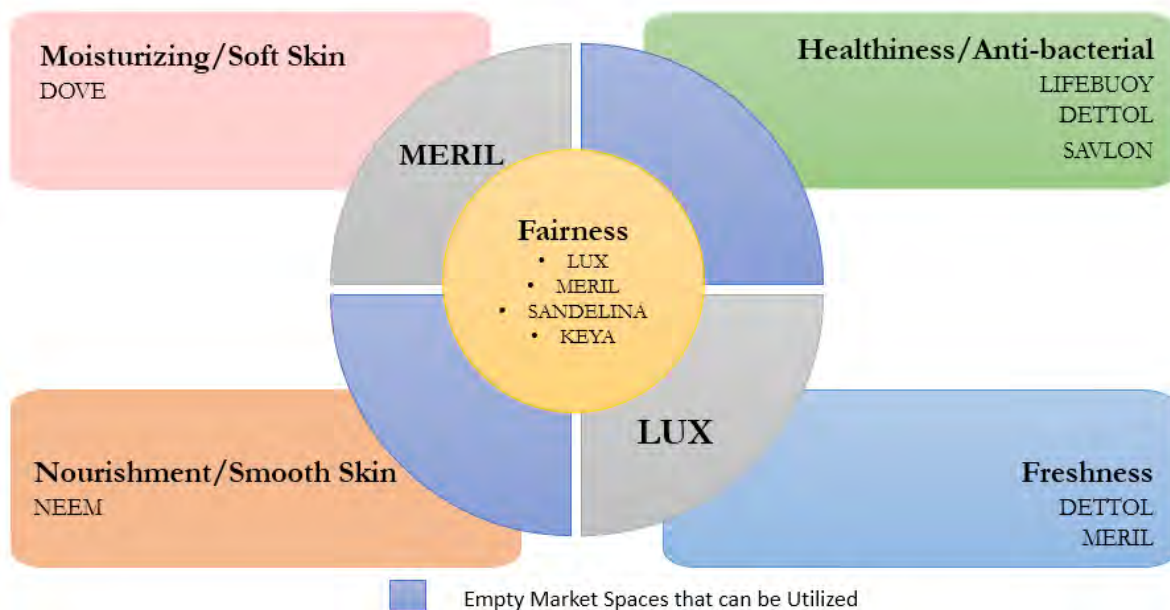
From the given diagram it can be said that, in Bangladesh LUX has covered 54% of the market share and then Sandalina is the second in line with 22% of the market share. However, other brands and imported soaps are not also lagging behind, they are trying to increase market shares and maintain their brand positioning among consumers in the competitive market.

**Note:** In 2015, under toilet soap category Lux, Lifebuoy and Dettol considered as the top brands and Sandalina Sandal Soap ranked 10<sup>th</sup> in the local top brands in Bangladesh. (Bangladesh Brand Forum, 2015)

### Category of Soaps

At present, Bangladeshi soap industry has been segmented not only in forms but also within categories. There are five major categories which all are interconnected with each other and has been growing considerably high to cope with the increasing demand and leading in the industry. These are –

- Moisturizing or Soft Skin;
- Nourishment or Smooth Skin;
- Healthiness or Anti-bacterial;
- Freshness; and
- Fairness.



**Figure 3: Existing Variants Positioning in Soap Market**

As all the categories already being filled up by different Brands, there are only two opportunities seem to exist for ACI Consumer Brands to work on and that is why we are targeting the GAP exist between Nourishment and Fairness. On the GAP which exists between Healthiness/Anti-bacterial and Fairness, there is a growing opportunity as consumers are nowadays more concern with their skin sensitivity. Still the market share is quite low and therefore as marketer Consumer

Brands is planning to fulfill the GAP as the segment is actually a much potential soap market sector.

## **Target Consumers' Perception**

Consumers are the core component of a business for which organizations exist. Consumers create opportunity for the organizations by raising the demand of goods and services. As their needs and demands are uncountable, targeting a specific group of customers who has similar belief, demands and needs a business aims to develop a marketing plan to fulfill those demands and necessities. However, targeting a specific group does not mean to exclude others who does not fit into that particular criteria. It rather refers to focus on developing marketing strategy and aware the consumers about the Brand which is more affordable, efficient and effective to reach potential consumers and attract them to one's business or goods/services than other competitors. (Porta, 2010)

Target market segments are fairly broad of soap industry. In this project, the primary target consumers are the Women. In Bangladesh, most of the home and business expenditures started from simple commodities to luxury goods and services are decided and done by them. From the market perspective, they are the number one opportunity as they always look for something new and innovative while purchasing. (Craven, 2016) Nowadays, women are very much conscious about their personal care products especially when the concern is their skin. Thus, they now seek for soaps that contain proper or minimum necessary nutrition required for the skin.

While studying on the target consumers, women have been segment into three categories to get the bigger picture of the market. They are – Home-maker, Working Women and Students.

## **Lifestyle**

Women form the three segmented group (mentioned earlier) leads very different lifestyle from each other thus their purchase behavior also varies. A detail study has been conducted (discussed below) in terms of understanding their perceptions from different standard of living.

## **Demographic**

At present, Bangladesh has a total population of 163,421,223 from which 23% live in urban region and rest 77% live in rural areas. This is one of the reasons, marketers face difficulties while positioning their brands to their target audience due to their different living standard.

Our target consumers, Women are consist of 51% of the total population from which 28% falls under 15 to 24 years old age and 25% under 25 to 34 years old age category. Furthermore, these women were also been segmented on the basis of their Socio-economic Class (SEC) where SEC

A (Elite class group), SEC B (Upper-middle class group) and SEC C (Lower-middle class group) contains 4%, 10% and 8% respectively of the total women population. (Worldmeters, 2016)

### Psychographic

Psychographic study was done among the target consumer due to study their personality, beliefs, interests, attitudes and lifestyles.

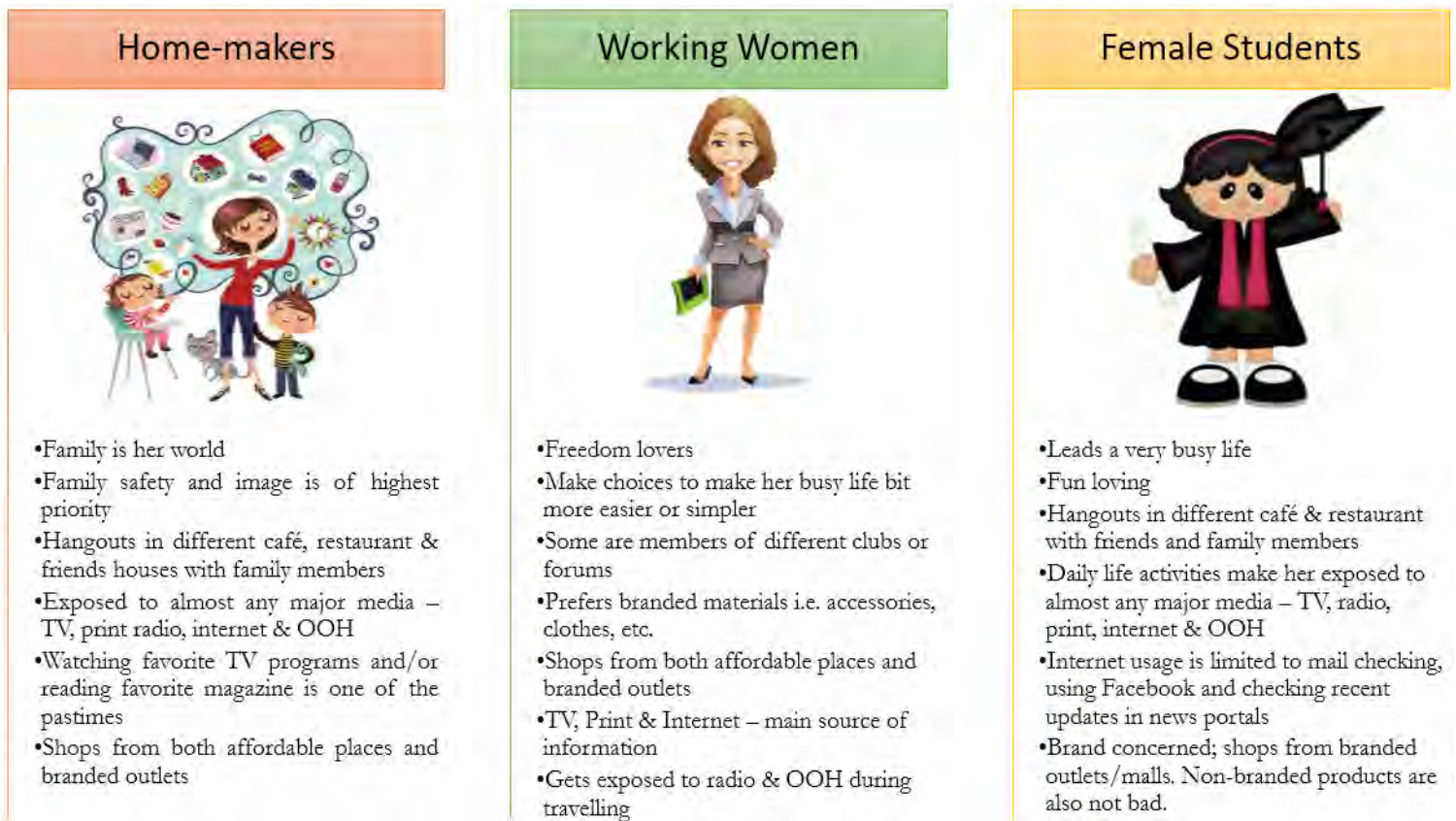


Figure 4: Lifestyles of Target Consumers

## Survey on “Consumers Usage & Perceptions Survey on Bathing Soap

A survey was conducted to study about the target consumers’ usage and purchase behavior in terms of bathing soap. Also the focus was to understand and get insights about their perceptions about existing bathing soaps and what possible other factors they expect in their lifestyle.

Some interesting findings were found through the survey in below which has been explained.

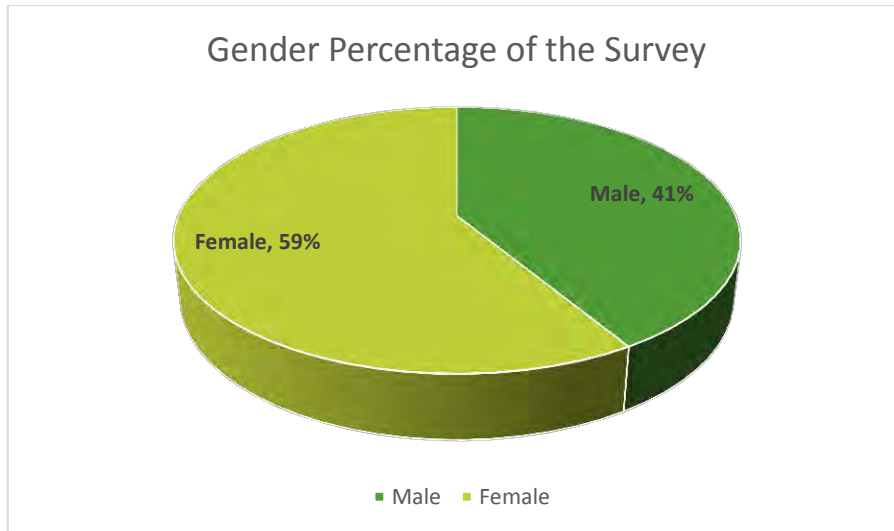


Figure 5: Survey Respondents among both Genders

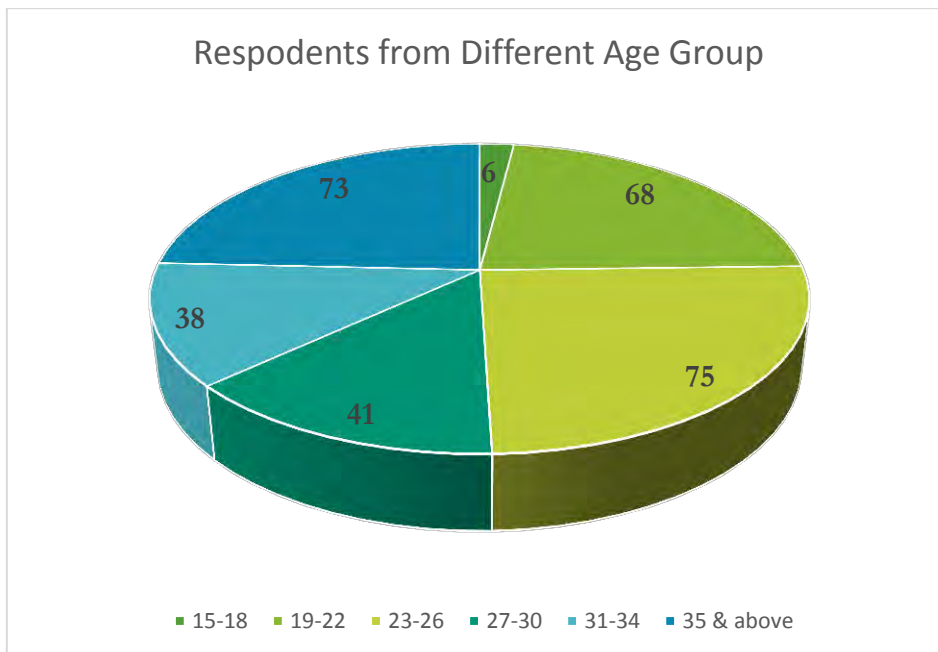
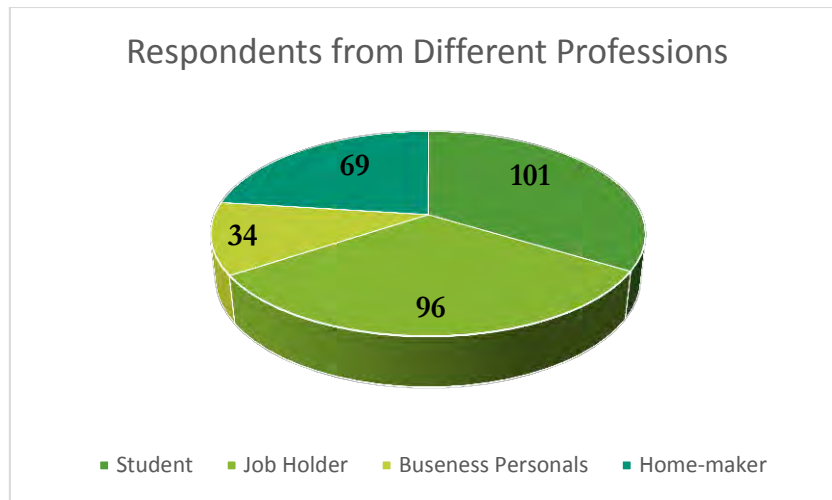
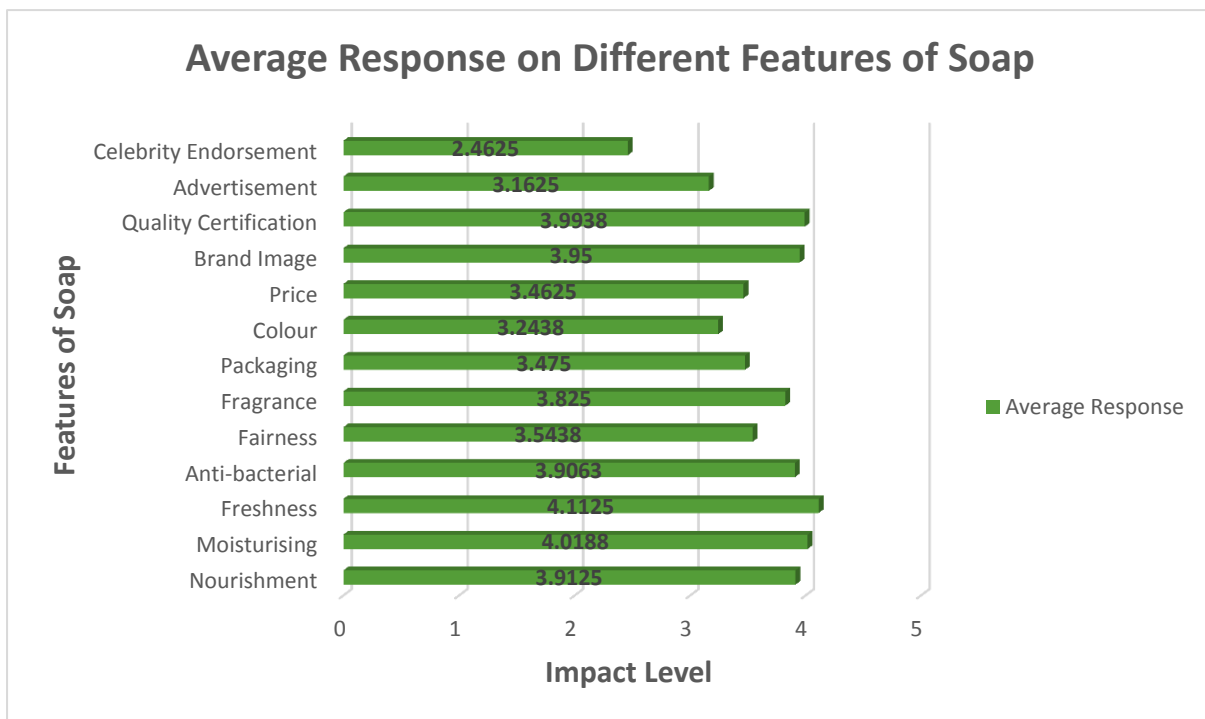


Figure 6: Survey Respondents from Different Age Groups



**Figure 7: Survey Respondents from Different Professions**

From the above visual presentation, it is well observed that the whole survey has covered in all possible areas regarding Gender, Age and Professions. These responses have made the survey effective as it provides different perceptions of consumers regarding the usage of soap and purchase behavior.



**Figure 8: Average Responses on Different Features of Soap**

A part of the study is to identify the important features a consumer wants in their soap. Where respondents were asked to rate between 1 to 5 based on the importance level - Strongly Negative, Negative, Neutral, Positive and Strongly Positive respectively for each features. From the given information later it was converted into average where it is clearly observed that for

consumers freshness is the most important factor and celebrity endorsement matters the least. On an average other features like quality certification, brand image, moisturizing, nourishment and anti-bacterial features also important for the consumers.

The survey was completely based on getting an overall idea about consumer's expectations and perception on usage of soap.

### **2.2.3. Product Development Process**

Product development process is a set of steps that includes design, development and marketing of newly created or rebranded goods or services. The product development is done in terms of satisfying consumers' demand and increase market share in the industry. (Rouse, 2016)

In ACI Limited, product development process has three departments through which a product is required to drive. These departments are – a) Product Development Department (PDD), b) Commercial Department (CD), and c) Marketing Department (MD). While developing a product, first the MD team comes up with a concept and let PDD team aware of it for formulation and then PDD team convey it to CD team who contact with the suppliers and distributors for material procurement.

To develop a product, company has to go through a long term process as the idea experiences with rejections and restart multiple times. However, ACI maintains the departments simultaneously rather than moving step by step, while a product is started to develop. This made the development process faster and easier.

ACI limited follows certain steps while developing a product and three of the departments play major roles repeatedly but with different purposes at every step. The steps are being discussed below.

#### **Step 1: Ingredients**

As already mentioned earlier, this project is about newly developed product: bathing soap. The product will be developed with a Unique Selling Proposition (USP) which an ingredient is called Shea-Butter. Shea-butter is one the most versatile natural beauty ingredients that provides different type of benefits for skin like skin smoothing, glowing and nourishing. (Wellness Mama, 2016)



**Picture 1: Shea-Butter**

Current local market players in Bangladesh, uses ingredients like Sandal, Honey, Milk, Strawberry, Neem, Orchid, Almond, Mix Fruits, Saffron, Jasmine, Rose, Aloe-vera, Olive, Glycerin and many more. However, ACI Limited is planning to launch the Bathing Soap with Shea-butter which is a new product in the local market.

### **Step 2: Fragrances**

Fragrance is one of the most important elements in soap as most of the consumer's check the scent/smell while purchasing soap. ACI in this case will choose the fragrance that will give the consumers a sensation of scent of Shea-butter originally or similarly. Nevertheless, fragrance has many qualities so to set the while producing. To set a benchmark, ACI Limited will follow the hike of LUX as it is one of the most popular brands in terms of scents.

### **Step 3: Shape and Size**

There are different soap shapes are available in the market. Many organizations also introducing creative shapes than the usual, it is especially been seen in the case of handmade soaps. Yet the classic shapes like oval, rectangle, square, pentagon and such like are popular among the consumers.







**Picture 2: Sample shapes and sizes of soap**

ACI Limited is planning to offer the Bathing soap in rectangular shape. As it's the most commonly used among consumers. Because the shape is easy to hold a grip on the soap and consumers feel comfortable to use it.

Different sizes of soap is available in the market and their SKUs (Stock Keeping Units) vary from brand to brand. In majority, SKUs are available in ranges started from 35g, 75g, 100g, 125g, 150g and 175g and in the middle there are other sizes that are available. ACI Consumer Brands is planning to launch the new Bathing soap in the SKU size of either 75g or 125g.

#### **Step 4: Color**

Color plays significant role in successful product design. It has the power to dominate other factors of a product development. To keep that in mind, ACI Consumer Brands will focus on choosing the soap's color which will be exact look alike She-butter color. This is because ACI wants its consumers to experience with pleasure and sense of using Shea-butter while having a relaxed bath.



**Picture 3: Sample outlook of the new product - Bathing Soap**

## Step 5: Packaging

Developing an eye catching packaging for a product is one of the biggest challenges a marketer faces. As days passing by, marketers focus more on packaging thus consumers attract towards their products. There are varieties of soap packaging both traditional and creative available in the market.



Picture 4: Samples of soap packaging

Paper packaging is now much common among buyers. ACI limited is planning to offer its new product in paper packaging. It is not because the popularity or attractiveness but it provides consumers the look and feel pleasure while purchasing and also for the company it is very cost effective to produce.

### **Quality Control Testing**

Quality control testing is being done at ACI Limited in two segments. They are: a) Stability Testing and b) Internal Testing. Stability testing is done once the factors are decided till step 4 in lab where the specialists check whether the product has any defect to fix such like skin side effects or negative reactions on skin. If the stability test got done successfully then it moves to the next step of sample testing called Internal testing which is done in the organization among the employers along with the sample packaging. As ACI Limited has employees in a huge quantity, they can get a good sample population to check again if the product has any more negative reactions/effects on skin or not. Once both the tests get done successfully only then ACI moves to the final stage of the product development.

### **Step 6: Pricing**

ACI Limited with the production department has price understanding from the beginning of the idea generation till the end of the final stage of product development. Price has a major role in developing a product. Due to target budget, a marketer required to fix up and re-develop its product at every single stage of the development till it launched.

In this last stage, a product's price is being finalized of course with the approval of the Executive Director of the Consumer Brands. For the bathing soap, similar process will be followed. The new product will launched for the mass market and thus price competitiveness may vary from other brands as ACI Consumer Brands is planning to focus and build their pricing strategy based on the products SKU size which may create competitive advantage for the brand and the organization

### 3. Job Description and Responsibilities

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#### Nature of the Job

I started my internship program at ACI Consumer Brands Limited. The program made me realize how the real work life actually operates and learn how to work under pressure with responsibilities. During the program I got the opportunity to work for few Core Consumer Brands like Kitchen Care, Home Care and Personal Care products. The brands like –



#### Job Responsibilities

My job responsibility was basically to work with the Consumer Brands team related to the Modern Trade marketing which includes from product development to its implementation and later to improve it over time to time.

#### New project – Beauty Soap

- Create and conducted the survey for the new soap project on the field via In-Person interviews.
- Competitive analysis of bathing soaps of different brands of soap industry.
- Channel Inspection of cosmetic shops.
- Ingredients study which are commonly used in soap and their benefits.

#### Cleanit ROBO Car Wash

- Research on Modern Trade Marketing of existing brands and products.
- Develop and design the labeling of the new packaging.

## 4. Critical Observation and Recommendation

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Product development is the most important part of any organization. A product is developed in purpose of satisfying consumers' needs and demands. Nevertheless, consumers' taste changes and never ending expectations increasing which make marketers to look for those loop holes in the market and once it is identified they approach to fulfill the demand in their best possible way.

Working with ACI Limited is an honor. I learnt so many things and gathered experiences while working with ACI Consumer Brands' tremendous marketing team. With my little knowledge and observation there are some recommendations are as follows.

### Observations

- Initially, market analysis is being done by the product executives to identify the opportunity o developing a new product for the consumers in the market.
- By following the routine works, marketers start work on the development process, along with research and consumers perceptions.
- After the research the new product development process starts like packaging, quality testing and pricing.
- For the survey, it is found that consumers more focused on soap color and fragrance while purchasing.
- Challenges faced by product executives due to continues change in the market thus it is difficult for them execute developed strategic plans.

### Recommendations

- While doing the survey, it is been observed that consumer are loyal to their current soap brands and they hardly think of switching. The Team for the new product development can emphasis on establishing and developing the new brand image in consumers' mind and aware tem about the product and its benefits.
- Consumers now look for products for the benefit of their skin and thus they are now moving towards though very slowly towards the handmade or natural soaps. ACI Limited while developing the new soap brand should focus on this factor.
- It is not possible for organizations like ACI to work by book as the development process moves simultaneously that may sometimes delay in different stages still the team can organize the process as it moves simultaneously that may sometimes delay the development process that the delay does not affect the other development sectors.

- The questionnaire could be developed in a way that would have fulfilled the objective of it entirely and more information could have been gathered. Along with that though the research was quantitative, more consumers can be reached if it were online.
- There are other brands in international market which move in the market either by selective importer or by grey market from which ACI's new brand has to stand against to establish its position in the market through consumers and for that the team needs to develop strategic plans in terms of product placements and promotion.

ACI Limited is growing faster in the competitive market with the aim to provide its consumers with more benefits. From the observation I learnt how consumer satisfaction is important for them and thus with empathy they think and develop product and services for its consumers. Nonetheless, it is difficult to satisfy the never ending expectation as the growing acceptance and engagement it is somewhat difficult to meet the satisfactions entirely due to insufficiency. However, in near future I believe ACI Limited will keep continuing its legacy and moving forward to its vision of making newer and better future for both national and international market.

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## Appendix A

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### Questionnaire

# Consumers Usage & Perceptions Survey On Bathing Soaps

We are a group of researchers and we are conducting this survey for our acknowledgement. The main purpose of this survey is to gather information and idea about the attitude and perceptions of Bangladeshi customers regarding the bathing soap and their key features. All the information of this questionnaire shall be kept confidential and will be used for observation analysis purpose only.

#### Section A

**Gender:**

- a) Male
- b) Female

**Age:**

- a) 15 to 18
- b) 19 to 22
- c) 23 to 26
- d) 27 to 30
- e) 31 to 34
- f) 35 and above

**Area:**

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**Profession:**

- a) Student
- b) Job Holder
- c) Businessman
- d) Home-maker
- e) Others (please specify) \_\_\_\_\_

**Family Income (monthly):**

- a) Below 20,000
- b) 20,000 to 40,000
- c) 40,000 to 60,000
- d) 60,000 to 80,000
- e) 80,000 above



## Section B

**Q1. Which particular Brand of bathing soap are you currently using?**

\_\_\_\_\_

**Q2. Please rank top 3 features for which you are using your current brand.  
(1 = Mostly Preferred, 2 = Moderately Preferred, 3 = Preferred)**

Features	Rank
Nourishment	
Moisturizing	
Freshness	
Fairness	
Anti-bacterial	
Fragrance	
Family preference	
Packaging	
Price	
Color	
Brand Image	
Quality Certification	
Advertisement	
Celebrity Endorsement	

**Q3. How often do you change your bathing soap brand?**

- a) Less than 1 month
- b) 1 to 2 months
- c) 3 to 4 months
- d) 5 to 6 months
- e) Never
- f) I always use \_\_\_\_\_ (Brand Name).

**Q4. How many bathing soaps do you purchase monthly?**

- a) Below 3
- b) 3 to 5
- c) 5 to 8
- d) 8 above

**Q5. Which type of bathing soap you prefer?**

- a) Herbal
- b) Health-care (Anti-bacterial)
- c) Scratch soap (animal oil/vegetable oil)

**Q6. From which type of store you generally purchase the bathing soaps?**

- a) Retail Stores
- b) Departmental Store
- c) Super Shops
- d) Online Shops

### Section C

Some features have given below. Please choose your preferences according to the segments. How much the below mentioned factors influence your usage and purchase decision?

Q. No.	Features	Strongly Negative	Negative	Neutral	Positive	Strongly Positive
7	Nourishment	1	2	3	4	5
8	Moisturizing	1	2	3	4	5
9	Freshness	1	2	3	4	5
10	Anti-bacterial	1	2	3	4	5
11	Fairness	1	2	3	4	5
12	Fragrance	1	2	3	4	5
13	Packaging	1	2	3	4	5
14	Color	1	2	3	4	5
15	Price	1	2	3	4	5
16	Brand Image	1	2	3	4	5
17	Quality Certification	1	2	3	4	5
18	Advertisement	1	2	3	4	5
19	Celebrity Endorsement	1	2	3	4	5

**Q20. What size of soap do you generally buy?**

- a) Large
- b) Medium
- c) Mini-pack (small)

**Q21. What kind of promotional offer do you prefer?**

- a) Buy 1 get 1 free
- b) Bundle offer
- c) Promotional pricing (e.g. TK.10 off, TK.20 off)
- d) Repeat purchase offer (e.g. give 3 empty packages and get 1 free)

**Q22. Do you prefer Test Sampling, if a new bathing soap is introduced in the market?**

- a) Yes
- b) No

*Thank you very much for taking the time to complete this survey. Your feedback is valued and very much appreciated!*

## Appendix B

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