

**A report on Field Marketing:**

**A Study on the Effectiveness of Awareness Program  
of Workshop Mechanics Adopted by MJL Bangladesh  
Limited:**

**A Field Marketing Practice**

**A Study on the Effectiveness of Awareness Program of Workshop  
Mechanics Adopted by MJL Bangladesh Limited:  
A Field Marketing Practice**

**Prepared for**

Mr. Mahmudul Haq  
Associate Professor  
BRAC Business School  
BRAC University

**Prepared by**

Md. Masum Rabbani  
ID: 17164078  
Department of Marketing  
BRAC Business School  
BRAC University

**Date of Submission:** April 30, 2019

## Letter of Transmittal

April 30, 2019  
Mr. Mahmudul Haq  
Associate Professor  
BRAC Business School  
BRAC University

Subject: **Submission of Internship Report.**

Dear Sir,

With due respect, I hereby submitting my internship report on the topic ***“A Study on the effectiveness of Awareness Program of Workshop Mechanics Adopted by MJL Bangladesh Limited: A Field Marketing Practice”*** to you within the given time. For this report I have collected as much information as possible from the concerned people. I have tried to work on the relevant information which would cover the objectives of the report.

This internship will definitely help me to build my career in the near future. I want to thank you for your support and for giving me the opportunity to participate in the internship program which is a requirement, a prerequisite, for the completion of the MBA program. Finally, I would like to assure that I will remain standby for any clarification, explanation as and when required.

Sincerely,

.....

Md. Masum Rabbani  
ID: 17164078  
Semester: Spring 2019  
BRAC Business School  
BRAC University

## Letter of Endorsement

This is to certify that the internship report on “**A study on the effectiveness of Awareness Program of Workshop Mechanics Adopted by MJL Bangladesh Limited: A Field Marketing Practice**” has been prepared by Md. Masum Rabbani, ID: 17164078, Semester - Spring 2019, as a requirement of Master of Business Administration (MBA) Degree from Department of Marketing, BRAC University. Md. Masum Rabbani has communicated with me regularly during his internship period and this report has been prepared under my supervision and it is suitable for submission.

.....

Mr. Mahmudul Haq  
Associate Professor  
Department of Marketing  
Faculty of Business School  
BRAC University

## Acknowledgement

This report has reached its completion due to the joint effort made by many individuals. I wish to extend my gratitude to all the people who helped me to accomplish my report titled ***“A study on the effectiveness of Awareness Program of Workshop Mechanics adopted by MJL Bangladesh Limited: A field marketing practice”***. My first thanks go out to my internship supervisor, **Mr. Mahmudul Haq**, Associate Professor, BRAC Business School, BRAC University, whose guidance and suggestions helped me to prepare this report. My sincere gratitude is to him.

As I am a regular employee of MJL Bangladesh Limited working in engineering department, I got a great chance for learning and professional development with marketing people of this company. I am also grateful for having a chance to get support from my peer colleagues to conduct the research on marketing. I am thankful to them for their kind recommendation, submission, direction, cooperation and collaboration in preparing this report.

I would like to convey my sincerest gratitude to **Mr. M. Mukul Hossain**, Chief Executive Officer (CEO) of MJL Bangladesh Limited for his support and appreciation to pursue my research in this company. I express my deepest thanks to **Mr. Md. Ahsan Kabir**, DGM – Head of Marketing, MJL Bangladesh Limited, for guiding me directly and giving necessary advice, support and arranged all facilities required for my research.

My Special gratitude also goes to Mr. Md. Abidur Rahman, Assistant Manager – Field Marketing for their kind support and cooperation.

I perceive this opportunity as a stepping stone in my career development. I will strive to use gained skills and knowledge in the best possible way and will continue to work on their improvement.

Sincerely

Md. Masum Rabbani

## **Executive Summary**

This report presents The Evaluation of Awareness Program of Workshop Mechanics of MJL Bangladesh Limited. This internship report is based on the internship program that I had successfully completed in MJL Bangladesh Limited under Field Marketing Department as a requirement of my MBA program. As being regular employee in the corporate world, every hour spent in Marketing people gave me new work experience, which is very precious for my career ahead.

The first part is the general introduction on MJL Bangladesh Limited and as well as the brief description of the research topic. Further the background of the study, significance of the study is discussed.

Later, statement of the research problem, the objectives of the study along with the methodology and limitation is clearly mentioned. I have showed finding and provided data analysis and discussion of findings of the study based on 'The effectiveness of Awareness Program of Workshop Mechanics' under the supervision of MJL Bangladesh Limited. Some recommendations and suggestions have also been provided to the concerned people of MJL Bangladesh Limited to improve their decision regarding this program for the purpose of achieving desired outcome. At the end, I have included the reference and in the appendix further studies that I have not included in my report.

Before drawing any conclusion based on this report it may be noted that the report was prepared in a very short time and there are lacking in the data. However, still the report should be useful for the concerned people of MJL Bangladesh Limited.

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## **Organizational Overview:**

### **Organization Overview or Profile of the Organization:**

MJL Bangladesh Limited, formerly Mobil Jamuna Lubricant Limited, is the first and only JV company established by ExxonMobil in the downstream petroleum sector of Bangladesh. EC Securities Ltd, an investment wing of East Coast Group, holds majority stake after ExxonMobil's divestment. MJL Bangladesh Limited is the joint venture company between state owned Jamuna Oil Company and EC Securities Limited ( a subsidiary of the East Coast Group).

MJL Bangladesh Limited commissioned a state-of-the-art Lube Oil Blending Plant (LOBP) – the first of its kind in the country-in May 2003. Since then, the production of this plant and marketing activities of MJL Bangladesh Limited have expanded greatly.

As required by ExxonMobil's Quality Integrity Management System (QIMS), this zero emission Plant strictly follows the quality programs, starting from receiving the base oils from ExxonMobil and additives from other global suppliers, as per ExxonMobil recommendation and formulation. The Plant is certified by ExxonMobil QP&G, QIMS and Germinischer Lloyd (GLC) ISO 9001-2000. A team of highly qualified, trained and skilled personnel operate the Plant with a warranty of hundred percent product quality assurances.

Being a shining example of Technology transfer in the country, the company has created direct employment opportunities for 120 people, 2000 associated jobs, significant value addition in lube blending and the availability of world-class lubricants in Bangladesh.

### **Major Products**

- Automotive Lubricants
- Aviation Lubricants
- Grease
- Industrial Lubricants
- Marine Lubricants

## **Description of the total business of the organization:**

MJLBD is engaged in blending and marketing of lubricants and grease product. At present, MJLBD has the capacity to produce around 150,000 barrels of blended lube a year and imports about the same quantity of finished lube oil, which are mostly absorbed by domestic market. MJLBD's products are mainly divided into two categories namely locally blended products and imported finished products. The company caters the demand of wide range of customers from different sectors through providing 17 types of product lines. Other than 'Mobil' branded product, MJLBD has been establishing its own brand 'Omera' in other categories where Omera products will not come onto direct competition with Mobil products. At the end of 2009, MJLBD marketed 10 different sizes under 'Omera' brand.

### Subsidiaries are:

- Omera Petroleum Limited
- Omera Cylinders Limited
- Omera – AKT

### Financial analysis of MJL BD:

• Market Capitalization (BDT)	-	29,077,836,078.60
• Credit Rating	-	LT: AA+; ST: ST-1
• Total Shares	-	316,752,027
• Paid Up Capital (BDT)	-	3,167,520,270.00
• Net revenue ( in 2018)	-	17,516,144,850.00
• Net profit after tax (in 2018)	-	2,294,028,966.00
• TOTAL ASSETS	-	30,083,847,834.00
• Total equity	-	12,431,407,469.00
• Total liabilities	-	17,652,440,365.00
• Return on Equity (ROE)	-	0.18
• Return on Assets (ROA)	-	0.08

## Research:

### **1 Introduction to the Report/Study**

In Bangladesh automotive vehicle (bus/truck/private-car/motor-cycle) owners highly depend on the mechanics or Workshop owners for selecting lubricants to be used in their vehicles. So, the mechanics or Workshop owners play a major role in selecting lubricants for the end users. Again, a section of dishonest traders are doing risky business by selling fake and adulterated lubricants in the capital, causing damage to the durability and performance of vehicle engines. Low quality lubricants and used engine fluid mixed with a chemical substance that brings back the color of genuine oil are being sold in shops and automotive Workshops in the name of original engine oil. Dishonest traders purchase burnt black engine oil at a low price and then the burnt oil is mixed with a chemical so that it looks like genuine engine oil. Adulterated lubricants are sold at motorcycle garages, auto-rickshaw Workshops and hardware shops in the city. Customers are buying the low-priced lubricants unknowingly that hamper their vehicle engines durability and performance severely.

So, to uplift the demand for Mobil products through creating awareness, educating the WORKSHOP mechanics and the vehicle owners about application of genuine and appropriate lubricants for vehicles, ways of identifying genuine Mobil products through the mechanism of security seals, every year MJL Bangladesh Limited conducts awareness campaigns targeting Workshop/WORKSHOP Mechanics and this program is called “**Awareness Program of Workshop Mechanics**”. The listed WORKSHOPS have been given an incremental Target of using Mobil Lubricant during the period. They are told to collect the security seal of each lubricant-can they will use and submit it to company representative to get awards against number of collected seals. Based on their collection, they will be offered awards like - Mechanical Tools or Mobile Set or Prize Bonds. A brief of the program is given below

**WORKSHOP:** Maintenance Centre

**Duration:** 04 Months

**Territory:** Nationwide

**Target Group:** Workshop Mechanics, Owners.

**No. of WORKSHOP:** 1050 (Nationwide)

- **Rationale of the study**

In Bangladesh the demand for base oil and lubricants is continuously growing relative to its growth. Only state-owned oil marketing companies were allowed to blend, import and distribute lubricants till the year 2000. However, from the year 2002 to 2011, the sale of minimum grade SC/CC products by different private oil companies brought shift in this market. Not surprisingly, the annual domestic demand for lubricants is around 100 million litres, whereas base oil demands around 140 million litres. The market value of base oil is around \$133 million. The annual domestic consumption has got almost 3% yearly growths which are on par with India but behind China. This market holds more than 100 brands altogether and the number is increasing day by day. However, the lack of market monitoring, the current status of the transport system, least reporting make this market unnoticeable to the public. In recent years, the growth of power sector has got publicized because of the national agenda, which has also highlighted the industrial lubricants in Bangladesh.

The demand from the industrial machinery and equipment application also accounts for a major share of the total lubricants market and is driven by the end user such as power, manufacturing, logistics, automotive manufacturing, and others. Lubricant consumption in the industrial sector has increased significantly in the last 5 years. The automotive sector accounts for 70% of total lubricant consumption in Bangladesh and the industries the remaining 30% of total lubricant consumption in Bangladesh.

This unnoticeable market now is a competitive one. Already lubricants players have established their footholds here, with international brands. Among them “**Mobil**” is the most established brand, with a strong presence in the lubricant shelves. Market insiders

think lack of govt. intervention on the policy to monitor this trade make this market uncontrolled one. And it is high time to bring strong regulations to change this prevailing situation and help the industries and also protect the environment in the process.

So, the main motto of **MJL Bangladesh Limited** is to ensure the use of genuine and right type of lubricants by the end users and uplift the demand for “**Mobil**” products through creating awareness, educating the WORKSHOP mechanics and the vehicle owners about application of genuine and appropriate lubricants for vehicles, ways of identifying genuine Mobil products through the mechanism of security seals, every year MJL Bangladesh Limited conducts awareness campaign targeting WORKSHOP Mechanics and end-users through “**Awareness Program of Workshop Mechanics**”.

The objective of the program is to increase the direct use of products by these channels, to create and retain the trend of using **Mobil** branded lubricants by these channel, to encourage use of premium automotive products (Multi grade products) and to establish a strong and effective relationship with the WORKSHOP mechanics, so that they interact with end users as MJLBL’s spoke person.

- **Statement of the research problem**

Mobil is the number one brand in terms of market share in Bangladesh lubricant industry. It has been in top position for many years and at present it has 27% market share of the total lubricant industry in Bangladesh. But, it has found that very few traders are hampering the lubricant market by supplying fake, adulterated lubricants to the mechanics/Workshops, retailer stores and end users which are damaging the reputation of genuine Mobil Brand as well as the Workshops and retail stores and cause damage to the vehicle engines. It’s very difficult for the users to find out genuine Mobil Brand as they are not aware of it. So, very often they buy adulterated lubricants unknowingly which cause severe damage to their vehicle engines. As a market leader, MJLBL always try to uplift the reputation of the Mobil Brand and try to build a strong relationship with the mechanics and Workshops owners so that competitors can’t take the top position and can’t gain the opportunity to run program like this.

The research problem is that, because of the lack of awareness of adulterated lubricants, consumers/mechanics/Workshop owners are purchasing those lubricants unknowingly which are damaging the vehicle engines severely and create a negative impact to the lubricant brand as well as the lube change centers/Workshops as most of the vehicle owners depend on the Workshops or lube change centers (WORKSHOP) for installing lubricants in their vehicle engines. Right now it has a minor effect on the Mobil Brand but if it continues for a long time, it may create a bad impact to the brand and lessen the effectiveness of this awareness campaign. So, an evaluation of this study will be helpful for the company to measure the effectiveness of the “Awareness Program of Workshop Mechanics”.

- **Scope of the study**

The value of the lubricant industry in Bangladesh is growing rapidly because of the growing industrial sector and the growing number of commercial vehicles. Lubricants consumption by the industrial sector has increased significantly in the last 5 years. Industrial sector accounts for around 30% of the total lubricants consumption in Bangladesh. With an estimated annual consumption of around 20 million litres in 2018 that is projected to reach the 25 million litres mark by 2020. Again, at present, the market size of the commercial vehicles is about tk 4,200crore whereas it was about tk 2,000crore a decade ago. The market size of commercial vehicles grew 15% to 20% every year over the last decade. Mostly because of the rise of the overall automotive sector, the engine oil market has grown up around 10% to 12% in the last three years.

Lubricants market now belongs to an uncontrolled trade in our country. Surprisingly, the lubricants shelves are already inflated with more than 100 brands and the number of brands are increasing. The situation is degraded as so many by name, local products are penetrating into this market. Regularly, traders are welcoming the representatives of newly entered brands too. Already business Insiders has depicted this Lubricants Market as a silent trade with a lack of regulations. A market with too many brands is not only the challenges of this market. The sale of recycled engine oils, especially by the

names of popular brands is a key barrier too, has increased due to lack of monitoring by any concerned authorities. Only for low prices and having local influence of the producer of these adulterated lubricants, these least quality lubricants have been swayed by the market. Hundreds of dealers and agents are involved in the distribution of such lower standard engine oil.

As a market leader, with having 27% market share of the total lubricant industry in Bangladesh, **Mobil** is the most desired brand among the lubricant users in Bangladesh because of its quality, performance and commitment to provide genuine lubricants consistently through all the distribution channels in Bangladesh. But, for the last couple of years, MJL Bangladesh Limited have found that a number of dishonest traders are trading adulterated lubricants for short term gain which has been hampering the market environment gradually and causing problem to the end users. So, to ensure the use of genuine lubricants, to make aware about the adulterated lubricants among the users and to uplift the demand for **Mobil** products, MJL Bangladesh Limited conducts Awareness Program of Workshop Mechanics in every year.

This report is mainly focused on describing the effectiveness of the Awareness Program of Workshop Mechanics, impact on existing relationship with the channel members, reaction of Workshop owners and mechanics, competitive advantages against competitors, impact on sales, major drawbacks and recommendations and suggestions. The findings of this research will be beneficial for the Field Marketing Department to gain insights of this program and can help in further planning regarding this program.

## **Limitations and Future Research Directions**

**Scope:** since the whole study has been conducted based on 180 Workshops in Dhaka city, it does not represent the remaining Workshops in the country.

**Lack of experience:** A sound experience and technical knowledge is required for this kind of research. Due to lack of experience and technical knowledge, it was difficult to

collect information from the respondents. So that, the data were collected from some selected areas.

**Time limitation:** A sufficient amount of time is required to conduct such kind of study. Because of time limitation, the research was conducted based on some specific areas in Dhaka city. This type of research required a vast amount of time to cover a large area. As the report has been conducted during the internship period, the time was not sufficient.

**Lack of sufficient data:** Secondary data were hardly found for this type of research. Again, the area of this study is vast, so it is not possible to collect information individually from all of the Workshops in the country which is necessary for this program.

**Improper information:** In absence of owners, the Workshop mechanics sometimes provide inaccurate information. Most of the Workshop mechanics are not well educated, so they have no in depth knowledge in some cases.

These are some of the limitations that were faced while working n the assigned topic. To do this kind of research in the future, the researcher must be aware of these problems.

- **Objectives of the report**

The broad objective of the study is to evaluate the effectiveness of “Awareness Program of Workshop Mechanics” adopted by MJL Bangladesh Limited.

**The specific objectives are:**

- I. To evaluate the effectiveness of Awareness Program of Workshop Mechanics in discouraging the usage of counterfeit products and encouraging the usage of genuine products with security seal.
- II. To evaluate the effectiveness of Awareness Program of Workshop Mechanics in building strong relationship with the Workshop owners and mechanics.



- III. To identify the competitive advantage gained through Awareness Program of Workshop Mechanics.
- IV. To identify the Workshop Mechanics/owners reactions on Awareness Program of Workshop Mechanics.
- V. To identify the problems and recommend a set of suggestions for Awareness Program of Workshop Mechanics.

- **Phases of Program:**

- I. **Activation:** After the program's approval, the listed Workshops have been given a Target Letter along with Security Seal Attachment Sheet. Then Field Marketing Team ensures the installation of POSM (PVL / CVL Festoon & Buntings) & handovers the Mobil branded ASP items (Polo & Round Neck T-shirt & Rubber Key-rings).
- II. **Follow-up:** WORKSHOPS have been visited fortnightly / monthly in order to count & review the no. of Security Seal, they have collected till then.
- III. **Closing:** At the end of 04 months, the Security Seals have been checked, counted & collected by the Field Marketing Team from all the WORKSHOPS. And, a signed copy of Acknowledgement Letter has been provided to those WORKSHOPS as a proof of receiving of seals.
- IV. **Awarding:** After the approval of Award Disbursement upon the achievement of the WORKSHOPS, they have been awarded with Prize-bonds / Mechanical Tools / Mobile Set at their premises by the Field Marketing Team. An award hand-over photo has been ensured for reporting. Finally, a Memo Pad endorsed by the Award Winner has been received by the Field Marketing Team for further adjustment proceedings by the F&P department.

## 2. Review of Related Literature

According to the *American Marketing Association (AMA)* Board of Directors, Marketing is the activity, set of institutions, and process for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. *Dr. Philip Kotler* defines marketing as “the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services. *Dr. Augustine Fou, Founder, Marketing Science Consulting Group, Inc.* defines that marketing is the process of exposing target customers to a product through appropriate tactics and channels, gauging their reaction and feedback, and ultimately facilitating their path to purchase.

Field marketing is a branch of marketing in which brands get their products in front of consumers “out in the field” at retail locations, events, college, campuses, or in public locations. Field marketing initiatives include promotions, demos, and direct sales (*Frank Brogie, Jan 25, 2017*). The objectives of field marketing vary by company and campaign, but some common goals include brand awareness, increased sales at targeted locations, increased engagement with local buying communities and increased awareness against adulterated products.

Field marketing involves working on site to connect with marketers. As such, it comprises all marketing activities that involve fact-to-face contact with the consumer. It includes coordinating large sales teams who meet with consumers face-to-face, while others run street promotions and hand out flyers. Field marketing is used with a wide variety of market segments, and different field marketing activities are geared toward different customers. Essentially, if customers are physically present in the marketplace, they become field marketing targets. Effectiveness of a field marketing program depend on various factors such as trained professionals, who can communicate effectively and persuasively and be able to gauge how consumer interest in communication. (Marketing-schools, 2012)

According to *Sharon Richey, Managing Director of MHP*, success in field marketing campaign depends on appropriate sampling that is reached a define audience. Define a sample size which is measurable and can fit with the campaigns' budget. The campaign needs to communicate the right message to the right consumer at the right time. So a measurable sampling is required to reach them at the right time within the budget. *James Moyies, Managing Director of FDS Field Marketing*, mentioned that detailed briefing is crucial in a field marketing program, include the call-file and clearly describe the in store tasks as well as the data capture requirements. Get the support for the activity through a letter of introduction, because a few hours spent critiquing the field brief can save hundreds of wasted effort during the activity. Plan realistic so that the tactical stuff are committed to brand which they are begin paid. Ensure that what is being asked of the team is achievable. Keep data collection simple, do not fall into the trap of collecting a lot of data that will never be used. The aim is to create a change in the marketplace, not collecting data that is out of date as soon as leaving a store. *Mike Hughes, Managing Director of CPM UK*, suggested that research customer base before planning a program and perfect timing. By knowing the customer base and set a perfect time to visit the stores make a program more effective. *Bruce Ellison, Business Unit Director of Ellert Field Marketing*, also suggested effective audit that means visiting every store to ensure that they are complying with the program and take corrective action if not. Employ a hotline for urgent queries manned by a specialist who can solve problems. (Campaign, February 01, 2013)

*Susan Ward*, a business writer and an experienced business person, identify some factors of an effective marketing program. Make a fit between the marketing campaign and the marketing plan – a marketing plan provides the overall marketing objectives and strategies to lure the target market. A marketing campaign comprises just one small piece of marketing plan – a marketing action designed to achieve some particular objectives. Set campaign's objectives as specific as possible. Specific metrics are required to measure the effectiveness of a campaign as it proceeds. A common marketing campaign objective formula is: what will be achieved + how long will the marketing campaign run. Determining what metrics are going to use. These metrics will clarify either a marketing program is effective or not. Set a budget for the program. The

most effective way to reach customers may not be cheap, so be realistic when setting the budget. Create a timeline and action plan that is record exactly what are going to do and when, this will greatly increase the chances of the effectiveness of the marketing program. (The Balance Smb, January 27, 2019)

*Sarah Cowman* recommended that an effective marketing program requires the integration of activities, the scheduling of requirements, distinguishing responsibilities and the provision of benchmarks for measuring success. (Smartinsights, October 2018). *Martin* indicated some factors to measure the effectiveness of a marketing program. The campaign should be adjusted accordingly to the target audience. If the market is saturated with competition then it would require aggressive action to take to make the program effective. Again, the outreach should be done keeping the program budget in mind. (Cleverism, April 01, 2015)

Understanding how to judge whether the marketing program is delivering the best possible results can save time and money and help ensure the success of business. To be effective a field marketing program need to consider several factors, said by *Robert Morello*, such as return on investment, customer responses and reactions, marketing reach expansion, channel partner's response, outside salespeople feedback, actions of competitors. (Smallbusiness.chron, March 05, 2019)

Create an effective marketing program is the goal of every successful marketer. A marketing program can be impactful as it follows the right approach. Set cost per customers acquisition goals and hold the team accountable for staying with KPIs, focus specific channel to deliver the right message to the right audience, asking the customers to refer their friends and family is extremely effective. (Forbes, August 31, 2017). *Debra Murphy* mentioned that field marketing program require planning so that every step of the process is understood before launch. Pick the target audience; who are the company interested in attracting. Set goals and KPIs; what do the program accomplish and how performance will be measured and what incentive they will be offered. (Masterful Marketing, February 01, 2016). *Darren Gilbert* suggested four key elements for an effective field marketing program, “consider what is going to achieve,

determine how to achieve those goals, equip with right technology, measure output with initial goals". (DotActive Blog, September 21, 2018).

In the above mentioned findings, the factors of an effective field marketing program is clearly defined. These studies are mainly concentrated around the factors which are necessary to make a field marketing program more effective. A company which is in the top position has to run various program to make customer aware about its products, to build strong relationship with them and to sustain competitive advantage. To make a program more effective, an evaluation on the effectiveness of a field marketing program is important to find out the strategic gap and pitfalls. And what are the steps that a company should do to eradicate these gaps & pitfalls for making the program more effective. To find out more about the effectiveness of the Awareness Program of Workshop Mechanics, an exploratory research has been undertaken (Malhotra, 2010).

### **3. Methodology of the study**

This report is based on the information collected from both primary and secondary data sources and learning from working at MJL Bangladesh Limited. The data for this report was collected mainly from the Workshop owners and mechanics during the Awareness Program of Workshop Mechanics and other sources like online journals, websites, articles and reports were also used. Where citations were included from these documents, references were provided. A list of all such secondary sources that has been cited is present in the "Reference" section at the end of this report. Some data such as their past performance and their business model are primary data collected from the work experience at MJL Bangladesh Limited. The major contents of research methodology are as follows:

#### **3.1 Research Questions**

To conduct this study, research questions must have to be formulated. The research questions are given below:

1. What factors need to be corrected to make the Awareness Program of Workshop Mechanics more effective?
2. How effective the Awareness Program of Workshop Mechanics is to create awareness against adulterated lubricants?
3. How the Workshop owners and mechanics react to the Awareness Program of Workshop Mechanics?

### **3.2 Research Design**

This research is an exploratory in nature as an issue tried to understand more thoroughly. The primary objective of exploratory research is to provide insights into, and an understanding of the problem confronting the researcher (Malhotra 2017). Exploratory research is used in cases when the problem must be defined more precisely, identify relevant course of action, or gain additional insights before an approach can be developed. In this study the information needed is loosely defined and the process adopted is flexible and unstructured consisting of personal interviews with Workshop mechanics and owners. The sample selected is small and non-representative and the primary data are qualitative in nature and are analyzed accordingly.

### **3.3 Types of Data**

An information plan has been structured to collect the relevant data consistent with the preparation of the report. To conduct the study, primary and secondary data were used.

**Primary Data:** The primary data has been collected from the Workshop owners and mechanics. Here, the Workshop owners and mechanics play an important role in lubricant industry because the vehicle owners are dependent on them for changing lubricant. So, the Workshop owners and mechanics are the main source of primary data because the program has been running focusing on them.

**Secondary Data:** The secondary data has been collected rarely from any published materials. The main source of secondary data includes previous historical data from Marketing Department of MJL Bangladesh Limited for the same program.

### **3.4 Research Procedures**

#### **Definition of target population**

The target population is the collection of elements or objects that possess the information sought by the researcher and about which inferences are to be made. The target population of this exploratory research is the concerned Workshop owners and mechanics. There are 1050 targeted Workshops under Awareness Program of Workshop Mechanics throughout the country. The target population should be defined in terms of elements, sampling units, extent and time.

#### **Determination of sample size**

For this research 180 Workshops have been selected as a sample for further research procedure which includes Workshop owners and mechanics as respondents. The research was conducted on 180 Workshop owners/mechanics.

#### **Sampling technique**

In this study, a non-probability convenience sampling technique has been followed to collect relevant data. Often, respondents are selected because they happen to be in the right place at the right time. As it is a qualitative study with limited resources such technique is used to select samples because convenience sampling is the least expensive and least time consuming of all sampling techniques. The sampling units are accessible, easy to measure, and cooperative.

#### **Sample element and unit**

Workshop owners and mechanics are the sample elements who possess the information sought and the Workshops are the sampling unit which contains the owners and mechanics.

#### **Sampling frame**

Sampling frame is a representation of the elements of the target population. It consists of a list or set of directions for identifying the target population. Here, the sampling

frame is the Marketing, sales and other related data maintained by the dealers and territory sales officers of MJL Bangladesh Limited.

### **Extent**

Extent refers to the geographical boundaries. The geographical areas of this research include Dhanmondi, Mohammadpur, Kakrail, Tejgaon, Badda, Gulshan, Mirpur and Bangla Motor.

### **Time**

Period of the internship.

### **Data Analysis Tools**

For this study, necessary data has been collected from various data collection method is analyzed and processed by using MS Word and Excel.

### **Method of data collection**

For this study data has been collected mainly from primary sources through following process:

Personal interview: Data has been collected directly from Workshop owners and mechanics through personal interview while running the Awareness Program of Workshop Mechanics.

Type of questionnaire used: Structured multiple choice and dichotomous questions have been used for collecting data.

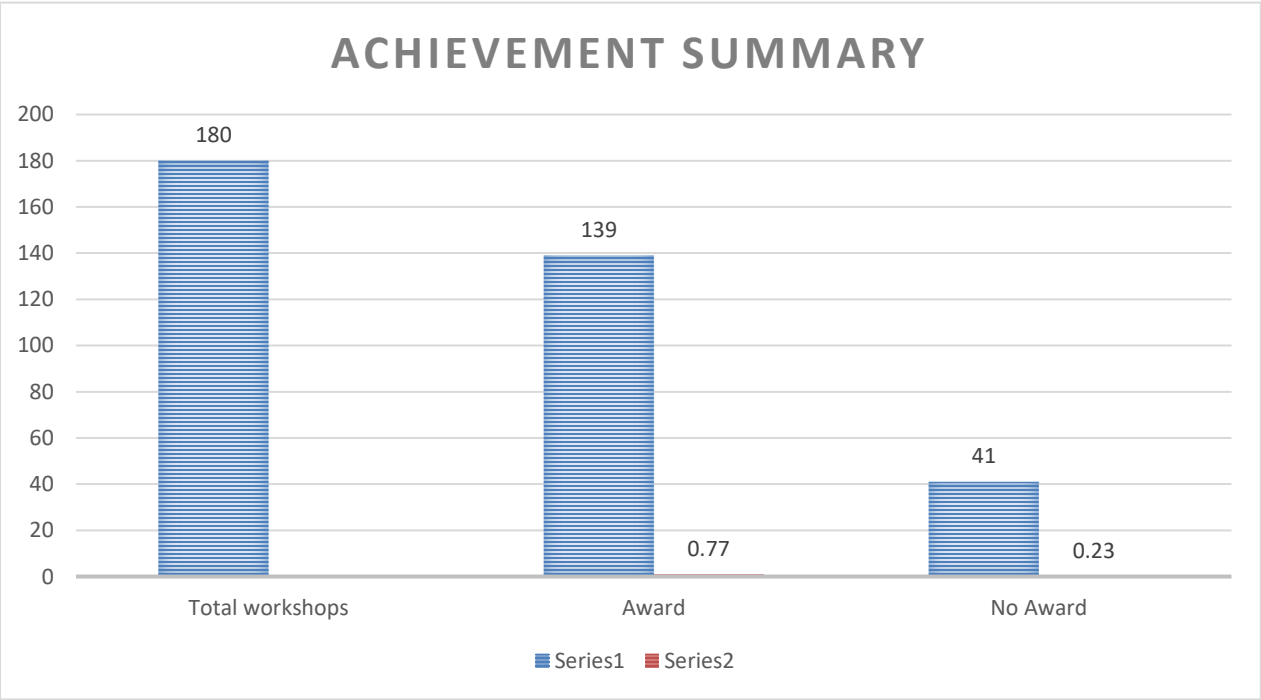


## **4. Analysis and Interpretation of the Data**

### **4.1 Evaluating the effectiveness on discouraging using counterfeit lubricant and encouraging using genuine lubricant with security seal:**

Mobil is the most preferred and number one brand in the lubricant industry of Bangladesh. Because of its demand, a section of dishonest traders are trading adulterated Mobil branded lubricant to earn more profit. But it causes problems to the vehicle owners because adulterated lubricants damage vehicle's engine severely and also reducing the image of the brand as well as the Workshops from where they install the lube to their vehicle's engine. So, MJLBL through this awareness program helps the Workshop mechanics in identifying genuine lubricants with security seals. To make the program effective, MJLB, first of all make an appropriate sampling that is reached a define audience. Then, to meet with the targeted Workshop owners and mechanics directly and inform them about the security seal system and educate them to identify the genuine Mobil branded lubricants with security seal, MJLBL employ its best field marketing agents because a field marketing program required trained professional to communicate with the target audience properly. Again, detailed briefing is required to make the targeted audience understand about the program because a few hours spent critiquing the field brief can save hundreds of wasted effort during the activity. So, MJLBL appointed its trained field marketing agents who have years of experience in this field and can communicate effectively to inspire them to participate in the awareness program. Here, during the program activation period, the field marketing team had visited every targeted Workshops and providing t-shirts, caps, key rings as a gift to the mechanics for participating in this program. Again, every Workshops is given a target of using Mobil branded lubricant and they will be provided with prize money if they achieve their target. The prize money inspires them to achieve their target fixed by the company. The survey conducted on Workshop mechanics and owners shows that 72% of the respondents mentioned that they are happy with the prize money given by the company and it also inspires them to sell more genuine Mobil branded lubricants with security seals. The main theme is that after using Mobil lube, the Workshop owners or

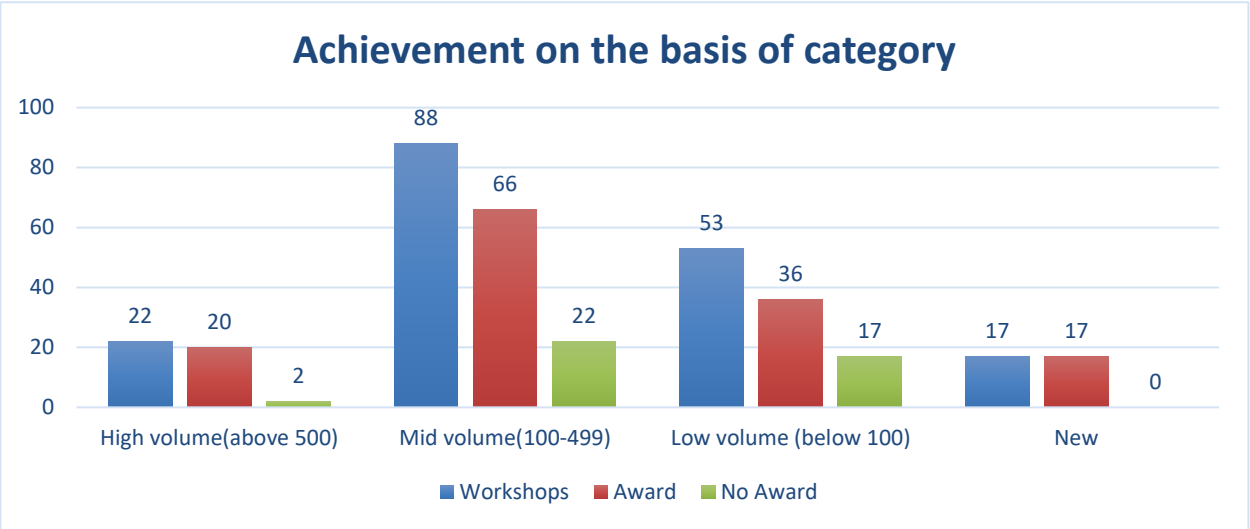
mechanics collect the security seal from the used cans and store it in a file provided by company. At the ending of the program the field marketing team count the security seals for matching with the target and examine the security seals to find out whether there are any adulterated lubricant cans with fake security seal. If any fake seal found they inform it to all the Workshop mechanics instantly and make them aware about it and no prize is provided for fake security seals. So, the Workshop mechanics are inspired to sell more genuine lubricants to get more prize. The below graph shows the achievement summary of 180 targeted Workshops:



**Figure 1:** Achievement summary of the total Workshops.

This graph shows that among 180 Workshops, 139 Workshops have achieved their target which is 77% of the total Workshops. The majority of the Workshops have achieved their target that means they are using more genuine lubricants with security seal. The above graph shows the effectiveness of the program as a whole.

To evaluate the effectiveness more deeply, furthermore the 180 Workshops were divided into four category. The following chart shows that among the four categories the high volume and the new Workshops have done well as most of the Workshops on this two categories have reached their target. The mid volume and the low volume Workshops also did well but they need to give more focus as they performed less than the other two category.



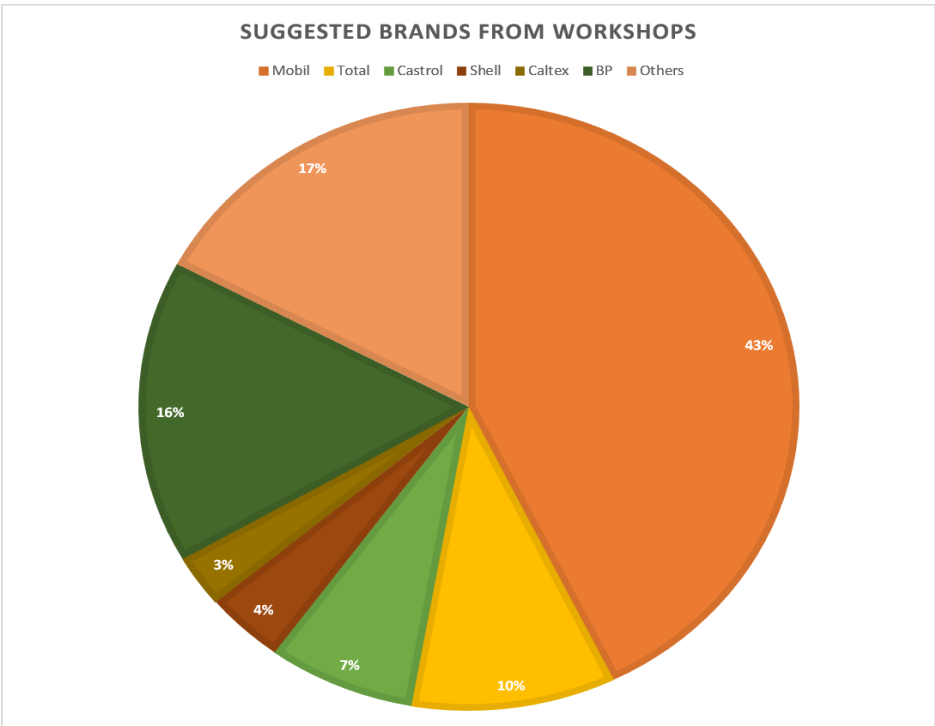
**Figure 2:** Achievement on the basis of category.

The effectiveness of a program depends on the bench marks for measuring success and at the end of the program measuring those benchmarks with the actual outcomes. Here, in this program award was given to those Workshops whoever fulfill their target. Workshops whoever achieved more than 60% of their target was provided with prize money.

## 4.2 Evaluating the effectiveness on building strong relationship with the Workshop owners and mechanics:

Awareness Program of Workshop Mechanics is effective in building strong relationship with the Workshop owners and mechanics as the field marketing team interact with them directly. A direct interaction establish trust and confidence among the targeted audience about the Mobil branded lubricant. Competition in lubricant industry is increasing day by day, still there are hundreds of brand in the local market. So, in this competitive market, building customer relationship is crucial. Advertising or other digital media promotion could bring audience attention but to build an effective relation, a company must know the customer's base well, communicate with them properly. So, through this Awareness Program of Workshop Mechanics the company personnel were

**Figure 3:** Suggested brands form Workshops.



interacting with the Workshop owners and mechanics periodically which could build long term trustworthy relationship. The strength of the relationship reflects on the brand suggestion by the mechanics and owners to the end users. The chart below shows that 43% of the 180 Workshop mechanics suggest Mobil brand to the end users.

Again, the field marketing team provides a hotline for urgency so that the Workshop mechanics or owners can contact with the company personnel when necessary.

## **5. Findings of the Study:**

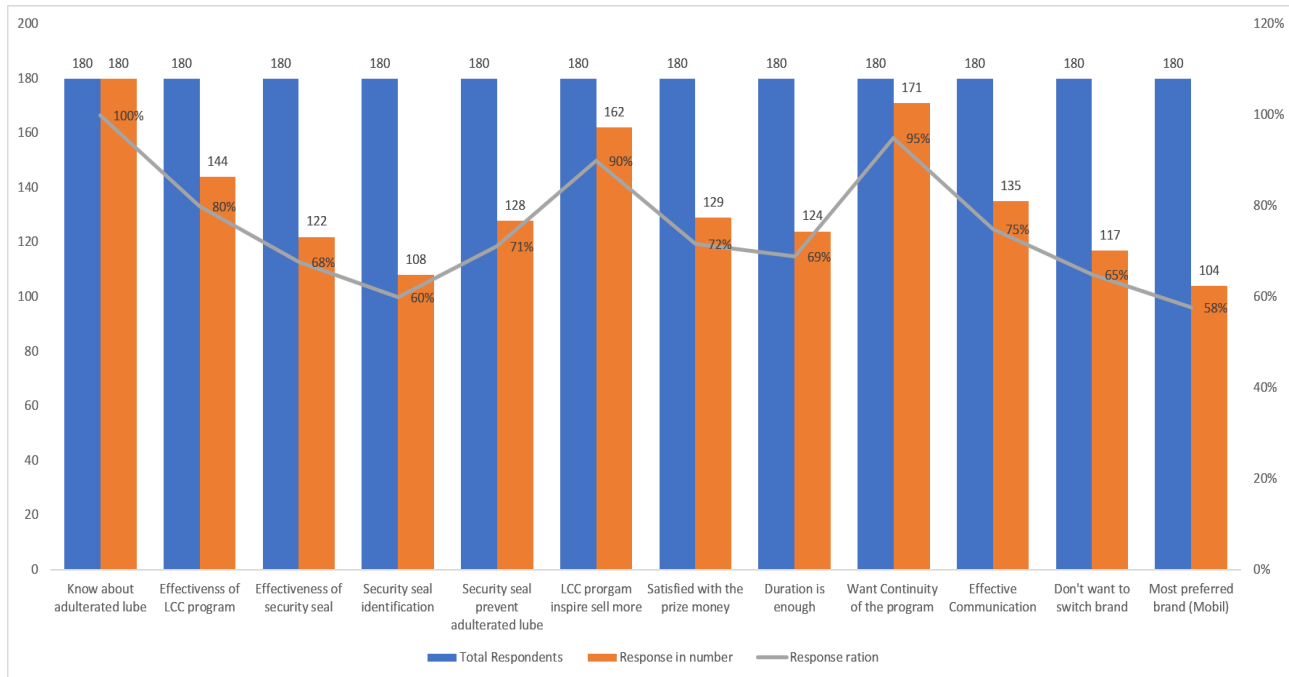
### **5.1 Identifying the competitive advantages gained through Awareness Program of Workshop Mechanics:**

MJL Bangladesh Limited has been running Awareness Program of Workshop Mechanics since 2012. MJLBL is the pioneer of running program like this to build awareness against adulterated lubricant. This program helps MJLBL to find out the real scenario of the market by interacting with the Workshop mechanics. As most of the vehicle owners are dependent on Workshops to change lubricants, Workshop owners and mechanics play a major role here. So, a periodical face to face interaction with the Workshop owners and mechanics help gain competitive advantage by building a strong trustworthy relationship which is a prerequisite for gaining competitive advantage. Again, as a pioneer of this program, MJLBL has gained such a strong position in the minds of the Workshop mechanics that competitors like Castrol didn't get so much recognition when tried to run program like this and forced to stop the program after few days. Moreover, BNO a brand of Lub-rref Bangladesh Limited, In response to the security seal system of Mobil branded lubricant has launched QR code system to identify the genuine lube. But the QR code system is not so much effective because it only contains the website link of the company which anyone can duplicate. Again most of the Workshops owners and mechanics are not aware of the fact and many of them do not even know how to scan a QR code. Moreover, the Workshops owners and mechanics are willing to work with MJLBL and eager to support the field marketing team

in eradicating adulterated lubricants from the local market. In our survey about 68% of the respondents mentioned that the security seal system is effective in identifying genuine lubricant and they are happy with the system.

## 5.2 Identifying the Workshop Mechanics/Owners Reactions on Awareness Program of Workshop Mechanics:

A survey was conducted to know more about the Workshop mechanics and owners reactions on this program. A brief of the survey findings is given below:



The major findings of the survey was that 80% of the respondents mentioned that this program is effective to create awareness against adulterated lubricants and another 71% said that security seal system was effective to Identify genuine Mobil branded

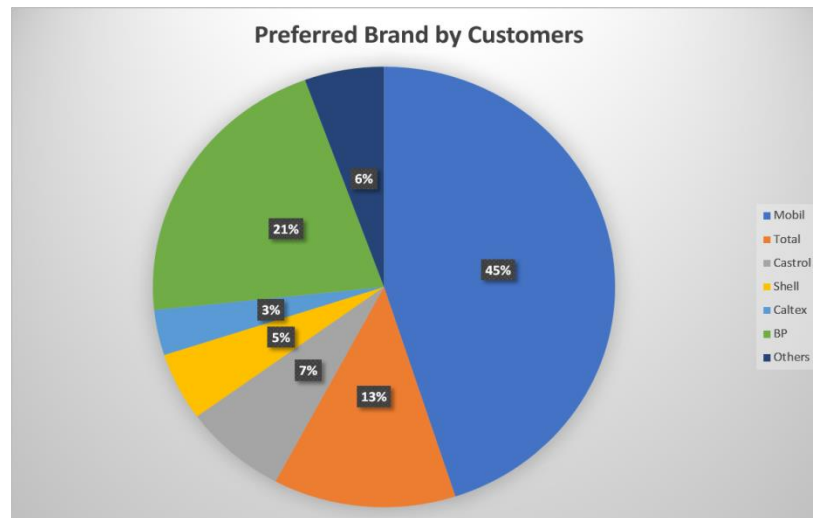
**Figure 4:** Reactions of the Workshop owners/mechanics.

lubricant. Moreover, 95% of the respondents want the continuity of the program. This means that this program is effective to create awareness among the Workshop mechanics and owners and to build a strong relationship with them.

The effectiveness of a field marketing program depend on the incentive offered by the company to the clients, here, 72% of the respondents said that they are happy with the prize money given by the company. Again, 90% of the respondents agreed that this program inspired them to use more Mobil branded lubricants and another 69% said that the duration of the program is enough to achieve their target. So, from the overall findings and response from the Workshop mechanics and owners, we can say that Awareness Program of Workshop Mechanics is effective to create awareness against adulterated lubricant and to build long term relationship and to gain competitive advantage.

To know more about the preference of the Workshop owners and mechanics regarding lubricant brands, they were asked a question in the survey that 'which brand they suggest to the vehicle owners when they come to their Workshops for installing lube'. A massive response was found regarding Mobil brand as 43% of the 180 respondents have answered that they suggest Mobil lube to the vehicle owners. In this survey some other brand like Castrol, Caltex, BP, Total, Shell also get some recognition which are given on the above chart. This chart also clarify that because of the Awareness Program of Workshop Mechanics, an effective relationship have built among the company personnel and the Workshop owners and mechanics and to achieve their target for gaining prize money, the Workshops owners and mechanics are very much prone to suggest Mobil branded lube to the vehicle owners.

Furthermore when asked about the consumers preference about lubricant brands, when they go to the Workshops for installing lube, to the Workshop owners and mechanics, 45% of them said that customers preferred Mobil branded lubricant most. The other brands like Total, Castrol, Shell, Caltex, BP are given respectively.



**Figure 5:** Preferred brand by consumers.

## 6 Problems and Recommendations:

### 6.1 Problems:

The main problems of this program are given below:

- i. As the targeted Workshops are located in Dhaka City it wouldn't bring the actual scenario of the whole country. So the segmentation should revise and target more Workshop outside Dhaka is crucial to bring a massive output of the program.
- ii. While selecting Workshops field marketing executive depends on the historical data of previous achievement. But continuously selecting the same Workshops



wouldn't bring a positive outcomes all the time as this report showed that many of the selected Workshops couldn't achieve their target but they will be included again in this program. It creates a biasness in selecting Workshops as the same Workshops were selected continuously.

- iii. While conducting the program, field marketing team visited the Workshops periodically. But many Workshop owners were not presented in the Workshops so that the field marketing team had to visit those Workshops another time to contact with them which costs time and money.
- iv. In setting target for the Workshops there was no specific measurement. So, sometimes some Workshops were given high target which were difficult for them to achieve. Again Workshops who were capable of achieving a high volume were given a low target on the basis of the perception of the field marketing agents.
- v. This program is running focusing only the Workshop owners and mechanics but the actual consumer of engine oils are the vehicle owners. Though most of the vehicle owners are dependent on the Workshop mechanics in installing lubricant in their vehicle engines, there are several other customers who directly purchase their preferred engine oil from retailers and dealers.
- vi. The security seal attached in the Lubricant Cans are still duplicated by the dishonest traders. So it is creating a problem for the users to find out the genuine Lube with genuine security seal.

## **6.2 Recommendations:**

- i. Apart from field marketing program to create awareness against adulterated lubricants, MJLBL should focus on digital media which can capture a larger audience within a short time period.
- ii. This program should expanded nationwide so that the effectiveness can measure appropriately.
- iii. Make the security seal in a way so that the dishonest traders can't make a duplicate of it. Attach QR code as well, so that the users can scan the code to be confirmed that whether it is a genuine lube or not.

- iv. Launch similar program targeting the end users, retailers, wholesalers and dealers so that they will become aware of the security seal system to identify the genuine Mobil branded lubricants.
- v. Establish company's own showroom for selling Mobil branded lubricants so that customers can purchase genuine lubricants with genuine security seal directly from those showrooms.
- vi. Need to extend the time of campaigning as some consumers are coming at the last moment of the program and requesting to extend the time so that they can take their friends to the program who does not know.

## **10. Conclusions**

The main aim of this study was to evaluate the effectiveness of the Awareness Program of Workshop Mechanics of MJL Bangladesh Limited. This study would help MJLBL to find out more about the factors on which the effectiveness of a field marketing program is dependent. Furthermore, the survey conducted on the Workshop owners and mechanics also showed their response to this program which is vital for MJLBL to know more about the real scenario of this program.

This study will also help MJLBL to identify the success factors of the Awareness Program of Workshop Mechanics that will help it to sustain the market leader position in the lubricant industry of Bangladesh and help to sustain the relationship with Workshop owners and retain the competitive advantage. The success factor identification is a crucial task which will help the decision maker to make decision regarding this program.

The study was made to find out if the Awareness Program of Workshop Mechanics is proving to be effective to create awareness about adulterated lubricant, to encourage using genuine lubricant with security seal, to build a long term relationship with the Workshop owners in the competitive lubricant industry of Bangladesh or if any future changes are needed to be made. The literature review consisting of the overview of previous studies helped in fulfilling the objectives of the dissertation, which helped in evaluating the effectiveness of the Awareness Program of Workshop Mechanics. It's all about the factors that helps MJLBL to run the program successfully for the last couple of years. That's why the Awareness Program of Workshop Mechanics was so effective. Overall the effectiveness of the Awareness Program of Workshop Mechanics helps MJLBL to make Workshop mechanics aware of adulterated lubricant, educate them about the security seal system in identifying genuine lubricant, build a strong relationship with the mechanics and gain sustainable competitive advantage.

# Appendix

## Questionnaire

**1. Which lube brands are available at your Workshop?**

a. Mobil b. Shell c. Total d. Castrol e. BP f. Caltex g. Gulf h. Fuchs

**2. Which lube brands you recommend to customer most?**

a. Mobil b. Shell c. Total d. Castrol e. BP f. Caltex

**3. Why do you recommend that brand?**

a. Low price b. Quality c. Convenience d. Performance e. Discount f. API Grade  
g. Viscosity

**4. Which brand is most preferred by customer?**

a. Mobil b. Shell c. Total d. Castrol e. BP f. Caltex

**5. Do you aware of adulterated lubricants in the market?**

a. Yes b. No

**6. Do you think that Awareness Program of Workshop Mechanics is effective to raise awareness against adulterated lubricant?**

a. Yes b. No c. No idea

**7. Do you think that security seal system is effective to identify genuine Mobil Branded lubricant?**

a. Yes b. No c. No idea

**8. Do you know how to identify genuine Mobil branded lubricant with security seal?**

a. Yes b. No

**9. Do you think that security seal is enough to prevent trading adulterated Mobil branded lubricant?**

a. Yes b. No c. No idea

**11. Is this program inspire you to sell more genuine Mobile branded lubricant?**

a. Yes b. No

**12. Are you satisfied with the prize money given by the company when you achieve target?**

a. Yes b. No

**13. Do you think that the duration of the program is enough to achieve target set by company?**

a. Yes b. No

**14. Do you want this program to be continued in future?**

a. Yes b. No

**15. Are the field marketing representatives cooperative and can communicate properly?**

a. Yes b. No

**16. If you think to switch Mobil to another brand what factors you consider most?**

a. I won't switch b. Low price c. Discount d. Convenience e. Quality

**Name of the Workshop:**

**Contact No:**

**Area:**

# Photos of some Field Marketing Programs



Photos: Attended in field marketing programs.

## Road Show Programs



Mr. AKM Monjurul Karim, Assistant Manager-S&M and Mr. Md. Nasimul Islam, Senior Executive-S&M conducting Road Show program in Banglamotor respectively under Dhaka Center & Dhaka North-II Territories

MJL Bangladesh Limited



## MCO Awareness Program 2019 activation



Mr. Mahmud Hasan Ahmed, Senior Executive-Field Marketing is activating the program in different parts of Dhaka region.

MJL Bangladesh Limited



## Mobil Super Moto Product Communication (Banner: Retail: Feb 2019)



Retail Activation by FM Team

MJL Bangladesh Limited



## MCO Awareness Program 2019 can detraction



Mr. Mosfequn Kaiser, Assistant Manager- Field Marketing , Md. Abidur Rahman, Senior Executive-Field Marketing are seen activating the program in different parts of Dhaka region.

MJL Bangladesh Limited



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