

# **Internship Report**

**“An Analysis of SAVLON Antiseptic Hand Wash As a Family  
Oriented Product”**

# Internship Report

## “An Analysis of SAVLON Antiseptic Hand Wash As a Family Oriented Product”



Submitted To:

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## Letter of transmittal

11<sup>th</sup> February 2016

Iffat Tarannum

Lecturer, BRAC Business School

BRAC University

Subject: Submission of Internship Report

Dear Madam

I would like to thank you for assigning me to prepare an analysis on SAVLON antiseptic hand wash as a family oriented product. This report is made as a final requirement of Bachelor of Business Administration Degree (BBA). This task is really important for me where I practically apply my marketing knowledge and explore an important analysis on that topic. I want to thanks for giving me such kind of opportunity to research in this field which I can share in my future as an achievement.

The analysis part of the report is about SAVLON antiseptic hand wash as a family oriented product of ACI Limited Company. I have tried my label best to prepare the report on time and gather all the information from the short interviews, opinions and related materials.

I hope that it will be kind to accept my internship report.

Sincerely

Shakran Shamim Sourav

Id: 11104119

BRAC Business School

BRAC University

## **Acknowledgement**

At first I would like to express my gratitude to the almighty God for enabling me and give the opportunity to complete my report on the time successfully. I was assigned for three months internship program at Advance Chemical Industry (ACI) Limited and prepare an internship report on “SAVLON antiseptic hand wash as a family oriented product”.

I also wish to my deep sense of thanks to my honorable teacher Mrs. Iffat Tarannum, Lecturer of BRAC Business School of BRAC University to give the opportunity to work and providing the necessary instruction about the project.

I would like to thanks Mr. Rezwan Ullah Khan, Assistant Brand Manager, Mr. Sajid Kaiser and Mr. Shafee Ul Hoque, Product Executive Officer of SAVLON department to assign me in some of the projects form where I explore my learning's and utilize in my project. I also like to thanks the other people who help me in different time to collect the information.

## **Executive summary**

Advanced chemical Industry (ACI) Limited is one of the leading company in Bangladesh which was started their journey with some family oriented products. SAVLON is the prestigious market leading products one of them where I was working during my internship program. I have got a great opportunity to analyze on SAVLON antiseptic hand wash product. On that occasion, I have visited the market to identify the competitors of SAVLON brand and made a survey of 974 consumers. I also analyze the market share and customers perception on that time.

In my internship period I have made most of the survey questionnaires and some are given by my supervisor Mr. Rezwan Ullah Khan, assistant bran manager of SAVLON. On that time I have try my best to complete my task and have got some findings. ACI Limited Company appreciates about the findings which will help them in the future. To make my report more acceptable I added all types of observation and findings in my report.

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# Chapter 1

## The Organization

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## Origin of the Report

As a student of bachelor of business administration, we have need practical knowledge before completing our graduation. This practical knowledge section is called internship program which one I have completed from ACI Limited Company. It was a great experience as a business student to learn practically from finance, human resource and marketing department.

As I was in marketing department, I have learned about consumer behavior and work on some projects practically. I have studied on SAVLON antiseptic hand wash, bar soap, antiseptic liquid, antiseptic cream and different types of jel packs. I have also an experience to work in a team where we have made a survey about 974 persons. We also have taken short interviews so that we can able to gather more information for the company.

## Background history of ACI Limited Company

Advanced Chemical Industry (ACI) limited is one of the leading companies of Bangladesh formerly which is known as Imperial Chemical Industry. ACI Limited Company was a subsidiary of UK base Imperial Chemical Industry in 1968. But, after the liberation war it was abandoned. Then it was started a new journey, familiar as ICI Bangladesh Manufactures Limited company. After that the company divested its 70% shares to the local manufactures and ACI Limited Company existence from that time.

## Strategic Business Units of ACI

ACI has diversified its business into four major Categories:

- ❖ Pharmaceuticals
- ❖ Consumer Brands & Commodity Products
- ❖ Retail Chain
- ❖ Agribusinesses:
  - ✓ Crop Care Public
  - ✓ Health Animal Health
  - ✓ Fertilizer
  - ✓ Motors
  - ✓ Cropex
  - ✓ Seeds

Source: <https://www.aci-bd.com/corporate.php>



## Subsidiaries of ACI

- ✓ ACI Formulations Limited
- ✓ ACI Logistics Limited
- ✓ ACI Pure Flour Limited
- ✓ ACI Foods Limited
- ✓ ACI Salt Limited
- ✓ ACI Motors Limited
- ✓ Creative Communication Limited
- ✓ Premiaflex Plastics Limited
- ✓ ACI Agrochemicals Limited
- ✓ Flyban Insecticides Limited
- ✓ Apex Leather Crafts Limited
- ✓ ACI Edible Oils Limited
- ✓ ACI Healthcare Limited
- ✓ ACI Chemicals Limited

Source: <https://www.aci-bd.com/corporate.php>

## Joint Ventures with ACI

- ✓ ACI Godrej Agro vet Private Limited
- ✓ Tetley ACI (Bangladesh) Limited
- ✓ Asian Consumer Care (PVT) Limited.

Source: <https://www.aci-bd.com/corporate.php>

## Consumer Brands and Company Products

ACI Consumer Brand was started their journey in 1995 with two major brands named SAVLON and ACI Aerosol. They became the market leader with their toe most prestigious brands. They do their business with trading and local manufacturing. They also went to the joint venture business to expand themselves with 'Dabur India' and 'Tetley' of UK.

## Mission of ACI Limited

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.

Source: <https://www.aci-bd.com/corporate.php>

## Vision of ACI Limited

- 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.

Source: <https://www.aci-bd.com/corporate.php>

## Values of ACI Limited

- ✓ Quality
- ✓ Customer Focus
- ✓ Fairness
- ✓ Transparency
- ✓ Continuous Improvement
- ✓ Innovation

Source: <https://www.aci-bd.com/corporate.php>

## Chapter: 2

# The Job Part

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## Job Description

I have completed my internship program from consumer department of ACI Limited. I was assigned as an intern under SAVLON brand. I had to work three months to complete the program. The office time was started at 8.30am and close at 6pm. I have got the opportunity to work in a good environment and learn practical knowledge. I hope that this practical knowledge help me in my future.

## Job Responsibility

I fulfilled different job responsibilities in the internship period. Furthermore, the major duties I performed last three months are mentioned below:

- i. Maintaining internal and external communication
- ii. Visiting markets
- iii. Conducting consumer surveys
- iv. Monitoring activation programs
- v. Preparing reports and presentations

## Practical Learning's

As I work on several projects, I learn some important things from my job. These are given below:

- **Aisle marketing:** when a company takes full gondola to its product promotion purpose, then it will be called aisle or gondola marketing. Usually, company does these types of promotions in super shops.
- **Trade offers:** when a company gives a gift or free products to the shopkeepers, then it will be a trade offer. Such as: Dettol gives one free soap in a box, which contains 12 soaps.
- **Consumer's behavior:** when I have done the survey and took short interviews, then I have an experience of consumer's behavior that how they choose their products, their brand loyalties etc.

# Chapter 3

## ANALYSIS PART

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## **Methodology**

### **Types of Data**

A good research insists such information's which have an influence on research objective and should be collected from a valid source and appropriately considered. I ensure that all outcome of this research will be acceptable and not be biased. The findings of the report will help to give a clear picture of the market situation. The different types of information source are elaborated in the following paragraphs.

### **Primary Data**

In primary data collection, I have taken the information from different sources. At first, I have made a questioner to conduct a consumer survey. The survey contains almost 974 samples. This survey was a stratified random sampling process because of the several areas. I went to the different strata or areas and select the consumer randomly. In different areas, I select some super shops like: Agora, Price Bazaar, Showpno etc. I have collected the information in front of those super shops by making a personal interview with customers. Secondly I have also taken some information at the time of school campaigning. I gathered information from BAF Shaheen School, University Laboratory School. As it is a family oriented product, our target group was "Mothers of school going kids".

### **Secondary Data**

To collect the secondary data, I have used different source of information, such as: journal, web site of ACI Limited etc.

### **Data Collection Instruments**

I have made a questioner for the survey purpose which I have given to the consumers directly and collect the information. I have attached a copy of that questioner in appendix part.

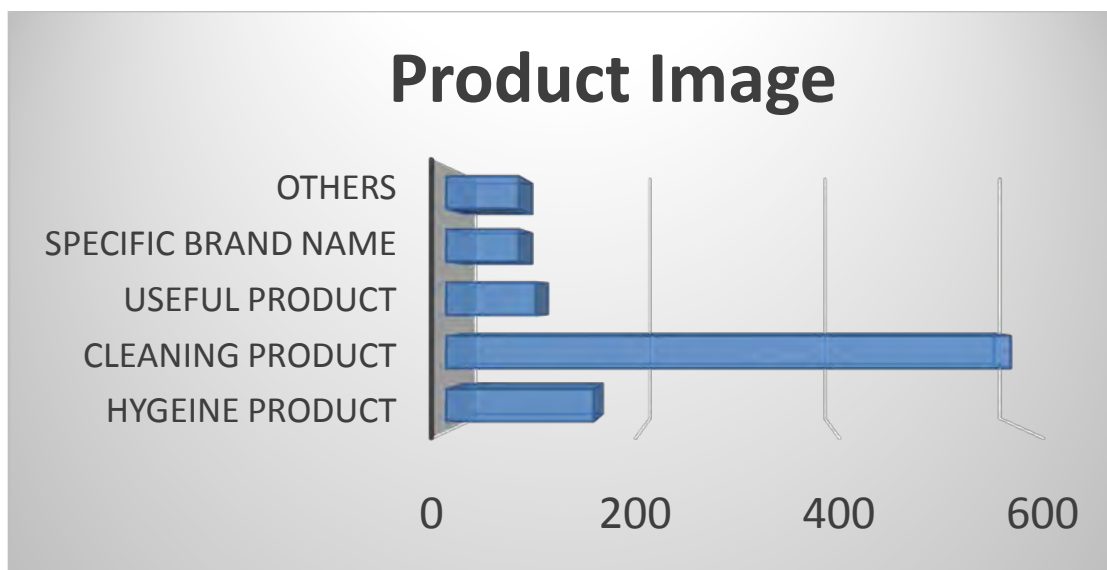
### **Data Collection Techniques**

My data collection technique was personal interview and questioner based. At first, I have taken interviews by visiting the different areas of Dhaka. We select our consumers randomly and asked questions based on the questionnaires. We also have taken short interviews to get more information about the product.

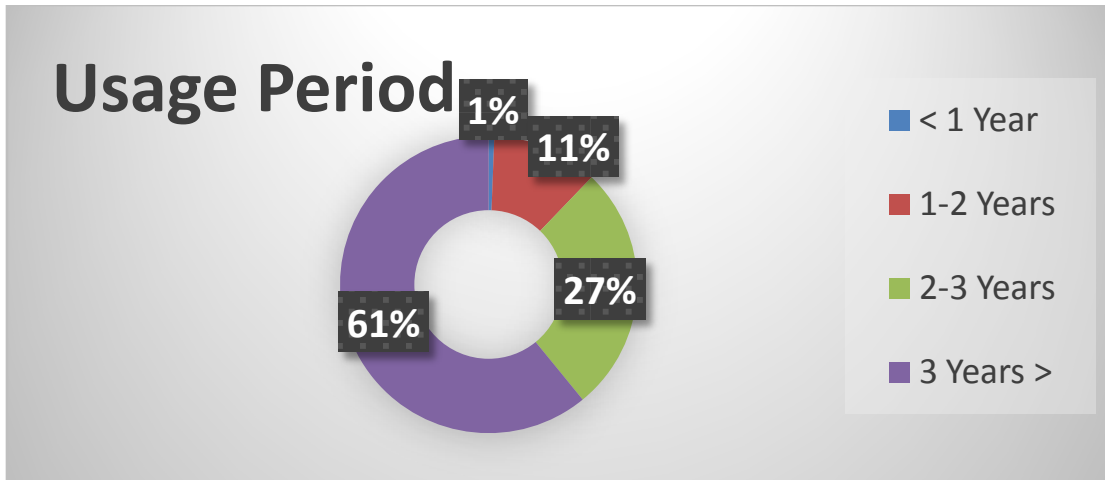
## Data Analysis Technique

I have analysis the data by using different charts. For analysis purpose, I input the data in Microsoft excel office and made different charts to analyze that.

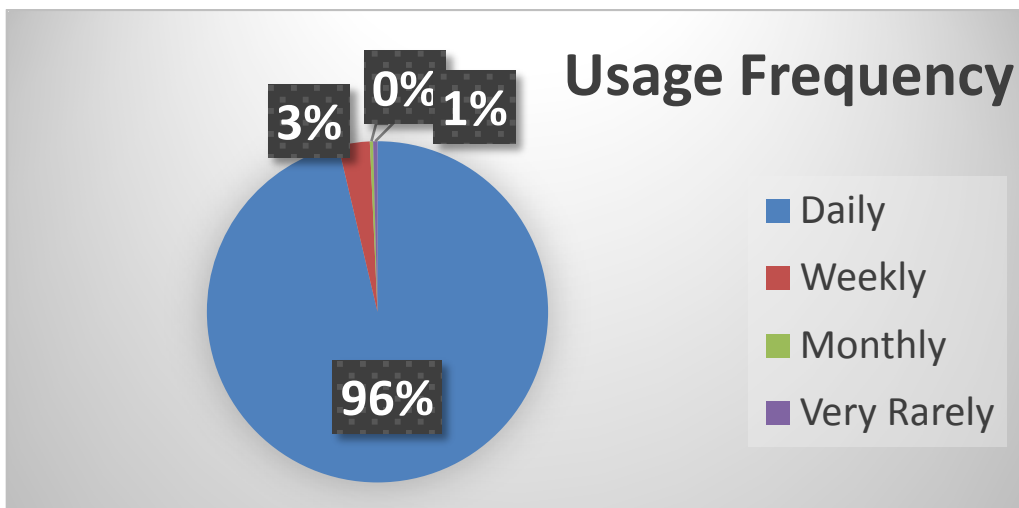
## Consumer Behavior Analysis



- ✓ Majority of people consider Hand Wash as a cleaning product.
- ✓ Focus is on the core product than the actual or augmented one.



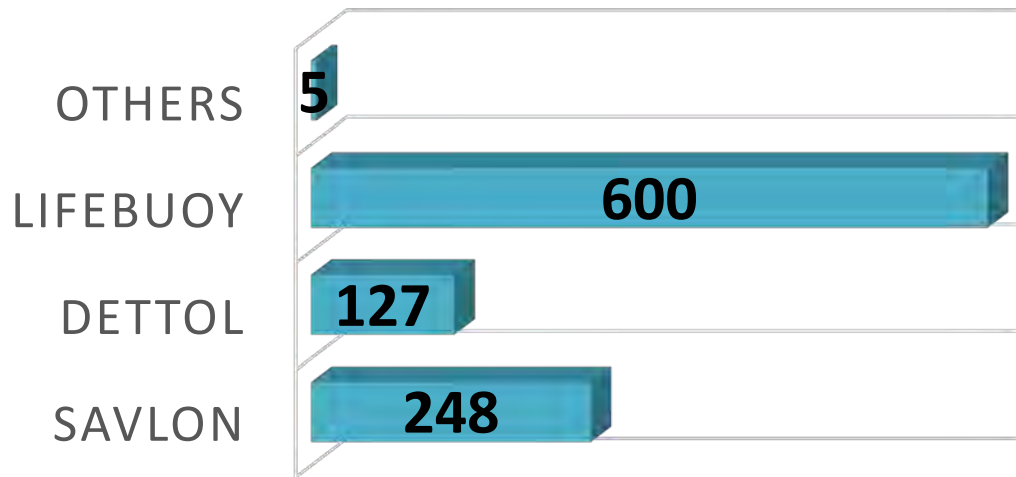
- ✓ Most of the consumers are using hand wash for at least two years and above
- ✓ Familiar product in the existing market



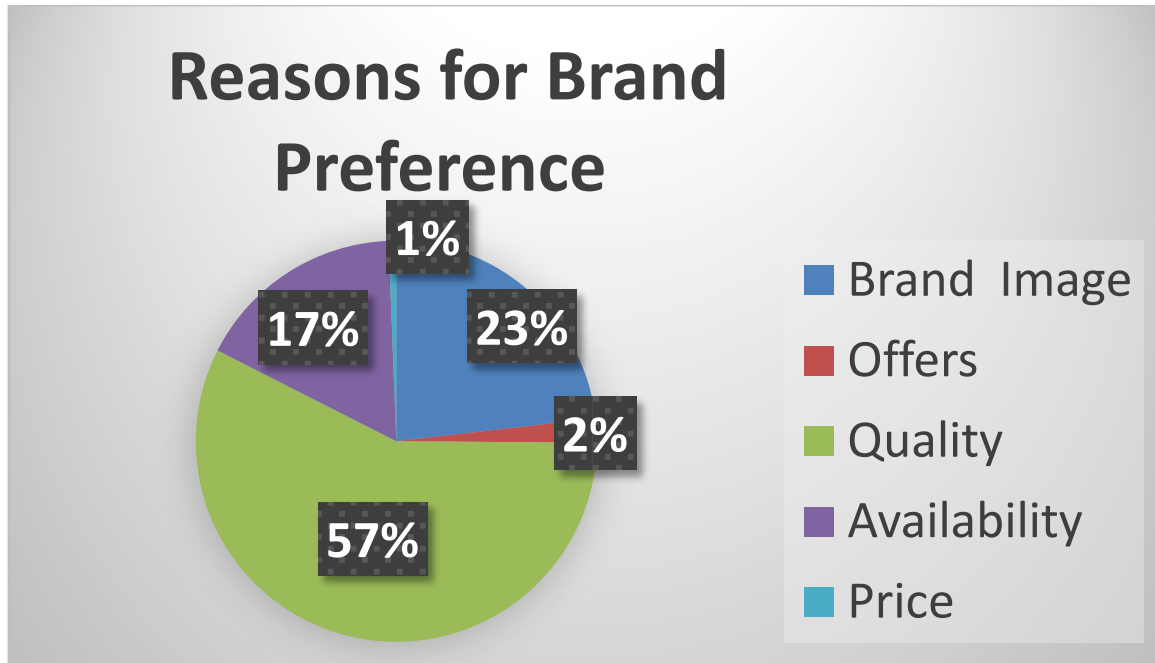
- ✓ Almost all the customers consumes hand wash daily
- ✓ Massive usage pattern



## BRAND PREFERENCE



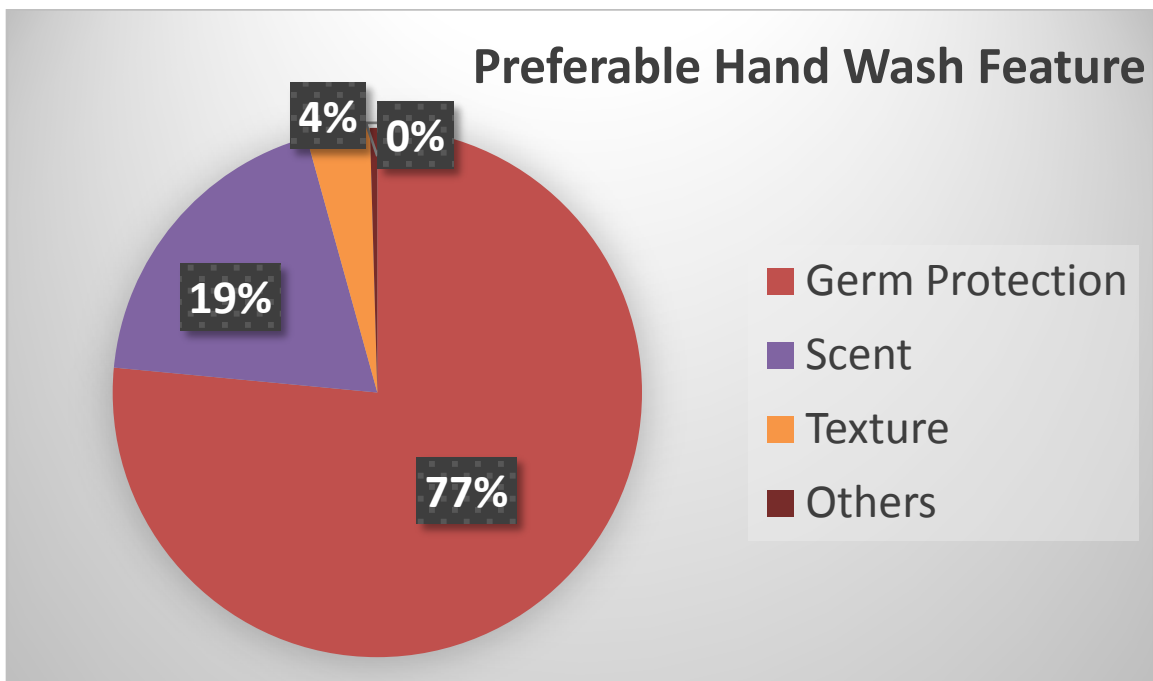
- ✓ Lifebuoy is the market leader
- ✓ SAVLON is in the 2<sup>nd</sup> position



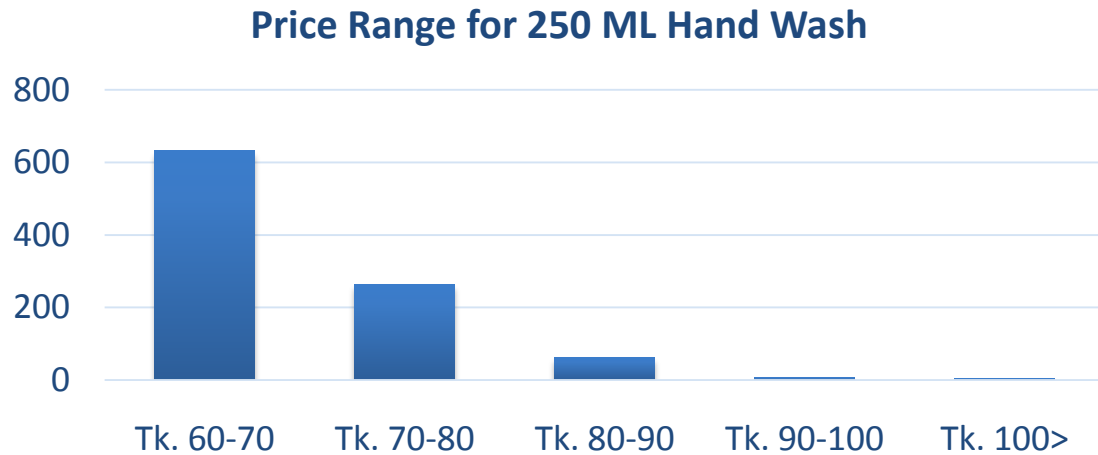
- ✓ Majority of people prefers this brand for the “Quality” issue
- ✓ Many people prefers the brand for its market image
- ✓ Availability of products also plays crucial role



- ✓ Most of the consumers are brand loyal
- ✓ Switching rate is very low



- ✓ Majority wants “Germ Protection” feature
- ✓ “Scent” is also an important issue



- ✓ Majority mentioned that 60-70 Taka is the preferred price range for them.

#### Consumer Analysis:

1. Existing customers are loyal and less interested to switch their brands.
2. The company name “Unliver” has a permanent impact on consumer’s mind and influences their purchasing behavior.
3. Most of the customers care about Lifebuoy because of its strong communication strategies.
4. Many customers consider SAVLON as an independent entity and are influenced by its individual image. They hardly know that ACI is the company producing SAVLON.
5. Almost all the consumers use hand wash product for its “Germ Protection” feature.
6. Smell is also an important factor for the consumers.

## SAVLON Antiseptic Hand Wash

In this analysis part, I have analyzed “SAVLON Hand Wash as a family oriented product”. The analysis process I have done in three steps like: Product Analysis of SAVLON Hand Wash, Promotional Activities of SAVLON Hand Wash and Consumer behavior about SAVLON Hand Wash.

### Product Name: SAVLON Antiseptic Hand Wash

#### Flavors:

- ✓ Active
- ✓ Aloe-Vera
- ✓ Ocean Blue

#### Available SKU's:

- ✓ 200ml
- ✓ 250ml
- ✓ 500ml
- ✓ 1 liter



Figure: SAVLON Hand Wash

**Product analysis:** SAVLON Aloe Vera is a product which consists of Aloe Vera and glisarine. The product creates moisture which is good for hands. It is developed as a family based product. On other hand, Lifebuoy products created so much dryness. All of the SAVLON products made of light perfume because of consumers choice or sensitivity. These products offer different types of size and colors. These sku's are specially designed for different size of families.

#### Promotional Activities

If I introduce SAVLON Hand Wash as a family oriented product, then I have to follow some promotional activities and take some different types of strategies. The promotional activities are described in following paragraphs.

#### TVC

First of all, the company has to make an advertisement which will introduce SAVLON products as a family product. In this case, The TVC theme will be family based. All the elements used in the TVC and the colors will also in the favor of consumers which will from families. SAVLON team has also made such type of TVC where kid's are playing with color and make their hand dirty. After that they cleaned their hand by SAVLON Hand Wash. In this TVC, they try to show

that the enjoying moment should not stop by some causes. They also try to attract the kids to use SAVLON hand wash.

A strategy is a plan to reach a customer who will buy ones product or service. Advertisement strategy is based on several strategies and these are:

- Positioning statement
- Target consumer
- Communication media
- Implementation

1. **Positioning statement:** The meaning of positioning statement is – what is the product or service of the company and how it is different from the competitor’s products or services. So the very different thing of SAVLON is its packaging and pump bottle. The pump bottle is specially decorated for family members so that they can easily use it by pumping and use from a long time. The packaging is also attracting the consumers with its colorful design.
2. **Target consumer:** the target consumer of SAVLON Antiseptic Hand Wash is the family members. But from the social concept, most of the glossary shopping’s done by the home makers (house wife) in Bangladesh. So the company will firstly target the home makers.
3. **Communication media:** once the product and the environment are understood, then the company will think only about how to reach the product to its customer group. Several types of channels are available for SAVLON Antiseptic hand wash advertisement.
  - Billboard Advertising
  - Television Commercial
  - Print Advertising: Newspaper
  - School Campaign

Television commercial was in second place because most of the home makers watch foreign TV channels. School campaigning can be a great promotional activity for kids and their moms. The company has to use more channels for advertising if necessary, then they can use also:

- audio media: FM and AM radio
  - promotional video in you tube and
  - world wide web
4. **Implementation:** Implementation is the most important thing, for which we have to find out the music, designer image etc. we have also chosen a nice theme to express so that consumers can easily understand and identify their products. It will be understandable as well as reflect the strategies of the product.

### **Banner Advertising**

They can also use banners for the promotional activities. These promotional activities can be done in front of the super shops, grocery stores or markets and schools so that consumers can easily identify the product.

### **School Campaign**

They can also make some school campaigning where school going kids and their moms will identify and hopefully be the consumer of SAVLON hand wash. SAVLON team also sometimes arranges these types of campaigning.

### **Aisle Marketing**

Aisle marketing is actually taking the whole aisle or gondola by a company. They put their products on gondola to be more focus. A particular brand or company control the whole gondola and sale their products in super shop markets.

### **Trade Offers**

Trade offers are one kind of offer which is provided to the shopkeepers by the company. Sometimes company gives this type of offers for the promotion of their products. SAVLON also give the trade offer like:

- 2% profit for shopkeepers in per box of hand wash.
- Umbrella in rainy season.
- 1hand wash free after sales of 20 hand wash.

I have also made a study on different brands trade offers and make a compare on DETTOL and LIFEBOUY. As I try to find some information from the store or shop the findings are given below:

### **General Findings:**

- There were no monthly gifts for shopkeepers.
- Each brands follow different strategies.
- Each brands sharing or gift strategy is all most same.

### **Dettol:**

- Dettol gives 1 free soap in a box, which contains 12 soaps.
- Sometimes they give free products with hand wash box (it can take 1 or 2 months).
- They have done same things with antiseptics liquid.
- They have done highest promotional activities on previous month, like: 1 free hand wash with a box.

### **Lifebouy:**

- The strategy of Unilever promotional activities is one after one month. Such as: if they give free goods on this month then they will give again after one month (hand wash, soap).

To make SAVLON Hand wash more suitable for home usage several facts need to be taken under consideration which are mentioned below:

#### **1. Putting Consumers' Focus on Packaging:**

SAVLON Hand wash's most important augmented feature is its packaging Method which is a pump container. This information should be nicely Delivered to consumers' mind this type of packaging method is very useful in terms of domestic usage as well as preserving the product.

#### **2. Influencing Frequent Usage:**

Influencing frequent usage will enable the consumers to use this hand wash product many times at home. With a view to doing this effective campaigns should be carried by the company expressing the benefits of using SAVLON Hand Wash frequently.

#### **3. Promoting the Simplicity of Usage:**

Company should promote the simplicity of using SAVLON Hand Wash which will help to establish it as a home care product.

# Chapter 4

## Reference & Appendix

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## References

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# Appendix

## Survey Questioner

### Hand Wash

Name:

Profession:

Gender M / F

Location:

Age Group: 

18-25	26-32	33-40
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What clicks to your mind first when you hear the word “Hand Wash”?

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1. For how long you have been using Liquid Hand Wash?

< 1 Year	1-2 Years	2-3 Years	3 Years >
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2. How frequent do you use Hand Wash?

Daily	Weekly	Monthly	Very Rarely
-------	--------	---------	----------------

3. Which brand do you prefer in terms of using Hand Wash? If others then which brand?

Savlon	Dettol	Lifebuoy	Others:
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4. What are the reasons to prefer that particular brand? If others then what is the reason?

Brand Image	Offers	Quality	Availability	Price	Others:
-------------	--------	---------	--------------	-------	---------

5. For how long you have been using this current Liquid Hand Wash Brand?

< 6 Months	6 Months-1 Year	1 Year- 2 Years	2 Years- 3 Years	3 Years >
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6. What are the qualities you look for a Hand Wash? If others then what feature?

Germ Protection	Scent	Texture	Others:
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7. Who influence you to use this product? If others then who?

Family	Peer Group	Expert's Opinion	Media	Others:
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8. What is your information source to know about this product? If other then which source?

Newspaper	Advertisement	Family&Friends	Others:
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9. What is the possible alternative of Hand Wash to you? If others then what?

Soap	Hand Sanitizer	Others:
------	----------------	---------

11. Do you prefer this alternative in terms of using?

Yes	No
-----	----

12. If yes/no; what is the main reason? If others then what?

Easy to Use	Personal Choice	Availability	Price	Others:
-------------	-----------------	--------------	-------	---------

13. Do you think price is an issue in terms of buying Hand Wash?

Yes	No
-----	----

14. Do you think Hand Wash is an affordable product in your regular shopping?

Yes	No
-----	----

15. What is your expected price range while purchasing a 250 ML Liquid Hand Wash product?

Tk. 60-70	Tk.70-80	Tk.80-90	Tk.90-100	Tk.100 >
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16. Will you recommend the current Hand Wash brand you are using to others?

Yes	No
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17. If yes/no; what is the main reason?

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18. Please add your comment.

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