

Internship Report
On
Brand Activation Of
Parachute Advansed Beliphool



Submitted To:

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Letter of Transmittal

8th August 2016

RahmaAkhter

Lecturer

BRAC Business School

Subject: Submission of internship report on “Working Experience at Marico Bangladesh Limited”.

Dear Madam,

With due respect, I would like to draw your kind attention towards the submission of my internship report entitled as **“Working Experience at Marico Bangladesh Limited”**.

In this report you would find the summary and job responsibilities of my three months long internship experience in Marico Bangladesh Limited. In this duration I have worked in Marico Bangladesh’s marketing division where I had the opportunity to learn about their different brands, how those brands’ are managed and particularly worked under a brand’s shed which was ParachuteAdvansedBeliphool. It was a great experience for me as I learned and gathered knowledge on how brands’ are managed inside a leading multi-national fast moving consumer goods producing company of Bangladesh. As per your instructions I prepared this report on my internship duties related to Garments Activation project of Parachute AdvansedBeliphool. I am earnestly thankful to the organization for giving me the opportunity and I hope that this report will meet the standard that the organization has delivered to us.

Please accept my report and I will be available for any further query and clarification.

Sincerely,

MD. MuktadirHossain

ID: 12104182

BRAC Business School

Acknowledgment

While preparing this report on my day to day to day activities in Marico Bangladesh Limited, firstly I would like to express my heartiest gratitude to my internship supervisor RahmaAkhter for supporting me throughout my internship period. Without her direction and proper guidance this report would have been a failure.

My sincere thanks goes to my line manager at Marico Bangladesh Limited, Mrs. NusratHasan, Senior Brand Manager and Mr. Moasser Ahmed, Category Head who provided me with all necessary information that I required. In every phase of my internship their supervision has helped me to shape this report.

I would also like to thank my fellow colleagues and mates of Marico Bangladesh Limited for providing me their valuable support and professional knowledge to successfully complete my internship drills.

Last but not the least I would like to thank almighty Allah for allowing me and providing with necessary energy and blessings to finish my report successfully.

Executive Summary

Marico Bangladesh Limited is one of India's leading consumer goods manufacturing company operating in the beauty and wellness space, with a vision of - "Make a Difference". It operates in 25 countries across emerging markets of Asia and Africa in the fast moving consumer goods industry. Marico Bangladesh Limited started its commercial production in 1999. Today Marico Bangladesh is positioned to grow through its commitment of finest quality, concentrating on its c

ore competencies with a view to provide good quality products at affordable price to the people of Bangladesh and making a difference in their lives.

The report is divided into few chapters. At the beginning, I have discussed about Marico Bangladesh. Afterwards, I tried to elaborate my learning and responsibilities related to Parachute Advanced Beliphool's Garments Activation project.

Lastly, I have shared the competitive scenario of the multi-national fast moving consumer goods industry of Bangladesh. In the later parts of this report I included some suggestions from my point of view and understandings.

Chapter 1:

Introduction

1.1 Marico Global:

Marico Limited is headquartered at New Delhi, India is one of the largest consumer products companies in India. Currently it operates in 25 different nations across emerging markets of Asia and Africa. Countries included India, Bangladesh, Egypt, Middle East, Malaysia, Malaysia, Vietnam. Marico has established multiple brands in categories like hair care, skin care, health foods, males grooming and fabric care.

Marico was always focused on delivering better products and maintaining a sustainable growth. Charting an annual turnover of 61 billion Rs. in the financial year of 2015-2016, Marico empowers a work culture that encourages members to take complete ownership.

1.2 History:

Mr. Harsh Mariwala, the Chairman of Marico Ltd. established Marico on April 2, 1990 in Masjid Bundar Bazaar. In the next year, Marico leadership co-created its first Corporate Mission and values document in the 3Ps of Marico. It articulated “who it wanted to be” and “how it would like to go about doing it”. In 1994, Marico went from being an exporter to an international marketer and set up its first overseas market in Dubai. On March 21, 1996 Marico listed on the India Stock Exchange and became Marico Ltd. In 2003, Marico Innovation Foundation takes root and sets up copra collection centers to procure directly from farmers, increasing their margins and thereby improving their lives. From 2006 – 2007, Marico casted its footprint in South Africa and Egypt and in 2010, it entered Malaysia and Singapore.

1.3 Marico Bangladesh Limited:

In 1999, Marico thought of expansion and they did entered the emerging market of Bangladesh. It started its operations in 2000 and 10 years later in 2009 they made a public offering of equity in Bangladesh which was also their first overseas subsidiaries. Since then, Marico in Bangladesh is known as MBL. Its head office is located at Uttara. Its total authorized capital is 400 crore taka and total paid up capital is 315 crore taka.

Marico Bangladesh limited is one of the top 3 FMCG MNCs' and is a trusted brand name when it comes to beauty and wellness space in Bangladesh. They proudly serve 1 out of every 2 Bangladeshis with its diverse portfolio of brands in different categories. Its flagship brand Parachute was awarded as the Best Brand in 2011 by Bangladesh Brand Forum and Nielson research firm. In 2012 they were announced as the 2nd best multinational company by ICMAB.

1.4 Vision and Mission:

1.4.1 Vision:

This company wants operate its businesses in a sustainable manner through nurturing and empowering its relation with stakeholders in order to maximize their true potentials. Being a company of immense possibilities and promise, it is guided by an underlying dedication to realize their stakeholders their true potentials. This unique vision provides the company a unified sense of purpose and destination and makes them committed to being the best in everything they do.

1.4.2 Mission:

Marico wants to achieve its vision by making a difference. It believes that its sustainable growth strategy stands on an empowering work culture that encourages its members to take complete ownership and make a difference to the entire business ecosystem.

1.5 Values:

Marcio values guide their actions and how they behave in every day works. They have enables employees to create a unique culture at Marico Bangladesh. Their values are considered as the DNA of their organization, immersed in every member across hierarchies and geographies.

- 1) **Opportunity Seeking:** Marico always want to make their business moves by identifying early opportunity signals in an emerging market to generate maximum growth options.
- 2) **Innovation:** They believe that innovative experimentations and calculative risk taking can enable them to secure quantum results.
- 3) **Boundarylessness:** Marico want to provide support and influence stakeholders to go beyond the existing functions to achieve better outcomes without diluting one's accountability.

- 4) **Transparency and Openness:** Allowing diversity of opinion by listening without bias, giving and receiving critique with mutual trust and respect for each other.
- 5) **Bias for Action:** Preference for quick thoughtful action as opposed to delayed action through analysis.
- 6) **Excellence:** Continuous improvement of performance standards and capability building for sustained long-term success.
- 7) **Reducing Boundaries:** Seeking support & influencing others beyond the function & organization to achieve a better outcome/decision, without diluting one's accountability
- 8) **Global Outlook:** Sensitivity and adaptability to cultural diversity and learning from different cultures.

Business Categories and Brands of Marico Bangladesh:

1. PCNO: Parachute Coconut Oil



2. VAHO: Value Added Hair Oils



3. Hair Dye, Serum, Male Grooming and Skin Care



4. Edible Oil & Foods



1.6 Manufacturing Facilities:

Marico Bangladesh Limited has two factories in Bangladesh which consists of the crushing unit and filling unit. The crushing unit is located in Shirirchala, which is 65 km from Marico Uttara Head quarter. Here the copra is crushed and sent to the filling unit in Mouchak, where all foreign and local raw materials along with the packaging materials are stored. From there all the finished goods are dispatched to the depots. Marico Bangladesh has 5 depots located in Dhaka, Chittagong, Bogra, Jessore and Comilla.

1.7 Employees:

Marico Bangladesh currently employs around 230 peoples directly and has more than 2,600 people are employed in the form of local suppliers, distributors and sales representative. They do have a strong distribution network that covers over 770,000 outlets across Bangladesh and 187 distributors.

1.8 Marico Management Structure:

Depending on the substantial growth and other business related perspectives this company developed their own functional areas.

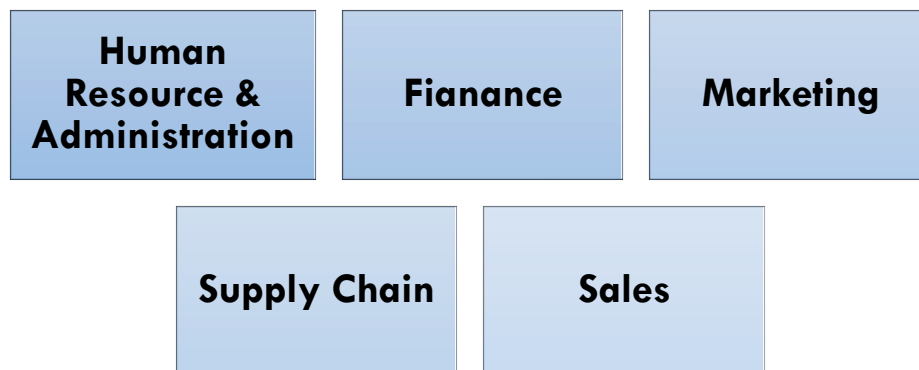


Figure 1: Major Functions of Marico Bangladesh

Regardless to how many functions or tasks arise Marico’s main aim is to gain ultimate productivity in an efficient way. Every function contributes from their end to meet the corporate goal of the organization. The Human Resource & Admin focuses on the management of employees and the organizational culture; moreover HR professionals are



also responsible for retaining the people who are making the difference with their competitors at the end of the day. Finance mainly deals with the financial transactions and the national collection, but most importantly they also apply the control mechanism to ensure that the company is complaint both financially and procedurally. Supply Chain ensures the stable supply of the products according to the demand of the customers. Marketing looks after the existing brands, market share and product development. Finally, Sales is responsible for earning the revenue for the company through primary sales to the distributors.

1.9 Marico Marketing Department:

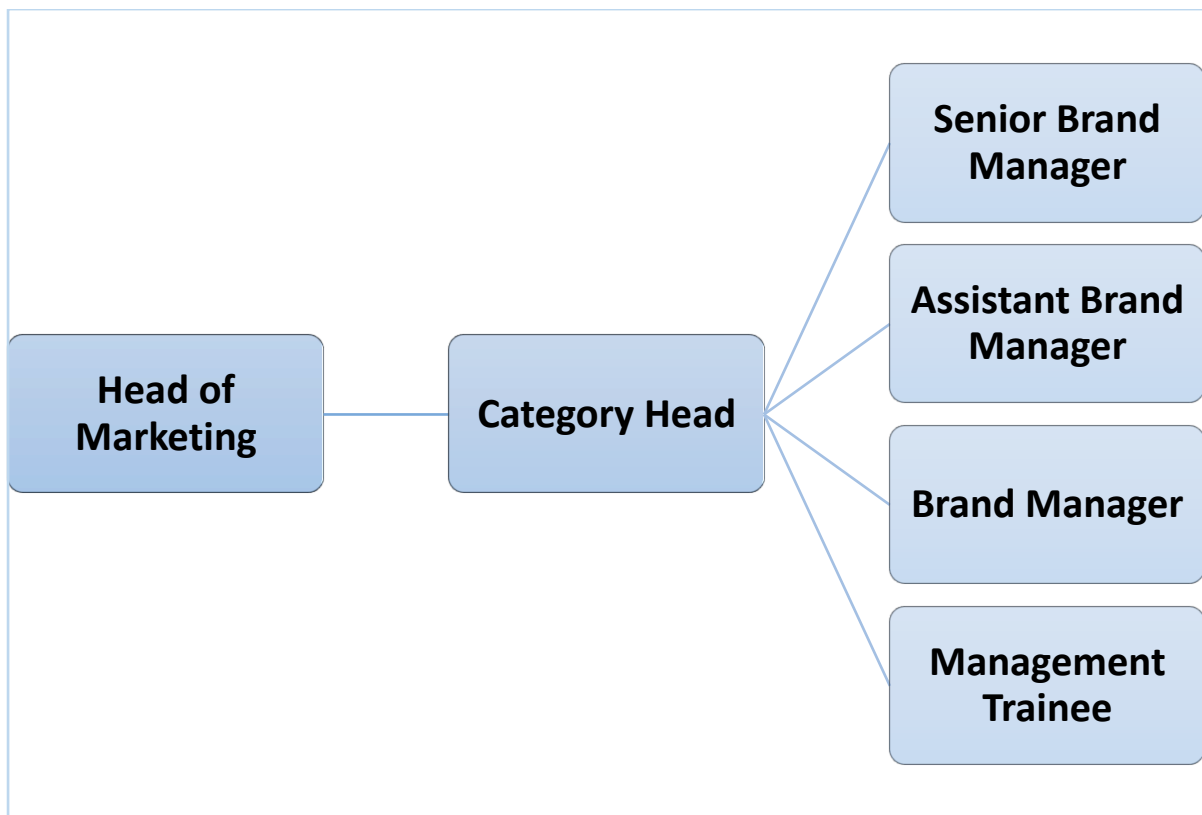


Figure 2: Marico Bangladesh, Marketing Department Structure

Marketing division inside Marico Bangladesh limited constructed in such a hierarchy where category heads' individually report and discuss marketing activities with their Marketing Head. Category heads are responsible for yearly and monthly marketing functions and are supported by their different teams consists of senior brand managers, assistant brand managers and management trainees. Category head and their respective teams generate the big ideas and work on it to develop and analysis to present a proper strategy to their Head of Marketing. After listening to their proposal and evaluating reports the Head of Marketing division approves them to pursue. Every category head and their respective team have a yearly budget allowance to carry on their brand related activities all around year.

Chapter 2:

The Brand Activation Project

2.0 Project on Brand Activation:

Brand Activation refers to the art of driving consumers' action through brand interaction and product experiences. The key aim of these sorts of activity campaign is to get consumers to know about the brand, brand offerings with its features. It's all about bringing brands to life via experiences and forming long term emotional connections.

2.1 Understanding the Project:

Marico Bangladesh Limited felt the need of expanding their market share of the brand Parachute Advanced Beliphool. In this case, their target audience was the female garments workers inside Dhaka city and Chittagong. As a result they started to brain storm and search for the big idea that will help them to achieve their goal.

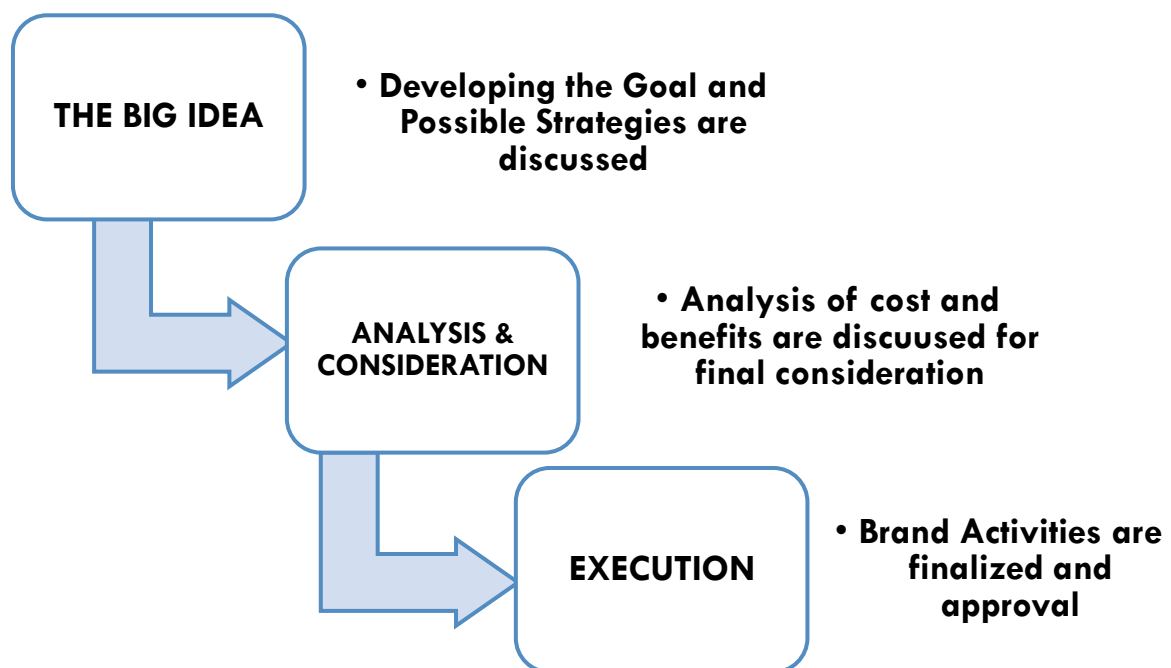


Figure 3: Steps of Activity Idea Finalization

2.2 Understanding the Brand:

2.2.1 Parachute Advanced Beliphool Hair Oil:



Parachute Advanced Beliphool is one of promising brands in the Value Added Hair Oil family of Marico Bangladesh. It is the best in its category and doing good business since its inception. It is perfumed hair oil that is developed to give consumers both the healthiness of coconut oil and methi or fenugreek. As named this hair oil leaves the hair with a gentle and nice smelling beliphool or jasmine flower as we know. The uniqueness of this product offers a non-sticky, shiny and healthy hair for its consumers who want to step forward and try something different from traditional coconut hair oils. It is designed to fulfill the demands of new generation's female hair oil users who do not want to give up nourishing their hair at the same time want to look and feel lively hairs.

Key features of Parachute Advanced Beliphool:

- 1) It has both the nourishing qualities 16Comp coconut hair oil and methi (fenugreek)
- 2) It gives the users a non-sticky feel to their hair and makes them lite and shiny
- 3) It's non-sticky and lite character allows it to reach the scalp and deliver true benefit
- 4) Its great beliphool or jasmine flower fragrance provides a more presentable and likely smell to wear on head

2.3 Understanding the Target Audience:

Female garment workers in our country nowadays perform a big role in our ever growing economy through their contribution in the garments industries. These set of unique workforce are mainly consists of female labors who occupy more that 87% of the garments industry labor force. Parachute they are becoming more and more independent and empowering themselves with greater possibilities at the work place. Marico Marketing division choose to target them as modern day changing consumer group who may find broader benefits from this particular products offering.

Age Group	• 18 to 35 years
Socio Economic Class	• SEC C and D
Area	• Dhaka and Chittagong

Figure 4: Garments Activation Target Audience Breakdown

2.4 Garments Activation Objectives:

The garments activation's objectives were defined and clarified before head of marketing approves the project to go on the floor or field as said. Objectives included:

- 1) Introducing the Parachute Advansed Beliphool hair oil to the target audience
- 2) Achieve more triers number by giving them a trial pack
- 3) Generate as much as triers possible in the targeted areas
- 4) Increase sales and brand recognition in the activation areas

2.5 The Activation Process:

For executing the activation process in the field Marico Bangladesh considered and hired the services of Asiatic Experiential which is the activation wing of Asiatic 360 headed by Mr. Ali Zaker and Managed by Mr. Iresh Zaker. For practical activation the agency formed two different teams to cooperate and handle this huge project.

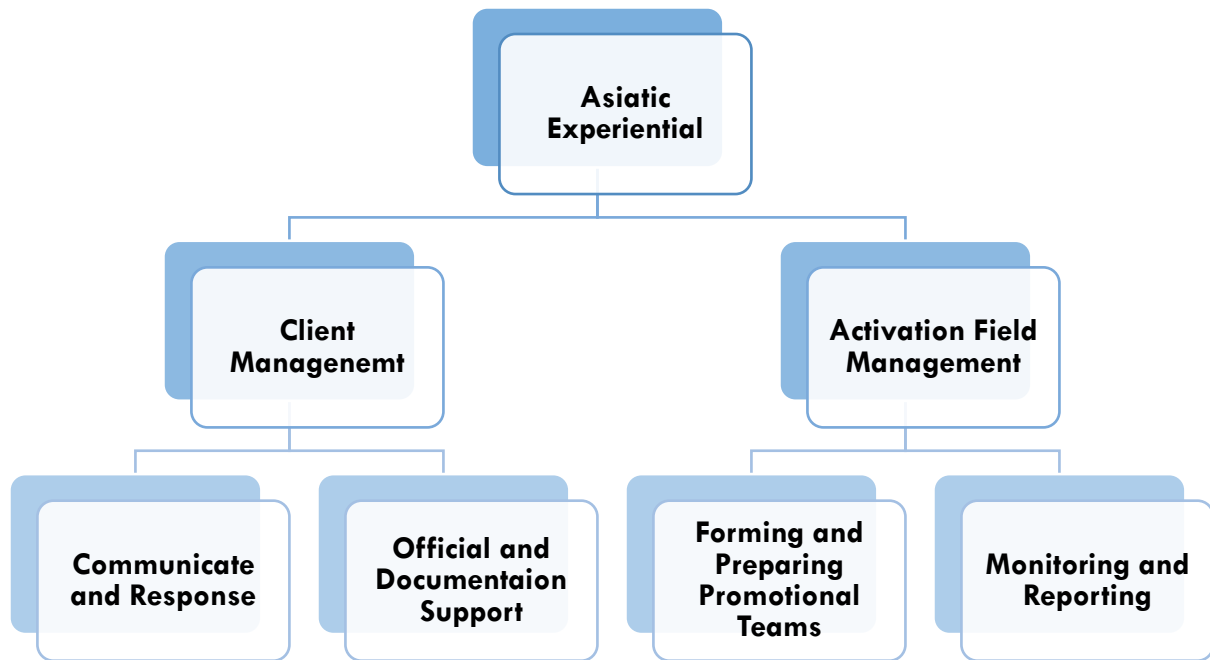


Figure 5: Activation Agency, Asiatic Experiential

Asiatic Experiential provided both client management and activation field management support very professionally towards Marico Bangladesh and willing to make a reputation with their hard working skills and commitment towards the work. Client managers also known as account managers helped to arrange and shape the activity steps with their vast experiences of working with other multinational companies of Bangladesh. Activation field management team would grow a poll and strong brand promoters team who will carry out the entire activation for over next 4 months. Brand promoters are the person's responsible for affective consumer engagement and great brand representation. They may become last in the activity list but their work is what carries out the proper importance of any activation campaign. After while conducting and engaging the targeted audiences the brand promoters will reply and report back to the respective agency as well as Marico Bangladesh marketing department.

2.6 My Job Responsibilities:

1) Understanding Value Added Hair Oil's Segment and Brands

To work in such environment and set up where marketing is the essence and core of all activities it was very important to understand the brands under value added hair oil segment. It is the second most important segment in Marico after traditional Parachute coconut oil. Moreover it is the fastest growing brand segment in Bangladesh. As the market is still new and in its growing stage there are a lot to do with such brands like NiharAmla, Coconut Cooling oil, Parachute Advanced Hair Care oil and Parachute AdvancedBeliphool.

2) Participating in brand related brain storming meetings and provide feedback with meeting minutes

Marketing managers of Marico Bangladesh always welcome the new graduates or employees to reflect their thoughts on any discussion over brands. It was a great window of learning and experience to take part and give feedback on one's understanding.

3) Coordinating and communicating with agencies' and other affiliated personnel

As for the activation project and other internal – external tasks I had to communicate and coordinate with different personnel. Effective and efficient communication was a required important task to be done by any interns and Marico Bangladesh human resource department made it very clear at the beginning of the selection procedure.

4) Arranging meetings and providing assistance for successful accomplishment

In my internship tenure one of the most important and toughest job was to arranging and managing meetings again and again. Serious effort is to be made to successfully organize and pull of any meeting inside Marico. Meetings took place on different issues with different departments' employees and outside agencies as well.

5) Training the Brand Promoters

Lastly I would like to mention my trainer role towards the brand promoters. As brand promoters are the last line of any brand activation campaign their role is the most crucial at the same time most importantly to be managed. I was strictly briefed about by duties and learnings that I have to provide them. It was great experience for me to take training sessions at Asiatic 360's premises. Single training sessions took more than 6 hours of presentation, discussion and answering more than 400 potential brand promoters.

Chapter 3: SWOT Analysis And Competitive Analysis

3.1 SWOT Analysis of Marico Bangladesh

SWOT analysis is known as a study undertaken by an organization to identify its internal strengths and weaknesses, as well as its external opportunities and threats. As per faculty's instruction here is a SWOT analysis of Marico Bangladesh Limited from my point of view, as an intern in their marketing department.



Strengths:

Marico Bangladesh has established a strong management team and great employee work base. These set of people are working together and focused in a united form that helps the company to run and achieve their business goals very smoothly. Marico International has won several awards for their management skills over the last decade. There is no question there that this particular organization has successfully implanted their management philosophies and maintenance of activities very professionally.

While talking about Marico's strength here in Bangladesh none can deny the recognition of such a brand like Parachute or Parachute Advanced Hair care products. Since the very inception in the early 2000s' Marico's trump card has always been this brand. According to Bangladesh Brand Forum and Daily Star it was also awarded as the best consumer care brand and hair oil brand over the years. Their stronghold with brands like this created great

acceptance and a large group loyal consumer base that more or less covers 82 percent of packaged hair oils market here in Bangladesh. According Bangladesh Brand forum Marico Bangladesh is was announced as the second largest operating multinational company of Bangladesh.

Weakness:

Though Marico Bangladesh and their mother company in India Marico International are going great in their respective business and achieving landmarks with their brands across the world market. But they were never ever seen as one of those elites multinationals like Proctor & Gamble, Unilever or Reckitt Benckiser. Relatively they are new if we compare to other counter parts such as the big names mentioned but they never showed any indication to take their business to the next level since they never had the luxury to invest and support ambitious projects. On the other hand it is confirmed since the internal personnel mentioned the fact that Marico management system always want to spend to the inches. They don't want to waste a single penny and periodically it creates pressure on existing workers or hired experts who are always closely monitored and feels disgusted to a small extent. Finance department's involvement in almost all and every activity or task sometimes make things more inefficient than expected.

Opportunity:

Bangladesh is one of the most populated under developing countries with huge potentialities being a country which contains more than 60 percent of young citizens. The consumer market and demand more fast moving consumer goods are ever expanding since the population is more than 160 million and still counting. This set of consumers has always shown trends towards branded products and greater quality. We can simply say the third largest foreign consumer goods manufacturer Marico can invest and try to explore other dimensions of consumer goods by extending their brand portfolio just like Unilver or P&G did.

Fortunately Marico was able to establish an excellent national distribution network and sales team here in Bangladesh that ensures Marico products reach more than 770,000 outlets. They should utilize such a huge advantage and inject investments to extend their businesses into newer brands.

Threat:

Since Marico is following their super cost cutting management and market activity programs they will surely face strong competition from names like Unilever Bangladesh or Kohinoor Chemicals or Mousumi Industries Limited who have been here before the liberation of this country. As they are showing reluctant to act more actively or bringing in better bigger products for consumers' we cannot avoid the possibility they might just fall short to do as good as current times in the future.

3.2 Competitive Analysis

For the competitive analysis part I would like to compare Unilever Bangladesh and Marico Bangladesh Limited side by side. Unilever Bangladesh is the first largest fast moving consumer goods manufacturing multinational company of Bangladesh.



<ol style="list-style-type: none"> 1. Employee Number: Around 10,000 2. Active Brand Numbers: 20 3. Market Leader in 7 out of 8 category 4. Management Structure divided into 7 departments 5. Brand Category includes Home care, personal care and foods. 6. Ownership: 60.75% to Unilever and 39.25% to Government 	<ol style="list-style-type: none"> 1. Employee Number: Around 2,900 2. Active Brand Numbers: 12 3. Market Leader in 2 out of 4 category 4. Management Structure consists of 5 departments 5. Brand Category includes hair care, men grooming products and health food 6. Ownership: 100% to Marico Bangladesh limited
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Unilever Bangladesh is a part of the Unilever International who are one of the elites' in terms of FMCG businesses all over the world. They have been here before the liberation war and has established their brands at the top of consumers' mind. Relatively Marico Bangladesh is a young company. But if we try to compare the marketing activities of Unilever Bangladesh we can see over the years they have only excelled and expanded customer engagement towards their brands whereas Marico Bangladesh never showed any sign of aggressive market coverage or consumer engagement activities. When Unilever making higher investment to their products at the same time Marico is focusing on reducing their budget in almost every possible aspects. For example, Unilever are working for their brands and consumer engagement all over the year with different initiatives Marico Bangladesh is offering 2 or maximum 3 activation campaign throughout the year.

If we think as a brand manager's point of view we will see Unilever has not only introduced their brands but also ensured that they become first in every categories. On the other side Marico Bangladesh was never ever successful to establish all their brands as category or business leaders of the industry.

Chapter 4:

Recommendations, Conclusion and References

4.1 Recommendations:

Based on my role as an intern at Marico Bangladesh Limited, I would like to mention the fact that I have learnt a lot from an organization who know how to run their own business like one of the prominent multinational companies of this country. They have always provided me a continuous learning opportunity and great environment to work in. Marketing department's people showed that they are truly the most intellectuals and professional at the same time. As per my observations and understandings Marico Bangladesh has great managerial elements that can be utilized to become as successful as Unilever Bangladesh in the future.

1) Becoming more Active:

Marico Bangladesh need to grow their brands recall and recognition among consumers more than then they ever did before. Consumers' engagement through brand activation or product campaign can play crucial role in this part of becoming more and more popular in the market place.

2) Expanding Brand Portfolio:

Marico Bangladesh has maintained a good brand portfolio with moderately diversified categories. But to become one of the true super powers of this challenging industries they need to add and do more than the traditional coconut oil businesses.

3) Taking Higher Risk for Greater Return:

Marico Bangladesh's financial management policies clearly focuses on less risky sustainable business investments. It is a high time they take the decision and diversify to build and bring world class quality to their products here in Bangladesh. Only following tight cost effective or cutting acts may just help to maintain a good look of the financial statement but won't help them to explore and discover unseen potentialities.

4) Increase Employee Numbers:

Marico Bangladesh's more and more cost reducing point of view definitely reflected in their Human resource activities as well. They are trying to manage and do business at a maximum level of output by spending and hiring as less as possible for the inputs in terms of employment hiring. For example, against required brand activities or tasks they have not included appropriate number of experts as brand manager's position. It also seems awkward that the fact one single brand manager is taking care of more than one brand at the same time.

5) Decentralization of Decision Making:

Here in Marico Bangladesh what I have seen and learnt Chief Executive Officer or Managing Director himself was involved in almost every single decision making scene. No matter which or what purpose it serves finance departments involvement is a must have which actually makes the ongoing processes much lengthier and slower as well. This may appear as good management and monitoring issues but it is my personal believe that they should allow other departments to take care of their own decisions respectively to create a more professional and involving work environment.

4.2 Conclusion:

It was an amazing experience working with Marico Bangladesh Limited. It was my dream to get done with my internship from a multinational corporation. Marico is renowned for its unique and quality products, factory culture and operational management. MBL has ensured value creation in every stages of their work and production. I am so lucky that I got the chance to work in the marketing department of Marico Bangladesh. I got the firsthand knowledge about the entire marketing activities. Both of the departments are well organized and structured. Both my line manager and supervisor helped me a lot to succeed in works and allowed to me learn from a professional marketing managers point of view.

If I ever get any chance to work for MBL, I will definitely go for it because I loved the environment and the office. I am sure that working at Marico Bangladesh Limited will definitely give some advantages in my future career.

4.3 References:

- <http://marico.com/bangladesh>
- Marico Financial report 2014
- Internal Employees Sources