

2016

Internship Report

GlaxoSmithKline Bangladesh Ltd.

Submitted on
22nd December



INTERNSHIP REPORT ON
CONSUMER BEHAVIOR FOR
SENSODYNE TOOTHPASTE
GLAXOSMITHKLINE BANGLADESH LTD.

SUBMITTED TO

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DATE OF SUBMISSION

20TH DECEMBER, 2016

Letter of Transmittal

December 20, 2016

To

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Subject: Submission of Internship Report

Dear Ma'm,

This is my great honor to submit the internship report that I have prepared for last 3 months long in GlaxoSmithKline Limited Bangladesh, under Sales and Marketing Department of the premium brand 'Sensodyne'. The title of the report is 'Consumer behavior for Sensodyne.' This report has been prepared to fulfill the requirement of my internship program at my assigned organization, GlaxoSmithKline Bangladesh Limited. The report is the final outcome of successful completion of my internship program at the GSK.

I would like to articulate my gratitude for your guidance in preparing the report. It would be a great achievement for me if you find this report informative enough to fulfill the requirements. I am really grateful to you.

Yours sincerely,

Rubana Islam

ID: 12104042

Acknowledgement

All praises goes to almighty Allah, the most gracious and the most merciful without whose blessing; I could not have completed this report. The accomplishment and completion of this report would not have been viable without the contribution of some accommodative people, who gave their valuable time from their busy schedule to guide me in doing my project work. I would like to extend my heartiest gratitude to all those who directly or indirectly contributed to the completion of the report. At the beginning, I would like to convey my gratitude and appreciation to my supervisor at GSK, Bangladesh Ms. Jasia Haider for her intimate and tremendous support and cooperation. I would also like to express my gratitude to Mr. A.K.M. Firoz Alam, Director HR at GSK, and Bangladesh for giving me the opportunity to experience real life business environment. I would also like to thank to my academic supervisor Rahma Akhter, Lecturer of BRAC Business School for providing valuable guidelines in preparing the report. I am deeply grateful to her whole hearted supervision during the internship period. Without her guidance it would not have been possible for me to prepare this report .It is my pleasure that I accomplished this report effectively according to her instruction.

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Executive Summary

GlaxoSmithKline (GSK) is the world leading research-based pharmaceutical company with a powerful combination of skills and resources to provide a platform for delivering strong growth in today's rapidly changing health care environment. GSK is the product of a number of mergers and acquisitions. The merger made GSK the world's number one pharmaceutical company. GlaxoSmithKline have different type of products. Sensodyne, a premium product of GSK Company, is improving the quality of life for those affected by teeth sensitivity which is a very common problem as every person among four has this teeth sensitivity problem around the world. GSK has both prescription and consumer products. Sensodyne is recommended by dentist all over the world. Till now it's the doctors prescribed world's no.1 sensitivity toothpaste. This products is very premium containing high quality ingredients and expensive as well. It can be used by any general consumers also who are not facing the teeth sensitivity problems as a daily fluoride toothpaste. In this report I tried to analyze the public response, their demands, perceptions and acceptance level towards this product. Most of the people are not aware about the product and also about the teeth sensitivity problem. And if they don't know about the products how could they buy this product. However, awareness is being tried to be created to make people know about the usefulness of this products. The product Sensodyne is very much effective and a person can use this daily basis and get rid from such teeth problems. Proper steps are needed to be taken to market the product so that it can grab the consumer attention and hold a strong position in the market. To get idea about the consumers' feedback regarding this product a survey was conducted in pharmacies and some other places also. Most of the respondents become aware and are willing to accept such a product which will take care of their teeth. As a Marketing Intern and a Brand Ambassador of Sensodyne, at Consumer Healthcare I was assigned with a variety of tasks that are mostly related to Brand Support Activation program and Point of sales and marketing. In my report I tried to identify the demographic analysis of GlaxoSmithKline Bangladesh Ltd, the market segmentation of the company, the competition analysis, strategic marketing analysis, sales forecast of the company and the whole brand management system. I emphasized on their promotion pattern and the impact of these positioning strategies on the behavior of consumer in terms of brand building.



GlaxoSmithKline

CHAPTER ONE

INTRODUCTION OF

THE ORGANIZATION

Pharmaceutical Industry is one of the highly sophisticated industries in Bangladesh which has been uncovered to rapid change and made a revolution in Bangladesh by maintaining high technology and a world class standard in quality. These industries have a major commitment to the society than any other industries as it is involved with the manufacturing of life saving drugs. GlaxoSmithKline Bangladesh Limited is a fast growing, trusted, and emerging pharmaceutical that develops, manufacture, markets and distributes quality assured best in class pharmaceutical products in Bangladesh. GSK try to be improving the quality of human life by enabling people to do more, feel better, live longer. As we know the economy of Bangladesh is growing rapidly and some initiatives by the governments making it is easy for more FDI. Cheap labor, Less rules and regulations, Steady economic development and most importantly a huge customer base making Bangladeshi market lucrative for the multinational companies. So starting from the prior liberation war period to till now there are many unknown, well known multinationals are operating in Bangladesh. The company's principal activities include secondary manufacture of pharmaceutical products and marketing of vaccines, pharmaceutical healthcare products and health food drinks. GlaxoSmithKline is one of the leading multinational companies in the world. Their marketing and promotional activities are different from others. GSK company, have prescription and non-prescription products. However, GSK is trying to make different promotional activities to make the consumer more aware about the non-prescription oral products. Their promotional activities spread on three categories, For Doctor, Chemist and for final consumer. GSK taken different policy for consumer awareness. The present day GlaxoSmithKline is the product lot mergers, acquisitions and strategic alliance over the years. Therefore it is necessary to focus on the histories of different major companies that combine to form the present day GlaxoSmithKline.

Vision and Mission Statement

We have a challenging and inspiring mission to improve the quality of human life by enabling people to *do more, feel better and live longer*. By focusing our business around our strategic priorities, we are confident that we can fulfill this promise.

GSK at a glance

GlaxoSmithKline – one of the world's leading research based pharmaceutical and healthcare companies is committed to improving the quality of human life by enabling people to do more, feel better and live longer.

GSK worldwide

- They are one of the world's leading research-based pharmaceutical and healthcare companies.
- They employ over 99,000 people in over 100 countries.
- Around 12,800 people work in our research teams to discover new medicines.
- Their vaccines are included in immunization campaigns in 182 countries worldwide.
- Every second, they distribute more than 35 doses of Vaccines.
- Every minute, more than 1100 prescriptions are written for GSK products.
- Every hour they spend more than £300,000 (US\$562,000) to find new medicines.
- Their global community investment and charitable donation was £163 million in 2009.

GSK BD

GlaxoSmithKline (GSK) Bangladesh Limited carries with it an enviable image and reputation for the past 6 decades. A subsidiary of GlaxoSmithKline plc- one of the world's leading research-based pharmaceutical and healthcare companies GSK Bangladesh, continues to be committed to improving the quality of human life by enabling people to do more, feel better and live longer. The Company's principle activities include secondary manufacture of pharmaceutical products and marketing of vaccines, pharmaceutical healthcare products and health food drinks. In 1949 the Company commenced its journey in Bangladesh with its' corporate identity as Glaxo in Chittagong as an importer of products from the Glaxo Group Companies. It started spreading its spectrum from being an importer to a manufacturer by establishing its own manufacturing unit at Chittagong in 1967. The facility till date is considered as one of the Centre of Excellence in Global Manufacturing & Supply Network of the Group. The global corporate mergers and acquisitions have seen the evolution of the Company's identity in the past 6 decades. In line with mergers and acquisitions the identity changed from Glaxo to Glaxo Wellcome Bangladesh Limited following the Burroughs Wellcome acquisition in 1995 and finally to GlaxoSmithKline Bangladesh Limited during 2002 after merger with SmithKlineBeecham in December 2000. The

mega merger of the Company enables it to deliver cutting edge advancements in health care solutions. The relentless commitment, setting of standards of ethical standards and quality backed leading edge technology of the Company has built a strong relationship between the stakeholders and GSK Bangladesh. With the ever committed 615 numbers of personnel all over the country GSK Bangladesh, which now comprises of both Pharma and Consumer, continually strive to meet the GlaxoSmithKline mission to improve the quality of human life by ensuring healthcare products, health drinks and different corporate social responsibility programs. GSK is committed to developing new and effective healthcare solutions. The values on which the group was founded have always inspired growth and will continue to do so in times to come.

Management

GlaxoSmithKline Bangladesh Limited is managed by the Board of Directors and the Company Executive Committee (CEC). The Board of Directors is ultimately accountable for the company's activities, strategy and financial performance.

Company's philosophy on code of governance

The Company's philosophy of Corporate Governance is aimed at assisting the management of the company in the efficient conduct of its business and in meeting its obligations to stakeholders, and is guided by a strong emphasis on transparency, accountability and integrity. For several years, the Company has adopted a codified Corporate Governance Charter, which is in line with the best practice, as well as meets all the relevant legal and regulatory requirements. All employees are bound by Codes of Conduct that sets forth the company's policies on all important issues.

Operational Network Organogram





CHAPTER TWO

FUNCTIONAL DEPARTMENT OF THE ORGANIZATION

Major Functional Department of GSK

In corporate office of GlaxoSmithKline Bangladesh Ltd following five major functional departments are in operation:

Sales Department

Distribution of the sales target fixed by PMD in the respect of market size and medical promotion officer in terms of value and unit. Pay regular visit to the doctors' show the benefits of new and existing products with the help of promotional tools. Monitoring and analysis of the competitors' activities and report to the PMD.

Personnel & Administration Department (PAD)

Recruitment, promotion and transfer of employees, retirement of employees' bill with remuneration, increments, and other fringe benefits namely house rent, allowances, insurance's, profit bonus etc.

Accounts and Finance Department

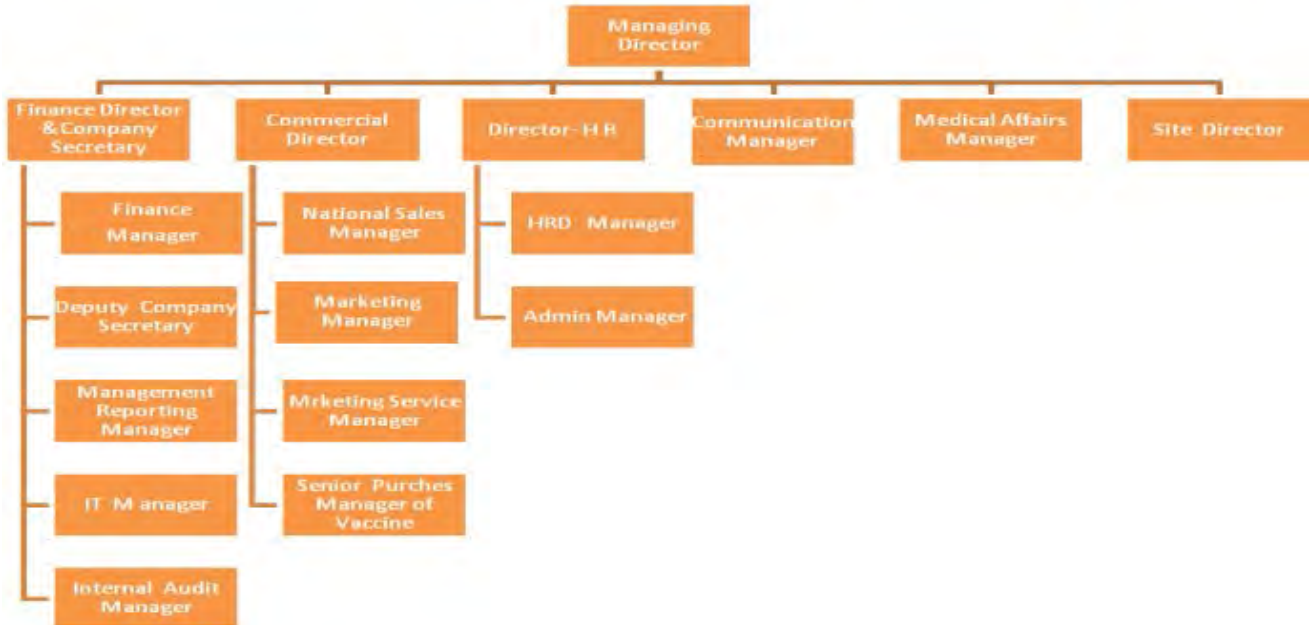
Maintains all the accounts like recording of transaction, preparation final accounting reports, costing and budgeting, taxation, bookkeeping's, providing funds to the projects etc. Also preparing the final accounting report for performance analysis of GSK.

Information Technology (IT) Department

Providing computer and other related accessories supports to all users Maintenance of server and ensure smooth LAN operation. Also providing up to date technical and software support to all the sectors of GSK.

GSK has been operating the business in this country over 60 years, and they are one of the major employers in both Pharmaceuticals and FMCG sector. More than 800 people are directly recruited by GlaxoSmithKline Bangladesh Ltd. GSK and is driven by the passion for helping people to do more, feel better and live longer. They have a specific and long term goal to reach in an appropriate manner. Here, each department of GSK operates in different aspects, but they are inter-related and dependent to each other. Above mentioned functional departments are

worked under the Managing Director. The company shares a decentralized authority system. Below I illustrate GSK's organizational chart that shows the power structure of the organization.



Our Factory

The factory produces secondary dosage forms including antibiotics and caters Toll Manufacturing to a limited extent. The eight different departments comprising GMS Chittagong are Human Resources (HR), Production (PROD), Quality Assurance (QA), Engineering (ENG), Planning & Supply (P&S), Environment Health & Safety (EHS), Procurement (PROC), Finance, & Information Technology (IT). GMS Chittagong has sustainably performed well in past Quality and Safety audits throughout the years and has increasingly showed the trend of building capacity in terms of quality, productivity, and work environment. The Site has recently brought in a number of production machineries to bring its manufacturing excellence to the fullest. This notion would continue in upcoming years and gradually the focus will be shifted towards developing a sustainable performance culture to a truly low cost solution. GMS Chittagong is a tobacco free Site.

Quick Facts about the Factory

- In 1967 a supporting factory of Glaxo Laboratories (Pakistan) Ltd was formed in Chittagong.
- The Registered Office and the Factory are in Chittagong.
- GMS Chittagong produces 73 SQUs namely in the dosage forms of tablets, ointments, liquid, capsules, and powder (as on 11 August 2009).
- GMS Chittagong employs around 400 direct and indirect employees of which 21% are female.

GSK Bangladesh

As a research based pharmaceutical company our mission is to improve the quality of human life by enabling people to do more, feel better and live longer. We believe that through our products we make a valuable contribution to society by developing and marketing medicines which improve people's lives. We believe and follow the philosophy that we will need to work closely in the communities we operate in-locally, nationally or globally. As we are closely linked with the communities, we work and support the community and make a positive contribution.

CSR at GSK Bangladesh

Following our mission statement at present we are working towards making the under-privileged people's life better by working with local partners in providing education, infrastructure, and health. We also remain to be responsible to the society in which we operate by standing beside them in their need specially during natural calamities, disaster management which includes extending help during floods, cyclones, rehabilitation following fire, earthquakes etc. Amongst some of our Major CSR projects are the Majher Chor: Village Transformation Project, the Free Primary School Project etc.

Product Index

GlaxoSmithKline operates principally in two industry segments:

1. Pharmaceuticals: prescriptions, medicine, and vaccines.
2. Consumer HealthCare: Over the counter medicines, Oral care, Health Food Drinks, and nutritional healthcare products.

As a leading and prominent healthcare company, GSK's product portfolio ranges across key therapy areas benefiting millions of lives across the globe. GSK products focus on various therapeutic areas such as,

Therapeutic Area	Trade Name
Anti-Bacterial	Ceporex, Zinnat, Zinacef, Amoxil, Kefdein, Cexime, Glaxipro etc.
Respiratory	Seretide, Ventolin, Piriton, Flixonase ANS, Ventolin Nebules etc.
Cough & Cold preps	Actifed, Sudafed
Dermatology	Betnovate, Betnovate N, Betnovet CL, Dermovate, Bactroban, Neobacrin, Lotrix, Tinatrim, Eumovete etc.
Vitamin	Complavit
Oncology	Alkeran, Imuran, Leukeran, Mylaren, Purinethol
Eye/Ear preps	Otosporin
Gastro-intestinal	Zantac, Norain
Oral steroid	Betnelan, Prednisolone

A short description of GSK's Consumer Healthcare Products:

Horlicks: Horlicks is the market leader in health food drink category in Bangladesh. It contains 23 vital nutrients (macronutrients, vitamins and minerals) that are 16 | P a g e important for internal strength and nourishment. It has Nutri-absorb science and is clinically proven to make kids Taller, Stronger, and Sharper. Moreover, it improves five signs of growth. It's a combination of milk, malted barley and wheat, available in Original and Chocolate Flavors. There are different varieties of Horlicks they are listed and described below.

- **Junior Horlicks:** Junior Horlicks is a specialized Health Food Drink for younger kids over five years old. Junior Horlicks contains 20 vital micronutrients known to be essential for optimal physical growth and development. And it has DHA, which, with other micronutrients, are known to contribute to normal brain development and function of the older preschooler.
- **Women's Horlicks:** Women's Horlicks is another specialized supplement for the women of today. It contains a unique combination of HemoCal nutrients important for healthy blood and bones.
- **Mother's Horlicks** Mother's Horlicks is an excellent nutritional supplement for pregnant and breastfeeding mothers. Specially designed with a unique combination of 26 essential micronutrients known to 17 | P a g e help fill gaps in dietary intakes, improve the birth weight of infant and improve the quality and quantity of breast milk. It also has chlorine which is important for the brain development of the fetus.
- **Horlicks Lite:** Horlicks Lite provides a unique combination of essential micronutrients important for strength and stamina. It also contains anti-oxidants essential to reduce oxidative stress and help manage fatigue. Horlicks Lite is also low fat and has zero cholesterol to serve the need of health conscious adult.



- **Boost:** Boost is another major Health Food Drink from GSK. It is scientifically proven to increase stamina by three times more. It is enriched with ENVITA NUTRIENTS; that is a unique scientific combination of essential vitamins and minerals that enhance metabolism. That's why, over the years, Boost has been the choice of kids who want to perform better in sports and other competition.



- **Glaxose D:** It contains Glucose Powder, Dextrose Monohydrate that provides the consumer with Instant energy and helps them to refresh rapidly. As a source of Instant energy, Glaxose D is being consumed during/after sports, while recovering, during summer, or even in Iftar and at any time there is a need for instant energy.



- **Maltova:** It's 'The Yummy Chocó Caramel Drink' for children. Maltova, a chocolate health Food Drink to Kids Maltova is the fun health drink, which is extremely tasty, and makes nourishment truly enjoyable and exciting. It was relaunched in June 2002 with an enriched formulation and improved packaging. The Relaunched New Maltova had Active Rechargers™, a combination of essential vitamins, minerals and carbohydrates. Maltova has again been restaged in 2015 with an attractive new packaging that connotes an extremely high taste appeal and a sense of excitement. With this change, Maltova also comes under the endorsement of brand Boost.



- Sensodyne Toothpaste: Sensodyne is a very well-known brand by GSK. It is sensitivity toothpaste that gives clinically proven relief and daily protection for sensitivity. Though the dentist often prescribes it, Sensodyne also positioned itself as a consumer brand. Sensodyne is the world's no.1 toothpaste for sensitive teeth. Currently one in 4 adults of the world suffers from tooth sensitivity. However, only one in five sufferers take any remedial action (according to a Jan. 2014 TNS Survey). This could be due to various reasons like the inertia to change their toothpaste, lack of familiarity with desensitizing toothpaste etc. The task that Sensodyne sees for itself is two-pronged. The first task is to continue educating people about tooth sensitivity as a condition: its causes, symptoms and solution. The second task is to make people who are aware of the condition to shift desensitizing toothpastes and live a life of no compromise.





GlaxoSmithKline

CHAPTER THREE

JOB RESPONSIBILITY

Brand Ambassador of Sensodyne toothpaste:

Sensodyne is a premium brand of GSK. Its world's no.1 toothpaste for teeth sensitivity. Apart from this it's daily fluoride toothpaste also. In my internship at GSK I have played a role of the Brand Ambassador of Sensodyne toothpaste which basically underlies the department of sales and marketing. My responsibility was divided into few tasks which I had to perform as a daily basis. I was assigned as an ambassador who worked in the modern trades such as "Shwapno", "Prince Bazar" and lastly "Carre Family" for last three months. The description of my job responsibility is given below.

Punctuality:

Punctuality is something which is a basic requirement of every job and from every employee. My duty time was 4 pm to 8.30 pm daily. I had to reach the outlet within 4pm at afternoon and without any emergency I was not supposed to leave before 8.30 pm. As we were trying to attend as much as customer we could and increase the sales so it was a perfect timing to get a huge rush of customers.

Reaching consumers:

Sensodyne, as a premium brand of GSK, is not well recognized as Horlicks. So for Sensodyne there are some messages to convey to the consumer who are potential buyers. My task was to talk to customers as much as I could in one day and explain what is teeth sensitivity and how does Sensodyne work, find out if they have sensitivity problem in their teeth and suggest them to buy Sensodyne.

Increase the sales value:

Sensodyne is medically proven toothpaste for teeth sensitivity with full guarantee of a better outcome.

We had to convince the customers about this actually works and to take care of any kinds of complaints from customers regarding this toothpaste. This actually helped to gain their trust and increase the sales in one way. I was given a target to meet per day of each Sensodyne SKU's. For example I had to sell 3 piece of 40 gm of fresh mint, 3 piece of 75gm and 70gm and 3 piece of 130 gm of both fresh mint and fresh gel. There were also a monthly sale target; if we could meet the target we got a bonus or sale incentive which was quite motivating.

Describe about the product:

Sensodyne is medicated toothpaste we have already known that but the reason behind this superiority of this product is not clear and understandable to customers and potential buyers. Some customers know what sensitivity is but are quite unknown about the fact of how Sensodyne fights sensitivity. I was about to tell consumers about the ingredients that Sensodyne has in it to fight sensitivity and also keep our teeth white healthy and strong. In brief, I had to talk about few things because of the shortage of time I was given by a customer which had to be enough convincing to make them understand and buy Sensodyne.

One of them was about the ingredient named Potassium nitrate (5 %) which is a desensitizing agent and no other toothpaste has this ingredient except Sensodyne. Also a 1000 ppm (parts per million) fluoride which is an exact quantity required for our teeth to keep itself healthy and prevent tooth decays often causes because of our food habit which is spicy and acidic as well.

Create awareness among consumer:

To aware the consumers about our product and its originality was another main task of our job. For example, GSK Bangladesh only imports two flavors or varieties of Sensodyne. They are, Fresh Mint and Fresh Gel of different quantity packs like 40gm, 75gm and 130gm of Fresh mint and 40gm, 70gm and 130gm of Fresh Gel having a GSK and BSTI logo or sticker on it. This logo or sticker of BSTI is the proven and original product directly imported and distributed by GSK Bangladesh. There are other Sensodynes of other different countries brought and distributed by various distributors in a smaller scale of which GSK.BD takes no responsibility and gives no guarantee of those products as it is not imported by GSK itself. Another concern is, how those products are brought, for example in luggage's or in small containers which is not a proper way to bring this medicated product without any appropriate airtight locked container and proper monitoring process. Also sometimes the products are totally fake products, artificially made by locals with a copied logo of GSK and Sensodyne which is very much harmful for teeth as well as for the reputation of GSK Company.

So we recommend consumers to buy our original product with a hundred percent guarantee and full responsibility taken by us in terms of getting a cure for sensitivity problem along with healthy and strong teeth.

Report Writing:

I was given two different sheets where I was supposed to record the sales by counting from opening and closing stock and take the contact information of the consumers whom I talked to also who bought Sensodyne. Then I had to email those data along with some observations and recommendations to my supervisor in a daily basis so that they could track the sales to what extent it was increasing. My report could also present a common perception of the consumers about their demands and complaints.



CHAPTER FOUR

FINDINGS AND ANALYSIS

Segmentation

Segmentation is the very first step before entering into a market. It helps a company to identify the market segments it can serve effectively. A market segment consists of a group of customers who share a similar set of wants. The marketer does not create the segments; rather the marketer identifies the segments and decides which ones to target. Segment marketing offers several benefits over mass marketing. We are offering several benefits to the people. The company can create a more fine tuned service offering. Segmentation is dividing the market into segments based on geographical, demographical, psychological or behavioral variations. Through segmentation we also try to capture a place in the market which is different from others. Market segmentation for Sensodyne toothpaste is discussed below:

Demographic Segmentation

Demographics influence consumption behaviors both directly and by affecting other attributes of individuals, such as their personal values and decision styles. Marketers frequently segment and describe their markets on the basis of demographics and use that information to select appropriate media and develop effective promotional themes. As the opening example suggests, demographics are often related to values, lifestyles, and media patterns in important ways.

- **Income**

Income is an important factor in terms of a premium product like Sensodyne. Here we have targeted the upper middle and upper class people; the market can be divided based on the income levels of people.

- **Occupation**

Occupation is another important factor in segmenting the market for premium and expensive product like Sensodyne. As we are also focusing in the income and targeted the upper middle and upper class people who are able to use it as daily toothpaste also without having teeth sensitivity problem in their teeth. For example, Businessmen, teachers, service holders from our country and also from outside countries etc.

- **Education**

Sensodyne has some medical facts to understand its value. When we explain those medical facts, a basic educational background is needed for consumers to understand and to get

convinced about how it works. People who are not really literate enough, in most of the time fail to understand and believe the sayings about the ingredients and its working process.

Social Class

People of different social class have different needs. Usually upper and upper middle class people are more concerned about their health than other classes. Sensodyne require both consciousness and ability.

Household lifecycle:

- **Single:**

In terms of selling Sensodyne I have observed that mostly single people preferred the 70gm packs of Fresh Gel or 75gm of Fresh Mint flavor. Or sometimes wanted to try the 40gm trial pack for testing or travelling.

- **Young couples with no children**

For young couples, especially they preferred affordable pricing toothpaste. So it was tough to convince them to buy Sensodyne if they don't have the teeth sensitivity problem.

- **Young married with children/single parent:**

During this period, we could mostly grab the attention of this household. At this stage people become very concern about their health so look for the product that guarantees to fulfill their requirements. The upper or upper middle class then are not really worried about the expense so they mostly have bought the 130gm packs. Sometimes one and sometimes more than two three packs.

- **Middle/old Aged (diamond world ad):**

Middle or old aged preferred this product to keep their teeth healthy and prevent teeth problems and disease.

Target Customer

- **Primary Target:**

- ✓ Everyone who has teeth sensitivity problem.
- ✓ Above 12 years in the upper & middle class.

- ✓ In a research it was shown that women mostly suffer from teeth sensitivity problem more than men. So, we also targeted women and let them know about this.
- ✓ Consumers of the age mostly within 12-40 years. As this problem occurs within this age period of life.
- **Secondary Target:**
 - ✓ New consumer who are conscious about their teeth and health and look for expensive product to keep their standard different from others.
 - ✓ Students: Female / Male (University Students).
 - ✓ Consumers who can afford Sensodyne as daily toothpaste.
 - ✓ Foreigner customers

Positioning:

Positioning is process by which marketers try to create an image or identity in the minds of their target market for its product. We want to position Sensodyne as the only toothpaste which effectively fights teeth sensitivity problem and also helps to make the teeth stronger, cavity free, white, glowing and healthy as it is fluoride toothpaste also. To create the Brand Position are trying to develop the awareness of people regarding their teeth.

Product Strategy

The Sensodyne is specialized toothpaste which helps to prevent plaque, cavity, and mostly fights sensitivity. It aims at developing health of teeth. It is a very beneficiary product for the customers who are conscious about all these problems. There are three levels of a product which we need to keep in mind while launching the product. These levels are discussed below from Sensodyne toothpaste's perspective:

- **Core Product**

The core benefit of this product is it helps fight teeth sensitivity. So, people are not only buying an expensive product only, they are mainly purchasing a guarantee of healthier teeth to smile brighter.

- **Actual Product**

It is a high quality product with premium ingredients. It is specially developed to prevent and fight the teeth sensitivity problem and also provide enough fluoride to our teeth. So, it is not the same like other toothpastes.

- **Augmented Product**

The additional non-tangible benefits are meant by augmented product. In this case, consumers will have the opportunity to directly complain through us, brand ambassadors. The expert teams will handle the matters and also keep in touch with the consumers to get feedbacks frequently.

Pricing Strategy

Pricing is one of the most important elements of the marketing mix, as it is the only mix, which generates a turnover for the organization. Pricing of Sensodyne toothpaste are based on its quality of the ingredients. Middle class people only those who has teeth sensitivity problem buy this product but the upper middle or upper class buy this product as daily toothpaste also instead of buying other artificial flavored less expensive toothpastes. The added value of Sensodyne is another reason for charging high price. So we would be following premium pricing strategy. The current prices of Sensodynes are given below:

Fresh Mint:

40 gm- 115 taka only

75 gm- 195 taka only

75 gm with a free brush (which cost 80 taka) – 195 taka also and

130gm- 280 taka only.

Fresh Gel:

70 gm- 195 taka only

130gm- 280 taka only.

Place Strategy

In the maturity stage generally marketers follow a selective distribution strategy and we are also following that. As we have targeted the upper middle class and upper class, and middle class also with teeth sensitivity problem, we distribute our product in some selective modern

trade outlets to ensure the correct place for the early adopters also in pharmacies and in some retail stores also. Initially we will follow this strategy and distribute our products only in key accounts (Super Stores, pharmacies, shops). However, we are promoting our product towards consumer so our main target is to make the consumer aware about the product. For which the product have to be available in the selected areas.

Promotion Strategy

Sensodyne toothpaste is available in Bangladesh market from long time ago and it is still a product preferred and prescribed by doctors. Now, by effective promotional strategies, GSK is trying to aware the consumer about the product. We need to do mass informative promotional activities. In this vision we have to do mass advertising through different media to make people aware of the product. For now we are successfully promoting our product through brand promoters with an activation program where there are booths set up to make people check their teeth sensitivity problem and can also understand it's importance for fighting this common teeth problem also brand ambassadors are doing some awareness programs. To do so, we can follow the pull strategy. A pull strategy is based around the manufacturer promoting their product amongst the target market to create demand. Once the awareness among the consumers is created, they will create a demand for the product and pull it through the distribution channel forcing the wholesaler and retailer to stock it.

Porter's fives forces model analysis

Porter's fives forces model is an excellent model to use to analyze a particular environment of an industry. In this model five factors are analyzed to get idea about the industry environment.

These factors are:

- Competitor rivalry
- Bargaining Power of suppliers
- Bargaining Power of buyers
- Threats of substitute products or services
- Threat of new entrants

The above five main factors are key factors that influence industry performance. These factors are discussed below from the perspective of GlaxoS mithKline:



Fig: Porter's five forces model

Competitor rivalry

There are other existing companies serving similar products which cause competition to GlaxoSmithKline. Anfords, Pepsodent, Dabur Bangladesh are the competitors of Sensodyne.

Bargaining Power of suppliers

Here the bargaining power of supplier is very high as all the products are imported from India and we are the sole suppliers of Sensodyne.

Bargaining Power of buyers

There are different toothpastes available in the market. So, the buyers bargain power is also higher. If buyers do not like our product they can easily move to another brand.

Threats of substitute products

There are threats from other substitute products. GlaxoSmithKline's premium product Sensodyne's foremost competitors are Mediplus toothpaste of Anfords Company which claims to be the dentist prescribed and cure to all teeth problems in such a cheap price. Also the

Pepsodent Pro-Sensitive product has potassium citrate which is claimed to be another desensitizing agent to prevent sensitivity. It has also a less pricing strategy to grab customers' attention but no guarantee like Sensodyne. Dabur's Meswak and Dabur Red are also preferred by consumers more than Sensodyne according to its price and flavors.

Threat of new entrants

New companies entering in this industry can cause threat to the company. Many companies are expanding their product line like Anfords which introduced Brush up with an exclusive buy one get one free offer also Colgate Sensitive which is a similar kind to Sensodyne can be GSK's future competitor.

Situational Influence

We define **situational influence** as all those factors particular to a time and place that do not follow from knowledge of the stable attributes of the consumer and the stimulus and that have an effect on current behavior.

- **The Communications Situation**

The situation in which consumers receive information has an impact on their behavior. For Sensodyne, in the particular outlet where I served as a brand ambassador of Sensodyne, was supposed to present so much information about this toothpaste that consumers usually get convinced by its efficiency and feel interest to use it leaving other products.

Situational Characteristics and consumption behavior

The situations discussed above can be described on a number of dimensions that determine their influence on consumer behavior. Some dimensions or characteristics are physical surroundings, social surroundings etc.

Physical surroundings:

Physical surroundings include decor, sounds, aromas, lighting, weather, and configurations of merchandise or other materials surrounding the stimulus object. For example I have worked in the largest outlet of Shwapno of Uttara. The decorations and physical infrastructure of inside and outside store was much more impressive than others. The sale of Sensodyne was also much higher than other Shwapno outlets. The sum of all the physical features of a retail environment is referred to as the **store atmosphere**. The store atmosphere including their collection of varieties of products of a particular item was quite higher than nearby Agora outlets.

Servicescape:

Atmosphere is referred to as **servicescape**. It is the process which managers use to manipulate the physical retail environment to create specific mood responses shoppers. In terms of Shwapno outlets the behavior of managers and their pro active attitudes in helping the consumers is another unique feature which attracts the consumers to shop from Shwapno outlets than others. The oral care section is totally arranged in a beautiful and attractive manner that people at least once go through this section while visiting the store while shopping. So promoting Sensodyne there was easier than other outlets.

- ✓ **Music:** Music influences consumers' moods, which influence a variety of consumption behaviors. A soft melody or music was more acceptable for consumers than a fast track as background music in a modern trade outlet. The outlets I have worked followed this. It also helped me talking and interacting to customers as the volume was quite low but melodious.
- ✓ **Crowding:** Consumers usually don't like crowdie places to shop from especially in modern trade outlets. Shwapno, Carre family both outlets are much spacious so it does not get crowdie even there are lot of customers in the store.

SWOT Analysis

The following SWOT analysis will tell the overall picture of how the company is performing, and what its future potential maybe. The trick is actually to find a way to turn weaknesses into strengths and threats into opportunities.

Strength:

In global research for retail toothpaste for teeth sensitivity, it was proven that Sensodyne is world's number one toothpaste for teeth sensitivity. This gives it privilege among its customers. People could actually expect good and effective products from them. So the name of the Sensodyne is actually strength to capture potential customers and keep up with its brand loyalist. Sensodyne as well uses effective marketing to promote its products. That helps it not only missing customers but keep up with its customers. The proven efficiency as a lab tested product is one of the reasons Sensodyne is known worldwide.

Weaknesses:

Proper promotional activities and advertisements is one of the reasons for not being the number one best selling toothpaste in our country. Media creates an impact on consumer's mind and brain where Sensodyne is lagging behind unlike the Horlicks. Lack of proper training to the brand promoters is a big failure of GSK as they are promoting the brand. Along with that, numbers of brand ambassadors for Sensodyne are trained properly but few in numbers so it is not possible for them to cover so many outlets within a short period of time they are being allocated. Importing only two flavors sometimes create boredom to customers as customers always want varieties of a particular product.

Opportunities:

Sensodyne is a name that is being used around the world it's a reason people become brand loyal once they start using it. But there are some weaknesses it posses which can be turn into opportunities which is needed to operate in a small country like Bangladesh where people are not aware of products they are using. More activation programs, advertisements, recruiting brand ambassadors and training the brand promoters effectively can increase its brand value to its consumers.

Threats:

The most dangerous threats the company faces is the replicated product of Sensodyne which are created by local and fake marketers. There are so many replicas of Sensodyne got mixed in the market that people usually fail to identify the actual or original product imported by GSK.BD. Also varieties of flavors of Sensodynes brought by small distributors attract those customers who always look for varieties. This grey marketing hampers GSK's not only reputation but also its brand value.

Observations:

During this three month of internship there are many things that we observed while working which includes the environment of the workplace, organization, consumer perceptions, demands, their attitudes and many more things.

- ✓ Sensodyne is a toothpaste with less artificial flavors. So the consumers always complained about its taste and flavor. From their opinion, Sensodyne keeps teeth

healthier but due to its not being artificially flavored, it fails to reduce the malodors of mouth.

- ✓ Consumers mostly used to hear all the facts of Sensodyne but while choosing a good toothpaste they preferred the Mediplus or mostly Pepsodent Pro-sensitive because of its less price.
- ✓ Consumers mostly believe in their dentist who recommends Mediplus rather than Sensodyne for teeth problems so it was tough to make them understand that Sensodyne is a world's dentist recommended toothpaste which guarantees to fight teeth sensitivity problem.
- ✓ Consumers usually give us less time to describe the product and how it works. Most of the time they show less interest in listening to what we try to say.
- ✓ Consumers prefer the Sensodyne which was imported from other countries like UK or USA or Abu Dhabi which could be fake as it was not imported from GSK directly. It was tough to make them aware of the original product.
- ✓ We were given a contact sheet to record consumers' contact information of those who buy Sensodyne. Most of the consumers did not want to give contact information.
- ✓ We were trained to approach customers in English, which customers really valued and got impressed or sometimes convinced.
- ✓ Consumers prefer artificially flavored toothpaste more than Sensodyne.
- ✓ The working environment of stores varies from one another. For example, Shwapno has a more working friendly environment than Prince Bazar and Carre family's working environment is stricter than Shwapno outlets.
- ✓ The working environment of GSK.BD is very friendly and there are many things that we learned from here besides from the training part.

Limitations:

- Less advertisements.
- Lack of brand promoters and ambassadors.
- Lack of promotional activities.
- Lack of varieties of Sensodyne.
- Consumers fail to differentiate the original and fake or gray product of Sensodyne.

- Premium pricing.

Recommendation :

- Focus more on consumer awareness.
- Promotional activities for consumer should increase more.
- Educating consumer about the teeth problems.
- Awareness amongst the dentist.
- Super market promotion.
- Discounts or free offers.
- Strict monitoring for the grey products of Sensodyne and take legal measures to stop it.
- More advertisements required for awaking people.
- Import more flavors or varieties of Sensodyne.
- Build customer relationship stronger.

Conclusion

GlaxoSmithKline carries good branding image all over the world. For example Horlicks, Sensodyne are the number one products sold worldwide. Their promotional strategy is more clear & different from the other Pharmaceutical Company. But to enhance the market share & reaching the market leader, the company should develop their promotional strategy. And if the company becomes able to make a good impression into the mind of customer then easily go to top level of the completion market. The quality of product must be ensured and remain constant and promotional policy must be modifying day by day. If company can develop its customer relation management polices then it can easily extend its market and target sales. In terms of Sensodyne, the consumer perception should be considered and their acceptance level should be increased through promotional and awareness creating activities all around the country.

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