

An Evaluation of the Marketing Activities of Royal Toiletries Limited.



Submitted To

Professor Dr. Mohammed Masum Iqbal
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Submitted By

Md. Nayem Hossain

ID: 221-14-447

Program: MBA

Major: Marketing

Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Submission Date: 09 January 2024

Letter of Transmittal

15 May 2023

Professor Dr. Mohammed Masum Iqbal

Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Subject: Submission of the internship report on “An Evaluation of the Marketing Activities of Royal Toiletries Limited.”

Dear Sir,

With due respect, I would like to inform you that, it is a great pleasure for me to submit the working report on An Evaluation of the Marketing Activities of Royal Toiletries Limited as a requirement to complete my MBA program. The opportunity to learn & experience the basics of An Evaluation of the Marketing Activities from Marketing & Sales Division has given me practical knowledge of Marketing Activities of Royal Toiletries Limited.

I want to convey my special thanks and gratitude to my supervisor for patronizing my effort & for giving me proper guidance and valuable advice.

Your Sustenance in this Concern will be vastly appreciated.

Thanking You.

Sincerely Yours

Nayem Hossain

Md. Nayem Hossain

ID: 221-14-447

Program: MBA

Major: Marketing

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Certificate of Supervisor

This is to certify that the internship report entitled An Evaluation of the Marketing Activities of Royal Toiletries Limited is prepared is Md. Nayem Hossain, ID: 221-14-447, as a requirement of the MBA Program under is Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for submission.

A handwritten signature in black ink, appearing to be 'M. Masum Iqbal', is written above a horizontal line.

Professor Dr. Mohammed Masum Iqbal
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Student Declaration

The information provided by Royal Toiletries Limited has my consent and hasn't been submitted to Daffodil International University before in regard to academic qualifications or certificates for an MBA. Nothing in my report is plagiarized from any previous degree-related work, and the work I have access to does not violate any copyright laws. I also promise to hold Daffodil International University's department and faculty harmless from any losses or damages resulting from my breach of the aforementioned duties.

Nayem Hossain

Md. Nayem Hossain

ID: 221-14-447

Program: MBA

Major: Marketing

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Acknowledgement

The report titled “An Evaluation of the Marketing Activities of Royal Toiletries Limited” has been prepared to fulfill the MBA program's requirements. Throughout the report preparation process, I count myself as incredibly fortunate to have received the collaboration, sincere support, and oversight of so many outstanding people. I had a number of people to assist me with writing this report. I want to start by expressing my gratitude to Professor Dr. Mohammed Masum Iqbal of Daffodil International University, who is my academic supervisor and the most respected person in charge of the internship program, for his assistance in writing this report. In addition, he gave me some crucial pointers and directions for writing this report. His help was invaluable in the completion of this report. Where I got the go-ahead to complete the internship program's criteria and daily updates from the institution. Then, despite their extremely hard jobs, I would want to sincerely thank everyone at Royal Toiletries Limited as well as the staff members who have always been so nice as to respond to my questions. I express my gratitude to them for their unwavering support and occasional insightful advice. Lastly, I would want to express my gratitude to the writers of the books I used as a reference and that helped me to better grasp the material I was writing this report on.

Executive Summary

The report focus on an evaluation of the marketing activists of Royal Toiletries Limited. The primary objective of the report is to identify the marketing strategies, analyze marketing mix, measure customers' satisfaction with the products of Royal Toiletries Limited. The Methodology includes nature of the study, sources of data the various origins or places from which data is collected or obtained, Target population for survey questionnaire, sample size the number of observations, sampling method to select a subset of items or individuals from a larger population, method of data collection the process or technique used to gather information both primary & secondary data. Methods of data analysis is modeling data to discover useful information.

The Analysis part includes data analysis & demographic factors analysis for respondent from survey questionnaire to exhibit unique patterns and behaviors. To conduct the study, the intern administered a survey involving 100 randomly selected customers who only buy royal toiletries limited products The data collection process involved using questionnaires and observations as research instruments to gather valuable information for the study.

Problems part find that high price of product, lack of product distribution. Recommendations part says how to overcome this problem and make good impression in market. Conclusion give over all idea off the report. The primary objective of the internship report is to identify the marketing strategies, analyze marketing mix, measure customers' satisfaction with the products of Royal Toiletries Limited. Additionally, it aims to contribute valuable insights to enhance organizational efficiency by providing recommendations to effectively manage and improve service performance. In an overall sense, this study finds a very promising and positive tone of growth for the Royal Toiletries Limited.

Table of Contents

SL No.	Contents	Page Number
	Letter of Transmittal	I
	Certificate of Supervisor	II
	Student Declaration	III
	Acknowledgement	IV
	Executive Summary	V
	Chapter One: INTRODUCTION	1-3
1.1	Introduction of the Study	2
1.2	Background of the Study	2
1.3	Objectives of the Study	3
1.4	Scope of the Study	3
1.5	Limitations of the Study	3
	Chapter Two: COMPANY OVERVIEW	4-6
2.1	About Royal Toiletries Limited.	5
2.2	Vision	6
2.3	Mission	6
2.4	Corporate Information of Royal Toiletries Limited.	6
	Chapter Three: METHODOLOGY	7-9
3.1	Nature of the Study	8
3.2	Sources of Data	8
3.3	Target Population	8
3.4	Sample Size	8
3.5	Sampling Method	8
3.6	Method of Data Collection	9
	Chapter Four: DISCUSSION & ANALYSIS	10-25
4.1	Marketing Strategies of Royal Toiletries Limited.	11
4.2	Marketing Mix of Royal Toiletries Limited.	12
4.3	Data Analysis	16
4.4	Demographic Factors Analysis	16
	Chapter Five: PROBLEMS, RECOMMENDATIONS & CONCLUSION	26-29
5.1	Problems	27
5.2	Recommendations	28
5.3	Conclusion	29
	Appendix: Survey Questionnaire	30
	References	33



Chapter-1

Introduction

Topics

- 1.1 Introduction of the Study
- 1.2 Background of the Study
- 1.3 Objectives of the Study
- 1.4 Scope of the Study
- 1.5 Limitations of the Study

1.1 Introduction of the Study

Royal Toiletries Limited established in 2015 a sister concern of Al-Madina Group. Md. Billal Hossain Chairman of Royal Toiletries Limited. Royal Toiletries Limited was born out of a combination of strong will, service to the people of the country and making of new jobs is one of the leading market brand with Bangladesh-based FMCG (First Moving Market Goods) business. Royal Toiletries Ltd. is a sister concern of Al-Madina Group. Royal Toiletries Ltd. A lot has been planned and a lot of it executed. It manufactures baby diaper, feeding bottle & nipple, sanitary napkin, wet tissue, surgical face mask and daily necessary cleaning items. In addition, facial tissue, napkin tissue, toilet tissue is marketed with good reputation. Royal Toiletries Limited provides fifteen brands in different market segments such as health, oral care, tissue care, baby diaper, napkin, comfort baby wet wipes, comfort sanitary napkin, royal tissue, comfort baby feeding bottle & nipple, personal protective equipment etc.

1.2 Background of the Study

The practical experience component is an essential aspect of the MBA program, allowing students to bridge the gap between theory and real-world application. Royal Toiletries Limited was chosen as the subject of this evaluation to gain insights into the marketing activities of a renowned company. This report presents an evaluation of the marketing activities of Royal Toiletries Limited. The objective was to gain practical experience in a corporate environment, apply academic knowledge, and enhance skills acquired through workshops, seminars, and training sessions. The report is a testament to the integration of theoretical knowledge with real-world experience, providing valuable insights into the marketing strategies and practices of Royal Toiletries Limited. With the support and guidance of esteemed supervisor, Professor Dr. Mohammed Masum Iqbal Sir. This report serves as a testament to ability to integrate theoretical knowledge with real-world experience and is a valuable contribution to academic journey in pursuit of an MBA degree.

1.3 Objectives of the Study

The study has been carried out with the following objectives.

- To identify the marketing strategies of Royal Toiletries Limited;
- To analyze the marketing mix of Royal Toiletries Limited;
- To measure customers' satisfaction with the products of Royal Toiletries Limited;
- To identify the problems related to the marketing activities of Royal Toiletries Limited;
- To make some recommendations to solve the problems;

1.4 Scope of the Study

This report appears to have been prepared during an internship where you were involved in various departments and conducted a survey to gather insights related to service quality. The main objective of the report is to provide valuable insights to the management of Royal Toiletries Limited with the aim of improving their marketing strategies and enhancing service quality. In essence, the report is a valuable tool for the company's marketing and management teams to refine their strategies and improve customer service, ultimately strengthening their position in the market. As a result, stronger customer relationships and loyalty can be fostered, ultimately boosting the overall performance and competitiveness of Royal Toiletries Limited within the toiletries industry.

1.5 Limitations of the Study

- The main constraint of the study is time limitations. Many of the aspects could not be discussed in the present report.
- Lack of information is main restriction to complete the report. Sometimes customers are not agree to provide information for the security purpose and other corporate obligation
- Customers are not always interested in spending time for interviews.
- Due to security purpose won't be able to access all of this organization's accurate data.



Chapter-2

Company Overview

Topics

2.1 About Royal Toiletries Limited

2.2 Vision

2.3 Mission

2.4 Corporate Information of Royal Toiletries Limited

2.1 About Royal Toiletries Limited

Royal Toiletries Ltd. is a sister concern of Al-Madina Group. Royal Toiletries Limited Established in 2015. Royal Toiletries Limited. was born out of a combination of strong will, service to the people of the country and making of new jobs. A lot has been planned and a lot of it executed. It manufactures Baby Diaper, Feeding Bottle & Nipple, Sanitary Napkin, Wet Tissue, Surgical Face Mask and daily necessary Cleaning Items. In addition, Facial Tissue, Napkin Tissue, Toilet Tissue are marketed with good reputation Currently, on its way to becoming a high-performance toiletry product is Royal Toiletries Limited. Additionally, its services may be used to launch new businesses, manage existing ones, and provide new goods in response to market changes. Royal Toiletries Limited was born out of a combination of strong will, service to the people of the country and making of new jobs is one of the leading market brand with Bangladesh-based FMCG (First Moving Market Goods) business. Royal Toiletries Ltd. is a sister concern of Al-Madina Group. They aimed to offer customers comprehensive daily products services and innovative products to achieve sustainable mutual growth and prosperity. Royal Toiletries Limited is now an institution as well as an organization. It has been developed in a variety of ways throughout the course of my 8-year career. Today, Royal Toiletries is more than simply a name; it is a mark of quality in a number of industries, including consumer health products, oral care, tissue care, Baby diaper, Napkin, Comfort Baby Wet Wipes, Comfort Sanitary Napkin, Royal Tissue, Comfort Baby Feeding Bottle & Nipple, Personal Protective Equipment etc. Furthermore, Royal Toiletries Limited is rearranging its infrastructure in preparation for future growth.



2.2 Vision

Make a positive impact in communities where we live and work by improving livelihood.

2.3 Mission

Aiming to achieve highest level of customer satisfaction by delivering the best quality products through the use of advance technology with best materials and develop a creative and expert national team.

2.4 Corporate Information of Royal Toiletries Limited

CONTACT DETAILS



Head Office: 178-179, Two Star Tower, East Tejturi Bazar Tejgaon,
Farmgate, Dhaka-1215



royaltoiletriesltd@gmail.com
info@royaltoiletries.com



+88-01313099303



Chapter-3

Methodology

Topics

- 3.1 Nature of the Study
- 3.2 Sources of Data
- 3.3 Target Population
- 3.4 Sample Size
- 3.5 Sampling Method
- 3.6 Method of Data Collection

3.1 Nature of The Study

For the purpose of conducting the analyses that was included in the report, the study employed both primary and secondary data. What data to collect and what data to ignore, whom we can collect the data (Sampling), how to collect the data from the data collection process and finally analyzing the data. Information on general activities and customer satisfaction levels was initially gathered from customers at Royal toiletries limited who had purchased from the company products. Both males & females from different ages and occupations will be considered as a respondent.

3.2 Sources of Data

The SERVQUAL methodology was utilized to collect data for this study. This technique asks customers questions in a questioner style and helps acquire information about the organization's service quality. In the present study, data collection was carried out solely through a questionnaire survey, a form of primary source. The conducted questionnaires directly with customers of Royal toiletries limited to gather first-hand insights into their satisfaction and experiences with the bank. The study aims to obtain accurate and real-time information about their opinions and perceptions by directly engaging with customers through this primary data collection method.

3.3 Target Population

The term "target population" refers to the specific group or set of individuals that a researcher or organization aims to study, survey, reach, or provide services to. This study all customers of Royal toiletries limited are target population who buy toiletries products.

3.4 Sample Size

The main sample size was 100 (Both male and female) who buy toiletries for family needs.

3.5 Sampling Method

Convenience sampling is a form of non-probability sampling & technologies have been utilized to finish the study.

3.6 Method of Data Collection

The SERVQUAL methodology, which assists in gathering data on the service quality of Royal Toiletries Limited, was used to collect data for this study. Customers were asked questions in a questioner style. In the present study, data collection was carried out solely through a questionnaire survey, a form of primary source. The intern conducted questionnaires directly with customers of Royal Toiletries Limited to gather first-hand insights into their satisfaction and experiences with the bank. The study aims to obtain accurate and real-time information about their opinions and perceptions by directly engaging with customers through this primary data collection method.



Chapter-4

Discussion & Analysis

Topics

- 4.1 Marketing Strategies for Royal Toiletries Limited
- 4.2 Marketing Mix of Royal Toiletries Limited
- 4.3 Data Analysis
- 4.4 Demographic Factors Analysis

4.1 Marketing Strategies for Royal Toiletries Limited

Over the past several decades, there has been a noticeable development in the worldwide toiletries sector. Bangladesh is not an exception to this worldwide trend, despite its distinct socio-cultural dynamics. This change has been driven by urbanization, heightened exposure to international media and the emergence of a youthful, aspiring middle class. Bangladeshis are now defying convention and are more willing to experiment with toiletries items. Goods for toiletries that acknowledge this change and are designed to serve the needs of Bangladeshis today. The toiletries industry has a lot of promise, but there are a lot of obstacles in the way. In particular, the Bangladeshi market offers a special mix of problems and possibilities. Cities like Dhaka & Chittagong are quickly becoming cosmopolitan hotspots where people can find international brands and fashions but a sizable segment of men live in semi-rural and semi-urban settings, where restricted exposure and traditional values shape a distinct consumer profile. A marketing strategy, as used by Royal Toiletries Limited, is a long-term plan that aims to achieve a company's objectives by comprehending the demands of its consumers and developing a unique and durable competitive advantage. It involves every step of the process from identifying the Royal Toiletries Limited clientele to selecting the best communication channels for them. Direct marketing is performed by communicating with customers through mail, flyers, emails and other promotional materials without the use of a third party. Companies focus on having a call to action and personalizing messages for consumers. Relationship marketing focuses on strengthening relationships with existing consumers to build brand loyalty and long-term commitment. Companies use technology to store data about customers in order to provide more personalized advertisements and offer special deals. Marketing strategy helps to find and understand your target audience. A marketing strategy brand identity marketing initiatives for increased brand recognition and loyalty. With analysis of market trends, competition, and customer behavior, marketing strategies help businesses find the most effective marketing channels and tactics to invest in. This helps businesses get the maximum return on investment. A marketing strategy defines key metrics and performance indicators. This makes it easier for your business to measure and track the success of marketing initiatives. With a marketing strategy, Royal Toiletries Limited can define positions itself in the marketplace, the types of products toiletries produce, the strategic partners are make, and the type of advertising and promotion you undertake. Having a marketing plan is essential to the success of toiletries business.

4.2 Marketing Mix of Royal Toiletries Limited.

As the industry leading in amenities and toiletry goods, RTL employs a marketing plan that helps the business stay profitable and meet its objectives in a cutthroat industry. The marketing team's implementations are covered in the section that follows:

Product

The 4 Ps are centered around the product. RTL provides 22 items under 8 brands, all of which have undergone a rigorous development process. The company is currently focused on producing hygiene goods and amenities that have a strong brand value because of their uncompromising quality. The target market for the firm usually consists of middle-class and upper-class individuals. The items are made with quality assurance in mind thanks to modern automation, objective market research, and ongoing customer feedback. RTL also makes an investment in the attractiveness of its goods by creating chic and eye-catching designs and packaging. Respecting quality control procedures gives RTL goods international recognition. RTL is now spending a lot of money on research and development in order to launch new, highly sought-after product lines for consumers.



Comfort Baby Pant Diaper (Mini)

COMFORT Pant
Diaper (20-28kg) XXXL
– 3pcs/pkt
₹ 140.00



Comfort Baby Pant Diaper
(Standard)

Pull Up Baby Pant
Diaper (Standard
Series) XXXL Size
₹ 880.00



Comfort Baby Wet Wipes

COMFORT Wet Wipes
Pouch (Anti Bacterial)
– 120 pcs
₹ 220.00



Comfort Baby Wet Wipes
COMFORT Wet Wipes
Canister – 170 pcs
₹ 225.00



Comfort Baby Wet Wipes
COMFORT Wet Wipes
Pouch – 10pcs
₹ 30.00



Comfort Baby Wet Wipes
COMFORT Wet Wipes
Canister – 250 pcs
₹ 265.00

Royal

Toiletries Limited provides Fifteen brands in different market segments such as health, oral care, Tissue care, Baby Diaper, Napkin, Comfort Baby Wet Wipes, Comfort Sanitary Napkin, Royal Tissue, Comfort Baby Feeding Bottle & Nipple, Personal Protective Equipment etc.

Price

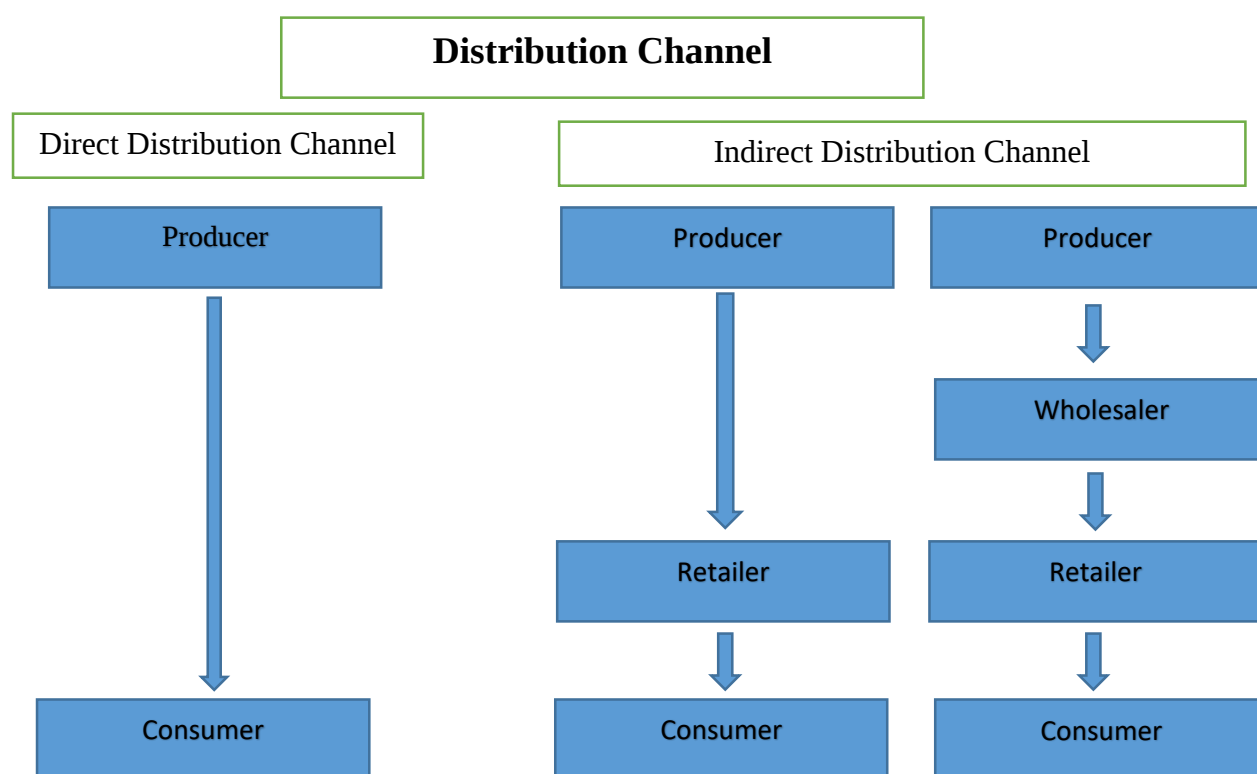
RTL aims to make its goods accessible to Bangladeshi consumers of all income levels, from lower middle class to upper class. RTL can concentrate its price thanks to its many lines of care goods, which gives it a competitive edge in the market. Furthermore, RTL leverages its wide range of products to execute sales tactics including bulk discounts, promotions, and giveaways, enabling the business to live up to its pledge of offering consumers reasonably priced, superior care products.

Product Name	Trade Price	Maximum Retail Price
Pant Diaper (Mini)	82	140
Pant Diaper (Standard)	570	880
Wet Wipes (60pcs)	75	120
Wet Wipes (120pcs)	120	185
Wet Wipes (170pcs)	140	225
Wet Wipes (250pcs)	200	300
Wet Wipes Pouch (120pcs)	125	210
Comfort Sanitary Napkin (Belt)	40	60

Comfort Sanitary Napkin (Panty)	40	60
Comfort Baby Fiddler (120ml)	65	100
Comfort Baby Fiddler (150ml)	70	105
Comfort Baby Fiddler (2500ml)	75	110
Comfort Baby Silicone Nipple	18	30

Place

RTL puts its customers' convenience first and works to make its goods as widely available as possible. RTL uses a well-established manufacturer-distributor-retailer-consumer distribution chain as a consequence. RTL distributes its goods to every region of the nation, from large retail centers to neighborhood convenience shops, using a network of 261 commissioned distributors. Modern, effective means of transportation are used by all RTL distributors to guarantee product delivery on schedule. Additionally, RTL items may be found on e-commerce sites like DARAZ, CHALDAL and others.



Promotion

RTL uses a variety of tactics, including commercials that highlight optimism and compassion, to market toiletry items. In addition to aiding in product promotion, this also challenges societal stigmas and increases public awareness of common misunderstandings. RTL uses sales personnel, radio, newspapers, athletic industry sponsorships, and television to advertise its toiletry items. Royal Toiletries Limited arrange to develop in a new style, in a new way. And participate in daily quiz episode to make this new year colorful. From 08-01-2023 to 14-01-2023, a 7-day quiz competition is going to be held on Comfort Facebook page. This contest will have one question per day and must be answered by 12 midnights. Answering rules will be communicated with the quiz. The winner of the daily quiz will be announced the next day on the Comfort Facebook page. On the occasion of Valentine's Day, the campaign winning couple is very happy and excited to receive Dhaka-Cox's Bazar-Dhaka air ticket and Royal Tulip (five star) hotel reservation copy.



Modern Media Promotions

- Create radio jingles, print ads, and TV commercials that resonate with the target culture.
- Make an effort to connect with female audiences, particularly in Bangladesh's rural and semi-urban areas.

Partnerships & Alliances

- Partner with neighborhood establishments, baby day care centers or activities that draw a female demographic.
- Offer special discounts, package deals, or promotional offers in collaboration with these types of companies.

On-ground Events

- Plan events for female-focused product launches for toiletries courses.
- Install pop-up booths at regional festivals or events focused on women in Bangladesh.

4.3 Data Analysis

This is a major part of the research. It is the process of inspecting, cleansing, refining every significant piece of information. The questionnaire included in the appendix was administered to 100 customers. It will demonstrate all the factors from where we can support to make a conclusive decision. While analyzing the data making any error will significantly influence the result. To prevent that it requires the use of correct methods and tools that have already been mentioned above. After completing the survey, the data were analyzed using Microsoft Excel software.

4.4 Demographic factors Analysis

Demographic factors refer to personal characteristics that are used to collect and evaluate data from the mass population. The demographic variables of the respondents were analyzed using pie charts, and the data analysis was conducted using Microsoft Excel software. Before conducting the research, we determined some demographic factors based on the Bangladeshi perspective that are Gender, Age group, Average monthly income, occupation, and highest educational level. All the demographic data are analyzed by the following frequency table and Pie chart.

Demographic Profile

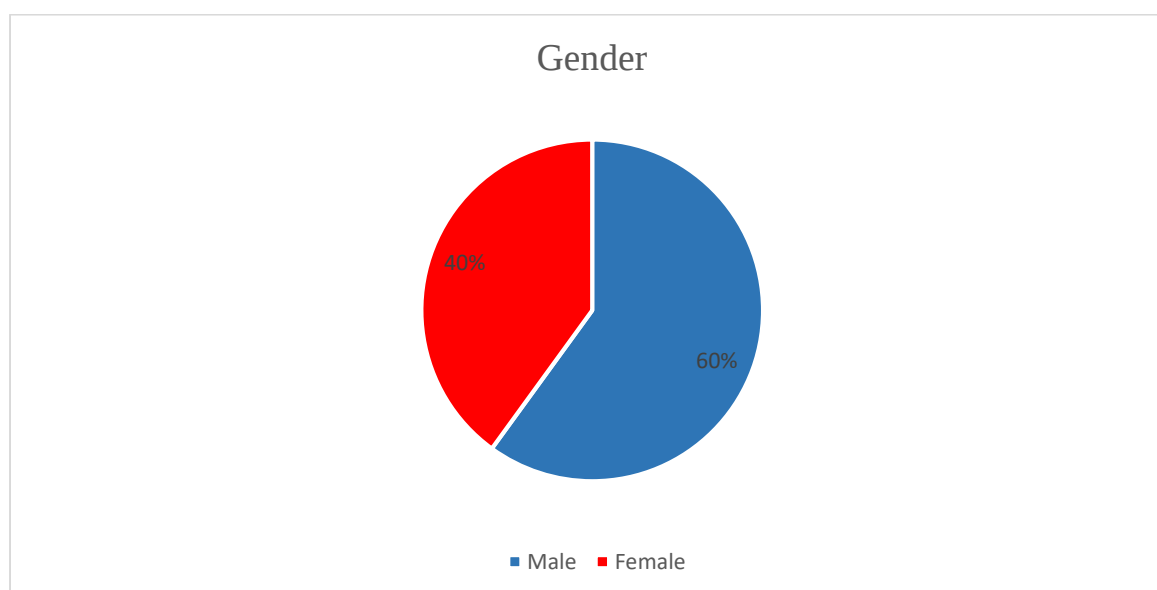
Demography	Classification	Responders (N)	Percentage (%)
Gender	Male	60	60
	Female	40	40
Age	18 - 25	10	10
	26 - 35	30	30
	36 - 45	19	19
	46 - 55	21	21
	56 - Above	20	20
Occupation	Student	10	10
	Jobholder	43	43
	Entrepreneur	26	26
	Housewife	21	21
Average Monthly Income	TK 10000 or less	14	14
	TK 10001 – 30000	35	35
	TK 30001 – 60000	28	28
	More than TK 60000	23	23

Questions	Classification	Responders (N)	Percentage (%)
How satisfied are you with the product quality of Royal Toiletries Limited	Very Satisfied	10	10
	Satisfied	15	15
	Neutral	45	45
	Dissatisfied	17	17
	Very Dissatisfied	13	13
Rate your overall satisfaction with the clarity and effectiveness of	Very Satisfied	14	14
	Satisfied	16	16
	Neutral	15	15

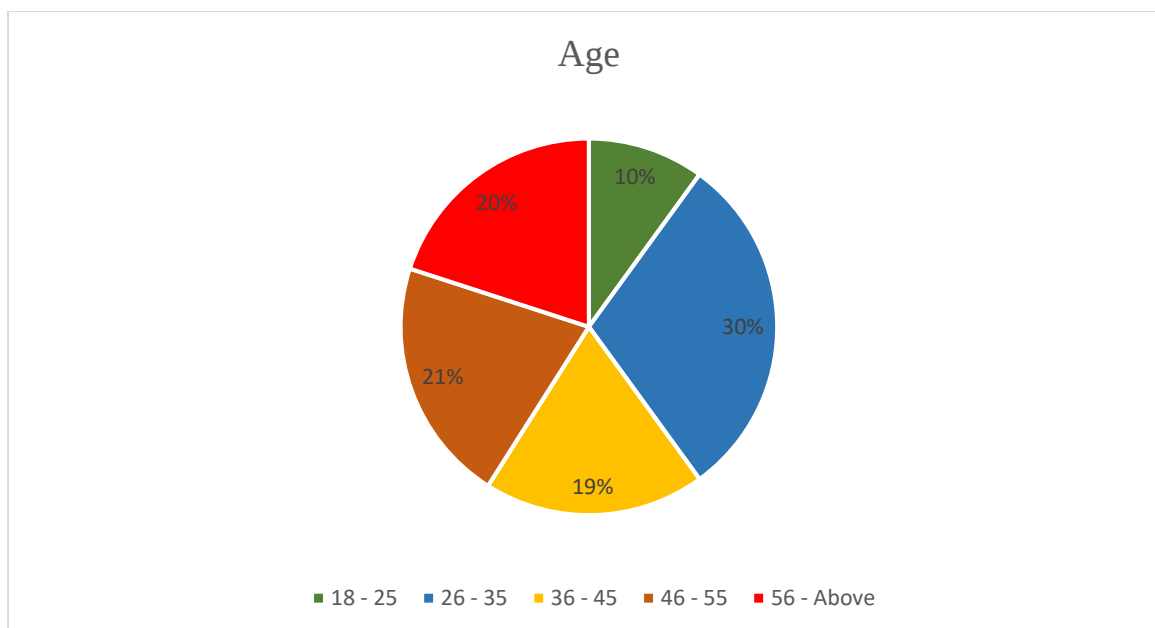
Royal Toiletries Limited products	Dissatisfied	35	35
	Very Dissatisfied	20	20
How would you rate purchasing process in terms of Royal Toiletries Limited baby products	Very Satisfied	11	11
	Satisfied	17	17
	Neutral	43	43
	Dissatisfied	19	19
	Very Dissatisfied	10	10
Rate your satisfaction level of price distribution of Royal Toiletries Limited Products	Very Satisfied	6	6
	Satisfied	13	13
	Neutral	16	16
	Dissatisfied	40	40
	Very Dissatisfied	25	25

Questions	Classification	Responders (N)	Percentage (%)
Rate your satisfaction level of customer service Royal Toiletries Limited.	Very Satisfied	23	23
	Satisfied	30	30
	Neutral	18	18
	Dissatisfied	12	12
	Very Dissatisfied	14	14
Have the products from Royal Toiletries Limited meet your expectations	Very Satisfied	8	8
	Satisfied	12	12
	Neutral	35	35
	Dissatisfied	25	25
	Very Dissatisfied	20	20
	Very Satisfied	33	33
	Satisfied	27	27

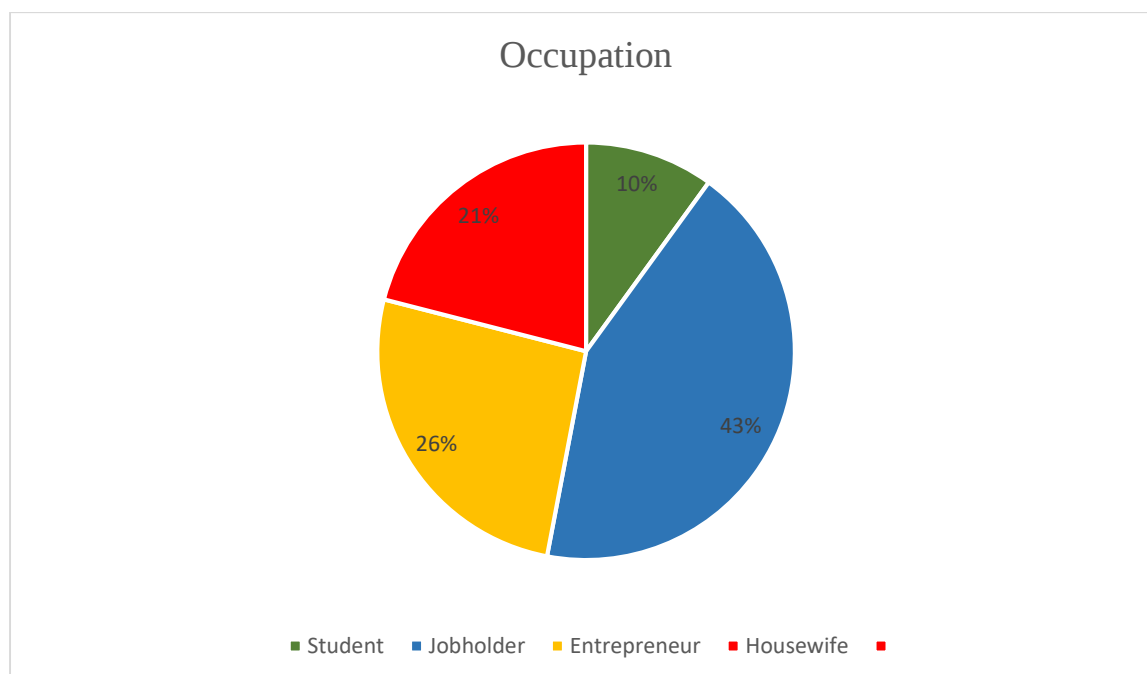
How satisfied are you with the products design of Royal Toiletries Limited	Neutral	12	12
	Dissatisfied	17	17
	Very Dissatisfied	11	11
Based on your most recent purchase, please rate your satisfaction	Very Satisfied	20	20
	Satisfied	22	22
	Neutral	33	33
	Dissatisfied	15	15
	Very Dissatisfied	10	10



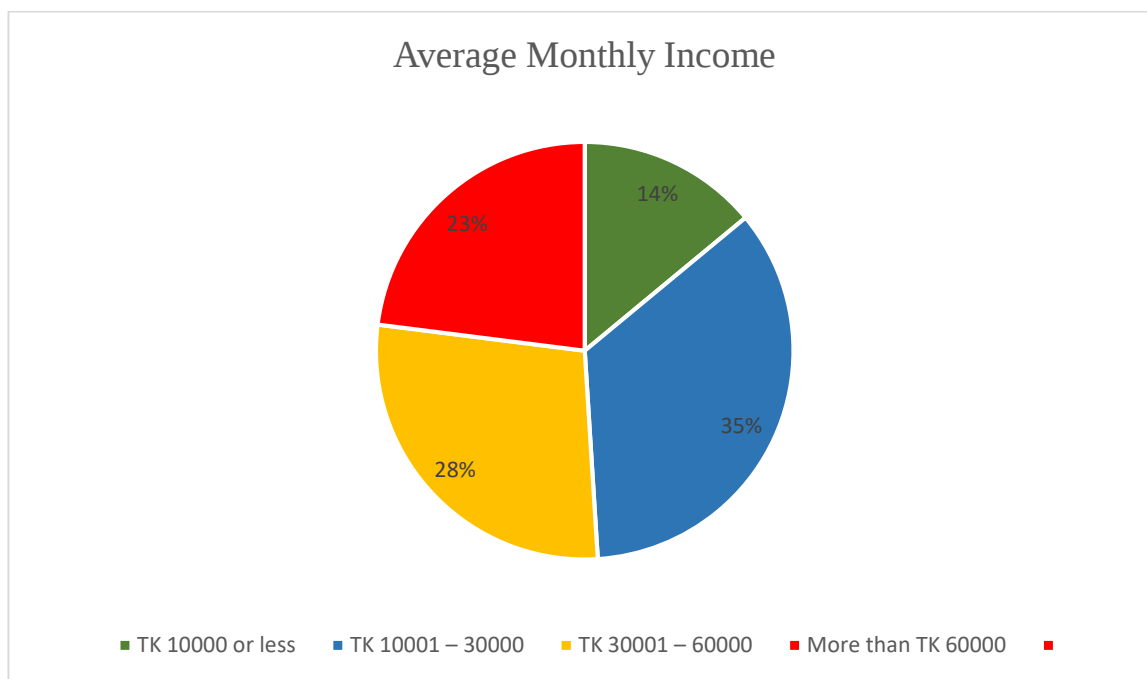
The results indicate that 60% (48) of the sample consisted of males, while 40% (32) were females. This uneven distribution of gender groups is attributed to the dominance of males in society.



The following chart shows the age range of respondents. Here, 10% belongs to 18- 25 years, 16% belongs to 26-35 years, 33% belongs to 36-45 years, 21% belongs to 46-55 years, 20% belongs to 56-Above.



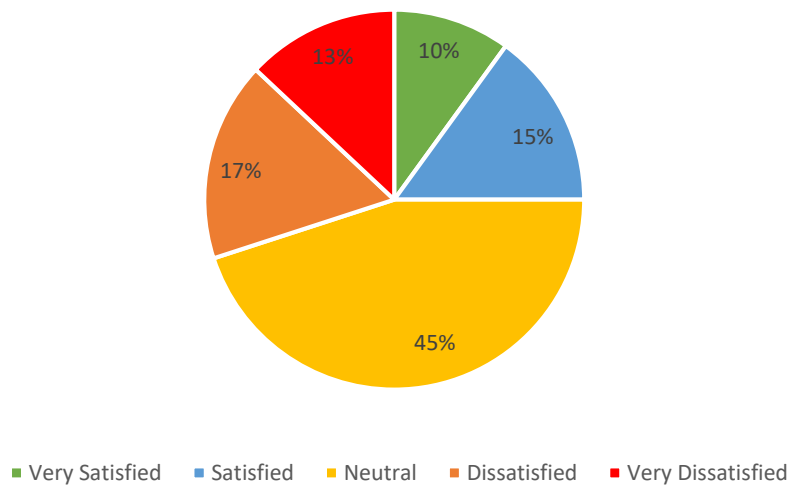
The following chart shows the occupation of the respondents. Here jobholder are occupying a major portion of the chart 43% of the respondents, 26% were entrepreneur, 21% were Housewife, 10% were Student.



The following pie chart shows the income level of individual respondents who participated in the survey. It is mentioned worthy that the students gave information about their income as they are the major ones.

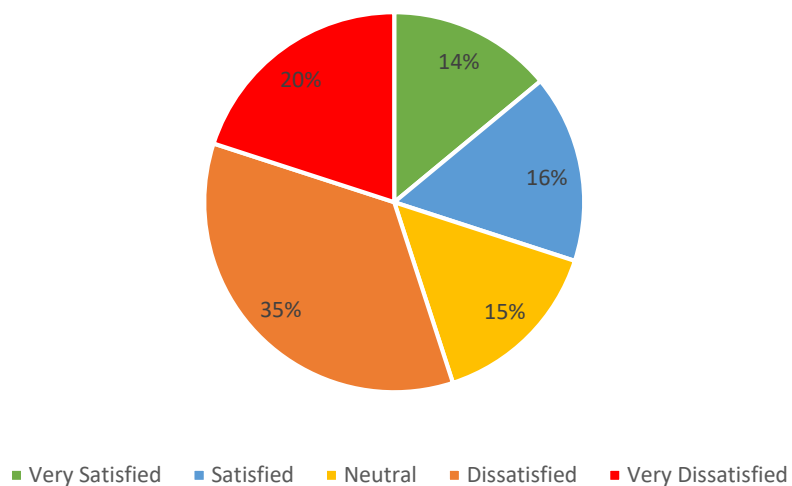
Here 14% belongs to TK 10000 or Less income group, 35% belongs to people who earn TK 10001-30000, 28% belongs to people who earn TK 30001- 60000 and 23% belongs to the group of people who earns more than TK 60000.

How satisfied are you with the product quality of Royal Toiletries Limited?

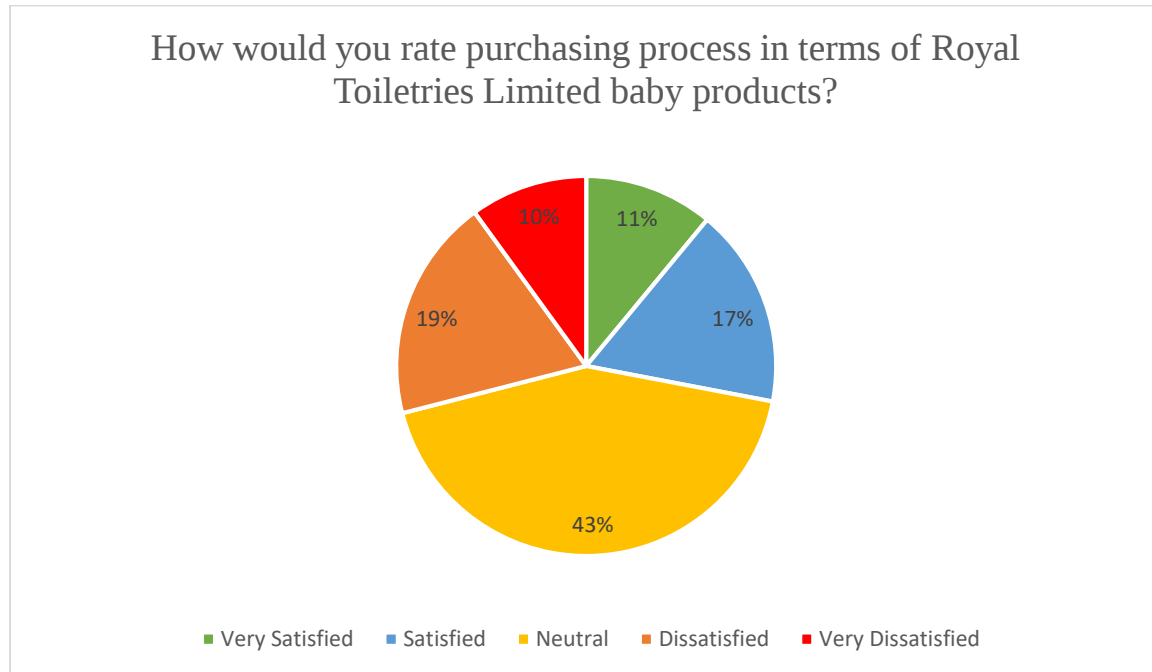


This pie chart shows the satisfaction level of Royal toiletries products. Here highest percentage is 45% which is Neutral and other, 10% is very satisfied 13% is very dissatisfied 15% is satisfied 17% is dissatisfied of individual respondents who participated in the survey.

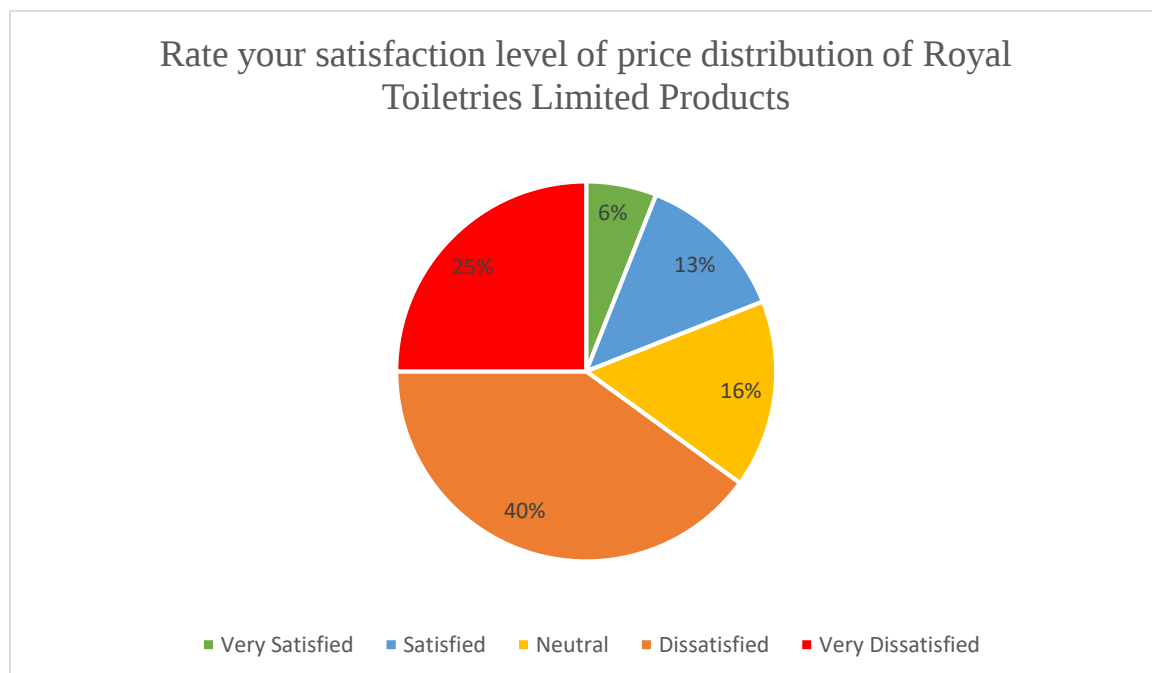
Rate your overall satisfaction with the clarity and effectiveness of Royal Toiletries Limited products



Overall satisfaction from the respondent feedback which is 15% Neutral and other, 14% is very satisfied 35% is very dissatisfied 16% is satisfied 20% is dissatisfied of individual respondents opinion.

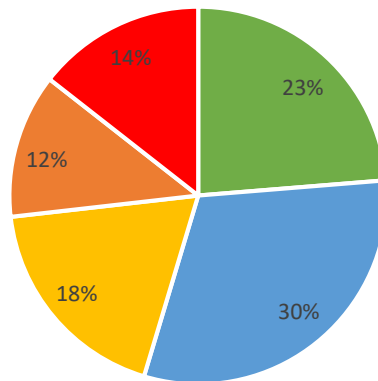


The purchasing process of royal toiletries products 11% is very satisfied 43% is neutral 17% is satisfied 19% is dissatisfied 10% is very dissatisfied from the customer feedback.



The satisfaction level of price only 6% very satisfied other 25% is very dissatisfied 40% is dissatisfied 13% is satisfied which is not good and 16 % is neutral from the customer feedback.

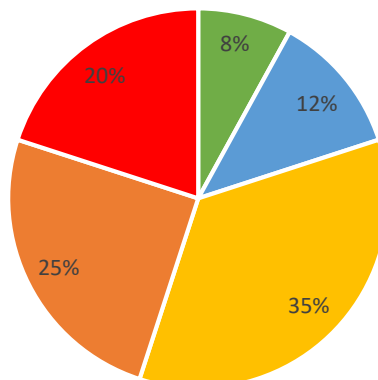
Rate your satisfaction level of customer service Royal Toiletries Limited



■ Very Satisfied ■ Satisfied ■ Neutral ■ Dissatisfied ■ Very Dissatisfied

The customer service of royal toiletries limited is good because highest 30% customer consist satisfied and 23% customer is very satisfied which is good. And other 18% is neutral 12% is dissatisfied 14% is very dissatisfied of individual respondents opinion.

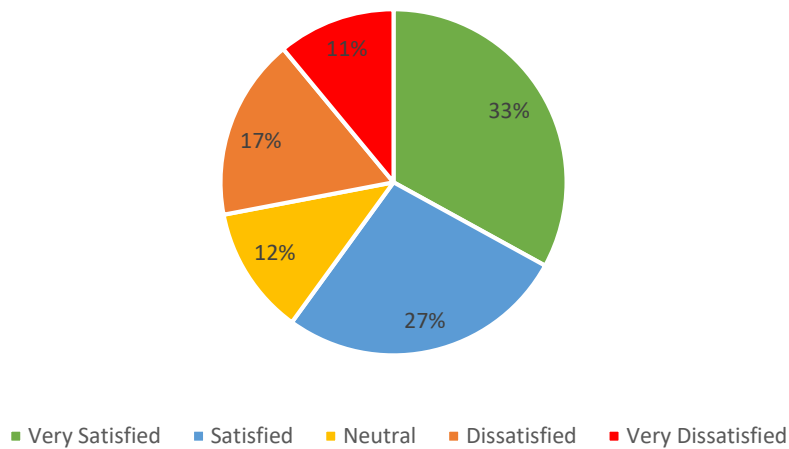
Have the products from Royal Toiletries Limited meet your expectations?



■ Very Satisfied ■ Satisfied ■ Neutral ■ Dissatisfied ■ Very Dissatisfied

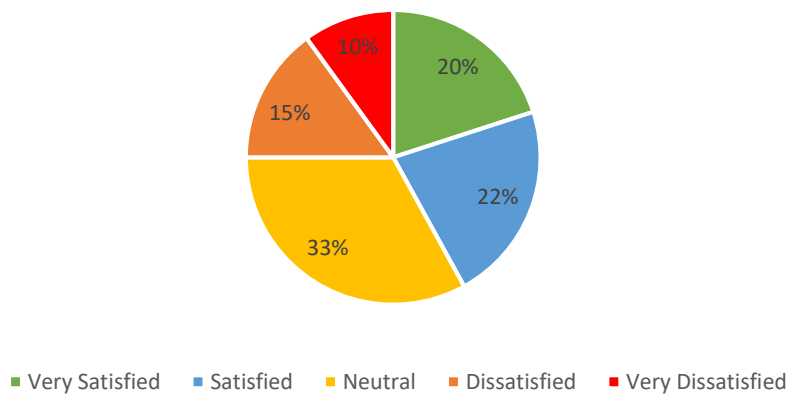
The expectation of royal toiletries limited products which is 8% very satisfied 12% is satisfied 20% very dissatisfied 35% is neutral 25% is dissatisfied.

How satisfied are you with the products design of Royal Toiletries Limited?



The satisfaction level of products design is 33% very satisfied 27% is satisfied 11% very dissatisfied 12% is neutral 17% is dissatisfied. The highest level of customer feedback is 33% of royal toiletries limited products design which is good for the company.

Based on your most recent purchase, please rate your satisfaction



The last question to the customer is “Based on your most recent purchase, please rate your satisfaction” and the customers feedback is 20% very satisfied 10% very dissatisfied 15% dissatisfied 22% satisfied 33% is neutral.



Chapter-5

Problems

Recommendations & Conclusion

Topics

5.1 Problems

5.2 Recommendations

5.3 Conclusion

5.1 Problems

Based on the analysis the following problems have been identified.

1. Royal toiletries products price is largely high customer always confused price rate. Some customer compare price to other company toiletries products.
2. Lack of advertisement to the social media some customer are not informed about all brands of Royal toiletries limited products.
3. Lack of distribution channel company personnel do not delivery properly products to the retail shop.
4. Now a days E-commerce platforms is very essential for online shopping all but Royal toiletries products are not available in online shopping.
5. Some customers are not interested in buying this product due to low discount offer of the products of Royal toiletries Limited.
6. Respondents are significantly aware of the brand of toiletry. Some customer complain that the quality of Royal toiletries products is not consistent.
7. Lack of availability of products to the market sometimes products stock out from the market and some customers may not meet their expectations.
8. Royal Toiletries Limited is facing several marketing strategy problems that need to be addressed to ensure the company's success and growth.

5.2 Recommendations

To overcome the concerns, the following steps should be taken

1. Royal toiletries limited should take action about the pricing and compared to competitor's price of the products. Evaluate the pricing strategies and reduce the price of some products.
2. Royal toiletries limited should analyze the channels and mediums used for advertising, such as TV, radio, digital marketing, social media, and influence marketing.
3. Royal toiletries limited should evaluate the company's distribution network and sales channels, including retail partnerships, e-commerce, and distribution logistics.
4. Royal toiletries limited should focus of E-commerce platforms. The company should actively collect and analyze customer feedback to identify pain points and areas for improvement.
5. Royal toiletries limited should provide discount offer. Royal toiletries limited should review customer feedback, and surveys to gauge customer satisfaction.
6. Royal toiletries limited should focus on their products quality so that after use the products customer can buy those products again & again.
7. Royal toiletries limited should analysis to understand customer needs, preferences, and market trends. Evaluate the effectiveness of their segmentation and targeting strategies.
8. Royal Toiletries Limited should consider conducting a comprehensive marketing audit, investing in market research, developing a clear brand strategy, and reassessing their product offerings, pricing, and distribution channels.

5.3 Conclusion

Royal Toiletries Limited began its existence in Bangladesh's consumer goods market with a single product. They are currently among the most prominent FMCG (First Moving Consumer Goods) companies in the nation and are also exporting their final goods. As the company's product offerings are tailored to better meet the needs of their target market, their commercial activities are growing daily. The intricate network of marketing strategies and contacting potential consumers with toiletry brands has been examined in this study. The information gathered emphasizes how crucial it is to have a unique, well-rounded marketing approach that targets Bangladesh's diverse population. Significant percentage of our total population is teenager. So this is important for any marketer to know their needs and wants perfectly. Moreover, the products of square toiletries have very low brand association of teenager. Brand name and Brand Loyalty are two important dimensions in order to choosing any brand of teenager. Finally, it can be stated that teenager in Bangladesh are well known regarding different types of local brands as well as international brands. The overall survey result indicates that there is a individual's group's opinions and usages of toiletry brands in Bangladesh. Instead of local brands, they choose to purchase international ones. While they are not interested in purchasing domestic products, they have a strong affinity for pricey, international, or well-known brands.

Appendix: Survey Questionnaire

‘An Evaluation of the Marketing Activities of Royal Toiletries Limited’

Date:

Dear Participants,

Good time to you,

This is Md. Nayem Hossain, MBA student of Daffodil International University, Major in Marketing. I am conducting an internship titled ‘An Evaluation of the Marketing Activities of Royal Toiletries Limited’ and the current questionnaire is designed for customer satisfaction of Royal Toiletries Ltd products. You are kindly invited to participate in this paper by completing the attached questionnaire. Your participation is on a voluntary basis and if you don’t want to participate, please discard the questionnaire. However, I really appreciate your help with your feelings in this questionnaire.

Respondent’s Demography

Answer the following questions which are suitable according to you (Select only one)

1. Gender

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

2. Age

- ☐ 18-25
- ☐ 26-35
- ☐ 36-45
- ☐ 46-55
- ☐ 56 and above

3. Occupation

- ☐ Student
- ☐ Jobholder
- ☐ Entrepreneur
- ☐ Housewife

4. Average Monthly Income

- ☐ TK 10000 or less
- ☐ TK 10001 – 30000
- ☐ TK 30001 – 60000
- ☐ More than TK 60000

[Please put your level of agreement with the following statement and put a tick mark on your respective answer]

5. How satisfied are you with the product quality of Royal Toiletries Limited?

- ☐ Very Satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very Dissatisfied

6. Rate your overall satisfaction with the clarity and effectiveness of Royal Toiletries Limited products.

- ☐ Very Satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very Dissatisfied

7. How would you rate purchasing process in terms of Royal Toiletries Limited baby products?

- ☐ Very Satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very Dissatisfied

8. Rate your satisfaction level of price distribution of Royal Toiletries Limited Products.

- ☐ Very Satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very Dissatisfied

9. Rate your satisfaction level of customer service Royal Toiletries Limited.

- ☐ Very Satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very Dissatisfied

10. Have the products from Royal Toiletries Limited meet your expectations?

- ☐ Very Satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very Dissatisfied

11. How satisfied are you with the products design of Royal Toiletries Limited?

- ☐ Very Satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very Dissatisfied

12. Based on your most recent purchase, please rate your satisfaction?

- ☐ Very Satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very Dissatisfied

Thank you for your participation.

Kind Regards,

Md. Nayem Hossain

References

1. Hoyer, W. D., & Brown, S. P. (1990). *Effects of brand awareness on choice for a common, repeat-purchase product*. *Journal of Consumer Research*, 17(2), 141–148. <https://doi.org/10.1086/208544>
2. Kotler, P., & Armstrong, G. (2017). *Principles of marketing global edition*. Boston: Pearson. (n.d.).
3. <https://royaltoiletries.com>
4. <https://royaltoiletries.com/product/>
5. <https://royaltoiletries.com/media/>