



An internship report on

**Evaluating the Effectiveness of Marketing & Promotional Strategies Of
Advance Chemical Industry Logistics Limited (Shwapno).**

Submitted to

Md. Ejaj-Ur-Rahaman

Assistant Professor

Department of Business Administration

Daffodil International University

Submitted by

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Daffodil International University

Date of Submission: 25th March 2024



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Strategies Of
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Letter of Transmittal

Date: 25th March 2024

To

Md. Ejaj-Ur-Rahaman

Assistant Professor

Department of Business Administration

Daffodil International University

Subject: Submission of Report on Internship

Dear Sir,

I am submitting my internship report on “Evaluating the Effectiveness of Marketing & Promotional Strategies of ACI Logistics Limited (Shwapno)” with due gratitude and respect. As per partial derivation of the essentials for the BBA degree, I have finished the internship from ACI Logistics Limited (Shwapno).

My knowledge has been enhanced through experience gained at ACI Logistics Limited (Shwapno). During this time, a recognition of its esteemed reputation has been realized. It brings great pleasure to present the internship report as a requirement of BBA.

I believe that this internship program has enhanced my knowledge and experience.

You're sincerely,



.....

Mehruz Hossain Isha

ID- 201-11-1016

Department of Business Administration

Daffodil International University

Certificate of Supervisor

This confirms that Mehfuz hossain Isha, ID number 201-11-1016, has registered as a regular student at Daffodil International University in the Faculty of Business & Entrepreneurship and Department of Business Administration.

He is majoring in management Information systems, to meet the BBA degree completion requirement. On the topic of "Evaluating the Effectiveness of Marketing & Promotional Strategies of ACI Logistics Limited (Shwapno)", his internship report, was completed under my careful supervision.

It seemed that the report was written quite nicely after reading it. He completed the report by herself.

I'm hoping for the best for him.



.....
Md. Ejaj-Ur-Rahaman

Assistant Professor

Department of Business Administration

Daffodil International University

Student's Declaration

It is stated that Mehfuz Hossain Isha, ID: 201-11-1016, Department of Business Administration, is a regular student. It is declared that the internship report on “Evaluating the Effectiveness of Marketing & Promotional Strategies of ACI Logistics Limited (Shwapno)” has been authentically prepared by him. This report is prepared only for the internship program, not for other purposes. He also state that the report is prepared with personal effort and without any kind of copying from other sources.

Hope that this report is worthy enough to satisfy the partial demand of BBA program. He believes that this internship program will also be effective in my professional life.

You're sincerely,



.....

Mehfuz Hossain Isha

ID- 201-11-1016

Department of Business Administration

Daffodil International University

Acknowledgment

It is with great pleasure that I thank Md. Ejaj-Ur-Rahaman, sir, the assistant professor who managed my internship and helped me whenever I needed it. My sincere gratitude to Salah Uddin Misbah (Head of Business, Company Goods, ACI Logistics Limited) for allowing me to do my internship there. His enthusiastic managerial efforts will surely encourage others to pursue professional development in the appropriate direction.

Executive Summary

Mehfuz, an intern in the marketing and sales division of ACI Logistics Limited, was assigned a topic to write about based on his job responsibilities and area of practical experience. It is titled “Evaluating the Effectiveness of Marketing & Promotional Strategies of ACI Logistics Limited”. One of the biggest companies in Bangladesh is ACI Limited, which is also the parent company of ACI Logistics Limited. Supply chain management, retail chain operations, and agricultural services are the main areas of concentration for ACI Logistics. Products in a variety of categories, such as groceries, electronics, and recreational goods, are available at their retail chains. ACI Logistics is renowned for its dedication to excellence, novelty, and client contentment. The idea behind the business is to grow sales and profit margins while preserving relationships with retailers and suppliers. To achieve this, they provide a range of sales promotion schemes (such discounts, gift cards, and buy one get one free). Their marketing and sales program is thoroughly analyzed and explained in this study. Moreover, the degrees of setting up promotional programs for the company's business clients explain specifics regarding pre-requisitions and program planning, budgeting and program implementation, correct auditing, and awarding incentives for hitting targeted sales targets. I have identified certain concerns related to the levels of these programs after studying the overall "Promotional Programs" and their actual results. Based on those issues, I have suggested some steps that can reduce the likelihood of such ongoing problems.

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Chapter One: Introduction

1.0 Introduction

As an intern, it was my responsibility to contribute data and assess marketing and sales campaigns. ACI Logistics Ltd. generally places greater emphasis on sales promotion. It's generally accepted that impressing the provider comes before persuading the customer. Ultimately, we cannot turn a profit, regardless of how excellent our product is, if we are unable to guarantee its availability in the stores. Impressing a consumer with a compelling sales promotion is the finest approach. Customers purchase things voluntarily when they are satisfied with the company. In the majority of circumstances, this situation in real life can only be created by sales advertising. The allure of "sales promotion" lies in this. In Bangladesh, ACI Logistics Limited, Shwapno is the leading retail brand. Shwapno, the biggest retailer in the nation, has a daily impact on the lives of more than 35,000 homes. 412 retail outlets in all. There are two primary methods by which ACI Logistics Limited, Shwapno distributes its goods. One is DSD and the DC procedure.

Distribution Center (DC): DC, as defined by Shwapno, refers to the point at which a product leaves the distribution center and enters a retailer.

Direct Store Delivery (DSD): Conversely, DSD refers to a product's direct sale to a retailer.

1.1 Origin of the Study

Writing this report counts toward the "Bachelor of Business Administration (BBA)" program's total credits. Additionally, it was written with my internship at ACI Logistics Ltd. (Shwapno) in mind. I was an intern in the marketing and sales division of ACI Logistics Ltd. (Shwapno). Following my successful completion of a three-month internship at ACI Logistics Ltd. (Shwapno), I have prepared a report on the "Marketing and Sales Promotion procedures of "ACI Logistics Ltd. (Shwapno)" under the kind supervision of Salah Uddin Misbah, Organizational Head of Business, Company Goods, ACI Logistics Limited, and Academic Supervisor Md. Ejaj-Ur-Rahaman from Daffodil International University.

1.2 Purpose of the Study

Being the biggest chain of stores in the nation, its goods and services are essential to operating efficiently. Additionally, promotional programs are a company's general business establishment strategy in the commercial center. In this sense, adherence to fundamental guidelines is necessary for the proper task and utilization of these promotional activities. In 2008, ACI Logistics launched as "Fresh and Near" to help realize its "Seed to Shelf" goal of putting farmers and customers in direct contact. Shwapno stores used to sell just fresh vegetables and necessities for everyday living, but today they provide a wide range of products, including electronics, clothing, and home décor. This includes a number of grocery private label brands as well as the in-house fashion label Shwapno Life. In light of this, the report's main goal is to:

- Raise awareness of specific issues, such as those related to sales promotion programs.
- To provide the sales promotional programs dimension with a solution to these issues.
- To provide clarification regarding the company's methodology review process by incorporating it into a practical stage if a "Sales Promotional program" should materialize.

1.3 Objectives of the Study

This report's evaluation of ACI Logistics Limited's marketing and promotional performance is one of its main objectives. Nonetheless, the broad goals are as follows:

Objectives:

- To assess the effectiveness of Shawapno's existing marketing and promotional strategies in achieving defined business goals.
- To identify strengths and weaknesses within Shawapno's current marketing mix and promotional tactics.
- To Examine the effectiveness of Shawapno's marketing and promotional activities.
- To Evaluate the consistency of Shawapno's brand messaging across different marketing and promotional channels.
- To Analyze customer perceptions of Shawapno's marketing and promotional efforts.
- To Compare Shawapno's marketing and promotional strategies with those of key competitors.
- To Develop recommendations to enhance the effectiveness, efficiency, and impact of Shawapno's marketing and promotional strategies.

1.4 Methodology of Data Collection

The work experience and evaluation that were done during the internship are the only sources of information used in this report. I honestly established with this study that I could translate my academic skills to the commercial world. I have acquired data from multiple sources:

- Meetings in person with company personnel, management, and outlet managers
- Working practically in the General merchandising category, a division of ACI Logistics LTD.
- Examining office files while working for the company.
- Official Pages & Website News, journals, articles, and other materials of ACI Logistics LTD.

1.5 Limitations of the Study

Even though I was aware of every obstacle when preparing my report, I have given it everything I have to ensure that my internship is as successful as my report. The main limitation that I faced was time constraints. An internship lasting three months or a year is not long enough to gain a great deal of knowledge and experience in all areas of the marketing and sales division.

Furthermore, the great bulk of the elite associations keep their internal information private. It goes without saying that they must maintain their data exposed, and ACI Logistics Limited also need the same. The most of the time, I was dealing with some kind of information accessibility problem. It's a little challenging for me to make an informatics report in this situation, but I was working on my responsibilities.



Chapter Two: An Overview of the organization

2.0 History behind the Building Of ACI

The largest firm in the nation for a significant period of its existence was Imperial Chemical Industries (ICI), a well-known British chemical company. It was established in 1926 as a consequence of the merger of four major British chemical companies.

Since its establishment, ICI has increased the scope of its operations globally as an international business. As per the custom, ICI (India) Ltd. commenced its activities as a subsidiary on the Indian subcontinent. After Pakistan and India gained their independence in 1947, the Karachi office changed its name to ICI (Pakistan) Ltd. In 1968, the company relocated to what was then East Pakistan. Following Bangladesh's independence in 1971, ICI (Pakistan) increased its presence there, which resulted in the formation of ICI Bangladesh Manufactures Ltd. there in 1973. The company successfully applied to list on the Dhaka Stock Exchange in 1976. Then, in 1992, the principal company, ICI, sold seventy percent of its stock to local investors. After making this tactical shift, ICI Bangladesh changed its name to ACI and carried on with business as usual.

ACI's experience has primarily been in the pesticide and pharmaceutical industries. However, the company diversified its assets over time by creating a variety of subsidiary companies in several areas. Furthermore, for than thirty years, ACI has been a significant player in the national pharmaceutical market. The company not only meets domestic demand but also actively sells drugs to thirty countries on four continents. Ongoing regulatory actions are being carried out to facilitate corporate expansion into over 15 nations in Africa and Central America.

Basic Information:

Full Name	Advanced Chemical Industries Limited
Incorporation Date	24 January 1973
Registration No	C-3885
Company Type	Public Limited
Number of employees	11,077
Authorized capital	1,500,000,000
Issued and paid capital	762,056,260
No of Shares	76,205,626
Face Value	10
Year End	30 June

Board of Directors

Chairman	Mr. M. Anis Ud Dowla
Director	Ms. Shusmita Anis
Independent Director	Mr. Kamran Tanvirur Rahman
Independent Director	Mr. Adil Husain
Director	Mr. Golam Mainuddin
Director	Mr. Abdul-Muyeed Chowdhury
Director	Mr. Anisuddin Ahmed Khan
Director	Mr. Juned Ahmed Choudhury
Managing Director	Dr. Arif Dowla

Timeline

- In 1926, four of the top British chemical businesses merged to become Imperial Chemical Industries (ICI), an international corporation.
- In 1947 ICI (India) Ltd.'s Karachi office becomes ICI (Pakistan) Ltd. in the wake of India and Pakistan's independence.
- In 1968 saw the move of ICI (Pakistan) Ltd. to what was then East Pakistan.
- In 1971 ICI (Pakistan) began operations in Bangladesh following the country's independence, which resulted in the establishment of ICI Bangladesh Manufactures Ltd.
- In 1976: The Dhaka Stock Exchange lists ICI Bangladesh Manufactures Ltd.
- In 1992 saw the parent business, ICI Plc, sell 70% of its shares to regional investors.
- In 1992: ICI Bangladesh is renamed as Advanced Chemical Industries (ACI) Limited and carries on with business operations in Bangladesh after the divestment.
- In 1994 saw the beginning of ACI's share trading.
- ACI debuted on the Chittagong Stock Exchange in 1995.
- In 1997: The brand's product line expanded to include hand wash after it had previously only included antibacterial liquids and creams. Then Savlon launched hand sanitizers, wipes, and soaps in ACI's toiletry section.

- In 2000: ACI established a subsidiary called Creative Communication Ltd. to launch its entry into the media and communications sector. This subsidiary is involved in a variety of industries, including event management and media planning.
- In 2003, ACI, in partnership with Tata Global Beverage Overseas Holdings Limited, launched Tetley ACI Bangladesh, a tea manufacturing, packaging, and sales initiative. With this collaboration, two well-known brands—Tata Tea and Tetley—were introduced.
- In 2004: Since its founding, ACI Salt Ltd. has increased its market share in the edible salt industry. Approximately eight times in the last 10 years, ACI Salt has maintained its position as the top brand in the salt industry.
- The next year, ACI and Godrej Agrovet of India formed ACI Godrej Agro vet Pvt. Ltd. as a joint venture. As a result of this partnership, the company started to manufacture and market a wide variety of animal feeds for cattle, fish, and poultry.
- In 2006 marked ACI's entry into the seed industry. At important establishments like Bangladesh Agricultural University, Bangabandhu Sheikh Mujibur Rahman Agricultural University (BSMRAU), and Bangladesh Rural Development Academy, the corporation has set up research and development stations..
- In 2006 Shawpna began operations as a superstore under ACI Logistics. With 144 SHWAPNO locations nationwide, including 34 recently opened express locations, the company serves more than 45,000 families daily.
- In 2008: The business launched several new ventures in 2008. ACI established itself in the Surface Care segment at this time by launching the Shinex brand of products, which currently control the majority of the market for floor and glass cleaners. The company also introduced Savlon Freedom sanitary napkins as one of its products in the feminine hygiene line.
- In that specific year, ACI established a subsidiary called ACI Pure Flour Ltd (ACFL) to begin its entry into the food market.

- In 2008 saw the formation of Premiaflex Plastics Ltd. by ACI as a subsidiary, which started producing and selling consumer plastics, flexible packaging, and other plastic goods.
- In 2012 In that same year, ACI introduced consumers to ACI Nutrilife Rice Bran Oil, making an impact in the edible oil industry.
- In 2013 After acquiring Neem Laboratories Pvt. Ltd., ACI started selling herbal goods. Around the same time, the business entered the home paint market.
- In early 2013, ACI established a subsidiary called ACI HealthCare Ltd. and began trading in the regulated pharmaceutical markets of the US and other countries.
- In 2014 saw ACI enter the men's grooming product industry.
- In 2015 saw ACI enter the mobile phone and IT sectors.
- In 2016 saw the entry of ACI Motors, a subsidiary of ACI, into the motorcycle business with the purchase of the Yamaha dealership. Yamaha is a well-known Japanese brand. ACI is proud to have been the first company in Bangladesh to market a motorcycle with an anti-lock braking system (ABS).
- ACI received the BSI certification in 2019.
- In 2022: The FDA granted ACI approval.

2.1 Mission vision and values of ACI

2.1.1 Mission of ACI Limited

ACI's mission is to enhance people's quality of life via the responsible application of information, technology, and skills. With superior goods, innovative workflows, and empowered employees, ACI is committed to achieving excellence in order to provide our clients with the greatest experience possible.

2.1.2 Vision of ACI Limited

- Deliver high-quality goods and services that are consistently delivered on time, giving our clients value for their money.

Make an effort to become a leader in every area of our companies.

- Foster staff development by recognizing creativity and empowering people.
- Encourage a setting that fosters education and individual development.
- Ensure optimal resource allocation and suitable technology adoption to reach a high level of productivity across all operations.
- Encourage and support our distributors and suppliers in increasing their efficiency in order to foster equitable growth.
- Guarantee a higher return on investment by employing our core strengths to run effective operations and make wise use of available resources.

2.1.3 Values of ACI Limited

ACI Limited keeps up the accompanying qualities for their own self and customers.

- Innovation
- Focus on the customer
- Quality
- Equitableness
- Openness
- Ongoing Improvement

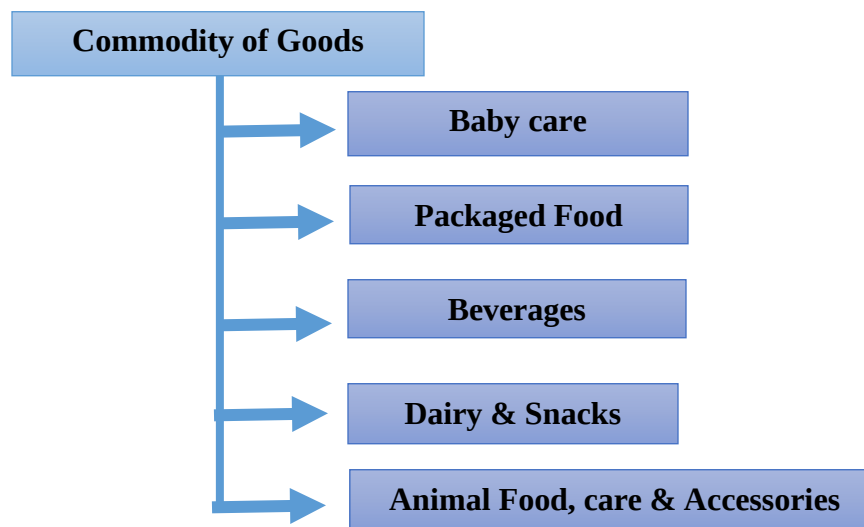
2.2 ACI Logistics Limited (Shwapno)

In Bangladesh, the leading retail brand is Shwapno, which is run by ACI Logistics Limited. Shwapno, the biggest retailer in the nation, has a daily impact on the lives of more than 35,000 homes. In 2008, ACI Logistics launched as "Fresh and Near" to help realize its "Seed to Shelf" goal of putting farmers and customers in direct contact. Shwapno stores began by selling fresh food and necessities for everyday living, but today they provide a wide range of products, including electronics, clothing, and home décor. This includes the house fashion label Shwapno Life in addition to other private label grocery brands. With 56 locations around Dhaka, Chittagong, Sylhet, and Comilla, Shwapno employs over 2,500 people and has 310,000 square feet of total retail area. Shwapno operates a variety of outlet types, ranging from little convenience stores to expansive megamall layouts (spanning from 1,500 to 27,000 square feet), all with the goal of giving customers the best possible experience at each site. In addition to providing customers with outstanding quality, value, convenience, and service, Shwapno has succeeded in creating a truly world-class retail architecture and shopping experience for the first time in the nation, which has helped the company rise to its current position as the market leader.

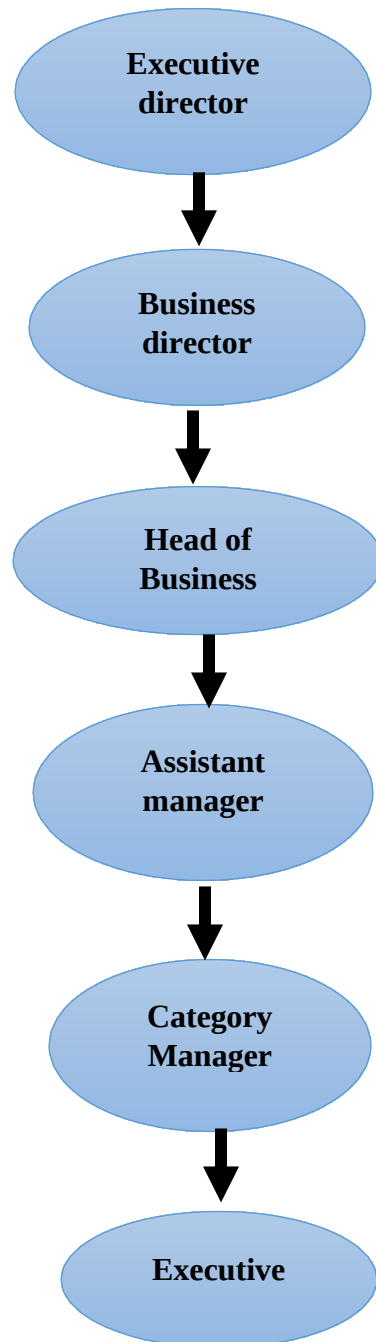
2.3 Market presence

Shwapno started to target customers who were price-conscious, but following years of consistent expansion through different channels and traditional retail, the company today caters to a wide range of customers in numerous market categories. Over this journey, the Shwapno brand has changed, and it now prioritizes cultivating aspiration over value. Shwapno has become the most recognizable and trusted retail name in the nation through providing exceptional service and through award-winning communication campaigns. The Bangladesh Brand Forum recognized this accomplishment in 2016 by presenting the Best Retail Brand award to Shwapno. Shwapno has a significant national presence with 600,000 registered clients, 2500 coworkers, and thousands of suppliers and producers. The company is poised to grow into one of Bangladesh's biggest companies in the upcoming years as it keeps growing its main retail activities, raises customer expectations and standards, and explores new markets like e-commerce.

2.4 Commodity of Goods Department ACI Logistics Limited (Shwapno)



2.5 Commodity of Goods Department Hierarchy



2.6 Product/service mix:

Marketing mix of shwapno:

2.6.1 Product: As I already noted, Shwapno provides a wide range of home equipment and accessories, as well as trendy clothes and cosmetics for men and women, along with everyday essentials including grains, vegetables, fish, meat, chicken, sugar, and salt.

2.6.2 Price: The target market for Shwapno is extremely sensitive, hence practically all of their products are kept at cheap value. Every department uses this similar strategy, whether it's the groceries, toys, home appliances, fashion, or another one.

2.6.3 Place: They need one hundred shops in various districts in Bangladesh. Outside of Dhaka, Comilla, Sylhet, and the urban center have multiple stores. Shwapno operates online at www.shwapno.com in addition to its physical locations.

2.6.4 Promotion: In Prothom Alo, Ittefaq, Jugantor, and other periodicals, advertisements are typically placed regarding their selection of goods and exclusive deals. To reach their target customers, they not only employ conventional marketing strategies but also make use of digital channels like Facebook pages to advertise Shwapno.

2.7 SWOT Analysis

In the following some major strengths, weaknesses, opportunities and threats for ACI Logistics Limited (Shwapno) is given which has been observed in the Company.

2.7.1 Strengths:

- It's Bangladesh's biggest supply chain company.
- It is aimed at the center category, which comprises a vast number of sensitive clients of the United Nations.
- A sizable workforce is working tirelessly to maintain Shwapno's position of leadership.
- The range of customers in this industry is growing daily.
- It has strong negotiating leverage with suppliers.
- Approximately one hundred retailers across Bangladesh are gaining a significant portion of the attention of customers.

2.7.2 Weakness:

- Less room for creative work;
- Generally higher value due to its policy of on-credit purchases.

2.7.3 Opportunity:

- Expanding the number of certain stores since this policy is very affordable and straightforward.
- Launching a home delivery service similar to Alibaba.com and Amazon.com.
- Will include a large number of products under the Shwapno brand in the commodity segment.

2.7.4 Threats:

- The opening of new chain stores. Social media marketing Many of the target market's patrons have faith in traditional retail establishments like Chadni Chowk, New Market, and Gulistan, local food stores.
- Actions or plans to take advantage of the chances and challenges.
- For the corporate, on-money purchases could be quite advantageous. Even though this approach is usually only used by a select few, it yields the highest profits.
- In Bangladesh's retail market, they require the greatest number of stores.
- To maintain their strong position, they must add a large number of retailers, making it impossible for newcomers or former rivals to compete with them.
- The home delivery service will permanently change Shwapno's appearance. Online shopping has disrupted computer and smartphone users. If Shwapno's target market sees this excellent service their loyalty towards Shwapno can extend a lot.



Chapter Three: Marketing & Promotional activities of Shawapno

3.1 Sales Report:

How many products are sold, how many products are going to outlet sell at that week, at which stores the product has been sold. Marketing teams have to check the sales report every day. And then report it to the supervisor. To take better decisions.

Category wise growth and ach% 1 December 2023								
MC	Category	Sum of NSI 1 December 2023	Target NSI 1 December 2023	Sum of NSI 2022	Ach %	Growth %	Growth Diff	Responsible
35	Packaged food	6,227,370	6,760,341	4,566,806	92.1%	36.4%	1,660,564	Kaasar
36	Baby Care	5,448,480	5,940,688	2,454,909	91.7%	121.9%	2,993,571	Ershad
38	Beverages	24,400,156	36,273,576	24,245,702	67.3%	0.6%	154,454	Chowdhury
40	Animal food & accessories	2,718,448	2,071,179	1,506,021	131.3%	80.5%	1,212,427	Mehfuz
42	Dairy	6,590,142	7,592,091	5,354,471	86.8%	23.1%	1,235,671	Anindy
	Grand Total	45,384,596	58,652,306	38,133,752	77.4%	19.0%	7,250,844	
	National NSI:	741,369,588						
	GM Contribution	88%						

Tracking the corporate sales was one of my major responsibilities. I had to check every day's product orders and delivery list from outlets like SHWAPNO such as Green road, Dhanmondi-27, Banani, Gulshan.

3.2 Outlet Stocks: The second thing that needs frequent organization on my side is the outlet stock report. The stock entry file downloads are accessible via the EPS software system. The merchant ID, merchant name, class, subcategory, and type from the main file must also be transferred to this file. There are several forms available for reporting stocks. It will only be applicable to a limited range of clearly marked products with distinct codes. It will be for a certain retailer who has several locations where he sells all of his merchandise. As an alternative, I might classify things by sort whenever I see what they cost in various retailers.

3.3 STO: An order placed with a warehouse known as the Distribution Center (DC) to transport DC commodities to specific shops in accordance with the desired quantity is referred to as a "stock transfer order" (STO). Bangladesh's metropolis, Dhaka, is home to three warehouses from which products are sent to retail locations across the country. Tejgaon is home to three big warehouses: the newly built factory, Kamarpara, and the main warehouse. STO is formed by the SAP software system. In addition, I must list the product code and quantity, the activity website, the warehouse from which the products will be shipped, and the retailers to which the goods will be delivered.

3.4 PO: A purchase order (PO) directs suppliers to deliver the necessary products in the necessary quantities. There are two ways that POs are created, or more accurately, there are two ways that suppliers ship their items. One is that, according to the activity page, they transport their products to at least one of the three warehouses. One way around this would be for suppliers to ship directly to specific retailers that are featured on the activity website.

VAT Registered Address:

Name: ACI Logistics Limited
Address: 270 Tejgaon I/A, Dhaka-1208
BIN No: 000005489-0203

To: MULTI LINE INDUSTRIES LIMITED
MULTI LINE INDUSTRIES LIMITED
1212 PRAN-RFL Center, Holding # 105
1212 Middle Badda, Progati Saroni, Dhaka-1212

Delivery Address:
Company
NFD Distribution Centre
271, Tejgaon I/A ground floor
1208 Dhaka


কম্বাইন টাকায় শ্রেষ্ঠ বাজার

PURCHASE ORDER
PO. No. : 2000406038
PR. No. :
PO. Date : 14.11.2023
Div. Date & Time : 14.11.2023 00:00:00
Pur. Group : 007



Sl. No.	Article	Article Description	BSTI	PO Qty	UOM	Pur. Price	Q/Ctn	Ad.(Dis.)	Amount
1	3818364	S202371 Comfy Double 233cm x 208cm 2023		260.00	EA	1,752.00	0		455,520.00
Net PO. Value									455,520.00

Amount in Words: Taka four hundred fifty-five thousand five hundred twenty and zero Paise Only.

Memo:

Terms and Conditions: As per agreement

Prepared By: Md. Shah Moyazzem
Senior Executive
14.11.2023, 16:46:33

Recommended By: Hasib Ul Alam
Manager
14.11.2023, 17:27:13

Approved By: Sohail Tanvir Khan
Business Director
14.11.2023, 17:33:28

This is a system generated Document. No signature is required.

3.5 DC Stock: This task is likewise accomplished by the SAP software system. I often have to disregard the vast bulk of manufacturing stocks that are kept in factories and warehouses. Goods may be moved out of warehouses, so this report is essential for creating STO. Since it displays the number of stocks we possess, their percentages, and the number we should typically purchase in bulk, this report also helps with the formation of PO.

3.6 GRN: Merchandise receiving notes, or GRNs, are made feasible by the tracking of goods inputs into the warehouses. For GRN combined, I even have to disregard the output of every warehouse and facility. This report makes it easier to understand the suppliers to the warehouses. Additionally, it can keep an eye on whether suppliers are providing the necessary amount of goods on time. GRN is also carried out using the SAP software system.

3.7 Human action with outlet managers: To gain some information about that specific shop, I usually even have to call a number of outlet managers. The information files belonging to my supervisors contain the Outlet Manager's numbers. One day, I called twenty-eight outlet managers to inquire about the low sales of animal accessories. Based on the information I obtained, I prepared a report that I forwarded to my supervisor. I have even called managers simultaneously to inquire as to whether the merchandise that was ordered to arrive at the warehouses has been returned. These discussions have taken place over phone calls.

3.8 Barcode printing: On occasion, we must provide the purchase order from the vendor and the product barcodes at the same time. Barcode printing is therefore another task I have to do every day. I print the barcodes for each item of merchandise by taking advantage of the SAP software system. Barcodes are written in accordance with the quantity of the purchase order. This square represents the occasional, regular work that I do.



3.9 Marketing & Sales Promotion campaign

Collaborating with SHAWPNO communication team to create effective campaigns and promotional initiatives for animal products. They may also oversee visual merchandising and product placement within stores.

3.9.1 Your Cutest Pet Adventures with Shawpno Pets Toy

1. **Contest Details:** Shwapno determined the contest duration, entry submission period, and specific guidelines for participation. The theme selected was “Your Cutest Pet Adventures with Shwapno Pets Toy.”
2. **Entry Submission:** Shwapno set up an online platform such as social media campaign (Facebook), where participants could submit their pet photos. Clear rules were outlined, including photo requirements, eligibility criteria, and necessary consent forms.
3. **Prizes:** Attractive pet toys, discount card prizes were determined for the winners, which may have included partnerships Shwapno customer club. Prizes offered could have included pet-related products, gift vouchers, or a chance to be featured in Shwapno promotional materials.
4. **Judging Process:** Shwapno established a fair and transparent judging process. A panel of judges was assembled, consisting of Shwapno representatives, pet experts. The judging criteria such as creativity, pet expression, or adherence to the theme, were communicated clearly.
5. **Promotion:** Shwapno utilized their marketing channels to promote the contest, including social media platforms, their website, and in-store signage. Participants were encouraged to share their entries and generate buzz around the contest.

3.9.2 10% off all Whiskas products

Sales Data: Shwapno assessed sales data for Whiskas brand products in the animal category to determine the popularity and demand for these products. This data included revenue, units sold, and any relevant trends or patterns.

Market Analysis: Shwapno analyzed the market performance of Whiskas brand products compared to competitors. Shwapno considered factors such as market share, customer preferences, and growth potential.

Customer Insights: Shwapno gathered customer feedback, conducted surveys, and analyzed purchase data to understand customer preferences for Whiskas brand products. This data helped them determine the effectiveness of a promotional discount and its potential impact on customer behavior.

Promotional Objective: The objective of offering a 10% off promotion on Whiskas brand products was to drive sales, attract customers, and increase market share in the animal category.

Pricing Strategy: Shwapno strategically set the promotional discount at 10% off the regular price of Whiskas brand products. This discount level was attractive enough to entice customers while still maintaining profitability for Shwapno.

Promotional Period: Shwapno determined the duration of the promotion, usually for a limited time (one week) to create a sense of urgency and encourage immediate purchases.

Promotion Communication: Shwapno utilized various marketing channels to communicate the promotion to customers. This included in-store signage, online advertisements, email newsletters, social media posts, and potentially collaboration with Whiskas for joint marketing efforts.

Stock and Inventory Management: Shwapno ensured they had sufficient stock of Whiskas brand products to meet the anticipated increase in demand during the promotional period. They closely monitored inventory levels to avoid stock outs and maximize sales.

Performance Evaluation: Throughout the promotion, Shwapno monitored sales performance, customer feedback, and other relevant metrics to evaluate the success of the campaign. This information helped inform future promotional strategies and assessed the overall impact on the animal category's sales and profitability.

3.9.3 Buy Two Get One Free

Supplier Agreement: M/S Trading International proposed a promotional strategy to Shwapno, offering a "buy two, get one free" promotion for SmartHeart Tuna W Chicken In Jelly 85gm in the agreed-upon category.

Product Name	SmartHeart Tuna W Chicken In Jelly 85gm
Trade Price	83 TK.
Maximum Retail Price	110 TK.
Product Quantity	Buy Two Get One (Three Pcs One Bundle)

Pricing Structure: M/S Trading International provided the pricing structure for the promotion, indicating that customers would be charged for two items, and the third item would be provided at no additional cost.

Promotional Period: M/S Trading International specified the duration of the promotion only for weekends, outlining the start and end dates during which the "buy two, get one free" offer would be applicable.

Terms and Conditions: M/S Trading International included any relevant terms and conditions associated with the promotion, such as restrictions on combining the offer with other discounts or promotions, and any limitations on the quantity of free items per transaction.

Marketing Support: M/S Trading International outlined any marketing support they would have provided to promote the "buy two, get one free" offer. This could have included point-of-sale materials, promotional banners, or collaborative marketing efforts.

Inventory Considerations: M/S Trading International communicated the expected increase in demand during the promotional period and provided recommendations or assistance in managing inventory to meet customer demand.

Performance Tracking: M/S Trading International may have offered insights into how they would have tracked the performance of the promotion, including the provision of sales data, customer feedback, or other relevant metrics.

Collaboration Opportunities: Depending on the nature of the promotion, M/S Trading International might have suggested collaborative marketing opportunities or joint efforts to maximize the impact of the "buy two, get one free" strategy.

Cross-functional Collaboration: Collaborating with various teams within SHAWPNO, such as supply chain, operations, and finance, to ensure smooth operations and maximize profitability.



Chapter Four: Swot analysis of marketing & promotional activities

4.1 SWOT analysis of Shawapno's marketing and promotional activity

In the dynamic and competitive landscape of retail, Shawapno, one of the leading retail chains in Bangladesh, Shawapno faces a myriad of challenges and opportunities in its marketing and promotional endeavors. This chapter conducts a comprehensive SWOT analysis of Shawapno's marketing strategies while also comparing them with those of its primary competitor, Meena Bazaar, shedding light on their respective strengths, weaknesses, opportunities, and threats.

Shawapno:

Strengths	Weaknesses
Strong brand reputation	Limited geographical presence
Diverse product portfolio	Dependence on key suppliers
Established distribution network	Reliance on traditional marketing channels
High-quality products	Lack of innovation in product offerings
Strong customer loyalty	Limited financial resources
Opportunities	Threats
Expansion into new markets	Intense competition from larger competitors
Introduction of new product lines	Fluctuations in raw material prices
Growing demand for eco-friendly products	Changes in consumer preferences
Strategic partnerships and collaborations	Regulatory changes impacting the industry
Adoption of online sales channels	Economic downturns affecting consumer spending

This SWOT analysis outlines the internal strengths and weaknesses of Shwaono as well as external opportunities and threats it faces in its operating environment—more broader analysis is discussed below.

4.1.1 Strengths:

- **Strong Brand Presence:** Shawapno has established itself as a reputable brand in the retail industry, which gives its marketing and promotional activities a solid foundation.
- **Diverse Product Range:** Shawapno offers a wide range of products, including groceries, household items, and personal care products, allowing for diverse marketing opportunities to target different customer segments.
- **Omnichannel Marketing:** Shawapno employs omnichannel marketing strategies, leveraging both traditional channels like print advertising and digital platforms such as social media and email marketing to reach a wider audience.
- **Customer Loyalty Programs:** The company has implemented effective customer loyalty programs, offering discounts, rewards, and exclusive deals to incentivize repeat purchases and enhance customer retention.

4.1.2 Weaknesses:

- **Limited Market Differentiation:** In a highly competitive market, Shawapno may struggle to differentiate its marketing and promotional activities from those of its competitors, potentially leading to less impactful campaigns.
- **Limited Geographic Presence:** Shawapno's physical store locations are primarily concentrated in specific regions, limiting its reach and market penetration compared to larger competitors with nationwide coverage.
- **Reliance on Traditional Marketing:** While Shawapno has incorporated digital marketing channels, it may still rely heavily on traditional marketing methods, potentially missing out on opportunities to reach younger, tech-savvy demographics.
- **Budget Constraints:** Budget constraints may limit the company's ability to invest in large-scale marketing campaigns and promotions, hindering its competitiveness in the market.

4.1.3 Opportunities:

- **Expansion into Online Retail:** Shawapno can capitalize on the growing trend of online shopping by expanding its e-commerce platform and investing in digital marketing to reach a broader audience beyond its physical store locations.
- **Partnerships and Collaborations:** Forming partnerships with other brands, influencers, or organizations can provide opportunities for co-marketing initiatives, reaching new customer segments, and enhancing brand visibility.
- **Product Innovation:** Introducing new and innovative products or services can create opportunities for targeted marketing campaigns and promotions, attracting customers' attention and driving sales.
- **Localization Strategies:** Tailoring marketing messages and promotions to specific localities or cultural preferences can resonate more strongly with target audiences and foster deeper connections with customers.

4.1.4 Threats:

- **Intense Competition:** Shawapno faces competition from both local and international retailers, as well as e-commerce giants, which could lead to pricing pressure and challenges in standing out in the market.
- **Economic Factors:** Economic downturns or fluctuations in consumer spending habits can impact Shawapno's marketing and promotional efforts, leading to reduced sales and profitability.
- **Regulatory Changes:** Changes in government regulations, such as taxes or import/export policies, can affect product availability and pricing, impacting Shawapno's promotional strategies.
- **Technological Disruptions:** Rapid advancements in technology and changes in consumer behavior, such as the rise of mobile shopping apps, could disrupt traditional marketing channels and require adaptation to new platforms and strategies.

4.2 Competitor Comparison: Meena Bazaar

Strengths	Weaknesses
Strong brand recognition	Limited geographic presence
Wide range of products	Relatively higher prices compared to competitors
Established customer loyalty	Dependency on traditional brick-and-mortar stores
Quality assurance and standards	Limited online presence and e-commerce capabilities
Strong supply chain management	Limited differentiation in product offerings
Opportunities	Threats
Expansion into new markets	Increasing competition from local and international retailers
Introduction of online shopping platform	Fluctuations in raw material prices
Diversification into new product categories	Changing consumer preferences and trends
Strategic partnerships with local producers	Regulatory changes impacting the retail industry
Focus on sustainability and eco-friendly products	Economic instability affecting consumer spending

4.2.1 Strengths:

- **Strong Regional Presence:** Meena Bazaar has a strong regional presence, particularly in suburban and rural areas, giving it an advantage in reaching a broader consumer base.
- **Competitive Pricing:** Meena Bazaar is known for its competitive pricing, attracting price-sensitive consumers who prioritize affordability.
- **Localized Marketing:** The company tailors its marketing efforts to resonate with local preferences and cultural nuances, establishing a deeper connection with consumers.
- **Agile Supply Chain:** Meena Bazaar has an agile and efficient supply chain, enabling it to quickly adapt to changing market demands and maintain high product availability.

4.2.2 Weaknesses:

- **Limited Product Range:** Meena Bazaar's product range is relatively limited compared to Shawapno, potentially limiting its appeal to consumers seeking a diverse selection of products.
- **Online Presence:** The company's online presence is underdeveloped compared to Shawapno, missing out on opportunities in the rapidly growing e-commerce market.
- **Brand Recognition:** Meena Bazaar's brand recognition may not be as strong as Shawapno's, particularly in urban areas where consumers are more exposed to national and international retail chains.
- **Customer Engagement:** Meena Bazaar may face challenges in engaging and retaining customers compared to Shawapno, which offers comprehensive loyalty programs and personalized promotions.

4.2.3 Opportunities and Threats for Meena Bazaar would align closely with those of Shawapno, although the specifics may vary based on its unique positioning and market dynamics.

In conclusion, conducting a SWOT analysis of Shawapno's marketing and promotional activities, alongside a comparison with its primary competitor, Meena Bazaar, provides valuable insights into their respective strengths, weaknesses, opportunities, and threats. By leveraging their strengths, addressing weaknesses, capitalizing on opportunities, and mitigating threats, both companies can enhance their competitiveness and sustain long-term growth in the dynamic retail market of Bangladesh.



Chapter Five:

Findings and Recommendations

5.1 Findings

5.1.1 Multi-Channel Approach: Shwapno employs a diverse range of advertising channels for promotions, including television, radio, online platforms, and in-store displays. The use of multiple channels ensures a broad reach and allows Shwapno to connect with a diverse customer base.

5.1.2 Market Saturation: The analysis reveals that Shawapno operates in a highly saturated market with intense competition from both traditional brick-and-mortar retailers and e-commerce giants.

5.1.3 Duration and Frequency: Promotions at Shwapno vary in duration and frequency. Short-term promotions create a sense of urgency, while longer-term strategies contribute to sustained customer engagement. Seasonal and holiday promotions are particularly prominent, aligning with consumer behavior during key shopping periods.

5.1.4 Sales Impact: Analysis of sales data indicates a noticeable positive correlation between promotional periods and increased sales. High-impact promotions, especially during peak shopping seasons, significantly contribute to revenue growth and customer acquisition.

5.1.5 Customer Engagement: The analysis indicates a gap in customer engagement strategies, particularly in leveraging social media platforms and customer feedback mechanisms to foster stronger relationships with consumers and improve brand loyalty.

5.1.6 Limited Differentiation: Shawapno finds it difficult to differentiate itself from competitors due to the lack of uniqueness in its marketing and promotional efforts. Stronger branding and distinctive selling points are required to set Shawapno apart from other stores.

5.1.7 Challenges in Implementation: Despite overall success, challenges exist, including market saturation and the need for continuous adaptation to changing consumer behaviors. Balancing the frequency of promotions to avoid consumer fatigue while maintaining competitiveness poses an ongoing challenge.

5.1.8 Digital Presence: While Shawapno has a presence on digital platforms, its online marketing efforts seem relatively underutilized compared to the potential of e-commerce. There's an opportunity to invest more in digital marketing strategies to expand the brand's reach and drive online sales.

5.2 Recommendations

- 5.2.1 **Differentiation Strategy:** Shawapno should focus on developing a clear differentiation strategy that highlights its unique value propositions, such as product quality, convenience, or personalized customer service. This differentiation should be consistently communicated across all marketing channels.
- 5.2.2 **Add additional offerings:** Department of Products and Commodities Animal food ought to provide a wider variety of products. It might add more products related to natural philosophy to the division. Furthermore, a variety of plastic necessities are regularly positioned off to the side of the establishment..
- 5.2.3 **Customer Engagement Initiatives:** Implement initiatives to improve customer engagement, such as loyalty programs, interactive social media content, and personalized marketing campaigns based on customer preferences and purchase history. Encouraging customer feedback and actively responding to inquiries or concerns can also strengthen customer relationships.
- 5.2.4 **Collaborative Partnerships:** Explore partnerships with complementary brands or influencers to expand reach and appeal to new customer segments. Collaborative marketing campaigns and co-branded promotions can help increase brand visibility and drive sales.
- 5.2.5 **Data-Driven Marketing:** Utilize data analytics tools to gather insights into customer behavior, preferences, and market trends. By leveraging data-driven decision-making, Shawapno can optimize its marketing strategies, target specific customer segments more effectively, and allocate resources efficiently.
- 5.2.6 **Faster Work Execution:** Successful completion of any given task requires faster work completion. If the execution pace goes up, it will be very profitable for the company.
- 5.2.7 **Enhanced Digital Marketing:** Invest in enhancing the company's digital marketing efforts, including search engine optimization (SEO), social media marketing, email campaigns, and online advertising. By optimizing its online presence, Shawapno can attract new customers and increase sales through e-commerce channels.
- 5.2.8 **Daily sales report automation:** Salient software can generate category-wise daily sales reports automatically, saving time compared to the Commodity of Goods department's manual preparation of the report in a specific spreadsheet format.
- 5.2.9 **Payment Clearance:** There may be a reason for the discord between the department's suppliers and staff members. The third week of the month is when check payments are due. On the other hand, a number of suppliers get their checks the final week of the month or the next month. As a result, it is essential to strengthen this payment process and ensure that the money are delivered on schedule.

By implementing these recommendations, Shawapno can strengthen its marketing and promotional activities, differentiate itself in the competitive retail landscape, and drive sustainable growth in sales and brand equity.



Chapter SIX: Conclusion

6.1 Conclusion

One of the top chain marketers in the nation is ACI Logistics Ltd. The brand that super look customers think of most frequently is Shwapno.

In evaluating the effectiveness of marketing and promotional strategies, it becomes evident that these efforts are crucial for the success of any business. Through careful analysis and assessment, businesses can determine the impact of their marketing initiatives on various key performance indicators such as sales, brand awareness, and customer engagement.

Throughout this evaluation process, it is essential to consider the specific goals and objectives of the marketing and promotional campaigns, as well as the target audience and market dynamics. By utilizing both quantitative data, such as sales metrics and market research findings, and qualitative insights, including customer feedback and brand perception, businesses can gain a comprehensive understanding of the effectiveness of their strategies.

Furthermore, the evaluation of marketing and promotional activities should not be seen as a one-time event but rather as an ongoing process. Continuous monitoring and analysis allow businesses to identify areas of improvement, capitalize on successful tactics, and adapt to changing market conditions.

Ultimately, a well-executed evaluation of marketing and promotional strategies provides valuable insights that can inform future decision-making, optimize resource allocation, and drive sustainable business growth. By leveraging these insights, businesses can refine their approach, stay competitive in the marketplace, and build stronger connections with their target audience.

With all the adjustments and suggestions made to the processes, Shwapno is now able to alter their statement to **“offer the simplest product at lowest price”**. the

Lastly, I had the great honor of working in excellent operating conditions. One of Shwapno's largest divisions is the Commodity of Goods department, which boasts some of the most helpful and amiable staff members who have motivated Maine to learn new things about jobs, workplaces, creative ideas, and life in general. During my tenure, all of my supervisors were really cordial and considerate toward Maine. It was a really good experience for me to work at ACI Logistics Ltd.; perhaps, this experience can help Maine loads shortly in the Job market.

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