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“An Analysis of the Marketing Activities of ACI Limited”

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Letter of Transmittal

Professor Mohammed Masum Iqbal, PhD

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Subject: Submission of Internship report titled “An Analysis of the Marketing Activities of ACI Limited”.

With due respect, I would like to inform you that it is a great pleasure for me to prepare the Internship Report on “An Analysis of the Marketing Activities of ACI Limited”, as it is the fulfillment of a partial requirement for obtaining MBA Professional Degree from Daffodil International University.

To prepare this report, I have gathered what I believe to be the most complete information available of ACI Limited. I have worked hard preparing this report and I hope that it will fulfill my degree requirement. I will be always available for answering any query on this report.

I would like to express my sincere gratitude to you. It would be great pleasure for me if you find my report informative and sincerely hope that I would live up to your expectations regarding the quality of my work. I tried to put in my best effort for the preparation of this report.

Sincerely yours,



Summon Mondal

ID No: 173-14-2515

Major: Marketing

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Certificate of Approval

This is to certify that the internship report entitled “An Analysis of the Marketing Activities of ACI Limited” is prepared by Summon Mondal, ID: 173-14-2515, as a requirement of the Master of Business Administration (MBA) program under the Department of Business Administration of Faculty of Business and Entrepreneurship at Daffodil International University.

This report is recommended for submission.



Professor Mohammed Masum Iqbal, PhD
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Acknowledgement

The successful accomplishment of this report work is the outcome of the contribution of number of people, especially those who have given the time and effort to share their thoughts and suggestions to improve the report. At the beginning, I would like to pay my humble gratitude to the Almighty Allah for giving me the ability to work hard under pressure and complete the report successfully. Daffodil International University provides an excellent academic environment that helps me to carry out study and give opportunity to obtain knowledge fairly.

I give thanks to my project supervisor Professor Dr. Mohammed Masum Iqbal, Dean, Faculty of Business and Entrepreneurship at Daffodil International University who provides me such an attractive prospect to make the report on **An Analysis of the Marketing Activities of ACI Limited.**

I am very much grateful to all employee of ACI Limited for providing all necessary information and records in order to prepare this report.

Executive Summary

An Analysis of the Marketing Activities of Advanced Chemical Industries (ACI) Limited has been designed to have a practical experience while passing through the theoretical understanding. The report is the result of three months internship program in Advanced Chemical Industries (ACI) Limited. This company serves different services to the customer in different sectors. The objective of this analysis is to identify the marketing strategies of this company based on the service marketing mix. This analysis has been done to identify the problems related to the marketing strategies of Advanced Chemical Industries (ACI) Limited. The methodology used to collect data to complete this report is primary and secondary data. Mostly, primary data has been used as there is insufficient information on the internet.

Advanced Chemical Industries (ACI) Limited is one of the leading conglomerates in Bangladesh, with a multinational heritage. The purpose of credit section is giving an opportunity to multilevel business and government personnel whereby that particular business can survive with fulfilling the company's strategic objectives. An effective credit management policy leads the company in the way where they can prove themselves as superior with this aggressive mechanism that is justified by their operational procedure and result. The credit policy helps to boost a company's sales position along with cash sales so that ultimate superiority can be achieved. Here, the credit procedure of ACI limited is focused where way of providing credit is discussed where terms and condition and legal approach of credit management are evaluated. Also, procedure of credit grant and facility are highlighted where rules and regulation about maintenance of credit and payment procedure are justified. The proper segmentation of market and level of credit according to the customer are also developed. Besides credit procedure a relation between customer and employee relation is established, where it is shown that satisfaction level of employee has a huge impact on the satisfaction level of customer. As employee gives his best only if he stays satisfied and it results with the customer satisfaction. Business depends on mainly in customer and employee relation. If it goes with a positive attitude, the business sure will go to a desired position.

Advanced Chemical Industries (ACI) Limited still does not have any official highly decorated website or platform. They should implant decorated platforms to provide services and supports. Websites and live customer consultation will get more benefits. Proper R&D team can discover some unique ideas to accelerate the revenue.

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Chapter-1

Introduction

1.1: Introduction

The report is based on Marketing Strategies on Consumer brand of ACI Limited. The purpose of this report is to identify the drawbacks of marketing strategies and possible remedies to overcome the lacking of current proceedings. ACI Limited, one of the largest in Consumer industry that has covered the maximum market share nationwide. Marketing Mix is a crucial and strategic part of any company. A company's ultimate profit absolutely depends on how these elements of marketing mix are analyzed and applied. Marketing decisions generally fall into four controllable categories: product, price, place and promotion. The ingredients in marketing mix included product planning, pricing, branding, distribution channels, personal selling, advertising, promotions, packaging, display, servicing, physical handling, and fact finding and analysis. These ingredients are grouped into seven categories that today are known as the 4Ps of marketing. I have done my report at ACI Consumer Brands in the department of Hygiene Product. Insecticides is a part of ACI consumer brands, in this section there are three types of products which are: Savlon Freedom Sanitary Napkin, and Savlon Twinkle baby diaper and Glycerin. These three products are key products of ACI. I choose to do this report on this section because of this product are not regular household products. These products are not easy to sell because of the uses of this products, but in ACI these are the star products and they have huge demand in the market. They are also giving hard times to the both forging and other local brands. Now the thing that grabbed my attention is that the consumers are not always loyal they switch brands if the find any other better option same goes for this products consumer don't go for any particular brand the just go for anything which is given to them by the shop owner, without knowing is it good for their health or not. Now I want to find out how the sales promotion are made, how the distribution of this products is done. What challenges may come while promoting this product and how to overcome them.

1.2: Rationale of the Study

Marketing strategy is the comprehensive plan formulated particularly for achieving the marketing objectives of the organization. It provides a blueprint for attaining these marketing objectives. It is the building block of a marketing plan. It is designed after detailed marketing research. A marketing strategy helps an organization to concentrate its scarce resources on the best possible opportunities so as to increase the sales. Marketing strategy provides an

organization an edge over its competitors. Strategy helps in developing goods and services with best profit-making potential. Marketing strategy helps in discovering the areas affected by organizational growth and thereby helps in creating an organizational plan to cater to the customer needs. It helps in fixing the right price for organization's goods and services based on information collected by market research. Strategy ensures effective departmental coordination. A marketing strategy helps to fix the advertising budget in advance, and it also develops a method which determines the scope of the plan, i.e., it determines the revenue generated by the advertising plan. An effective marketing strategy can serve as a crucial road map for the entire business. By developing and establishing a coherent and well considered marketing strategy, organizations can promote their business, court the right types of clients and allocate their resources correctly, all while safeguarding the reputation of the firm. The creation of an effective marketing strategy is often the task of a firm's senior management team. By handing down a comprehensive marketing strategy from the c-suite, companies will help to create a more focused, business-wide approach to marketing. It is crucial, however, that the strategy is multi-faceted, realistic and implemented consistently over time. An effective marketing strategy must also serve to bridge any gaps which may exist between the boardroom and the marketers responsible for disseminating the company message. Marketing strategies often require company-wide discipline and governance to ensure they are being implemented effectively and efficiently. The importance of this study is to analyze the marketing problems of Consumer products of ACI Limited and what method should be used in order to overcome those problems.

1.3: Objectives of the Study

The study has been conducted with the following objectives:

- To identify the marketing strategies of ACI Limited;
- To explain the marketing mix of ACI Limited;
- To identify the problems related to the marketing activities of ACI Limited;
- To make recommendations to solve the problems;

1.4: Methodology of the Study

The study requires various types of information on present policies, procedures, and methods of marketing services and operations. Both primary and secondary data available have been used in preparing this report.

Nature of the Study/research: The study is qualitative and exploratory in nature.

Sources of Data:

Primary Data sources:

- Managers, Executives, Officers of ACI Limited;
- The customers of ACI Limited;

Secondary Data sources:

- Annual Reports of ACI;
- Website of ACI Limited (<https://www.aci-bd.com/>);
- Social media feedback from customers;

Target population: The total population 40 Managers, Executives, Officers of ACI Limited.

Sampling Method: Convenience sampling method.

Sample size: 15 out of 40 Managers, Executives, Officers of ACI Limited.

Method of Data Collection:

The data from primary sources were gathered using informal interview techniques. Also, the secondary data were collected from the company's annual report, manual, and website based on careful text reading technique.

Data Analysis and presentation:

The collected data were arranged, organized, and depicted using MS-word as the study is qualitative in nature. Also, various tables and diagrams have been used to illustrate the collected data.

1.5 Scope of the study

The scope of the report may be stated as under:

- The report covers the Marketing Mix Strategy of ACI Limited. But it doesn't cover the whole ACI Ltd.
- Target market of the company
- Products details of the company
- Exported country
- The report finds out the strengths and weaknesses of the companies.

1.6 Limitations of the study

To prepare a report on the topic like this in a short duration is not the easy task at all. From the beginning to end, the study has been conducted with the internship of making it as a complete and truthful one. During the preparing, some problems and limitations have encountered which are as follows:

1. Lack of opportunity to access the internal data;
2. Legal information is not available;
3. Due to time limitation;
4. Since the officials were very busy, they could not pay enough time;
5. Non-availability of some preceding & latest data;

Chapter-2

Overview of ACI Limited

2.1: Company Profile

ACI's mission is to achieve business excellence through quality by understanding, accepting, meeting and exceeding customer expectations. ACI follows International Standards on Quality Management System to ensure consistent quality of products and services to achieve customer satisfaction.

ACI also meets all national regulatory requirements relating to its current businesses and ensures that current Good Manufacturing Practices (GMP) as recommended by World Health Organization is followed properly.

ACI has been accepted as a Founding Member of the Community of Global Growth Companies by the World Economic Forum which is the most prestigious business networking organization.

2.2: History of ACI Consumer Brands

ACI was established as the subsidiary of Imperial Chemical Industries (ICI) in the then East Pakistan in 1968. After independence the company has been incorporated in Bangladesh on the 24th of January 1973 as ICI Bangladesh Manufacturers Limited and also as Public Limited Company.

This Company also obtained listing with Dhaka Stock Exchange on 28 December, 1976 and its first trading of shares took place on 9 March, 1994. Later on 5 May, 1992, ICI plc. Divested 70% of its shareholding to local management. Subsequently the company was registered in the name of Advanced Chemical Industries Limited. Listing with Chittagong Stock Exchange was made on 22 October 1995.

ACI Consumer Brands was initiated in 1995 with two major brands of the company – ACI Aerosol and Savlon. These are two of most prestigious products which are enjoying the leadership position in the market. The division started to take new businesses through off shore trading as they will as locally manufacturing. In this process ACI Consumer Brands launched many new products and also bonded with Joint Venture business relationships with ‘Dabur India’ and ‘Tetley UK’ and attained international alliances with world renowned

companies. The Consumer Brands Division boasts in having an unequivocal presence in consumers' heart with the market leading brands like ACI Aerosol, Savlon, ACI Mosquito Coil & ACI Pure Spices and Flour. With close to 80% market share in own categories, ACI Aerosol and Savlon are the persistent performers in keeping the household clean and free from germs and harmful insects. The ACI mosquito coil has also emerged as a formidable opponent to both the mosquito and the competition, by providing effective and affordable solution to the conscious people of Bangladesh. A sound mind goes with a sound body-ACI believes in this age-old proverb and our young generation needs to grow up with healthy physique and sound mind who will lead the nation in future. With this belief, ACI has entered in to the commodity food business with "ACI Pure" Brand. The aim is to provide purest of the food products to Bangladeshi consumers at affordable price for which ACI has invested in very large scale in state-of-the-art manufacturing facilities for daily kitchen essentials like vacuum evaporated edible Salt, Spices and Flour. The products are delighting the consumers by providing 100% dirt free, pure and natural food ingredients which can compete against any international products. ACI Consumer Brands is successfully serving the consumer demand for foreign products in household and personal care category with the world-renowned product range of Colgate, Nivea & Dabur. With the proper distribution and marketing by ACI consumer brands, the world's No. 1 tea brand "Tetley" is now available to the consumers of Bangladesh. As a successful business, The ACI Consumer Brands is focused on achieving the consistent growth required to continue the success and to make ACI an even stronger company. The Consumer Brands believe this is the best way to benefit the consumers, people and the shareholders of ACI. ACI Consumer Brands Strategic Business Unit is headed by the Executive Director, Mr. Syed Alamgir. Mr. Alamgir is regarded as an authoritarian personality in the area of Sales and Marketing in Bangladesh market. His track record has many successful brands which reached leadership position in different categories.

2.3: Mission of ACI Limited

ACI's Mission is to enrich the quality of life of the people through responsible application of knowledge, technology and skills. ACI is committed to the pursuit of excellence through world-class products, innovative processes and employees, to provide the highest level of satisfaction to our customers.

1. Spot payment on product delivery to encourage efficiency and productivity
2. Reach out to producers in remote areas to ensure fair value for their efforts
3. Advances against purchase orders where necessary
4. Quality Control to increase producer awareness of the importance of quality

2.4: Vision of ACI Limited

To realize the Mission, ACI will:

1. Provide products and services of high and consistent quality, ensuring value for money to our customers.
2. Endeavour to attain a position of leadership in each category of our businesses.
3. Promote an environment for learning and personal growth.
4. Attain a high level of productivity in all our operations through effective utilization of resources and adoption of appropriate technology.
5. Promote inclusive growth by encouraging and assisting our distributors and suppliers in improving efficiency.
6. Ensure superior return on investment through judicious use of resources and efficient operations, utilizing our core competencies.
7. 90% satisfaction rating in Customer service index.

2.5: Management of the ACI Limited

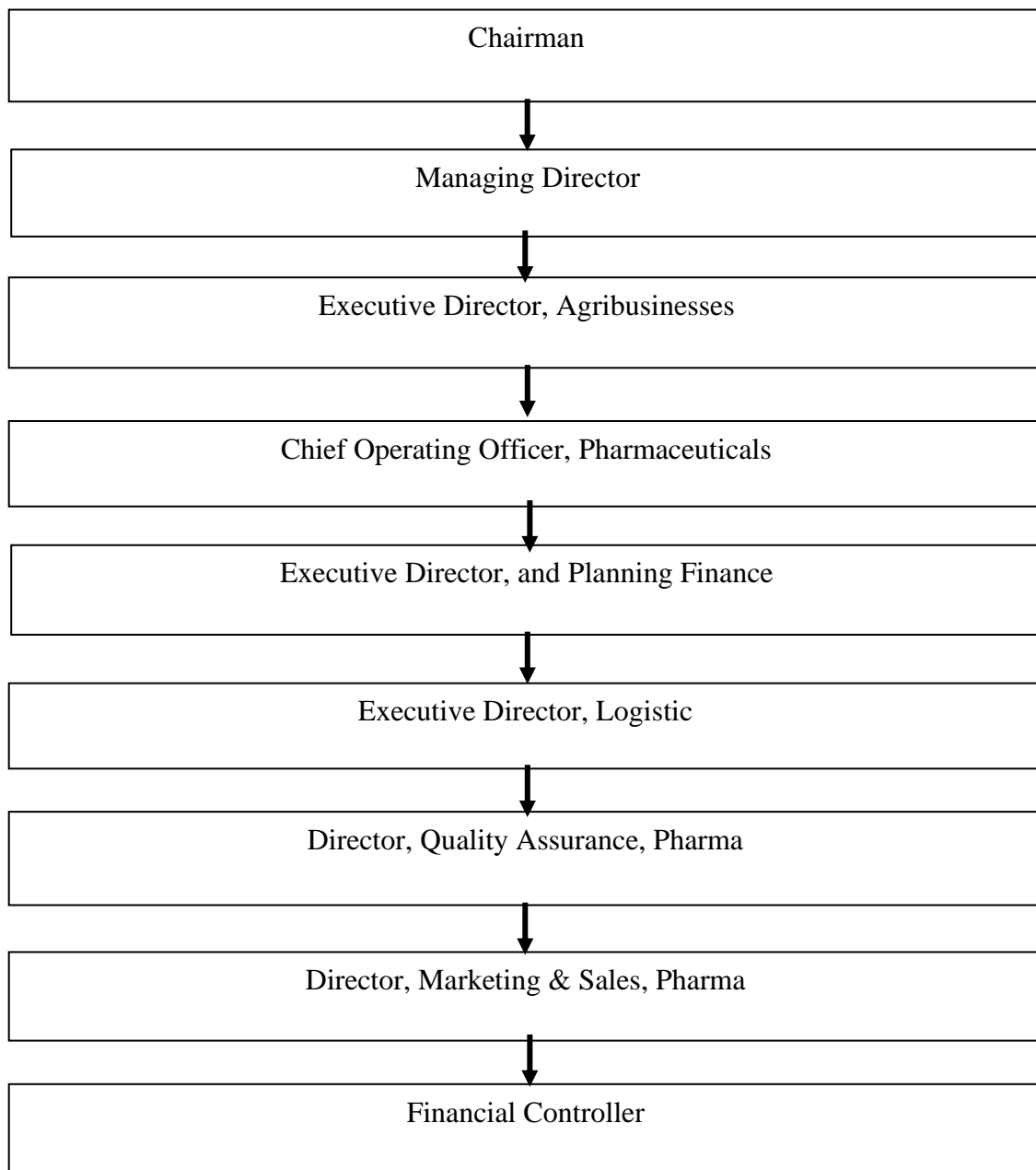


Figure: Management of the ACI

2.6: Organizational Hierarchy of ACI consumer brands

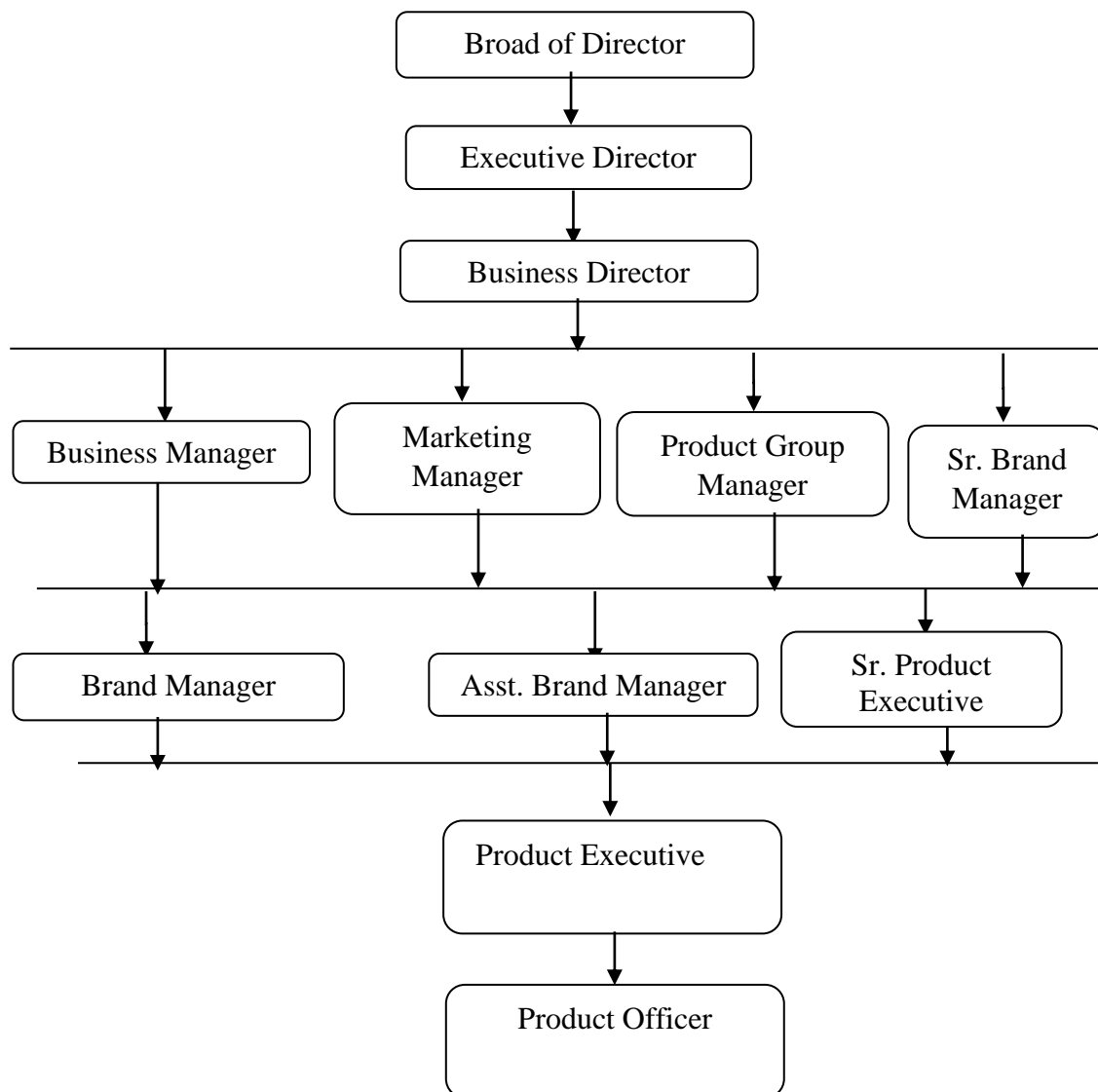


Figure: Organizational Hierarchy of ACI consumer brands

2.7: Existing Market position of consumer brands & commodity products

| Units | Brands | Market Position |
|----------------------------|---|------------------------|
| Household Insecticides | 1. ACI Aerosoland ACI Cockroach Spray 2. ACI Mosquito Coil | Market Leader |
| Antiseptic & Personal Care | Savlon | Market Leader |
| Home Care | 1. Vanish Toilet Cleaner 2. Angelic Fresh Air Freshener | Second & Market leader |
| Female Hygiene | Savlon Freedom Sanitary Napkin | Second |
| Commodity Foods | ACI Pure Salt | Market Leader |
| ACI Consumer Electronic | Panasonic | Below Ten |
| ACI Electrical Division | Sparkle | Under Activation |
| Kitchen Care | Septex, Wonder | Under Activation |

2.8: List Of competitors of Consumer Brands & Commodity Products

| Units | Brands | Market Position |
|-------------------------------|--|--|
| Household Insecticides | 1. ACI Aerosol and ACI Cockroach Spray 2. ACI Mosquito Coil | Baygon, Hit, Morteen, Good Knight, Eagle |
| Antiseptic & Personal Care | Savlon | Detol, Lifeboy |
| Home Care | 1. Vanish Toilet Cleaner 2. Angelic Fresh Air Freshener | Harpic, Fay, Spring, Airwick |
| Female Hygiene | Savlon Freedom Sanitary Napkin | Senora, Wisper, Monalisa, Joya |
| Commodity Foods | ACI Pure Salt | Molla, Fresh, Confidence |
| ACI Consumer Electronic | Panasonic | Sharp, Sony, Hitachi, Walton, General |
| ACI Electrical Division | Sparkle | Transtec |
| Kitchen Care | Septex, Wonder | Vim, Trix, Maxclean, Glitter |

Chapter-3

Analysis of Marketing Activities of ACI Limited

3.1 Marketing Strategy of ACI Limited

At first, they are set up market to position of segmentation targeting positioning (STP) for their products. ACI Limited marketing objectives is evaluating marketing strategy to their customers.

3.2 Customers Analysis

Market Segmentation

The consumer of ACI who has distinct needs, behavior demands and who requirement findings or analyze their separate products or marketing mixes. For example: The people of different age who have to choose.

Target market

ACI intention the middle-class people who want quality Products buy low price. Then as like a consumer thinking that class people target market is highly profitable for them. They are trying to provide high price product rather than low price of quality product for target competitive market.

Market Positioning

ACI positioning there are customer mind by offering products in their benefit. There are target markets to competitive each and every product in the minds to position distinctive and desirable place.

Demographic Segmentation:

It segments its customers according to their gender, age, earning and education.

Gender:

Different sexes have different needs. ACI has divided its market into males, females and so on. ACI provides them different types of products.

Age:

ACI divided their market into various age groups as kids, youth, and adults.

Income:

ACI divided their customers with their income level such as low-income customers, middle-income customers, and high-income customers. ACI provides premium products at the very low cost so that both the upper class and middle class can buy their products.

Education:

ACI also divide customers by their education as the basis of segmenting its market as many people will be regular internet user and some people will not as they are unable to access their website or app.

Geographic Segmentation:

ACI segmented its market based on different locations, though they distribute their products all over Bangladesh and abroad.

Psychographic Segmentation:

This segmentation is done by customers' lifestyle, attitudes, values and opinion and this segmentation let them know how these affects the purchasing judgment of the customers.

3.3: Advertising Appeals

That are uses by Consumer brand of ACI ltd advertising Appeals for promoting consumer brands:

1. Emotional appeal
2. Adventure appeal
3. Youth appeal
4. Brand appeal
5. Social appeal
6. Fear appeal
7. Music appeal
8. Play on words

3.4: Promotion Strategies

Due to high competition in the industry among the different players in the market, aggressive marketing has been adopted by the different companies. In this regard, promotion has become a useful tool to fight competition. Moreover, promotional materials of companies have an impact on Consumer behavior. Therefore, different companies have set out different promotional tools to increase market share.

Promotion represents the various aspects of marketing communication, that is, the communication of information about the product with the goal of generating a positive customer response. Marketing communication decisions include: Consumer brand Of ACI ltd. Using their both Promotional strategy (push, pull, etc.)

1. Advertising
2. Personal selling
3. Sales force
4. Sales promotions
5. Public relations & publicity
6. Marketing communications budget

3.5: Marketing Mix

According to Philip Kotler “Marketing Mix is the set of controllable variables that the firm can use to influence the buyer's response”. The controllable variables in this context refer to the 7P's [product, price, place (distribution) and promotion, people, process, physical evidence.

The marketing mix definition is simple. It is about putting the right product or a combination thereof in the place, at the right time, and at the right price. The difficult part is doing this, as you need to know every aspect of your business plan. As they noted before, the marketing mix is predominately associated with the 7P's of marketing. According to Philip Kotler “Marketing Mix is the set of controllable variables that the firm can use to influence the buyer's response”

7p of Marketing -

1. Product
2. Price
3. Place
4. Promotion
5. People
6. Process
7. Physical Evidence

3.5.1: Product Strategies

As practicing Marketing Mix consumer brands of ACI limited categories their consumer into 11 (eleventh) categories. Among these 11th brands two brands are already market leader and these are ACI Aerosol and ACI pure salt.

1. Household Insecticides
2. Antiseptic
3. Personal care
4. Home care
5. Kitchen Care
6. Fabric Care
7. Female Hygiene
8. Commodity Foods
9. ACI Consumer Electronics
10. ACI Electrical Division
11. ACI Mobile & Electronics

These 11th categories consumer product is operate different functional activities sector in the Company as organization and every category has many types of products that are identified by different name flavor and different brand name .and every product compete with many products in the market.

Household insecticide

ACI Aerosol and ACI Cockroach Spray

One of the most common problems people face in Bangladesh is the irritation of insects like mosquito, cockroach and others. Many diseases like Malaria, Dengue and others are transmitted to human by insects. ACI came up with an effective solution to this problem and offered a range of insect killing products like ACI Aerosol, Mosquito Coil and Cockroach Killer Spray. Since its inception in 1967, ACI Aerosol has been the number one choice of consumers in Bangladesh. The effort to ensure the highest quality has helped ACI to be THE MOST effective mosquito killer. To meet the requirement of consumers of different socio-economic group, ACI Aerosol is available all around the country in four different pack sizes. They are: 800 ml, 475 ml, 350 ml and 250 ml. ACI launched its ACI Cockroach Spray in June 2008, the first ever locally manufactured Cockroach killing Spray with an objective of giving people relief from the menace of Cockroaches and also making the whole process of killing Cockroaches a safer and convenient one as using powder and chalk is harmful for health. Efficacy of the product is very high and it allows consumers to get rid of cockroaches quickly.

ACI Mosquito Coil

ACI Mosquito Coil is another important product of the Home Care category of ACI Consumer Brands. ACI Mosquito Coil has different Brands based on different shape, color and fragrance and price.

ACI Mosquito coil has the following brands:

1. ACI Hi power.
2. ACI Super.
3. ACI High Booster and
4. ACI Black.

Antiseptic

Liquid Antiseptic

In the Liquid Antiseptic category, SAVLON has 5 general SKUs of differing pack sizes: 56 ml, 112 ml, 500 ml, 1000 ml and 5000 ml. In addition, there is a special SKU named 'Hospital Concentrate (HC)' in 5000 ml pack size available specially designed for the hospital purposes. The small packs of 56 ml and 112 ml are available in glass bottles, whereas the bulk packs are available in plastic Containers.

Antiseptic cream

In the Antiseptic cream category, SAVLON has 2 SKUs in 30 gm and 60 gm pack sizes. Savlon Cream provides a 2-step solution for germ protection.

Personal Care

Savlon Antiseptic Hand Wash

Hand washing with soap is one of the most effective ways to prevent diseases. Savlon Hand Wash brings more excitement and pleasure in regular hand washing practice of consumers by its three regular different variants- Active, Aloe Vera and Ocean Blue and the new three herbal line variants Marigold, Irish and Lavender Hand Wash. Savlon Hand Wash leaves consumers' skin feeling smooth, soft and refreshed thus ensuring 'complete family protection' against germs in a charming way.

Savlon Soap

For endorsing bathing time pleasure and protection from germs, ACI Consumer Brands launched Savlon Antiseptic Soap with 3 distinct variants- Active, Mild and Fresh with accessible in 3 different pack sizes.

Home Care

Angelic Fresh Air Freshener

Air Care is yet another product category ACI enriches its customer's lives with. Angelic Air Freshener; the pioneer among locally manufactured air fresheners is the leader in the category. It is the perfect way to fill your home, office or car with a cool soothing fragrance and to make the environment relaxed and tranquil. Its enticing fragrances are made from essential oils extracted from fruits, flowers and plants which lift your mood up and take you to the world of imagination. Citrus Burst, Orchid Breeze, Sparkling Orange, Fruit Punch, Misty Wood, Amazonia, Anti Tabaco and Green Valley are the variants available in Angelic Fresh Air Freshener range.

Angelic Auto Dispenser Air Freshener

It ensures a brighter, happier living place or office. With a choice of 2 exquisite fragrances to lift up your mood, Angelic Auto Dispenser will keep your home smelling sublime. Moreover, this smart looking machine will make the interior more elegant. Each Refill contains 3,000 sprays which will last up to 125 days.

Angelic Aqua Fresh

Angelic Aqua Fresh is a unique gas free, water-based air freshener that delivers up to 12 hours of freshness to your home. It's so fresh that you'll want to use it in every room and from a single bottle you can spray about 690 times. Angelic Aqua Fresh comes in two variants; Zesty Jasmine and Rain Forest. It is perfect for use on car, office, home, sofa, curtain, carpet, cushion, bedspread, upholsteries, in wardrobe etc.

Vanish Toilet Cleaner

Vanish Quick Action Toilet Cleaner is a member of ACI Limited since 2003, but it was reborn in 2008 with new and attractive packaging with two different functional pack sizes like: 500 ml and 750 ml SKU., It has the excellent formulation added with Xanthium Gum, LABSA and hydrochloric acid to challenge the product efficacy to any other brands in Bangladesh.

Cleanit Surface Cleaning Range

CleanIt Range” is a relatively new product category in Consumer Brands Division of ACI Limited. In this category, three products have been produced so far which are—i) CleanIt Shinex Floor Cleaner, ii) CleanIt Shinex Glass Cleaner and iii) CleanIt ROBO Car Shampoo with Wax.

Clean IT ROBO Car Wash

Clean IT ROBO” is a car shampoo with wax that deals with even the toughest dirt, protecting original paints and leaving a shiny effect offered by its wax properties.

Septex Floor Cleaner

Serves to keep floor always clean by removing deep stains, dirt, dust and sticky soil. It is available in 1 liter pack size and comes in two pleasant variants of Citrus and Floral which provides long-lasting freshness and fills the home ambiance with delightful fragrance. Also, it can be used on all kinds of hard surfaces in the kitchen, bathroom and other areas of the home.

Cleanit Shinex Floor Cleaner

Cleanit Shinex Floor Cleaner is a surfactant-based floor cleaner enriched with natural pine disinfectant and suitable for use on any type of floor surface. Its 4 in 1 Action effectively cleans, shines, disinfects, and deodorizes the surface leaving a pleasant fragrance. The key benefits offered by the product are:

1. Effectively cuts grease and all kinds of dirt and dust on the floor.
2. Leaves a shiny effect on the surface.
3. Disinfects, kills germs on hard surfaces.

Shinex Glass Cleaner

Under “CleanIT”, Shinex Glass Cleaner is the brand of glass cleaner which is a product intended to be used on any type of glass or similar surfaces with a streak free promise to make the glass look clear as they will as to ensure proper hygiene and cleanliness.

Kitchen Care

Wonder & Septex dishwashing solutions work amazingly against oil & fat. All the products are infused with refreshing lemon fragrance and skin friendly ingredients to give consumers a delightful dishwashing experience.

Wonder Dish-wash Bar

The Kitchen Care range started its journey in 2013 with a single product – Wonder Dish-wash Bar 325 gm. Wonder Bar is a premium dishwashing solution offering the best quality and value for money.

Septex

After a year, Kitchen Care introduced its new dish-wash brand ‘Septex’ with antibacterial formula. According to a research study there are around 10 million bacteria per square inch of a dirty kitchen sponge. First in the category, Septex Dish-wash Bar not only cleans utensils but also kills toughest germs found in utensils & dish sponges. The bar doesn’t get soggy & stays in shape for longer period.

Wonder Antibacterial Dish-wash Liquid

Wonder launched its second dishwashing solution ‘Wonder Antibacterial Dish-wash Liquid’ for more sensitive and germ-free cleaning of dinnerware. Its rich, thick formula easily removes food stains and cuts through tough grease.

Wonder Dish-wash powder

Wonder launched its dish-wash powder, pothored by swift action formula to ensure fast cleaning in the shortest amount of time. It provides sparkling cleanliness of kitchen utensils of all types. It's refreshing lemon fragrance & skin friendly ingredients will give consumers a delightful dishwashing experience.

Wonder Stainless Steel Scrubber

Wonder Stainless Steel Scrubber is the latest addition to kitchen care category. This heavy-duty, rust-free scrubber is made to last longer and to provide shiny clean utensils for kitchen.

Fabric Care

ACI's Fabric Care category serves to meet consumers' growing demand for quality laundry cleaning products. Under this category, Smart Washing Powder is a laundry detergent powder which provides smart cleaning solution for household fabrics by washing away the toughest dirt and stains completely.

Smart Washing Powder

This available in the market in 500 gm, 200 gm & 1 kg packs and comes in an attractive packaging which instantly catches shoppers' attention. Its excellent cleaning properties have helped the brand to gain huge popularity within a short span of time.

Female Hygiene

Savlon Freedom Sanitary Napkin

To ensure good female hygiene practice among the Bangladeshi women, ACI launched Savlon Freedom sanitary napkin in 2008 under the Female Hygiene Category. ACI is always trusted by the consumers for its excellent product superiority. The product superiority of Freedom sanitary napkin has further increased the trust of the consumers. Savlon Freedom is

the international standard Sanitary Napkin manufactured through World's latest technology. It provides the highest absorbent capacity and best dry feel advantage to make the user feel comfort and protected, so that she can move ahead equally in the 30 days of the month. It has the Super Absorbent Polymer (SAP) that absorbs large volume of fluid instantly and soaks from inside the pad to ensure maximum dry-feel and protection. It has the best quality PPF (Perforated Poly Film) material on its Top Sheet, which has the perforations that helps quick passing of fluid through one side direction. With unique quick penetrated process technology Savlon Freedom Regular Flow Wings and Heavy Flow Wings are the major two SKUs under that absorbs large volume of fluid instantly, converts fluid into GEL; locks inside the pad and ultimately ensure maximum dry-feel and protection.

Commodity Foods

ACI Pure Salt's

Prior to ACI Pure Salt's market entrance, despite salt being one of the most essential items of human diet, the industry was in a primitive position. The situation was changed radically in 2005 as ACI brought the finest quality iodized edible salt and educated the consumers to distinguish between ordinary salt and 100% pure salt. Within only six months of its launch, ACI PURE Salt captured the leadership position in the market. Since then, ACI PURE Salt is the distinctive market leader in the packed salt industry. These all they're possible due to the innovative & intriguing marketing campaigns and strong distribution. ACI Pure Salt is processed through the most modern vacuum evaporation system which ensures 100% pure, crystal white, properly iodized and free flowing edible salt as an upshot, ACI Pure Salt become No. 1 choice and won Best Brand Award in Foods and Beverage category in 2008 and consecutively for four times in the year 2011, 2013, 2014, and 2015 in Salt category. It has received the global recognition for its excellent packaging design through the book, "Pack Your Life" volume 3 and also received the Occupational Health and Safety Management System certification i.e. Next to water, salt is the most essential item in human diet, the salt industry of Bangladesh has always been in a primitive position offering the consumers low quality edible salt that they use in everyday use.

Global Recognition

ACI Pure Salt has received the global recognition for its excellent packaging design through the book, "Pack Your Life" volume 3. This book is published with all the top-ranking packet design from all over the world.

Best Brand Award

In 2008, ACI Pure Salt received Best Brand Award across all food and beverage category. ACI Pure Salt continued to receive the award of Best Brand when Salt was made a separate category in 2011, 2013, 2014, and 2015.

State of Art Salt Factory

ACI Salt factory is currently the largest factory in Vacuum Salt industry of Bangladesh with highest production capacity. ACI Pure Salt is processed through the true Cutting-Edge Technology of Switzerland, the most modern vacuum evaporation system which ensures 100% pure, crystal white, properly iodized and free flowing edible salt.

Consumer Electronics

Panasonic

World renowned electronics company Panasonic and ACI Limited has joined together to bring the Panasonic Audio Visual products and Home Appliances to Bangladeshi consumers. The association was formally announced on the 16th of April 2008 through the launching ceremony in Bangladesh China Friendship Conference Center. Under this arrangement with Panasonic regional office in Singapore, ACI Consumer Electronics, a newly formed division in ACI Consumer Brands SBU will market the Panasonic AV line along with its Home Appliance products in Bangladesh. Panasonic has a rich range of AV products comprising of High-Definition LCD and Plasma Television, Home Theatre system, DVD and Blu-ray DVD

player, Digital Still Camera & Camcorder. The Panasonic Home Appliance line comprises of high-end refrigerator and Alkaline Battery. The LCD and Plasma TVs are marketed under Panasonic VIERA brand and Cameras are marketed under LUMIX brand.

ACI Electrical Division

SPARKLE LED SERIES

ACI Electrical Division produces goods under the brand name "SPARKLE" with a motto "Leg hit Your Life". ACI Electrical Division as a subsidiary of ACI Limited is working relentlessly to be a leading electrical company in Bangladesh through maintaining a high level of product quality and services. ACI Electrical division is also engaged in distributing world renowned electrical brand "SIGMA", a leading Circuit breaker brand from turkey.

Mobile & Electronics

STYLUS Mobile Handset

ACI large conglomerate of Bangladesh having Business in the area of Pharmaceutical, Consumer Brand, Agribusiness and Retail Chain has entered in to technological through most updated electronic telecommunication devices in the brand name of Stylus. Stylus offers exiting range of smart and feature mobile handset and accessories that will be cater the need of each category of customer. To know about Stylus Product.

3.5.2: Pricing Strategies

In the Consumer Brand market of Bangladesh, there is not much price differentiation, in general, among the different companies due to the highly competitive nature of the industry. Whatever price differentiation is there, it is between the multinationals and the national companies. It is due to the fact that the multinationals charge a premium price for their product. Moreover, price is not a very important factor due to the nature of the product. Quality is more important; the purchasing capacity of the patients is also an important consideration. Therefore, it is important for the companies to charge a reasonable price for their product. According the survey, most of the doctors perceive consumer brand as offering

reasonable pricing for their product. It may be due to the fact that consumer brands of ACI Ltd have recently come up with a very competitive price for some of its key products. Square hold the second position.

1. Consumer Brands of ACI Limited maintains competition-based pricing strategies. In the Consumer market there, is not much price differentiation, in general, among the different companies due to the highly competitive nature of the industry.
2. Price is not a very important factor due to the nature of the product. Quality is more important. However, the purchasing capacity of the patients is also an important consideration. Therefore, it is important for the companies to charge a reasonable price for their product.
3. According the Report, most of the doctors perceive ACI as offering reasonable pricing for their product. It may be due to the fact that ACI has recently come up with a very competitive price for some of its key products.

Price Decisions

Some examples of pricing decisions to be made include:

1. Pricing strategy (skim, penetration, etc.)
2. Suggested retail price
3. Volume discounts and wholesale pricing
4. Cash and early payment discounts
5. Seasonal pricing
6. Bundling
7. Price flexibility
8. Price discrimination

Pricing Approach

The prices of products under controlled category are determined by the government. The manufacturing companies are allotted to propose the prices of the products that are under decontrolled category and the approvals of these proposed prices are given by the government. Since the local government strictly controls price of Consumer brands products,

there is a very negligible price difference. The maximum retail-selling price of a product shall be just double the price of API plus value added tax at 15% VAT. But, the price of raw materials is competitive which is fixed based on international market situation. As Consumer Brands manufacturers have to depend on imported raw materials, increase in prices of raw materials internationally impact directly to the cost of production.

Pricing Strategy for new product

Market Penetration-ACI consumer Brand Uses Market Penetration Strategy for new Product in the Market with doing new business Unite.

Market Skimming -ACI consumer Brand apply Market skimming for Current prudent in Existing Market.

Competition pricing –Some consumer Brand uses completion pricing such as fun candy.

Product line Pricing –Some products of consumer brand apply product line pricing such as commodity foods.

Bundle Pricing –Some of time ACI consumer brand uses bundle pricing strategy for attracting market to the customer.

Cost based pricing – ACI maintain least cost pricing method on particulars product.

Premium pricing –ACI pure salt maintain premium pricing.

Cost plus pricing –Some FMCG product sets this pricing Strategy for sustain in the Market of ACI consumer Brands.

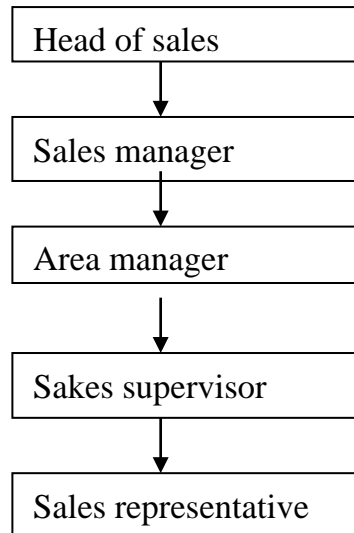
3.5.3: Distribution Strategies

Distribution department maintains strategically located twenty-six distribution centers across the country. ACI is continuously expanding its distribution network with a view to providing better services to its customers. Distribution maintains trained delivery persons over 500 and a large fleet of over 150 vehicles. The distribution system is capable of handling continuing volume of diverse range of products from the various businesses. The company's distribution centers are highly streamlined, computerized and automated. ACI uses state of the art equipment's for its specialized range of cold chain products such as vaccines and insulin. The combination of this advanced function and multidimensional capabilities made it possible to handle hundreds of products efficiently. ACI strictly follows ISO 9001-2008 Quality Management System (QMS) in all aspects of its Distribution System. Distribution is about getting the products to the customer. Personal Selling is the interpersonal arm of the promotion mix. Personal selling involves two ways, personal communication between Representatives and distributor. Since sales Representatives represent the company to distributor, they are vital in creating the image of the company in the customer's mind. Therefore, Consumer brands of ACI ltd. gives extra concern in managing and sprucing up its Consumer brands sales team.

Some examples of distribution decisions include:

1. Specific channel members
2. Inventory management
3. Warehousing
4. Distribution centers
5. Order processing
6. Transportation
7. Reverse logistics

Corporate channel strategy



Push strategies for Distribution

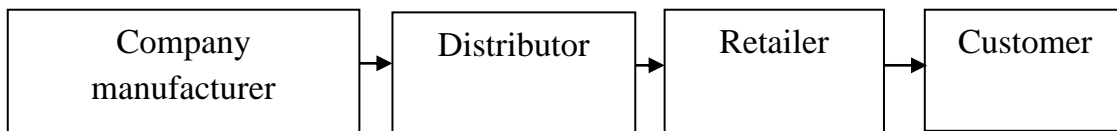


Figure: Push strategies for Distribution

Distribution Network Chain

Shown by a flow chart explain How the distribution channel work with Company, shown by a map bellow-

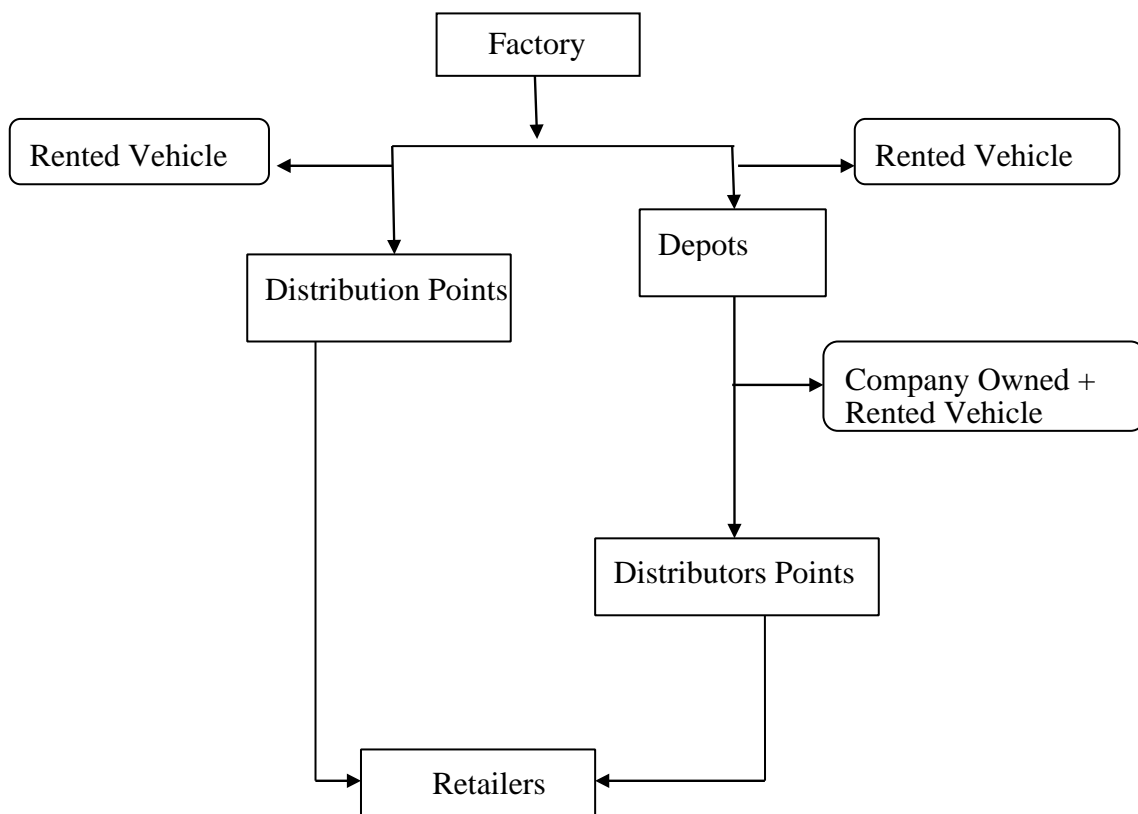


Figure: Distribution Network Chain

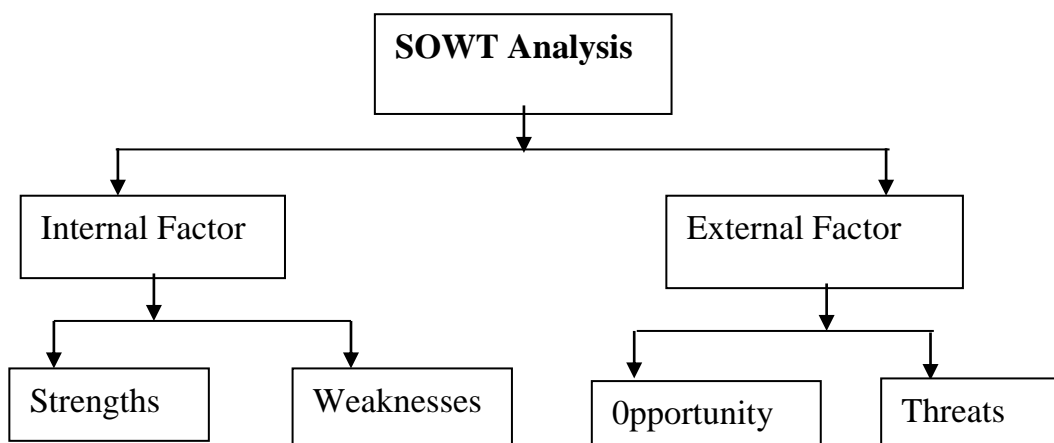
Transportation

1. Caver Van
2. Pickup
3. Track
4. Non electrical van
5. Electrical van
6. Light motor van
7. Curious service (S. A paribohan, Sundorban Curious service)

Network

BOOM is the mobile apps that use for collecting market data from market person and some consumer department of ACI ltd use this apps consumer department.

3.6: SOWT Analysis of ACI Consumer Brands



Internal factor

1. Strengths
2. Weaknesses

External Factor

1. Opportunities

2. Threats

3.6.1: Strengths

An offer wide range of confectionary products –ACI Consumer limited Imports and produced also manufacture over 256 more or less types of food products and around is confectionaries.

Has strong relationship with local supermarkets and retailers – Even though Consumer brand of ACI limited has been operating not for a long time, it successfully established a good relationship with the local retailers.

Has close relationship with foreign suppliers – As a result of having been a trustworthy client since its establishment, Consumer brand of ACI ltd. is able to receive various discounts and credit offerings from its suppliers.

Market Recognition- Consumer Brand of ACI limited has secured market recognition in the market through innovative marketing strategies and aggressive product promotion. The company's strong support to the Market community has gained its brand loyalty from the Distributors.

Aggressive diversification – there many brands diversify of product as consumer needs.

3.6.2: Weaknesses

Operates in limited geographical area - distributes the product only in the capital city.

Relatively narrow product mix – as compared to limitless consumer products, a product mix of consumer Brand of ACI limited. covers only a little part of consumer Brand of the company.

Limited financial resource – frequently, there occurs a shortage of cash when it comes financing an immediate payment.

Less Sales Control: It has been observed that some depots are less focused on sales. They have valuable skill set that quickly walk to the competitors rather than the product profitability

Inefficient Workforce: It has been observed that there are some depots like some rout Area, etc. who hire a worker without providing them with the level of stock knowledge required to succeed.

3.6.3: Opportunities

Expanding product mix - Gaps exists in the market that can be filled with new types of products. The company has plenty of opportunities to expand its product mix

Establishing new distribution channels – it has a chance to expand across all over Bangladeshi Market Area entering new regional markets.

International market-that is another very lucrative sector for Consumer brand of ACI limited in the world market and act locally.

Growing demand- Day by day ACI product demands are increasing and this is a great opportunity for the ACI to introduce new product for their customers. If they are utilizing their opportunity in future, they will earn more profit.

New acquisitions-Already ACI acquire some company and they earn lot of profit from those acquiring company. In future if they do some acquisition contract with some renowned brand then they can earn more profit from this segment.

New products and services- As their competitors introduce new product and services frequently. ACI Limited should introduce new product and services for their customers As Consumer Brands in the Local Market.

3.6.4: Threats

Competition from local importing companies – There are many other food importing companies in the market. It makes the situation more competitive.

Effect of financial crisis – sometimes financial Condition might make suppliers increase their product price and it is the main reason of decrease in the purchasing of its customers.

Lack of Sales Accountability: Regardless of the support and training, some workers of depots are not properly stick to the commitment on Company's policy. It seems they have deficiency in targeting, frequency of contact and communications with distributors.

Similar products: there are many consumer brands products offered by others ACI Limited introduces lots of product but these are very much similar with their local competitor.

Chapter-4

Problems Identified, Recommendations and Conclusion

4.1: Problems Identified

- There is an increasing trend in liquidity position of ACI GAPL from 2021 to 2022 but decreasing trend from 2019 to 2020. The same happened for quick ratio. The mixed trend of both current ratio and quick ratio over the years of analysis which in turn affect the profit and risk of the company.
- The debt position of ACI GAPL is in increasing trend. Debt ratio of ACIGAPL has increased from 11% in 2019 to 62% in 2022 which indicates a higher degree of indebtedness of the company.
- Profitability of the company shows some mixed patterns. However, 2020 was an off year for the company which indicates management is not effective enough in generating profits by using its assets and owner investment.
- Activity ratio of the firm shows relatively stable trend. Inventory turnover ratio, Fixed Asset Turnover and Total Asset Turnover ratio have decreased over the year.
- The organization performs less advertisements.
- ACI Always should not follow the competitor's strategy.
- Company should arrange encouragement programs.
- Mainly ACI gives importance on Pharmaceuticals but need on other departments also.

4.2: Recommendations

1. Introduce new product: ACI limited should introduce quality new product to satisfy consumer needs. Each and every section should be covered within product lineup, comparing to competitor for their Consumer Brand sector.

2. Affordable price: Pricing strategy of a company reflects its growth. Price should be affordable according to consumer's purchasing feasibility, or it may end up with diversion towards competitor.

3. Ensure proper placement: Distribution process should be smooth and placement should be ensured nationwide. Internal conflict within channel should be taken under control for flat distribution system. Cross territory issue should also be taken care off.

4. Incorporate promotional activities: Integration implementation of effective promotional activities may add some value towards overall business. Consumer brands should involve themselves to versatile CSR activities for the betterment of their business image.

5. Increase product knowledge: ACI Consumer Brands should increase its product variety. Product variety represents different types of items of Consumer Brand for different Consumer.

6. Adequate information: The strict regulations that have governed the communication of information about prescription in Bangladesh meant that the primary marketing focus has been on the people who actually make prescribing decisions for Product Uses.

7. Recruiting experienced employees: Recruitment of new officers who are experienced in Consumer Brands sector may add extra value. This experience employee can serve new thought about Consumer Product.

4.3: Conclusion

In this day competitive environment for consumer brands companies are demanding much greater coordination from promotional activities to all type of consumer. By conducting image analysis, it can help Consumer brands Product Company's better target and segment customers, select the proper combination of marketing channels, and precisely measure the impact of promotional programs. There are about many companies operating in the Bangladesh consumer brands sector. The market is highly competitive and it really hard to get response from the market. Consumer product Industry has grown in Bangladesh in the last two decades at a considerable rate. Its healthy growth supports development of auxiliary industries for producing glass bottles, plastic containers, aluminum collapsible tubes, aluminum PP caps and corrugated cartons. Some of these products are also being exported. Printing and packaging industries and even the advertising agencies consider Consumer brands industry as their major clients and a key driving force for their growth. The annual per consumer products consumption in Bangladesh is one of the best in the world. However, the industry has been a key contributor to the Bangladesh economy since independence. With the development of healthcare infrastructure and increase of health awareness and the purchasing capacity of people, this industry is expected to grow at a higher rate in future. Healthy growth is likely to encourage the Consumer brands companies to introduce product brands and research products, while at the same time maintaining a strong competitiveness in respect of the most essential Consumer brands.

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1. Annual Reports of ACI 2021 and 2022.
2. Websites: www.aci-bd.com