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# Internship Report on ACI Pure Salt

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**Submitted To:**

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Department of Business Administration

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**Date of Submission: 22\11\2018**

## Letter of Transmittal

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**22<sup>th</sup> November, 2018**

Prof. Rafiqul Islam

Professor

Faculty of Business & Entrepreneurship

Daffodil International University, Dhaka-1207.

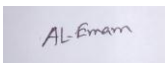
**Subject: Submission of Internship Report**

I take pleasure in submitting the report on “Advanced Chemical Industries Pure Salt” as a requirement of the BBA program of the Department Business Administration for your consideration. I have completed the report in due time and met all the proposed objectives. Apart from the academic knowledge gained, this internship program and preparation of report has given me the opportunity to understand the topic related knowledge.

I have tried my best to make this report a comprehensive and informative one. I hope you will appreciate my endeavor and find the report up to your expectation.

It has to be mentioned further that without your advice and cooperation it would not be possible for me to complete this report. I shall be gratified to answer any sort of queries you think necessary regarding this report.

Yours Sincerely,



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**Al-Emam Sopnil**

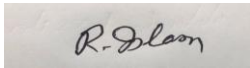
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## **Approval Certificate**

This is certify that **Al-Emam, ID # 152-11-4653, BBA (Finance)**, is a regular student of Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University. He has successfully completed his internship program at Advanced Chemical Industries, Dhaka prepared this internship under my direct supervision. His assigned internship topic is “**ACI Pure Salt**”. I think that the report is worthy of fulfilling the partial requirements of BBA program. I also declare that the study has been prepared for academic purposes only and this paper may not be used in actual market scenario.



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**Prof. Rafiqul Islam**

Professor

Faculty of Business & Entrepreneurship

Daffodil International University

## **Abstract**

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For any company, it is very important and crucial part to develop strong brands and also manage it. ACI Pure Salt is a strong brand of ACI Limited. ACI Salt Ltd. received the Occupational Health and Safety Management System certification i.e. OHSAS 18001:2007 from Bureau Veritas (Bangladesh Pvt. Ltd) for the first time in Bangladesh in Salt industry. Besides ACI Pure Salt has achieved ‘Best Brand Award’ in 2008, 2011, 2013, 2014, 2015 and 2017.

Now, in the market, there is some more brand of salt but in this huge competition, ACI Pure Salt is the market leader and ACI Pure salt maintaining it by ensuring the best quality. ACI pure salt has a good strategy in its market development program. It is maintaining its product quality and quantity, the price is reasonable, the distribution system is following widely in Bangladesh, and investing hugely in the standard promotion.

Have done an analysis by doing a survey to some of its customers for evaluating the performances of ACI Pure Salt. In this analysis have used primary types of data. Have found the data from the survey by the close-ended question based on LIKERT scale and one open-ended question. The Sample size is 30 people where 15 male and 15 females. From this research, have found that customers are purchasing ACI pure salt by setting priority both brand and quality, they have loyalty toward the brand. Besides they are a little bit unhappy about packaging and discount offer.

Although ACI Pure salt is a strong brand, yet it has some work to do to remain the best, the market leader. They should increase their communication with the retailer and should implement an effective monitoring system and thereby minimizing the gap.

## **Acknowledgement**

The completion of this assignment gives me much pleasure. For every BBA student, Internship/Project is mandatory to complete the graduation. It helps a student to understand the corporate environment and its activities. During the internship I have learned about many things that could be very much helpful for my upcoming carrier. Besides during the internship, I found some individuals who helped me a lot.

At the very first I would like to give thanks to my respective faculty, **Prof. Rafiqul Islam, Professor of Daffodil International University**, who helped me from the very beginning of preparing. This report could never be completed with proper shape without his proper guideline. I am really grateful to Sir as he gave me his valuable time for instructing me to complete this report.

And at the second, I would like to give thanks to my supervisor at ACI Limited, Mr. Shahed Kamal, (General Manager, Sales Development) for also giving me guideline to prepare this report. From the beginning of my internship period, he gave such effort to teach me about so many things about the corporate environment. I would also like to give thanks to Mr. Md. Abul Fayez and Md. Jane Alam at ACI Limited.

At the last, I would like to give tanks to my family and friends for supporting me.

## **Executive summery**

For any company, it is very important and crucial part to develop strong brands and also manage it. ACI Pure Salt is a strong brand of ACI Limited. ACI Salt Ltd. received the Occupational Health and Safety Management System certification i.e. OHSAS 18001:2007 from Bureau Veritas (Bangladesh Pvt. Ltd) for the first time in Bangladesh in Salt industry. Besides ACI Pure Salt has achieved 'Best Brand Award' in 2008, 2011, 2013, 2014, 2015 and 2017.

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## **Chapter one**

### **Introduction**

#### **ACI Pure Salt :**

In June 13, 2004 under the Companies Act, 1994, ACI Salt Limited was incorporated as a private limited company. The objectives of the Company are to provide 100% edible salt for human consumption by using modern vacuum evaporation process technology. For the last many years the company has been serving the country with edible salt which is of premium grade with faultless reputation and so 100% purity. However, 2015 was an outstanding year for ACI Pure Salt. Regardless of being faced with crude salt crisis, the business continued to achieve 15% growth in the year and almost 28% till June 2016.

### **Organizational Background and Industry Perspectives**

#### **Organizational background**

##### **Overview**

ACI is one of the largest Bangladeshi conglomerates. The company operates through three SBU (strategic business units), they are, Pharmaceuticals, Consumer Brands and Agribusiness. ACI has a mission and that is, it wants to achieve business excellence through its quality of products that will be provided to customer by understanding their expectations, ACI mainly follows international Standards on quality Management System to ensure the best quality of product and services. There are so many national regulatory requirements that can be relate with ACI's current business, and ACI meets those requirements has ensured that it is properly following the current Good Manufacturing Practices (CGMP) as recommended by world Health Organization. By the world Economic Forum which is the most prestigious business networking organization, from that ACI has been accepted as a Founding Member of the Community of Global Growth Companies

## **Historical overview:**

In East Pakistan, 1968, ACI limited, the company was established as the subsidiary of 'Imperial Chemical Industries' (ICI). After independence, the exact date is 24<sup>th</sup> January, 1973, the company has been incorporated in Bangladesh as ICI Bangladesh Manufacturers Limited and also as a Public Limited Company. There was a pharmaceuticals business in Bangladesh owned by ICI Plc of UK. In 1992, the business was sold to management and the name of the Company altered to Advanced Chemical Industries (ACI) Limited. ACI hereditary the amusing ICI culture of product quality, customer service and social responsibility and continues to bring up.

In 28th December, 1976, this Company obtained in the listing with Dhaka Stock Exchange. Then its first trading of shares took place on 9 March, 1994.

In 5th May, 1992, ICI plc divested its business. And divested 70% of its shareholding to the local management. Subsequently the company was registered in the name of Advanced Chemical Industries Limited. After that in 22 October, 1995, It has listed with Chittagong Stock Exchange.

ISO 9001, that is a quality management system and ACI is the first company in Bangladesh who have achieved the certification in 1995. Then in 2000, ACI is also the first Company in Bangladesh to get certification of ISO 14001 Environmental Management System. The Trading subsidiary has also received ISO 9002 certificate. At their manufacturing facilities, they follow CGMP guidelines and standards recommended by World Health Organization (WHO) for pharmaceutical formulations.

ACI employees are pleased of their work culture, business ethics and environmental consciousness. ACI values are incarnate in its vision and mission statements. The company keeps tactically located sales centers in nineteen different locations across the country. It has developed a progressive distribution system through its more than 300 skilled and trained manpower and a large speedy over eighty vehicles. The distribution system is capable of handle this continuing volume of various range of products from the various businesses. The company's distribution centers are highly efficient, computerized and automated. They are capable of maintaining a cold chain for some specialized range of 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 has three separate manufacturing plants in the borders of Dhaka. The Pharmaceuticals plant is located at Narayanganj; ACI Formulations has been setup at Gazipur and the Tetley factory has been built at Konabari.

### **Management committee**

Dr. Arif Dowla	Managing Director
Mr. M. Mohibuz Zaman	Chief Operating Officer, Pharmaceuticals
Dr. F H Ansarey	Executive Director, Agribusinesses
Mr. Syed Alamgir	Executive Director, Consumer Brands
Mr. Pradip Kar Chowdhury	Executive Director, Finance and Planning
Mr. Sabbir Hasan Nasir	Executive Director, Logistics
Ms. Sheema Abed Rahman	Director, Corporate Affairs
Mr. Md. Monir Hossain Khan	Financial Controller
Mr. Priyatosh Datta	Director, Quality Assurance, Pharma
Mr. Abdus Sadeque	Director, Marketing & Sales, Pharma
Mr. Imam Ahmed Istiak	Director, Operations, Pharma

*Table 2.1: Management Committee*

### **Board of directors:**

Mr. M. Anis Ud Dowla	Chairman
Dr. Arif Dowla	Managing Director
Ms. Shusmita Anis	Director
Mr. Waliur Rahman Bhuiyan, OBE	Director
Mr. Juned Ahmed Choudhury	Independent Director
Mr. Abdul-Muyeed Chowdhury	Independent Director
Mrs. Najma Dowla	Director
Mr. Md. Iftikhar-uz-zaman	Director
Mr. Golam Mainuddin	Director
Ms. Sheema Abed Rahman	Director

*Table 2.2: Board of directors*

**Mission:**

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

**Vision:**

**To realize the mission ACI will:**

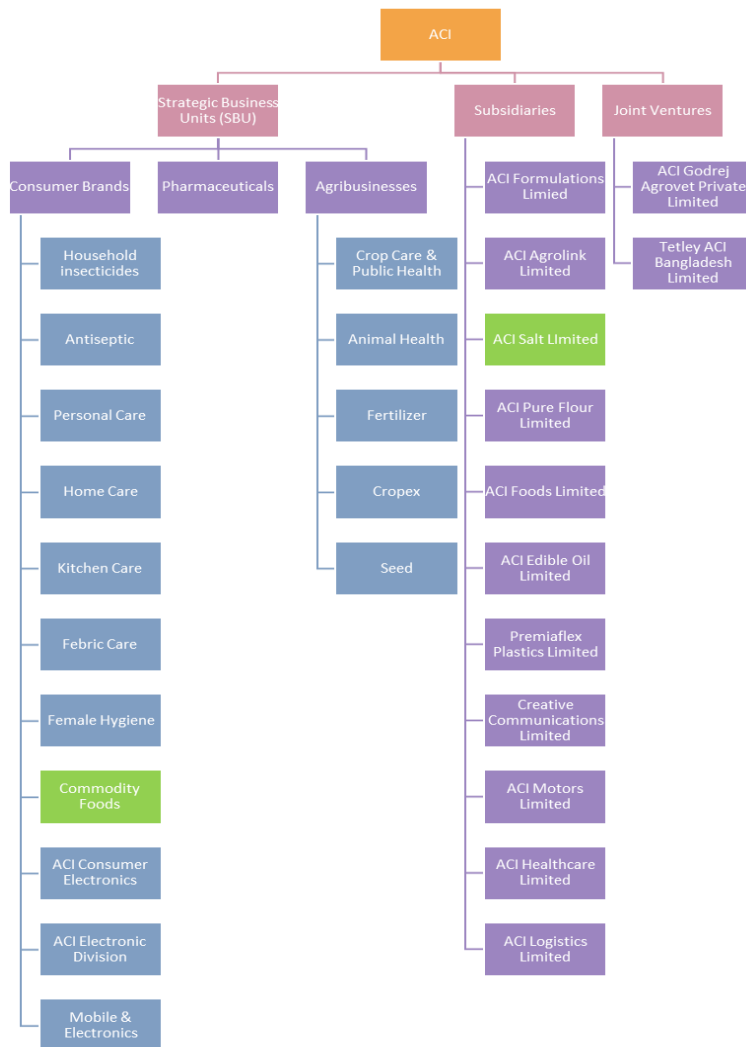
- Endeavor to attain a position of leadership in each category of its businesses.
- Attain a high level of productivity in all its operations through effective and efficient use of resources, adoption of appropriate technology and alignment with our core competencies.
- Develop its employees by encouraging empowerment and rewarding innovation.
- Promote an environment for learning and personal growth of its employees.
- Provide products and services of high and consistent quality, ensuring value for money to its customers.
- Encourage and assist in the qualitative improvement of the services of its suppliers and distributors.
- Establish harmonious relationship with the community and promote greater environmental responsibility within its sphere of influence.

**Values:**

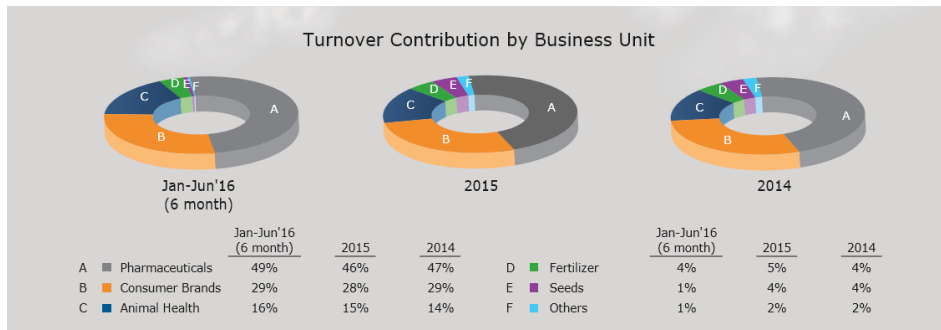
- Quality
- Customer Focus
- Fairness
- Transparency
- Continuous Improvement
- Innovation

### **Business:**

The figure below illustrates the different strategic business units, subsidiaries, & Joint ventures of ACI Ltd. The ACI Salt brand exists under the commodity food.



*Figure 2.1: SBUs, Subsidiaries, Joint ventures of ACI*



*Fig 2.2: Turnover Contribution by Business Unit*

Source: ACI Annual report 2015-16

The data presented in the figure was collected from ACI Annual report. ACI consumer brands is rapidly growing. Some brands such as ACI Pure Salt, ACI aerosol and Savlon are contributing significantly to that growth.

### **Industry Perspective:**

In the Salt industry, ACI Salt is the strong brand of all. It is competing with other brands and have achieved a big portion of market share.

**Competitors:** The competitors with whom ACI Salt is competing, they are,

- Molla Salt
- Confidence Salt
- Fresh Salt
- Ifad Salt & Others

**Molla Salt:** ‘Molla & Brothers’ company have introduced first branded salt named “Molla Salt” and another branded salt with modern evaporation system named “Molla Super Salt”, which is in premium salt category. Their mission is to intensify quality of life through produce world class product by using state of the art technology. To make their quality product available at every corner of Bangladesh, they want to expand the distribution network.



Molla Salt has targeted two markets, consumer market & corporate market. Corporate market such as pharmaceutical and other industry buy that salt, name Molla Industrial Salt to use in their production.

Molla super salt currently per kg price is 38 Tk. and for discount offer the price is now 37 Tk.

**Confidence Salt:** Confidence Salt Ltd claim that, in Bangladesh the first ever vacuum evaporation plant in the field of edible and industrial salt, is confidence salt ltd. It has become the state of art technology, machinery sourced from Switzerland and Germany. Confidence Salt Ltd has the capacity of providing 72000 metric ton per year, and so it is the largest edible and industrial salt manufacturing company in Bangladesh.

**Fresh Salt:** Fresh Super Premium Salt is produced by using the combination of Switzerland's World Latest Technology and Vacuum Evaporation System which can remove all impurities and ensures a natural balance of all minerals like Sodium Chloride, Iodine, Calcium and Magnesium. Plant capacity is 480 MT per day.

Fresh super premium (Vacuum) Salt currently per kg price is 38 Tk. for discount offer 35 Tk. Half kg price is 22 Tk. Besides they have super premium salt jar which is 750gm & price is 36 Tk.

**Ifad Iodized Salt:** Ifad Iodized salt is produced by Ifad group. Currently it is selling per kg for 38 Tk.

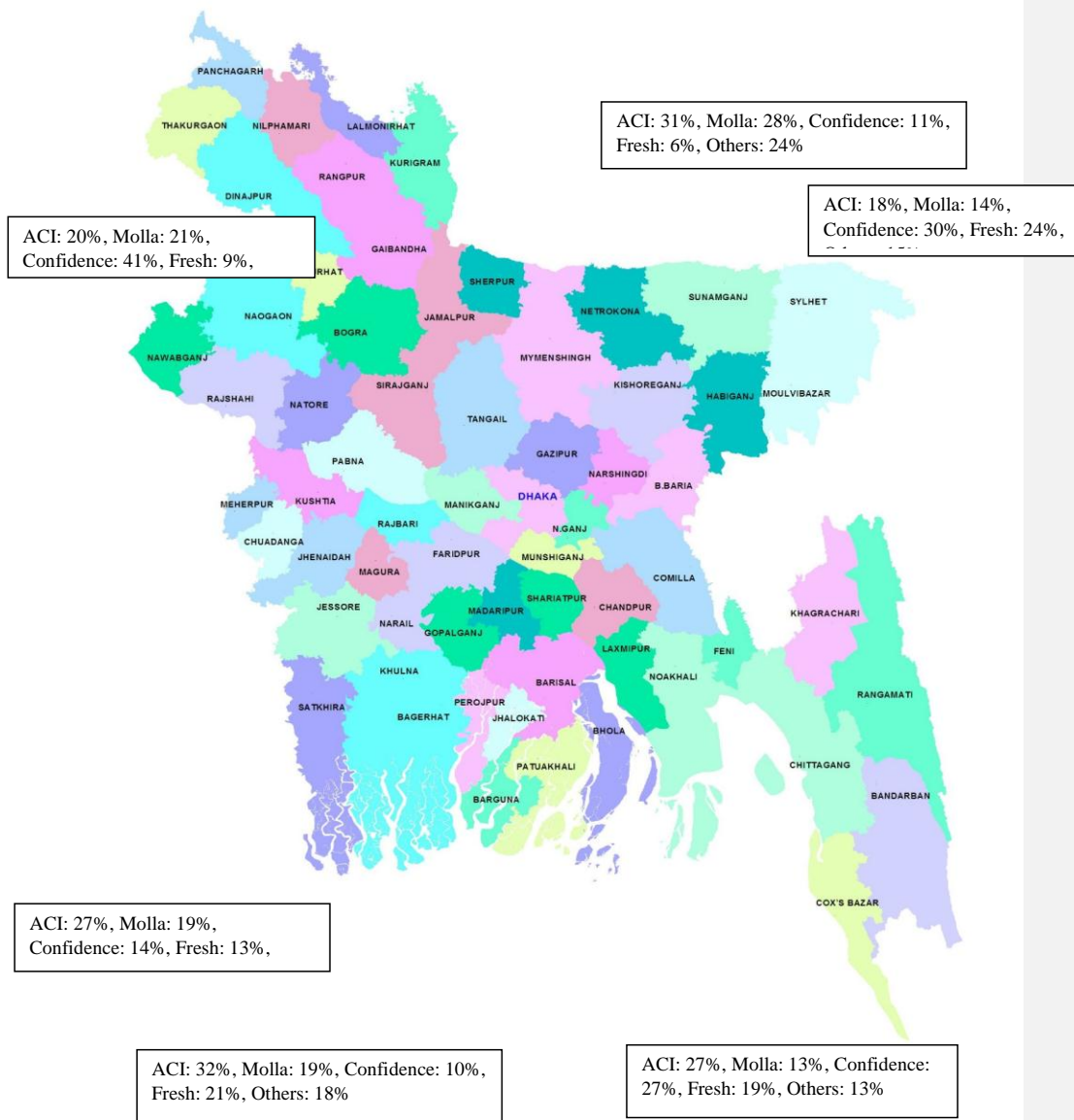


Figure 2.3: Market Share of different salt brand

Source: ACI PWC Project Presentation

## **Chapter two**

### **Origin of the report:**

This is an undergraduate internship report submitted in partial fulfillment of the requirements for the internship course under the supervision of Muhammad Hasan Al-Mamun, Assistant Professor, School of Business, United International University. Here I prepare this report on managing & developing a strong brand, and it's a case study on ACI salt.

### **Objective of the report:**

The following specific objectives of the study can be clarified below:

1. To review the organizational background of ACI limited.
2. To evaluate the industry perspectives of the salt industry.
3. To examine the process of developing the marketing mix elements for the purpose of developing and maintaining ACI as a strong brand.
4. To evaluate the performance of ACI salt as brand.
5. To recommend specific suggestions for the purpose of improving the performance of ACI Salt as a brand

### **Scope of the report:**

- This report has been aimed on the developing and managing a strong brand and so doing a case study on ACI Pure salt.
- ACI limited helped me a lot to make this report.
- AS ACI Salt is the market leader, so most of the customers of salt are purchasing ACI Pure salt, so finding sample get easier.

### **Limitations of report:**

While preparing this report, have faced some problems-

- **Time Limitation:** Have got approximately 2.5 month to complete this report along with busy office work. If I got more time, could collect more data to analyze.
- **Data Limitation:** I Could not access to all the information which are required to make this report.

## **Methodology:**

I have applied necessary method for my research. They are-

- **Type of research:** It's a report based on descriptive method of research.
- **Type of data:** It includes both primary and secondary data.
- **Sampling method:** For this report non-probability samples are used.
- **Sample size:** In this report sample size is 30.
- **Data collection method:** It's a survey of closed ended test and one open ended question are also there, and have used LIKERT scale.
- **Data analysis method:** we have analyzed the data by:

Software: Microsoft Excel, Microsoft word.

Statistical tool: Percentage.

- **Data presentation:** Data were presented in Microsoft word by using tables, pie charts, figures, data etc.

## **Chapter three**

### **What is Strong Brand:**

According to American Marketing Association (AMA)- “A brand is a name, term, sign, symbol or design, symbol, or a combination of them, intended to identify the goods and services and to differentiate them from competitor of those .” “Branding is endowing products and services with the power of a brand” (Kotler & Keller, 2015) The meaning of a brand means different things to different persons. So overall a definition is-

Here is a definition of the word brand-

“A set of assets (or liabilities) linked to a brand’s name and symbol that adds to (or subtracts from) the value provided by a product or service...” **David Aaker**, (author: Building Strong Brands, Aaker on Branding)

When brand strategy is effective it gives a major margin in the competitive markets which is increasing. But what exactly "branding" means, this is simply, brand is the promise to customer. A strong brand tells its customers that what they actually can expect from the products or services, and it also distinguishes the offering from its competitors. From the brand customer can have the idea of who the company is, what it wants to be in future and what people perceive the company will be.

Are you the ground-breaking individualist in your industry? Or the knowledgeable, skilled, experience able, reliable one? Is your product the high-cost, high-quality option, or the low-cost, high-value option? You can't be both, and can't be all things to all people. Who you are should be based on some extent that what your customers want and require you to be.

The basis of brand is the logo. The website, packaging, symbol and promotional things, all of which should integrate the logo, should communicate the brand.

Brand strategy is how, what, where, when and to whom it plans to communicate and deliver its brand messages. Where it gives advertisement, distribution channels, and what communicates visually or verbally all of these are the part of its brand strategy.

Strategic branding leads to a strong brand equity, which means the added value to one's company products or services that lets them to charge more for their brand than what undistinguishable, unbranded products.

The added value to brand equity often comes in the form of perceived quality or emotive attachment. For example, Nike links its products with star athletes, with the hope that customers will transfer their emotional attachment from the star athlete to the product. For Nike, it is not just the shoe's features that sell the shoe.

#### **Benefits of a strong brand identity:**

In business for its success developing a strong brand identity, is an extremely important factor. An effective branding can help to build reputation, make stand out from the competition.

Brand is one's business identity- it is the image they want to represent to the world, and one of the most respected asset of the company. Although visual brand identity is important, but brand is more than the logo. Brand communicates the business nature and forms client perceptions of who actually they are. A strong brand will obviously meet all the expectations and promises that it has made to its customer regarding quality, reliability, trustworthiness etc. A strong brand identity helps customers to differentiate the company from its competitors and can certainly have impact their purchasing decisions that directly have influence on profitability of the company.

#### **The benefits:**

##### **Makes the company look bigger**

When in prospects there are strong brands, it makes an image of a company that it deserves more. To be succeed in Prospects that has the resources is very important and customers will pay more for more well-known company.

### **Creates an identity**

If want to do business and distinct it from other competitors then have to develop a brand for the company. A strong brand will be one of the assets of the company that makes an identity for the company. For ex, in ACI, ACI Salt, Savlon, Aerosol made an identity for the company.

### **Builds loyalty and trust**

One of the ways that one can distinct its business from the competition is to have an exclusive brand that differentiates the business in the market. A strong brand always builds an emotional connection with customers. This type of connection helps to develop a long-term relationship with customers and it leads to greater customer loyalty.

### **Makes business memorable**

If one develops a strong brand identity and maintain consistency in using that then it will help the customers to remember who the company actually is. And then customers will come to the company for more interaction and will have some memorable experiences.

### **Shows commitment and personal pride**

A strong brand identity displays that it has pride in its business and are dedicated to success. Customers will have faith in that the company is more likely to deliver its promises.

### **Developing a strong brand:**

When a company wants to develop brand, there are four choices they can choose. That is, it can be- “line extensions, brand extensions, multi-brands, or new brands (Craig & Douglas, 2000)”.

About these four choices a brief description is given below-

**Line Extensions:** It happened when a company grows stronger than before, and they want to continue to develop the company. They extend attainable brand's names to new sizes, features, forms, and colors.

**Brand Extensions:** The brand extension is a brand extension from the existing products to new products, many products share a brand. This is not only saving the cost of the new products to go into the market, but also through the existing brand's market effect, that helps to make people understand and accept the new products very fast.

**Multi-Brands:** The multi-brand strategy is a company using their own existing well-known brand to the extension of other renowned brands. The two major features of multi-brand are that:

1. Sell different brands in different markets; 2. Different brands are competing with each other. As we know, P&G is one of international eminent and largest companies who produce products like shampoo, soap and body wash. The company has "more than 300 brands of products that sold in 160 countries which including fabric, home care, hair beauty, baby and food (Fok & Franses, 2004)".

**Brand for new design:** The company may believe that if it has more and more power of its existing brand, then for new brand, new design name is necessary. Otherwise, it might make "a new brand name (Pham & Muthukrishnan, 2002)", while it sets the current brand name to a fresh manufactured goods, then it might not be suitable. There are many companies who are introducing new brand with the same name that has before for all other brands, cause they believe that the power of the existing brand will help the new brand. In fact, these companies are reducing the advantage that in the customers' mind. "Creating a new brand name is the key to develop a new brand (Fennis & Pruyn, 2007)"

The following steps are essential for building a strong brand:

**Introduce a Quality Product into the Marketplace** – This may seem obvious but it is tremendously important to introduce a product that attracts a positive reaction from consumers. This can be achieved through labeling, packaging, delivery or the value it offers to its users.

**Monitoring Trends and Competitors** – A strong brand has the ability to adapt the changes in the marketplace so that it can stay relevant. To achieve this, marketers should screen the industry movements and market situations, environments.

**Build a Consistent Brand Image** – It is important to strengthen the brand by providing a consistent positive experience in the minds of consumers.



**Consistency of Brand Message** – When creating a brand message, it should be ensured that if it is easy to remember and make consumers remind about the qualities that they care most.

**Capture Customer Feedback** – Since the actual power of a brand exists in the mind of consumers, it is necessary for marketers to always capture and analyze customer feedback.

Brand is much more than tag line, business name, business card, or USP (unique selling proposition), etc. Brand is the reputation, the promise, the value and the experience and results a client can expect through working with the company.

**Here are 5 key elements that will support in building a strong brand:**

**1. A strong brand is clear on its mission**

A strong brand is always clear on its mission and continues to stand up for what it has faith in, no matter what.

**2. A strong brand understands and influences its uniqueness**

While there may always be additional information to learn, what's important is the knowledge, strengths, reputation and the ability to support the clients in overcoming their difficulties and accomplishing solid consequences which is the value actually offered. So being proud of that and should continue to encourage the skills and expertise to the perfect prospects in all of the marketing and communications.

**3. A strong brand is clear on its target market**

When a business owner not concern about the customers response and they continue to provide mixed message to customers, then they are doing nothing but confusing the customers. And so, can't reach to their target market. A strong brand is always very clear to its target market. It clearly defines who are its target customers and give message to them. If any brand fails on that then actually the thing that happen is an unsavory

an unsavory vicious circle that can lead to frustration and marketing burnout.



As Personal Branding Evangelist – William Arruda appropriately states: *“Personal branding is not about being all things to all people or trying to please all of the people all of time; it’s about taking a stand and being comfortable knowing that some will not agree with your point of view. Of course, this does not mean being contrary for the sake of it, either. You must be clear about what you believe and willing to express those beliefs.”* (Evangelist -William Arruda)

#### **4. A strong brand maintains a consistent on brand message**

It can take a noteworthy amount of time, energy and obligation to build a strong brand, however, a brand and its reputation can be rusted by an unsuitable post, picture or conversation that have with members of the community.

So, should ensure the key brand management and communication strategies to support in maintaining a consistent with the brand message.

Also, should be aware of what has posted, interactions with the community, the pictures that have shared, the groups in which joined and the people with whom associated. All of these things can deny all of the hard work that has been done if the message that sends out is off-brand.

#### **5. A strong brand keep it going to build a good relationship with its community.**

Building and maintaining solid relationships with the community is important. It obviously should be. It is also important to interact and share valuable information with the community.

### **Managing a strong brand**

It’s not an easy job to become famous from a new brand. It requires marketers to use good idea and to manage the brand. Advertising on television is the most important tool for marketers because it is a good method to introduce new products to the consumers though now a day benefit from this tool comes a little because of the modern technology. But also, the new products can be known for a wide people through advertising on television. In this era middle income to upper income every family has television and people usually spend 1 or 2 hours a day for watching TV. Besides, marketers should give advertisements’ in YouTube, Pinterest, Facebook, etc. cause now a day these online media are so popular and people spend so much

of their leisure hour on that. So, advertising in various media rather than just on TV, is a good way for marketers to communicate with their consumers and position their brand in consumers mind. Besides, marketers should take more innovative way to communicate with their customers. But, in all of that the most significant thing is, companies also need to review their brands' strengths and weaknesses at times (Valette-Florence, et al., 2001). Assessment of the precedent researches, "brand building and market the brand management and recognition (Craig & Douglas, 2000)" of studies and plans considered less critical in how to create, manage the relative concentration of the solution, and refresh the commercial brand (Lindgreen, Beverland, & Farrelly). This is how one should manage its strong brand so that the brand remains strong.

### **ACI Salt Limited:**

#### **Overview**

In June 13, 2004 under the Companies Act, 1994, ACI Salt Limited was incorporated as a private limited company. The objectives of the Company are to provide 100% edible salt for human consumption by using modern vacuum evaporation process technology. For the last many years the company has been serving the country with edible salt which is of premium grade with faultless reputation and so 100% purity. However, 2015 was an outstanding year for ACI Pure Salt. Regardless of being faced with crude salt crisis, the business continued to achieve 15% growth in the year and almost 28% till June 2016.

#### **Mission**

With alliance of ACI's mission, to improve the quality life of people, ACI Salt Ltd. is always looking forward for the scope to serve the nation. The salt industry of Bangladesh has always been in a primitive position offering the consumers low quality edible salt with sand, dirt particle & adulterants that they use in everyday use. However, the consumers were actually not so much choosy or can say they are not differentiating among all the other brand that much to buy this regular commodity products. This all started to change in 2005 as ACI Limited, one of the leading conglomerates of the country, decided to offer the consumers a finest quality edible salt equivalent to any international brand.

## Product

After water, salt is one of the most important item in regular diet of human. As a product point of view of ACI Salt Ltd., this essential item must provide the consumer a constant feeling of healthy, nutritious with premium quality. According to that point of view, in the production of ACI Pure Salt, It is processed by the totally automatic machine of vacuum evaporated technology, and has a distinctive quality of 100% pure, Free Flow, Crystal White & Perfectly Iodized, packed in good-flexible packages; brilliant future perfect mixture of very important as it effective way of Goitre, Mental Stunted Growth etc.



looking food-grade that helps to ensure generation. This iodine in salt is also is the most cost-preventing IDD like Retardation, and



### **State of Art Salt Factory**

ACI Salt factory is currently the largest factory in Vacuum Salt industry of Bangladesh with the highest production capacity. ACI Pure Salt is processed by the true Cutting-Edge technology of Switzerland, which is the most modern system. As ACI salt comes out by this process so it ensures 100% purity, properly iodized salt. Its high-quality food rating, multilayer coated packaging ensures the iodine contents will remain active for longer period and at the same time shields the salt from moisture or any impurities.



### **Achievements**

#### **Global Recognition**

ACI Pure Salt for its excellent packaging design has received the global recognition, 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**

ACI Pure Salt has been declared and awarded 'Best Brand Award 2015' in the Salt Category. This evaluation was done by Millward Brown, a world-renowned research firm through widespread qualitative and quantitative research across all the consumers countrywide. In 2008, ACI Pure Salt has received the 'Best Brand Award' across all the food and beverage category. When Salt was made in a

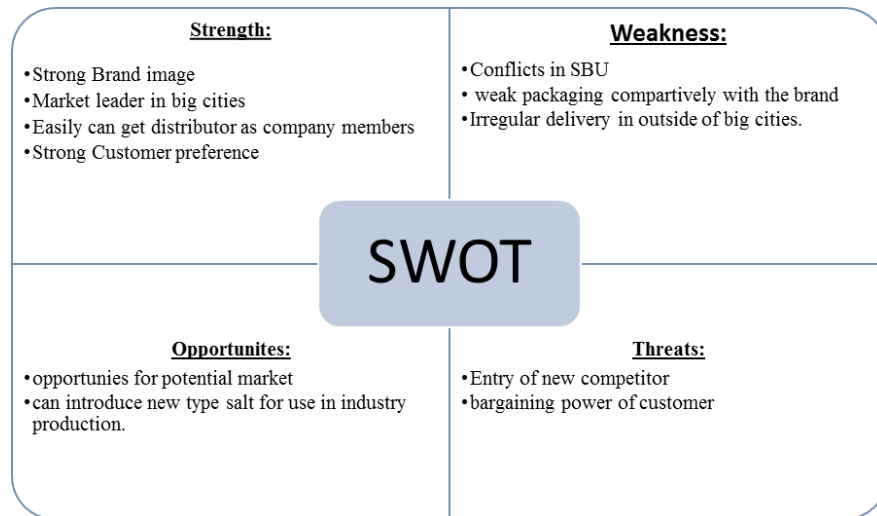
separate category, ACI Pure Salt continued to receive the award of Best Brand in 2011, 2013, 2014, 2015 and 2017.



## Certification

For the very first time in Bangladesh in the Salt industry ACI Salt Ltd. has received the Occupational Health and Safety Management System certification i.e. OHSAS 18001:2007 from Bureau Veritas (Bangladesh Pvt) Ltd. OHSAS 18001 is an Occupation Health and Safety Assessment Series for health and safety management systems. It is projected to help an organization to control occupational health and safety risks. As a compliance company, ACI Salt Ltd. Always believes that healthy and safe working environment is a basic right for every employee and an important feature of a business.

## **SWOT Analysis:**



## **Chapter four**

### **Marketing Program for ACI salt**

#### **Product:**

The basic product of ACI Pure Salt is salt which is the best quality salt In Bangladesh. Besides, product packaging is an important issue. ACI provides a good packaging which also helps in positioning in customer's mind. ACI Pure Salt packaging includes logo, positioning statement, expire date.

ACI Pure Salt is offered in two ways,

- a. Packet
- b. jar

#### **a. Packet**

ACI Pure salt offered in packet where 1kg packet & also ½ kg packet are available in the market.

#### **b. Jar:**

ACI Pure Salt jar is available in market. Where one jar quantity is 750 gm and another with 135 gm.

#### **Price:**

Price is directly related to the revenue generation and all other parts of marketing mix so undoubtedly price is an important element in marketing mix (4p). product bundle pricing strategy is mainly followed by ACI for setting its price. They bundle 25 and 50 packets of product and set the price of each bundle. Though ACI



is providing better quality than any other salt brand in Bangladesh, it has implied the same price, so that customer can buy the product without thinking about price.

ACI Pure Salt 1kg price is 38 Tk.

ACI Pure Salt jar 750gm is 35Tk.

ACI Pure Salt jar 135gm is 15 tk.

Most of the time, in beginning of the month, ACI Pure Salt provides Promo offer. Besides, ACI pure salt provides so many trade offers.

### **Place:**

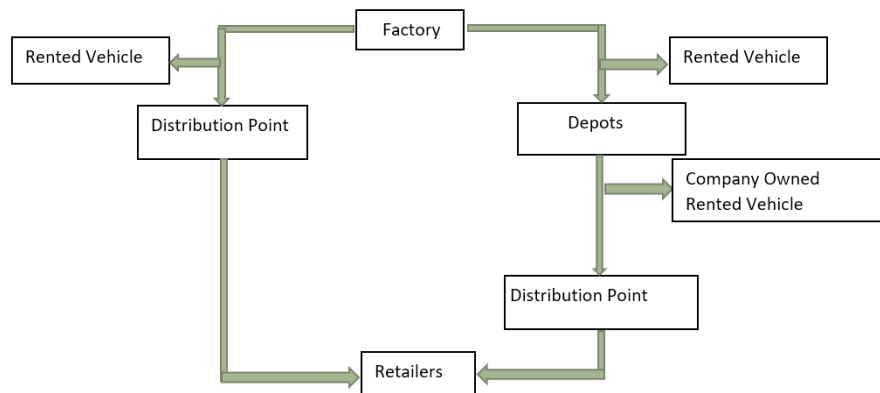
Placement is about making the product available in everywhere, where customers want for the product. So considerable thing is store or retailers or super shop where goods will be displayed and will be sold.

ACI Pure Salt has a distribution channel all over the country. In almost every district ACI Pure Salt has their distribution points. In every regional distribution points they have their sub depots from where salt is distributed to retailers, super shops.

Regional Distribution points are: Dhaka, Narayanganj, Comilla, Dinajpur, Faridpur, Jessore, Rangpur, Bogra, Rajshahi, Mymensingh, Tangail, Gazipur, Chittagong, Bandarban, Maijdi, Cox's Bazar, Kushtia, Khulna, Sreemangal, Sylhet, Chandpur.

At the very first ACI pure salt is manufactured in the factory then from the factory half of the amount of salt are sent directly to the distribution points and then to the retailers by using some rented vehicles and rest half of the amount of salt are sent to depots to store. When in need then from the depots to distribution point. Then from the distribution point to the retailers. Company has some vehicles which are their own. And in this process they use the combination of both rented vehicles and company owned vehicles.

The distribution flow is shown by a flow chart below.



**Figure 4.1:** Distribution flow of ACI Pure Salt

**Source:** ACI PWC project Presentation

### **Promotion:**

ACI uses some strategy for its promotion. As promotion is one of the most important element in marketing mix and a term that used in marketing frequently.

### **Push or Pull Strategy:**

In marketing theory there are two well-known promotional strategy, 'Push' and 'Pull'.

#### **Push:**

ACI follows that. In this strategy ACI pure salt uses sales force & trade promotion activities to create customer demand for this product. The producer promotes the product to wholesaler, wholesaler promotes the product to retailer, retailer promotes the product to customer to buy.

#### **Pull:**

Pull, this is a strategy where requirement is huge spending on advertising and consumer promotion to create demand for the product. ACI Pure Salt does not follow this strategy.

## Promotional Mix:

Promotion has been defined as the coordination of all seller-initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea. There are various elements of marketing mix and when by using those, implicit communications occurs, in that case most of the organization done their communication with the marketplace as the part of a planned and controlled promotional program. The basic tools used to accomplish an organization's communication objectives are often referred to as the promotional mix.

There are mainly four elements of the promotional mix. They are- Advertising, Sales promotion, Publicity/Public relations, and Personal selling.

Each element of the promotional mix is viewed as an integrated marketing communications tool that plays a distinctive role in an IMC program.

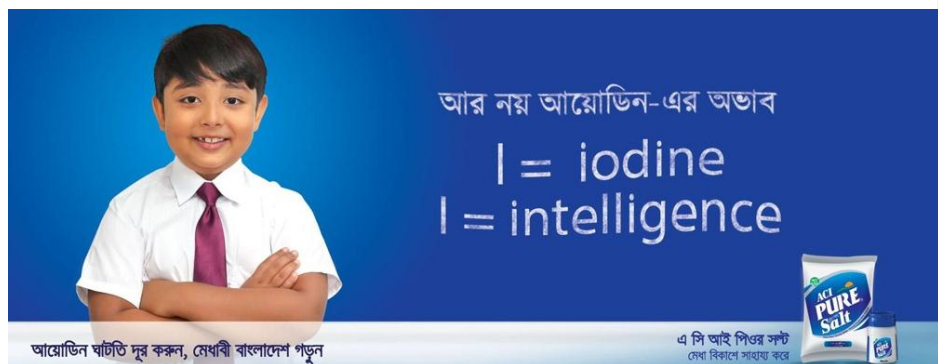
ACI salt ltd. is using some tools in its promotional mix. They are-

- **Advertising:** Advertising is defined as any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor. Some non -personal way that ACI Salt Ltd. is mainly using, they are- TVC & Newspapers. It is the best known and most widely discussed form of promotion, probably because of its generality. It is also a very important promotional tool, mainly for ACI companies whose products are targeted at mass markets. Furthermore, it is the most cost-effective way to reach large numbers of consumers at a time.
- **Sales promotion:** Sales promotion is simply the marketing activities, which actually provide incentives to the sales force, distributor etc. to increase the sales. Sales promotion is generally broken into two major categories: Consumer oriented & Trade oriented activities. Trade oriented sales promotion is mainly followed by the ACI Salt Ltd. this trade-oriented promotion is the promotion in which ACI salt is targeted marketing intermediaries such as wholesalers, distributors, and retailer. And providing them promotional allowances, have price deals etc. There are also held competition of sales and the retailer got the prize who sells more among all of them. By using all that tool ACI salt is focusing on sales promotion to motivate sellers to sell more ACI salt to the customers also to promote. When it is the matter of promotional strategy, now a day, in the salt industries, it is noticeable highly that they are giving more emphasis on sales

promotion than on advertising to customers. Reason for the increased emphasis on sales promotion includes declining brand loyalty and increased consumer sensitivity to promotional deals. Another reason is that retailers have become larger and powerful and are demanding more trade promotion support from companies. For example, excluding sale offers, the trade price of ACI salt per sacks is 525 tk. When there is trade offer available the price is 475 tk. Alternatively, they give two-kilogram salt when it is the actual price to the retailers. However, the Molla Super salt trade price is 460 BDT per sacks including sales offers. If we compare between two salt brands in retail markets, ACI pure salt is much higher than the Molla super.

- **Out of home advertising:** Out of home advertising includes bill boards, poster in van/school van, furniture that uses in front of retail stores, etc. For some reasons ACI pure salt uses Billboard advertising. The reasons are-
  - a) Wide coverage of local markets
  - b) Frequency
  - c) Geographical flexibility
  - d) Creativity
  - e) Ability to create awareness
  - f) Efficiency
  - g) Effectiveness
  - h) Production capabilities

**Some Advertisement picture of ACI:**



## **Chapter Five**

### **Evaluating the Performance of ACI Salt**

ACI Pure Salt has a good brand image in the market. But what consumers think about the performance of ACI pure salt. For evaluating the performance of ACI Pure Salt in the view of consumer, I have conducted a survey, in which sample was 30 people where 15 men & 15 women were the participants.

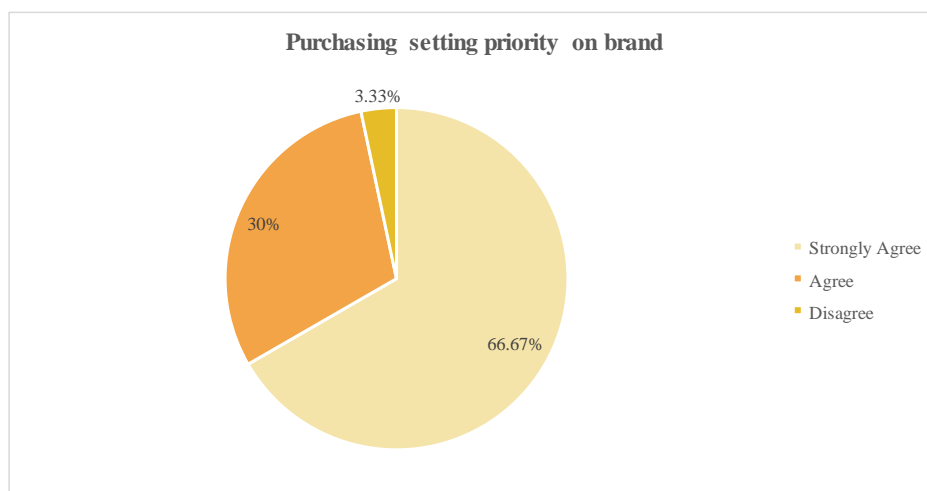
### **Data Analyses & Finding:**

I have analyzed all the data and have got result. Discussion about the data analyses and findings are given below-

#### **Question 1:**

**I purchase ACI Pure Salt, setting priority on brand.**

Particulars	Respondents	Percentage
Strongly Agree	20	66.67%
Agree	9	30%
Neutral	0	0
Disagree	1	3.33%
Strongly Disagree	0	0



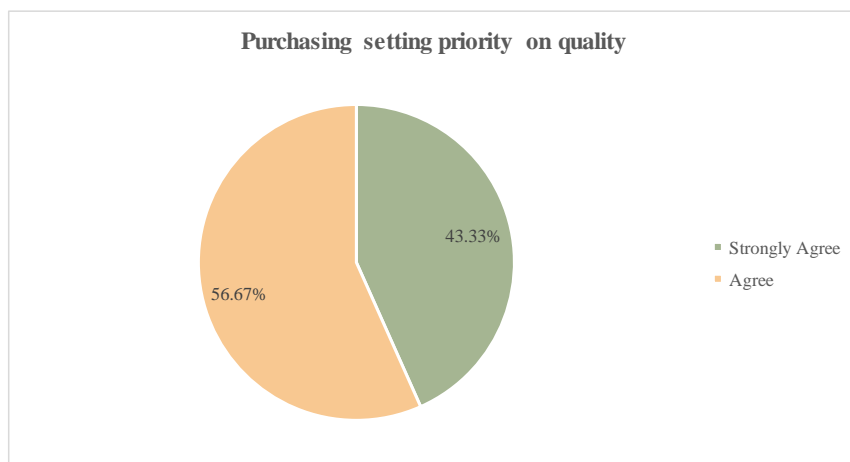
**Interpretation:**

By the analysis of the data that I have got from all the sample, I have found that, most of them, 66.67% people have agreed with that, they purchase ACI Pure Salt by setting priority on brand. 30% have just agreed with that and rest of them 3.33% people have disagreed. So, it is clear that most of the people think the same, they consider ACI pure salt as a strong brand, and because of that thinking they are purchasing ACI pure salt.

**Question 2:**

**I purchase ACI Pure Salt, setting priority on Quality.**

Particulars	Respondents	Percentage
Strongly Agree	13	43.33%
Agree	17	56.67%
Neutral	0	0
Disagree	0	0
Strongly Disagree	0	0



### **Interpretation:**

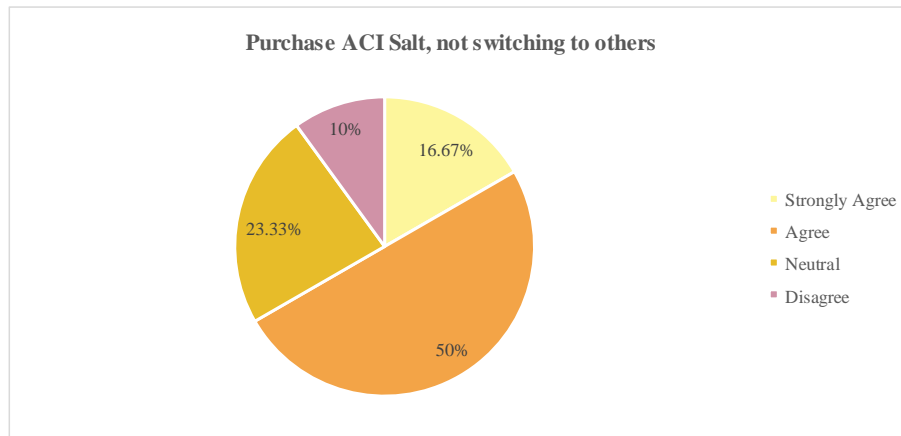
For any product, quality is the core thing. Now a day, consumers are becoming more health conscious and so they are going to products that have quality first. In this obvious requirement, ACI has passed. Because 56.67% have agreed with that, they are purchasing ACI pure salt by setting priority on quality. Besides, 43.33% have strongly agreed with that. So most of them have actually agreed.

### **Question 3:**

**I always purchase ACI Pure salt, not switching on others.**

Particulars	Respondents	Percentage
Strongly Agree	5	16.67%
Agree	15	50%
Neutral	7	23.33%
Disagree	3	10%
Strongly Disagree	0	0





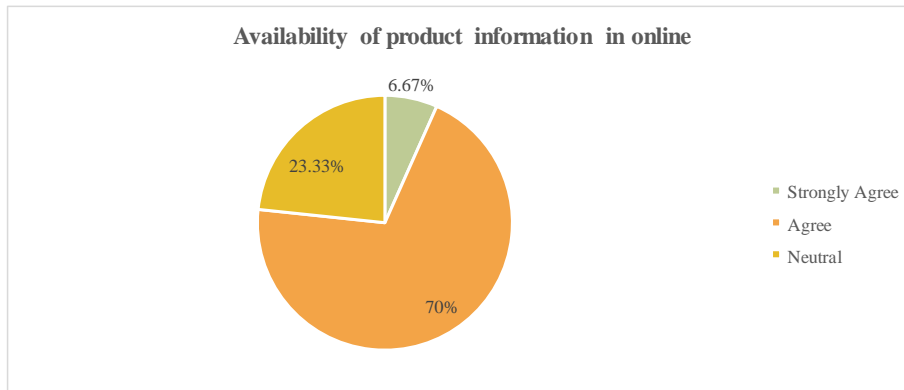
**Interpretation:**

For any brand, having the loyalty of consumer is the best thing a brand can ever have. And loyalty comes when brand meets the expectation of customers. ACI pure salt has won the prize, the loyalty from its customer. I can say that, because half of the sample that means 50% have agreed with that, they always purchase ACI pure salt and not switching to others. Also, 16.67% have strongly agreed with that and 23.33% have gone for the neutral option, just 10% have disagreed with that.

**Question 4:**

**Product information is available in online.**

Particulars	Respondents	Percentage
Strongly Agree	2	6.67%
Agree	21	70%
Neutral	7	23.33%
Disagree	0	0
Strongly Disagree	0	0



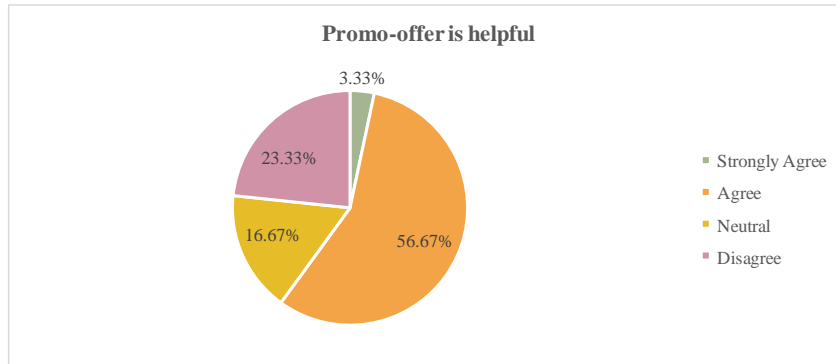
### **Interpretation:**

Now a day, everything is becoming so easy to get because of the help of technology. In this era, it's very important to have availability of information regarding product in online. ACI has the availability, and so I have found that by analyzing of the data that 70% people have agreed that ACI Pure Salt information is available in online. Besides, 6.67% have strongly agreed and 23.33% have gone for the neutral option.

### **Question 5:**

**Promo-offer is helpful for customers.**

Particulars	Respondents	Percentage
Strongly Agree	1	3.33%
Agree	17	56.67%
Neutral	5	16.67%
Disagree	7	23.33%
Strongly Disagree	0	0



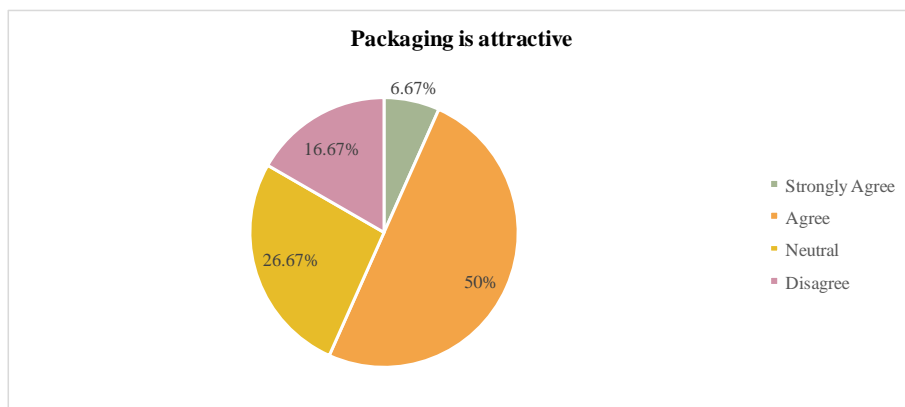
### **Interpretation:**

When it is the matter of promo offer, most of the people, 56.67% have agreed that promo offer is helpful. On the other hand, 23.33% have disagreed with that and 16.67% have gave their opinion to the neutral option. Though most of them were agreed but a large portion have disagreed and neutral. So ACI Pure Salt promo offer is helpful for customer but also ACI should give look over that why that large portion are not happy.

### **Question 6:**

**Packaging is attractive.**

Particulars	Respondents	Percentage
Strongly Agree	2	6.67%
Agree	15	50%
Neutral	8	26.67%
Disagree	5	16.67%
Strongly Disagree	0	0



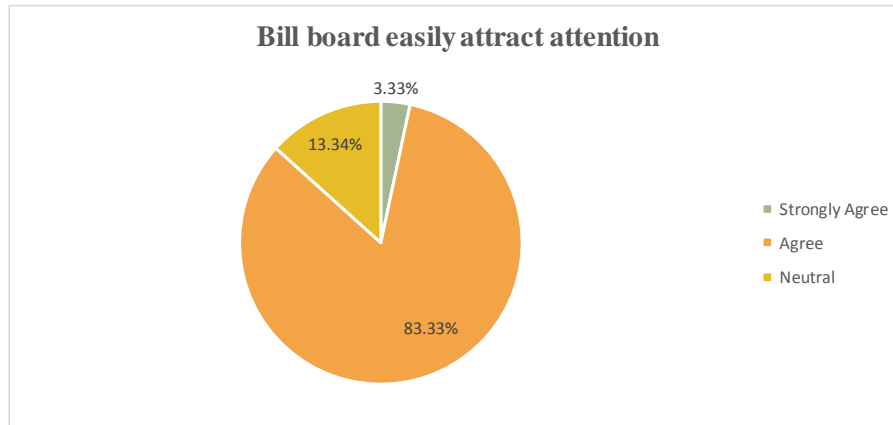
### **Interpretation:**

Packaging is an important thing for any brand. It is the thing by which customer make a perception before using. In this analysis, it has found that 50% have agreed with that, packaging is attractive. But 16.67% have disagreed with that and 26.67% have chosen the option neutral. So ACI should increase its focus more on packaging according to that research.

### **Question 7:**

**Bill board of ACI Pure salt easily attract attention.**

Particulars	Respondents	Percentage
Strongly Agree	1	3.33%
Agree	25	83.33%
Neutral	4	13.34%
Disagree	0	0
Strongly Disagree	0	0



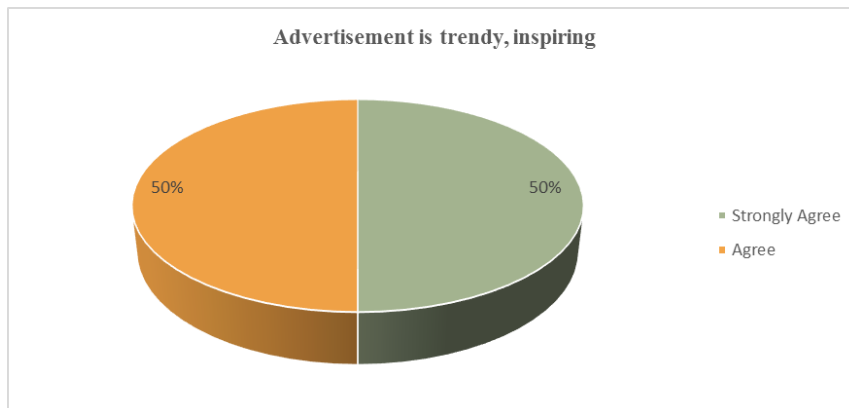
**Interpretation:**

ACI pure salt has many bill board in many places of Bangladesh. 83.33% have agreed with that bill board easily attract attention, also 3.33% have strongly agreed. 13.34% have gone to the neutral option.

**Question 8:**

**Advertisement of ACI Pure Salt is trendy, inspiring.**

Particulars	Respondents	Percentage
Strongly Agree	15	50%
Agree	15	50%
Neutral	0	0
Disagree	0	0
Strongly Disagree	0	0



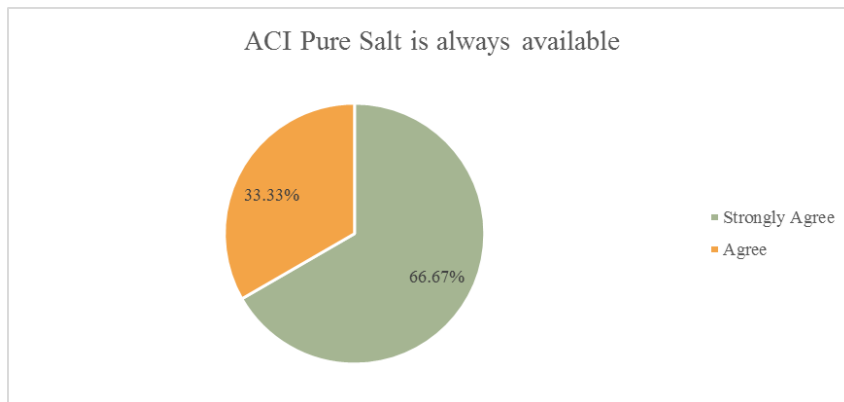
**Interpretation:**

ACI pure salt has some advertisement, and they are inspiring. When people are seeing that they are getting inspired to do something better, something that will bring a positive change to Bangladesh. 50% have agreed and 50% have strongly agreed with that.

**Question 9:**

**ACI Pure Salt is always available in most of the retailer outlet.**

Particulars	Respondents	Percentage
Strongly Agree	20	66.67%
Agree	10	33.33%
Neutral	0	0
Disagree	0	0
Strongly Disagree	0	0



**Interpretation:**

Availability of a product is always important, so that customers can find it whenever and wherever they need it. For ACI pure salt, 66.67% have strongly agreed that ACI pure salt is always available in most of the retailers' outlet and 33.33% have agreed with that.

**Question 10:**

**What's your expectation from 'ACI Pure Salt' in future-\_\_\_\_\_**

On this question, most of them answered various things. Such as, 'maintain the quality', 'increase packaging quality', 'ACI Pure Salt should provide more benefit' and 'increase promo/discount offer'.

**Interpretation:**

So, it can say that, customers want that ACI pure salt maintain the quality as it is, they are not much happy with the promo offer and packaging.

## **Chapter Six:**

**Findings:** After completing my internship and a report on ACI pure salt, there are some findings for ACI Pure salt-

- Packaging are not very suitable for market.
- Trade offer are not checked by employee.
- They don't give sufficient offer for customer.
- Sales representatives are not sufficient.
- Monitoring system is not very well.
- They don't give enough facilities for their buyer.

### **Recommendations :**

After completing my internship and a report on ACI pure salt, there are some recommendations for ACI Pure salt-

- ACI Pure Salt is a vacuum evaporated salt. But other competitors have another type of salt. So, for competing with them, ACI should introduce another salt such as industrial salt for using in production.
- Packaging should be improved, which will have more quality.
- Trade offer should be checked and doing something different from its competitor may help the brand to remain strong.
- More discount offer for its customers should be provided.
- More focus needed of its communication with the retailer, sales representative.
- An effective monitoring system should be implemented.

It can be concluded that, ACI pure salt is the market leader in Bangladesh. It has been in the salt market from so many years to till now. Though there is huge competition but because of its maintaining best quality, it has gain the loyalty of its



customer and avail to be the market leader. To remain the market leadership, it should give more focus on some things, should improve its monitoring system to the retail market, should provide more discount offer or offers that will be benefit able for the customers, to make their customers happy.

**Conclusions :** Working capital management is one of the most important finance functions for any manufacturing company. ACI Ltd as one of the largest company of the country has to manage working capital for maintain current activities and increase profitability. It maintains different types of inventory level for different inventory levels and manages large amount of cash, receivables and payables. As a result ACI Ltd faces many problems in determining optimum guideline of working capital management. So ACI Ltd can reduce inventory periods, receivables period, and daily sales outstanding and accelerate sales volume to ensure efficient WCM policy.

### **Segmentation, Targeting, and Positioning**

ACI salt's marketing strategy is based on the effective market segmentation, determination of target market and positioning of product differentiation. Basing on this they have set their product, price, placement, and promotion strategy. They believe that, it helped them and will continue to help to be enabled to achieve their goals.

### **Segmentation:**

Their geographic effective segments are all over the Bangladesh.

For ACI salt consumers income and age is an effective segmentation, which is under demographic segmentation.

Besides, lifestyle, social class, values of customers are also another effective segmentation for ACI salt, which is under psychographic segmentation.

Considering the income of consumer, it has divided market into three segments.

1. Upper class
2. Middle class
3. Lower class
- 4.

### **1. Upper class:**

Upper class people, who have comparatively good income, usually are more health conscious, more brand centric. That's why most often they go for quality and those products which have no harmful action on health. So, they will choose ACI Salt as ACI salt is focusing on the quality and brand.

### **2. Middle Class:**

Middle class, who have moderate income, are also thinks about the health and want good product.

### **3. Lower Class:**

As salt is a commodity product, so every people need that. Besides price is also almost same of all salt as it's a commodity product.

Considering the age, divided the market into two segments,

1. Young age (starts from 24 years)
2. Middle age people

### **Young age to Middle age:**

Usually commodity food or the things that needed for household are bought not by the children rather the members who have responsibility towards family, who take care of the family. So young age people (starts from 24 years) and middle age people are the effective segments.

Considering the lifestyle, social class, values of customers, it has divided market into three segments.

1. Trendy lifestyle
2. Middle & Upper Social class
3. Sincere & family oriented

**Targeting:**

From the effective segment, which they are serving-

**Demographic Profile:**

Age: young age to middle age

Income: Upper class & middle Class

Household composition: Small family with children

**Psychographic Profile:**

Lifestyle: Trendy

Social class: Middle & Upper

Attitude: Sincere and family oriented

**Positioning:**

As ACI salt is a commodity product there are not much more difference from others, but obviously has differences in procedure of production, in purity. And so ACI named it “ACI pure salt”.

It's positioning statement is-

এ সি আই পিওর সল্ট  
মেধা বিকাশে অসহায়্য করে

The statement is directly related to mental faculty development. And adequate amount of iodine existence is mandatory in any salt, and ACI salt is ensuring that they have. This is how they wanted to occupy their target customers mind and occupied.

### **Lessons I have learned from my internship experience:**

For most of the students like me who are graduating and doing their internship, the first lesson they learn is being accustomed to corporate behavior. In my two and half months of internship till now, I have tried my best to get used to it. The time of my internship have been very informative for me. ACI Limited has offered me with opportunities to learn and develop myself in many areas. I gained a lot of experiences. I worked in many areas where I did different kind of works which has given me a clearer picture of how things are done differently in different departments. I had to do lots of works related to sales data, incentive plans and their payment process. I learned many things about how big companies operate and manage their overall sales and related payment process. The thing for which I consider myself lucky is I got to learn a lot about the use of MS-Excel on a more technical level. I was always keen to know more about this software as during my past courses I have heard about it a lot of times and my faculties told me that the knowledge of MS-Excel is a very demanding skill as most of the company requires it for different Financial and technical report making. So, in ACI Ltd. I learned how a big corporation manages its sales operation section and track them by producing continuous report in excel. I learned how the memo's and invoices are processed. I also learned a lot about strategic product management, product branding, market activation, making necessary approval plan. I have also highly developed my computer skills specially in MS Excel and MS-PowerPoint. I have achieved this by using excel for updating, sorting and tracking sales data.

My internship experience has given me an idea that there is a big difference between bookish knowledge and how the real world of business works. I learnt that it is not finished when I just acquire knowledge about something, I also have to know the implementation. This internship was definitely an introduction to the actual work field for me. I have learned to work in a business organization and apply my knowledge into practice. I learned a lot from the different interns that I have been working with during my internship. Each intern had a different educational background and that made it interesting for me. I gained a lot of insight about their departments which was very informative. Doing internship at ACI was definitely a learning experience. I had fun attending both ACI Events couple of times. We as interns were attending and assisting with the event, making sure everything was going on schedule. This internship was definitely beneficial for me and I'm grateful and thankful that I got to experience and learn many things.

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### **Appendix:**

#### **Evaluating the performance of ‘ACI Pure Salt’**

**Gender:** ☐ Male ☐ Female

Please indicate your level of agreement with the following statements regarding ‘ACI Pure Salt’. Where **1= Strongly Disagree**, **2= Disagree**, **3= Neutral**, **4= Agree**, **5= Strongly Agree**.

SL	Statement	1 (Strongly Disagree)	2 (Disagree)	3 (Neutral)	4 (Agree)	5 (Strongly Agree)
1	I purchase ACI Pure Salt, setting priority on brand.					
2	I purchase ACI Pure Salt, setting priority on Quality.					
3	I always purchase ACI Pure salt, not switching to others.					

4	Product information is available in online.					
5	Promo-offer is helpful for customers.					
6	Packaging is attractive.					
7	Bill board of ACI Pure salt easily attract attention.					
8	Advertisement of ACI Pure Salt is trendy, inspiring.					
9	ACI Pure Salt is always available in most of the retailer outlet.					
10	What's your expectation from 'ACI Pure Salt' in future-	<u>Comment:</u>				

**Thank You.**