



AN ANALYSIS OF THE MARKETING ACTIVITIES OF ROHTO MENTHOLATUM BANGLADESH LIMITED



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LETTER OF TRANSMITTAL

Farhana Noor

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Subject: Submission of Internship report of the Analysis of the Marketing Activities of Rohto Mentholatum Bangladesh Ltd.

Dear Mam,

With due respect and honor, I would like to inform you that I have completed my 3 months Internship period at Rohto Mentholatum Bangladesh Limited. After completing my internship period I have prepared a report on “An Analysis of the Marketing Activities of Rohto Mentholatum Bangladesh Ltd”

After studying this report you will understand about the marketing activities and challenges faced by Rohto in Bangladesh and Strength, Weakness, Opportunities, Threats, Cosmetics Market Accessibility etc.

I express my gratitude to you for your kind supervision and I hope that you will consider all my mistakes generously.

.....

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CERTIFICATE OF APPROVAL

This is certify that the internship report titled “An Analysis of the Marketing Activities of Rohto Mentholatum Bangladesh Ltd.” Has been prepared by Tanjumul Farhan, ID: 151-11-4416 under my supervision for the purpose of completion of BBA Program. I have read the report and found it meets the standard of BBA internship report.

I wish him for the success of his life.

This report is recommended for submission.

Signature of the supervisor

.....

Farhana Noor
Assistant Professor
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STUDENT DECLARATION

I do hereby state that the work presented in this internship report has been carried out by me and has not been previously submitted to any other University/College or Organization for any Academic degree.

The work I have presented does not have any existing copyright and no part of this report copied from any work done earlier for a degree or otherwise.

.....

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ACKNOWLEDGEMENT

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I also like to thank to my honorable instructor for giving me guidelines. I am very much grateful to all the employees of Marketing Department Of Rohto Mentholatum Bangladesh for cooperating me during my internship period and to create a friendly working environment for me.

I would like to mention the name of Mr. Asif Irtiza Hussain (Assistant Brand Manager) and Akila Jahan (Executive, Digital Marketing) they helped me a lot during my internship period by giving me suggestions and cooperating me in my work. They also supported me by giving information’s for my internship report and knowledge about the Marketing field in Bangladesh.

.....

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Executive Summary

Skin care products are becoming popular in the market of Bangladesh besides cosmetics products. People in Bangladesh are now more likely to make themselves presentable before others and thus the demand of skin care products are increasing day by day. As skin care products are non prescribable by doctors so it has also a sensational part for the users. The brand image is based on quality and price in Bangladesh so it's a challenge for companies to maintain quality and control price to create a brand value for the customers in the Market. Rohto is working with this by their marketing strategies to achieve a brand value to the consumers.

The main objective of the study is to find out the different type of marketing strategies in Bangladeshi market by Rohto Mentholatum Bangladesh Ltd. How Rohto applies their communication strategies with customers in the competitive market of Bangladesh.

This report covers the analysis of Promotional and Marketing activities by Rohto Mentholatum Bangladesh. How they select their target market and how they offer their products to the consumers and the pricing strategies. How the policies are offered to the target customers. This report contains the total information about marketing activities of Rohto Mentholatum Bangladesh Ltd.

At the conclusion of the report it also covers the challenges faced by Rohto Mentholatum Bangladesh Ltd and also possible suggestions are given by own point of view. So this report will describe broadly the marketing activities doing by Rohto Mentholatum Bangladesh Ltd.

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Chapter- 1

Introduction

1.1 Introduction

The modern world is changing to face the challenge of the competitive free market economy. To keep pace with the trend of marketing activities every company needs a creative marketing department with executives to cope up with the new strategies of marketing. To provide professional and modern knowledge Daffodil International University has assigned the internship program for the students to have a professional and real life experience in the corporate field. In this course students are sent to gather practical knowledge about their career related field and have an experience of real life work environment. I was appointed there to work in their marketing team and by a short training period of two days I started to work in the communication sector of Rohto Bangladesh in their Head Office at Gulshan-2. In this report I will try to represent the Marketing activities done by Rohto in Bangladesh.

1.2 Origin Of the Study

As a part of my Graduation from Daffodil International University my program BBA requires 3 credit of internship program to have the practical knowledge about a company or organization to understand the corporate activities and organizational structure of a company. As my major was marketing so I worked as an intern in Marketing Department of Rohto Mentholatum Bangladesh Ltd. My working area was in the communication sector of Marketing. Besides my working area I gathered information and knowledge about the activities of Marketing and sales strategies of Rohto. So I tried to provide all the information I gathered from the primary and secondary sources in this report which I collected from face to face discussion, interview and online sources.

1.3 Scope of Study

The demand of cosmetics products are increasing day by day. Once only young females were the consumer of cosmetics and skin care products but in current day's male and female both also the people from different ages are more caring about skin and outlook. So the market is growing up.

With the demand of the increasing market, marketing activities are also important to increase the sell. For this the Marketing department is doing many activities to grab new market and hold the existing customers. This report will help me to analyze the marketing strategy of Rohto Mentholatum Bangladesh.

1.4 Objectives of the Study

By this study I tried to carry out the following objectives:

1. To find out the marketing strategies of Rohto Mentholatum Bangladesh Ltd.
2. To explain the marketing mix of Rohto Mentholatum Bangladesh Ltd.
3. To identify the obstacles in the marketing activities of Rohto Mentholatum Bangladesh Ltd.
4. To create some recommendation for solving the problems.

1.5 Methodology

Mainly from two types of sources the data has been collected. From Primary and secondary sources. Informal meeting with the Brand Manager, Senior Executive and Executive of Digital Marketing was also helped. To make this report more meaningful and presentable addition of data from internet also used.

Primary Sources:

1. Consultation with the officials.
2. Observing the activities of Marketing and Sales department of Rohto.
3. Discussion with the supervisor.
4. Market visit.
5. Face to face conversation with retailers.

Secondary Sources:

1. Annual Report of Rohto Mentholatum Bangladesh Ltd.
2. Website of Rohto Mentholatum Bangladesh Ltd.

1.6 Limitation of the Study

In this report I have tried to provide all the information about Rohto Mentholatum Bangladesh Ltd. But the main problem while preparing this report was unavailability of required data. This report is based on An Analysis of marketing activities of Rohto Mentholatum Bangladesh Ltd but there are some limitations in preparing of this report. The barriers which I faced in my work are as follows:

Time Constraint: The time period of internship 3 months are not enough to understand the market and challenges in the market while an employee or officer stays in probationary period of 6 months to 1 year to do his/her particular job.

Inadequate Access to Information: The main barrier of this study is inadequate access to information, which has hampered the scope of analysis required for the study.

Lack of Knowledge: Lack of my knowledge and skill in this area is incapable of learning marketing activities.

Chapter- 2
Organizational Profile of Rohto Mentholatum Bangladesh Ltd

2.1 Company Background

Rohto-Mentholatum (Bangladesh) Limited is a multinational subsidiary of Rohto Pharmaceutical Co. Ltd, A more than 112 years old company head quartered in OSAKA Japan. ROHTO incorporated their Bangladesh operation in September 2010 with the pledge to provide “HAPPY SURPRISES” to their consumers. In the global span, ROHTO has presence through subsidiaries and distributions in more than 150 countries.

ROHTO is a global health and wellness company, providing non-prescription drugs, healthcare, and personal care products to consumers worldwide. Rohto is dedicated to providing effective solutions that not only satisfies also exceeds customer’s expectations. ROHTO’s business arena includes Eye Care, Health Care, Skin Care, Internal Medicines and functional cosmetics.

2.2 Mission

Rohto’s mission is to delighting customers not only by ensuring satisfaction also delivering more than they expect from their products.”



This logo represents the company name as well as the logo has its own meaning. The Company logo spreads out a strong message that Rohto will continue to satisfy customer expectations with “Happy Surprise”. The color Blue represents the intelligence and trustworthiness of Rohto as a company. The “O” at the end which is jumping in mid-air shows that Rohto is ready to leap into a successful future. The Red line under Rohto indicates the enthusiastic dedication (passion) that is shared by every Rohto Member, a passion that is stirred each member from the days of Rohto’s foundation more than a century ago until this very day. The logo indicates the integrity of the company to the consumer, people and for the society.

2.3 The Corporate Slogan

Rohto newly adopted “Happy Surprise!” as their corporate slogan to widely proclaim the commitment of delivering surprise and happiness to consumers through products and also standing on the foundation “harmonious and cooperative effort”. The corporate slogan also announces the enthusiasm that comes from our new resolution.

2.4 ROHTO’s Seven Pledges:

- 1. We work wholeheartedly to support the society, to help create a better world.
- 2. To this end we are resolved to learn with humanity and strive continuously toward self-improvement.
- 3. We place the highest importance in earning the trust and respect to our colleagues and our external business partners.
- 4. We take pride in our corporate culture that fosters lofty ideals, stirs passionate debate and generates energetic actions.
- 5. We delight in constantly challenging each other to create waves of happy surprise for our customer worldwide.
- 6. Our people are greatest asset. Our hard working culture, spirit of close cooperation, determination, passion and leadership provide the fuel that drives the company.
- 7. We firmly pledge to serve the people, the society, and the environment and are thankful for our meaningful existence.

2.5 Objectives of Rohto Mentholatum Bangladesh Ltd.

The Company plans to focus on their target market to reach their every customers and assure them the best products. The main goal is to achieve the satisfaction of the customers and by this way increasing the sales volume. Mainly the users are 13-30 aged male and female both. By providing them the best skin care product the company wants to gain the customers loyalty for their products and achieve brand value in the market.

The company concentrates on selling the best products to the customers to create a strong brand value. So their main target is to gain customers loyalty by ensure giving the quality products. Having strong brand value in the market their sales volume will increase and they will achieve their profit margin.

Business Objectives:

- Company Growth
- Become establish as the leading skin care products brand in Bangladesh.
- Increase number of sales volume.
- Reach all the cosmetics outlets nationwide.
- Establish manufacturing unit in Bangladesh.

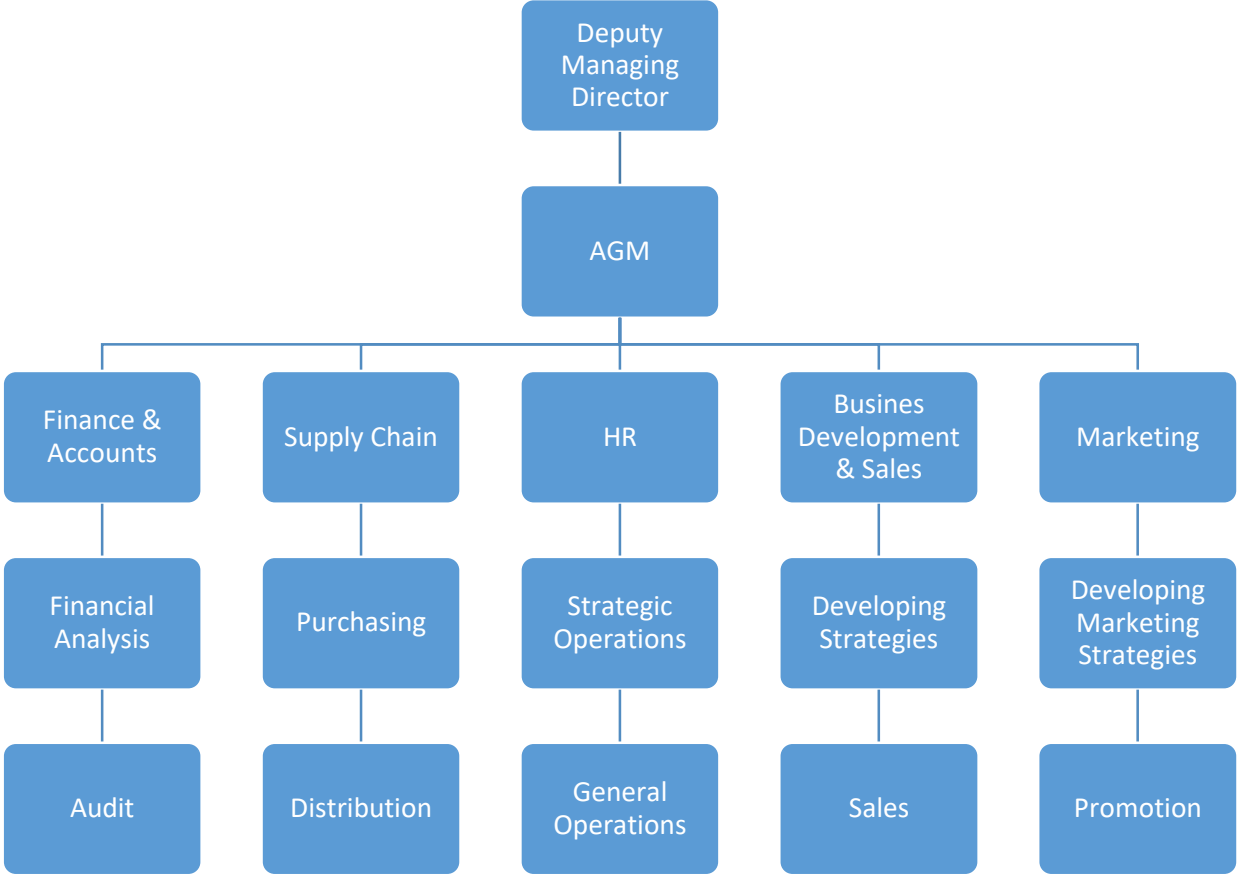
Financial Objectives:

- Increase revenue
- Increase the company's wealth.
- Financial Sustainability
- Contribute to the CSR and also increase the revenue of Government.

Marketing Objectives

- Expand Market Area.
- Reach the Target customers nationwide.
- Expand brand recognition.
- Increase marketing efforts
- Maintaining professional competition with the competitors in the market

2.6 Organizational Overview of Rohto



Management

- Mr. Prodip Das (Deputy Managing Director)
- Mr. Shofiqul Islam (AGM)
- Mr. Tanbhir Siddiqui (HR Manager)
- Mr. Anis Ahmed (Manager, Finance & Accounts)
- Mr. Mehedi Al Hasan Shovon (Manager, Sales and Strategic Business)
- Mr. Asif Irtiza Hussain (Associate Brand Manager)
- Towhid Hasan (Associate Manager, Production Planning & Development)

Chapter-3

Marketing Activities of Rohto Mentholatum Bangladesh Ltd

3.1 Strategy of Rohto Mentholatum Bangladesh Ltd.

Rohto is aiming to achieve a large portion of the market in the skin care products. As in the market of Bangladesh people has attraction on Japanese products for their qualities Rohto is always committed as number 1 brand in Japan. Rohto offers quality products to their target customers to create value in their mind about their brand Oxy, Acnes, LipIce. Rohto believes that the buying decision of the customers is depends on quality rather than price. Most importantly Rohto always work for to available their product in every corner of Bangladesh in same price.

Rohto always care about their customers. They believe that when the product will fulfill the expectation of the customers then the brand value will be added in the mind of the customers. So they always focus on quality assurance for this reason their products are made in Vietnam by Japanese formula and then the bulk packaging is done in Bangladesh. So they don't compromise with the quality of the product. As their main product is facewash and it is non prescribed skin care product so quality is a major factor here.

3.2 Marketing Strategy

There is a strong Marketing Team of Rohto under supervision of Mr. Asif Irtiza Hussain. The whole marketing team works to find out new strategies of promotion against competitions. As the competitors (Himalaya, Unilever, Ponds, Nivea) also has a strong position in the market so the marketing team need to monitor every time in the market and invent strategies to increase the brand Value. For Marketing their strategies are as follows:

Advertisement in ATL and BTL: For advertisement they follows both ATL and BTL strategies. Advertisement goes on Air through TV and Radio also in Newspapers and Magazines. By this way they tries to reach large number of audience.

In the BTL strategies they are launching campaigns by activation programs in school, college and universities by providing samples and brochures to the students to know about their product and use it. During The Eid their campaigns were held in Shopping Complex and Bus Counters where Brand Promoters distributed samples to random people and informed people about the benefits of using facewash.

In the activation program they collects the data of the respondents to understand the market and after research they go for new strategies.

Digital Marketing: They are mostly active in Digital Marketing both in Social Media and YouTube. By their Facebook pages of different brands Oxy, Acnes, LipIce they always connected with the audience and mostly engaged with the FAQ of the customers. In Facebook mainly they run campaign in 3 strategies. Hero, Hub and Hygiene. In Hero Campaign the campaign run in a large scale and showed the advertisement in large volume to create awareness. After hero campaign they goes to hub and in this time they target the audience who engaged with boosted post somehow and push them by showing content designed by their prime prospect. After in the hygiene campaign they always shows up pull content and showed to the core target.

3.2.1 Sales Strategy

Rohto has a simple distribution channel all over Bangladesh. They have total 120 sales officers all over the Bangladesh and they take orders from the retailers on their target basis. Every sales officer is under monitoring by the territory sales officers. They divided the whole Bangladesh in 8 territory and each territory is under the territory officer. The territory structure is showed below:

Territory Structure - FY-2018-19				
Territory	Distributor	Area	Territory Incharge	Designation
Shantinagar	City Marketing International	Shantinagar	Muhammad Kamrujjaman	Senior Territory Manager
	SR Enterprise	Gulsan		
Nayaranganj	DL Traders	Jatrabari	GM Mominul Islam	Senior Territory Manager
	Islam Trading	Chaikbazar		
	Chandpur Traders	Narayanganj		
Mohammadpur	Zannath Traders	Munsiganj	Md. Sahadat Hossain Mithun	Territory Sales Officer
	S M Enterprise	Savar		
	Dream Scholars	Mohammadpur		
	Ferdous Enterprise	Mirpur		
Uttara	Kazi Departmental Store	Manikganj	Md. Monir Hossain	Senior Territory Manager
	Baten Enterprise	Gazipur		
	Friends Importer Traders	Kaliakoir		
	Naza Cosmetics	Norsingdi		
Mymensingh	Taqwa Enterprise	Tongi	Chayan Nath Bhowmik	Territory Sales Officer
	Anando Vander	Mymensingh		
	R.M Distribution	Kishoreganj		
	Saheen Enterprise	Jamalpur		
Bogra	Suchana Enterprise	Tangail	Md. Mosharraf Hossain	Territory Sales Officer
	Alaul Enterprise	Bogra		
	Everyting Store	Dinajpur		
	Khatun Enterprise	Rangpur		
	Luxary Distribution	Naogaon		
	Monowar Cosmetics	Thakurgaon		
Kushtia	Parul Cos	Gaibanda	Md. Shafiqul Islam	Territory Sales Officer
	Maloti Traders	Sirajganj		
	Amin Brothers	Rajshahi		
	Nupur Cosmetics	Chapai		
	Shohan Enterprise	Pabna		
	Mitali Trade Zone	Zhenaidah		
Khulna	BB Enterprise	Faridpur	Md. Jahangir Hossain	Territory Sales Officer
	Shohel Tredas	Kushtia		
	SK Distribution	Chuadanga		
	BP Store	Jessore		
	BS Enterprise	Satkhira		
	Ayon Enterprise	Norail		
	Prime Marketing	Khulna		
Anwar Traders	Patukhali			
Nuha Enterprise	Barisal			
Hamim Enterprise	Madaripur			
Mahedi Enterprise	Gopaliniganj			

3.3 Target Market and Segmentation

The target market of Rohto Mentholatum Bangladesh is divided by segmentation. Economically the segmentation is Higher Class, Higher Middle Class and Middle Class. The target customer group of Oxy is College/University going students, corporate persons and young people aged below 30.

The target market of Acnes users are Teenage girls having pimple problem and young ladies also having pimple and skin problems in their face. Acnes is promoting as Acne Expert. The target customers are School going girls who just entered in teen age to 30 aged women.

The target market of LipIce is both male and female who wants extra lip care especially in winter. Basically the products of LipIce is seasonal.

3.4 Target Market Segmentation Strategy

Rohto has divided Facewash users in different segments. The segmentation strategy is based on the users need. Their different brands has also different SKU's for different kind of users. The segmentation by product is discussed below:

- **Oxy:** Oxy facewash is for men. There are 12 different SKU's of 6 different products of oxy.
 1. **Oxy Perfect Wash:** Oxy perfect wash is for men who have simple acne in face and comparatively less oily face.
 2. **Oxy Deep Wash:** Oxy deep wash is for those users who stays out of home most of the time. It clean the face from deep and increase brightness.
 3. **Oxy Active Wash:** Active wash is for those users who have dry skin.
 4. **Oxy Total Anti Acne Wash:** Men or boys who are facing pimple problem in their face are the main users of Oxy total anti acne facewash. It prevents Acne.
 5. **Oxy Whitening Wash:** Oxy whitening wash users are mainly desperately wants to have bright face and glowing outlook.
 6. **Oxy Oil Control Wash:** Oxy oil control users are mainly men having oily face.

- **Acnes:** Acnes facewash users are girls and women. Mainly Acnes focus on Pimple problem as it wants to create its brand image as **Pimple Expert**.
 1. **Acnes Creamy Wash:** Acnes Creamy wash is for girls aged below 25. In teen age girls are facing the pimple problem in their face mostly at that time they become very conscious about this problem. Acnes targeted those customers to give them solution by Acnes Creamy Wash.
 2. **Acnes Vitamin Cleanser:** Acnes Vitamin Cleanser is after pimple solution. After preventing pimple, Vitamin cleanser works to remove the spots by pimple.
 3. **Acnes 25+ Facial Wash:** Acnes 25+ Facial wash works for the pimple problem in the women aged above 25+ and refresh the face.
 4. **Acnes 25+ Facial Serum:** 25+ facial serum is works for specially pimple aged above 25+
 5. **Acnes Pure White Facewash:** Acnes pure white facewash works for brightening skin in the face and gives a glowing outlook.
 6. **Acnes Oil Control Cleanser:** Acnes oil control cleanser works in the oily face of girls and women

- **LipIce:** LipIce is a lipcare brand of Rohto. Mainly it's a seasonal product for winter. Most of the users of LipIce are female but some male users also use lipice for lipcare. It mainly provides a shade of pink in the lips. It has 3 different categories :
 -
 - 1. **LipIce Sheer Color**
 - 2. **LipIce Sheer Color Q**
 - 3. **LipIce Lipbam**

3.4.2 Market Demographics

The profile of customers are mainly consist of demographic, behavior and psychographic factors.

Individual's demographics:

- Teenage and young.
- Male aged 18-30.
- Female aged 13-30.
- Corporate person.

3.4.3 Behavioral Factors

- High Ambitious.
- Willing to pay premium for high quality.
- There is a value to be more attractive.
- Conscious about skin care.

3.4.4 Market Needs

By analyzing the market in Bangladesh Rohto offers different kind of products to different type of users. They provide different kinds of facewash for different problem to their customers so that customers can choose their particular solution without hesitation.

3.4.5 Competitor Analysis

Competitors Strength:

1. Established brands: Competitors also have established brand value in the market. Himalaya, Fair and Lovely, Nivea, Ponds have also strong brand value in the market.
2. Price: The pricing strategy of competitors also their strength.
3. Product Supply: Competitors products supply also in larger volume in the market.

Competitors Weakness:

1. Quality: In the term of quality competitors have not good quality products in the market.

3.4.6 Points of Difference

The points of difference that makes Rohto different than others are as follows:

1. New Idea: Rohto always comes with new idea to communicate with their customers and audience by engaging them.
2. Experience and Knowledge: By activation and sample distribution Rohto gives the experience about their product to their target customers and specialist knowledge by Facebook page and YouTube channel.

3.5 Developing an Integrated Marketing Mix

Marketing mix consists of 4 different tactical marketing tools: Product, Price, Place and Promotion that the company blends to produce the response from the target market.

3.5.1 Product

- The main product is facewash for different segments of users.
- LipIce for lipcare.
- Oxy Deo Soap for men.
- Oxy Hair Cream for men.
- Oxy Whitening Cream for men.
- Oxy facewash for men.
- Acnes Facewash for women.

Product Line:

Oxy



Oxy facewash



Whitening Cream



Oxy Charcoal Deo Soap



Oxy Hair Cream

Acnes

Pimple-এর Simple সমাধান

তুকে আর Pimple নিয়ে আপনার চোখের শেষ বেই।
তুকে পরফেক্ট করে তুকে আইসো-প্রোপাইল কিবাইন ফেনল ও
স্যালাসাইলিক এসিড সমৃদ্ধ Pimple এর Simple Treatment Series
থেকে বেছে নিত আপনার তুকের
জন্ম উপযোগী Acnes

01755543344 Acnes BD

পিপিং জেল সুদিং টোনার ফিফি ওয়াশ ভিটামিন ক্রিমজার স্কার কেয়ার জেল JAPAN'S NO.1

Pimple প্রতিরোধ ও সুরক্ষায়
ফিফি ওয়াশ: তুকে পরিষ্কার ও Pimple প্রতিরোধ করে
সুদিং টোনার: তুকের অর্ধতা বজায় রাখে
পিপিং জেল: Pimple কিসে আর প্রতিরোধ করে

Pimple পরবর্তী পরিচরায়
স্কার কেয়ার জেল: Pimple পরবর্তী দাগ দূর করে
ভিটামিন ক্রিমজার: তুকের উজ্জ্বলতা বাড়ায়

LipIce

LipIce lip balm

Presenting all newly improved Lip balm in five flaunty flavours
Choose your one to get fresher, softer and beautiful lips, naturally.

New LipIce Lipbalm Strawberry
New LipIce Lipbalm Orange & Mango
New LipIce Lipbalm Lemon
New LipIce Lipbalm Raspberry
New LipIce Lipbalm Apple

find us @lipicebd Help Line 01755543344

ROHTO HAPPY SURPRISE

3.5.2 Pricing Strategies

Pricing strategy is an important part of marketing mix. To compete in the Bangladeshi Market price is a very big issue for any company. People of Bangladesh is price sensitive but Rohto's strategy is premium pricing as their target customers are those who can financially afford comparatively costly products. Rohto offers premium price for quality products and they have considered following things to select price.

- **Acceptance of Product:**

As the product has many competitors in the market with low price so the price should be accepted by the customers.

- **Maintaining Market Share:**

With premium price it's tough to have huge market share in Bangladesh but Rohto's target is to get permanent customers in premium price and hold them by assuring quality product.

- **Earning Profit :**

As a business Rohto's main objective is to earn profit. So they set the price covering import cost of bulk products from Vietnam and packaging cost in Bangladesh also included the other expenses in the Retail price.

After analyzing all these factors in the market also competitor's strategy Rohto set their price at premium value for their Target market.

3.5.3 Promotional Activities

To reach the target group Rohto is doing so many promotional activities in Social Media, TV, Print Media and campaigns. Firstly they focus on introducing their product. Then the other tools are used to grab customers.

Advertising: They do advertisement in the ATL and BTL. Also their strong tool is digital marketing where they also engage people by competition to reach more people.



Brand Ambassador: As popular personality attachment brings lots of advantage for a brand so Rohto appointed the world's best All-rounder Shakib Al Hasan as their Brand Ambassador of Oxy.



Campaign and Activation: Campaign and activation programs also plays a vital role in promotion of a brand. Rohto works on it and do campaigns in occasion and activation programs in institutions and corporate office by sample distribution. By this way they give their target group experience about their product and also knowledge.



Chapter-4

Problems, Recommendations & Conclusion

4.1 Problems Identified

1. In Market there are many facewash brands of renowned company and they continuously promote by TV and Newspaper to build trust from people where Rohto's presence with advertisement is less than their competitors.
2. Rohto is struggling with the price where the other brands products are available in cheaper rate than Rohto's where Rohto is following premium price strategy which is a challenge in Bangladeshi Market.
3. Availability is a big fact to compete in the market but Rohto is facing challenge with the availability of their products especially out of Dhaka.
4. There is a great blank in the distribution channel of Rohto. In the market survey it can be found that in the retail Cosmetics shop and Super shops where the other brand's products are available in the eye level where the product of rohto is bellow eye level or not available.
5. Acnes which is promoted as pimple expert had faced a challenge. In the FAQ many consumers complained about the products which didn't work in their face also they started facing pimple problem after using. This was a great challenge for the brand value also for the company.
6. The monitoring of market is too weak of Rohto. Usually the supervisor or manager of sales forces are responsible to monitor dealer's activities but here Rohto has not enough man force to monitor the market. The territory officers can't perform this job as they have to deal with the other activities. So the monitoring of Rohto is very weak and for this they are facing problem with the sales volume.

4.2 Recommendations

In light of the problems, the recommendation are as follows:

1. From the survey it can be found that the presence with advertisement in the broadcasting media is lower than other brand so Rohto need to work on this to gain the trust of TG. Budget is a big fact here to present in the broadcasting media so the top management should expand the amount of budget for advertisement in TV channels and Radio.
2. Rohto's price is higher because the bulk products are imported from Vietnam which is costly. So to grab the market share in Bangladesh Rohto needs to take steps to manufacture bulk products in Bangladesh.
3. Rohto needs to set up factory in Bangladesh to produce bulk product for reducing the transportation cost to import from Vietnam.
4. Availability is a big issue to grow up sales so Rohto needs to focus on the availability of products to every corner of Bangladesh.
5. In the distribution channel Rohto need to expand the manpower in distribution channel. Proper merchandising can fill the gap of distribution channel. So the company needs to appoint more merchandiser in the field to fill up the gap.
6. After research about the complains about Acnes and by collecting further responses it was found that the users uses only facewash who wants to clear pimple from their face but due they are not aware about the gel which they need to use with facewash for the solution they didn't use it and as a result they didn't get result so the Facewash and Gel should promote as a pair for pimple solution.
7. To monitor the market Rohto needs more manpower in the supply and distribution channel, they have not enough sales officer to reach over the territory and for this there is a gap always in the distribution channel. To boost up the reach and proper distribution the management should appoint more sales officer to boost up the sales margin and proper distribution.
8. Distributors are the main sources to increase the sales of any product. So the company should go through a business relationship with the distributors and retailers by providing them more benefits from the company.

4.3 Conclusion

From the above analysis it is clear that COSMETICS market is competitive and potential market and day by day the market is expanding rapidly. So capture the whole market is a challenging task. But the fact is RMB has the potentiality to become market leader. But their main weakness they are not well organized and lack of communication with both their employees and customers.

So they need to focus on the Marketing sector as they have the potential to grow the market share of the market and develop the distribution channel to expand the sales volume. By developing both the sectors they can have more sustainable position in the market.

4.4 References

1. Rahman, M. – “Comparative promotional strategies for cosmetics in Bangladesh: a special focus on OXY”
2. Rohto’s Corporate Website.
3. <https://www.slideshare.net/>