



AN ANALYSIS OF THE MARKETING STRATEGIES OF ROHTO MENTHOLATUM BANGLADESH LIMITED



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LETTER OF TRANSMITTAL

Dewan Golam Yazdani
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Subject: Submission of Internship report on the Analysis of the marketing strategies of Rohto Mentholatum Bangladesh Ltd.

Dear Sir,

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 Strategies of Rohto Mentholatum Bangladesh Ltd”

After studying this report you will understand about the marketing strategies 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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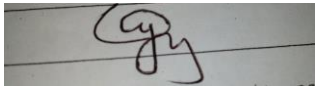
CERTIFICATE OF APPROVAL

This is certify that the internship report titled “An Analysis of the Marketing Strategies of Rohto Mentholatum Bangladesh Ltd.” has been prepared by Atul Sarker, ID: 151-11-4534 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



.....

Dewan Golam Yazdani
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

The popularity of skin care products are on the rise in Bangladeshi market along with cosmetics products. People are now more conscious about their presentability in front of others and consequently the interest on healthy skin items are expanding. Skin care items are not prescribed by doctors and as a result, users mainly try the ones that are most trending or well known. The brand image depends on both quality standards and cost effectiveness in Bangladesh. Hence it becomes more challenging to sustain admirable quality while keeping price affordable in order to generate an effective brand value for the consumers in our market which can help in generating sales for the companies. Rohto is pursuing this through their marketing strategies so that they can acquire brand recognition from the customers.

The fundamental goal of the study is to discover the various sorts of promoting methodologies in Bangladeshi market by Rohto Mentholatum Bangladesh Ltd and how Rohto applies their correspondence procedures with clients in the aggressive market of Bangladesh.

This report includes the analysis of promotional and marketing strategies by Rohto Mentholatum Bangladesh, their target market selection and pricing strategies along with their tactics on offering the products to the consumers, the ways they offer the policies to the target customers. In a nut shell, this report involves the overall study regarding marketing strategies of Rohto Mentholatum Bangladesh Ltd.

The conclusion also covers the challenges faced by Rohto Mentholatum Bangladesh Ltd and furthermore potential proposals are provided from self-perspective and analysis of collected data. So this report will depict comprehensively the promoting exercises done by Rohto Mentholatum Bangladesh Ltd.

Table of Contents

Serial No.	Contents	Page No.
1	Letter of Transmittal	II
2	Certificate of Approval	III
3	Student Declaration	IV
4	Acknowledgement	V
5	Executive Summary	VI

Chapter-01 Introduction

Serial No.	Contents	Page No.
1.1	Introduction	2
1.2	Origin of the study	2
1.3	Scope of the study	2
1.4	Objectives of the study	3
1.5	Methodology	3
1.6	Limitations of the study	4

Chapter-02

Organizational Profile of Rohto Mentholatum Bangladesh Ltd.

Serial No.	Contents	Page No.
2.1	Company Background	6
2.2	Mission	6
2.3	The Corporate Slogan	7
2.4	Rohto's Seven Pledges	7
2.5	Objective of Rohto Mentholatum Bangladesh	8
2.6	Organizational Overview of Rohto	9

Chapter-03

Marketing Strategies of Rohto Mentholatum Bangladesh Ltd.

Serial No.	Contents	Page No.
3.1	Strategy of Rohto Mentholatum Bangladesh	12
3.2	Marketing Strategy	12-13
3.3	Target Market & Segmentation	14
3.4	Target Market Segmentation strategy	14-17
3.5	Developing an Integrated Marketing Mix	14-22
3.6	SWOT analysis of Rohto-Mentholatum Bangladesh Ltd	24-25

Chapter-04

Problems, Recommendations & Conclusion

Serial No.	Contents	Page No.
4.1	Problems Identified	27
4.2	Recommendations	28
4.3	Conclusion	29
4.4	References	29

Chapter- 1

Introduction

1.1 Introduction

The cutting edge and fast paced world is changing to confront the test of the free market economy which is becoming more and more difficult a challenge over time. To keep up with the trend of new marketing strategies every now and then, each company is dependent on an innovative marketing department with executives competent enough to stay in pace with the new tactics regarding to marketing. In order to deliver state of the art and industry oriented knowledge, the internship program has been assigned in Daffodil International University for the students to ensure professional and real life experiences in the corporate field. In this course students are deployed to gather practical knowledge related to their choice of career field. Marketing has always been a subject of fascination for me, hence, I was chosen to perform in the marketing team and after two days of short training, I began working in the communication sector of Rohto Bangladesh in their Head Office at Gulshan-2. In this report I will take an attempt to explore the works in marketing done by Rohto in Bangladesh.

1.2 Origin Of the Study

Internship can be a very effective way to develop practical knowledge in an organization in order to better prepare for the real worlds and face the challenge of corporate activities and professional and organizational structures and behaviors. At Daffodil International University, the BBA program requires 3 credits for internship for the completion of graduation. Since my major was marketing, I worked as an intern in the marketing department of Rohto Mentholatum Bangladesh Ltd. I worked in the communication division of marketing. Besides my core working area I developed practical knowledge regarding the activities related to marketing and sales strategies. Therefore, in this report, I have showcased brief information that I have gathered from primary and secondary sources which I have generated via multiple means such as one to one and group discussions, interviews and online sources.

1.3 Scope of Study

In today's fast paced world, the interest towards cosmetics products are at the pick and it is only increasing more and more with time. There was a time when only young females were the consumers of cosmetics and skin care products. But nowadays not only female but also male use such products. Moreover, people from different age groups including the elderly people are also more caring about skin and outlook than before. So it is safe to say that the market is only looking to grow more.

Considering the circumstances above which clearly indicates the continuous rise in cosmetics market, marketing strategies have become a vital component to ensure increase in sales as more and more competitors are coming to this profitable and challenging market. Hence, the marketing division of various companies are putting the effort in various activities to grab more market share

and at the same time make sure to retain the already onboard customers. My work will look forward to analyze the marketing strategies of Rohto Mentholatum Bangladesh.

1.4 Objectives of the Study

Following objectives were the key concerns while performing this study:

1. To find out marketing strategies of Rohto Mentholatum Bangladesh Ltd.
2. To evaluate the marketing mix strategies of Rohto Mentholatum Bangladesh Ltd
3. To analyze SWOT analysis on Rohto Mentholatum Bangladesh Ltd
4. To suggest some recommendations on the basis of findings.

1.5 Methodology

Data collection method and sources are a major concern for any successful study. Here, two types of sources have been used. One can be identified as a primary source while the other is considered as a secondary source. Apart from that, major insights from informal meetings with the Brand Manager, Senior Executive and Executive of Digital Marketing have been quite helpful. In order to make the outcome more effective and realistic in terms of market standard, various websites and other internet resources were also used.

Primary Sources:

1. Consultation with the officials of the company.
2. Studying activities related to Marketing and Sales department of the company.
3. Discussion with the supervisor.
4. Field visits.
5. Direct conversations with retailers.

Secondary Sources:

1. Annual Report of Rohto Mentholatum Bangladesh Ltd.
2. Website of the stated company.

1.6 Limitation of the Study

Although this study was focused with Rohto Mentholatum Bangladesh Ltd and major efforts were put to get as much information as possible, major concerns were faced due to difficulties in acquiring necessary data. This report focuses on analyzing the marketing strategies of Rohto Mentholatum Bangladesh Ltd but it cannot be ignored that there have been some limitations while working on this report. Some of struggles that were faces are as follows:

Time Constraint: Usually, an employee or officer stays goes through a probationary period for 6 months to 1 year before getting fully involved and becoming trustworthy of the company by knowing necessary information, culture, and strategies in a company to do and understand his/her particular job. Hence logic dictates the time period of 3 months in an internship is not enough to fully understand the inner workings and strategies of a company specially for an intrinsic department like marketing.

Deficiency in access to information: The fundamental hindrance of this investigation is insufficient access to data, which has hampered the extent of examination required for the study.

Lack of Knowledge: Being a student with no previous exposure to the industry, my inadequate knowledge and experience has surely worked as a negative catalyst while trying to understand the marketing strategies of the company.

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. This is a company that is over 112 years old from OSAKA Japan. Their Bangladesh operation was incorporated in September 2010 keeping the pledge to provide “HAPPY SURPRISES” to their consumers in mind. In the international market, ROHTO has established its presence with the help of subsidiaries and distributions in more than 150 countries.

ROHTO is a multinational company in the field of health and wellness. They provide non-prescription drugs, healthcare, and personal care products to consumers around the world. If we look at the history and culture of Rohto, they are very concerned about not only supplying effective solutions that serves the satisfaction level of the customer but also works hard to exceed customer’s expectations. ROHTO’s target market 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 speaks to the organization name just as the logo has its very own importance. The Company logo spreads out a solid message that Rohto will keep on fulfilling client desires with cheerful surprise. The shading Blue speaks to the knowledge and reliability of Rohto as an organization. The "O" toward the end which is hopping in mid-aviation expos that Rohto is prepared to jump into an effective future. The Red line under Rohto demonstrates the excited commitment (energy) that is shared by each Rohto Member, an enthusiasm that is blended every part from the times of Rohto's establishment over a century back until the present time. The logo shows the respectability of the organization to the purchaser, individuals and for the general public.

2.3 The Corporate Slogan

“Happy Surprise!” has been adopted by Rohto as their updated corporate slogan to widely declare with confidence about the promise to provide surprise and happiness to consumers through products and also standing on the foundation amicable and helpful exertion. The corporate slogan also showcases the excitement that is created from the new goals and visions.

2.4 ROHTO’s Seven Pledges:

- 1. The company works with full dedication to uplift the society and to help develop a better world.
- 2. They are and always have been keen to learn with humanity and maintain relentless focus toward self-improvement.
- 3. Having the trust and respect to colleagues and external business partners is of highest importance.
- 4. They are proud of their corporate culture since it helps the growth of highly ambitious ideals, drives passionate debate and pioneers passionate actions.
- 5. They never back down from continuously challenging each other in order to develop more and more streams of happy surprise for their customers around the world.
- 6. They believe that their people are their greatest asset. Their dedicated culture, power of intimate cooperation, assurance, energy and leadership provide the fuel that drives the organization.
- 7. Last but not the least, they truly care to serve the people, the society, and the environment and greatly appreciate their meaningful existence.

2.5 Objectives of Rohto Mentholatum Bangladesh Ltd.

Knowing the customer segment to target is a crucial matter for any business. Here, our discussed company has specific plans for reaching out to target market and make sure to reach every customer by assuring best quality products. Their strategy is to increasing sales volume by ensuring satisfaction of the customers. In terms of demographic, the main users hail from 13-30 age group for both male and female. Generating brand value and brand loyalty for products among the users by providing the best quality is the core strategy of Rohto. This kind of approach is quite sensible in the market of skin care and cosmetic products. Because in such market brand recognition is very important to hold market share as people are very concerned about the brand while buying a product. This makes the market challenging for new comers but has its benefit for a business when a business successfully creates its brand value among the customers. Hence developing customer loyalty by making sure of quality products is the right strategy to generate strong brand value which in turn can increase sales volume to achieve necessary profit margin.

Business Objectives:

- Achieving sustainable growth of the company
- Becoming the leading brand for skin care products in Bangladesh.
- Increasing sales volume.
- Reaching cosmetics outlets at a nationwide level.
- Inaugurate manufacturing infrastructure in Bangladesh.

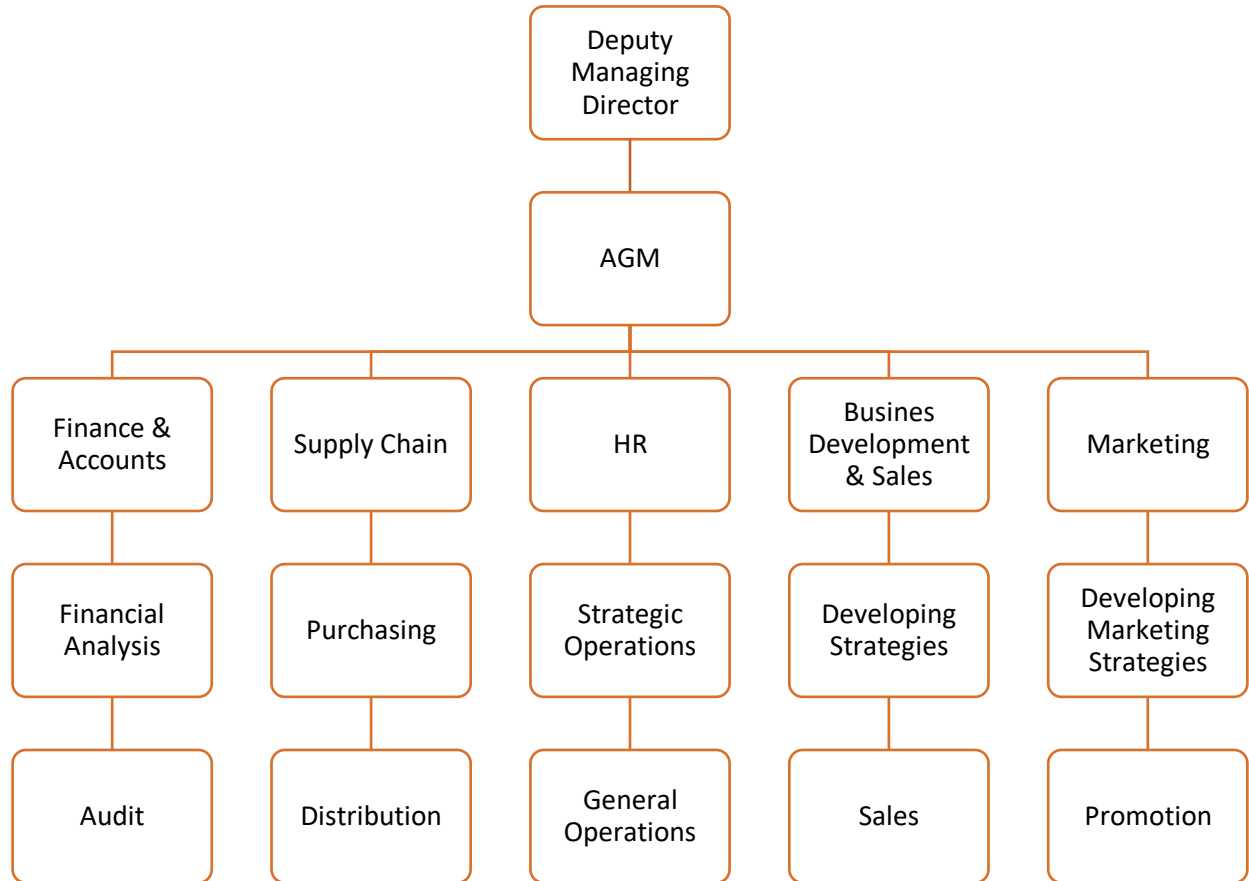
Financial Objectives:

- Increase in revenue
- Increase the company's capital.
- Financial Sustainability
- Create positive impact by strengthening CSR activities and also increase the revenue for the Government.

Marketing Objectives

- Expansion of target market.
- Reaching target customers at a nationwide level.
- Expansion of brand recognition.
- Advance in marketing efforts
- Sustaining performance level with the competitors in the market while finding ways to gain more market share.

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 Strategies of Rohto Mentholatum Bangladesh Ltd

3.1 Strategy of Rohto Mentholatum Bangladesh Ltd.

Rohto is intending to accomplish an enormous segment of the market in the healthy skin items. In Bangladeshi market individuals has fascination on Japanese items for their characteristics and performance. In terms of Japan, Rohto is constantly dedicated as number 1 brand there. Rohto offers quality items to their objective clients to make a positive incentive in their brain about their brands, Oxy, Acnes, LipIce. Rohto accepts that the purchasing choice of the clients relies upon quality as opposed to cost. In particular Rohto consistently work to make their items in each edge of Bangladesh in same cost accessible.

Putting customer interest at the top has always been Rhoto's major concern. Their theory is quite simple. They firmly believe that when the product hits the expectations of the customers and if not exceed them, then not only the brand value and recognition increases but at the same time it helps create customer loyalty which can be a major drive for increase in sales. Hence, quality assurance is a major focus of the company because of which in order to maintain high quality in products, they are produced in Vietnam using Japanese formula. Afterwards, bulk packaging is performed in Bangladesh. The end result is no compromise on quality of the products. Face wash can be considered as their main product. Since it is a non-prescribed skin care product, in order to gain the trust of customers and have recurring sales from them, quality is a serious catalyst here.

3.2 Marketing Strategy

Mr. Asif Irtiza Hussain is the person who runs the strong marketing team of Rohto. Under his experienced supervision, the whole marketing team is engaged to find innovative tactics of promotion against the competitors. Some of the competitors include Himalaya, Unilever, Ponds, Nivea etc. Those competitors undoubtedly has respectable market shares and leading market shares for some products too. As a result, the marketing team need to stay focused and always on lookout to study the trends in the market and how the competitors are influencing it. At the same time they need to come up with strategies to build the brand value more. The following strategies are usually followed:

Advertisement in ATL and BTL: For advertisement both Above the Line (ATL) and Below the Line (BTL) strategies are followed. On air advertisement goes through TV and Radio and also in Newspapers and Magazines. With ATL strategies a broader spectrum of consumers can be reached. The wider target audience makes sense as some products can be appealing to any of the demographic ranges.

In the BTL strategies, primarily they focus on reaching out to the youth. In order to create brand awareness, various campaigns are launched through activation programs in educational institutions such as school, college and universities where samples and brochures are provided to the students so that they can know about their products and get interested to use it. During festivities like Eid, campaigns are held in Shopping Complex and Bus Counters where Brand Promoters distribute

samples to random people and create awareness among people about the benefits of using face wash from their brands.

An understanding of the market is created from the activation programs by collecting and analyzing the data from the respondents and after necessary research development and deployment of new strategies are performed.

Digital Marketing: Both social media and YouTube are targeted for active digital marketing. Different brands such as Oxy, Acnes, LipIce which are under the umbrella of Rhoto, uses their Facebook pages to stay in touch with the audience and make sure to engage with the FAQs of the potential customers. In terms of Facebook, 3 major strategies are used for running campaigns which are named as Hero, Hub and Hygiene. In the first one, the campaigns are run in a big scale and they are shown in large numbers to create brand awareness. This is the substance that was already prevalent in viral promoting. This is a blog, article, or video that pulls in huge quantities of guests and in which you – as an association – contribute a ton of time and exertion. This might be substance identified with the most significant occasion or item dispatch of the year. After this they move on to hub. This is content that has been extraordinarily gone for the particular interests of your objective gathering. This enables the organization to lead the objective gathering, guaranteeing that it stays in see. This content in every case effectively pushed to its proposed beneficiary or shows up at customary, unsurprising interims with the goal that guests will return at explicit occasions. Think about a progression of online journals, in which the bloggers investigate a particular marvel in more prominent profundity. Or on the other hand recordings that manage a particular point every week. Lastly the hygiene campaign which are regular contents if not daily which concentrates at online queries by the target group i.e. how to articles, what is articles, recipes, workshops. Offering such supporting contents builds the notion of reliability and goodwill of the company. This works like an undercurrent that effectively helps to create interests among the consumers.

3.2.1 Sales Strategy

Rohto has not so complicated and straight forward distribution channel around Bangladesh. The 120 sales officers around the country collects orders from retailers depending on their target basis. The territory sales officers are responsible to monitor every sales person and overwatch their performance. The entire area of Bangladesh is divided into 8 territories where the territory officers manage each ones. The territory structure is follows:

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	Chalkbazar		
	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. Mosharrof Hossain	Territory Sales Officer
	Alaul Enterprise	Bogra		
	Everyting Store	Dinajpur		
	Khatun Enterprise	Rangpur		
	Luxary Distribution	Naogaon		
	Monowar Cosmetics	Thakurgaon		
	Parul Cos	Gaibanda		
Kushtia	Maloti Traders	Sirajganj	Md. Shafiqul Islam	Territory Sales Officer
	Amin Brothers	Rajshahi		
	Nupur Cosmetics	Chapai		
	Shohan Enterprise	Pabna		
	Mitali Trade Zone	Zhenaidah		
	BB Enterprise	Faridpur		
Khulna	Shohel Tredas	Kushtia	Md. Jahangir Hossain	Territory Sales Officer
	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	Gopalganj			

3.3 Target Market and Segmentation

The target market of Rohto Mentholatum Bangladesh has been segmented depending on various parameters. In terms of financial capacity, the segments are higher class, higher middle class and middle class. The target customer for Oxy is practically young people aged below 30 who are mainly college/university going students and corporate persons from different professions.

Acnes users are teenage girls and young ladies having pimple related problems and skin problems in face. Acnes promotes itself as Acne Expert. Here the demographic includes school girls just entering teen age to women ageing 30.

LipIce is a seasonal product that is used by both male and female who cares for extra lip care mainly in winter.

3.4 Target Market Segmentation Strategy

Face wash users has been divided into multiple groups by Rohto based on the various needs from the users point of view. Their different brands consists of differentiating SKU's for users with various interest. The segmentation by product is discussed below:

- **Oxy:** Oxy is a face wash for men. There are 12 different SKU's including 6 variations in products of oxy.
 1. **Oxy Perfect Wash:** It is for men with simple acne problem in face and comparatively less oily face.
 2. **Oxy Deep Wash:** It is for those users who spends a lot of time outdoors. It helps to clean the face deeply to remove dirt and pollution and increase brightness.
 3. **Oxy Active Wash:** It is for people with dry skin.
 4. **Oxy Total Anti Acne Wash:** Men with pimple problems in their face goes for this one. It helps in preventing Acne effectively.
 5. **Oxy Whitening Wash:** Users of this product are mainly looking for bright face and glowing outlook.
 6. **Oxy Oil Control Wash:** This is for men who are having issue with oily face.

- **Acnes:** Acnes face wash users are girls and women. It majorly focuses on problems related to pimples as it wants to create its brand image as **Pimple Expert**.
 1. **Acnes Creamy Wash:** This is for girls aged bellow 25. Girls faces pimple problem in their face during teen age and it becomes a major concern for them. This product specifically targets those demographics to provide them with an effective solution for their problem.
 2. **Acnes Vitamin Cleanser:** This product is for using after solving the problem of pimple. Following pimples prevention, vitamin cleanser effectively helps to remove spots created due to pimples.
 3. **Acnes 25+ Facial Wash:** This works against pimple problems for women aged above 25+ and also helps to rejuvenate the face.
 4. **Acnes 25+ Facial Serum:** This is a serum solution that works as a special treatment for pimple problems in women over 25.
 5. **Acnes Pure White Facewash:** This helps to brighten the face and creates a glowing outlook.
 6. **Acnes Oil Control Cleanser:** This effectively helps cleaning oily face of girls and women.

- **LipIce:** LipIce is a lip care brand under the umbrella of Rohto. This is practically a seasonal product used mostly during winter. Major share of users of LipIce are female. However, some male users also use this product who cares about proper lip care. It also creates a shade of pink on the lips. It has the following 3 types :

1. **LipIce Sheer Color**
2. **LipIce Sheer Color Q**
3. **LipIce Lipbam**

3.4.2 Market Demographics

The profile of customers can be discussed mainly depending on demographic, behavior and psychographic factors.

Target market demographics:

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

3.4.3 Behavioral Factors

- Highly ambitious.
- Willing to pay premium for high quality.
- Attractive look is considered to be of added value.
- Conscious about skin care.

3.4.4 Market Needs

After necessary market research and analyzing the data from the market, Rohto is offering different sets of products to different segments of user types. A variety of face wash is there for different purposes so that customers can choose a particular solution for their specific problems and skin care needs without hesitation.

3.4.5 Competitor Analysis

Competitors Strength:

1. Established brands: Some of the present competitors already have an established brand value in the market. Some of the competitors that the company finds to be strong challengers are Himalaya, Fair and Lovely, Nivea, Ponds etc.
2. Price: The pricing strategy of the competitors are also a major challenge for the company as they have products in various price range to target different customer segments.
3. Product Supply: Some of the tough competitors have strong product supply. Their products are in larger volume in the market.

Competitors Weakness:

1. Quality: Although there are some tough competitors in the market, not all of them have high quality products which can be a scope for market grasp for Rohto.

3.4.6 Uniqueness

Things that make Rohto stand apart from others are as follows:

1. Innovative Ideas: Rohto always find new ways to engage with their potential customers and also create new audiences.
2. Experience and Knowledge: Through various activation initiatives and sample distribution programs, Rohto helps to spread the experience of their products among the target customers. Moreover analytics from various platforms such as Facebook page and YouTube channel helps them to understand the current trend and how to create appeal to their consumers.

3.5 Developing an Integrated Marketing Mix

Having the right marketing mix is very essential for any company that includes 4 core matter which are, Product, Price, Place and Promotion. Making the perfect combination and building a cohesive relation among the four components helps the company to reach out and make the best out of the target market.

3.5.1 Product

- Main product: Face wash different uses and customer segments.
- LipIce for lip care.
- Oxy Deo Soap for men.
- Oxy Hair Cream for men.
- Oxy Whitening Cream for men.
- Oxy face wash for men.
- Acnes face wash for women.

Product Line:

Oxy



Oxy facewash



Whitening Cream



Oxy Charcoal Deo Soap



Oxy Hair Cream

Acnes

Pimple-এর Simple সমাধান

ত্বক আর Pimple নিয়ে আপনার চেনাঘরের শেষ নেই। ত্বককে পরিষ্কার করে তুলতে অবিসং-প্রোপাইল ক্লোরাইড ফেনল ও স্যালিসাইলিক এসিড সমৃদ্ধ Pimple এর Simple Treatment Series থেকে বেছে নিন আপনার ত্বকের জন্য উপযুক্ত Acnes

সিবিং জেল সুনিং টোনার ফিসি ওয়াশ ভিটামিন ক্রিমজার স্কার কেয়ার জেল

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Acnes

JAPAN'S No.1

Pimple প্রতিরোধ ও সুবৃক্ষায়
 ফিসি ওয়াশ: ত্বক পরিষ্কার ও Pimple প্রতিরোধ করে
 সুনিং টোনার: ত্বকের অর্ধতা বজায় রাখে
 সিবিং জেল: Pimple হিরে আসা প্রতিরোধ করে

Pimple পরবর্তী পরিচর্যায়
 স্কার কেয়ার জেল: Pimple পরবর্তী দাগ দূর করে
 ভিটামিন ক্রিমজার: ত্বকের উজ্জ্বলতা বাড়ায়

LipIce



3.5.2 Pricing Strategies

Pricing is a highly impactful catalyst for the success of any products. Specially in a developing country like Bangladesh, price is a more sensitive issue and finding a proper price for a product that is neither too low or too high and does not push the customer too much for money is vital for product success. However, Rohto follows premium pricing since their target customers are higher income people who are willing to pay high price for greater quality products. The company considers following aspects while setting prices.

- **Acceptance of Product:**

Since there are lots of products from the competitors with low prices, that segment of the market is already too crowded. Therefore, higher price for better products should be accepted by the customers.

- **Maintaining Market Share:**

Although premium price can make it difficult to gain large market share in Bangladeshi market, Rohto's target is to make loyal customers in the premium price section so that they can make profits from recurring purchases.

- Earning Profit :

Making sure proper amount of profit is vital to keep the company growth smooth. Thus, while setting up prices of products they make sure to cover import cost of bulk products from Vietnam and packaging cost in our country and also other expenses in the retail price along with necessary profit margin.

Analyzing the above core factors and competitor analysis, Rohto puts their products in the premium price category.

3.5.3 Promotional Activities

As part of the ATL marketing strategy, Rohto does large number of promotional activities in Social Media, TV, Print Media and campaigns. Firstly proper introduction of their products are kept in mind. Then other tools and methods are used to grab customers.

Advertising: They do advertisement for both ATL and BTL strategy. Also digital marketing plays a strong role for them where they also launches various competitions and offers prizes among people to create interest and keep people engaged.



Brand Ambassador: Attachment of a popular public face with the company and its products brings lots of advantage for a brand. Rohto has appointed Shakib Al Hasan, a national player of Bangladesh cricket team and also one of the best all rounder around the world who has a huge personal fan base as their Brand Ambassador of Oxy.



Campaign and Activation: Campaign and activation programs play a significant role in the promotion of a brand and creating brand awareness. Rohto arranges campaigns in different occasions and activation programs in institutions and corporate offices where they provide awareness about the products and also do sample distribution to generate more interests and develop potential buyers and also create word of mouth marketing.



3.5 SWOT analysis of Rohto-Mentholatum Bangladesh Ltd

SWOT analysis is very important for any organization in formulating marketing strategy. Any organization must have adequate knowledge about their Strengths, Weaknesses, Opportunities and Threats. Like any other organizations RMB also has SWOT which are described below:

Strength:

Strengths are those factors which may consider as plus points for an organization and can be used as advantage against competitors. RMB's strengths are:

1. **Large distribution channel:** it has distribution channel all over Bangladesh, and still it is establishing new branches inside and outside Dhaka.
2. **Strong Brands:** it has a quality Brand Image in the users mind.
3. **Dedicated work force:** it has dedicated work-force.
4. **After sales service:** it has well organized customer service, where it provides online advice related to skin care and it's products.
5. **Experience:** it has well experience work force, who are working in cosmetics market for many years.

Weakness:

Weaknesses are those factors which can be work as disadvantage for organization but advantage for the competitors. RMB's weaknesses are:

1. **Lack of training and development facility:** the management is only sales focused, it provides less concentration on employee training and development issues.
2. **Weak Branding Strategy:** they provide less concentration in branding and advertising.
3. **Lack of communication:** it is the major weakness of RMB. There is lack of understanding among the higher authority and lower level.

Opportunities:

Opportunities are scopes which depend on foresight of the management. If the management can utilize those opportunities, then they can get advantage in achieving their goal.

Opportunities for RMB are:

1. **Increasing Market:** Cosmetics market is continuously increasing. Number COSMETICS user is increasing as a result the demand is increasing. This is the most important opportunity for RMB.
2. **Creative Strategy:** RMB is trying to influence the Beauty Parlors to offer a service based on RMB's Brand products like: Acne's Wash.
3. **Developing more expert work force:** by providing more appropriate training and development opportunity, RMB can develop its most powerful and valuable asset, which is skilled work force.
4. **Proper communication:** by establishing proper understanding RMB can sort out its most of the weakness.

Threats:

Threats are intimidations, which are beyond the control of an organization. It depends on economic, political and the market. But it can be minimized through proper precaution.

1. **New competitors:** because of easy access new competitors are continuously entering the market.
2. **New brands:** day by day new brands are entering in Bangladesh market. If RMB failed to established its current brands and capture the new then it will be a great threat.
3. **Copy products:** many local competitors are making copy of brand products selling those at cheap price. This is the biggest threat to the image of the brand reputation and also for the customers.
4. **Consumer bargaining power:** because of increased competition it may be considered as threat.

Chapter-4

Problems, Recommendations & Conclusion

4.1 Problems Identified

1. There are many well-known brands who sales face various washes and they relentlessly promotes their products through TV and Newspaper to stay in front of people's eye where Rohto's does not have a significant presence with advertisement.
2. Rohto is struggling with the price of their products. Where the other brands have products at cheaper prices, Rohto is still following premium price strategy that is a logical challenge in our country's market.
3. Rohto's supply chain is not large enough to make their products available everywhere especially outside Dhaka.
4. There is a significant deficit in the distribution channel of Rohto. Market surveys shows that in the retail cosmetics shop and super shops Rohto's products are bellow eye level or not available at all whereas other brand's products are available at the eye level. This plays as a strong catalyst for lower sales of Rhoto's products as they are difficult to find in comparison to their competitor's products of similar kinds.
5. Acnes that thrives to be the pimple expert had faced challenges in real life in terms of effectiveness of the product. Many Complains have been recorded in the FAQ section about non effective products and also about pimple problems that started after the use of the products. This is a severe threat for the brand image and the company itself.
6. The market monitoring system is quite weak for Rohto. Generally, supervisor or managers of sales in different areas overwatch activities of dealers. But Rohto does not have enough man power to keep the market activities in continuous track. Territory officers are unable to conduct this job as they have other responsibilities. As a result, poor monitoring infrastructure results in low sales volume.

4.2 Recommendations

Considering the challenges that are being faced by the company, following recommendation are suggested:

1. Rohto needs to create more presence through advertisements in broadcasting media to create awareness and trustworthiness among the target customers. Budget is a key factor for such activities. Thus the top management should allocate more money for advertisement in TV channels and Radio.
2. Rohto's imports bulk products from Vietnam which is expensive. Rohto should establish manufacturing infrastructure in Bangladesh to cut down on product cost and target the market with more reasonable pricing to gain traction on covering more market share.
3. Rohto needs to make sure of the availability of their products to every corner of Bangladesh so that they can cover larger market share. Otherwise they will not be able to compete with the current leaders in the market.
4. A stronger distribution channel with more human resources needs to be built. Effective merchandising can help mitigate the gap in distribution channel. Therefore, more merchandisers should be brought in to make the company stronger.
5. Research about the complains about Acnes and further data collection from more responses shows that the users were not using the pimple solution product properly. A gel was supposed to be used following the use of the face wash for effective action against pimples. But people did not know about the gel and proper using method of the two products in combination and were only using the face wash thus resulting in unsatisfactory results. Considering this situation, the two products should be marketed as a pair for pimple solution with clear instructions on the box to avoid further confusion in the future and increase customer satisfaction.
6. For proper monitoring in the market, the supply and distribution channel need to be strengthened with more manpower. Due to lack of enough sales officer the territories cannot be covered properly and as a result there is always a significant gap in the distribution channel which can be noticed in the shelf spaces of different shops. The management needs to recruit more sales officers to increase sales volume and ensure proper distribution.

7. Distributors play a key role in increasing sales of any product. The company should develop better relationship with the distributors and retailers by providing them more incentives from the company and also create a personal relationship and brand royalty.

4.3 Conclusion

In conclusion, we can safely say that the Cosmetics market is a very competitive market besides being a potential one that will see more and more rapid growth with time. Capturing a significant market size is clearly a daunting task. But the fact is, this company has the potential to become market leader due to their quality of the products and the mindset to serve the consumers with the best quality. However, they need to work on being more organized with more people in the team and need to mitigate lack of communication with both employees and customers for growing the company successfully.

More focus needs to be put on the marketing sector so that they can create awareness and trustworthiness about their products and their quality among the customers and at the same time reach more potential customers and retain their interest over time. Moreover, stronger distribution channel is a must to ensure the expansion of sales volume. By concentrating on these sectors they can surely have more sustainable market share over time.

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/>