

Internship Report

On

“An Analysis of Marketing Mix Strategies of ACI Mosquito Aerosol”



Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

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“An Analysis of Marketing Mix Strategies of ACI Mosquito Aerosol”

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LETTER OF TRANSMITTAL

11 October, 2020

To

Dr. S M Sohel Rana

Associate Professor

Department of Business Administration

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Daffodil International University

Subject: Submission of the Internship Report.

Sir,

This is my great pleasure that I am presenting to you my internship report entitled “An Analysis of Marketing Mix Strategies of ACI Mosquito Aerosol.”

I have tried heart & soul my best efforts to collect the data properly and create an internship report. During the time of this internship I gather knowledge and experience which will be helpful in my future career. I have tried as much as it was possible to meet all specifications and instructions you have provided for the report and necessary to prepare it. During my internship program, I gathered a lot of knowledge & experiences that I believe will help me in my real life as well as my corporate world.

I should be grateful if you would kindly accept my report. I will be available for defense and for answering any queries on this report at any time in your convenience.

Thank you.

Sincerely yours,

Md. Shourav

ID: 192-14-136

Batch- 53rd

Department of Business Administration.

Daffodil International University

SUPERVISOR'S DECLARATION

It gives me tremendous delight to confirm that the extended report named "An Analysis of Marketing Mix Strategies of ACI Mosquito Aerosol" has been finished by Md. Shourav ID: 192-14-136 # an understudy of MBA program, Department of Business Administration, Daffodil International University, Dhaka under my watch and direction. Apparently, this is a unique work, which has not been distributed in any diary or submitted to any organization or office for any degree.

I do thus acknowledge it a completely suggest Internship report for assessment.

Dr. S M Sohel Rana
Assistant Professor
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

STUDENT'S DECLARATION

I do thusly proclaim that the work introduced in this Internship Report has been done by me and has not been recently submitted to some other University/Organization for a scholarly capability. The work I have introduced doesn't penetrate any leaving copyright and no segment of this report is duplicated from any work done before for degree or something else.

I further embrace to repay the Department against any misfortune or harm emerging from penetrate of the prior commitments.

Md. Shourav

ID: 192-14-136

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Department of Business Administration Daffodil
International University

ACKNOWLEDGEMENT

First of all I would like to express my gratefulness to almighty Allah for enabling me on the strength and ability to prepare the internship report successfully.

I would like to thank Daffodil international university (DIU) for planning such a course that gave me the chance to gather knowledge about corporate life what I learnt in three months. The knowledge I gathered throughout internship course would help me to develop my future

I am very much grateful to my Academic supervisor **Dr. S M Sohel Rana Assistant** Professor, Department of Business Administration, Faculty of Business & Entrepreneurship who guided and support me for completing my report on “**Marketing Mix Element of ACI Mosquito Aerosol.**” during my internship period. Without his help it would have very difficult to complete the internship report.

DEDICATION

At the point when the individual accomplishes something, there must be a motivation behind for accomplishing work. Particularly I might want to devote my report to my caring dad and mother, whose ask, friendship and backing are consistently a wellspring of consolation for me to reach at this objective. Also, I might want to devote this report to my honorable chief Dr. S M Sohel Rana, he has guided me and show his certainty on me and acknowledged me that I am truly equipped for accomplishing this work.

Without his direction and backing, it isn't feasible for me to finish this report.

I am grateful to all of them!

PREFACE

Social event information from commonsense angle is incredibly varying from hypothetical information through its activity, intricacy and execution. Handy experience can support our hypothetical information. The hypothetical information can be legitimized by the temporary job program and is an extraordinary chance to know reasonable world. So it is correct choice for Faculty of Business and Entrepreneurship to present this kind of Internship program for the understudies for better understanding and direction with the useful employment climate.

The Internship program essentially is a chance to limit the lacuna among hypothetical and reasonable information. As MBA understudy, it might be an incredible benefit to connect with the direction as Bengal gathering. Which is without a doubt one of the effective and performing partnership in Bangladesh. In this report, I have made an honest effort to make the examination fruitful for which I have been doled out. I admit there may be a few mix-ups, some juvenile endeavors. It will drive satisfaction in the event that I locate my entire endeavors serve, at any rate, somewhat for which it has been readied.

Md. Shourav

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MBA PROGRAM

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EXECUTIVE SUMMARY

For any organization Branding is significant & essential parts on the grounds that not exclusively is it what establishes a noteworthy connection with buyers yet it permits the clients and customers to recognize what's in store from an organization. ACI airborne is a solid brand of ACI restricted. Progressed compound industry (ACI) restricted. It was set up in 1973 and from that point forward they have been delivering drug items, buyer items, and Agriculture business items. ACI has been acknowledged as an establishing individual from the network of worldwide development organizations by the world financial gathering which is the most esteemed business organizing association

At present ACI has been confronting rivalry from different mosquito repellent specifically as Morten, Hit and remove. Rather than substantial rivalry ACI airborne has been the main decision of creepy crawly shower in Bangladesh by means of the push to guarantee the stature quality has helped ACI to be the best Mosquito executioner.

This report I focused on the Marketing mix of one specific product of ACI. I worked with ACI aerosol. I was very interested in knowing about an FMCG company's sales, marketing & operations before my doing my internship program. ACI limited is one of the country's biggest conglomerates with- pharmaceuticals products, farming products, & consumer products etc. This report is basically designed according my internet analysis & research & Articles. I deeply analyzed and examined whole ACI marketing operations and activities. As a result gathered a vast knowledge.

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CHAPTER- 01:
INTRODUCTION

1.1 Introduction

ACI is an amazingly show relationship in Bangladesh. ACI Aerosol is an old brand in the Aerosol business, and besides, it is the fundamental brand in Bangladesh in Aerosol class. Furthermore, over the time they have created themselves in the market and right now they are the market pioneer. As an exhibiting understudy, I will endeavor to dissect the advancing acts of ACI Limited in this report.

Exhibiting is a first sensible ground for the most customer thing decided affiliation. It gives fortify for the entire strategy wires thing, innovative work, publicizing and different movements and thing game plans and association. Inside overabundance of 90% bit of the general business of the overall business, ACI Aerosol is proportionate to Aerosol based aggravation control class in Bangladesh. ACI Aerosol is accessible in all basic retail, general, and super shops all through the nation

Displaying is a level out need required thing for everything chose affiliation. The affiliations may have the best thing whenever imagined or they may have the best association strategy at any rate nobody knows. In that condition, displaying will help them in hoisting it to everybody. The compelled time segment of showing is fundamental in getting the entire world out to clients that your affiliation has something great to bring to the table them with fabulous respect. As an issue of first criticalness, the affiliations need to tell buyers that they exist and a brief timeframe later they need to push their image benefits in a strong business network

1.2 Origin of the Study

As a necessary aspect of the Internship program, this particular report is being set up on the proposed subject "Promoting Mix Element of ACI Mosquito Aerosol." The expectation was to offer a chance to the understudies to increase some certifiable experience by working in a useful climate.

1.3 Objectives of the study

1. To examine the Marketing Mix Strategies of ACI Mosquito Aerosol" in Bangladesh.
2. To identify different limitations, weak point of ACI LTD.
3. To get an organizational overview of ACI LTD.
4. To prescribe some recommendations on ACI Mosquito Aerosol.

1.4 Research Methodology of Data Collection

Both the primary as well as the secondary form of information was used to prepare the report.

The details of these sources are highlighted below:

1.4.1 Primary Sources

Essential information where I gathered straightforwardly from the authorities. I have examined some issue to them and utilize their reactions as essential information

1.4.2 Secondary Sources

The optional information were, organization's yearly business audit report, showcasing report, yearly financial plan, organization manual, course book and data from web and so on.

1.5 Limitations

- (i) The time period of the report is Limited.
- (ii) It sets aside a ton of effort to be adroit in the association.
- (iii) It is beyond the realm of imagination to expect to lead point by point research because of the requirements and limitations are given by the association.

(iv) It is consistently hard to track down significant papers and archives for the report



Chapter 02

Organizational Overview

2.1 Background

ACI originated from ICI (imperial chemical industries) a British multinational company established a branch in the East Pakistan which was then converted into a company after liberation war named ICI Bangladesh manufactures ltd. And ten ICI (imperial chemical industries) was changed to name advanced chemical industries (ACI) by diversifying its investment in Bangladesh in 1992.

Basically ACI introduced as a subsidiary of imperial chemical industry (ICI) in .1968 and on 24 January it has been incorporated as ICI Bangladesh manufactures limited. On 28 December 1976 this company also attained listing with Dhaka stock exchange. Gradually the company was planted as the name of advanced chemical industries (ACI)

With a multinational heritage Advanced Chemical Industries (ACI) Limited is one of the leading conglomerates in Bangladesh. The company has variegated into four major Strategic Business Units (SBUs). ACI limited is the only potential Bangladeshi Association which achieved ISO 90001 quality organization system in 2002.

2.2 History

 ACI Limited	
Type	Public company DSE : ACI
Industry	chemicals, foods, pharma, consumer products, logistics, consumer electronics, automobile services, communication
Founded	1968 ^[1]
Headquarters	Dhaka, Bangladesh
Key people	Mr. M. Anis Ud Dowla, Chairman and Dr. Arif Dowla, managing director
Revenue	▲ ₳ 238 Million ^[2]
Website	aci-bd.co

ACI Limited is one of the undeniable relationship in Bangladesh. ACI Limited has several business working environments in various locale like as drugs, purchaser brands, and Agro business. ACI Limited is the basic Bangladeshi affiliation who accomplished ISO09001 quality association framework affirmation in 1995 and ISO14001 condition association structure affirmation in 2000. ACI Limited is an open obliged affiliation and recorded in DSE and CSE besides ACI Limited has several measures of International exchange collaborators. ACI was so named in 1992. Regardless, the recorded setting of ACI re-visitations of 1926, when Imperial Chemical Industries (ICI) was taken an interest in the United Kingdom as four affiliations expressly Novel Industries Limited, British Dye begins Corporation.

2.3 Mission and Vision of ACI Limited

The Main needs of ACI obliged are pass on bewildering things and organizations in most of the areas in which customer needs and moreover focus on the best way to extend an impetus to the financial specialists.

2.3.1 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.

2.3.2 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.

2.5 Values



Quality



Customer Focus



Fairness



Transparency



Continuous Improvement



Innovation

2.4 CSR ACTIVITIES OF ACI

Societal development through Educational program: ACI limited not only thinks about Business activities & profit also implements societal development through educational programs. ACI promotes CME (continued medical education) programs for those doctors who are lives at village & they are lack of internet & other updated medical info. In order to make them rich in updated in the medical practices regularly the ACI's CME program is highly fruitful. For teaching English language to school going children ACI also has taken on hand an English education program in Faridpur.

Educate farmers with modern cultivation: ACI has taken a necessary steps to educate crops farmers all over rural areas of Bangladesh for doing well in Agriculture cultivation. ACI has an Expert Agriculture team that teach the farmers cultivate with modern technology.

ACI Environmental policy: ACI formulates sustainable development by maintaining Environmental issues related with organization. All business activities and operations of ACI's accomplished by maintaining proper environmental regulations and engaged all operation by ecofriendly. ACI also maintains the Re-cycling.

2.5 Different business units & subsidiaries of ACI

The strategic Business units, subsidiaries & joint ventures of ACI Ltd are illustrated below. The ACI aerosol brand exists the commodity goods.

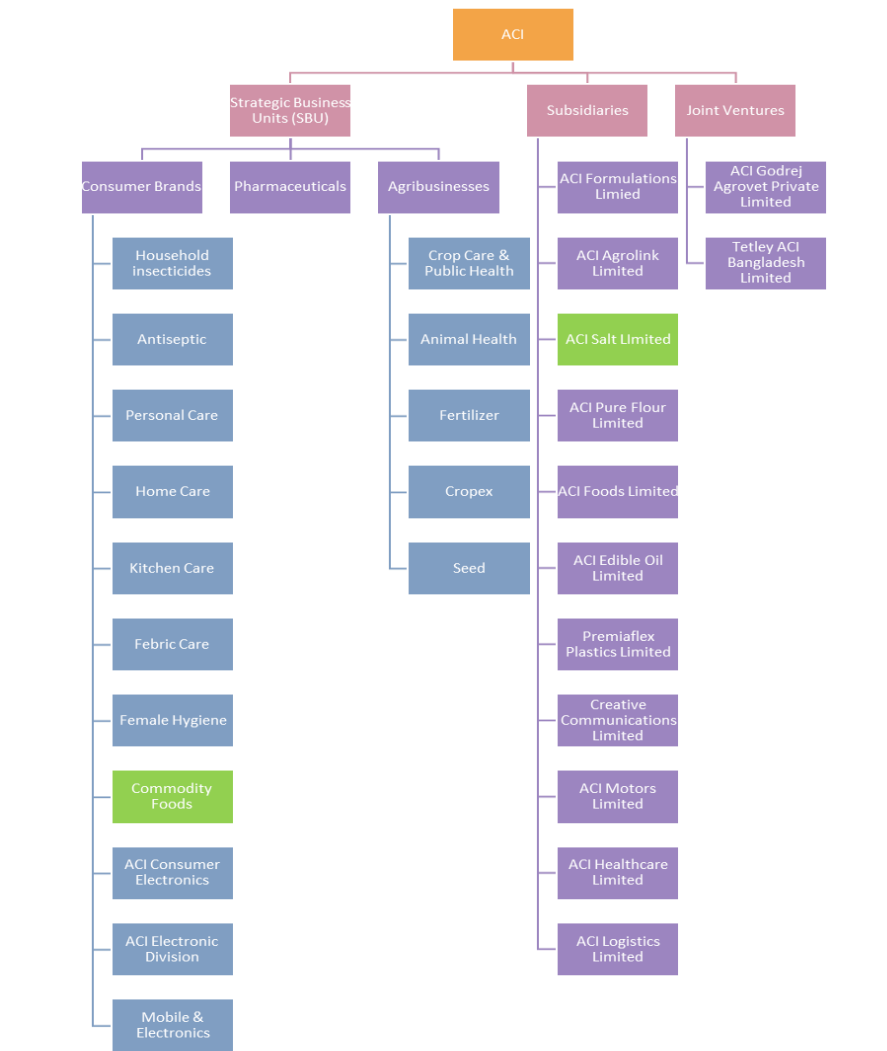
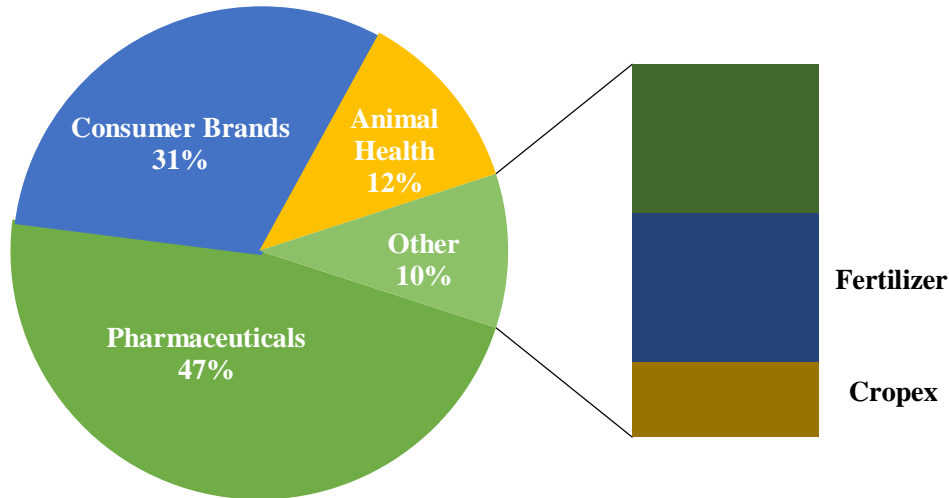


Figure 2.1 SBUs, Subsidiaries, Joint ventures of ACI

2.6 ACI SBUs sales contribution

ACI Business Units Sales Contribution by Percentage in 2013



Sales Contributions of ACI SBUs

Source: ACI Corporate Sales Presentation

This figure illustrates that different SBUs of ACI has potential sales contribution. We can see that ACI Pharmaceuticals have the most of the sales contribution among other SBUs. The next greatest high volume of sales comes from Consumer Brands Unit .The figure also shows that ACI consumer goods have fruitful growth than animal & others SBUs. That's indicate a positive thing to retain this categories in the whole SBUs. In the 31% consumer brands improvement there has the lions share contribution of ACI aerosol.

And finally there need to proper utilize of marketing efforts, promotional campaign to keep up such development of consumer brands

2.7 SWOT Analysis

By analyzing SWOT Analysis a company can measure its current position & improve its future performances in comparison to its competitors. Company can measure internal strength and weakness on the other hand also can identify the external opportunities and threats.

Strengths:

- i. strong brand image
- ii. skilled management
- iii. Have loyal customers
- iv. Market leader in insect & chemical industries

Weaknesses:

- i. Sales have significantly declined due to lack of ad campaign.
- ii. Lack of innovative know-how.
- iii. Lack of Repositioning Activities

Opportunities:

- i. Expand its Distribution channel
- ii. Investment in Rural area instantly
- iii. Expand Business in international

Threats:

- i. Entry of new rivals
- ii. Bargaining power of customers
- iii. Threats of decrease market share
- iv. Customer Attrition



CHAPTER- 03

Market of ACI aerosol

3.1 Market

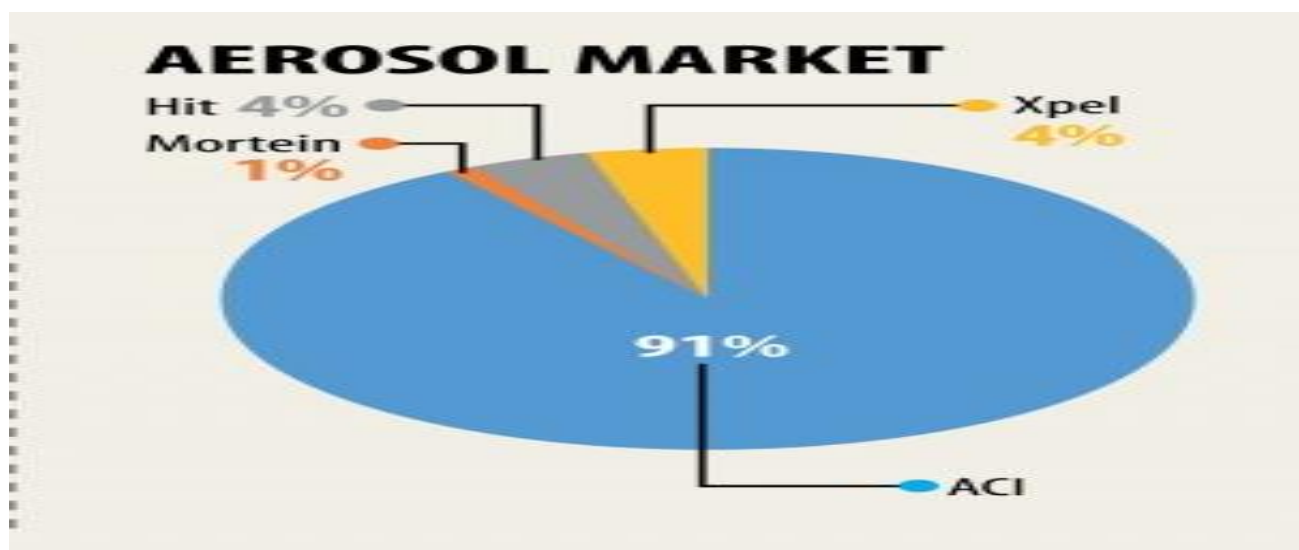
The sum total of all the buyers and sellers in the area or region under consideration. In a market there two parties can gather to facilitate the exchange of goods and services. The parties involved are usually buyers and sellers. Here one gathering sells items or administrations called vender and who buy items or administrations called purchaser.

The market of ACI Aerosol: In a general way ACI aerosol market is divided into two categories

- a) Domestic market
- b) international market

3.1.1 Domestic Market

The domestic market of ACI is very potential. ACI Aerosol has the highest market share in domestic market for Mosquito repellent products. ACI first introduced the concept of quality control management system in Bangladesh to gain ISO 9001 certification that assures quality in every aspects of products.



ACI aerosol is mostly known as mosquito repellent and this product is serving their customer very efficiently. In the field of mosquito repellent they obtained the height of market shares than HIT, Mortein and xpel. ACI market share is 91% in domestic market which is a dominant factor for ACI aerosol.

3.1.2 International Market

After dominating in local market, ACI increases their international market in abroad. To retain & fuel continuous growth and development of ACI, the company has already started looking for international market. ACI at first implemented quality control management system in Bangladesh to gain ISO certification that helped ACI being market leader in domestic market and the success of gaining ISO certification has enriched & strengthened the quality ACI goods that has brought tremendous success in Myanmar, Vietnam, Yemen, and Sri Lanka.



ACI is the first innovator in Bangladesh has undertaken to obtain ISO 9001 certification for Quality control management system over all categories goods that helps to assure the quality in goods. And finally this ISO 9001 certification for quality gives a competitive advantage to ACI in both Domestic and international markets.

3.2 Competitors of ACI aerosol in domestic market:

Now a days ACI Aerosol has been facing competition from various mosquito repellents, namely as- Morten, A brand by Reckitt Benckiser, Hit by Godrej and expel by square Toiletries Ltd. Pictures of ACI AEROSOL's are given below:

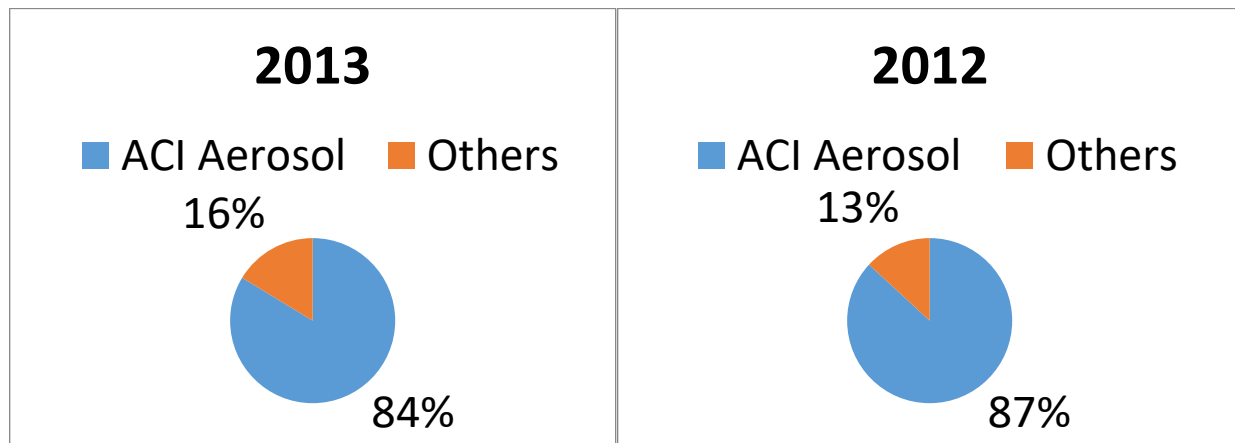


One of the competitive advantage of ACI aerosol is they offer ACI aerosol in different sizes to customers. This allows their customers with more choices. Here with different prices related to their sizes are given below along with their competitors:

SIZE	PRICE	SIZE	PRICE	SIZE	PRICE	SIZE	PRICE
800ML	TK 390	450ML	250	500ML	TK 270	600ML	TK 350
475ML	TK 270			250ML	TK 150	300ML	TK 225
350ML	TK 220						
250ML	TK 150						
ACI		Mortein		Xpel		HIT	

3.3 Key issues about ACI aerosol market

- **Loss of market share:** though ACI aerosol remains the market leader in mosquito repellent industry but their sales volume has significantly decreased because of insufficient advertisement campaign.



Sources LankaBangla Finance ACI Limited

In the above figure the two pie charts shows sales decline in two years' time. Lanka Bangla finance had done a survey & it showed that in 2012 their market share was 87% and competitors were only 13% Later in 2013 when again they did a survey and it showed that the market share of /ACI aerosol has fallen 3% to 84% and their competitors market share were increased by 3%.Although the percentage seem to be minuscule but the monetary amount it represent is enormous.

- **Frequency of competitor's campaign:** Brands like Motrin & Hit are more frequent when it comes to promotional campaigns. On the other hand, there has been no noticeable promotional efforts from ACI aerosol in recent time.

□ **Foreign campaigns:** Due to the dominating presence of Indian TV channels, the advertisement campaigns of martin or hit, affect the markets of Bangladesh. This may be due to the fact that The target market of India & Bangladesh may share similar segmentation features what do ACI wants to be The long term goodwill of their brand and widespread availability of ACI Aerosol has made them to hold a large share of the market even after facing all the key issues mentioned from its competitors’ products and variants. Therefore ACI came to a conclusion of our main objective:

“Increase brand share by 3% by volume through ad campaigns during the promotional period of 3 months”

Hence, ACI’s efforts will be to increase their brand share by volume by at least 3%, through this ad campaign starting from 1st of October to the end of December. This mainly refers to a sales objective by increasing volume. Through this ad campaigns we want to remind their customers that ACI are still there in the market

For example, few ads done by ACI’s competitors in current times:



3.5 CAMPAIGN strategy of ACI aerosol

To assess the effectiveness of our campaign we shall take the following measures:

- **Before/ After Study:** At the beginning and at the end of our campaign we shall conduct surveys of our markets sales data to check whether the campaign has been successful to reach its objective.
- **Marginal Analysis:** Also throughout the campaign period we shall conduct marginal analysis of our sales to cost data. We shall continue spending as long as the incremental cost is not equal to the incremental revenue

Practicalities

Budget: The budget allocated for the campaign is BDT 40, 00,000 or Forty Lacs only. All the processes that are needed to be carried out to achieve campaign objective has to be carried out within this amount.

Timing: The briefing starts at 1st of September, a whole month before the main promotional campaign from October 1st, with the presentations and other formalities done throughout September.

Mandatory: All media vehicles used in the campaign must carry the corporate logo of ACI and its color themes. Slogan for this campaign is, ‘Abar Marbo Mosha’ translatable to ‘Let’s Kill Mosquitoes Again’.

3.6 Market Segmentation

Market Segmentation refers that dividing the market into distinct groups of buyers who have different needs, characteristics, or behavior, and who might require separate products or marketing programs. The marketer has to determine which segments offer the best opportunities.

Consumers can be grouped and served in various ways based on geographic, demographic, psychographic, and behavioral factors.

3.6.1 Variables of ACI's market segmentation

Demographic segmentation (income & occupation)

ACI has chosen the demographic market segmentation on the basis of income & occupation for the ACI aerosol. So, there are basically three income groups:

- A. Higher level income groups
- B. Middle level income groups
- C. Lower level income groups

ACI targeted these two income groups, the middle level income groups & the lower level income groups who's buying capacity matches with ACI aerosol pricing strategy.

And the customers whose occupation are service holders, Businessmen, officials, professional & technical.

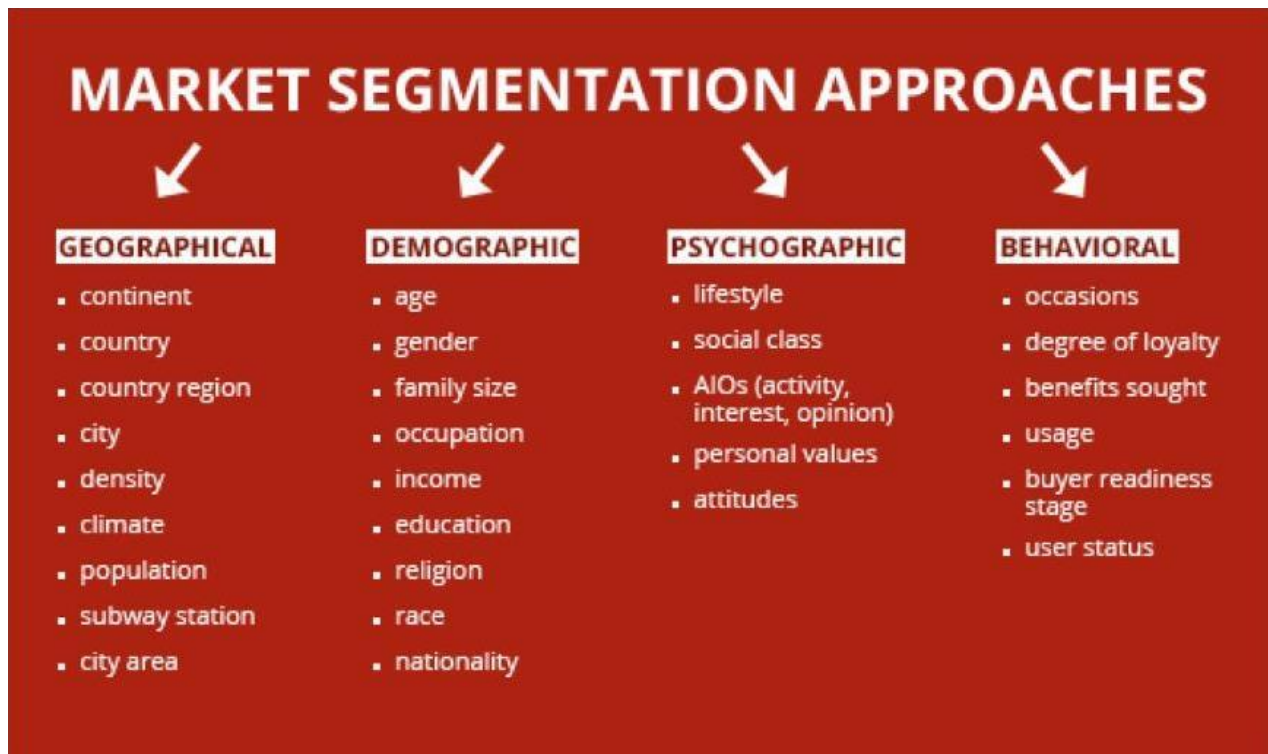
Geographic segmentation (urban areas)

ACI has made geographic segmentation on the basis of urban area. They have targeted the urban areas Middle & lower income customers. ACI strategically focused on these urban customers For ACI aerosol because these segments customers are enough capable of buying ACI aerosol & they all time cautious about their family members health & also avoid mosquito coils.

Psychographic segmentation (social class, Life style, personality)

ACI has made also psychographic segmentation on the basis of social class & personality. ACI analysis that there are some people in their targeted customers who are pretty much belong to psychologically social class, personality. They examined that in the targeted groups there are some people who are not comfortable with mosquito coil, so these people confirm would purchase ACI aerosol. There are also few people who things about social status , they think if they use aerosol rather than Mosquito coil that will increase their social status & social class.

3.6.2 Kinds of Market Segmentation



Geographic Segmentation:

Geographic Segmentation separates the market into geological units, for example, countries, states, locales, nations, urban areas or neighborhoods. The organization can work in one or not many territories or it can work in everything except focus on neighborhood varieties

Demographic Segmentation:

In segment division we isolate market on factors, for example, as age, family size, family life cycle, sexual orientation, pay, instruction, race and social class.

Conduct Segmentation:

The commercial center is moreover fragmented dependent on track market's conduct, usage, inclination, decisions and dynamic. The sections are generally isolated principally dependent on their comprehension of the item and use of the item. It is believed that the expertise of the item

and its utilization impacts the purchasing choice of a character. The crowd might be sectioned into

–

- Those who think about the item,
- The individuals who don't think about the item,
- Ex-clients,
- Likely clients,
- Current Users,
- First time clients, and so forth.

Psycho-realistic Segmentation

Psycho-picture Segmentation partitions the objective market on the possibility of their character, lifestyle and attitude. This division way deals with a reason that customer looking for conduct might be provoked by methods for his character and way of life.

Among all the four kinds division ACI Limited use here 3 styles of division and those are geographic, conduct segment and psycho-realistic segmentation

On the off chance that we recall the bases of the division, at that point we can see that ACI Limited has fixated on Income, Occupation, Place, and Lifestyle for portioning their Aerosol market and that recommends that [ACI Limited is immensely focused on Geographic Segmentation, Demographic Division, and psycho-photo Segmentation](#)

3.7 Target marketing strategy of ACI aerosol

An objective commercial center is the commercial center an association wants to pitch its articles and organizations to, and it consolidates a zeroed in on set of customers for whom it arranges its advancing undertakings. Perceiving the objective market is a fundamental create inside the improvement of a division plan. A target commercial center can be segregated from the commercial center in standard through topography, purchasing force, socioeconomics and psych designs.

There are 4 normal objective promoting methods:

Undifferentiated Marketing

There will never again be solid varieties in supporter qualities. To widen stand-out promoting approach for unmistakable benefactor organizations will take better cost and the association won't be fit for arrive at their objective clients routinely. In any case, one unmarried showcasing mix will take significantly less esteem and can be wipe to discover target customers.

Separated Marketing

That is some other promoting and advertising technique wherein the organizations focus on two or three market division to boost their pay. For focused on more than one market fragment bunches need to have abilities. Without capacities it isn't generally conceivable to objective more than one fragment because of here gatherings need to full fill enormous amount of supporter needs.

Center or Concentrated Marketing

In such a showcasing approach Company goes for best one fragment. As a result of may also the association have insufficient capacities or barely any fragments won't be so engaging. In this type of promoting endeavor set up particular publicizing and advertising mix.

Tweaked Marketing

Tweaked publicizing and showcasing is known as tailor promoting. That implies on this promoting strategy advertisers give man or lady or hand crafted unique item.

They eminently charge extraordinary wants of rich clients.

Undifferentiated publicizing strategy.

Undifferentiated showcasing procedure

ACI Limited offer equivalent item for each and every customer. There is no trade in palatable of the item. As a result of its mosquito Aerosol so it's presently not doable to make explicit top notch in same item that is the reason they have oblige undifferentiated advertising procedure.

Separated promoting system

ACI Limited offers a similar item to each and every client except they have separated their item by means of making selective length this is the reason this item can know as separated item.

This is the two different ways ACI Limited utilize their objective advertising technique for their ACI

Mosquito Aerosol thus far they are exceptionally fruitful.

3.8 Positioning strategy of ACI aerosol

Situating is about the considerations of the client. Setting an office or a token the customer's mind in association with the opposition. The arranging want is regularly the principal essential inclination for an endeavor or a logo considering the way that the position can be crucial to clients' acknowledgment and choice other options.

Presently we will see that what are the systems has been utilized by ACI Limited for making situating of ACI Mosquito Aerosol:

- **Situating by value/quality:** An extremely unavoidable strategy to situating. ACI restricted establishment the cost in their item circumspectly. They are giving more prominent amount than their opposition and just as they're keeping up their fine furthermore.
- **Contender examination:** ACI Limited Investigate and investigation their opposition which empowers to decide the qualities and shortcomings of their fundamental rivalry like Motrin and Hit. Understanding the varieties among a business endeavor and its rivals is significant to discovering holes inside the market that can be full.
- **Positioning by attribute:** That is the maximum frequent positioning approach. Here ACI Limited consciousness is on a specific attribute, a product feature, or purchaser benefits. Here ACI Limited shows that their Aerosol could be very beneficial against

mosquito and there is not any other hassle which may be very dangerous for their fitness and as well as for surroundings.

- **Determine current position:** ACI Limited always decide their present marketplace position and it is essential as any competitor analysis. That's due to the fact you need to recognize your very own market position to be able to properly compete to your share.

- **Positioning with respect to a competitor:** ACI Limited usually focus on their competition and they maintain suitable courting with them however they continually serous on the idea of well-timed delivery and production excellence. That is one among their positioning method which lead them to prominent than their competitors. They continually maintain their exact relationship with all the competitors and that helps them to recognize more approximately their competitors

CHAPTER- 04

Marketing Mix of ACI Aerosol

4.0 Marketing Mix of ACI Aerosol

4.1 Marketing Mix

Subsequent to settling on its general advertising technique, ACI is prepared to start arranging the subtleties of the showcasing blend one of the significant ideas in current promoting. ACI vaporized advertising blend has been planned as a lot of controllable, strategic promoting apparatuses that the firm mixes to deliver the reaction it needs in the objective market. The ACI promoting blend comprises of everything the firm can do to impact the interest for its item.

4.1.1 Product:

ACI aerosol is the home category products of ACI consumer brands. It is also produced in ACI formulation. ACI aerosol protects from “the mosquito-borne Diseases” like-Dengue, chikongunia & Malaria. ACI confirms the safety for health Because ACI aerosol maintains the standard of active Ingredient use set by “Bangladesh standards of training institution”. It gives the protection, nonviolence, safe –gentle effective dependable & unobtrusive in complete harmony with family. ACI AEROSL has currently operates in markets with four different SKUs (stock keeping units).



Marketing strategy for product

ACI aerosol undertakes the “product line strategy”

Where ACI aerosol comprised of various sizes, types, and prices under one related product lines.

Advantage of product line strategy

- Can offer different sizes to customers
- Customers can choose the best one From alternatives
- Overcome boringness from old goods and introduce new one under that product line
- Increase customer loyalty, repurchase & lower the customer acquisition cost
- ACI can market all the products under a product line to their target market.

4.1.2 Price:

Price refers that the amount of money charged for a product or service. Customer has to give up in order to acquire a product or service. When customers get value instead of exchanging money it's considered as value for money

Marketing strategy for price

ACI has set “product line pricing strategy” for ACI aerosol.

- ✓ ACI offers ACI aerosol in different sizes to customers.
- ✓ This strategy allows the customers more choices with different sizes
- ✓ Setting prices at different ACI aerosol lines allows customers pick the suitable one according with their needs & spending capabilities

Though ACI provides better quality than any other Aerosol companies in Bangladesh, it has implied the same price so that customers can buy the product without thinking about price.

ACI Mosquito Aerosol. Always maintains a standard pricing strategy to provide its customer a best solution within its limits. Here is a price list of its product:

SL	Product Name	Qty	Unit Price
01	ACI Aerosol Insect Spray 8000 ml	1	450 tk
02	ACI Aerosol Insect Spray 475 ml	1	295 tk
03	ACI Aerosol Insect Spray 350 ml	1	280 tk

04	ACI Aerosol insect spray 250 ml	1	185 tk
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4.1.3 Place

Placement is about making the products available in everywhere, where customers can get easily the products. For selling finished goods there needs to have shops or stores. In this case ACI sells goods directly to Retail stores and their wholly owned 73 SHWAPNO super shop outlets across the country by fulfilling the needs of over 35,000 household every day. And then Retail shops and super shops sell the finished goods to final customers.

ACI delivers “ACI aerosol” across the whole country through an effective distribution channel. In almost every district ACI aerosol has their distribution points. In every regional distributions they have their sub-depots from where ACI aerosol is delivers to Retailers & super shops.

ACI distribution channel illustrated given below.

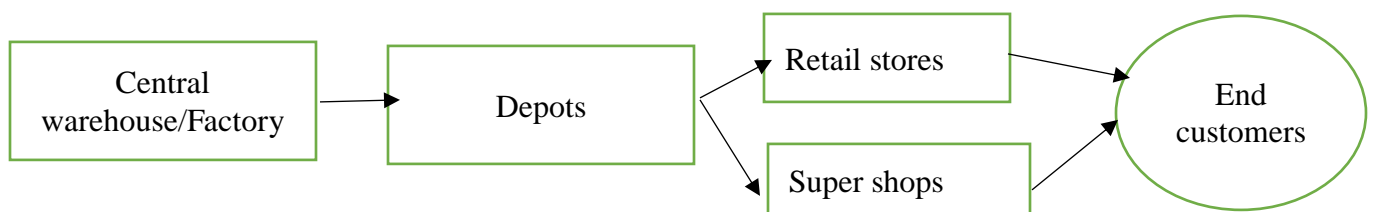


Figure 1 : ACI AEROSOL distribution channel

This fantastic distribution channel strategy makes ACI AEROSOL very highly responsive to stores. When demand arises from retail stores & super shops then products can manage to stores from Depots within short time.

After manufacturing in Narayangonj factory ACI aerosol then stocked in the different regional depots and finally moves to different places all over the country. ACI has the largest retail chain in the country.

DISTRIBUTION NETWORK

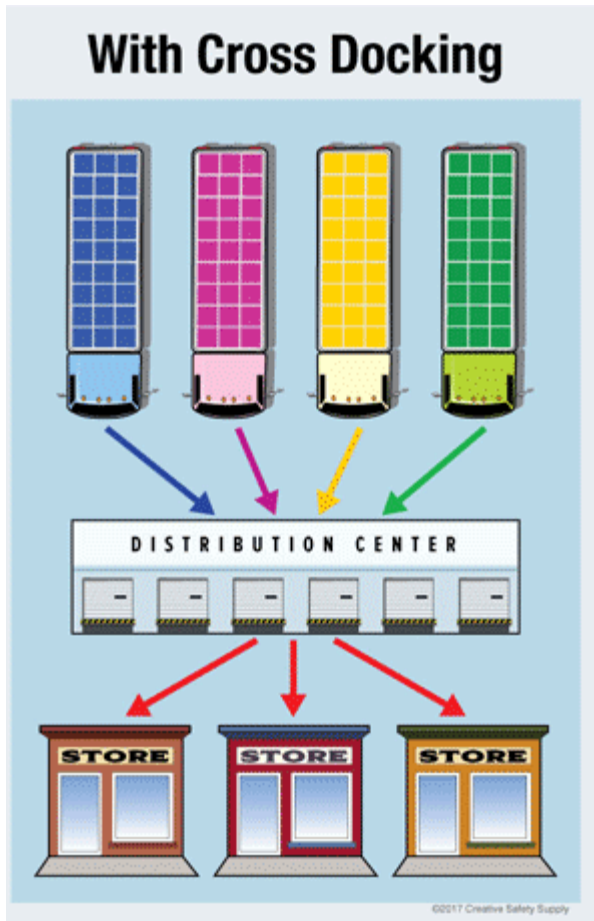


Regional distribution points of ACI:

- | | | | |
|-------------|----------|-------------|------------|
| ➤ Dhaka | Ranjpur | Rajshahi | Maijdi |
| ➤ Camilla | Bogra | khulna | chittagong |
| ➤ Mymensing | Gazipur | Bandarban | sreemangal |
| ➤ Tangail | Dinajpur | Natore | sylhet |
| ➤ Jessore | Faridpur | cox's Bazar | chandpur |

Distribution strategy

For distributing finished foods from factory ACI implements an effective and efficient Distribution strategy which is called [cross docking distribution strategy](#)



First of all finished goods (ACI aerosol) moves to Distribution centers via inbound transportation from factory then stored less than 24 hours in DCs and then finally the goods transfer to different stores and super shops through outbound transportations.

- 26 DCs across the country
- Trained delivery persons over 500 and a large fleet of over 150 vehicles.
- Capable of handling continuing volume of diverse range of products from the various businesses.
- Highly streamlined, computerized and automated.
- Highly responsive with stores on the basis of demand

4.1.4 Promotion:

Promotion is one of the most important element in marketing mix. ACI uses some strategy for its promotion.

Push & pull strategy

There are two potential promotional strategy in marketing. These are push strategy and pull strategy.

ACI follows both promotional strategy to promote ACI AEROSOL.

Push promotional strategy of ACI AEROSOL

In push strategy ACI AEROSOL executes the trade promotional activities in Retail stores & super shops. For trade promotional marketing activities ACI made a good relationship with retailers & super shops. And provide them promotional Allowances, have price deals etc. There are also held competition of sales & the retailer got the rewards who sells more among all of them.

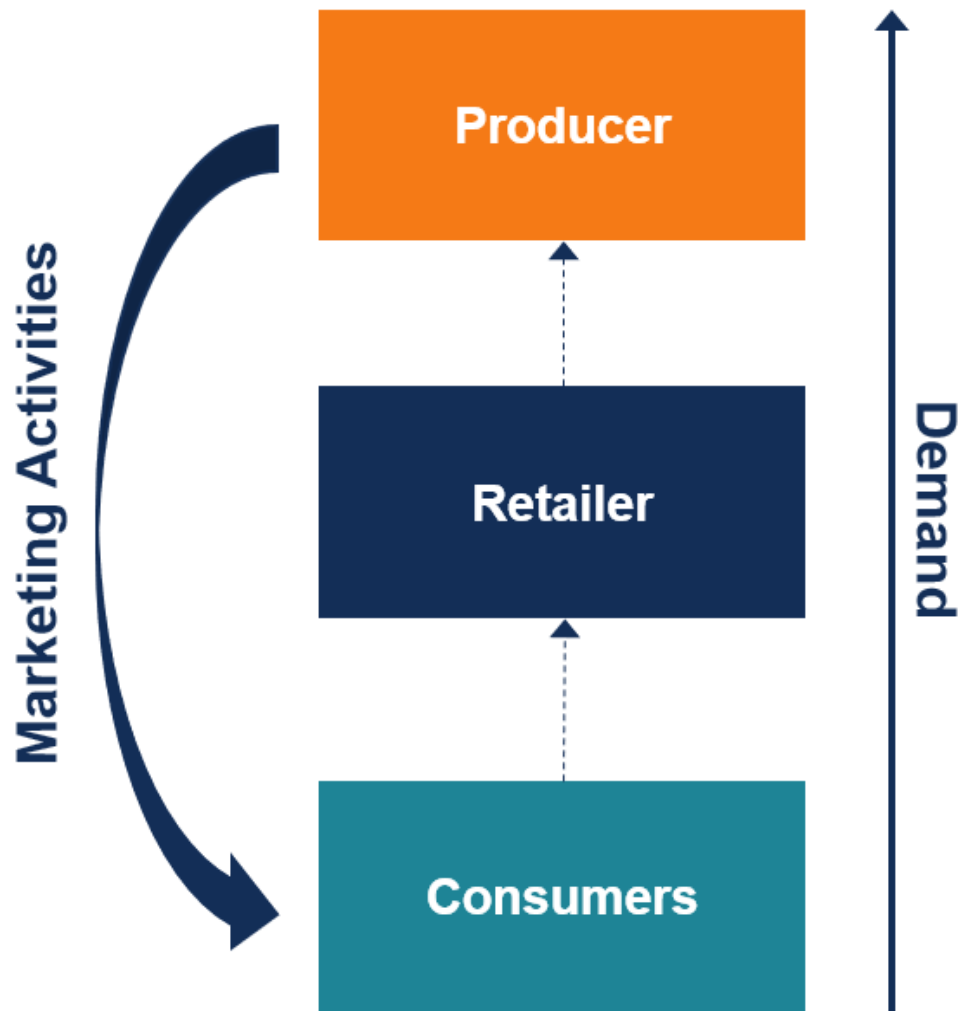
By using all that promotional tools ACI aerosol focuses on sales promotion to motivate sellers to sell more ACI aerosol to the end customers also to promote.

Pull promotional strategy of ACI AEROSOL: ACI markets its products directly to customers through implementing pull strategy. Later on consumers find out the expected product to purchase from retailers.

There are several reasons to implement pull marketing strategy of ACI:

- Establishing the direct contact with consumers & also build strong consumer loyalty.
- For making stronger bargaining power with distributors and retailers
- For creating brand awareness, Brand value and product value
- Testing a products Acceptance in the market and gather consumers valuable feedback about the product
- Customers can actively seeking out the expected product.

✚ Pull strategy process of ACI aerosol



Several pull marketing tactics ACI aerosol uses:

- Social media networks
- Media coverage
- Sales promotions
- Advertising

Some executed pull promotional strategies of ACI AEROSOL is given below:

✚ TVC

In 2018 an advertisement from ACI aerosol was aired on television. To attract customers a savlon soap promote as free with ACI aerosol 475 ml in the advertisement.



✚ Social Media Campaign and Brand Activation Campaign of ACI Aerosol

Social media platform is a potential way to connect with audience to build brand awareness, increase sales and also customer's retention as they get up to and updated information about company's new offers, promotional information's.

Computerized media and online advancement - an incredible method to contact mass individuals inside brief timeframe and in a more cost-effective way. ACI aerosol executes various preliminary in their official Facebook page-ACI aerosol Bangladesh

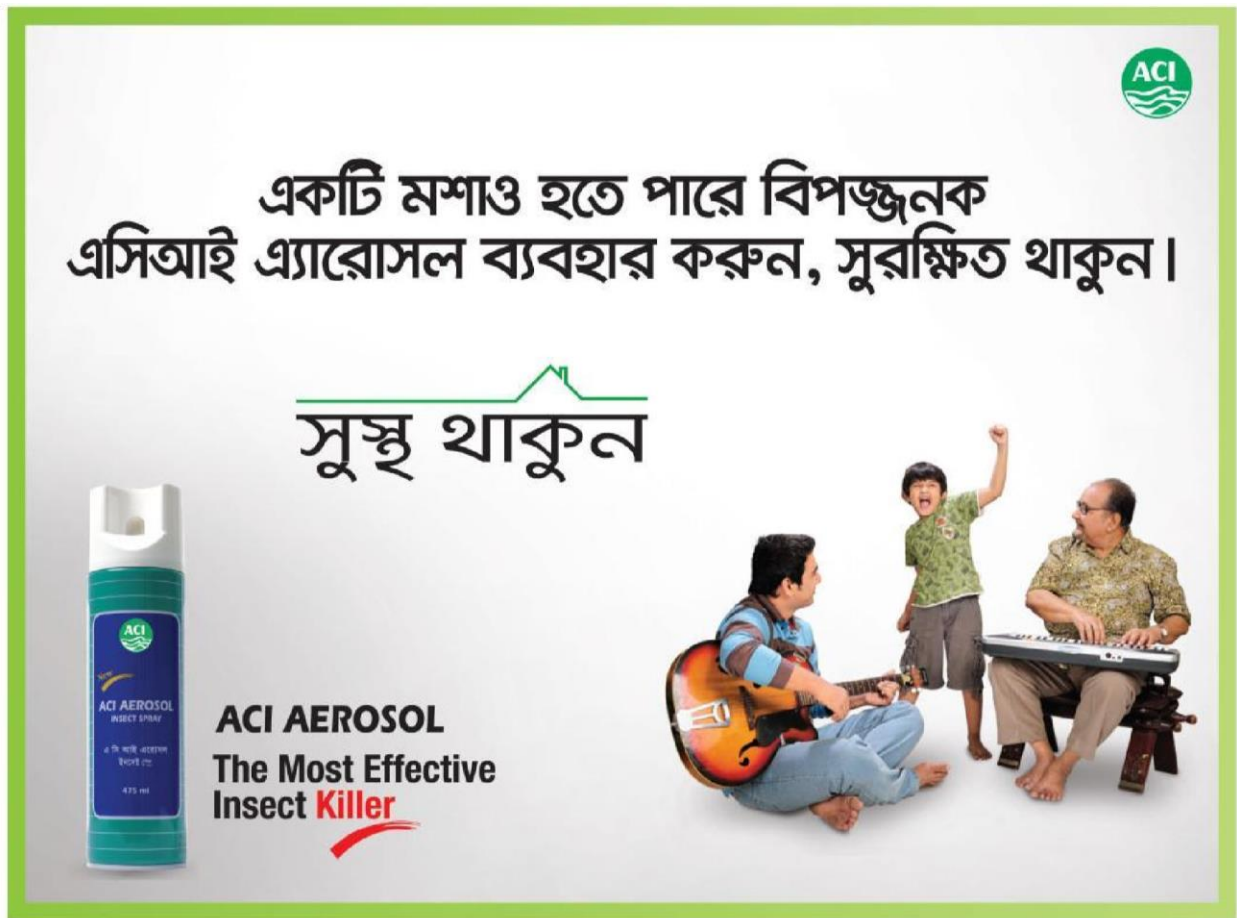
This year ACI Aerosol has showed diverse drive in their Official Facebook page – ACI Aerosol Bangladesh.



+ Print media

Print media indicates print based media in newspapers, magazines etc. For spreading the latest & accurate information ACI uses print media to its customers. Besides, ACI aerosol executes print media as a significant way to catch mass people and increase brand awareness. Print media also helps appeal to visual learners with establish trust

Print media incorporates advancements which are done in paper and magazine. This one is likewise an incredible device to contact mass individuals and raise brand mindfulness. ACI utilizes this customary strategy for buyer advancement apparatus with regards to support ACI Aerosol before open eyes. Print media advancement carries a decent reaction to ACI Consumer Brand items. ACI's print media notice test given underneath:



ACI

একটি মশাও হতে পারে বিপজ্জনক
এসিআই এ্যারোসল ব্যবহার করুন, সুরক্ষিত থাকুন।

সুস্থ থাকুন

ACI AEROSOL
The Most Effective
Insect **Killer**

ACI AEROSOL
INSECT SPRAY
৪৩৩ মিলি

The advertisement features a family of three (a man, a woman, and a child) sitting on the floor, playing musical instruments (guitar and keyboard). The man is playing a guitar, the woman is playing a keyboard, and the child is standing and dancing. The background is a light green gradient. The ACI logo is in the top right corner. The main text is in Bengali, and the product name and tagline are in English.

ঘেঁরে ফেঁড়ন ঝশাদেঁরে



ডেঙ্গু, ম্যালেরিয়া ও চিকুনগুনিয়া থেকে নিরাপদে রাখুন নিজেকে ও নিজের পরিবারকে।



ACI AEROSOL
The Most Effective
Insect **Killer**



CHAPTER: 05
CONCLUSION AND RECOMMENDATION

5.1 Conclusion

In Bangladesh, ACI Aerosol has been the main decision for the clients. Yet, lately the impression of the clients are changing, yet up to this point ACI Aerosol has the most elevated number of piece of the pie in the business of Bangladesh. So in that sense, it tends to be inferred that their clients are faithful to the brand. Yet, the recognitions and taste of the clients can be changed so ACI Limited ought to know and worry about the taste and assessments of the clients that will assist them with keeping up their control in the business.

5.2 Findings:

Subsequent to breaking down the advertising practices of ACI Limited of Mosquito Aerosol, the accompanying discoveries are overwhelming.

- In division ACI Limited just spotlights on high-salary gathering and mid-pay gathering.
- Concerning objective advertising, they don't zero in on genuine and altered promoting.
- Regarding situating technique, they don't zero in on picture separation
- The one of a kind selling suggestion (USP) of ACI Limited is a great item
- They utilize refreshed current innovation.
- In instance of accommodation item, it is just for high and mid-level salary gathering.
- ACI Aerosol following "Premium Pricing Strategy"
- ACI Aerosol is accessible pretty much every departmental store everywhere on the ation.

5.3 Recommendations

ACI Aerosol is driving brand in vaporized market of Bangladesh. Be that as it may, there are a few focuses which can be improved. In the event that they can do this, at that point that will help for the since quite a while ago run.

1. Now the basic grievance of their client is the viability of ACI Aerosol is diminishing. So they should be the emphasis on that announcement and need to consider how they can tackle this issue as quickly as time permits. In the event that they can do that that will assist them with holding their current clients.
2. ACI aerosol may offer price discount to stimulate purchases during the promotional period. One important thing is offering price discount in such a way that not exceed to the extent that results in losses for them.
3. Another thing is ACI Limited should give center around provincial regions and low-pay level individuals. Since that is their chance to catch this market. ACI Limited can create little bundles of ACI Aerosol for low-salary individuals.
4. ACI Aerosol is accessible pretty much every departmental store everywhere on the nation, and that cycle ought to be proceeded so they will have the option to save their mastery in the market for the since quite a while ago run
5. Recently there are no significant promotional campaign for ACI aerosol in market. On the other hand competitors-Mortein, Hits continuously doing promotion. So, ACI aerosol should increase their promotional campaign to retain customers.

5.4 References

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