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An Analysis of the Marketing Activities of ACI Aerosol



An Analysis of the Marketing Activities of ACI Aerosol

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Submission Date: 10th February, 2022

Letter of Transmittal

10th February, 2022

Professor Mohammad Masum Iqbal, PhD
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Subject: Submission of Internship Report on “An analysis of the Marketing Activities of ACI Aerosol”.

Dear Sir,

With due respect, I am Syed Jameeul Islam, would like to notify you that, with the grace of Almighty Allah and your kind facilitation I have completed the report as per your instruction to meet the course requirement. It is a great pleasure to present the internship report titled “An analysis of the Marketing Activities of ACI Aerosol” which was imperative for the graduation of the BBA Program. The three-month internship program allowed me to gain a lot of knowledge. It has also allowed me to obtain real experience dealing with clients and performing numerous tasks with the help of specialized software. I believe that the knowledge I gained from this course will benefit me greatly for any future endeavors. Throughout the coursework, I strived to assimilate as much information and pertinent issues as possible, and I tried to abide by the directions which you advised during my internship at ACI Limited to the fullest extent.

In providing this report, I have tried my hardest to bring together all of the essential knowledge and illumination in order to make the report as informative and comprehensive as it can be. Therefore, I would like to take this opportunity to thank you for taking the time to review the report as well as evaluate for yourself how productive I've been in the projects. If you don't mind having to put up with any inadvertent errors.

Sincerely,

Syed Jameeul Islam

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Approval Certificate

This is to certify the internship report entitled that “An Analysis of the Marketing Activities of ACI Aerosol” prepared by Syed Jameel Islam, ID: 161-11-5005, as a requirement of BBA program under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for submission.

A handwritten signature in black ink, appearing to read 'M. Masum Iqbal', is written over a horizontal line.

Professor Mohammad Masum Iqbal, PhD
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Declaration

I proclaim that the Internship Report on "An analysis of the Marketing Activities of ACI Aerosol", contains the findings of my own research conducted under the auspices of ACI Ltd. I further proclaim that the work illustrated in this temporary job is authentic, and so no part of the report has been submitted to or approved by any other institution or organization for any degree, grant, or other objectives.

The information I have presented does not infringe on any existing copyright. I, therefore, agree to indemnify the Institution in the event of any misfortune or damage resulting from the failure to comply with claims.



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Acknowledgement

First and foremost, I want to thank the Almighty Allah for providing me with the opportunity to prepare an internship report on "An Analysis of the Marketing Activities of ACI Aerosol." Professor Mohammad Masum Iqbal (PhD), Faculty of Business & Entrepreneurship, Daffodil International University, is responsible for providing me with the opportunity to learn about ACI Aerosol's marketing operations (Consumer Brand). It would not have been possible for me to complete the report without his advice. He has been extremely helpful in providing me with guidelines for completing my report.

Then special thanks to Mr. Jakir Hossain, General Manager of ACI Ltd. Consumer Brand, and Mr. Jahangir Alam, Senior Executive, for paying close attention to my administrative duties. Furthermore, participating as an intern for ACI Ltd. Consumer Brand has been a genuine pleasure for me.

Finally, I must emphasize the fantastic working environment and teamwork of my colleagues on the ACI Ltd. Consumer Brand team, which has enabled me to conduct a lot of transactions and to witness operations throughout my three months at ACI Consumer Brand. I am extremely satisfied with the completion of this report.

Executive Summary

ACI Limited is one of the country's largest corporations, with businesses in medicines, agriculture, consumer goods, and other industries. Advanced Chemical Industries, or ACI, is one of Bangladesh's most well-known corporate names. In a major conglomerate like ACI, marketing expertise is one of the major factors that determines a company's financial success. Since every department is interconnected, all other departments such as finance, operations, accounting, and other operations will not function properly if marketing practices are hindered. The basic aim of marketing for a business is to determine the true demand for a product or service, then connect with customers and supply the goods. Selling a product successfully is mostly determined by a few factors, such as product quality, price, and how individuals perceive the product. After all, the major goal of marketers is to facilitate a product in creating a favorable image and position in the minds of consumers.

The purpose of this paper, titled "An analysis of ACI Aerosol's Marketing Activities", is to explore the marketing activities of ACI Aerosol. I struggled to find out their advantages, disadvantages, possibilities, and threats. ACI Limited has made a name for itself in the industry with its "Mosquito Aerosol," while they also offer a variety of other commodities. In this paper, I also explored ACI Mosquito Aerosol's market share, as well as the segmentation, targeting, and positioning strategy of ACI Mosquito Aerosol in particular. ACI Limited has a robust distribution channels, enabling their Aerosol to be sold all across the country. I also learned that while ACI Mosquito Aerosol is currently the industry leader, other competitors are striving to acquire market share via new innovative concepts and effective promotional strategies. And after looking over all of the facts and analysis.

This report is based on my theoretical understanding as well as my practical experience. Its main intention is to provide practical knowledge while also allowing students to gain theoretical comprehension. To compile this research, primary and secondary data was collected through one- on-one interviews, surveys, web publications, sales records, and other methods. As a result of their high quality and well-organized distribution strategy, ACI Mosquito Aerosol is currently the market leader.

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CHAPTER-1: INTRODUCTION

Marketing Activities of ACI Aerosol

1.1 Introduction

ACI Limited is a prominent organization in Bangladesh. ACI Aerosol is a well-known brand in the aerosol industry, as well as the most trusted in Bangladesh. Furthermore, they have gradually established themselves in the market and are now the market leader. As a marketing intern, I will explore ACI Limited's marketing practices in this report.

Marketing is essential for any company that focuses on a single product. A particular organization may have the best quality or management system ever devised, but no one knows of it. In that case, marketing will assist them in spreading the word to a larger audience. The limited-time marketing sector is critical for informing consumers that your company has something special to offer them at a reasonable price. Businesses must first inform potential customers that they exist, and then promote their image benefits in a competitive marketplace.

Marketing is the first pragmatic foundation for the majority of consumer product-driven businesses. It supports the entire process, including the item, innovative work, marketing, and other advancements, as well as item sales and administration. ACI Aerosol is synonymous with aerosol-based nuisance control in Bangladesh, with a market share of more than 90%. ACI Aerosol is sold in all major retail, grocery, and superstore chains across the country.

1.2 Origin of the Study

This report is being written as part of the Internship program on the proposed topic of "Marketing activities of ACI Limited (A case study on Mosquito Aerosol)." The goal is to provide students with the opportunity to gain real-world experience by working in a practical setting. My internship supervisor is Professor Mr. Masum Iqbal (Dean & MBA Coordinator at Daffodil International University).

1.3 Objectives of the Study

The objectives of the study are following.

- To identify the marketing strategies of ACI Aerosol;
- To Explain the marketing mix of ACI Aerosol;
- To Identify the problems related to the marketing activities of ACI Aerosol;
- To make recommendations to solve the problems;

1.4 Research Methodology

The report was created with the help of both primary and secondary sources of information. The specifics of these sources are as follows:

1.4.1 Primary Sources

I obtained primary data directly from the officials. I have discussed with them about a few topics, and their responses are being used as primary data.

1.4.2 Secondary Sources

Secondary data sources included, among other things, the company's annual business review report, marketing report, annual budget, corporate handbook, textbook, and internet information.

1.5 Limitations

- The report's time frame is limited.
- It takes a long time to become an expert in the company.
- Extensive research is not possible due to the organization's constraints and restrictions.
- Finding relevant papers and documents for the report can be difficult.



CHAPTER-2: THE ORGANIZATION

2.1 Organizational Overview

ICI Bangladesh Industry Limited was a Dhaka Stock Exchange-listed open constrained company and a subsidiary of the well-known multinational ICI Plc. ICI Plc. sold its stake in ICI Bangladesh Manufacturers Limited in an administration buyout in 1992, and the company was renamed Advanced Chemical Industries (ACI) Limited. ACI Formulations Limited, an ACI subsidiary, became a publicly traded company through direct posting. ACI's primary goal is to achieve business brilliance through quality by understanding, tolerating, meeting, and exceeding client expectations. ACI adheres to international standards for quality management systems in order to maintain customer loyalty by ensuring the consistency of products and services. ACI also complies with all national administrative requirements pertaining to its current organizations and ensures that the World Health Organization's current Good Manufacturing Practices (CGMP) are followed correctly. ACI has been named a Founding Member of the Community of Global Growth Companies by the World Economic Forum, the world's most prestigious business organizing organization.

2.2 Organizational History

ACI Limited is one of Bangladesh's most well-known corporations. ACI Limited has business offices in a variety of industries, including pharmaceuticals, consumer brands, and agriculture. In 1995, ACI Limited became the first Bangladeshi company to receive ISO9001 quality management system certification, followed by ISO14001 environmental management system certification in 2000. ACI Limited is a publicly traded open constrained company on the DSE and CSE. ACI Limited has a few international exchange partners as well. ACI was given that name in 1992. Regardless, ACI's history begins in 1926, when four companies in the United Kingdom merged to form Imperial Chemical Industries (ICI): Novel Industries Limited, British Dye Start Corporation, Brunner Mond & Company Limited, and United Alkali Company Limited. ICI plc. has been operating as a multinational corporation all over the world since then. ICI (India) began operations in the Indian subcontinent at the time of the agreement to meet ICI (India) constraints. After India and Pakistan were partitioned in 1947, the Karachi office of ICI (India) Limited was renamed ICI (Pakistan) Limited.

2.3 Mission and Vision of ACI Limited

ACI Limited's primary goals are to provide outstanding products and services in the vast majority of areas where customers have needs, as well as to concentrate on how to increase investment returns.

2.3.1 Mission

ACI Limited's primary goal is to increase individual satisfaction through effective use of learning abilities and creativity. ACI Limited is committed to achieving greatness by utilizing world-class products, innovative strategies, and experts to provide the best value to its customers.

2.3.2 Vision

- Aspiration to assume leadership in all aspects of the business.
- Achieve high efficiency in the majority of its areas of expertise by maximizing asset utilization and coordinating with center capabilities.
- Provide opportunities for strengthening and compensating advancement to its employees.
- Promote a learning and self-improvement culture among its employees.
- Distributes items and provides consistent and high-quality services.
- Encourage and support the subjective change of its suppliers' and merchants' administrations.
- Form a friendly relationship with the network and advocate for greater environmental stewardship within its sphere of influence.

2.4 Values

- A strong emphasis on the customer
- Superiority
- Integrity
- Transparency
- Ongoing Improvement
- Freshness

2.5 Product and Services of ACI Limited

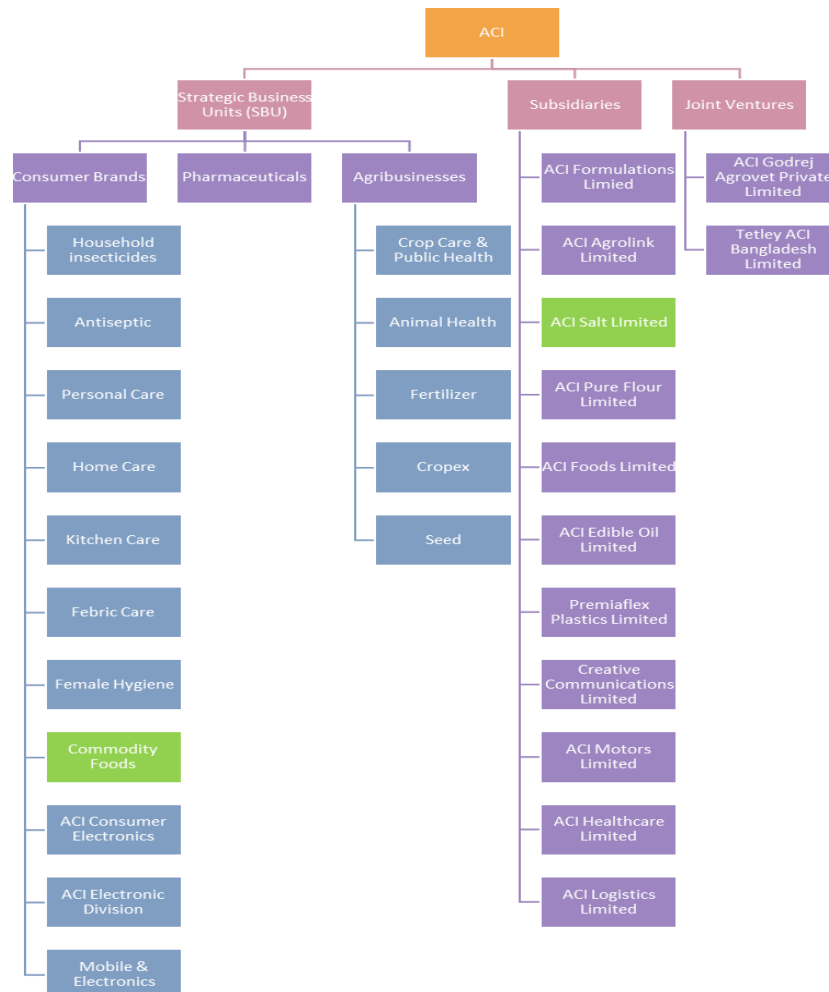
ACI has grown into four significant vital corporate divisions: Health Care, Consumer Brands, Agribusinesses, and Retail Chain.

Key Business Units:

- Pharmaceuticals
- Consumer Brands
- Agribusiness

Creature Health, Crop care, and Public wellbeing of Fertilizer of Cropex or Seeds Subsidiaries:

- ACI Formulations Ltd.
- ACI Pure Flour Limited
- ACI Salt Limited
- Apex Leather-Creates Limited
- ACI Agro-Synthetic Concoctions
- ACI Motors Limited
- ACI Logistics Limited
- ACI Foods Limited
- Creative Communication Limited
- Tetley ACI (Bangladesh) Limited



2.5.1 Business Units Pharmaceuticals

ACI upholds the legacy of ICI, a well-known British multinational, by providing excellent solutions and human services to the people of Bangladesh. Bangladesh's vision for a truly world-class manufacturing office is reflected in the country's best-in-class pharmaceutical factory. ACI's long history inspires innovative and well-respected concepts. ACI pharmaceuticals provides a diverse range of products in a variety of formats, including tablets, containers, dry powders, fluids, creams, gel, salve, ophthalmic, and infusion capabilities. ACI Pharma also has a cutting-edge facility for Novel Drug Delivery System development (NDDS). It produces world-class Modified-Release medication and drugs in order to meet the needs of household and universal pharmaceutical manufacturers. It supplies high-quality drugs to a large number of Asian, African, and South American nations. Commodity Products vs. Buyer Brands with market-leading brands like ACI Aerosol, ACI Mosquito Coil, and Savlon, the Consumer Brands Division boasts an unmistakable presence in the hearts of buyers. These are the constant entertainers in keeping the family unit healthy and free of infections and other harmful creepy crawlies. The desire for pure nourishment in the minds of Bangladeshi purchasers, particularly in the 8-item food business, has prompted ACI to fill the market gap by offering ware goods such as salt, flour, and spices. Bangladeshi customers can now be assured of receiving 100% pure salt, spices, and wheat under the brand name "ACI Pure." ACI also promotes well-known product lines from Colgate, Nivea, Tetley, Godrej, and Dabur in Bangladesh through joint ventures for distribution and shaping. ACI Agribusiness is Bangladesh's largest integrator. Agriculture, Livestock, and Fisheries oversee crop protection, seed, fertilizer, agri-machinery, and animal health. Several parties in Bangladesh have commemorated their proximity. Security synthetic concoctions are augmented with CC and PH supplies, and seed supplies are available. Fertilizer, Hybrid Rice, Vegetables, and Maize Seeds Animal Health offers high-quality nutritional, veterinary, and poultry medications and vaccinations, whereas agri-machineries sells tractors, power tillers, and harvesters. ACI Agribusiness has a strong network of research and development organizations, institutions, and universities on a national and international scale. Before being presented, any product is thoroughly tested in a research facility and in the field by agriculturists. ACI provides agribusiness solutions through a large network of researchers and brilliant experts.

2.5.2 Subsidiaries

ACI Details Restricted ACI plan Constrained (ACI FL) is a subsidiary of ACI Limited, which is headquartered in Gazipur, on the outskirts of Dhaka. With the exception of the Pharmaceutical Division, ACI FL accounts for a larger portion of the results of ACI Vital Business Restricted. The facility has best-in-class offices for item specifics and process development. These include modernized equipment such as HPLC and GLC. Harvest Security is a product in the ACI FL line. Bug sprays, herbicides, and fungicides in granular, powder, and fluid form are prohibited, as are mosquito pesticides in 9 different varieties of mist concentrates, vaporizers, and curls, as well as household synthetic concoctions such as latrine cleaners and hand, wash Calfskin Artworks by



Pinnacle. Peak Cowhide Art Restricted is a private confined organization founded in 2007 in Dhaka, Bangladesh. The Organizations Act of 1994 limits ACI's ability to own 100 percent of the company. 10 Restrictions on ACI Sustenance, the desire for unadulterated nourishment in Bangladesh customers' minds, particularly in the item sustenance industry, has prompted ACI to meet market demand by developing food items such as zest, edible oil, snacks, and confectionery. ACI is a company that manufactures, advertises, and distributes a variety of branded foods and condiments. Bangladeshi customers can now be assured of 100 percent unadulterated food items under the brand name 'Unadulterated'. In such a short period of time, this brand has risen to second place in the market. Customers have flocked to Fun Treat and Fun Chanachur, which are made from high-quality imported raw ingredients and cutting-edge technology. ACI Sustenance Ltd. aims to increase Bangladeshi Buyers' appetite for food by offering more ready-to-cook and ready-to-eat options. ACI also sells Unadulterated Image products in Australia, the United Arab Emirates, Kuwait, Saudi Arabia, Bahrain, and Qatar, among other places. Premiaflex Plastics Limited is a company that specializes in plastics manufacturing. Premiaflex Plastics Constrained is a private constrained organization founded in 2007 with the enlistment of business entities in Dhaka, Bangladesh, under the Organizations Act 1994, with ACI Restricted providing 80% of the offering. Among the main activities of the organization are the assembly and marketing of plastic goods, adaptable printing, and other auxiliary operations related to plastic and adaptable printing. The organization's industrial facility is located in Sreepur and Gazipur. Imaginative Correspondence Restricted Inventive Correspondence Ltd. was founded in 2000 and is run by a group of dedicated and level-headed masters who collaborate. As a pioneering advertising and public relations agency, Innovative Correspondence Ltd. is a powerful partner at both the critical and strategic levels, and has established a few relationships with the most cutting-edge players in a variety of fields. The core expertise of Innovative Correspondence Ltd. is to provide timely notification, open lines of communication, and complete corporate correspondence arrangements. Among other things, Inventive Correspondence Ltd. specializes in photography, television commercials, and the conceptualization and planning of corporate manuals, annual reports, pamphlets, schedules, and press releases. Imaginative Correspondence Ltd. also has extensive experience in 11 areas, including Outside, Occasions, and Task Administration, as well as strong ties to the Electronic and Print Media. On November 6, 2007, ACI engines with restrictions, ACI Agribusinesses established ACI Engines as a subsidiary company to showcase high-quality agricultural equipment and light commercial vehicles. ACI Agribusinesses now offers a complete solution for agriculturists with the introduction of Agri-machineries. ACI Engines is now promoting various Sonalika tractor models, which are the third most popular and fastest growing tractor brand in India. It has also introduced a top-of-the-line Bull Power mark control tiller and Solid Sprayer, a scaled-down consolidate collector from China. It has sales and administration offices in Bogra, Comilla, Jessore, and Dinajpur, ensuring the highest quality after-sales administration, repairs, and spare parts. It also offers flexible loan facilities to agriculturists in order to improve customer loyalty and management. ACI Engines wants to showcase light commercial vehicles, such as pickup trucks and smaller trucks, to help ranchers transport rural supplies. High-quality diesel motors and

pumps for water systems will also be available sooner rather than later. This company has a proven track record of improving agricultural efficiency in Bangladesh. Constrained ACI Coordination ACI Coordinated Restricted was founded in 2008 with the goal of establishing "Shwapno" retail shops throughout Bangladesh in order to capitalize on ACI's strong presence in the country and implement a world-class store network system. ACI Human Services Constrained ACI Social Insurance Restricted, an open restricted organization, is a subsidiary of Cutting Edge Synthetic Enterprises (ACI) Restricted, which was formed on February 18, 2013 under the Organizations Demonstration 1994. The most important activities of the Organization are the development and marketing of pharmaceutical products for specific markets, primarily the United States. With this in mind, the company intends to establish a cutting-edge pharmaceutical manufacturing facility in Sonargaon and Narayanganj, Bangladesh. The organization successfully acquired 1,241.71 decimal lands in Mouza-Tripurdi, Sonargaon, and Narayanganj, valued at BDT 434,600,000. The factory will manufacture goods for both the domestic and international markets.

2.5.3 Joint Endeavors

ACI Godrej Agrovet Private Restricted is a joint venture organization formed by an equimolar stake of ACI Constrained, Bangladesh, and Godrej Agrovet Restricted, India. Poultry Feed was the organization's first foray into Bangladesh, which took place near the end of 2004. It began Incubator and Rearing Homestead Tasks in February 2007. Meanwhile, the organization pushed and started selling Fish Feed. In July 2008, the company's product portfolio expanded to include shrimp feed and cow feed. ACI Godrej Agrovet Private Limited assembles and markets high-quality poultry, water, cow feed, and day-old chicks for commercial purposes, as well as to improve the financial situation of Bangladeshi ranch owners. Currently, a significant amount of Venture is being used to complete several necessary tasks, such as Godrej Agrovet Constrained, India, which has an initial position in India and provides this business's specialized know-how. Constrained Tetley ACI (Bangladesh) Limited is a partnership between ACI Ltd and Tetley Tea of the United Kingdom. Tetley possesses one of the most desirable characteristics. Tea comes in a variety of pack sizes, including covered gathers and tea sacks. Tetley tea has become a household name, and the product is in high demand. Asian Shopper Care (Pvt.) Ltd is an Indian private company. Asian Customer Care Ltd is a collaboration between ACI Ltd and Dabur India, one of India's largest corporations. Dabur has a diverse range of food products that are distributed through the channels of ACI Purchaser Brands. These items are very popular in the Bangladeshi market.



- Dabur Chawanprush.
- Asian Consumer Care (Pvt.) Ltd. also offers Dabur's personal care goods. Dabur's personal care products include Dabur Amla Hair Oil.
- Dabur Vatika Hair Oil.
- Vatika Shampoo.
- Dabur Vatika Face pack.
- Customers are already familiar with all of Dabur's products thanks to numerous satellite channels, resulting in a positive image for both Dabur and ACI Limited.



CHAPTER-3: ANALYSIS AND FINDINGS

3.1 Market

A market is defined as the exchange of goods or services between two or more entities. One party, known as the seller, sells goods or services, while the other, known as the buyer, purchases goods or services. A summary of the ACI Aerosol market - "The market for ACI Aerosol is divided into two distinct segments. One is for **Domestic** use, and the other is for **International** use". ACI Limited pioneered the concept of a quality management system in Bangladesh, which aided them in obtaining ISO9001 certification and demonstrating their commitment to quality in all of their business units. Following their success in the domestic market, ACI Limited is now expanding into the international market with their Aerosol. The quality management certificate helps them to expand their domestic and international markets.



Market share of ACI Aerosol (Domestic Market)

To determine how much of a domestic market share ACI mosquito aerosol has, we must compare it to its two main competitors, X-PEL and HIT.

<u>Product</u>	<u>Share Percentage</u>
ACI Mosquito Aerosol	81%
X-PEL Aerosol	6%
HIT Aerosol	3%

Based on this comparison, ACI mosquito aerosol is the market leader.

ACI Aerosol

The chemicals for ACI Limited's Aerosol were supplied by Sumitto, a well-known Japanese manufacturer. ACI Aerosol has been dubbed the "most effective bug killer." ACI Aerosol is available in five different sizes: 800ml, 475ml, 350ml, 250ml, and 125ml.



Marketing Activities of ACI Aerosol

X-PEL

The well-known X-pel Aerosol is manufactured by Squire Toiletries. The composition of X-pel Aerosol is effective against the buzzing threat of mosquitos while remaining safe for human health.



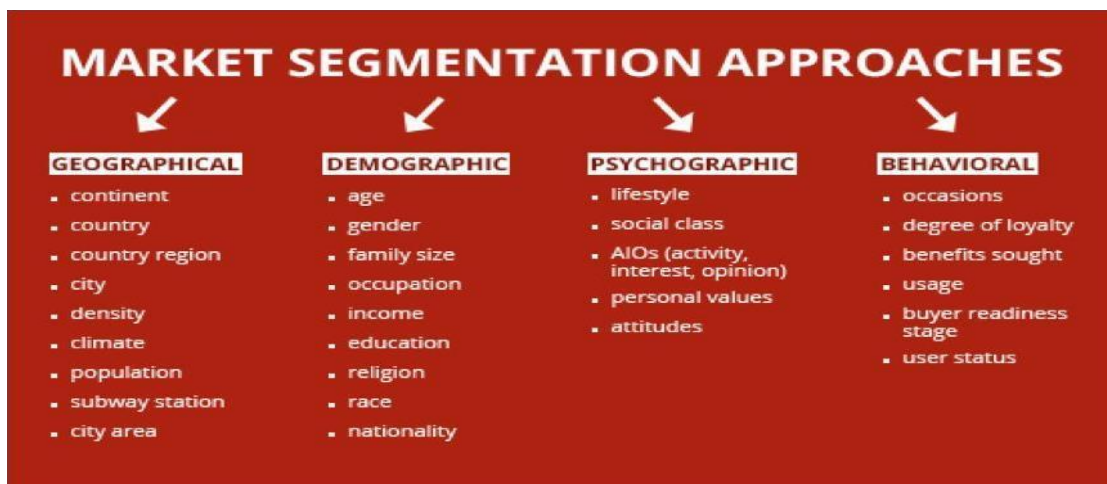
HIT Mosquito-Killer

Hit is one of Godrej's best-known consumer products. Their mission is to provide a high-quality, low-cost solution. The Hit mosquito killer is available in four sizes: 100ml, 200ml, 300ml, and 400ml.

3.2 Market Segmentation

Market segmentation is the process of dividing a prospective client's market into multiple groups and sections based on distinguishing characteristics. Division is required for a variety of reasons. One of the primary reasons advertisers segment the market is to create a specific marketing mix for each segment and provide products to them in the same way.

3.2.1 Types of Market Segmentation



The process of dividing a group into subgroups based on a predetermined criterion is known as segmenting. **Geographic segmentation** divides the market into geographical units like countries, states, regions, cities, or neighborhoods. whereas in **Demographic segmentation**, the market is divided based on criteria such as age, family size, family life-cycle, gender, income, education, race, and social class. The process of categorizing people into groups based on their behavior is known as **Behavioral segmentation**. The behavior, usage, preferences, choices, and decision-making of the audience are also used to segment the market. The segments are typically divided into two groups based on their product knowledge and usage. **Psychographic segmentation** is a method of categorizing people based on their personalities. The audience is divided into psychographic segments based on personality, lifestyle, and attitude. The idea behind this segmentation method is that a person's personality and lifestyle may influence his purchasing decisions. Out of the four types of segmentation available, ACI Limited employs three: geographic, demographic, and psychographic. The purchasing power of the target audience is determined by their income. ACI segments and targets these two income groups, the first and second, who can afford to buy their Aerosol. ACI primarily distribute their Aerosol in urban areas because they must consider the income category. Aerosol is inaccessible to the vast majority of people living in rural areas. As a result, they spread their mosquito coil there, which is relatively cheap for them. Another factor that influences purchasing behavior is occupation, which has an impact similar to income and location. ACI Limited also prioritizes segmenting their merchandise based on people's lifestyles. They have noticed that people who are uncomfortable with mosquito coils will purchase their Aerosol, and on the other hand, prestige can be important. Few people believe that using an aerosol instead of a mosquito coil will assist them in maintaining their position. When we look at the foundations of the segmentation, we can see that ACI Limited focused on Income, Occupation, Place, and Lifestyle when segmenting its Aerosol market, indicating that ACI Limited is very concerned with Geographic Segmentation, Demographic Segmentation, and Psychographic Segmentation.

3.3 Target Marketing

A target market is the group of people to whom a company wants to pitch its products and services, and it includes a specific group of people with whom the company coordinates its marketing efforts. Recognizing the target market is an important step in developing a segmentation strategy.

To differentiate an objective market from the rest of the market, geography, purchasing power, demographics, and psycho-designs can all be used.

3.3.1 Four Generic Target Marketing Strategies

Undifferentiated Marketing

Client characteristics will be fairly consistent. Designing different marketing strategies for different consumer groups will be more expensive, and the company will be unable to reach their target customers on a consistent basis. Using a single marketing mix, on the other hand, will save money and make it easier to find target customers.

Differentiated Marketing

Another marketing strategy used by businesses is to target multiple market segments in order to maximize profits. Companies need to be capable of targeting a wide range of market segments. Because businesses must meet a wide range of client desires, it is impossible to target different segments without wide-ranging capabilities.

Focused or Concentrated Marketing

This marketing strategy concentrates on a single market segment. It's possible that the company lacks sufficient capabilities, or that a few divisions are less appealing. This type of marketing organization creates a specific marketing mix.

Customized Marketing

Personalization is referred to as tailored marketing. That is, marketers use this marketing strategy to offer a one-of-a-kind, individually designed product. They place a high value on the specific needs of their wealthy clients.

Undifferentiated Marketing Strategy

ACI Limited provides the same goods to every customer. The product's quality has not changed. They have chosen an undifferentiated marketing strategy because it is impossible to manufacture different quality levels in the same product due to the mosquito aerosol.

Differentiated Marketing Strategy

ACI Limited offers the same product to all customers, but they have differentiated their product by manufacturing different sizes, which is why this product is called differentiated. This is one of ACI Limited's two target marketing strategies for its ACI Mosquito Aerosol, and it has proven to be quite effective.

3.4 Positioning

Positioning is all about the buyer's mind. Differentiating a company or brand from competitors in the minds of customers. Because positioning can be critical to client recognition and decision-making, it is frequently the most important decision for an organization or a brand.

Now let's take a look at the techniques used by ACI Limited to position the ACI Mosquito Aerosol –

Positioning by Price/Quality

A widely used positioning strategy. The price of ACI Limited's goods was carefully calculated. They outnumber their competitors while maintaining the same level of quality.

Competitor Analysis

ACI Limited investigates and analyzes their main competitors, such as Mortein and Hit, to better understand their strengths and weaknesses. Understanding how a company differs from its competitors is critical for identifying potential market gaps.

Positioning by Attribute

This is the most common method of placement. In this case, ACI Limited focuses on a specific attribute, a product feature, or customer benefits. ACI Limited demonstrates that their Aerosol is highly effective against mosquitos and that there are no other risks to their health or the environment.

Determining Current Position

ACI Limited regularly determines their current market position, which is just as important as any competitor analysis. This is due to the fact that in order to effectively compete for your market share, you must first understand your own market position.

Positioning in relation to a Competitor

ACI Limited is always aware of its competitors and maintains positive relationships with them, but they are always serious about on-time delivery and manufacturing excellence. That is one of their positioning strategies that sets them apart from the competition. They maintain positive relationships with all of their opponents, allowing them to learn more about them.

3.5 Marketing Mix of ACI Aerosol

3.5.1 Product

We are all aware that the product is the least important of the four Ps. Nobody can provide value to customers unless they have a product or service to offer. As a result, ACI Limited places a high value on customer satisfaction. ACI mosquito Aerosol's unique selling point is its superior product quality. This is another reason ACI Aerosol is the market leader. ACI Limited manufactures aerosol using proprietary technology. In this way, they distinguish themselves from their competitors. It also helps businesses keep their customers loyal to their brand.



Four types of Consumer Products –

A consumer product is one that is bought for personal use by end users. Not all consumer goods, however, are created equal. Consumer goods are classified into four types.

Marketers typically divide consumer items into four categories -

- Convenience products
- Shopping products
- Specialty product
- Unwanted products.

Each of these four types of consumer goods has its own set of characteristics and corresponds to a unique customer purchasing pattern. As a result, the manner in which customers purchase consumer goods, and thus the manner in which they should be promoted, varies.

Convenience Goods

Convenience products are more likely to be purchased by customers than the other four types of consumer goods. A convenience product is a consumer good or service that people purchase on a regular basis, quickly, and without much thought.

Shopping Products

When a buyer shops for a product, they are mostly comparing product features such as quality, price, and style to other options. In this way, shopping products and convenience are distinguished. One is purchased on a regular basis, whereas the other is thoroughly compared. Consumers also spend a significant amount of time and effort gathering information and comparing options.

Specialty Products

This type of product has distinct characteristics or a distinct brand identity for which a large number of buyers are willing to go to great lengths to obtain. As a result, we can conclude that specialist products necessitate a one-of-a-kind purchasing effort, but only for a specific group of customers.

Unsought Products

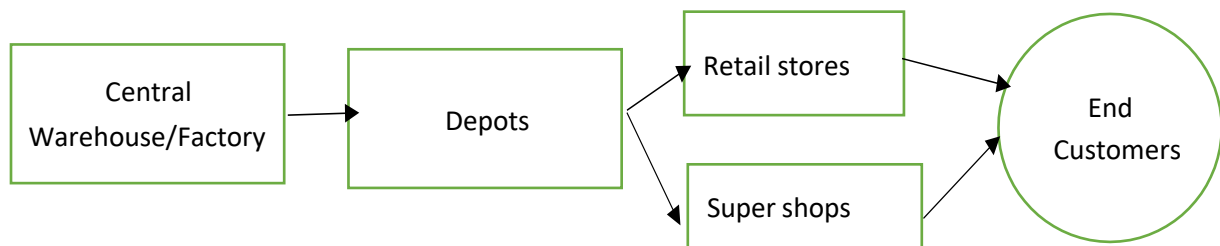
Unwanted products are those that a consumer is aware of but does not think about in normal circumstances. Customers typically do not consider a product until they require it. After evaluating all of these different types of consumer goods, we may classify ACI Aerosol as a Convenience product. In that regard, we can call it a convenience product because ACI Limited already knows their consumer and they will be able to obtain their Aerosol with ease because they have segmented their market based on income, location, and occupation. These are the types of customers who are eager to purchase Aerosol. As a result, we can say that ACI mosquito aerosol is a useful product for those customers.

3.5.2 Price

Price is one of the most delicate aspects of the marketing job. The pricing function must be well-thought-out and accurately represent the utility of the product. Some customers, particularly those with a higher income, are willing to pay a premium in order to receive value-added benefits. ACI Aerosol produces high-quality products and uses a "premium pricing strategy" to keep costs in check. Despite charging a high price, their customers are extremely loyal to their product due to its exceptional quality. While their competitors offer the same product at a lower price, ACI Aerosol has maintained its position as the industry leader solely due to their superior quality.

3.5.3 Place

We are all aware that in marketing, location refers to the product's location. Because ACI Limited has a well-organized distribution channel, ACI Aerosol can be found in nearly any department store. ACI Limited operates a number of sales offices throughout Bangladesh. Businesses can easily and quickly distribute their product throughout the country as a result of this benefit. ACI Aerosol is the industry leader in this category once again. Because their key competitors' distribution channels are not as well-organized as ACI Limited's.



3.5.4 Promotion

The ability of an organization to inform, persuade, and retain its target market is dependent on its ability to promote itself. ACI Limited's promotional efforts fall short despite the fact that it is the industry leader.

They are unconcerned about their marketing efforts for two reasons:

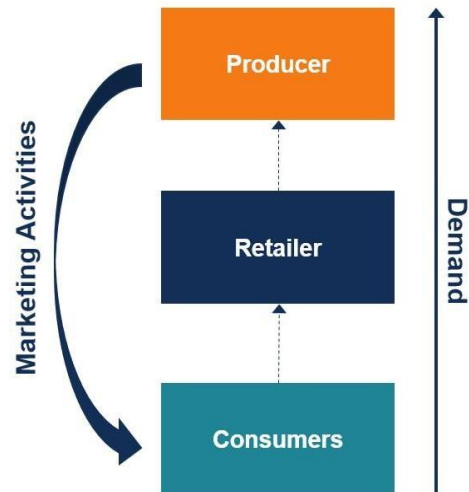
- The majority of their customers are loyal customers.
- ACI Limited has a high brand equity.

These two reasons serve as a reminder and help them retain their loyal customers. Customers' perceptions can be influenced, so ACI Limited should pay closer attention to their promotional activities. They could improve their promotional efforts by increasing their use of billboards, newspapers, television, and banners. ACI Limited should have concentrated on the negative effects of mosquitos in rural areas as well. As a result, customers will be more inclined to purchase their product.

Pull Strategy Process of ACI Aerosol

Several pull marketing tactics ACI aerosol uses:

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




The following are some real-world examples of ACI Aerosol's pull marketing strategies in action

TVC




Marketing Activities of ACI Aerosol

Print Media


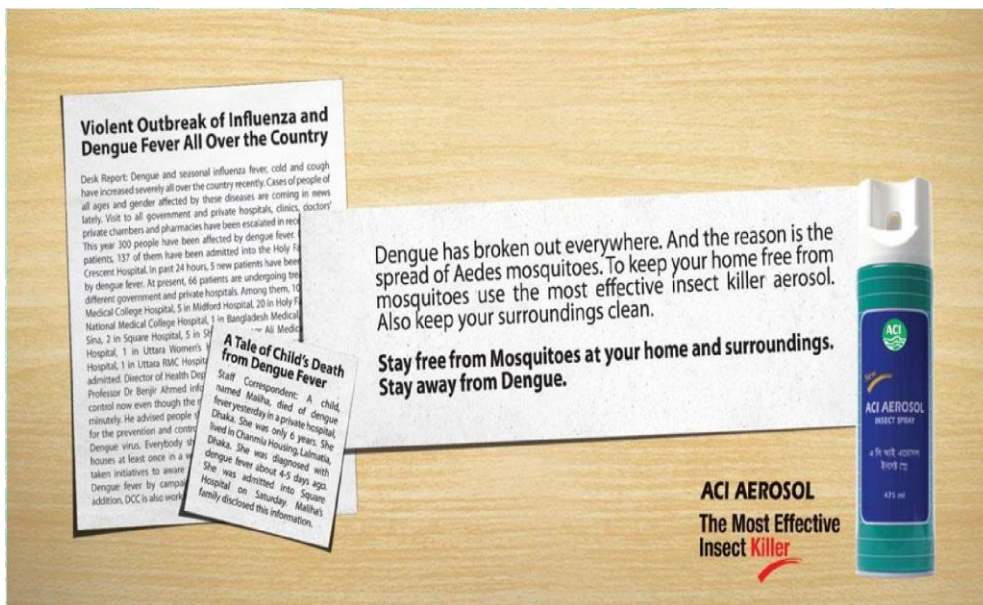


একটি মশাও হতে পারে বিপজ্জনক
এসিআই এ্যারোসল ব্যবহার করুন, সুরক্ষিত থাকুন।

সুস্থ থাকুন



ACI AEROSOL
The Most Effective
Insect **Killer**


Violent Outbreak of Influenza and Dengue Fever All Over the Country
Desk Report: Dengue and seasonal influenza fever, cold and cough have increased severely all over the country recently. Cases of people of all ages and gender affected by these diseases are coming in news lately. Visit to all government and private hospitals, clinics, doctors' private chambers and pharmacies have been escalated in recent days. This year 300 people have been affected by dengue fever. 137 of them have been admitted into the Holy Family Crescent Hospital. In past 24 hours, 5 new patients have been admitted by dengue fever. At present, 66 patients are undergoing treatment in different government and private hospitals. Among them, 10 in National College Hospital, 5 in Midford Hospital, 20 in Holy Family Medical College Hospital, 5 in Bangladesh Medical College Hospital, 2 in Square Hospital, 5 in Dhaka Hospital, 1 in Uttara Women's Hospital, 1 in Uttara RMC Hospital, 1 in Uttara RMC Hospital. Professor Dr. Berjir Ahmed informed that the situation is under control now even though the number of cases is increasing minutely. He advised people to take necessary precautions for the prevention and control of Dengue virus. Everybody should take at least once in a week taken initiatives to aware people about Dengue fever by campaigns. In addition, DCC is also working on this information.

A Tale of Child's Death from Dengue Fever
Staff Correspondent: A child, named Malika, died of dengue fever yesterday in a private hospital, Dhaka. She was only 6 years. She lived in Channia Housing, Lalmonirhat, Dhaka. She was diagnosed with dengue fever about 4-5 days ago. She was admitted into Square Hospital on Saturday. Malika's family disclosed this information.

Dengue has broken out everywhere. And the reason is the spread of Aedes mosquitoes. To keep your home free from mosquitoes use the most effective insect killer aerosol. Also keep your surroundings clean.

Stay free from Mosquitoes at your home and surroundings.
Stay away from Dengue.

ACI AEROSOL
The Most Effective
Insect **Killer**



Other
Promotional
Activity



CHAPTER-4: PROBLEMS, RECOMMENDATIONS & CONCLUSION

4.1 Problems Identified

During my internship at ACI, I noticed that their aerosol market is losing ground in comparison to their other products. The causes of this were discovered to be –

- Because ACI is primarily a pharmaceuticals industry, management pays less attention to the Agro section.
- ACI Aerosol should keep its prices under control because sales are declining as a result of the higher price of ACI aerosol in comparison to its competitors in the market.
- ACI Aerosol's commercial appeal is uninspiring, and its advertising activities pale in comparison to others. Despite the fact that ACI Aerosol is still the market leader, their sales have dropped dramatically due to a lack of advertising. Products such as Mortein and Hit are more commonly used in promotional initiatives. However, there has been no discernible advertising effort from them in recent times. Some of the customers in the bottom group are repeat purchasers. They have no concept of brand equity or brand preferences and are unable to make informed purchasing decisions. They would rather rely on enticing advertising and retailers who encourage them to purchase a specific brand. As a result, in the lower price range, ACI Aerosol faces stiff competition.
- The cost of raw materials and other inputs is rising steadily. Maintaining product quality while keeping prices stable has become difficult.
- Consumers have become very concerned about their health, especially when using any chemical product to eliminate insects. ACI Aerosol is less functional than key competitors, less durable, and has a less user-friendly product design. As a result, this can cause a major issue that can harm the brand's image as well as the popularity and trust of the product's customers.
- According to a survey, aerosol users' trust and confidence are eroding. Among those who have used the ACI Aerosol, 43 percent are skeptical of its ability to kill mosquitos, while the remaining 40 percent believe it is a poor mosquito-killing solution.

4.2 Recommendations

- Because ACI Aerosol is a flagship product, management should place a greater emphasis on this sector.
- Customers expect to pay less for their purchases in Bangladesh because it is a developing country. Another thing ACI Limited should do is concentrate on rural areas and low-wage earners. Because that is their only chance to gain a foothold in this market. ACI Limited can produce small containers of ACI Aerosol for low-income people. ACI aerosol may offer a price reduction to encourage purchases during the promotional period. One critical factor is to offer price cuts in such a way that they do not exceed the point at which they incur losses.
- ACI Aerosol should place a premium on value innovation. When it comes to information delivery in their commercials, ACI should exercise extreme caution. To distinguish a product from its competitors, positive innovation will be required. A clear message to increase consumer awareness is a viable strategy.
- Lower-level infrastructure development drives production costs. Proper development will result in increased sales.
- Based on consumer demand, ACI should develop more user-friendly aerosol products that are more durable and provide more benefits to consumers.
- To rectify the situation, ACI Aerosol should revisit the issue of dissatisfied customers by focusing on improving the formulation to make it more effective and powerful.
- ACI Aerosol is a brand-following company that must cultivate its image as a symbol. Because IMC (Integrated marketing communications) defection is the cause of the sales decline, they must create a good salable story with relevance and organization.

4.3 Conclusion

Customers in Bangladesh have chosen ACI Aerosol as their preferred brand. However, customer perceptions have shifted in recent years, and ACI Aerosol continues to dominate the Bangladesh market. As a result, it is reasonable to conclude that their customers are very loyal to the brand. Customers' opinions and preferences can be swayed, so ACI Limited should still not let their guard down and be aware of and concerned about their preferences and opinions in order to maintain its market dominance.

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APA Citation Technique

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