

Report On
A Comparative Analysis Between Traditional Marketing
Approach and ACPLs' Newly Introduced Marketing
Approach in The FMCG Market of Bangladesh

Submitted By
Muttaky Ibn Mahin
ID: 17204042

An Internship Report Presented to the BRAC Business School in Partial Fulfillment of the
Requirements for the Degree of Bachelor of Business Administration

BRAC Business School
BRAC University
December 2022

© 2022. BRAC University
All rights reserved.

Declaration

The following declaration is made:

- While pursuing a degree at Brac University, I/we submitted an internship report that is our unique work.
- Any material accepted or submitted for a separate degree or diploma at a university or another institution is not included in the report.
- Unless it is properly credited with complete and exact referencing, the report does not include any previously published or written content by a third party.
- I/we have acknowledged all key sources of assistance.

Student's Full Name & Signature:

Muttaky Ibn Mahin
17204042

Supervisor's Full Name & Signature:

Dr. Mohammad Shahidul Islam
Assistant Professor
BRAC Business School
BRAC University

Letter of Transmittal

Dr. Mohammad Shahidul Islam

Assistant Professor

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report on A Comparative Analysis Between Traditional Marketing Approach and ACPLs' Newly Introduced Marketing Approach in The FMCG market of Bangladesh

Dear Sir,

It brings me great pleasure to share the internship report that I completed as a part of my Bachelor's degree at the BRAC Business School at BRAC University. Over the previous three months, I put a lot of effort into finishing my internship at ACME Consumer Products Ltd.

During my internship at ACME Consumer Products Ltd, I gained the ability to discriminate between practical work and abstract ideas. Additionally, the internship gave me a fantastic opportunity to learn about the working world of businesses. I sincerely hope you find the internship report accurate and beneficial. Because the internship lasted only three months and there was a lot of pressure at work, the report was finished quickly. As a result, there may be some inconsistencies in the report. As a result, I sincerely ask for your attention in this case.

I would be grateful if you could share your thoughts and opinions on the report. Also, if you have any questions concerning my report, I would be happy to address them.

Muttaky Ibn Mahin

ID: 17204042

BRAC Business School

BRAC University

Acknowledgment

As the Internship comes to a conclusion, it brings me great pleasure to convey my appreciation to a few persons who were a continual source of motivation and assistance in completing the report. To start, I'd want to thank my honored Internship Advisor, Dr. Mohammad Shahidul Islam, for his excellent assistance and direction in completing the report. He has been a continual source of encouragement during the internship and has offered me with helpful input at every stage of the process.

I'd want to thank BRAC Business School for organizing internship programme that allow students like us to obtain real-world experience in the workplace, which will allow us to prepare for future challenges.

I would want express gratefulness to ACME Consumer Products Ltd for allowing me to participate in such a tough yet wonderful opportunity.

Finally, I want to express my sincere gratitude to my job supervisor, Ali Mohammad Jakaria, Senior Executive, Brand & Business Development, ACME consumer Products Ltd for giving me the opportunity to contribute to the firm and learn about the industry. It has been an informative Internship with their ongoing support and assistance. Throughout the Internship, he gave me the chance to learn directly by enabling me to work, explore, and learn.

Sincerely,
Muttaky Ibn Mahin
ID: 17204042

Executive Summary

The Internship report reflects my three months of work and learning as an Intern for a marketing campaign at ACME Consumer Products Ltd's Brand & Business Development Department. The research paper, titled " A Comparative Analysis Between Traditional Marketing Approach and ACPLs' Newly Introduced Marketing Approach in The FMCG market of Bangladesh" was designed to examine the process of ACPL's new marketing campaign on field and how it may be conducted more efficiently.

To begin, the report includes an overview of ACME group and ACME Consumer Products Ltd, as well as the major duties of all functional divisions, ACPL's products and my job as an intern. According to the experts, the "Literature Review" section contains several significant Branding ideas. Later in the report's "Analysis and Interpretation of Data" section, it examines Post activities and the systematic approach of marketing strategy of a product's A to Z.

Following the examination of the preceding section of the report, the important results were reviewed in order to make it more explicit. The research also acknowledges a set of adjustments that ACME Consumer Products Ltd might do to increase work productivity. To summarize, the experiences and learnings gained throughout the three-month Internship time with ACME Consumer Products Ltd were both difficult and interesting.

Table of Contents

Chapter 1	1
<i>Overview of Internship.....</i>	1
Student Information:	1
Internship Information:	1
Internship Company Supervisor's Information:	1
Job Scope:	2
<i>Internship Outcomes:</i>	3
Student's contribution to the company:	3
Benefits to the student:	4
Problems/Difficulties (faced during the internship period):	5
Recommendations (to the company on future internships):	5
Chapter 2: Organization Part	6
<i>Introduction:</i>	6
Profile of ACME Consumer Products Ltd.at a glance:.....	6
<i>Products of ACME Consumer Products Ltd:</i>	7
<i>Hierarchy of ACME Consumer Products Ltd:</i>	12
Departments of ACPL:.....	13
<i>Overview of the Company</i>	14
History of ACME:.....	14
Background of ACME Consumer Products Limited	15
<i>Core Values of ACME Consumer Products Ltd.:.....</i>	16
The objective of ACME Consumer Products Ltd.:	18
SWOT Analysis:.....	19
PEST Analysis:.....	23
<i>An Assessment of the Company's Current States of Operations and Future Directions</i>	24
Government:.....	24
Strategic Operational and Legal Issues & Problems	27
Importance of Human Resource Planning	29
Human Resource Planning Process:	29
Recruitment and Selection:.....	29
Activities in ACME Consumer Products Ltd.:	30
How pull strategy works for ACME:	33

How push strategy works for ACME:	34
Sales Force of ACME Consumer Products Ltd:	34
Chapter 3: Project Part	39
<i>Abstract</i>	39
Introduction and Background	40
Literature review	41
Objectives	43
Significance	45
Methodology	45
Analysis and Findings	45
Conclusions	52
Implications	52
<i>Reference</i>	53

Chapter 1

Overview of Internship

Student Information:

Name: Muttaky Ibn Mahin

ID: 17204042

Program: BBA

Major: Marketing

Internship Information:

Period: 3 Months

Company Name: ACME Consumer Products Ltd.

Department/Division: Brand and Business Development

Address: Court de la ACME 1/4, Kallyanpur Main Road, Mirpur, Dhaka 1207,
Bangladesh.

Internship Company Supervisor's Information:

Ali Mohammad Jakaria

Senior Executive

Brand & Business Development

Job Scope:

- Collaborating with the sales team to successfully accomplish a marketing program.
- Collaborating with the sales team to market new products.
- Assisting with product design and development with the specific team.
- Planning new marketing campaigns and promotional offers.
- Help finding and developing new content for social media platforms.
- Replying to customer queries on the online medias.
- Producing brand promoting guide for the sales team.
- Conducting new market research to determine customers' needs and interests.
- Conducting research for new product launching.
- Evaluating and comparing the price point along with SKU with the other brands and making a report on that.

Internship Outcomes:

Student's contribution to the company:

Getting an opportunity to work with such a reputed company like *ACME Consumer Products Ltd*, I have got lots of scope to contribute to the company.

Firstly, the main responsibility that I was hired to learn and accomplish is to collaborate with the sales team to execute a successful marketing campaign. The marketing campaign was named “CHA ER KARIGOR” and its core intention is to pay a tribute to those tea makers who deserves to get a recognition for the work that they do. So, I got the opportunity to work with the sales team to go to those tea stalls in person and talk to them. I pitched about the idea and clicked their picture and also collect some necessary data by which we would make a nice board with their name and picture and we would give them later. So, I also worked with the distribution team to successfully deliver those boards.

I also worked at the head office with the marketing, branding and business development team and I had huge opportunity to contribute to those teams. I Assisted the branding team with product designing and also helped generating content for social media post. I assisted the product development team to research new market opportunity and target market. I Replied to customer queries on the online platform and help making brand promoting guide for the sales team. I participated in discussions on branding, marketing campaign, price point, SKU, and lots of other problems.

At the end, I'm really grateful to *ACME Consumer Products Ltd* for giving me such environment and opportunity to learn and contribute to their work.

Benefits to the student:

Learning is the biggest benefit for a student while doing an internship in a company, I think. I'm really overwhelmed by the opportunity to contribute to such a big company like *ACME Consumer Products Ltd* and eventually learn many things in return.

Firstly, while working with the sales team I needed to pitch the idea to the secondary consumers and through that I identified some minor problems with my communication skills. Then with the help of my supervisor and sales manager I was able to overcome those problems and developed my communication skill.

The sales team's operations and how they resolve many of their challenges were the next things I learnt. I gain knowledge about how to treat customers properly and what needs to be done when selling goods to them.

I Learned how to research properly while launching a new product and to make product design for specific market and how to target those market. I have also learned how the supply chain needed to be setup while launching a new product. I came to know how to manage social media advertisement and how to reply to the consumers' queries.

I feel like it was a unique learning journey of three months in which I have learned so much things and it's the biggest benefit of my internship period.

Problems/Difficulties (faced during the internship period):

My company supervisor and co-supervisor were very helpful and helped throughout the internship journey whenever I faced problems and difficulties.

Firstly, in my duties with the sales team I had to go to different locations of the cities as per the instructions of my supervisor. Since I'm not quite familiar with the city it was very challenging for me to find the destinations and reaching it.

After that pitching to the consumers about the promotional idea was another challenge for me and I needed to have a good communication skill. So, sometimes pitching them and make them understand the concept was very hard.

The rainy season was another challenging factor, since I needed to work outdoor, going shop to shop with the sells manager while working with the sales team.

While working in the head office with the marketing team I faced problems in understanding new concepts since it was the first job experience for me although all the team members were very helpful to making me comfortable with the job environment.

Recommendations (to the company on future internships):

I consider myself extremely fortunate to have the chance to work as an intern for a company as large as *ACME Consumer Products Ltd.* I have got so much to learn from them and I feel like I could learn more if they extend their internship Programme of three months. Having said that, I find their process and the way of treatment of an internee was great and I didn't find any scope to recommend more for their internship Programme.

Chapter 2: Organization Part

Introduction:

Profile of ACME Consumer Products Ltd.at a glance:

NAME OF THE COMPANY	ACME Consumer Products Ltd.
ESTABLISHED	1954
HEAD OFFICE	Court de la ACME 1/4, Kallayanpur Main Road, Mirpur, Dhaka 1207, Bangladesh.
LOGO	
WEBSITE	https://acpl.com.bd/
E-MAIL	info@acpl.com.bd
PHONE NO:	+88 028091051-3; Ext: 204, 337
CHAIRMAN	Mr. Tanveer Sinha
MANAGING DIRECTOR	Mr. Fahim Sinha
NO OF PRODUCTS	24
NO OF PRODUCTS SKU'S	48
NO. OF EMPLOYEES	400+

ACME Consumer Products Ltd is the one among all the successful business of ACME group. ACME is a leading and diversified brand in Bangladesh. Though it started as a proprietorship business but since they started manufacturing some oral liquid products, it converted in to a privet company. Modern equipment and innovative thinking make ACME a unique and a leading company among the industry. It employs about 3000 people and has offices in all major cities. It is dedicated to providing consumers with the highest quality goods and services. It has an annual

turnover of \$60(US) million with interests in various field like Pharmaceuticals, Information Technology Services, FMCG, Printing & Packaging Services, Aviation Services, Trading Services, Apparels, C & F Services and more. It's important to note that this corporation has an outstanding track record of overall growth and excellence in all vital business activities.

Like a brave captain of a boat in a sea, ACME is Leading the Bangladeshi local industries all the way since 1954. It Started as a Pharmaceuticals business ACME is currently governing more than 13 SBO. In the way of its glory, they started FMCG business in the year 2005 and named it as ACME Agrovet & Beverages Ltd. It has then 9 different products under the product line of ACME Agrovet & Beverages Ltd. ACME full fill its commitment which they made to the nation from collection of raw material to all the way selecting the best packaging material.

Products of ACME Consumer Products Ltd:



ACME Premium Drinking Water: ACME Premium Drinking Water refines through 20 Steps with the help of Reverse osmosis technology and no chemicals are used at the time of filtration and packaging to ensure 100 % purity. ACME Premium Drinking Water is served in 2 litter, 1.5 litter ,1 litter and 500ml bottle and their price are 35tk, 30tk, 20tk and 15tk.

ACME Classic Mango Fruit Drinks. (Tetra Pack): A refreshing fruit drink with a fresh mango flavor. Its ingredients are mango, water, sucrose, citric acid, natural color, natural flavor,

antioxidant and stabilizer. Its packaging is very attractive and it is served in a tetra pack of 250 ml and its price is 25 tk.

ACME Premium Mango Fruit Drinks. (Tetra Pack): This amazing mango drinks called by "sure aamer pure taste" because of its distinctive taste. It is served in a tetra pack of 250ml and its price is 30tk.

AAMLI Mango Fruit Drinks: AAMLI Mango Fruit Drinks is made from best mango sources by the help of hot filling and aseptic manufacturing procedure to make a delicious drink option. It is served in a recyclable plastic bottle and available in 250ml, 500ml, 1000ml which sold for 22tk,



45tk and 80tk.

Orange & Litchi Flavored Drinks: This is sweet and nutritious Orange & Litchi Flavored Drink is available in 170ml size and the price is 10tk.

ACME Premium Gold Tea: The quality of the ACME Premium Gold Tea is the outcome of an excellent processes that is included skilled plucking of the tea leaves and tea tasting. It is served in recyclable plastic bag. It is available in 400gm, 200gm, 100gm, 50gm and 15gm sizes and prices are 210tk, 105tk, 55tk, 30tk and 10tk.

Satej Tea: Satej Tea is a superior quality blend of tea and rich in taste. Its shelf life 18 is months. Smaller tea grains make the tea weaker, whereas larger tea grains add flavor to the tea. It is being served in recyclable plastic bag. It is available in 500gm for 200tk.

ACME Mustard Oil: ACME Mustard oil is usually reddish-brown in color and it is mostly famous for its great smell. Mustard oil is total of monounsaturated fatty acids. It is served in recyclable plastic bottles. It is available in 80ml, 200ml and 500ml sizes and prices are 30tk, 70Tk and 150



tk.

Manuka Honey (Sachet & Jar): Manuka honey has antibacterial, antiviral, anti-inflammatory and antioxidant properties. It is mainly served in Sachet and plastic Jar. For 1 sash, it contains 5gm and the price is 5tk and for plastic jar it is available in 250gm and MRP is 480tk.

ACME jhal chanachur: ACME Jhal Chanachur has the best spicy flavors in the market. The crunchy goodness is mixed with the specified spices. It has been packed in a foil packet. It is served in recyclable plastic bag. It is available in 35gm for 10tk.

ACME Bite Box Pop Corn: ACME Bite Box Pop Corn is made in a hygiene environment and available in two flavors, one is butter and another one is caramel. It is served in recyclable plastic bag. It is available in 22gm and the price is 10tk.

ACME Bite Box Dal: ACME Bite Box Dal is spicy and salty in taste, has a unique flavor. It is served in recyclable plastic bag. It is available in 17gm for 5tk.



Egg Noodles: This healthy egg noodle is made from the wheat flour. It is being served in recyclable plastic bag and available in 180gm for 20tk.

ACME Sauce & Ketchup: ACME ketchup contains vitamin A which improves our immune system. It is served in glass bottles. It is available in 10gm and 340gm sizes and prices are 3tk and 90tk.

ACME Mixed Pickle: This exceptional pickle contains iron, antioxidant and phenols. No preservatives are added in the ACME pickle. It is served in glass jar and it is available in 400gm size and price is 130tk.

ACME bite box Mixed Chatny: ACME bite box Mixed contains fiber that plays a vital role to treat colon cancer, constipation and heart disease. It is served in recyclable plastic bag and it is available in 20gm size and price is 5tk.

ACME Bite Box Energy Bar: ACME Bite Box Energy Bar is a great source of protein, carbohydrates, dietary fiber, and other nutrients. This is why it is also called as a functional food. It is available in different flavors as Milk powder, Caramel and Nuts. It is served in a recyclable plastic bag and it is available in 12gm for 10tk.



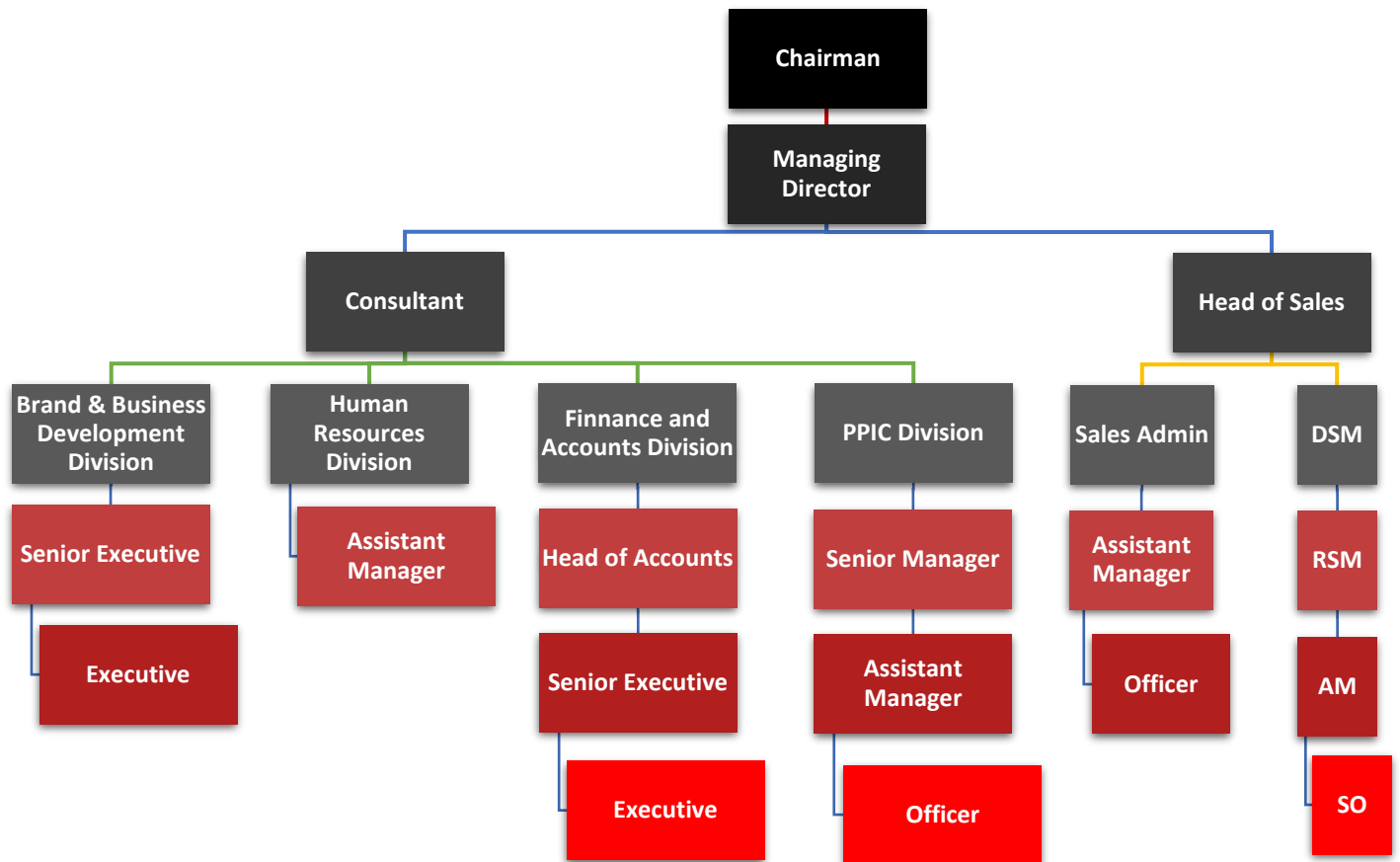
ACME Tasty Saline: ACME Tasty Saline is consumed to treat diarrhea, dehydration, vomiting, fluid and electrolytes imbalance and it is one of the trusted brands in all the sites of Bangladesh. It is served in a recyclable plastic bag. It is available in sashes and 1 sash is sold for 7tk.

ACME Powder Drinks: ACME Powder Drinks contains vitamins A, B, C and Iron. A glass of this drink can ensure 60% of the vitamin C for a child. It is available in sashes. 1 sash contains 8gm and price for 1 sash is 4tk.

ACME Lassa Semai: ACME Lassa semai makes any festive more delightful. It can be prepared instantly with the warm milk and garnish with raisins, different types of nuts. It is served in recyclable plastic and available in 200gm and price is 40 tk.

ACME Vermicelli Semai: This Vermicelli Semai is famous for its superb taste. It is lean & thin, smooth and it can be prepared so easily. This Vermicelli semai is prepared in Hygiene environment with high quality flour that makes sure the superb taste. It is 100% halal product. It is served in recyclable plastic bag. It is available in 200gm size and price is 35tk.

Hierarchy of ACME Consumer Products Ltd:



Mr. Tanveer Sinha, the company's chairman, earned his degree from Edinburgh Napier University in Scotland in 1997. After completing his studies he immediately joined their family business here his inspiration was his parents. He possesses a wide range of abilities, including leadership, ensuring organizational effectiveness, formulating strategic planning, developing corporate relationships, managing corporate finances, quickly

assessing and restructuring business opportunities, as well as communicating with customers. He is very much determined towards his goal and he has a vast knowledge of creativity with a corporate vision and strong sense of balance.



The Managing Director of the company is Mr. Fahim Sinha who is an MBA and has a lot of potentiality and experiences about business. It can also be said that he is also a resourceful and a committed businessman with a solid enthusiasm as he used to be one of the sports organizers of sports like cricket, snooker, pool and billiards for the young generation. After completing his MBA, he joined his family

business. He has made an outstanding business track within these 15 years. His management and leadership capability are excellent and dynamic for this he has a lot more to contribute for the implementation and successful operation of the ACME Consumer Products Ltd.

Departments of ACPL:

- 1) Brand & Business Development Division
- 2) Sales Division
- 3) PPIC Division (Procurement, Production and Inventory Control)
- 4) Finance & Accounts Division
- 5) Human Resource Management Division

Overview of the Company

History of ACME:

Since 1954, the ACME Laboratories Ltd. has kept its place in Bangladesh, where it is currently one of the largest corporate giants. Additionally, it makes investments in many fields and regions of Bangladesh. A sole proprietorship company called ACME Laboratories Ltd. was founded in 1954 to provide some ethical pharmaceuticals. At that time, some oral liquid products were produced there. The late Hamidur Rahman Sinha put in a lot of effort to achieve his goal and served as the company's principal visionary up till 1994.

Since 1976 the firm has been called by a private limited company. At the end of 1983 commercial operations for modernized the plant equipped and new facilities has been started. The company has been taken a lot of challenges to hold such a prestigious position like today.

ACME continuously trying its best to increase its production facilities, making more employment for the unemployed people, and increasing its sales and marketing. ACME has also expanded its network in international marketing and now they are exporting their products in abroad. This initiative will bring more success and growth for the company.

Because of the high achievement, hard work, intelligent staff and confidence about the high quality products ACME is doing better day by day since 1954. There is a clear goal and that inspires all the members of the ACME Laboratories Ltd. All the members of the ACME Laboratories Ltd. try to reach that goal and for that they are doing their best in every field.

Background of ACME Consumer Products Limited

ACME Group is known as a diversified business, currently there are 8 business enterprises. It is basically engaged in multi-disciplinary business activities among them production & marketing of pharmaceuticals, food & allied products (consumer products), textile & garments, even in IT. Not only that, there are some other service sectors. The Late Hamidur Rahman Sinha established the ACME Group in 1954 with the overarching goal of ensuring the health and happiness of the populace. Under the watchful eye of this group, it has grown its business and completed 8 projects throughout this lengthy period. Currently the yearly covering of ACME Group is about Tk.40,000.00 million and almost 25,000 people are working in different categories in this group. By providing a significant number of job opportunities for a variety of workers and paying significant sums in taxes to the government coffers, ACME Group has significantly contributed to the economic development of the nation. Proposed ACME Consumer Products Ltd is one of the new members of the ACME Group. One of the most well-known and diverse businesses in Bangladesh at the moment, ACME Group has offices in all the main cities and employs almost 25000 people. The company's major objective is to provide its clients with the highest caliber goods and services. ACME is trying its level best to extend its business by producing more facilities, adding more employees, and increasing its sales and marketing efforts. In a statistic it has been shown that there are almost 300 pharmaceutical companies in Bangladesh and ACME holds the fourth position.

Mission and Vision Statement:

Mission Statement:

Attaining a distinct place among customers worldwide with a legacy for edible products, ensuring continuous quality & individual and national growth.

Vision Statement:

Propelling continuous development in the food industry for consumers with nutrition and food safety to enrich lives and strengthen households.

Core Values of ACME Consumer Products Ltd.:

There are 6 core values of ACME Consumer Products Ltd. These core values are always trying to bind the people together.



Integrity

ACME Consumer Products Ltd always try not to disclose the information of its customers and at the same time It would treat each of its customer equally. For creating such environment for the customers ACME Consumer Products Ltd maintains customer trust.

Open Communication

Integrity and respect are the two kye preconditions of customer relationship in ACME Consumer Products Ltd. It maintains open communication with customers and try to improve upward communication within the organization.

Performance Driven

In ACME Consumer Products Ltd, customers and employees would be treated equally but only be judge on the basis of their performances.

Continuous Self Improvement

In ACME Consumer Products Ltd employees and customers are always encouraged to perform at their best and for that it has a very attractive incentive policy and a facile goal setting process to create an environment for continues self-improvement.

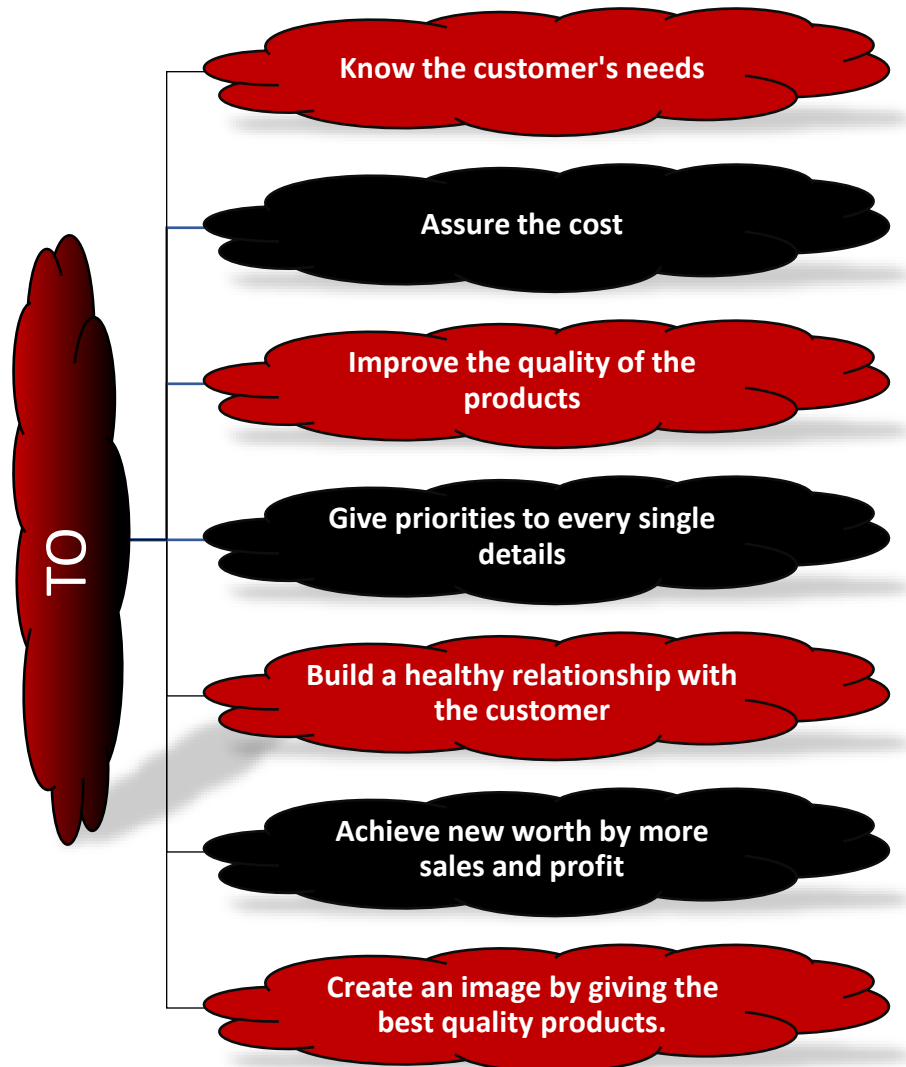
Quality

Quality is the upmost major precondition of ACME Consumer Products Ltd as it holds the reputation of quality and safety. ACME Consumer Products never compromises in terms of the quality of its products and services.

Teamwork

ACME Consumer Products Ltd believes in teamwork. It maintains a supportive environment for those who has a positive attitude and committed to teamwork.

The objective of ACME Consumer Products Ltd.:



SWOT Analysis:

Strength:

1. The ACME Group has provided various benefits to the ACME Consumer Products Ltd. The pharmaceutical industry's enormous success has been leveraged to fund its distribution routes and marketing efforts.
2. The Office, Management and the manufacturing process of the ACME group is proved to be very much helpful for the ACME Consumer Products Ltd.
3. Modern equipment of The ACME Consumer Products Ltd. can beat any other local FMCG company's products. The price is also affordable for the target customers.

Weakness:

1. A renowned position has been held by ACME organization for more than 50 years. The upper management level's conventional thinking makes this possible. Their experience comes from the medicines industry, which produces a different kind of product than FMCG. It is crucial for all of the other group members that support the consumer sector to comprehend the actual dimensions of the market in order to set standards.
2. The rate of employee turnover is rising inside the ACME group as a result of the generous company culture and low pay. The consumer sector may potentially be impacted by this.

3. It is also important to have a specialist Research and Development team in the Consumer but there is none. It can be said that, it is one of the barriers for effective market research and new product development.

4. Promotional communication is very important for the FMCG market. Most of the time it has become a burden for the management. It is also important for all the management to know how the brand triggers sales and also, they need to perform accordingly.

5. As there are different ways of business for this Consumer products Ltd. has to face poor management facility from the other chain management. Consumer products Ltd. is not getting any types of support from the other department as they are all trained in printing press, pharmacy, IT and other sector as well but it needs a specialist team.

6. The bank loans for the consumer product-based business has decreased.

Opportunities:

1. The government has recently provided a chance for the country's consumer product-based businesses to grow and be promoted. Actually, this is a fantastic opportunity for any business that deals with consumer goods.

2. Now that the day has changed, individuals no longer only buy what they see. Before making a purchase, they do their homework about the item. This is now a really positive development for the consumer products sector. People are currently less interested in beverages like Coke and Pepsi

and more willing to drink various fruit juices. Additionally, they exclusively drink mineral water outside. Additionally, although the rate is not very high, it is rising steadily.

3. It can be seen that, most of the family, both father and mother are working. So, it is very tough for them to manage time for cooking. Most of the time they have to depend on the frozen food and which is a great advantage for spices.

4. We have lots productive lands that can easily be used for the production purposes.

We also have lots of natural fruits, it is also very beneficial for us. We can use it as a source of our raw materials to manufacture any consumer products.

5. The era of globalization is upon us, and it presents a tremendous chance for each of us to expand our markets abroad. Due to globalization, it is now simpler to penetrate other markets in order to grow profits and exports. Additionally, it assists us in setting up our production facility and offices, both of which are necessary for the company to become a multinational corporation.

6. The supporting industries today are likewise growing significantly. There are several regional TV stations that operate abroad. The advertising and marketing industries have likewise entered a new phase of rivalry. Because of this, it is feasible to reach a larger audience. For instance, these TV channels enable us to advertise more effectively while spending less money.

Threats:

1. Additionally, globalization backfires. Numerous powerful corporations are making every effort to break into the industry. Being a third-world nation, ours has evolved into a marketplace for all goods. The First World nations are exerting pressure on our governments to allow them to market their subpar goods in our nation. These subpar goods are replacing our homegrown goods on the market. But if we look at it clearly, those goods are truly of very low quality.
2. It can also be said that with the increasing technology, our country is highly engaging in corruption. By using the technology some people are making copy of some products and selling those products in the market. It is quite impossible to make differentiate between the fake and original one. For example, ACI, ACME and Coke are being cheated by some fraud. The technology is helping them to make the similar kinds of products and packaging. These fraud people are also selling them by using reputed company's name.
3. The sister company of The ACME Laboratories Ltd. is The ACME Consumer Products Ltd. As a result, the reputation and goodwill of all the goods and services act as a chain that connects them. One's reputation and quality will suffer if there is a problem with one, and vice versa. Therefore, they must all maintain the same value.
4. Not just because of the competition, but also in other ways, such as how they employ the providing companies for their own operations, the recent corporate giants are also emerging as the biggest threat. This is due to the fact that they are using low-quality raw materials, which allow them to quickly lower their manufacturing costs. They will greatly benefit from this in terms of making money.

5. The political situation is not stable in our country; unstable political situation is a huge threat for all the companies. Sudden hartal and the blockage of the road may hamper a lot in distribution of the products. Regular official work is also hampered because of this.

6. One thing that is very much common in our country that is the corruption. Especially the corruption in the government sector can make any types of changes like changes the rules and regulation. For this any foreign country can easily enter our market by bribing and with the help of a lobbying.

PEST Analysis:

Political:

One of the major variables affecting every type of industry is the political environment. This is a basic factor for all as it is important for the all kinds of business and general public as well. Political disorder can create problems for the organizations. For instance, hartal and strike can be a burden for the product distribution of ACME Group.

Economic:

It is one of the broader elements that has an impact on all profitable sectors. Understanding consumer demand and disposable income is useful. A few of ACME's well-known products will be exported to nations with affluent populations. The pricing has been established in accordance with the state of the nation. Some of the districts have better sales, higher profits, and better distributors when seen at the national level. For instance, Chittagong, Sylhet, and Dhaka. Additionally, it is based on a city's neighborhood, such as Dhanmondi, Gulshan, Banani, etc.

Social:

This broad aspect is crucial since it aids in defining the culture, standards, and other elements that shape society. Due to the lack of regular use of juice and tea in our society, ACME cannot achieve large profit margins. The general populace is unaware of the value of drinking pure, filtered mineral water on the roadways or consuming juice in daily life. They are unaware of the benefits of having a branded tea for their health, which is bad news for ACME.

Technology:

One of the most prestigious manufacturers is ACME. And for every kind of manufacturing organization, technology is a crucial all-encompassing aspect. The machinery is a crucial component of technology. Different machines have different manufacturing facilities. Training the staff is essential. To run the machinery, workers are required. Therefore, training facilities are crucial in a manufacturing organization. The employees who operate in plants must all be knowledgeable about current technological advancements and possess a minimal level of plant expertise. Another element is pay; employees need to be paid fairly so that they are motivated to work. Consequently, it may be claimed that technology and its operating system is very important.

An Evaluation of the Company's Present Operating Conditions and Future Prospects***Government:***

One of the most crucial components is governmental control. For instance, we are living in a time of globalization, and foreign direct investment (FDI) is a relatively common occurrence. But everything is entirely up to our government. For our local businesses, it becomes a huge issue if the government wants to welcome foreign direct investment. Pran, Starship, ACME, Shezan, and other domestic heavyweights today control the market despite the presence of numerous overseas

competitors. Dabur has recently been making every effort to enter the Bangladeshi market, but it is not being granted permission. The government is crucial in this situation because it must keep an eye on product quality and costs as well as establish new regulations. Having government lobbying is extremely significant in the case of Bangladesh since it allows those with it easy access to the Bangladeshi market. It also relies on the type of government, including how powerful it is and how it influences business.

Competition: Every company in the entire world is subject to this. It is used to determine product prices, demonstrate product quality, showcase business promotions, and even convey how the product actually tastes. On the other hand, due to the marketing initiatives, Taza is occupying a very prominent position, making it impossible for rival teas like ACME and Ceylon tea to compete.

Regulations: It is one of the universal elements that applies to all markets and goods. For instance, one of the top corporate brands is ACME. The refinement is evident in our brand. For this reason, hotels, restaurants, establishments, and cafeterias are primarily our target markets for mineral water. The Sheraton and Four Seasons are two examples of restaurants that often use mineral water. As of right now, the BSTI has announced that all product packaging must be created in Bengali. Use of Bengali in all product bodies is crucial. The product's name must be written in Bengali. This is a serious issue because it hurts our brand's reputation in the hotels. The package printing is currently to be changed. Reproducing it would be both expensive and a waste of effort. These are the major issues and external variables affecting the sector.

Target Market: This element aids in providing the business with a course that it should be taking. To be more precise, this component is making every effort to provide the organization with guidance so that it can turn a profit. There are numerous target markets for the various products,

which is a crucial consideration for ACME Group. A target market exists for juice in quantities of 150, 250, and 1000 ml as well as for water, tea, and spices.

Demographics: It refers to population size, body type, and all other estimates of the general populace. One of the key market-influencing factors is thought to be demographics. It is employed to describe population size and provides an estimation and computation for market research. Dhaka has a population of about 20 million people; however, it does not equate to the size of the ACME Group's market. Our market size refers to the size of this demographically defined population.

Supporting Industries: For many industries, it varies. The agencies involved in distribution, software, media, trade markets, and packaging make up ACME Group's supporting sectors. These sectors of the economy always help the ACME Group to function. For instance, TV channels, newspapers, billboards, and all other forms of media assist ACME in reaching its target audience. Packaging firms also support the expansion of improved product packaging options. There are advertising firms that try to assist us in developing the product and creating our marketing strategy, such as paper rhyme and Carrot. These are all distinct, serve distinct purposes, but they are all interconnected in order for the industries to function successfully.

Supporting industries in general view: The ACME Group's supporting industries have previously been covered in our discussion. It's time to take a broad view of the situation now. To complete the operation of a corporation, several supporting industries play a variety of functions. They are related issues, and general observations show how other businesses use them to differentiate themselves. In this instance, Unilever and Square serve as the best illustration of how they are utilizing them to transform their own businesses.

International Financial Market: Things that, from a macro perspective, have a direct impact on the rate of change of the currencies and the flows of trade between the two nations. The

international financial market includes balance of trade, duty, export, taxes, import, quotas, payments, financial aid, current account, and capital account. These specific factors have an impact on the firm both domestically and abroad.

Stakeholders: Customers are the first group that comes to mind when we discuss stakeholders because they are the reason that any firm exists in the first place. The directors are the ones who are actually in charge of ensuring that the company exists. There are no shareholders because ACME is a private limited corporation. The government can also be considered a stakeholder because it is impacted by how we classify the goods we sell and how we pay our taxes. We also benefit from supporting industries, as our banks and other businesses provide us with additional services.

Strategic Operational and Legal Issues & Problems

Prices: The basis for all prices has been the geological samples, such as water, plants, soil, sediment, rock, and net municipal taxes. Sometimes a discount can be obtained with the aid of a contract. However, a batch's charge is almost certainly equivalent to one analytical package.

Payment: Payment essentially serves as an invoice receipt. 1.5% interest must be paid on all overdue payments each month. New customers must pay for the sample along with their order; otherwise, payment will be required just before to the release date. Payments may be made in a number of methods, including by check, credit card, bank draft, or even by bank transfer. Visa and Mastercard charge credit cards in Canadian or US currencies. Only Canadian dollars can be used to pay the American Express. You can also get in touch with us if you need any kind of information or if you have any questions.

Sample Quality: The Client is accountable for the Acme Analytical Laboratories Ltd.'s sample quality after it has been received. Acme Labs won't be held responsible for the samples'

deterioration and contamination. Whether it was done through the client on purpose or accidentally. Acme Labs is not required to provide any information regarding the caliber of the samples used for the analysis. The soil, sediment, and vegetation samples will be prepared by Acme Labs, who will discard any components that cannot be used at the time of preparation. After three months, rock and other leftovers have been disposed of. The remaining pulps have all been kept for three months. There is one more term called storage charge, it is also provided by the client if needed.

Statement of Liability: Acme Analytical Laboratories Ltd. and the ACME subsidiaries shall be in charge of running the laboratory and producing the reports for all analyses in accordance with its general policies and procedures. The professional actions of ACME Group bring about liability. The ACME will not be responsible for any duty, obligation, responsibility, or other losses. All clients must adhere to the results exactly; otherwise, Acme Labs is not responsible for any losses or damages incurred by clients.

Disclaimer: Results are a subject of client confidentiality. Only a few of the liabilities are assumed by Acme Labs: Additionally, there is a mistake cost, which is \$20.00 for each sample. Errors have happened throughout processing, storage, and up to a month following the analysis. Clients are required to reimburse samples for the value placed on them.

Importance of Human Resource Planning

- In every company, we will get different types of people, they all have different things to do, so it is important to set a plan for their daily activity.
- All the companies must have to have human resource planning, without this the companies will not be able to do its work effectively.
- Planning for human resources always enables management to find the ideal candidates for each open position at the ideal moment. The demand and supply of every employee in the organization must be taken into account when planning human resources.

Human Resource Planning Process:

- Assessing of the current Human Resources
- Warning about the future Human Resources
- Comparing the future demand and Supply
- Formulating Human Resources strategy
- Evaluating and updating

Recruitment and Selection:

- Recruitment is a selection process that involves choosing a small group of suitable applicants from a vast pool of applicants. It also determines how many individuals will work for the company and how many more we will need right away. Only qualified candidates who are capable of doing the job have been chosen through the recruitment process. It functions as a tool to find qualified candidates for open positions. Just before the employee was chosen, recruitment took place.

- Recruitment includes to search and obtain some of the qualified job candidates from a huge number so that the company can get the most suitable persons for that particular position.
- One of the tasks needed to obtain a valuable asset for the business is recruitment. The human resources have been used to do this. It plays a magnificent role for the business, and by selecting personnel who are truly qualified, it can lead a business to success.

Therefore, the hiring procedure must be conducted legally; otherwise, qualified individuals won't have the opportunity, and it could hurt the organization as well.

Activities in ACME Consumer Products Ltd.:

At the time of producing the Products of ACME Consumer Products Ltd. It is important to consider something before starting the production. Those are:

1. Quality Control
2. Raw material
3. Packing material

Quality Control: Total Quality Assurance (TQA) is the Acme's main motive to make sure the highest possible quality of any products. As ACME Consumer Products Ltd. has been come from its parent company named ACME laboratories for this it has to be more sincere about the quality control. ACME tries to make sure the best equipment and also the best trained staff to ensure the quality of the products. The authority has approved and very thoroughly documented all testing, sampling, and inspection methods.

Raw materials: The appropriate and ideal sources are used by ACME to obtain its raw materials. The top-quality raw materials are necessary before we can produce a product of the highest caliber, according to ACME. For the best mango juices, ACME gathers mango pulp from Pakistan and India, which also generate their own from superior-quality continental mangoes. The concentrated

orange pulp that is being obtained from the top Brazilian sources was used to make the raw ingredients for the orange juices, which also resulted from blending a pool of well-chosen fresh oranges. Additionally, ACME gathers the top ingredients for producing the spices. Typically, ACME sources its raw materials locally, primarily from the north Bengal. Another excellent source of tea leaf is where ACME Tea is sourced. As a premium drinking water, mineral water has also been produced using the reverse osmosis process, which requires 20 steps of filtration, ozonation, and ultraviolet ray treatment.

Packing materials: ACPL's items have been packaged utilizing cutting-edge aseptic technology.

These are:

1. Longest shelf life
2. No Degradation in the shelf life
3. No side effect because of the preservatives.

Vendor selection: A vendor is a person or business that is employed to sell products or services to other businesses in the supply chain. They are the companies who manufacture the parts before selling them to wholesalers or other merchants. Retailers sell goods to customers in the same way that manufacturers do. Since ACME Group lacks an exclusive and authorized dealer, it has chosen suppliers based on a few criteria. Since the distributor is the main person who acts as a middleman to connect with customers and introduce them to the company's product, they always give the distributor preference. Good supply partners are also crucial for ACME to achieve their objective of becoming the finest of all because they have a fantastic vision to become that.

Transportation Capabilities: When choosing its suppliers, ACME is always careful to choose those who have their own vehicles because they are more cost-effective for the business.

Integrity: It's crucial to pick the appropriate vendor since they will provide you with the right product, one of the highest quality, deliver it on time, at the right price, and with excellent services. It will be particularly negative for the company's image if the supplier is unable to keep its word and supplies another rival's goods rather than Acme's. The prior performance of the providers will also be shown.

Past Performance: It is crucial to look at a supplier's prior performance because it can assist you make a clear judgment about who to choose as your vendor. For instance, it will be beneficial to receive the products on time if the prior performance has been examined before providing the orders.

Storage Capacity: The supplier needs to have a warehouse where they can keep Acme's merchandise in order to meet market demand. Some of the requirements must be present in the warehouse. Since the mineral water and fruit juice sold by Acme are products that readily deteriorate, they must be kept at a consistent temperature to avoid damage.

Financial and Organizational Capability: The providers must possess at least a basic level of financial capability. If the supplier rejects the retailer's request to purchase a product on credit, the retailer will be forced to purchase the goods from a rival, which will be extremely detrimental to ACME going forward. As a result, ACME makes an effort to select distributors with at least higher financial capabilities.

Geographic factors are occasionally used in the vendor selection process. The number of dealers varies between districts and may change in response to consumer demand. Due to the limited purchasing power of the residents of north Bengal, ACME only has twelve sellers there compared to around 100 dealers in Dhaka.

Because circumstances vary and products or services must also vary, the selection procedure likewise varies according to those circumstances and does not always apply in the same way. Any organization's purchasing policies are used to guide the process of choosing the best vendor.

Dealer & retailer motivation: Since ACME lacks an authorized dealer, the corporation must keep the dealer satisfied or the retailer will be dissatisfied and may switch companies. Additionally, the dealer won't work to distribute Acme's items, which will hurt the business.

ACME use to follow both of the push and pull strategy to give the product to the distributor and also the retailer.

How pull strategy works for ACME:

One of the top businesses, ACME strives to keep its prices lower than other businesses while maintaining the quality of its products like juice and water. In comparison to other businesses, this customer is also receiving the highest quality goods at a lower cost. Because of this, mineral water and juice are two of our most popular products. As a result, the distributor buys Acme's product to maintain market demand, and the retailers buy it from the distributor as well.

How push strategy works for ACME:

The supplier's primary goal is typically apparent to be recovering their initial value. Distributors and retailers will always choose a company where they can make more money. For this, ACME does have some sort of incentive program for every distributor and retailer.

Those are:

- A training program has been set up by ACME for every dealer and every delivery person. Because they aren't even aware of how to engage with retailers or what kinds of information, they should provide consumers with regarding the products. As a result, the distributor will be able to keep the retailer connection strong.
- For example, if a shop can sell ACME's juice and water for at least 50% of their total sales, they will receive a refrigerator or light box as a prize for their store.

These retail stores develop loyalty to those brands and to those companies when the company offers them something truly significant. The retail establishment also develops a strong desire to purchase from ACME Consumer Products Ltd.

Sales Force of ACME Consumer Products Ltd:

In order to ensure excellent selling, ACME has done its best to manage a sizable number of sales personnel. It has previously been established that an organization can only successfully gain market share when its sales staff is effective. This is the reason ACME makes an effort to spend more on personal items than on any kind of promotional strategy.

ACME carefully plans and controls its sales staff in order to achieve success and maintain a respectable position in the market. ACME needs to take a lot of factors into account when developing an efficient sales system. These are:

- Structure
- Strategy
- Development of sales force
- Objectives
- Compensation

ACPL is continuously working on this issue to get success in the sales force.

Objectives: Because it is the primary driving factor behind ACME's sales force, it is crucial to comprehend the purpose fully. From top to bottom, the goal of maintaining the ACME's sizable sales force should be made very apparent. The primary goals of ACME Consumer Products Ltd. include information collection, prospecting, service, targeting, communicating, and allocating. To acquire their desired sales force, ACME has outlined their precise objectives.

Strategy: In order to reach clients simultaneously when they are eager to purchase products from ACME Consumer Products Ltd., ACME always strategically deploys its sales force. Depending on the circumstance, the salesperson may employ a variety of techniques, but they always select the most effective strategy for reaching their target audience. After selecting a sales strategy, ACME makes an effort to keep the market in mind. This makes it very evident that those who work on the sales team are familiar with the precise techniques for assessing sales data, estimating market potential, acquiring market intelligence, and creating marketing strategy and plans. When developing the sales force, ACME may have taken it for granted that they would find the exact

resources needed to accomplish the task. It is crucial to have proper strategy management for the sales force.

Designing the Sales Force: The big budget Companies use to spend millions in every year for personal selling. This is bigger than ACME has spent on any types of promotional method. Furthermore, it can be seen that the employees who works in sale they are the part timer. They do not do full time job in this sector. Sales forces can be found everywhere, it can be seen in the business environment, insurance company even in the school, college. Therefore, ACME does it very carefully like how to make the design and how to manage the sales force to get succeed in the marketplace. In this paper it will be discussing like how the businesses should be designed for the sales force and how the managers can manage the sales force efficiently. At the time of designing the sales force, any company must have to consider some of the issues to establish an effective sales system. Sales force has a goal and every company has a desire to reach the goal with the help of the sales force team. There are sales quotas that is used to inform the salesperson what will be the salesperson objective in a given time period. Not only quotas, there are also some other methods of delineating the sales objectives. Essentially, companies must have a clear objective and they want the sales force work hard to reach the goal and if it happens it will be beneficial for both of them like for the sales person and also for the company. ACME always try to use the sales representatives in a strategic method so that they will be able to approach the customers. For example, a sales person will be able to approach any particular buyer to buy their products. Sales representatives has the capability to use varies techniques that is known as seminar selling. Here a company makes an arrangement for the education seminar where the consumers and the sales representatives will be able to know about the products clearly. Once ACME has been decided to rely on the sales approach, it will try its best to maintain the market focus. This

clearly means that all the sales representatives know how they need to analyze the sales data, to measure the market potential, to gather the market intelligence, and to develop the marketing strategies and plans.

Management of the sales force:

There is a management system in every firm that will efficiently handle everything to achieve the company's objective with the aid of the personnel. It is crucial to have an efficient management system since without one, the business won't be able to thrive in the cutthroat market. These are the guidelines that apply to all businesses worldwide. The next objective is to achieve success using the well-designed path once ACME's sales team has been carefully planned. Effective usage of the sales force team can take a variety of forms. For instance, ACME has four methods for managing its sales force: training sales representatives, supervising sales representatives, inspiring sales representatives, and finally, evaluating sales representatives. The most crucial and initial method of managing ACME's sales team is training. With little to no training, newly hired sales reps who are sent into the field have a slim chance of succeeding. Customers typically anticipate that the salesperson will be informed about both the genuine demands of the consumer and the goods they are trying to sell. Therefore, for ACME, receiving the proper training is a crucial first step in managing a productive sales force. Another vital component of managing the sales force is to oversee each and every sales representative. Another factor in ACME's success is its ability to really motivate its sales staff. The sales representative must demonstrate their performance in relation to the product in order to be evaluated; based on that report, they will be given a prevalence.

Manpower planning

There is a penalty system for the staff who will not work according to the management system and this is very costly in ACME. That's why ACME tries its best to realize the losses of the business and also from the customer's perspective. ACME also has a belief that Overstaffing is not something good rather than wasting time and money. Not only that this is expensive to reduce as the modern legislation includes the payment and consultation. What overstaffing does, it usually decreases the number of competitors in the business. It is also important to plan the staffs accordingly, as they are the main assets of company. When staff will be chosen perfectly the demand and supply of a company will also be maintained properly. For this reason, ACME always takes a 'satellite picture' of all the staffs, ACME makes a profile of their staffs in that profile they take some information's about the staff. It includes cell phone numbers, age, skills, gender, experience, flexibility, character, forecast capabilities and potential. It is also beneficial for the staffs when a staff works hard with devotion, he or she has the chance to get success more often.

Chapter 3: Project Part

Abstract

Purpose – This research paper aims to provide additional information and compare the conventional marketing strategy used in our FMCG market and the recently adopted marketing strategy used by ACPL. This research paper will also discuss the relationship between sales and brand loyalty.

Methodology – The absence of prior research in the field necessitated using a comparative technique to comprehend the two-marketing strategy fully. The research's relative nature naturally pointed toward a qualitative methodology. The primary data collection technique has been conducted in-depth, face-to-face consumer interviews as part of a more extensive study.

Findings – When a company offers acknowledgment rather than gifts, it is more likely to witness an increase in customer satisfaction and brand loyalty. Customers receiving revelation rather than presents are more likely to support repeat purchases and benefit sales growth. When consumers received attention rather than present, the conversion rate to loyal customers was higher.

Research implications – The implications of this research paper will be highly beneficial to marketing professionals in Bangladesh's FMCG sector as they will be getting insights to decide whether to invest in a marketing campaign. It will reduce organizational conflict while also enhancing organizational performance. Additionally, it will open up opportunities for future researchers to participate.

Originality – The research is the first attempt to look at two different marketing strategies, the traditional marketing strategy and ACPL's recently adopted marketing strategy in Bangladesh's FMCG Market. Then it gives a comparative analysis of these two strategies and their efficacy and efficiency.

Keywords – Marketing strategy, Bangladesh FMCG Market, Brand Loyalty, Secondary Consumers, Traditional Marketing.

Paper type – Research paper

Introduction and Background

One of the world's most successful business investors, CEO of Berkshire Hathaway, philanthropist, and business magnate Warren Buffett once said, "It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently." So before investing in something, we must take some time and think very carefully, even in marketing. Choosing the proper branding technique is very important, as inventing a flawed marketing approach can demolish a company's reputation and harm them financially.

One of the main economic sectors in Bangladesh is the FMCG industry. Its defining characteristics are its multinational solid Company (MNC) presence, well-established distribution networks, fierce competition between the organized and unorganized segments, and cheap operating costs. Bangladesh, a developing country with a sizable market, is becoming increasingly crucial for Fast Moving Consumer Goods, or FMCG. The FMCG sector in Bangladesh has grown significantly over the past few years, and consumer durables have seen qualitative and quantitative improvements (Hamid et al., 2008). The shop atmosphere typically does not change the decisions made at home over high-involvement products, such as electronics, luxury goods, or lifestyle items. Contrarily, a considerable amount of distortion from the preceding selection of brand choice is regularly reported for simple and low-effort products like salt, flour, pencils, chocolates, etc. (Russo, Medvec & Meloy, 1996). In marketing, these simple and low-effort products are commonly referred to as fast-moving consumer goods (FMCG). Tracking consumer brand preference is incredibly difficult for marketers and occasionally even impossible. By offering crucial information, marketers can predict any customer's intention to buy and assist him in expediting the purchasing process. Perner (n.d.) asserts that consumers ultimately decide which brand to purchase from a range of options based on internal information processing, which

marketers can never totally sway. At the time of the actual purchase from the retail establishment, customers occasionally change their minds after choosing which brand to buy.

Giving gifts to local retailers to sell the company's product has been a traditional marketing approach to the FMCG market of Bangladesh. When retailers receive sure gifts from a company, they get encouraged to sell that particular company's products. ACME Consumer Products Ltd. recently invested in a marketing campaign that broke the traditional marketing approach of giving gifts to retailers and introduced a new idea of giving recognition to retailers. ACPL's target retailers for the marketing campaign were mainly tea sellers, as the product of the marketing campaign was "Tea." In our country, we traditionally address the local tea sellers as "Cha Wala," which means "Tea Makers." Still, here ACPL gave them recognition as "Cha er Karigor," which means "Artisan of Tea," by giving them a PVC Board with Digital printing that contains a portrait of the retailers, their names, address, and mainly the recognition of "Cha er Karigor."

Literature review

Fast-moving consumer goods (FMCG) are inexpensive items that are purchased frequently. While FMCG products generate very little profit when sold at retail, they often cause a substantial profit when sold wholesale. Therefore, the profit margin on such products could be significant. According to Brand Careers Glossary, FMCG refers to often purchased, inexpensive, minimally involved, and convenient consumer items such as snack foods, cleaning products, stationery, and toiletries (n.d.). From the consumer's perspective, FMCGs are characterized by frequent purchases, low participation (item selection involves little to no effort, except for products with significant brand loyalty), and low prices. Furthermore, from a marketer's standpoint, FMCGs are

characterized by high volumes, low contribution margins, extensive distribution networks, and high stock turnover (Majumdar, 2004).

Colgate-Palmolive, Reckitt Benckiser, Nestlé, Unilever, Procter & Gamble, Coca-Cola, Kraft, and PepsiCo are among Bangladesh's best-known worldwide FMCG companies. Among the national FMCG firms are Square, PRAN, and ACI. Given Bangladesh's massive population and expanding purchasing power, one of the primary areas of concentration might be the FMCG segments (Rashid, 2010). In 2003–2004, Bangladesh witnessed a growth of almost 8 percent. The research firm AC Nielsen released these statistics on South Asia's rapidly expanding subregional consumer market. The expansion of Bangladesh's branded packaged products industry has been sustained by alterations in consumer purchasing behavior and robust marketing strategies. Double-digit growth rates were reported in categories like toothpaste, detergents, milk powder, and hair oils (Business Standard, 2004). American giants such as Johnson & Johnson and Procter & Gamble have already witnessed a promising boost in product sales in Bangladesh. According to FMCG market observers, Unilever's substantial operations in Bangladesh, where it generates around \$500 million annually, may have provided P&G and Johnson & Johnson with insight into Bangladesh's rapidly rising middle-class consumer market (Positive Bangladesh, 2011).

Brand image development and frequency programming are two significant subcategories of brand-building activities. In the past, promotional materials and other short-term marketing endeavors were employed to establish the image of a company (Knox, 1996). Frequency programs have long been an essential retention tool. Historically, loyalty cards have been utilized to discourage brand switching at the product or store level (Dowling & Uncles, 1997). In both business-to-consumer and business-to-business purchasing situations, the significance of trust in building and sustaining

brand loyalty has been extensively explored (Cowles, 1997; Doney & Cannon, 1997; Chaudhuri & Holbrook, 2001).

Understanding the dynamism of consumer behavior is crucial for marketers because it enables them to create more effective marketing strategies and connect people with businesses. Consumer behavior studies how individuals, groups, and organizations select, pay for, utilize and accept goods and services, concepts, or experiences to satisfy their needs and preferences. (Kotler & Keller, 2006).

Objectives

Though this unique marketing approach of ACPL has been huge successful among the retailers but the questions remains if it is more efficient and effective than the traditional “Gifting” marketing approach or not, in terms of increasing brand loyalty and sales.

This research paper exactly answers these questions, like-

- Which marketing strategy is more effective at increasing brand loyalty, between gifting secondary consumers and recognizing them for their work?
- How do the two strategies boost brand loyalty and sales among secondary consumers?

And the objectives of this research are-

- To investigate the satisfaction of consumers who have received gifts from the Brand.
- To explore consumer satisfaction once the Brand recognizes a consumer's unique talent
- To investigate the rise in sales following the receipt of gifts from the Brand.

- To comprehend the growth in sales when the Brand recognizes the special talent of the consumer.

Significance

This research paper will reveal further knowledge and comparison about the efficiency and effectiveness of the traditional marketing approach of our FMCG market and ACPL's newly introduced marketing approach. This research paper will also narrate the relationship between sales and brand loyalty. The findings of this research paper would be beneficial for the marketing practitioners of the FMCG market in Bangladesh to make decisions while investing in a marketing campaign. It will improve organizational performance and, at the same time, it will settle the organizational conflict. It will also create a scope for future researchers to contribute.

Methodology

Due to a lack of past study in the industry, a comparative strategy was necessary to acquire a thorough grasp of the two marketing strategies. The relative nature of study implied a qualitative methodology. As part of a larger study, face-to-face and in-depth customer interviews served as the major technique of data collection.

In the social sciences, the media, politics, and other sectors, qualitative research has been utilized to better comprehend the nuanced emotional foundations of human motives and behaviors (Hooper, 2011). This type of research has the advantage over quantitative methods of being able to explain things, give accounts of experiences and understandings, and comprehend processes, because it allows for flexibility and allows the research process to evolve, producing richer data and more insightful information. (Brown, 2010). Since intellectual, emotional, social, and cultural requirements are interwoven with brands, qualitative analysis is required for their evaluation (Cooper, 1999). Lastly, qualitative research may humanize brands with customized communication (Hooper, 2011). Consequently, employing a qualitative method was essential to answering our research challenge.

Ten interviews were performed with secondary consumers, five of which were conducted with ACPL sales representatives. A diversified collection of participants was the result of a straightforward random sampling procedure. The resulting participant pool is diverse in terms of age and prior expertise in the field. On request, a complete list of each participant's demographic information will be provided. Utilizing a semi-structured interviewing style allowed for a focused yet open discourse and encouraged disagreement. Actual proximity The secondary consumer interviews were done via telephone at the desired time and location of the sales team's respondents. The period of the secondary consumer business was considered during the interview. As a result, the interviews were done on a Friday morning, when the participants are most likely to be available. Following pilot testing, the interview guide underwent minor modifications to incorporate new ideas and trends. The format of the questions began with a broad, grand-tour inquiry into the attitudes of customers regarding the two techniques. Then, interpretive and comparison questions were posed in order to glean the most crucial insights from the various topics. With the participants' agreement, interviews were taped, and then handwritten notes were taken.

The Secondary Consumers were asked the following interview questions: 1. How do you feel after receiving presents from the Brand?

2. How do you feel when the Brand pays tribute to/portrays you for the unique ability you possess in order to appreciate your work?

Does receiving gifts from the brand inspire you to purchase its products? If yes, how does it inspire you to purchase Brand products? If not, why does it not inspire you?

Does it motivate you to purchase the brand's items when they showcase your unique talent and give appreciation to your work? If so, how does it inspire you to purchase the Brand's products?

Why, therefore, does it not motivate you?

What would you select from the Brand to receive presents or an opportunity to be acknowledged for your work, and why?

On a scale from 1 to 10, how satisfied would you be after receiving a gift from the Brand?

7. On a scale from 1 to 10, how satisfied would you be if the Brand paid tribute to your unique talent and praised your work?

These were the interview questions for Sales Teams:

What are your thoughts on gifting secondary consumers (retail sellers)? Does it encourage them (secondary consumers) to purchase the Brand again? If affirmative, why?

What are your thoughts on paying tribute to and showcasing the unique talent of secondary customers (retail merchants) in order to appreciate their work? Does it encourage them (secondary consumers) to purchase the Brand again? If affirmative, why?

How does the distribution of promotional items to secondary customers (retailers) effect sales growth?

11. How does it affect sales growth when the Brand recognizes and celebrates the unique talents of secondary customers (retail sellers)?

Analysis and Findings

The analysis of the data was a dynamic process that adapted to new information as it was gathered. The transcripts were read through multiple times, and then thematic analysis was performed, which involved coding all of the data before reviewing and determining the two primary themes that

emerged from the analysis. In order to get insights into the participants' motivations and perceptions, each theme was investigated in great detail.

Interview Questions no.	Answers the Research Questions no.	Findings	Analyze	Results	Decisions
1	1	Level of Happiness	Compare the level of Happiness between interview question answer 1 and 2	If, interview question 1 < 2 (Happiness level)	Giving gifts as a branding technique is more effective
2				If, interview question 1 > 2 (Happiness level)	Paying tribute as a branding technique is more effective
3	1	Encouragement level to buy from the brand	Compare the level of Encouragement between interview question answer 3 and 4	If, interview question 3 < 4 (encouragement level)	Paying tribute as a branding technique is more effective
4				If, interview question 3 > 4 (Encouragement level)	Giving gifts as a branding technique is more effective
5	1	Desire level	Compare the desire level of either get gifts or an opportunity to get recognized	If desire level for gifts > desire level for recognition	Giving gifts as a branding technique is more effective
				If desire level for gifts > desire level for recognition	Paying tribute as a branding technique is more effective

				If desire level for gifts = desire level for recognition	Both Branding technique is equally effective.
6	1	Satisfaction Level	Compare the level of Satisfaction between interview question answer 6 and 7	If, interview question 6 < 7 (Happiness level)	Paying tribute as a branding technique is more effective
7				If, interview question 6 > 7 (Happiness level)	Giving gifts as a branding technique is more effective
8	1	Support	Compare the Support/Opinion of the Sales Manager between interview question answer 8 and 9	If, interview question 8 < 9 (Support level)	Paying tribute as a branding technique is more effective
9				If, interview question 8 > 9 (Support level)	Giving gifts as a branding technique is more effective
10	1	Positive affects on increase in sale	Compare the Positive affects on increase in sale between interview question answer 10 and 11	If, interview question 10 < 11 (Positive affects on increase in sale)	Paying tribute as a branding technique is more effective
11				If, interview question 10 > 11 (Positive affects on increase in sale)	Giving gifts as a branding technique is more effective

Interview Questions	Answers the Research Questions	Findings	Analyze	Decisions
8	2	Conversion to loyal Consumer and Repeat buying	Understanding of the Support/Opinion of the Sales	Results

9			Manager among the interview question answer 8 and 9	
10	2	Positive affects on increase in sale afer conversion to a loyal consumer base	Understanding of the Positive affects on increase in sale afer conversion to a loyal consumer base among the interview question answer 10 and 11	Results
11				

The deductions are derived from an examination of the data about the customers. When an organization acknowledges its customers rather than provide them with presents, satisfaction and the motivation to purchase the brand's products, tend to rise. When customers are honored with recognition instead of being presented with gifts, there is an increased likelihood that they will make additional purchases, which will have a favorable impact on the company's ability to raise revenue. When the customer was recognized for their investment, rather than receiving a gift, the conversion rate to a loyal customer was shown to be more significant.

Conclusions

The unconventional marketing campaign that ACPL ran created the idea of giving shops recognition rather than gifts as a standard marketing practice in place of the more common practice of delivering presents to retailers. It was unclear whether ACPL's novel marketing plan was more efficient and effective than the traditional "Gifting" method in generating brand loyalty and sales. This was because the conventional technique was known as "Gifting." According to the findings of this research paper, ACPL's recently introduced marketing plan is an effective and fruitful marketing strategy that can improve brand loyalty and sales in the FMCG sector. Before investing in a marketing campaign, the FMCG company should review the recently established marketing strategy and think carefully about investing.

Implications

When it comes to deciding how much money to put into a marketing campaign, the marketing professionals that work in the FMCG sector in Bangladesh would find this study paper to be of great use. In addition to enhancing the performance of the organization, this will also help to resolve internal organizational conflicts. Additionally, it will open up opportunities for future researchers to make contributions.

Reference

- Brown, A.P. (2010), “*Qualitative method and compromise in applied social research*”, *Qualitative Research*, Vol. 10, pp. 229-48.
- Cooper, P. (1999), “*Consumer understanding, change and qualitative research*”, *Market Research Society*, Vol. 41 No. 1, pp. 1-9.
- Cowles, D. L. (1997). The role of trust in customer relationships: Asking the right questions. *Management Decision*, 35(4), 273–282. <https://doi.org/10.1108/00251749710169657>
- Hamid, M. A., Akter, B., & Mazumder, M. H. (2010, December 9). *Characteristic features of corporate advertisements of Bangladeshi print media: A contemporary analysis*. SSRN. Retrieved December 8, 2022, from <https://deliverypdf.ssrn.com/delivery.php?>
- Hooper, C.S. (2011), “*Qualitative in context*”, *Journal of Advertising Research*, Vol. 51, pp. 163-6.
- Kotler P., Keller K. (2006) *Marketing Management*, 12th Edition, Prentice Hall, Upper Saddle River.
- Knox, S. (1996). The death of brand deference: Can brand management stop the rot? *Marketing Intelligence & Planning*, 14(7), 35–39. <https://doi.org/10.1108/02634509610152691>
- Majumdar, R. (2008). *Product management in India*. Prentice-Hall of India.
- Russo, J. E., Medvec, V. H., & Meloy, M. G. (1996). The distortion of information during decisions. *Organizational Behavior and Human Decision Processes*, 66(1), 102–110. <https://doi.org/10.1006/obhd.1996.0041>

Uncles, M. D., Dowling, G. R., & Hammond, K. (2003). Customer loyalty and customer loyalty programs. *Journal of Consumer Marketing*, 20(4), 294–316.
<https://doi.org/10.1108/07363760310483676>

Web Resources:

Bureau, O. C. (2013, February 6). *Pakistan, Bangladesh pip India in FMCG race: AC Nielsen survey*. Business Standard. Retrieved December 8, 2022, from https://www.business-standard.com/article/companies/pakistan-bangladesh-pip-india-in-fmcg-race-ac-nielsen-survey-104122901063_1.html

Brand career glossary (n.d.), Brand channel, Retrieved December 8, 2022, from http://www.brandchannel.com/education_glossary.asp

Positive Bangladesh (2011), *US MNCs May Expand Business in Bangladesh Market*, Retrieved December 8, 2022, from <http://positivebangladesh.wordpress.com/category/business-development-at-bangladesh/>

Rashid, M. (2010, May 29). *Investing in Bangladesh*. The Daily Star. Retrieved December 8, 2022, from <https://www.thedailystar.net/news-detail-140571>