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BBA

Sales & Marketing

BUS-499

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Celebrate Life!

Table of Content

ACKNOWLEDGEMENT -----	1
EXECUTIVE SUMMARY -----	2
LIMITATIONS OF THE REPORT -----	3
ABOUT DABUR -----	4
VISION, STRATEGIC INTENT -----	5
CORE VALUES -----	6
DABUR AT A GLANCE -----	7
DABUR WORLD WIDE PRODUCT -----	13
SWOT ANALYSIS -----	14
ABOUT ASIAN CONSUMER CARE PVT. LTD -----	16
VISION, PLAN FOR ACC -----	16
DISTRIBUTION CHANNEL -----	17
SWOT ANALYSIS FOR ACC -----	18
SALES PLAN -----	19
CONTROL -----	20
PRICING STRATEGY -----	21
BRAND STRATEGY -----	22
BCG MATRIX -----	24
MEDIA OBJECTIVE -----	28
POSITIONING -----	30
PROBLEMS AND SUGGESTIONS -----	31
RESPONSIBILITIES -----	33
CONCLUSION -----	38
BIBLIOGRAPHY -----	39



Dabur

Celebrate Life!

ACKNOWLEDGEMENT

At first I present my due regards to the Almighty, who have provided me the brilliant opportunity to build and complete this report successfully with good health & sound mind.

In this project, I am required to prepare a report. So, as per my instructor's (**M Sayeed Alam**) recommendation I have decided to prepare a report on "**Sales & Marketing**". It has been a pleasure and an honor to show my heartiest respect to **M Sayeed Alam** for giving me the opportunity to work for this report. His enriched and powerfully structured discussion has been a great help in each step of this report writing.

During the work of this report would not have been realized without the support and encouragement of many people. I would like to express my feelings and great affections with my heartiest appreciation to the authority of www.dabur.com and employees of Asian Consumer Care for their helpful information and prompt reply of my query. I would like to thank my senior brothers who have helped us by giving valuable advices and experiences. Last of all I would like to thank the readers who have given their valuable times to read this report.

I would like to acknowledge our classmates for helping me in this report. All the classmates who have helped me lot and supported me to make it possible to lead the research into a standard form.

Finally, I thank my dear parents for encouraging me throughout the work. Their words information has helped me in ways that cannot be expressed in few words. I thank them all with my deepest feelings.



EXECUTIVE SUMMARY

The project is about the Dabur India as Asian Consumer Care Pvt. Ltd. It is prepared by collecting information from different websites and employees. My main focus was about the company, sales and marketing. I also focus on distributor appointment process, SWOT analysis, sales plan and the way to achieve, controlling system, analysis of BCG matrix, media objective, positioning, identify whether they have a problem, how to overcome the problem, my responsibility, distribution process and other marketing related issues. I found that the main problems are distribution of products and administration. The company also has promotional and advertising problems, a gap between head office and factory, a gap between order and delivery, product flow and lack of arrangement of promotional campaigns to promote products. For solving the problems they need to meet up with time limitations of an order and delivery of products, identify skill deficiencies, any problems regarding design and development of products, improve existing distribution systems, improve existing promotional activities to promote products, identify most demanding products and focus on them more, check that the production of these products is sufficient to meet the existing and future demand, competition in local and international markets, increase more C & F for swift distribution, friendly relations among the ACC employees, find out the potential markets for ACC products.

LIMITATIONS OF THE REPORT

In this report there are some limitations. I have collected information mostly from the website, sales administration officer, sales manager and accounts manager. So it is not possible to find out the appropriate scenario from them. But it was not possible to collect information from all the employees and labors of the company. The factories and C & F are located in different areas and all the websites information's are not updated. It was not possible for me to justify and recheck all the information collected from these different sources. So it is very difficult to represent the actual situation in the report.

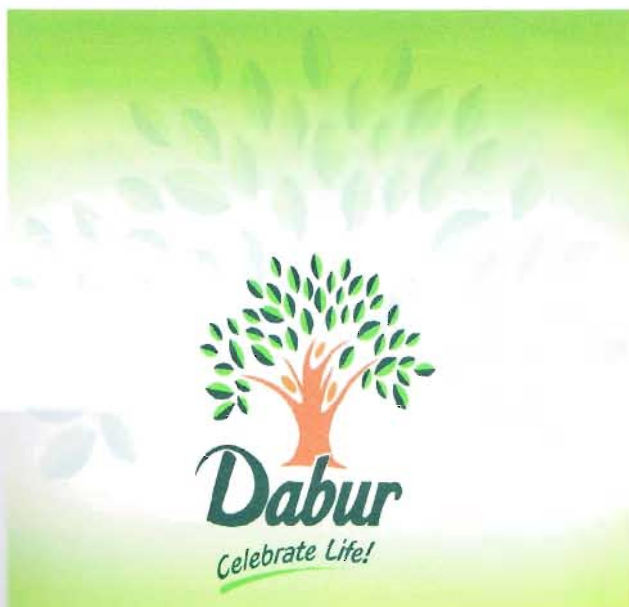
In spite of these limitations I have tried my level best to provide the best picture of the company regarding the subject matter. I hope the report will satisfy its best purpose.

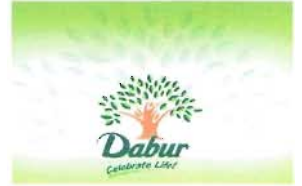


About Dabur:

Dabur India Limited is a leader in manufacturing and marketing herbal, nature-based products, marked with quality and trust gained through more than 100 years of experience. Today Dabur's products are available for people in more than 50 countries across the world, helping them move towards a healthy, natural and holistic lifestyle. Their products are available in the markets of the Middle East, South-East Asia, Africa, the European Union and America. Dabur India Limited is a leading Indian consumer goods company with interests in health care, Personal care and foods. They have been dedicated to providing nature-based solutions for a healthy and holistic lifestyle. Through their comprehensive range of products they touch the lives of all consumers, in all age groups, across all social boundaries. And this legacy has helped us develop a bond of trust with our consumers. That guarantees you the best in all products carrying the Dabur name.

Dabur's Logo:





Other logos:

Dabur
AMLA
HAIR OIL

Dabur
Chyawanprash

Dabur
HONEY

Dabur
Vatika
Hair oil

Hajmola[®]

VISION

"Dedicated to the health and well being of every household"

Strategic Intent:

We intend to significantly accelerate profitable growth. To do this, we will:

- Focus on growing our core brands across categories, reaching out to new geographies, within and outside India, and improve operational efficiencies by leveraging technology
- Be the preferred company to meet the health and personal grooming needs of our target consumers with safe, efficacious, natural solutions by synthesizing our deep knowledge of ayurveda and herbs with modern science
- Provide our consumers with innovative products within easy reach





- Build a platform to enable Dabur to become a global ayurvedic leader
- Be a professionally managed employer of choice, attracting, developing and retaining quality personnel
- Be responsible citizens with a commitment to environmental protection
- Provide superior returns, relative to our peer group, to our shareholders

Core Values:

Ownership: This is our company. We accept personal responsibility, and accountability to meet business needs

Passion for Winning: We all are leaders in our area of responsibility, with a deep commitment to deliver results. We are determined to be the best at doing what matters most

People Development: People are our most important asset. We add value through result driven training, and we encourage & reward excellence

Consumer Focus: We have superior understanding of consumer needs and develop products to fulfill them better

Team Work: We work together on the principle of mutual trust & transparency in a boundary-less organization. We are intellectually honest in advocating proposals, including recognizing risks





Innovation: Continuous innovation in products & processes is the basis of our success

Integrity: We are committed to the achievement of business success with integrity. We are honest with consumers, with business partners and with each other.

Production costs and quality:

“Dabur” trying to capture the loyalty of consumer by providing highly qualified products relatively at lower price. Here they are much more conscious about their quality and they are not compromising with their quality.

Leading brands:

“Dabur” is the leading brand in our existing market. So they always try to keep it up by providing high quality product. At the same time they ensure the reasonable price.

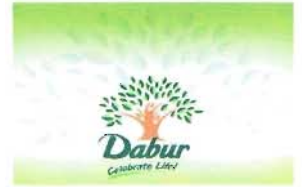
Marketing skills:

“Dabur” marketing skills is very much different from other competitions. They are always innovative and creative and their marketing department consists of skillful officers.

Employee capabilities:

“Dabur” ensure enough human resource at their production level they always pays sufficient salary to their employees. They divided their employees in different parts which is so much important for any kind of company.





Financial resources:

“Dabur” has enough financial resource to continue their production. They always try to do some thing different from others.

Available technology:

“Dabur” has much more modified technology to run their operation they always use advanced technology to ensure better production.

Dabur at a Glance:

Dabur India Limited has marked its presence with some very significant achievements and today commands a market leadership status. Our story of success is based on dedication to nature, corporate and process hygiene, dynamic leadership and commitment to our partners and stakeholders. The results of our policies and initiatives speak for themselves.

- **3 step down subsidiaries of Dabur International** -
 - Asian Consumer Care in Bangladesh,
 - African Consumer Care in Nigeria and
 - Dabur Egypt.
- **2 major strategic business units (SBU)** -
 - Consumer Care Division (CCD) and
 - Consumer Health Division (CHD)
- **3 Subsidiary Group companies** -
 - Dabur Foods:





Dabur's Foods Range offers natural and nutrition-rich food products. That helps you stay healthy, while adding exciting flavors and tastes to your dishes.

- Dabur Nepal and
- Dabur International



Dabur India Limited is a leader in manufacturing and marketing herbal, nature-based products, marked with quality and trust gained through more than 100 years of experience. Today Dabur's products are available for people in more than 50 countries across the world, helping them move towards a healthy, natural and holistic lifestyle. Our products are available in the markets of the Middle East, South-East Asia, Africa, the European Union and America





Dabur Natural Cures Product Range



Dabur's Natural Cures - natural and effective remedies for your everyday health care. Made with Ayurveda-based medicinal and therapeutic herbs. To give you safe alternatives for a wholesome life.

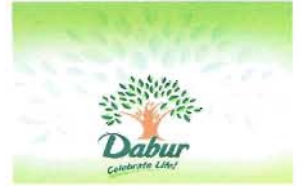
Health Care:

- **Leading brands -**
 - Dabur - The Health Care Brand



Live a wholesome and healthy life. Give yourself the natural advantage, with Dabur's herbal Health Care range. That keeps your mind and body toned up and active. Minus the side-effects of harmful chemical overdoses.





-7

- Vatika-Personal Care Brand



- Anmol- Value for Money Brand
- Hajmola- Tasty Digestive Brand



- **Skin Care:**



Keep your skin feeling soft and supple, glowing with the tender care of nature. Dabur's Skin Care range brings a selection of herbal products for complete everyday care. Giving your skin a freshness and youthful beauty, fragrance of nature, that reaches deep down.





Oral Care:



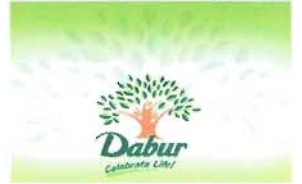
Maintain a healthy oral care routine - with Dabur's range of Herbal Toothpastes specially formulated with herbs that clean your teeth and strengthen them deep down to the roots. Dabur's Herbal Toothpastes provide you the gentle and lasting care of nature, without any harmful chemicals.

- **Hair Care:**



Dabur's Hair Care range is a complete selection of natural hair oils and shampoos made with herbs and plant extracts that are safe and completely chemicals-free. For gorgeous looking hair, and nourishment going deep down to the roots.





Dabur World Wide



Dabur's mission of popularizing a natural lifestyle transcends national boundaries. Today there is global awareness of alternative medicine, nature-based and holistic lifestyles and an interest in herbal products. Dabur has been in the forefront of popularizing this alternative way of life, marketing its products in more than 50 countries all over the world.

Dabur products World Wide:

We have spread ourselves wide and deep to be in close touch with our overseas consumers.

- Offices and representatives in Europe, America and Africa.





- A special herbal health care and personal care range successfully selling in markets of the Middle East, East and several European countries.
- Inroads into European and American markets that have good potential due to resurgence of the back-to-nature movement.
- Export of Active Pharmaceutical Ingredients (APIs), manufactured under strict international quality benchmarks, to Europe, Latin America, Africa, and other Asian countries.
- Export of food and textile grade natural gums, extracted from traditional plant sources.
- 13 ultra-modern manufacturing units spread around the globe
- Products marketed in over 50 countries
- Wide and deep market penetration with 47 C&F agents,
- More than 5000 distributors and
- Over 1.5 million retail outlets all over India

SWOT Analysis:

Strengths:

- The members consistently seek opportunities to find the new demands and meet them by launching new products.
- "Dabur" has strong financials.
- "Dabur" has achieved a strong brand image.
- "Dabur" talks quality and gives quality to its customers.
- "Dabur" has updated manufacturing plant with the capacity to meet the demand.
- "Dabur" has a wide variety of products which others do not have.





- “Dabur” has achieved a good competitive advantage through its distribution coverage system.

Weakness

- It charges a bit high price than that of its competitors.
- Distribution coverage system is not well established. In some urban places they fail to provide the product in time, as a result they are losing a potential market share.

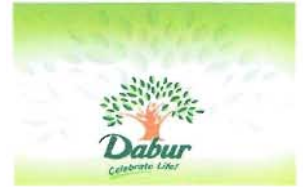
Opportunity

- The market is large in this business.
- There is a huge prospect in this business; a small number of populations have become aware of the advantages but huge population is there to adopt it.
- A number of competitors are there in the market but they are relatively weak in terms of financial condition, company size and management.

Threats

- The market has become competitive in terms of number of competitors as well as possible entrants of some new companies.
- Consumers are exposed to ads given by some companies.





Asian Consumer Care Pvt. Ltd:

Asian Consumer Care Pvt. Ltd. (ACC) introduces in Bangladesh April, 2003. First Dabur International as Asian Consumer Care Ltd has joint venture with one of the leading companies of Bangladesh, ACI Ltd. ACI distributed Daburs products by their own distributors. But in July 2007 ACC decided to distribute themselves by their own distributors. Their Head office is located at Tejgaoan in Dhaka. There are two factories in Narayangonj and Manikgonj. Most of the products are produce in those factory and some products imported from India. In head office they have nine employees, one head of sales and marketing, three accountants, one finance controller, one consultant, one sales manager, one sale administrative and one commercial manager.

Vision:

Achieve a business of 100 crore Tk within 5 years

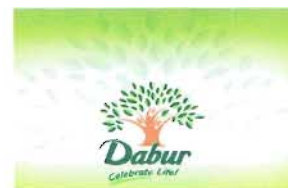
Plan for ACC:

The Year one plan:

- **Establish strong presence in hair oils.**
- **Develop and grow Hajmola range.**
- **Operate to establish potential:**
 - **Skin Care**
 - **Oral Care**

Year 2 & 3 Plan:

- **Identify potential from operated brands.**
- **Locally manufacture and sell.**
- **Continue to trade and identify further opportunities.**
- **Develop local variants.**

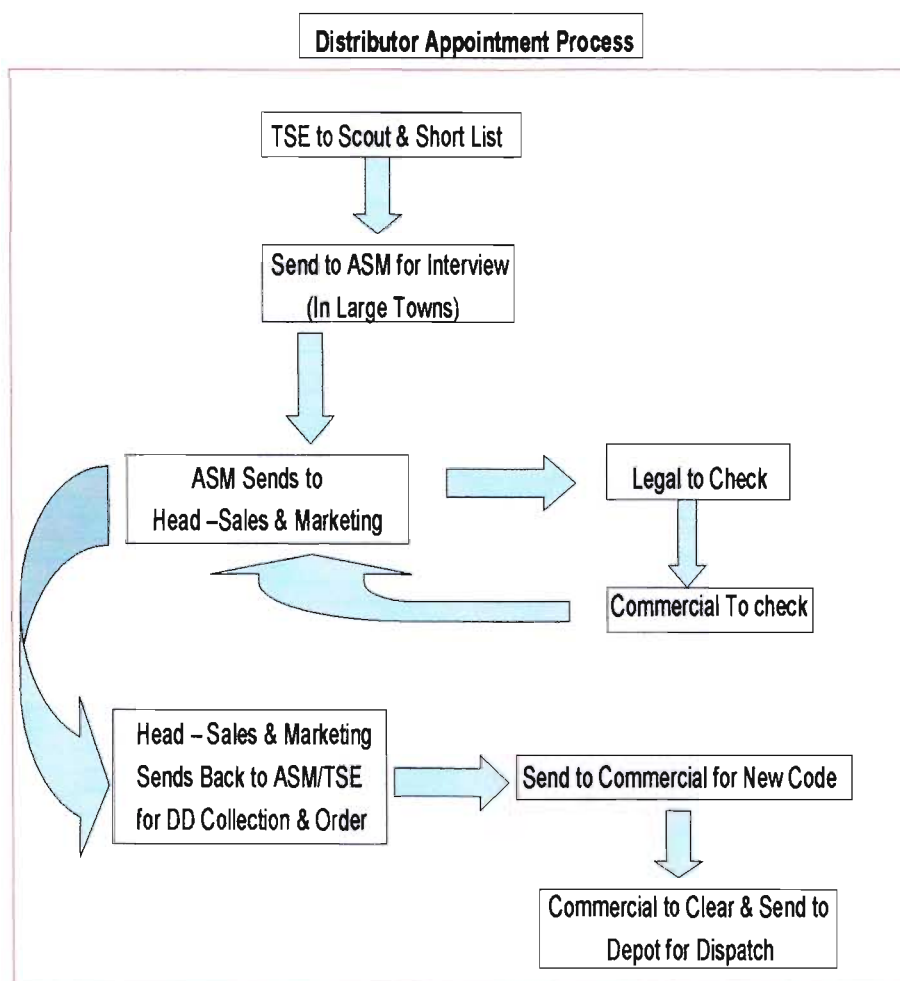


Long term plan:

- Look for opportunities in Burma.
- Monitor SAFTA and look at feeding other areas of the region from Bangladesh.

Distribution Channel:

Asian Consumer Care (Pvt.) Limited distributed their products through ACI distributors. But ACC realized that for distributor's problem they can't achieve target. For this reason ACC decide to sell their product by their own distributors. The distribution appointment process is listed below:





SWOT analysis for ACC:

• **Strengths**

- ACI well known to trade.
- Existing infrastructure will enable faster distribution.
- Sales team experienced in Dabur products.

• **Weaknesses**

- Sales force handles a large portfolio.
- Focus on Dabur products a key issue.
- Sales accountability confusing.
- Retailer difficulty in payment for large portfolio
-

• **Opportunities ;**

- 150 crore hair oil market growing at 8 %.
- 69 crore shampoo market growing at 9 %.
- Large population growing at 1.47 % Pa.
- Hair oil usage habits similar to WB.
- Possible opportunity for non coconut hair oil brands.
- Few organized marketers.
- Per capita income growing at 8 % Pa.

• **Threats :**

- Due to lack of focus products may suffer in the market.
- Any dispute with ACI in future will result in the loss of the entire distribution network.
- Others like Marico and HLL with a more focused sales network will prevail.



Sales Plan:

To achieve a sales of 16 Crore Tk at MRP in Year 1

Brand wise plan:

	<u>Volume</u>	<u>Value</u>
Amla	20125	4 Crores (Inc Amla Light)
Vatika	25000	5 Crores
AD Shampoo	5250	1 Crores
HC Shampoo	14700	3 Crores
Anmol	11775	3 Crores (Inc Anmol Light)
Total	76850	16 Crores

The way ahead:

- Within two year period,
 - Reduce layer of distribution
 - Introduce own sales resource
 - Set up our own infrastructure to take over total control of distribution and sales network.

How do we do this?

- We first take control of 65 % of our business.
 - Dhaka Area contributes 50 % of our sales
 - Chittagong 15 %.
 - Then we focus on other major towns like ;
 1. Commila
 2. Rajshahi
 3. Khulna

These towns will add another 15 % to our controls.



To take control:

Option 1:

- Appoint salesmen under the stockiest.
 - ✓ Approximate cost Tk 4500 pm (Including TA & DA)
- Advantages;
 - Lower cost option.
 - More people to work on brands.
- Disadvantages ;
 - Likely to be inexperienced.
 - System not really prevalent in Bangladesh.
 - Low effectiveness in market.

Option 2:

- Appoint salesmen
 - ✓ Approximate cost Tk 8500 pm
- Advantages ;
 - Experienced hand
 - Better profile
 - Familiar with trade
 - Can be used to develop other markets
- Disadvantages;
 - ACI may feel threatened
 - Role of ACI sales team may get diluted.



Option 2 suggested:

First phase of control:

- Position sales men to operate top 30 beats of Dhaka.
- Expand to 60 beats within three months.
- Change the locations if new trends differ from old trends.
- Time Period for change: 3 months.

Second & Third phase of control:

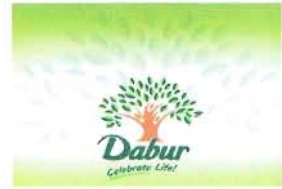
- Extend to Chittagong on the same lines as Dhaka.
- Expand to other key towns.
- Targeted for first year end

Pricing Strategy:

The price is comparatively lower than other competitors. Every product they have different pack size. I mentioned some of that:

Price List

Product	Pack Size	Case size	DP
Dabur Amla Hair Oil	50ml	120	19.23
Dabur Amla Hair Oil	100ml	60	36.71
Dabur Amla Hair Oil	200ml	36	69.93
Dabur Amla Hair Oil	300ml	24	100.52
Vatika Hair Oil	150ml	48	43.71
Vatika Anti Dandruff Shampoo	100ml	48	51.12
Anmol Black Shampoo	200ml	36	55.38
Dabur Honey	250gm	32	91.78
Hajmola Tab	72 tab	72	28.43
Hajmola Jar	100sch.	12	83.61
Dabur Chaywanprash	500gm	24	118.01
Vatika Face Pack	60gm	60	37.63
Meswak Tooth Paste	100gm	144	30.05
Babool Tooth Paste	100gm	72	25.76
Odonil Air Freshner	50gm	144	24.04
Odonil Air Freshner Hanger	50gm	144	34.34
Odonil Air Freshner	75gm	96	34.34
Odonil Air Freshner Spray	315gm	24	96.96
Odomos Cream	50gm	72	23.18



Line extension:

Dabur always trying to maintain line extension strategy, because we all know that the choice is changeable. So Dabur always tries to introduce new version of product. Because when the choice of buyer change than they want to divert to another product.

Brand extension Strategy:

Dabur has a strong brand image they never compromising with their brand. They always try to maintain their brand image strong. So they introduce new product category. This way they are increasing their as well as increasing the consumer faith.



Baby Care



Foods

New brands strategy:

Companies go with new brand strategy when the company has enough support to introduce a new category of product with new brand name. And Dabur have this support to introduce a new product with a new brand name.

Market penetration:

Though "Dabur "is the existing market follower in our country they have also some limitations about their product. Their distribution channel is not much concern about the rural market. Though our rural market is very large. But the company is not much concern about the rural market. In rural areas there are a lot of demand of some products of "Dabur " But lack of consciousness of the company the people of rural areas are not getting the product available . So they



should go for the market penetration of some product. But recently they are taking action about this matter.

Such as:



Hair Care



Digestives

For this kind of product "Dabur" should for market perpetration more consciously for the rural market. Because these are most demandable product.

Market development:

Recently "Dabur" develop their market for some product because of the demand of public. They are doing a lot of activities to develop their market. These kinds of activities are very much important to keep the royalty of consumers. We see that "Dabur" is going to develop their market for some products very efficiently.

Such as:



Dabur Vatika Anti-dandruff Shampoo



Dabur Chyawanprash



Dabur Hajmola

Product development:

"Dabur" always try to develop their product very effectively, because the costumers are not constant it is always changeable. So the company tries to follow about this matter very effectively. They developed some products for their company. Because people always want something different and something improved and also modified.

Such as:



Anmol Shampoo

Dabur Anmol Natural Shine Shampoo is enriched with goodness of Amla, Olives and Shikakai that gently clean the hair and nourish it from the roots to make the hair shine naturally giving it that extra sheen.



Vatika Shampoo

Vatika Anti – Dandruff Shampoo uses the natural goodness of lemon and henna. Cleaning and curing difficult dandruff, while conditioning the hair to give it body and strength.



Dabur develop their product depending on the demand of the consumer and their commitment is to keep it up always. And they also try to develop some other products according to the demand of their consumer.

Diversification: "Dabur "have already taken some action about the diversification. As we know that every category of products of "Dabur" has a separate name. They try to maintain this strategy always. So they want to diversify their market always.

The Boston consulting group or (BCG Matrix) analysis:

"Dabur "believes that the more you will promote your product the more you will get profit. So they are very concern about their products promotion. As we know "Dabur" has a lot of products. Some have less demand. As we know ever product has introduction level, growth level, maturity level and decline level. And every company has some



products which have highest sales potentiality and some product which have lowest sales potentiality.

Stars:

For "Dabur" star products are Vatika Hair Oil & Amla Hair Oil because these products have highest sells in the market. And these products have the largest market share. Consumer likes this product very much and Dabur try to maintain the market share for these products and always try to increase the sales of these products. These product share are high competing the markets where they are relatively strong compared with the completion.



Herbal oil for nourishment to the scalp and hair. Superior to coconut oil as it contains vital herbs and milk with coconut oil base. Herbs provide nourishment, prevent overall hair damage

Vatika Hair Oil &



The mild soothing natural fragrance in Dabur Amla Hair Oil gives an all day garden freshness. Dabur Amla Hair Oil is a scientific blend of the purest mineral and vegetable oils. Mixed hygienically in the correct ratio these oils nurture the scalp, give hair a luxuriant glossy look, keep them silky and long, and prevent hair damage from the extremities of weather, premature graying & falling of hair. When massaged into the scalp it relaxes the mind, eases out stress and promotes sleep. It also nourishes and strengthens the hair roots

Amla Hair Oil

Star product for "Dabur "Company.

Cash cow's:

According to our analysis "Dabur Honey" is the cash cow for "Dabur" Because this product has high market share but the growth rate is not so much. This Product has not satisfactory growth rate because of low concentration about this product. So Dabur is trying to promote this product through different kind of promotional activities.



Honey:

Procured from the Sunderban forests, the Nilgiri Mountains and the Himalayan valleys, **Dabur Honey** has a unique golden color, a refreshing aroma and a delicious sweet taste. It is a pure, natural honey, freshly harvested from select hives. With no artificial preservatives, additives or sweeteners. **Dabur Honey** has the finest flavor, texture and aroma - down to the last drop.

Benefits:

In ancient times, infants given a few drops of pure honey to make their words sweet as honey. Besides this popular practice, honey has several established benefits:

- Remedy for constipation and hyper-acidity
- Cleans and adds sparkle to teeth
- Helps in curing trachoma, conjunctivitis and itching
- Pre-digested sugar in honey is perfect fuel for the body
- Helps in indigestion and acidity
- Used for treatment of typhoid and pneumonia
- Natural moisturizer

“Dabur Honey” is the cash cow product for “Dabur” company.

Question marks :

According to our analysis “Vatika Shampoo” is the question marks for “Dabur “ because this product have highest sales potentiality but it has low market share . So “Dabur “should be concentrated about this product very effectively because it has popularity in our country.



Dabur Hena Conditioning Shampoo

A unique double action formula enriched with natural conditioners to nourish, condition and clean your hair gently. Henna prevents the growth of micro-organisms, gives body and also a superb shine to your hair. Green Almonds nourish hair from the roots while bringing new life. Soap Fruit (Shikakai) is a mild natural cleanser with low pH balance that's just right for your hair.

“Dabur Hena Conditioning Shampoo” is the Question marks product for “Dabur” Company.



Dogs :

According to our analysis Vatika Fairness Face Pack should be the dogs for 'Dabur'. Because this product has not much market share and it has not growth rate at all. So "Dabur" should be conscious about this product. Either they can shut down the production of the production or they can add some new pattern and feature with their product and introduce in the market with new form.

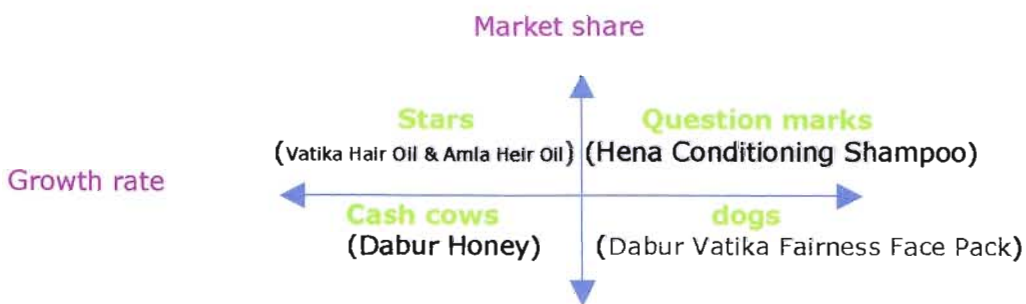


Dabur Vatika Fairness Face Pack

Dabur Vatika Fairness Face Pack, a unique formulation, is a result of intensive scientific research by Dabur Research Foundation. It is enriched with the goodness of natural ingredients that penetrate deep into your skin and make it fairer in a 3-step action, thereby giving your skin radiant fairness in just four weeks

Dabur Vatika Fairness Face Pack is the dog product for the "Dabur" Company.

(BCG matrix) Graphically.





MEDIA OBJECTIVE:

Our media objective is to reach our target consumer and to change their perception and switch to our brand. We therefore choose media which will convey this message effectively and efficiently.

We will go for heaviest advertisement in the forthcoming 1 year period. After that we will concentrate on public relations and publicity.

1. Television advertisement:

Television has high reach media for this particular product and TV is the most common and effective way of communication. Moreover this is the best way to attract consumers to our brand through a creative advertisement. We will be able to grab the attention of the consumers by using different senses. It is very important to touch the hearts of the consumers. The ad should be creative enough which can attract and retain consumers and which consumers remember forever. Though it is expensive, it is very effective. For television ad it is very important to choose the right time to deliver the advertisement

2. Sales promotion:

Adding and giving more benefits to consumers is a way of delighting them and make them to be loyal to the brand in terms of competition. It suggests that we care for our consumers and other concern stakeholders as well.

The reason why we have ranked TV first is it because it is more important for us to reach our target market at the same time to fulfill our objective. As our target market is large and may be newspaper is not going to be an effective media to reach them. So we have decided to make our target consumer informed about any kind of change, gift, and discount. We will let them know by sales promotion comes later



because at first we have to reach our target market then to make them satisfied and to retain them we must use sales promotion.

Sales promotion is crucial in attracting consumer and important to increase the sales. It is important to give incentives to intermediaries to make them satisfied. Otherwise they will switch the brand. "Dabur" is giving retailers and wholesalers various type of sales promotion.

3. Billboard advertisement:

Giving ad in billboard is also very important to stay touch with our target market and to have a competitive advantage. Peoples always roam around the city for their shopping, works and various reasons. So it will be also very effective media to send our messages to the potential buyers. For billboards it is very important to choose the place of billboard. In the case of selecting a location for billboard ads we should choose those locations where people stay long time or time to follow the ad. It can be near to the market places, working area like Fragment, Gulshan 1 & 2, Tongi, Dhanmondi, Kakrail, Malibag, Sydabad, Jatrabari Etc. In this way we can build awareness in our target consumer's mind. Billboard can be effective for this particular situation.

4. Newspaper advertisement:

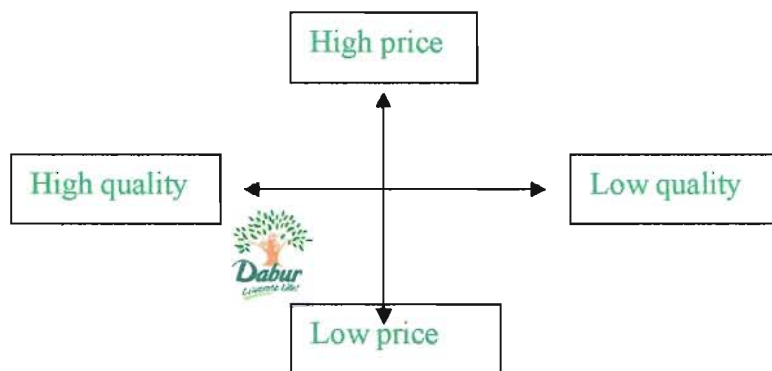
The main advantage of newspaper is the high degree of market coverage. It can cover a high area at a comparatively low cost. Moreover newspaper provides flexibility to the advertiser that means it requires a very little time to prepare a newspaper ad. Also we can set or change the shape, color, sizes and formats of our ad frequently. Newspaper advertisement can be effective for those people who has a job or busy with own business. So it will be also helpful to send message through newspaper to our target consumers.

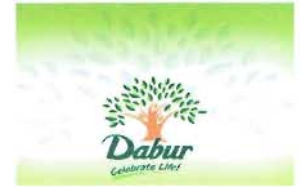


Positioning:

"Dabur" is now in a better position in market by developing a special marketing mix and introducing a wide range of product items and deep product lines, "Dabur" has created a good image in their potential consumer mind. They have differentiated themselves from some of their strong competitors, by modern machineries, different types of promotional activities, well trained and highly performed employees. So they can easily satisfy their target market. Another cause of their strong positioning is that they are providing better quality products at a cheap rate so easily they are reaching their target consumers. Their criteria is high quality at a low cost"

Position is perpetual map:

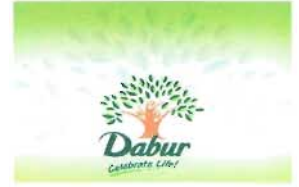




Problems and Suggestions:

During the work of this report would not have been realized without the support and encouragement of Asian Consumer Care employees. I would like to express my feelings and great affections with my heartiest pleasure to the employees of Asian Consumer Care for their helpful information and prompt reply of my inquiry. My responsibility to the company is sales and marketing sector. At that time I realized the company has some problems in distribution and administrative, due to lack of focus products may suffer in the market. Sales accountability is confusing. Also the company should follow the following issues:

- Does the company get raw materials at right time and at right price?
- Is there any problem to meet up time limitation of an order and delivery products?
- How much skill is needed to produce products and do they suffer from any skill deficiency?
- Is there any problems regarding design and development of products?
- Do the employees get the right compensation for their works?
- Do the employees feel safe for there working environment?
- What is the existing distribution system?
- How products flow from producer to ultimate customer?
- What are the problems associated with existing distribution system?
- Who are working as marketing intermediaries (exporter, wholesaler and retailer) in this sector? Are they efficient?



- Is there any promotional campaign to promote products in domestic and international market?
- What are the existing promotional activities to promote products?
- Are existing promotional activities successful and sufficient to promote these products to ultimate customers?
- Who are responsible for promotional activities of this sector?
- What are the problems associated with existing promotional activities?

They also follow:

- What are the most demanding products focused it more?
- What is the level of demand of these products in domestic and international market?
- Does the production of these products sufficient to meet the existing and future demand?
- What are the varieties in demand of these products in different market?
- How much competition in local and international market?
- Who are its major competitors?
- What are the potential markets for these products?
- What will be the potential markets for these products?
- What training and development programs are needed in this intense competitive market?
- What will be the best source of quality raw material?
- What will be the effective distribution channel?
- What will be the effective promotional campaign?
- The company should increase more C & F for swift distribution.
- Friendly relation among the ACC employees.
- Need more spaces in head office.



Responsibility:

Asian Consumer Care (Pvt.) Limited distributes their product through ACI distributors. But ACC realized that for distributor's problem they can't achieve target. For this reason ACC decided to sell their product by their own distributors. So Asian Consumer Care decided to appoint more than seventy five distributor through Area Sales Manager and Territory Sales Executive.

Long time I was passed my time by going to School, College and University. Now I am doing internship in Dabur (Asian Consumer care). The student life and the professional life is difference from each other. I can't understand it before join in Dabur. In student life we study for learn something or pass the examination. Now it is time for me how to proper utilized and applied my study to achieve the company's goal. My office time is 9am to 6pm. Without holy day I always try to come before 9am and stay more than the office time. I come here for learning so I never wait for end time of the office. I always try to work hard timely and accurately.

First day when I came in office I thought what I can do, how I match with the employees, can I accomplish my responsibility? But I got all the answered in first day. The employees are very friendly, the environment is very nice. I work under sales manager who is very friendly with me. First time I could not work properly and correctly. But sales manager showed me how to work properly and correction that. Day by day I improved my work by the help of sales manager, account managers, Commercial manager and head of sales. They guide, advised and pressure me as a proper way. Sometimes I fretfulness and I realized that is good for me. When they pressure me I face difficult situation and day by day I overcome it. That helps me to



take responsibility. Now I understand something the real situation of profession life. I performed my responsibility as a following way:

1. Arrange The file:

When I join hear first I show how they work, understand the situation. The sales manager ordered me take that file to show me lot of folders. There are Different types of file in the organization. It is difficult for me to find out the file timely. Then I organized the entire sales file according to sequential number in different folders and put the list of the file name in front of the folder. Now it is easy to identify the files and give the files timely.

2. Check Profiles of Distributor:

Some days I passed the time by arrange the file and showed the works. That time Asian Consumer care recruited new distributor through Territory Sales Executive (TSE) and Area Sales Manager (ASM). When TSE and ASM select Distributors they send profiles from the distributors then I ensure all the related documents. If any documents and correction need I inform to the TSE and correct all the documents. Foe example, sometimes distributor send their profiles without Trade License and distributor letterhead address is not same or the proprietary name is difference. When I faced any problem I took suggestion from sales manager of head of sales.





3. Provisional Agreement of Stockist Appointment:

After ensure the profiles I completed agreement in every distributor. There is an agreement format in Asian Consumer Care (Pvt.) Ltd. My responsibility is to make the agreement in every distributor according to trade license then send the agreement to the Distributor. After send the agreement we inform to the TSE for ensure that the agreement must be back as soon as possible with distributor signature and seal. When they back the agreement I checked it and again send the photocopy of the agreement with signature by head of Sales. The target distributors are seventy five. So every day we collect some profiles and made agreement.

4. Appointment Letter as a re-distribution stockist.

When agreement activity is complete I send appointment letter to every Distributor as welcome to be a part of ACC family by the signature of head of sales.

5. Letter, Bank Branch with address for easily credit account.

Asian Consumer Care arranged Nation Wide Collection process by Standard Chartered Bank (SCB) considering Distributors business convenience. The Company providing Linking Bank Branch with address details so that distributors can easily credit their account. The Company also encloses their account number and deposit slips of SCB. I made the letter and send that to the distributors.



6. Updated Distributors Status

When I did works I always follow how to update the distributor's status. After few days I understand that and took the responsibility of updated distributor's status. Every day I upgrade summary of the Distributors Status where Name & Phone number of the TSE, Name of Town, Area, Name of Distributor, how many profiles, agreement and DD come from the Distributors. We call to the TSE for collect information or TSE and ASM provide information. So every day we get an overview of the distributors activities.

7. Invoice:

When distributors need product they provide order to the Territory Sales Executive (TSE). TSE send the order to us through mail, Fax or phone. I receive the order and make an informal invoice shit and it send to the Accounts to make a formal invoice shit by Tally Software. These formal invoices send to the Factory then the factory delivery product.

8. Town Market Report (TMR):

In a Town Market Report all the Sales information like Opening Stock, Stock Recipe, Total Stock, Own Sales by So, Distributor Sales, Total Sales Secondary, Closing Stock, Target For the month, Cumulative sales till date, Primary order, Territory sales target, Territory sales month achievement, Damage Stock etc. Territory sales Executive make a Town Market Report monthly and send to us in the end of the month. I put all the information in computer.



9. Attended Sales Meeting:

Every Month Asian Consumer Care arranges a sales meeting to inform to the ASM and TSE. Head of sales, Region Sales Manager, Trainer, all the ASM and TSE are present in sales meeting. I attained two sales meeting those are arranged in Ashiana Hotel. I help the meeting by providing related documents and information and learn many things.

That is listed below:

- How to Handle the TSE & ASM.
- Force them for work
- Accountability for monthly works of ASM and TSE.
- Collect the next month target works information.
- Motivate them for heard works.
- Offer Incentive for increase the sales and achieve target.
- Train the ASM and TSE through show a film by professional trainer.

My responsibility of the company is sales and marketing sector. I tried to learn how to distribute their products, how to control the ASM and TSE, invoice system, collect daily sales from TSE, prepared agreement, appointment letter, collect order and delivery system, official communication etc. The employees of ACC, they help me to adjust the company. For their soft touch and well participation I got an environment to learn and earn knowledge. When I face any problem they help me to solve problem and provided advice. First time it is difficult for me to work long time at 9am to 6 pm. But for their friendly behave I passed my time with enjoy and interested to work hard. I would like to express my feelings and great affections with my heartiest appreciation to the authority of www.dabur.com and employees of Asian Consumer Care for their helpful information and prompt reply of my query.

CONCLUSION

"Dabur" has marked its presence with some very significant achievements and today commands a market leadership status. The story of success is based on dedication to nature, corporate and process hygiene, dynamic leadership and commitment to their partners and stakeholders. Dabur India Limited is a leader in manufacturing and marketing herbal, nature-based products, marked with quality and trust gained through more than 100 years of experience. Today Dabur's products are available for people in more than 50 countries across the world, helping them move towards a healthy, natural and holistic lifestyle. Dabur provide their consumers with innovative products within easy reach.

In Bangladesh Dabur as Asian Consumer Care pvt. Ltd introduces their business in April 2003 and they touch the heart of the consumers by their quality and natural products. I am grateful to got opportunity for internship this type of leading company. My responsibility to the company was sales and marketing sector. I tried to learn how to distribute the products, How to control the ASM and TSE, prepare invoice, collect daily sales report from TSE, prepare agreement, appointment letter, collect order and delivery system, official communication etc. The employees of ACC has helped me to learn so many. For their soft touch and well participation I get an environment to learn and earn knowledge. When I face any problem they help me to solve the problem. For their friendly behave I passed my time with enjoy and interested to work hard. During the work of this report would not have been realized without the support and encouragement of many people. I would like to express my feelings and great affections with my heartiest appreciation to the authority of www.dabur.com and employees of Asian Consumer Care for their helpful information and prompt reply of my query. At that time I realized the company has some problems in distribution and administration. The company should follow how to improve the distribution channel, if any skill deficiency to the employees need to train them. Always careful about the products quality, price, meet with market demand, quick delivery system, innovation of the product. If they do that they will reach the market leader in Bangladesh and retain the consumer by their brand image and quality product.



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Dabur

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