Thesis Report

On

Marketing Practices of ACI Limited: A Case Study on ACI Mosquito Aerosol

Prepared By:

Md. Matiur Rahaman

ID: MBA2101022023

Program: Masters of Business Administration

Major: Marketing

Prepared For:

Department of Business Administration

Sonargaon University

Submitted for the Partial Fulfillment of the Requirements for the Degree of Master of Business Administration



Sonargaon University (SU)

Dhaka- 1215

Date of Submission: January 08, 2022

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Sharmila Sikder

Lecturer

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Dhaka- 1215

Date of Submission: January 08, 2022

Letter of Transmittal

8th December, 2022

Sharmila Sikder
Lecturer
Department of Business Administration
Sonargaon University

Subject: Submission of Thesis Report.

Dear Madam,

With due respect, I am Md Matiur Rahaman, would like to notify you that, with the grace of Almighty Allah and your kind facilitation I have completed the report as per your instruction to meet our course requirement.

I want to show my gratitude to you for providing great opportunity to be familiar with the business research, also to be familiar with the formal business report. My great effort has been administrated to make it as understandable also useful as I could. Despite my endless endeavor, there might be some mistakes in some parts of my report just because I am neophytes in this arena. I fervently request you to look at the errors with a generous sight considering my circumstances. Besides my academic knowledge, I learned the importance of thinking out of the box, reasoning, etc. I am very thankful to you for such kind of learning.

Therefore, I hope that you would be kind enough to accept my report and oblige thereby.

Yours sincerely

.....

Md. Matiur Rahaman

ID: MBA2101022023

Major: Marketing

Department of Business Administration

Certificate of Supervisor

This is to certify that the thesis paper "Marketing Practices of ACI Limited: A Case Study on ACI Mosquito Aerosol" has been prepared as a part of completion of the MBA program from Department of Business Administration, Sonargaon University (SU), carried out by Md. Matiur Rahaman, bearing ID: MBA2101022023 under my supervision. The report or the information will not be used for any other purposes.

……

Sharmila Sikder
Lecturer
Department of Business Administration
Sonargaon University (SU)

Student's Declaration

I am Md. Matiur Rahaman, a student of Master of Business Administration, ID: MBA2101022023 from Sonargaon University would like to solemnly declare here that this report on "Marketing Practices of ACI Limited: A Case Study on ACI Mosquito Aerosol" has been authentically prepared by me. While preparing this report, I didn't breach any copyright act internationally. I am further declaring that, I did not submit this report anywhere for awarding any degree, diploma or certificate.

Sincerely Yours

Md. Matiur Rahaman

ID: MBA2101022023

Program: Master of Business Administration

Major in Marketing

Semester: Fall: 2021

Letter of Authorization

Certified that this project report titled “Marketing Practices of ACI Limited: A Case Study on ACI Mosquito Aerosol” is the bonafide work of Md. Matiur Rahaman, who carried out the research under my supervision. Certified further that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

……

Sharmila Sikder
Lecturer
Department of Business Administration
Sonargaon University (SU)

Acknowledgment

At first, I want to give thanks to Allah to help me for preparing this Internship Report on "Marketing Practices of ACI Limited-A Case Study on ACI Mosquito Aerosol".

I would like to express my respect and heartiest gratitude to my supervisor, Sharmila Sikder, Lecturer, Sonargaon University; without her valuable advice, support and guidance I would not have been able to prepare this thesis Report. I have gathered all the information through the questionnaire survey, from various websites, which has shown into the reference section.

At last I want to thank Mr. Anwar Hossain, Senior Exwcutive, Sales amd Marketing, ACI Limited, for his great support and detailed information without which the report could not be completed.

I am grateful to my family and colleagues for their endless inspiration and support while creating this report.

Abstract

Marketing ability is the thing in which financial success depends for a company. All the other departments like finance, operations, accounting, and other functions will not work properly if there are no marketing practices because every department are interlinked. The primary purpose of the marketing for a company to know the actual demand of the product and services then communicate with the customers and deliver product to them. Successfully selling the product mainly depends on a few variables like product quality, product price and how to perceive the product by the customers. After all, the primary target of the marketers is to help a product to create positioning and positive image in the mind of the consumers. In this internship report, I have done a study on "Marketing Practices of ACI Limited-A case study on ACI Mosquito Aerosol." I have tried to find out their strengths, weakness, opportunities, and threats. ACI Limited has been successfully established themselves in the market through by their "Mosquito Aerosol" though they have many other products also. In this report, I have also discussed the market share of ACI Mosquito Aerosol, and with that I have addressed the segmentation broadly, targeting and positioning strategy of ACI Mosquito Aerosol. ACI Limited has a stable distribution channel so that their Aerosol is available all over the country. In this report, I have also discussed advertising and promotional strategy. I also found that currently ACI Mosquito Aerosol is the market leader but the other competitors are trying to capture their market by using their new innovative ideas and enhanced marketing plan. And after seeing all the evidence and analysis, it can be concluded that currently, ACI Mosquito Aerosol is the market leader through by their premium quality and well-organized distribution channel.

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CHAPTER- 01: INTRODUCTION

1.1 Introduction

ACI is an extremely manifest organization in Bangladesh. ACI Aerosol is an old brand in the Aerosol industry, and furthermore, it is the leading brand in Bangladesh in Aerosol class. Moreover, over the time they have built up themselves in the market and right now they are the market pioneer. As a marketing understudy, I will endeavor to examine the marketing practices of ACI Limited in this report.

Marketing is a first practical ground for the most consumer product-driven organization. It gives bolster for the entire procedure incorporates item, innovative work, publicizing and different advancements and item deals and administration. With more than 90 percent market share of the overall industry, ACI Aerosol is synonymous to Aerosol based nuisance control class in Bangladesh. ACI Aerosol is accessible in all significant retail, general, and super shops all through the nation.

Marketing is an absolute necessity required thing for every product determined organization. The organizations may have the best item at any point imagined or they may have the best administration arrangement however nobody knows. In that circumstance, marketing will assist them in promoting it to the general population. The limited time segment of showcasing is fundamental in getting the entire world out to shoppers that your organization has something exceptional to offer them with incredible esteem. As a matter of first importance, the organizations need to tell buyers that they exist and afterward they need to advance their image benefits in an aggressive commercial center.

1.2 Origin of the Study

As a required part of the thesis program, this specific report is being prepared on the proposed topic "Marketing practices of ACI Limited (A case study on Mosquito Aerosol)." The intent was to give an opportunity to the students to gain some real-world experience by working in a practical environment. The internship supervisor was MD. Zahirul Islam (Assistant Manager PD & Regulatory), ACI Limited and the faculty adviser was **Sharmila Sikder, Lecturer, Department of Business Administration, Sonargaon University.**

1.3 Objectives of the study

Broad Objective:

As a required part of the thesis program, this specific report is being prepared on the proposed topic "Marketing practices of ACI Limited (A case study on Mosquito Aerosol).

Specific Objectives:

1. To know the marketing practices of "ACI Mosquito Aerosol" in Bangladesh.

2. To get an organizational overview of ACI Limited.

3. To make some recommendations on ACI Mosquito Aerosol.

1.4 Research Methodology of Data Collection

Both the primary as well as the secondary form of information was used to prepare the report. The details of these sources are highlighted below:

1.4.1 Primary Sources

Primary data were I collected directly from the officials. I have discussed some matter to them and use their responses as primary data.

1.4.2 Secondary Sources

The secondary data were, company's yearly business review report, marketing report, annual budget, company manual, text book and information from internet etc.

1.5 Limitations

i. The time frame of the report is Limited.

ii. It takes a lot of time to be adept in the organization.

iii. It is not possible to conduct detailed research due to the constraints and restrictions are given by the organization.

iv. It is always difficult to find relevant papers and documents for the report.



CHAPTER- 02: LITERATURE REVIEW

2.1 Literature Review:

Company marketing strategy is an important and crucial constituent for the global market. Marketing strategies can vary from country to country, brand to brand and organization to organization. In order to achieve a satisfactory and adequate marketing strategy which has a positive outcome on global and overall firm success, the marketing department within a company should bear in mind all the different marketing mix strategies that can influence the comprehensive result and the cumulative firm success. When launching a product into foreign markets companies can use a conventional marketing mix or adapt the existing marketing mix, to satisfy the country they are carrying out their business activities in. the link between standardization/adaptation and company performance is complicated and possibly influenced by other factors (Shilke, Reiman, Thomas, 2009, Solberg, Durrieu, 2008).

It should be emphasized that the influence of standardization/adaptation decisions of international marketing strategy on company performance is named also as one of the most topical research objects of international business (Griffith, Cavusgil, Xu, 2008). Therefore inconsistent results of empirical research works and limited research contexts confirm that the link between standardization/adaption decisions of international marketing strategy and company performance are a topical object of scientific research (Ryans, Griffith, White, 2003, Theodosiou, Leonidou, 2003).

International marketing solutions become particularly relevant for enterprises that operate in a global business environment and that look for survival or business development opportunities. Latterly more attention is given to the link between international marketing strategy and company performance in scientific literature on the subject of international marketing (Samiee, Roth, 1992; Cavusgil, Zou, 1994; O'Donnell, Jeong, 2000; Katsikeas, Samiee and Theodosiou, 2006, Solberg, Durrieu, 2008; Shilke, Reiman, Thomas, 2009). Company performance is one of the most important aspects when assessing the suitability of certain strategies (Jain, 1989).

However, despite the importance of international marketing strategy for company performance, the number of scientific research works that analyse the mentioned link is limited, and results of the research works are contradictory (Katsikeas, Samiee & Theodosiou, 2006.). By conducting etailed literature review we will explore the concept of marketing strategy discussing its value, consequently creating foundation for a conceptual model and empirical study.

Marketing strategy is a significant driving force that distinguishes the success of many rganizations not only by well-developed marketing strategies outlining where, when, and how the firm will compete but also by their ability to execute the marketing strategy decision options chosen (e.g. Day and Wensley 1988; Varadarajan 2010).

The appropriate and effectively implemented marketing strategies are required to productively guide the deployment of the limited available resources via the firm's marketing capabilities in pursuit of desired goals and objectives (Black and Boal 1994; Varadarajan and Clark 1994). The literature reveals two distinct but related features to marketing strategy content: marketing strategy decisions and marketing strategy decision implementation. Hence, decision makers responsible for the marketing strategy must select which available resources the firm should deploy, where to deploy them appropriately, and set and signal priorities in terms of achieving the various goals and objectives of the firm (Slater 1995).

These marketing strategies toward firm performance may be either formal, top-down strategies (Varadarajan and Clark 1994) or emergent or improvisational strategies (Moorman and Miner 1998). A firm's marketing strategy content therefore involves explicit or implicit decisions regarding goal setting, target market selection, positional advantage to be pursued, and timing to attain firm performance (e.g., Day 1994; Varadarajan 2010).

Well-defined strategic marketing objectives are critical feature of marketing strategy in which managers must make decisions about what the objectives and priorities of the firm are, translate these objectives and vision of the firm into marketing-related goal criteria, and set and articulate the desired achievement levels on each goal. This can be complicated to realize by the fact that many goal criteria and levels may be incompatible or at least non-complementary in the pursuit of achieving firm performance. For instance, the firm's growth revenue and margin growth are difficult to achieve simultaneously (Morgan et al. 2009).

Managers, therefore, have to prioritize objectives that may be in conflict. Since most definitions of strategy concern plans for how desired objectives are to be achieved, such goal setting is clearly important in determining subsequent marketing strategy content decisions. Indeed such goal selection decisions may be one of the most important manifestations of strategic choice within the marketing strategy content (Child 1972).

Another important feature of marketing strategy content is the selection of the market. This deals with the segmentation and targeting decisions of the classic STP framework of marketing strategy, which revolves on market segmentation, target and positioning. Specifically, this marketing strategy content decision determines where the firm will seek to compete in order to meet the strategic marketing objectives stipulated. Value proposition is also a significant feature of the marketing strategy as it is responsible for the choosing of the specific product and/or service offerings to be delivered into the target market with the objective of exceeding the customers' expectations (Slater 1995). The decision surrounding the value proposition is therefore a measurement of the value offering that managers consider will create adequate demand at required price points among target customers to allow the firm to achieve its strategic marketing objectives arranged to total firm performance. The assumption here is that the value proposition can be

delivered by the firm as envisaged and that the delivered value proposition is perceived by customers in the way that decision makers anticipate in getting positive returns. This decision of the marketing strategy content therefore determines which specific resources and capabilities are required to be combined and transformed to develop and deliver the value offering that consequently leads to firm performance.

In order for a marketing strategy to offer subsequent amount of value and achieve performance it should be well-timed with market requirements. Therefore, Timing is an important marketing strategy decision when examining new market targets or value propositions is the timing of entry or launch (e.g., Green et al. 1995; Lieberman and Montgomery 1998). Nonetheless, even if a marketing strategy does not involve such changes to target markets or value propositions, timing is still an important component of most marketing strategies especially in nowadays-rapid changing consumer tastes and preferences, which are accelerated by ever changing technologies.

Literature reveals that most firms also have specific timeframes associated with their strategic marketing goals or regular planning horizons that provide time objectives and constraints within which marketing plans may be formulated and executed. Such important time considerations can often impact other marketing strategy content decisions. For example, when a marketing strategy must be developed to deliver a return on investment in 1 year versus 2 years, then different market segmentation, targeting, and value proposition decisions may be appropriate (e.g., Green et al. 1995).



CHAPTER- 03: THE ORGANIZATION

3.1 Background

ACI Bangladesh Industry Limited was a backup of incredibly famous multinational ICI Plc and was a recorded open constrained organization under Dhaka Stock Exchange. In 1992 ICI Plc stripped its shareholding through an administration buyout and the organization name was transformed from ICI Bangladesh Manufacturers Limited to Advanced Chemical Industries (ACI) Limited. ACI Formulations Limited, an auxiliary of ACI, turned into an open recorded organization through direct posting. ACI's main goal is to accomplish business brilliance through quality by understanding, tolerating, meeting and surpassing client desires. ACI pursues International Standards on Quality Management System to guarantee reliable nature of items and administrations to accomplish consumer loyalty. ACI likewise meets all national administrative necessities identifying with its present organizations and guarantees that present Good Manufacturing Practices (CGMP) as prescribed by World Health Organization is pursued appropriately. ACI has been acknowledged as a Founding Member of the Community of Global Growth Companies by the World Economic Forum which is the most esteemed business organizing association. (Corporate: ACI Limited Bangladesh)

3.2 History

ACI Limited is one of the unmistakable organizations in Bangladesh. ACI Limited has a few business offices in various territory like as pharmaceuticals, purchaser brands, Agro business. ACI Limited is the primary Bangladeshi organization who accomplished ISO09001 quality administration framework authentication in 1995 and ISO14001 condition administration framework testament in 2000. ACI Limited is an open constrained organization and recorded in DSE and CSE additionally ACI Limited has a few quantities of International exchange accomplices . ACI was so named in 1992. Be that as it may, the historical backdrop of ACI goes back to 1926, when Imperial Chemical Industries (ICI) was joined in the United Kingdom as

four organizations specifically Novel Industries Limited, British Dye begins Corporation,

Brunner Mond and Company Limited and United Alkali Company blended. From that point forward ICI plc has been working worldwide 6as a multinational organization. In the time of arrangement ICI began activity in the Indian subcontinent for the sake of ICI (India) constrained. After partition of the India and Pakistan in 1947, the Karachi office of ICI (India) Limited renamed to be ICI (Pakistan) Limited.

3.3 Mission and Vision of ACI Limited

The Main needs of ACI constrained are convey astounding items and administrations in the majority of the regions in which client needs and furthermore center on how to expand an incentive to the investors.

3.3.1 Mission:

The fundamental objective of ACI Limited is to advance the individual satisfaction of individuals through capable use of learning abilities and innovation. ACI Limited is exceedingly engaged on the mission for greatness through world-class things inventive strategies and specialists drew in to give the most amounts to its customers.

3.3.2 Vision:

i. Ambition to accomplish a place of initiative in every class of its business.
ii. Achieve high level of efficiency in the majority of its areas of expertise by powerful utilization of assets and arrangement with center capabilities.
iii. Develop its representatives by empowering strengthening and compensating advancement. iv. Promote a situation for learning and self-improvement of its workers
v. Distributes item and deliver administrations with high and steady quality.
vi. Encourage and aid the subjective change of the administrations of its providers and merchants.
vii. Establish amicable association with the network and advance more prominent ecological obligation inside its range of authority.

3.4 Values

I. High Customer Focus

II. Excellence

III. Integrity

IV. Transparency

V. Continuous Improvement

VI. Newness

3.5 Product and Services of ACI

ACI has enhanced into four noteworthy vital business divisions which incorporate Health Care, Consumer Brands, Agribusinesses and Retail Chain.

Key Business Units:

i. Pharmaceuticals

ii. Consumer Brands

iii. Agribusiness

Creature Health Crop care and Public wellbeing o Fertilizer o Cropex o Seeds Subsidiaries:

ACI Formulations Ltd.

I.ACI Agro synthetic concoctions

II.Apex Leather creates Limited

III.ACI Salt Limited

IV.ACI Pure Flour Limited

V.ACI Foods Limited

VI.Creative Communication Limited

VII.ACI Motors Limited

VIII.ACI Logistics Limited

IX.Tetley ACI (Bangladesh) Limited

3.5.1 Business Units Pharmaceuticals

ACI conveys the inheritance of ICI-widely acclaimed British Multinational in furnishing the general population of Bangladesh with quality solutions and human services items. Its best in class pharmaceutical plant speaks to Bangladesh's mission for a really world class fabricating office. ACI's rich legacy prompts imaginative and higher esteem included plans. The far reaching item scope of ACI pharmaceuticals incorporate items from all real helpful classes and in different measurements frames like tablet, container, dry powder, fluid, cream, gel, salve, ophthalmic and infuse capable. ACI Pharma additionally has cutting edge plant on Novel Drug Delivery System (NDDS). It produces world class Modified Release medication and drug to provide food the necessity of pharmaceutical maker of household and universal market. It sends out fantastic pharmaceuticals to a decent number of nations of Asia, Africa and South America. Buyer Brands and Commodity Products The Consumer Brands Division brags in having an unequivocal nearness in purchasers' heart with the market driving brands like ACI Aerosol, ACI Mosquito Coil, Savlon. These are the constant entertainers in keeping the family unit perfect and free from germs and destructive creepy crawlies. The need of unadulterated nourishment in the psyches of Bangladeshi buyers particularly in the 8 item sustenance business has pushed ACI to top off the market hole by delivering ware items, for example, Salt, Flour and Spices. Presently the clients of Bangladesh are guaranteed with 100% unadulterated Salt, Spices items and Wheat items under the brand name of "ACI Pure". ACI additionally speaks to the widely acclaimed item scope of Colgate, Nivea, Tetley, Godrej and Dabur in Bangladesh through dissemination and shaping joint endeavors. Agribusinesses ACI Agribusiness is the biggest integrator in Bangladesh in Agriculture, Livestock and Fisheries and manages Crop Protection, Seed, Fertilizer, Agrimachineries, and Animal Health items. These organizations have celebrated nearness in Bangladesh. CC and PH supplies edit security synthetic concoctions, Seed supplies Hybrid Rice, vegetable and Maize seeds, Fertilizer Supplies Micronutrient and Foiler manure,

Agrimachineries supplies Tractors, Power Tiller and Harvester and Animal Health supplies fantastic Nutritional, Veterinary and Poultry pharmaceuticals and immunizations. ACI Agribusiness is having solid organization with national and global R and D organizations, colleges and research establishments. Prior to presenting any item, it is intricately tried in the research center and agriculturists field. ACI gives answer for the ranchers through an extensive group of researchers and gifted experts.

3.5.2 Subsidiaries

ACI Details Restricted ACI plan Constrained (ACI FL) is a backup of ACI constrained, situated at Gazipur in the out skirt of Dhaka. ACI FL makes larger part of the results of ACI Vital Business Restricted with the exception of the Pharmaceutical Division. The plant is furnished with the best in class offices for item details and process development. These incorporate present day modernized gear like HPLC and GLC. The item run made at ACI FL incorporate Harvest Security Synthetic concoctions like Bug sprays, herbicides and fungicides in granular, powder and fluid, mosquito pesticides in 9 the types of mist concentrates, vaporizers and curls house hold synthetic concoctions like latrine cleaners and hand wash. Pinnacle Calfskin Artworks Constrained Peak Cowhide Art Restricted is a private constrained organization consolidated in 2007 with the enlistment center of Business entities, Dhaka Bangladesh Under organizations Act 1994 having 100 %shares by ACI restricted. 10 ACI Sustenances Restricted The need of unadulterated nourishment in the psyches of Bangladesh purchasers particularly in the item sustenance business has pushed ACI to top off the market request by creating sustenance items, for example, zest, eatable oil, snacks, confectionary and so forth. ACI is occupied with assembling, advertising, and dissemination of different marked nourishment items and fixing. Presently the clients of Bangladesh are guaranteed with 100% unadulterated sustenance items under the brand name of 'Unadulterated'. Inside the simple brief time of its passageway this brand has been appreciating second driving position in the market. Fun Treat and Fun Chanachur

created from high caliber imported crude materials with cutting edge innovation have accomplished huge fame among the shoppers. ACI Sustenances Ltd. is concentrating on enhancing the sustenance propensity for Bangladeshi Buyers through giving more prepared to cook items and prepared to eat also. ACI is likewise sending out its Unadulterated Image items to Australia, UAE, Kuwait, Saudi Arabia, Bahrain, Qatar and numerous different nations to come into the rundown. Premiaflex Plastics Restricted Premiaflex Plastics Constrained is a private Constrained organization fused in 2007 with the enlist of Business entities, Dhaka, Bangladesh under Organizations Act 1994 having 80% offers by ACI Restricted. The guideline exercises of the organization are assembling and promoting of plastic items, adaptable printing and other auxiliary business related with plastic and adaptable printing. The industrial fACIlity of the Organization is situated at Sreepur, Gazipur. Imaginative Correspondence Restricted Inventive Correspondence Ltd. is a coordinated correspondence firm established in 2000, staffed by devoted and even minded masters filling in as one group. As a ground breaking promoting and publicizing firm, Innovative Correspondence Ltd. is a strong accomplice at both vital and strategic levels and has built up a few associations with the most condition of-theart players in various fields. The center competency of Innovative Correspondence Ltd. is to give result - arranged notice, open connection and finish corporate correspondence arrangements. Inventive Correspondence Ltd. has extraordinary aptitude in Photography, TVC, Conceptualization and Planning of Corporate Manual, Yearly Report, Corporate Pamphlet, Schedule Dairy, Press Notice and so on. Other than these Imaginative Correspondence Ltd. has long involvement in 11 taking care of Outside, Occasions and Task Administration alongside solid affinity in the Electronic and Press Media. ACI Engines Restricted ACI Agribusinesses has propelled another auxiliary business, ACI Engines, from sixth November 2007 with a goal to showcase top notch cultivate apparatuses and light business vehicles. ACI Agribusinesses currently guarantees finish answer for the agriculturists with the presentation of the agrimachineries. ACI Engines are presently

advertising the different models of Sonalika tractor which is third driving position in India and also the quickest developing brand. It additionally has presented top notch Bull Power mark control tiller and scaled down consolidate collector, Solid Sprayer from China. It has possess deals and administration focus at Bogra, Comilla, Jessore, and Dinajpur by which guarantee most astounding quality after deals administration, repairs and extra parts. It additionally gives adaptable credit offices to agriculturists for better consumer loyalty and administration. ACI Engines are wanting to present light business vehicles like pickups and smaller than usual trucks to help ranchers to conveying rural products. Additionally, top notch diesel motors and pumps for water system reason will be offered sooner rather than later. This business demonstrates extensive guarantee in adding to the agrarian efficiency of Bangladesh. ACI Coordinations Constrained ACI Coordinations Restricted was framed in 2008 with a dream to setup across the country retail outlets, named "Shwapno", to use ACI‟s solid nearness in Bangladesh through execution of world-class store network system. ACI Human services Constrained ACI Social insurance Restricted, an open restricted organization, is an auxiliary of Cutting edge Synthetic Enterprises (ACI) Restricted was joined in 18 February 2013 under the Organizations Demonstration 1994. The vital exercises of the Organization are to make and advertising of pharmaceutical items for directed markets, particularly for USA. With this point, the organization has wanted to set up a cutting edge pharmaceutical production line in Sonargaon, Narayanganj, Bangladesh. The Organization has effectively procured 1,241.71 decimal land esteemed 12 at BDT 434,600,000 situated at mouza-Tripurdi, Sonargaon, Narayanganj. The plant will make items for household and universal markets. 2.5.3 Joint Endeavors ACI Godrej Agrovet Private Constrained ACI Godrej Agrovet Private Restricted is a joint endeavor organization shaped by a 50:50 stake of ACI Constrained, Bangladesh and Godrej Agrovet Restricted, India. The organization began its business in Bangladesh toward the year's end 2004 with Poultry Feed. It began Incubator and Rearing Homestead Tasks in February 2007. The Organization propelled

and began offering Fish Feed in the meantime. In July 2008, it enhanced its item portfolio and presented Shrimp Feed and Cows Feed. ACI Godrej Agrovet Private Restricted is into the matter of giving incorporated answer for the market by assembling and promoting quality Poultry, Water, Cows Feed and Day Old Chicks, for business reason as well as for the change of financial state of the ranch proprietors of Bangladesh. At present a tremendous measure of Venture is continuing for different required tasks, similar to: The specialized know how of this business is being given by the Godrej Agrovet Constrained, India which has an initiative position in India. Tetley ACI (Bangladesh) Constrained ACI Ltd additionally has Joint Endeavor business with Tetley Tea of UK for the sake of Tetley ACI (Bangladesh) Restricted. Tetley produces one of the best characteristics Tea in different pack sizes, both in covered gather and tea sacks. Tetley tea has turned into a commonly recognized name and request of the item is high. Asian Shopper Care (Pvt.) Ltd ACI Ltd has Joint Endeavor with one of the main organizations of India, Dabur India as Asian Customer Care Ltd. Dabur has a long scope of sustenance things which is disseminated through the channels of ACI Purchaser Brands. These items are extremely famous in Bangladesh Market.

I. Dabur Chawanprush.

II. Asian Consumer Care (Pvt.) Ltd. also markets the personal care products of Dabur. The personal care products of Dabur are: Dabur Amla Hair Oil.

III. Dabur Vatika Hair Oil.

IV. Vatika Shampoo.

V. Dabur Vatika Face pack.

VI. All these products of Dabur are already known to the customers through various satellite channels and bringing good name for both Dabur and ACI

3.6 SWOT Analysis

SWOT is an acronym for Strengths, Weaknesses, Opportunities and Threats. By definition, Strengths (S) and Weaknesses (W) are viewed as inward factors over which you have some proportion of control. Additionally, by definition, Opportunities (O) and Threats (T) are viewed as outer factors over which you have basically no control.

Strengths:

i. Good Reputation of the organization
ii. Sound Management

Weaknesses:

i. Lack of labor
ii. Lack of innovative know-how
iii. Transport issue

Opportunities:

i. Established company and have good reputation

ii. Less number of competitors

iii. Well known company consumer mind

Threats:

i. Unqualified employment

ii. Less use of enhanced technological system



CHAPTER 4- ANALYSIS AND FINDINGS

4.1 Market

Where two or more entities exchange products or services and we generally know this is called market. Here one party sells products or services called seller and who purchase products or services called buyer.

Overview of the market of ACI Aerosol:

Market of ACI Aerosol is basically divided on 2 sides. One is domestic another is international.

4.1.1 Domestic Market

Bangladesh is a developing country but the overview of the market of ACI Aerosol is very rich and currently they are the market leader. Though they are the market leader but still they are trying to improve their market situation. They are here within a very short time just because of their innovative marketing strategies. In Bangladesh ACI Limited introduced the concept of quality management system which helps them to achieve ISO9001 certification and that how committed they are to maintaining quality in every business units. Right now they are covering both Rural and Urban areas with the help of 18 depots.

4.1.2 International Market

After the successful positioning in domestic market now ACI Limited providing their Aerosol in International market. The quality management certificate helps a lot to spreading their market domestic to international. Now they are successfully proving Aerosol in Vietnam, Mayan-mar,Yemen and Srilanka.

4.1.3 Market share of ACI Aerosol in domestic market:

If we wants to know the market share of ACI mosquito Aerosol in domestic market then we have to compare it with its main two competitors and they are X PEL and HIT

Product	Share percentage:
ACI Mosquito Aerosol	81%
X PEL Aerosol	6%
HIT Aerosol	3%

From this comparison we can say that ACI mosquito Aerosol is the market leader.

ACI Aerosol

ACI Aerosol is the number one choice for the consumer . ACI Limited collected the chemicals for their Aerosol from well known Japanese company : Sumitto. And that ensure the efficiency and safety of human health. For these reasons ACI Aerosol become “The most effective insect killer”. There are five different packages of ACI Aerosol 800ml, 475ml, 350ml, 250ml, 125ml. And all the packages are available all over the country.



XPEL

Xpel Aerosol is a product of squire toiletries and it is also a very well known product. Xpel Aerosol is made on the basis of formula that potent against the buzzing threat of mosquito and it also causing no harm to human health.



HIT Mosquito killer

Hit is one of the most popular product of Godrej consumer products. In India Godrej has successfully made position in the mind of consumers. After successfully position in the Indian market now they are spreading their wings globally. Their aim is to offer superior quality as well as effective solution.

Hit mosquito killer is available in 4 different packages and these are 100ml, 200ml, 300ml and 400ml.



4.2 Market Segmentation

Market Segmentation is a procedure of partitioning the market of potential clients into various gatherings and portions based on specific attributes. The individual from these gatherings share comparable qualities and more often than not have at least one than one viewpoint basic among them.

There are numerous reasons concerning why division is needed. One of the real reasons advertisers fragment market is on the grounds that they can make custom marketing mix for each portion and provide product them likewise.

4.2.1 ACI Limited use some Bases for Segment their Aerosol Market:

Segmenting is partitioning a group into subgroups according to some set 'basis'. These bases range from age, gender, etc. to psycho graphic factors like attitude, interest, values, etc.But here all the bases will not be perfect for segment the market of Aerosol.

Income

Income decides the purchasing power of the target audience. So there are three income groups and they are:

4. High Income Group
5. Mid Income Group
6. Low Income Group

And here ACI target these two income group the first one and the second one whom are able to purchase their Aerosol and they set the price of their product with the consideration of this two income group.

Place

We generally know in marketing place means where product is available. And with this consideration ACI distributes their product very carefully.Mainly they distribute their Aerosol in urban areas because of they have to consider the income group.In rural areas most of the people

are not able to purchase their Aerosol.So in that case they distribute their mosquito coil which is very much affordable for them.

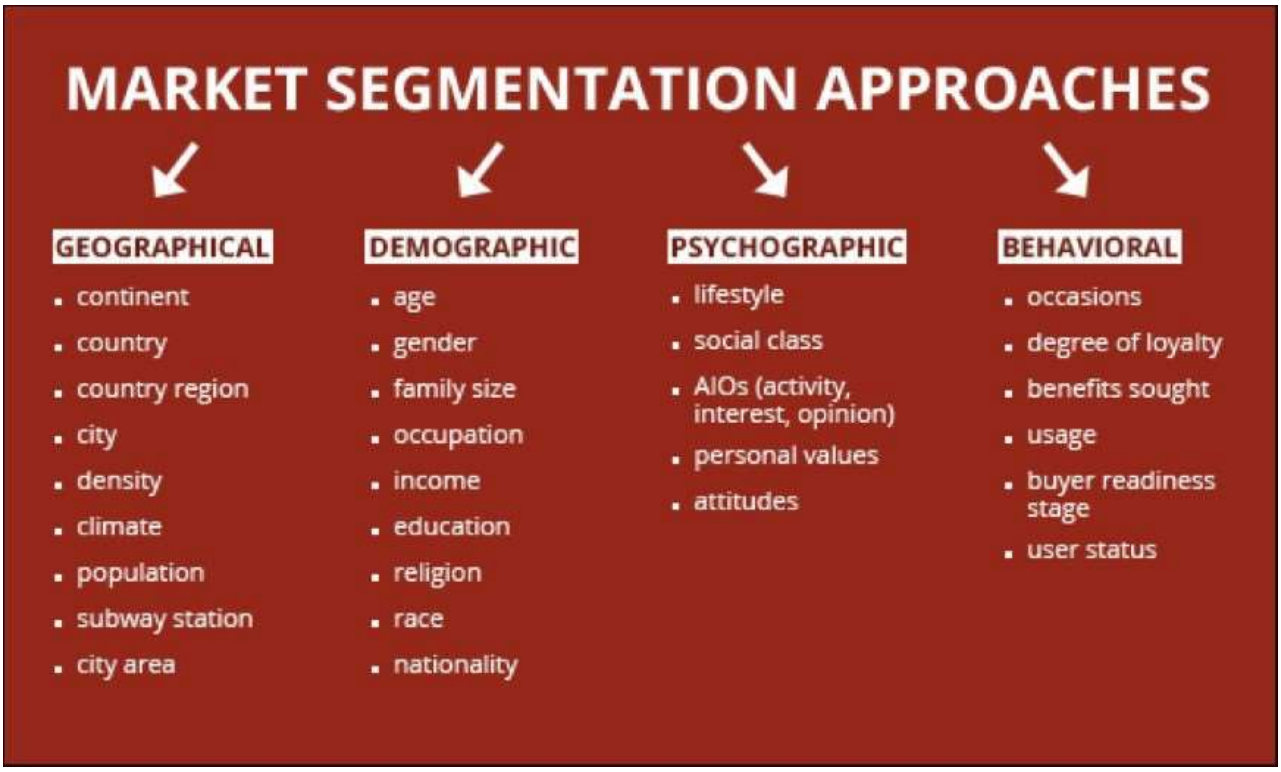
Occupation

Occupation is another one like income and place which have influence on purchasing behavior. .ACI consider this factor very carefully because of they know each and every people will not be able to purchase their Aerosol because of everyone occupation is not same and that is vary everyone income.So they manly focus on those position people whose income is higher.

Lifestyle

In that case ACI Limited focus segment their product on the basis of lifestyle of the people.They sees that those people whom are not comfortable with mosquito coil they will purchase their Aerosol and on the other hand sometimes status matters.There are few peoples who thinks if they use Aerosol rather than mosquito coil that will help them to maintain their status.

4.2.2 Types of Market Segmentation



Geographic Segmentation:

Geographic Segmentation divides the market into geographical units such as nations, states, regions, countries, cities or neighborhoods. The company can operate it one or few areas or it can operate in all but pay attention to local variations.

Demographic Segmentation:

In demographic segmentation we divide market on variables such as like as age, family size, family life cycle, gender, income, education, race and social class.

Behavioral Segmentation:

The market is also segmented based on audience's behavior, usage, preference, choices and decision making. The segments are usually divided based on their knowledge of the product and usage of the product. It is believed that the knowledge of the product and its use affects the buying decision of an individual. The audience can be segmented into -

7. Those who know about the product,
8. Those who don't know about the product,
9. Ex-users,
10. Potential users,
11. Current Users,
12. First time users, etc.

Psycho-graphic Segmentation

Psycho-graphic Segmentation divides the audience on the basis of their personality, lifestyle and attitude. This segmentation process works on a premise that consumer buying behavior can be influenced by his personality and lifestyle.

Among all of the four types segmentation ACI Limited use here three types of segmentation and these are geographic, demographic and psycho-graphic.

If we consider the bases of the segmentation, then we will see that ACI Limited has focused on Income, Occupation, Place, and Lifestyle for segmenting their Aerosol market and that indicates that ACI Limited is highly focused on Geographic Segmentation, Demographic Segmentation, and psycho-graphic Segmentation.

4.3 Target Marketing

A target market is the market an organization needs to pitch its items and administrations to, and it incorporates a focused on set of clients for whom it coordinates its promoting endeavors. Recognizing the target market is a fundamental advance in the improvement of a segmentation plan. An objective market can be isolated from the market in general by geography, buying power, demographics and psycho-designs.

There are four generic target marketing strategies:

Undifferentiated Marketing

There will not be strong differences in customer characteristics. To develop different marketing strategy for different customer groups will take higher cost and the company will not be able to reach their target customers frequently. But one single marketing mix will take less cost and will be easy to find out target customers.

Differentiated Marketing

That is another marketing strategy where the companies target multiple market segmentation to maximize their profit. For targeting multiple market segment companies need to have capabilities. Without capabilities it is not possible to target multiple segment because of here companies have to full fill large number of customer needs.

Focus or Concentrated Marketing

In this type of marketing strategy Company goes for only one segment. Because of may the company have not enough capabilities or few segments may not be so attractive. In this type of marketing company establish specialized marketing mix.

4.3.1 Customized Marketing

Customized marketing is called tailor marketing. That means in this marketing strategy marketers provide individual or customized designed special product. They highly value special needs of rich customers.

Undifferentiated marketing strategy

ACI Limited provide same product for each and every customers. There is no change in quality of the product. Because of its mosquito Aerosol so its not possible to make different quality in same product that is why they have go with undifferentiated marketing strategy.

Differentiated marketing strategy

ACI Limited gives the same product to each and every customer but they have differentiated their product by making different size that is why this product can called as differentiated product.

This is the two ways ACI Limited use their target marketing strategy for their ACI Mosquito Aerosol and so far they are very successful.

4.4 Positioning

Positioning is about the mind of the purchaser. Setting an organization or a brand the shopper's psyche in connection to the competition. The situating choice is frequently the basic vital choice for an organization or a brand in light of the fact that the position can be fundamental to clients' recognition and decision choices.

Now we will see that what are the strategies has been used by ACI Limited for making positioning of ACI Mosquito Aerosol:

Positioning by price/quality: A very pervasive approach to positioning. ACI Limited set up the price of their product very carefully. They are offering more quantity than their competitors and as well as they are maintaining their quality also.

Competitor analysis : ACI Limited Investigate and analysis their competitors which helps to determine the strengths and weaknesses of of their main competitors like Mortin and HiT. Understanding the differences between a business and its competitors is central to finding gaps in the market that can be filled.

Positioning by attribute: That is the most frequent positioning strategy. Here ACI Limited focus is on a particular attribute, a product feature, or customer benefits.Here ACI Limited shows that their Aerosol is very useful against mosquito and their is no other problem which can be very harmful for their health and as well as for environment.

Determine current position : ACI Limited always determine their existing market position and it is vital as any competitor analysis. That's because you have to understand your own market position to be able to properly compete for your share.

Positioning with respect to a competitor: ACI Limited always focus on their competitors and they keep good relationship with them but they always serous on the basis of timely delivery and manufacturing excellence. That is one of their positioning strategy which make them prominent than their competitors. They always maintain their good relationship with all the competitors and that helps them to know more about their competitors.

4.5 Marketing Mix of ACI Aerosol

4.5.1 Product:

We know product is the least important of all the 4 Ps. Without the product or services no one will be able to provide a value to the customers. And this is why ACI Limited is always focus on customer satisfaction. The unique selling proposition of ACI mosquito Aerosol is superior product quality. And this is another reason why ACI Aerosol is the leader of the market. ACI

Limited use unique technology to produce their Aerosol. In that way they make so different than their competitors. And it helps them to make their customers so loyal to their brand.

Four types of consumer products:

A consumer product is a product purchase for final consumers for individual consumption. But not all consumer product is the same. There are four different types of consumer products. Marketers normally categorize consumer products into these 4 types of consumer products:

Convenience products

Shopping products

Specialty product

Unsought products.

These 4 types of consumer products each have various characteristics and refer a various consumer purchase behavior. Hence, the variety of consumer products differ in the way consumers purchase them and, for that ground, in the style they should be marketed.

Convenience products

Among the four types of consumer products the customers purchasing convenience product more frequently. A convenience product is a consumer product or service that customers usually purchase frequently, instantly and without great comparing or purchasing attempt.

Shopping products

This is the second one and shopping product means that customer mainly compare attributes of the product like as quality, price, style with the other available options. In that sense convenience and shopping products are different. One is purchased frequently and other is more carefully compared. And also consumers spend much time and effort to gathering information and compare with available alternatives.

Specialty products-

This type of products is with unique characteristics or brand identification for which a significant group of customers is willing to make special purchase effort. From that we can say that specialty product requires a special purchase effort but only for certain consumers.

Unsought products

Unsought products are those consumer products that a consumer informed or does not informed about but does not reckon in normal situation. The consumers usually don't think about the product until they need it.

After considering all these types of consumer product we can categories ACI Aerosol as a Convenience product. In that sense we can call it as a convenience product that ACI Limited already knows their customer and they will be able to purchase their Aerosol without any problem because they have already identified their segment on the basis of income, location,

occupation. And these kinds of customers are willingly purchase their Aerosol. So for those customers we can say ACI mosquito Aerosol is convenience product.

4.5.2 Price

Price is one of the mos sensitive aspect of marketing function. Pricing function has to be well planned and that should reflect the utility that the product provides. There are some customers who wont mind to pay extra to get some value added benefits especially those who are higher level of income. ACI Aerosol produce high quality products and to balance with their cost they follow “premium pricing strategy”. Though they are charging high but their customers are very loyal to their product because of superior quality. Through their competitors are giving the same product with lower cost but till now ACI Aerosol is the market leader just because of their quality.

4.5.3 Place

We generally knew in marketing place means where product is available. The distribution channel of ACI Limited is well organized and that is why ACI Aerosol is available in every departmental store. ACI Limited has several sales offices which are located in different places around Bangladesh. So with that advantage they can distribute their product very easily within very short time in all over the country. This is another of ACI Aerosol to be the market leader. Because their main competitors distribution channels are not well organized as ACI Limited.

4.5.4 Promotion:

Promotion is another very important aspect for an organization to inform, influence and retain the target market. The promotional activities of ACI Limited are not up to the mark though they are the market leader. They are not so concern about their promotional activities for two reasons:

- Most of their customers are loyal
- The Brand Equity of ACI Limited is very high.

This two reasons work as an awareness and helps them to retain their loyal customers.

But the perception of the customers can be changed so ACI Limited should be more concern about their promotional activities. They can go for improving their promotional activities like extend Advertisement on billboards, newspapers, and television and advertisement banners. Also ACI Limited should have given focus on rural area about bad effect of mosquito. Then their customers will be more motivated to buying their product.

4.9 Findings:

After analyzing the marketing practices of ACI Limited of Mosquito Aerosol, the following findings are predominant.

- In segmentation ACI Limited only focus on high-income group and mid-income group.
- Concerning target marketing, they don't focus on real and customized marketing.
- Regarding positioning strategy, they don't focus on image differentiation
- The unique selling proposition (USP) of ACI Limited is a high-quality product
- They use updated modern technology.
- In case of convenience product, it is only for high and mid-level income group.
- ACI Aerosol following "Premium Pricing Strategy"
- ACI Aerosol is available almost every departmental store all over the country.
- The promotional activities are not up to the mark.



CHAPTER 5-CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

In Bangladesh, ACI Aerosol has been the number one choice for the customers. But in recent times the perceptions of the customers are changing, but until now ACI Aerosol has the highest number of market share in the industry of Bangladesh. So in that sense, it can be concluded that their customers are very loyal to the brand. But the perceptions and taste of the customers can be changed so ACI Limited should be aware and concern about the taste and opinions of the customers that will help them to maintain their domination in the industry.

4.2 Recommendations

ACI Aerosol is leading brand in aerosol market of Bangladesh. But there are some points which can be improved. If they can do this, then that will help for the long run.

• Now the common complaint of their customer is the effectiveness of ACI Aerosol is decreasing. So they must be the focus on that statement and have to think about how they can solve this problem as soon as possible. If they can do that that will help them to retain their existing customers.

• Promotion is another big thing that ACI Limited should think about it. Because of always they have to connect with their current customers and also it will help to create new customers.

• Another thing is ACI Limited should give focus on rural areas and low-income level people. Because that is their opportunity to capture this market. ACI Limited can produce small packages of ACI Aerosol for low-income people.

• ACI Aerosol is available almost every departmental store all over the country, and that process should be continued so that they will be able to keep their domination in the market for the long run.

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