

# **Internship report on Marketing and Brand Communication of Square Toiletries Limited**



الجامعة الإسلامية للتكنولوجيا  
UNIVERSITE ISLAMIQUE DE TECHNOLOGIE  
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DHAKA, BANGLADESH  
ORGANISATION OF ISLAMIC COOPERATION



**Submitted to**

**Islamic University of Technology**

**In partial fulfillment of the requirements for the degree of  
BBA in Business and Technology Management (BTM)**

## **Submitted by:**

I understand that my final report will become part of the permanent collection of the Islamic University of Technology BBA in Business and Technology Management Program. My signature below authorizes release of my final report to any reader upon request.

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## **Approved By:**

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This internship report is submitted to the Department of Business and Technology Management (BTM) at the Islamic University of Technology (IUT) for the course BTM 4800.

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## **Letter of Transmittal**

S.M. Rakibul Anwar

Assistant Professor

Department of Business and Technology Management

Islamic University of Technology

**Subject:** Submission of “Internship report on An Analysis on Marketing and Brand Communication at Square Toiletries Limited.

Dear Sir,

As part of the internship program, I am submitting the following report: "Internship Report on Marketing and Brand Communication at Square Toiletries Limited". It was an incredible accomplishment for me to work directly under your supervision.

During the preparation of this report, I did my best to depict the current condition of the organization and to speculate about my personal experiences with the company. Working at Square Toiletries Limited provided me with plenty of opportunities to learn about corporate field operations and grow personally. It was a pleasure working there and preparing this report under your supervision.

I would greatly appreciate it if you could approve this report and provide me with your expert opinion or any other feedback.

Sincerely yours,

Anika Tasnim

ID: 180061124

## **Declaration**

I, Anika Tasnim, a student of the Department of Business and Technology Management of Islamic University of Technology hereby declare that I have prepared this report on Square Toiletries Limited by myself with the guidance provided by my supervisor Mr. S. M. Rakibul Anwar, Assistant Professor, BTM. I have not breached any copyright purposefully. The work is authentic to the best of my knowledge. I further declare that the report was not submitted to any other party or institution for any degree of certificate.

This Report was not submitted to any other institution (school/college/university) for any academic qualification and it fully satisfies the rules and regulations of the Islamic University of Technology regarding plagiarism and collusion.

### **Student's Full Name & Signature:**

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**Anika Tasnim**

ID: 180061124

Department of Business and Technology Management

Islamic University of Technology

## **Supervisor Certificate of Acceptance**

Anika Tasnim, ID: 180061124 has accomplished an internship from 24<sup>th</sup> January 2023 to 23<sup>rd</sup> April 2023 according to the regulations for internship for the degree program BBA in Technology Management under the Department of Business and Technology Management of Islamic University of Technology.

**Supervisor's Full Name & Signature:**

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**S.M. Rakibul Anwar**

Assistant Professor

Department of Business and Technology Management

Islamic University of Technology

## **Acknowledgement**

This report was the outcome of many people's intensive effort and assistance. I am grateful to each of them for giving me with the support and guidance I required to finish this report. I'd want to thank Allah for providing me with the capacity, resilience, and tenacity to carry out my duties as an intern at Square Toiletries Limited.

Second, I'd like to thank Mr. S.M. Rakibul Anwar, Assistant Professor in the department of Business and Technology Management, for his unwavering encouragement and advice throughout my internship. Despite his hectic schedule, sir was able to assist me with the writing of my report and was extremely patient throughout.

In addition, I would like to thank my supervisor at Square Toiletries Limited, Assistant Manager, Tehsina Khanom, for assisting me with my work and providing me with career guidance. I am confident that her advice will assist me in achieving my future objectives.

Thirdly, I am grateful to the entire BTM department for diligently ensuring the success of the internship program for myself and my peers. They were the ones who guaranteed the combination of theoretical knowledge and practical business experience.

Square Toiletries Limited, I would like to thank my family for helping me remain healthy and strong throughout the entire period. Also, I would like to thank my colleagues for providing me with useful advice and direction, as well as for inspiring me. I must emphasize the inviting and supportive atmosphere, which helped me overcome numerous obstacles.



## **Executive Summary**

The purpose of this report is to provide an overview of my three-month internship at Square Toiletries Limited's Marketing department. The report emphasizes my experience, duties, and responsibilities, as well as a company and industry analysis.

Square toiletries limited is a prominent consumer products company in Bangladesh that provides a variety of personal care toiletry and home care products to its customers the company is committed to supplying high quality products and has established itself as a reputable and trustworthy brand on the market.

Square Toiletries Limited's marketing department is responsible for developing and implementing marketing strategies for the company s products as an apprentice in the marketing department I had the chance to interact closely with the team and gain insight into the company's marketing operations.

During my internship I contributed to a variety of marketing department initiatives. This internship allowed me to acquire practical experience and become a part of Square Toiletries Limited's corporate culture. It has contributed to my professional and personal development, broadened my experience working in a corporate environment, and provided invaluable industry insights.

This report analyses the company's strengths, weaknesses, opportunities and threats. Moreover, it provides an overview of the market and the industry. I have provided recommendations for the company's improvement and future prospects based on the analysis.

# CHAPTER: 1

## Introduction

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## **1. Introduction**

Working as an intern in the marketing department of Square Toiletries Limited was one of the most rewarding aspects of my academic and professional development to date. The insights available during those three months provided me with unparalleled access to some of their fundamental decision-making processes in regards to their enormous array of marketing methods, providing me with invaluable lessons on how they have maintained their success over time.

My internship allowed me to put into practice the academic skills I had spent years developing this practical experience was irreplaceable. It gave me business exposure, I would not have had otherwise and serves as a stepping stone for my future growth. This report is the perfect starting point for anyone interested in how personal care companies approach their marketing efforts.

### **1.1 Origin of the Internship Report**

This report was put together to fulfill the requirements of the internship program for the Department of Business and Technology Management students at the Islamic University of Technology. The program seeks to give the second graduating batch of Business and Technology Management practical experience and an understanding of the business world. Students can implement their theoretical knowledge in real world situations during the three month internship. This report details the knowledge and experience I acquired during my internship in the Marketing Department at Square Toiletries Limited. The report comprehensively analyses the company, its products, and its industry. In addition, it provides an analysis of the practical application of theoretical concepts. It was anticipated that the internship program would contribute to student's academic and professional development by exposing them to the practical application of theoretical business concepts.

### **1.2 Main Purpose of the Internship Program:**

In this part, I shall address the internship program's primary objective. Below, I list the major

objectives:

- To provide students with hands-on exposure in a real-world business environment.
- To prepare students for the job market and the corporate world.
- To allow students to utilize their conceptual knowledge in real-world scenarios.
- To structure specific details regarding the job description.
- To fulfill the criteria for completion of the BBA program.

Following a three-month internship with Square Toiletries Limited and in accordance with the requirements of the University's Department of Business and Technology, a report was compiled in line with these requirements. It describes the company, its offerings, and the competitive landscape.

### **1.3 Objective of the Internship Report**

The major objective of the three-month internship was to better understand how the company's Digital Business Solutions department operates and how they accomplish their goals. This report's objective is to demonstrate my understanding of the work performed and the knowledge acquired during the internship program.

#### **1.3.1 Generic Objectives:**

The generic objectives include acquiring an understanding of Square Toiletries Limited's marketing department's operations and how they achieve their goals. This report describes the activities and experiences I had during my three-month internship, which was designed to provide undergraduate students with practical experience in the business world. This report's primary objective is to illustrate my understanding of the internship program's accomplished work and acquired experience.

#### **1.3.2 Specific Objectives:**

- To provide an outline of my three-month internship at Square Toiletries Limited
- To summarize my internship duties and responsibilities.

- To portray the company's overall state and standing in the industry.
- To combine academic knowledge with practical experience.

## **1.4 Methodology Used and Data Source**

During the preparation of this internship report, I accumulated facts and insights from both primary and secondary sources.

### **1.4.1 Primary Sources:**

A large portion of the report has been allocated to describing the primary research outcomes. Face-to-face interviews with corporate employees and workers yielded the majority of the report's core components and insights.

#### **Information Sources:**

- Official coworkers of the company
- The journal and notes I kept throughout the internship.

### **1.4.2 Secondary Sources:**

Although primary research comprises most of this report, a substantial quantity of the information was gathered from secondary sources. As secondary sources of information for my report, I explored a variety of sources.

#### **1.4.3 Main sources:**

- Website of the company.
- The Google search engine.
- Internet-based articles.
- Previous Internship Reports
- Online portals and blogs

## **1.5 Significance**

This report provides an organized and insightful overview of the company, the marketing

department of Square Toiletries Limited, and the industry in which the company operates. It focuses predominantly on the employee viewpoints and provides comprehensive details about the company's performance in the local markets. In addition, it provides information regarding the personal care and beauty industry, local and international top brands, and their communication approach. This report is a crucial element of the BTM department's students' education enhancement. It will assist in comprehending the potential of industrial experience. Likewise, it will summarize my entire internship experience, along with insights and suggestions.

## **1.6 Limitations**

The following constraints were encountered during the preparation of this report.

- The internship report's scope may be limited to the department or area in which I worked, which may not provide a complete overview of the company's operations over its entire span.
- Due to the typically limited duration of internship programs, three and a half months was insufficient for gaining all the company's knowledge and understanding. Despite this restriction, I have endeavored to maximize this experience.
- It was challenging to obtain all the necessary information to complete the report due to the company's confidentiality policies.

# CHAPTER: 2

## Company Overview

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## **2. Company Overview**

Square Toiletries Ltd., a subsidiary of the prestigious Square Group, is a well-known FMCG company in Bangladesh. It was established in 1988 as a separate division of Square Pharmaceuticals, and in 1994 it grew into a Private Limited Company. Square Toiletries Limited is the largest and most successful FMCG Company in Bangladesh. Sincerity has enabled the company to develop expertise in exceeding customers' expectations with superior products and innovative packaging. They value uniqueness at both the individual and national levels, as evidenced by their constant efforts to satisfy the specific needs of their customers and consumers. Square Toiletries Limited provides twenty brands and over fifty-five products in numerous categories, including Health and Hygiene, Hair Care, Baby Care, Fabric Care, Male Grooming etc. Square Toiletries Limited takes an active role in humanitarian initiatives, such as employment generation programs, financial aid to disadvantaged and natural disaster-affected individuals, support for acid victims, tree planting, creating widespread awareness on health and hygiene issues, education, and numerous community-based initiatives. Square Toiletries Limited is a remarkable and admired business in Bangladesh due to its dedication to consumers and society.

### **2.1 Brief History:**

Square Toiletries Ltd., a subsidiary of Square Group, is one of the leading FMCG businesses in Bangladesh. It has evolved from its humble beginnings in 1958 to become one of the largest businesses in Bangladesh, with an annual revenue of \$800 million. Mr. Samson H. Chowdhury, founder and CEO of Square Group, opened a small pharmacy in Ataikula in 1952, followed by the founding of a pharmaceutical company with three colleagues in 1958. This small company founded in 1958 has expanded into a conglomerate of over 36,000 publicly traded companies. The term "SQUARE" is currently associated with security, and its global expansion is anticipated to continue. Samson H. Chowdhury, founder and chairman of Square Group, exemplified the rare combination of hard work, vision, transparency, and foresight in developing countries. The passing of Mr. Chowdhury on January 5, 2012, at the age of 86, signified the end of an era.



### 2.1.1 The Emergence of Bangladesh's SQUARE GROUP:

SQUARE has come to embody what it stands for since its founding in 1958 - a point of view. The SQUARE Group is a major figure in the Bangladesh business sector, with an average annual turnover of more than US\$ 200 million and a staff of roughly 3,500. The table below depicts the Square Group's recorded history as well as the continuous growth of SQUARE TOILETRIES LIMITED.

Year	Milestones
1958	Introduce Square Pharma as a partnership business.
1964	Transformed into a private limited company
1974	Specific Agreement with Janssen Pharmaceutical, Belgium, a Johnson & Johnson International, Inc.
1982	Separate Permission Agreement with F. Hoffman-La Roche Ltd. Switzerland.
1985	Achieved the highest ranking in the Pharmaceutical Market of Bangladesh among all national and international organizations.
1987	Leading exporter of pharmaceuticals from Bangladesh.
1994	Beginning with Square Pharmaceuticals' initial public offering (IPO), Square Pharmaceuticals offers equity. Square Toiletries Ltd. becomes a Private Limited company.
1997	Won the national award for exporting pharmaceuticals and launched SQUARE Toiletries Ltd.
1998	Second unit of Square Textile Ltd is technologically advanced.
2000	The beginning of Square Spinning's voyage.
2001	As a result of the establishment of Square Knit Fabrics Ltd,

	<p>SQUARE Fashion Ltd commences operations.</p> <ul style="list-style-type: none"> <li>• Under the supervision of <u>Bovis Lend Lease</u>, UK, a new pharmaceutical assembly plant meets US <u>Fda</u>/UK MCA standards and enters operation.</li> <li>• SQUARE Consumer Products Limited commenced operations. SQUARE <u>Infomatix</u> is established.</li> <li>• SQUARE Hospitals Ltd. joined the group.</li> </ul>
2003	Organization Agreement between SQUARE Hospitals Ltd. and <u>Bumrungrad Hospital International</u> of Thailand.
2006	Square Hospitals Ltd commences its journey.
2007	Square Pharmaceuticals Ltd., Dhaka Unit receives UK MHRA approval in 2008. Square Pharmaceuticals Ltd. launches its SVPO (Small Volume Parental and Ophthalmic) unit, which is governed by US FDA requirements. Moreover, SQUARE Air Ltd was founded in 2009
2013	<p>The operation of the "Samson H. Chowdhury Centre of Excellence" has begun.</p> <ul style="list-style-type: none"> <li>• Markup Spinning Mills Ltd merged with Markup Cot Spin Ltd and was renamed Square Fashions Yarns Ltd as a result.</li> <li>• Incorporation of Square Denims Ltd.</li> </ul>
2014	Square Consumer Products Ltd. has transformed into Square Food and Beverage Ltd.

### 2.1.2 Concerns of Square Group:

Some other concerns of the Square group are:

- Square Pharmaceutical Limited
- Square Hospital Limited
- Square Food and Beverage Limited

- Square Textile Limited
- Square Spinning's Limited
- Square Agro Limited
- Square Herbal and Nutraceutical Limited
- Square Informatix Limited
- Square Fashion Limited
- Mediacom Limited
- Massranga Production Limited
- Maasranga Communications Limited
- Sabazpur Team Company Limited
- Aegis Securities Limited

### **2.1.3 Contact and Mailing Address:**

Square Toiletries Limited is a sister concern of the renowned Square Group. The Square Toiletries Limited manufacturing plants are located in Pabna; however, the corporate headquarters location and contact information are provided below:

**Official Website:** <https://squaretoiletries.com/>

**Contact:** 09613336666

**Location:** Samson Center, 43 South Avenue, Road-126,  
Plot-CES(G) 5A, Gulshan-1, Dhaka-1212

## **2.2 Mission and Vision of SQUARE TOILETRIES LIMITED**

**Vision:** Square Toiletries Limited's vision is to create value and impact in society by enhancing people's quality of life and assuring their well-being.

**Mission:** Square Toiletries Limited's mission is to achieve greater efficiency in order to develop and deliver affordable products and services to society all time.

- Square Toiletries Limited places a premium on consumer comprehension and seeks to comprehend their ever-changing needs in order to maximize customer satisfaction.
- The company endeavors to provide reasonably priced consumer goods while

maintaining an unwavering commitment to quality through ongoing research and development to ensure compliance with international quality standards.

- Creating a work environment that nurtures and develops employees, as well as maintaining high levels of employee motivation and satisfaction, are also fundamental goals.
- Square Toiletries Limited upholds its duty to the government and society by adhering to ethical standards and promoting a social order devoid of malpractices, anti-environmental conduct, and unscrupulous or corrupt business practices.

## **2.3 Values of SQUARE TOILETRIES LIMITED**

The values and guiding principles of Square Toiletries Ltd. are centred on the welfare of the consumer, the workforce, and the community. Square Toiletries Ltd. believes it is their duty to promote the welfare of society. Even though SQUARE TOILETRIES LIMITED is a for-profit organisation, profit is not always its top priority. As a consequence, it has a strong sense of responsibility towards its consumers, its employees, and its society as a whole. These values and principles are reflected in all aspects of SQUARE TOILETRIES LIMITED's operations, from daily business operations to quality policy.

### **2.3.1 Quality Policy:**

- Committed to comprehending consumer needs in order to maximise customer satisfaction and achieve market dominance.
- Maintain the highest quality standards and continuously enhance manufacturing technology in accordance with ISO 9001: 2008, the international standard.
- Committed to attaining quality objectives by providing ongoing employee training and maintaining a pleasant working environment.

## **2.5 Social Responsibility:**

Square Toiletries Limited is the greatest manufacturer of toiletries, cosmetics, and

hygiene products in Bangladesh and an integral part of Square Group, which already has a global presence. Square Toiletries Limited and its brands have begun proclaiming their regional presence. At Square Toiletries, they believe in a 'care-based marketing approach' that aims to improve the lives of their customers and that CSR is not a special initiative, but rather what we do every day. They have effectively integrated consumer-lie-changing strategies into their primary brand initiatives. Since these initiatives are funded by brands with a focus on specific business objectives and social issues, their initiatives and approaches to better the lives of consumers are sustainable.

- As a campaign for its brand Senora, the company has conducted extensive research on menstruation and achieved widespread acceptance among parents and teachers regarding menstrual hygiene, education, and preventing early marriage. It has also established a menstruation FAQ helpline for young women who are hesitant to discuss the topic with a doctor.
- Since 2014, SQUARE TOILETRIES LIMITED has cared for the heritage of Bangladesh by reviving the folk Baul melodies through its music reality program Magic Bauliana. This company did not limit its activities to the production of reality shows; it also undertook a project to introduce our traditional culture to the global stage. Since 2015, Bangladesh has hosted the largest folk festival – "Dhaka International Folk Fest" – with participation from folk artists from all over the globe in November.
- Under Supermom and Meril, SQUARE TOILETRIES LIMITED has also established a call centre for counselling expectant mothers and women, staffed by conventional physicians and Dr. Mehtab Khanam. This service centre was established eight years ago in order to assist mothers and soon-to-be mothers with their health and psychological concerns.

## **2.6 Organization Chart:**

SQUARE TOILETRIES LIMITED has been formed around members of its family, its most valuable asset. The most remarkable aspect of working in SQUARE TOILETRIES LIMITED is this. SQUARE TOILETRIES LIMITED presupposes that work is not a daily

destination.

Over 2,000 members are currently employed by SQUARE TOILETRIES LIMITED to ensure its constant welfare and security. SQUARE TOILETRIES LIMITED has one of the lowest professional turnover rates in the industry due to its pleasant work environment and extraordinarily active agents. SQUARE TOILETRIES LIMITED emphasizes equal employment opportunities for individuals with physical disabilities.

### 2.6.1 Organizational Hierarchy Chart:

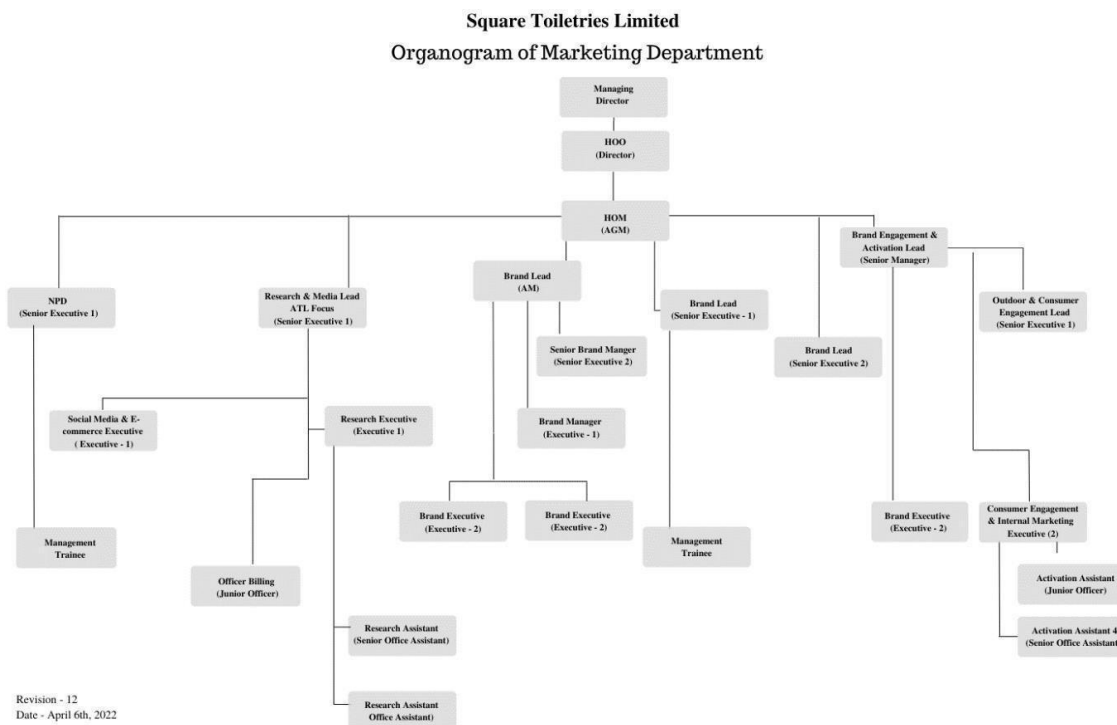


Figure 1: Organogram

## 2.7 Departments of Square Toiletries Limited

The following is a list of the functional areas in which Square Toiletries Limited operates. I was given the opportunity to work in the marketing department of the company due to my strong interest in marketing. The following departments are listed:

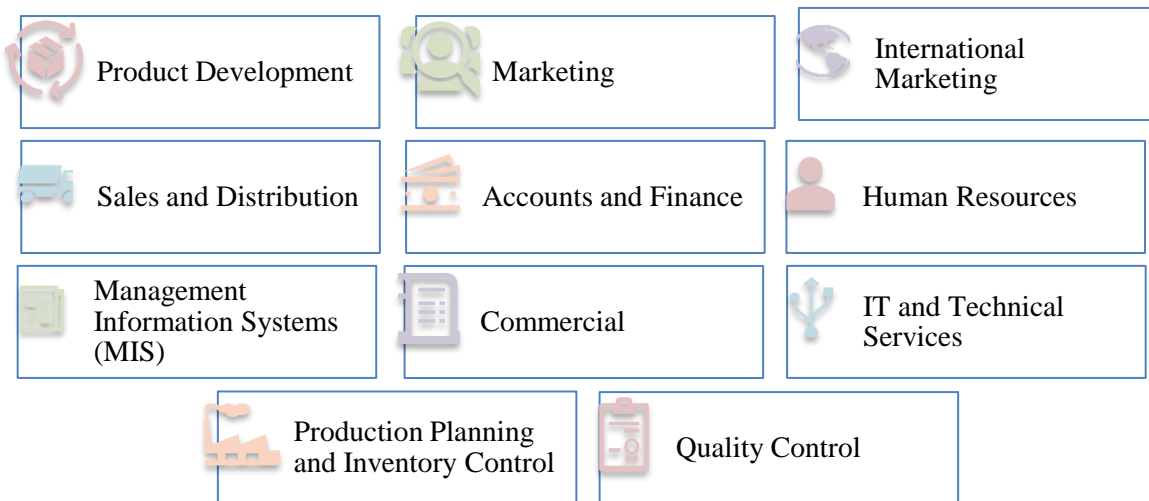


Figure 2: Departments of STL

These are Square Toiletries Limited's departments. In addition to all other departments, its corporate head office includes Sales and Distribution, Marketing, Production, International Marketing, Commercial, Accounts, Finance, and MIS. The remainder is spread across factories in Pabna, Rupshi, and Narayanganj.

## 2.8 Brands of SQUARE TOILETRIES LIMITED and Product Offerings

Square Toiletries Limited being a well-known personal care and amenities brand, has established itself as a global leader in the health, hygiene, and toiletry sectors. The company has been producing a wide range of products under several brands which has helped it to create its diverse portfolio. Each brand provides unique, high-quality items that fulfill the individual needs of customers. This company is now dedicated to offering high-quality personal care and hygiene products, as mentioned in its mission statement. "We produced this outstanding product assortment under numerous brands to supply you with the essential care. Because we care about you."

Brands	Products
<b>Health and Hygiene</b>	
<p style="text-align: center;">Senora</p> 	<ul style="list-style-type: none"> <li>• Confidence F. with Wings</li> <li>• Confidence Ultra Sanitary Napkin</li> <li>• Sanitary Napkin Belt</li> <li>• Sanitary Napkin Eco. Panty</li> <li>• Sanitary Napkin Eco. Belt</li> <li>• Sanitary Napkin Super long</li> <li>• Sanitary Napkin Panty</li> <li>• <u>Femina</u> Sanitary Napkin Panty</li> </ul>
<p style="text-align: center;"><u>Sepnil</u></p> 	<ul style="list-style-type: none"> <li>• Hand Wash liquid</li> <li>• Instant Hand Sanitizer</li> </ul>
<p style="text-align: center;"><u>Zerocal</u></p> 	<ul style="list-style-type: none"> <li>• Tablet</li> <li>• Sachet</li> </ul>
<p style="text-align: center;">Select Plus</p> 	<ul style="list-style-type: none"> <li>• 1.9 % Ketoconazole Shampoo</li> </ul>
<p style="text-align: center;">Supermom</p> 	<ul style="list-style-type: none"> <li>• Baby Diaper</li> <li>• Baby Wipes</li> </ul>



Toiletries	
<p>Meril</p> 	<ul style="list-style-type: none"> <li>• Beauty Soap</li> <li>• Lip Balm</li> <li>• Glycerin</li> <li>• Rosewater Glycerin</li> <li>• Petroleum Jelly</li> <li>• Olive Oil</li> <li>• Baby Lotion</li> <li>• Baby Olive Oil</li> <li>• Baby Toothbrush</li> <li>• Baby Gel Toothpaste</li> <li>• Baby Powder</li> <li>• Baby Shampoo</li> <li>• <u>Meril Baby</u> gift pack</li> <li>• Baby Soap</li> <li>• Nail Polish Remover</li> </ul>
<p>Revive</p> 	<ul style="list-style-type: none"> <li>• Moisturizing lotion</li> <li>• Talcum Powder</li> <li>• Facewash</li> <li>• Revive Shampoo</li> </ul>
<p>Chaka</p> 	<ul style="list-style-type: none"> <li>• Ball Soap</li> <li>• Advance Washing Powder</li> <li>• Super White</li> </ul>
<p>Jui</p> 	<ul style="list-style-type: none"> <li>• Hair Care Oil</li> <li>• Coconut Oil</li> </ul>
<p><u>Chamak</u></p> 	<ul style="list-style-type: none"> <li>• Fabric Whitener</li> </ul>
<p>White Plus</p> 	<ul style="list-style-type: none"> <li>• Toothpaste</li> </ul>

<p>Magic</p> 	<ul style="list-style-type: none"> <li>• Extra Fresh Tooth Powder</li> </ul>
<p>Xpel</p>	<ul style="list-style-type: none"> <li>• Aerosol</li> </ul>
<p>Spring</p> 	<ul style="list-style-type: none"> <li>• Air Freshener</li> </ul>
<p>Kool</p> 	<ul style="list-style-type: none"> <li>• After Shave Lotion</li> <li>• After Shave Gel</li> <li>• Shaving Cream</li> <li>• Deodorant Body Spray</li> <li>• Deo Talc</li> </ul>
<p>Shakti</p>	<ul style="list-style-type: none"> <li>• Liquid Toilet Cleaner</li> </ul>
<p>Maxclean</p>	<ul style="list-style-type: none"> <li>• Dishwashing bar</li> <li>• Dishwashing liquid</li> </ul>
<p>Maya</p> 	<ul style="list-style-type: none"> <li>• All-Natural Hair &amp; Scalp Oil</li> <li>• Marula Oil</li> </ul>
<p>Rain Shower</p> 	<ul style="list-style-type: none"> <li>• Shower Gel</li> </ul>

## 2.9 Marketing Mix of Square Toiletries Limited

A company's marketing mix consists of the elements it may influence to advertise its product or service to its target market. The four elements of marketing, known as the 4 Ps, are product, price, place, and promotion. The significance of a well-defined marketing mix is that it enables businesses to comprehend their target market and position their product or service so that it meets the requirements and desires of their customers. Square Toiletries Limited implements its plans using the Marketing Mix Model (4 Ps). Their marketing mix strategy is efficient and successful.

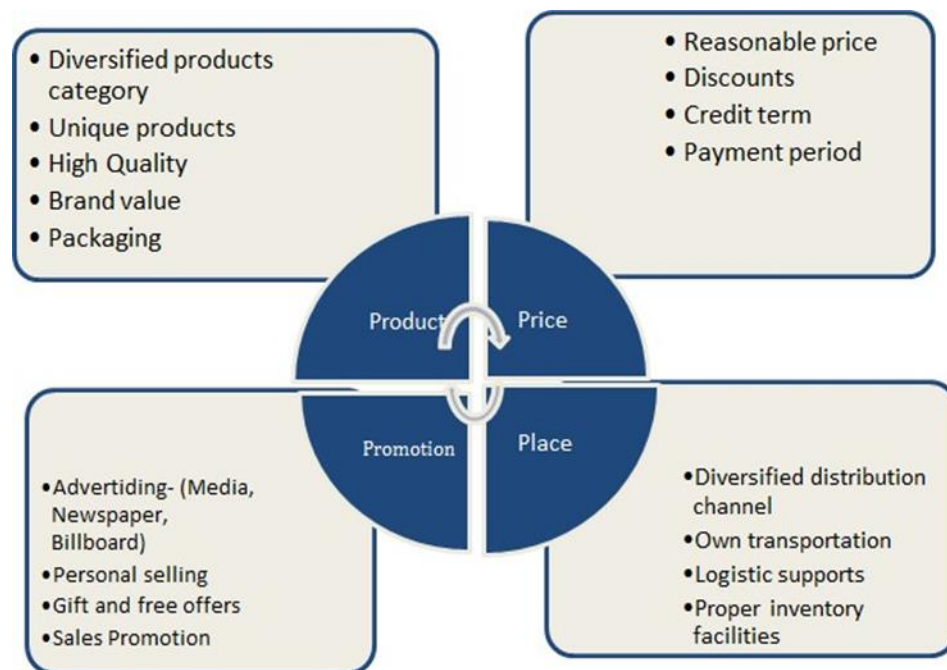


Figure 3: Marketing Mix of SQUARE TOILETRIES LIMITED

- **Product:** Square Toiletries Limited provides an extensive selection of high-quality toiletries. They guarantee product quality and brand value, and the packaging is aesthetically pleasing. In order to meet the requirements and desires of their target market, they diversify their product category by substituting products.
- **Price:** They maintain reasonable prices to make their products accessible to all

customers. They occasionally offer discounts and provide distributors with special credit terms.

- **Place:** The products are dispersed and stocked in all local stores to facilitate customer accessibility. They also have their own delivery system to ensure appropriate product distribution.
- **Promotion:** Square Toiletries Limited promotes its products through various channels, including mass media advertising, door-to-door sales, and various gift offers. They employ a variety of marketing strategies to attract and retain consumers.

Therefore, Square Toiletries Limited has effectively implemented its marketing mix strategy by emphasizing on the product's quality, price, distribution, and promotion. Their strategy has enabled them to reach their target market and satisfy the requirements and desires of their customers.

## **2.10 Company Analysis of Square Toiletries Limited:**

The market structure analysis illustrates the character of the business's competitors, the nature of the substitute products, the entry barriers, and the relative strength of consumers and suppliers. In order to evaluate the industry structure of Square Toiletries Limited, we will shed light on these details later.

The market structure analysis reveals the strengths and weaknesses of the company's competitors, the type of substitute products, the barriers to entry, and the bargaining power of consumers and suppliers. In order to assess SQUARE TOILETRIES LIMITED's industry structure, we will describe these factors in greater detail in the sections that follow.

## 2.11 Porter's Five Forces Analysis of Square Toiletries Limited:

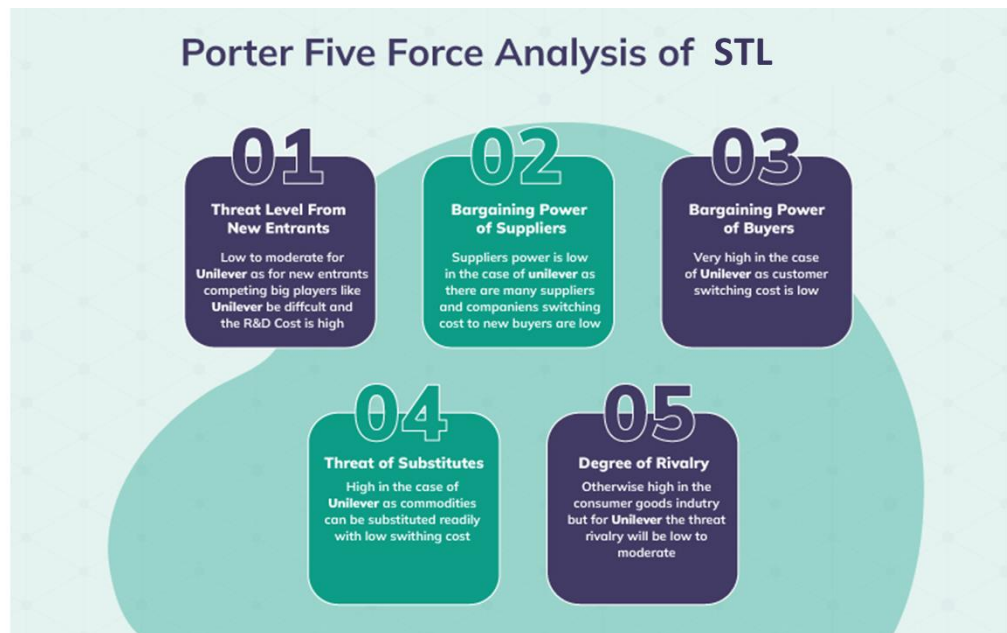


Figure 4: Porter's Five Forces

Porter's Five Factors identifies and analyzes the five forces that influence each industry in order to determine its weaknesses and strengths. A company uses these forces to develop its strategy by identifying the framework of the industry. Below is an analysis of Square Toiletries Limited using Porter's Five Forces.

- i. **Threat of New Entrants:** There is an opportunity for new entrants to advance quickly in the toiletries industry. Scale economies are an essential consideration for newcomers. For new entrants, it is not possible to simultaneously produce more products and reduce production costs at initial stages. The cost of switching to alternative toiletries is negligible. Thus the force is somewhat weak in this instance. In terms of access to distribution channels, square has a broad distribution line. Therefore, it will be difficult for newcomers to achieve the same level of accessibility as Square Toiletries Limited.
- ii. **Competitive Rivalry:**
  - **Number of Competitors:** Numerous companies, including Unilever, P&G,

Reckitt Benckiser, Kohinor Chemicals, Keya Cosmetics, SC Johnson & Johnson, etc., are Square Toiletries Limited's formidable rivals.

- Product characteristics Competitors also produce identical products. Thus, competition is fierce.
- Exit barriers are also strong as the organization's assets, machines, etc. will incur additional expenses.
- **Growth rate of the industry:** The growth rate of the industry is increasing. Consequently, many individuals are intrigued in investing in this industry.

iii. **Bargaining Power of Buyers:** Because there are so many providers on the market, consumers have a greater number of options available to them when it comes to purchasing goods from other vendors. Additionally, there are few fees associated with transferring to a different supplier. As a result, the effect of the buyer is significant.

iv. **Bargaining Power of Suppliers:** Square's brand values are significant. Even though there are numerous competitors, the company's bargaining power remains moderate, not low. The product quality is dependable, resulting in pleased customers. Therefore, its negotiation power is moderate.

v. **Threat of Substitute Products:** The threat of substitute products is moderate to high, as there are several alternatives to hygiene products on the market. Soap can be replaced with body wash gel and talcum powder can be replaced with arrowroot starch, deodorant powder, or sprinkling powder. Therefore, substituting poses a high risk.

## **2.12 SWOT Analysis of Square Toiletries Limited:**

Every company must conduct a SWOT analysis in order to identify the internal and external factors that are crucial to its success. Internal factors aid in determining a company's strengths and limitations, whereas external factors help in identifying threats and opportunities. Following is SQUARE TOILETRIES LIMITED's SWOT analysis:

<b>Strengths</b>	<b>Weakness</b>
<ul style="list-style-type: none"> <li>• Square Toiletries Limited possesses a solid brand reputation on the market.</li> <li>• Their products have top-notch quality.</li> <li>• The manufacturing sector is extremely automated, and the company's factories utilize cutting-edge technology.</li> <li>• Square has a nationwide distribution network that is well-established.</li> <li>• Their prices are fair for their products.</li> </ul>	<ul style="list-style-type: none"> <li>• Square Toiletries Limited lacks cross-functional training, which may hinder its ability to innovate and adapt to shifting market trends.</li> <li>• Their product offerings are limited in diversity.</li> <li>• Their target market may be unaware of the breadth of products they provide.</li> <li>• Some retailers may be dissatisfied with the company's products and services.</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• The toiletries industry is extremely successful, and the demand for various categories of toiletries products is rising.</li> <li>• There is a strong possibility that Square Toiletries Limited will grow internationally and</li> </ul>	<ul style="list-style-type: none"> <li>• There are no significant barriers to entry for new competitors.</li> <li>• The presence of multinational corporations poses a threat to the company's market share.</li> <li>• Some consumers may favor foreign brands over domestic</li> </ul>

<p>become a multinational company.</p> <ul style="list-style-type: none"> <li>● People are becoming more aware of the quality of the products they purchase, which could be advantageous for Square Toiletries Limited.</li> <li>● The company has the opportunity to export their products.</li> <li>● Raw materials are available in abundance.</li> </ul>	<p>brands.</p> <ul style="list-style-type: none"> <li>● The rising price of basic materials may have an effect on the company's profitability.</li> <li>● The level of competition in the industry is growing.</li> </ul>
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### 2.13 PESTEL Analysis:

PESTEL analysis assists with evaluating the external environment of a business by splitting it into political, economic, social, technological, environmental, and legal elements. It aids in identifying the business's opportunities and threats and is an effective framework for organizing corporate strategy. Below is displayed Square Toiletries Limited's PESTEL analysis:

- i. **Political Factors:** The business of Square Toiletries Limited is influenced by government policies, political stability, labor laws, and tax policies. The international marketing and tax policies are particularly significant. The 2017-2018 budget increased the value-added tax (VAT), which has a negative impact on the company's profitability. Additionally, political instability can disrupt the supply chain and raise operational expenses.
- ii. **Economic Factors:** The rising disposable income of consumers is fueling the demand for toiletries products. Bangladesh has relatively minimal labor costs, which can be advantageous for the company. However, economic conditions



such as inflation and fluctuations in exchange rates can influence the cost of primary materials and the company's profitability.

- iii. **Social Factors:** Square Toiletries Limited is influenced by socio-cultural factors such as population growth, shifting attitudes toward age and career, and rising product awareness. As the population grows, so does the demand for amenities, and people are becoming more quality-conscious about the products they use. The positioning of Square Toiletries Limited's products as high-quality can be advantageous in this context.
  
- iv. **Technological Factors:** Utilizing automated manufacturing systems, diverse distribution channels, and communication systems, as well as social media for advertising, can have a positive effect on the organization. By utilizing technology, Square Toiletries Limited can enhance its production processes, distribution networks, and marketing initiatives, thereby increasing its efficiency and effectiveness.
  
- v. **Environmental/Ethical Factors:** Environmental concerns are becoming increasingly essential to consumers, and businesses that fail to mitigate their environmental impact risk losing customers. Square Toiletries Limited is taking measures to reduce its environmental impact, which will aid in establishing its brand's reputation and attracting environmentally conscious consumers. Consumer law, health and safety law, and labor law all have an impact on Square Toiletries Limited. The company must ensure that its products are safe for consumers to use and that its employees are treated fairly. Failure to comply with these requirements may result in legal action and damage to the company's reputation.
  
- vi. **Legal Factors:** Considering legal aspects, SQUARE TOILETRIES LIMITED is primarily influenced by consumer law, health and safety law, and labor law.

Based on this PESTEL analysis, it can be concluded that the company is in a favorable position, despite some external pressure from environmental factors, due to its powerful brand power and high quality.

# CHAPTER: 3

## Industry Analysis

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### **3. Industry Analysis**

This chapter provides an overview of the complete FMCG or consumer goods industry, including its size, growth trends, maturity, and seasonality, among other factors. This chapter describes Square Toiletries Limited's competitors as well as its competitive advantages.

#### **3.1 Industry Size:**

The Fast Moving Consumer Goods (FMCG) industry contributes considerably to the global economy. According to the FBCCI document, the size of the consumer products market in Bangladesh is \$3.6 billion with an annual growth rate of 9%. Due to lockdown limitations, the COVID-19 pandemic has produced both obstacles and possibilities for the FMCG business, with customers shifting their purchase habits to online platforms.

Bangladesh's FMCG business has expanded tremendously over the years. The sector is predicted to be valued about BDT 500 billion, with a 10% annual growth rate. Consumer behavior changes, urbanization, and more financial independence are propelling the FMCG business forward. Consumers in Bangladesh are becoming more brand-conscious and quality-conscious, resulting in increased demand for FMCG items. Furthermore, the expansion of contemporary retail outlets such as hypermarkets and supermarkets has boosted consumer access to FMCG items.

The fast-moving consumer goods (FMCG) business in Bangladesh is intensely competitive, with both local and global corporations vying for market dominance. Local companies with a strong market presence include Square Toiletries Limited, Unilever Bangladesh, and ACI Consumer Brands. Furthermore, the business is seeing a rising tendency towards product variety and innovation in order to meet the changing demands of customers. The fast-moving consumer goods (FMCG) business is expected to continue its upward trend in the future years, fuelled by an increasing population, rising consumer affluence, and altering consumer tastes. However, the sector is facing challenges like as

supply chain interruptions and increased raw material prices.

### **3.2 Growth Trends**

The following occurrences demonstrate the growth trends of the industry:

- Globally, the FMCG industry has experienced extraordinary growth, with a recent decline due to the COVID-19 pandemic. According to NielsenIQ, global development in the FMCG industry was flat (-0.1%) in 2020, compared to an increase of 8% in 2019.
- Consumers' preferences for comfort and convenience are anticipated to continue to drive the growth trend.
- The FMCG industry in Bangladesh has expanded alongside the country's population. Based on the research of Industry experts, the value of the industry would rise from USD 3.70 billion in fiscal year 2023 to USD 3.90 billion in fiscal year 2024.
- The projected growth rate of the industry between 2022 and 2027 is 16.18%.
- An increase in consumer spending has substantially contributed to the expansion of the industry. Both urban and rural areas exhibit a significant increase in FMCG product consumption.

Increased rural consumption of FMCG items is one of the key development factors for Bangladesh's FMCG business. Changing lifestyle tastes, an expanding population, and more spending power have all contributed to the upward trend. Furthermore, the industry's aggressive pricing approach, broad product offers, and effective distribution methods have all contributed to its growth. In recent years, the Bangladeshi FMCG industry's effectiveness in satisfying the needs and tastes of customers has resulted in its continued expansion.

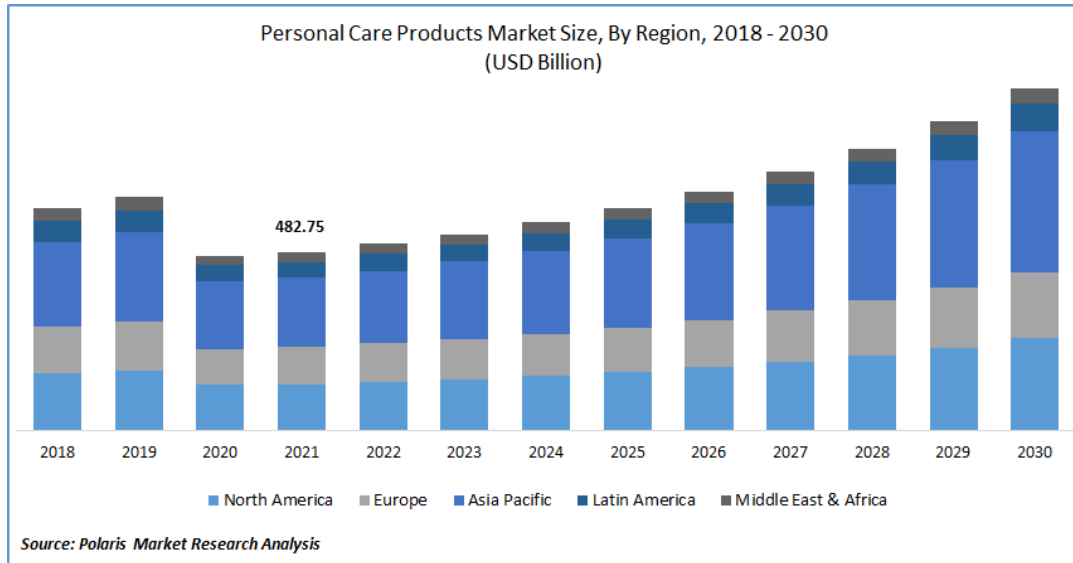


Figure 5: Personal Care Products Market Size

Global development in the FMCG industry is anticipated to continue. Due to rising consumer spending and a change in lifestyle preferences, Bangladesh's fast-moving consumer goods (FMCG) business is also growing quickly. Long-term industry growth is a result of the sector's capacity to meet consumer demands and preferences as well as its successful pricing and distribution tactics.

### 3.3 Maturity of the industry in Bangladesh:

Fast-moving consumer goods (FMCG) production in Bangladesh has grown significantly over time. In Bangladesh, you may buy toothpaste, shampoo, dishwashing liquid, and other personal care products. Square Toiletries Limited, a leader in the field, has significantly aided in its expansion.

Since its founding in 1988, Square Toiletries Limited has dominated the fast-moving consumer goods (FMCG) industry in Bangladesh. To meet the different requirements of its customers, the business provides a range of products, including cleaning supplies, toiletries, and personal care items. Along with building a strong distribution network, the company has made sure that its products are accessible in Bangladesh's urban and rural areas.

The development and promotion of new products are currently Square Toiletries Limited's primary priorities. The company's herbal toothpaste, detergent, and shampoo seem to be popular with customers. The company also offers infant care products, which are becoming more and more well-liked among parents.

Similar to this, businesses in Bangladesh are growing increasingly competitive with one another as the FMCG industry expands. Square Toiletries Limited came up with a remedy by using branding and marketing strategies. In its advertising campaigns, the group has used a range of media platforms, including print, television, and social media. To promote its brand, the firm has sponsored a number of events.

### **3.4 Seasonality:**

Due to cultural and religious celebrations, the FMCG industry in Bangladesh, specifically the toiletries market, experiences seasonal sales fluctuations. During Eid-ul-Fitr and Eid-ul-Adha, for instance, the demand for toiletries such as shampoo, detergent, and perfume increases. Square Toiletries Limited, a leader in the industry, capitalises on seasonality by increasing production and creating festive packaging and customer incentives.

The company has multiple brands that carry winter products. The portfolio for winter includes petroleum petroleum jelly, body lotion, and glycerin. Such businesses are market leaders in their respective categories and generate the majority of the company's revenue. Season has a significant impact on these businesses. This year, for example, winter arrived later than predicted, causing the company to miss its seasonal revenue goal.

The company also serves rural areas, where the demand for hygiene increases during harvest time. Square Toiletries Limited launches new products on a regular basis and maintains competitive pricing strategies during prime seasons in order to maintain consumer demand. Understanding the periodicity of the FMCG industry is crucial for companies like Square Toiletries Limited to ensure year-round production and sales optimization.

### 3.5 Impact Analysis of External Factors:

Several external economic factors have had an impact on Square Toiletries Limited's business operations and profitability.

- i. **Inflation:** Inflation is one of the biggest external economic factors affecting Square Toiletries Limited. Inflation in Bangladesh has been consistently strong in recent years, driving up the cost of transport and basic goods. The company's profit margins have been impacted by this cost increases since it has had to either maintain some of these expenses or increase consumer prices.
- ii. **Exchange Rates:** The business activities of Square Toiletries Limited have also been impacted by exchange rates. The Bangladeshi taka's depreciation against the US dollar has increased the cost of importing raw materials and equipment, further reducing the company's profit margins.
- iii. **Customer Confidence:** Customer confidence is a third external economic factor that affects Square Toiletries Limited's business operations. The COVID-19 epidemic has reduced consumer confidence since consumers are less likely to spend on non-essentials and are worried about the future. As a result, less people are buying certain of the company's products, especially its pricier personal care goods.
- iv. **Government Policies:** Government policies have also had an influence on Square Toiletries Limited's operations. To safeguard native enterprises, the Bangladeshi government has enacted a series of rules and limitations that have made it difficult for the corporation to import some vital supplies and machinery. As a result, expenditures have increased and manufacturing delays have occurred, reducing the company's overall profitability.



### 3.6 Technological Factors:

Technological advancements have had a substantial influence on Square Toiletries Limited's operations. Numerous technological advances have influenced the company's production operations, product designs, and distribution systems. Profitability has improved as a consequence of the company's adoption of innovative manufacturing technologies, which have improved production efficiency, reduced costs, and boosted output.

#### Asia represents half of overall ecommerce business

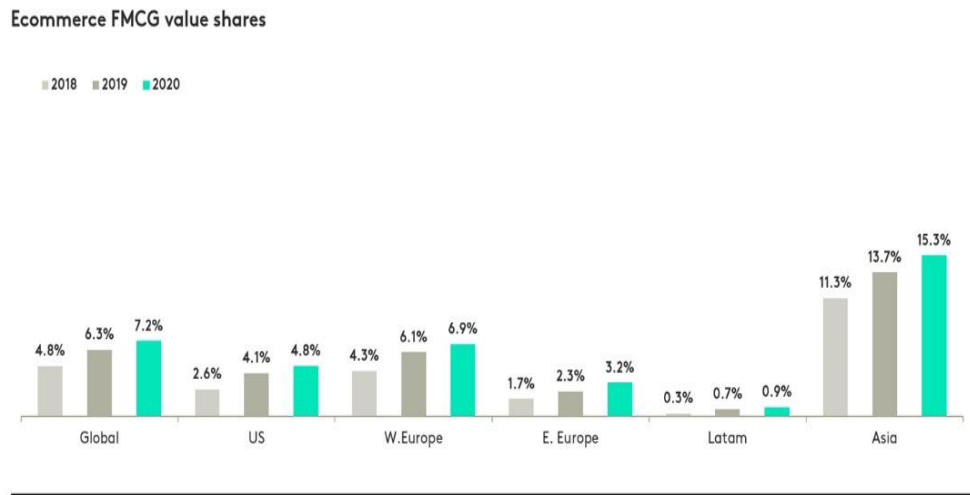


Figure 6: Influence of E-commerce in FMCG sector

Due to the growth of e-commerce and digital marketing platforms, Square Toiletries Limited has been able to reach more customers and boost relationships with their consumers. In addition, the integration of automation and robots into the production process has improved productivity while reducing requirements for human labor. The adoption of more environmentally friendly manufacturing techniques as well as the creation of sustainable products have both been significantly influenced by technology. In order to maintain its market competitiveness, Square Toiletries Limited has made an organized effort to adopt technical advancements that might boost production, cut costs, and improve the quality of its products and services.

### **3.7 Competitive Landscape:**

The fast-moving consumer goods (FMCG) business in Bangladesh is intensely competitive, with both indigenous and foreign corporations fighting for dominance. Significant companies like as Unilever, Reckitt Benckiser, and Procter & Gamble are driving the market. In addition to these huge worldwide firms, some regional enterprises, such as Square Toiletries Limited and ACI Limited, are participating in this area. These businesses compete in a multitude of areas, such as product quality, pricing, and marketing methods. Businesses continually provide discounts and promotions to tempt customers in order to obtain a competitive advantage. They also spend a lot of money on marketing and advertising. It is expected that as the business grows, competition will heat up as competitors compete for a larger share of income.

#### **3.7.1 Competitors of Square Toiletries Limited:**

In Bangladesh, Square Toiletries Limited faces competition from a number of other FMCG corporations, such as:

- Unilever Bangladesh
- Reckitt Benckiser Bangladesh Limited
- ACI Limited
- Kohinoor Chemical Company (Bangladesh) Limited
- Keya Cosmetics
- Marico Bangladesh

With almost 60% of the market share in the toiletry category, Unilever Bangladesh, the company's local subsidiary, is one of the top FMCG firms in Bangladesh. The parent firm of Dettol and Harpic, Reckitt Benckiser, holds a substantial market position in the health and sanitation industry. Kohinoor Chemical Company, which manufactures personal care and domestic cleaning products, is also a major market player. Despite facing stiff competition, Square Toiletries Limited has secured a respectable market share in women's hygiene in Bangladesh. Since its inception, SQUARE TOILETRIES LIMITED has provided quality sanitary napkins and presently holds a market share of over 70%.

### **3.7.2 Competitive Advantages:**

Several competitive advantages have allowed Square Toiletries Limited to maintain its position as market leader in the FMCG industry in Bangladesh.

- It has a diverse product portfolio that includes a number of well-known brands. The company has been able to increase its client base by serving the needs of numerous consumer categories thanks to the portfolio's variety.
- SQUARE TOILETRIES LIMITED has made substantial investments in research and development, which enables the company to produce high-quality products that satisfy the evolving requirements of customers. The dedication of the company for quality maintenance has helped it to develop customer loyalty and strong brand image.
- The company has a nationwide distribution network that includes both urban and rural areas this extensive distribution network has helped the company to reach the customers more effectively giving us a competitive advantage over its competitors.
- SQUARE TOILETRIES LIMITED has a highly competent and motivated workforce committed to preserving the company's reputation and ensuring customer satisfaction. These features, together with the company's dedication to sustainability and social responsibility, have given it a competitive advantage in the market and contributed to its success.

# CHAPTER: 4

## Description of Main Duties

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## **4 Description of Main Duties**

This chapter provides information pertinent to my internship at Square Toiletries Limited. Here I have attempted to emphasize the time period, company, departmental specifics, interaction with company employees, and job responsibilities and duties.

### **4.1 Position and Department:**

I was an Intern at the Marketing department for 3 months at Square Toiletries Limited. During my internship, I was primarily assigned to work on the newly launched premium body care brand, MAYA. With the tagline "Welcome to Natural Wellness," the business intends to provide customers with an all-natural and herbal approach to skincare.

#### **4.1.1 Period, Company, Department and Address:**

I got an opportunity to complete my internship at Square Toiletries Limited. One of Bangladesh's leading producers of toiletries is Square Toiletries Limited. The goal of the business has been to give consumers products of the highest quality for more than three decades. Square Toiletries Limited's marketing division is essential to building and promoting the company's brands in the marketplace. The following describes the working conditions and duration:

- The duration of my internship is three months, beginning on the 24th of January 2023 and ending on the 23rd of April 2023.
- The 9-hour workday began at 8.30 a.m. and ended at 5.30 p.m.
- I worked five days per week, with Fridays and Saturdays off.
- The main office of Square Toiletries Limited, where I completed my internship, is located at Samson Center, Gulshan-1, Dhaka.

### **4.2 Activities of the Department:**

The following responsibilities are within the purview of Square Toiletries Limited's (SQUARE TOILETRIES LIMITED) marketing division:

- Carrying out market research to ascertain customer needs and preferences.
- Developing strategies and plans for product promotion for the company.
- Creating and implementing marketing programs to raise brand recognition and revenue.
- Taking care of the business's web presence and social media profiles.
- Creating and managing marketing collateral, including billboards, television commercials, and print advertisements.
- Taking part in and planning trade shows and other company-sponsored activities.
- Tracking and evaluating sales data to evaluate the efficiency of marketing initiatives. Conducting focus groups and consumer surveys to obtain data and opinions.
- Working together with other divisions to make sure that product launches and marketing campaigns are effective, including supply chain, finance, and product development.

### **4.3 Tasks completed during the internship:**

To meet the company's sales objectives and targets, the marketing department's main mission is to create and put into practice efficient marketing strategies. The department is divided into three divisions:

- Event and Activation Team
- Digital Media & Research Team
- Brand Team

As an intern, I was required to deal with all three divisions in accordance with the team's needs. My internship duties entailed a combination of market research, data analysis, event administration, and daily marketing tasks.

#### **4.3.1 Market Research:**

- I have visited various marketplaces, retail stores, and modern trades to interact with consumers about particular brands.
- I visited multiple residences and talked with housewives in order to determine consumer behavior patterns for household brands.

- I was required to visit designated retail stores in order to discuss the performance of a specific brand in terms of sales with retailers and analyze their perspective on the brand.
- To comprehend the brand communication pattern for the newly launched brand MAYA, I had to speak with consumers, primarily young women from various universities.
- Following each market visit, I was required to analyze the gathered information and present the findings to the team.

#### **4.3.2 Internal Surveys:**

As an intern, I was required to conduct surveys among office employees and collect feedback on new products; the objectives of each survey varied.

- Sniff Test
- Product quality testing
- Various product sample testing
- Product texture testing

Following each survey, I was required to produce a formal report and a PowerPoint presentation detailing the results.

#### **4.3.3 Brainstorming:**

- I was required to participate in ideation sessions to generate potential new product concepts.
- I was required to evaluate the viability and commercial viability of numerous product concepts.

#### **4.3.4 Event Management:**

During my internship tenure, I got the opportunity to participate in the flagship event of Square Toiletries, "Borno Mela -2023" which was held on the International Mother Language Day.

- I was given the task of managing the Supermom Stall for the "Bornomela

2023" event.

- I assisted with the planning and organization of the booth's layout, marketing materials, and promotional activities.
- I was required to provide the brand promoters instructions and divide their task for the booth.
- I was required to interact with consumers and distribute product samples to them after answering our queries.



Figure 7: Bornomela 2023

#### 4.3.5 Daily Tasks:

- Assisting the marketing team with their daily activities, such as preparing marketing materials and coordinating with vendors and suppliers.
- Supporting a variety of marketing campaigns and initiatives.

#### 4.3.6 Data Entry:

- Assisting with data entry duties, such as data organization and entry into Excel spreadsheets.
- Ensuring the data inputted is accurate and comprehensive.



I was able to acquire valuable experience and contribute to the team's efforts in numerous ways as a result of these responsibilities.

#### 4.4 Projects during Internship:

As an intern at Square Toiletries Limited, I had the opportunity to work on a project analyzing the communication pattern of natural personal care brands, with an emphasis on the newly launched brand MAYA.

MAYA is a skin and hair care brand that believes in the power of natural wellness. The brand is aware that people need special care for their hair and appearance in tropical climates that are hot and humid, as well as during the winter and when there is excessive pollution. MAYA provides comprehensive natural hair and skin care that has been scientifically demonstrated to be effective. It believes that nature is the greatest source for assuring skin and hair care.

The brand presently has two products on the market, MAYA True Herbs Marula Oil and Maya All Natural Hair Oil, and has plans to launch 30 additional products.



Figure 8: Maya Logo and Launched Products

For the project, I conducted an in-depth analysis of ten global brands and investigated the brand communication in social media, above the line (ATL), and below the line (BTL) advertising. In addition, I carried out consumer interviews to acquire a deeper understanding of their behavior patterns. The analyzed brands are listed below:

- Bangladeshi:
  - Aarong Earth
  - Skincafe
  - Lafz
- Indian:
  - Forest Essential
  - Mamaearth
- Global:
  - The Ordinary
  - Bioderma
  - The bodyshop
- Korean:
  - Cosrx
  - Some by me

On the basis of the findings of my research, I proposed several brand communication patterns for MAYA that could increase the brand's visibility and appeal to the target audience. These patterns included strategic product positioning and experiential marketing techniques. I believe that my project will aid Square Toiletries Limited in effectively positioning the MAYA brand on the market and increasing consumer recognition of the brand.

The project provided me with invaluable experience in market research, brand communication, and consumer behavior analysis, which will undoubtedly aid me in my future professional endeavors.

#### **4.5 Interaction with Company's Employees**

During my internship at Square Toiletries Limited, I was able to interact with the employees of Marketing Department.

My supervisor was Tehsina Khanom, Assistant Manager, Marketing Department, who

provided me with valuable guidance and feedback on my work. In addition to her, I had the opportunity to collaborate closely with the Brand Manager, Event and Activation Executives, Digital Media and Research Executives and Management Trainees.

Since we worked in the same office space, the majority of my interactions with the employees were conducted in person. This enabled me to observe their work styles and comprehend how they approached duties. In addition, I corresponded frequently with employees via mail to share work updates and receive feedback. The team members were always willing to assist me and share their knowledge of various marketing strategies and campaign.

#### **4.6 Mode of Interaction:**

As my department had three distinct areas, I had the opportunity to work with all three. Microsoft Outlook is the primary means of communication there. Most duties were assigned to me face-to-face, while work files were sent to me using Outlook.

Aside from the file transfer, the majority of duties were conducted face-to-face. As in the corporate headquarters, each floor is devoted to a single department; therefore, the other departments were easily accessible as they were located on various floors. For duties involving other departments, I simply visited their floor. Every floor is equipped with a meeting room, where I would attend meetings. During my internship, I was privileged to have face-to-face communication with the department chief regarding my projects and work.

#### **4.7 What experiences I have gained.**

During my Internship at Square Toiletries Limited, I had the opportunity to acquire valuable experience in the marketing department. I am grateful for having the opportunity to have worked for a company that was so innovative and vibrant throughout my time there.

- I was responsible for a variety of duties and projects, including market research, internal surveys, data entry in Excel, ideation sessions for potential products, and daily marketing activities.
- I gained event management experience through the responsibility of administering the

Meril Baby Stall at the Bornomela 2023 event.

- I gained exposure in numerous aspects of marketing, including research, data analysis, product development, and event management, through my daily responsibilities.
- My experience at Square Toiletries Limited has provided me with a deeper understanding of marketing, including the significance of research and data analysis in the development of effective marketing strategies.
- I've learned how to work collaboratively with a team, communicate effectively, and meet deadlines by managing my time efficiently.
- During my tenure at the company, I believe that I have grown both personally and professionally due to the assistance and support of my coworkers and supervisors.

I am confident that this experience has adequately prepared me for a marketing career.

#### **4.8 Difficulties Faced During Internship**

During my internship at Square Toiletries Limited, a number of issues emerged, which affected my overall experience. It was initially challenging for me to adapt to the corporate culture of the company, as this was something completely new for me. It took me a while to comprehend my supervisors' work procedures and expectations. I also had issues with my supervisor, who was preoccupied with other things and unable to give me the time and attention I required. In addition, interns were sometimes assigned personal tasks irrelevant to their employment responsibilities, which exacerbated the difficulties. I was able to adjust and acclimatize to my new environment over time despite these challenges. My coworkers were encouraging and eager to help anytime I faced a problem. The organization also provided me with the required training and tools to efficiently carry out my tasks. Overall, despite some challenges throughout my internship, I learned a lot from the experience.

# CHAPTER: 5

## Analysis

## 5. Analysis

This chapter will compare the theories I've learned with the practices and observations I've made in the workplace. The analysis will be conducted at the company, market, and professional levels.

### 5.1 Company Level Analysis

During my internship period, the processes I found extremely efficient and which were not are mentioned here.

- **Efficient Processes:** The company's emphasis on consumer comprehension stood out as one of its efficient processes. Square Toiletries Limited places a premium on consumer feedback and invests significantly in market research to better comprehend their preferences and requirements. This enables the company to create products that meet the specific needs of the market, resulting in greater consumer satisfaction and loyalty. A robust distribution network ensures that the company's products are readily accessible to consumers across the nation.

The company's innovation strategy is a further effective procedure. Square Toiletries Limited invests perpetually in research and development to create new products that meet consumers' evolving needs. This has resulted in the introduction of new products, such as the "Supermom" line of domestic cleaners, which are marketed specifically to working mothers who require fast and efficient cleaning solutions. Additionally, the company focuses on enhancing existing products through packaging redesigns, formulation improvements, and other means.

- **Inefficient Processes:** An inefficient process is characterized by a lack of diversity in the workforce. Despite having a strong and dedicated team, the company lacks gender and ethnic diversity. This can hinder a company's ability to comprehend and satisfy the needs of a diverse market, resulting in missed development and innovation opportunities.

## 5.2 Market Level Analysis

Throughout my tenure at the company I was able to observe Square Toiletries Limited's marketing strategies which focused primarily on product differentiation, brand positioning and strong marketing campaigns. Square Toiletries Limited focuses extensively in R&D to develop innovative and high quality products which distinguishes them from other companies. Moreover, they emphasize establishing brand equity by creating a unique brand image and effectively communicating the brand's message to their target audience.

- i. **Diverse product portfolio:** The business offers a wide range of products including detergents shampoos lotions and other personal care items. This diversification allows the firm to appeal to a larger consumer base and reduces the organization's reliance on a particular product or product line. Furthermore, Square Toiletries Limited constantly offers new brands which helps to sustain consumer involvement and interest in the brand.
- ii. **Efficient supply chain management:** Square Toiletries Limited has developed a comprehensive distribution network that ensures their products are accessible in the majority of the nation. This is accomplished through partnerships with various retailers, wholesalers, and distributors, allowing the business to reach a larger audience. In addition, the company has instituted an efficient inventory management system that minimizes stock outs and ensures that its products are readily available to consumers.
- iii. **Customer Care:** Focusing on customer contentment is an additional asset of Square Toiletries Limited. The company places a high value on consumer feedback and continuously uses it to enhance its products and services. In addition, they have established a customer service centre that is readily available to resolve any questions or concerns customers may have. This emphasis on customer satisfaction has enabled the company to develop a loyal customer base and maintain a favourable reputation in the market.

### 5.3 Professional Level Analysis

From a professional point of view, my internship experience has helped me better shape my career plans. Below I discuss it elaborately:

- i. **Influence on future career plan:** During my three-month internship in the marketing department of Square Toiletries Limited, I was exposed to the company's operations, strategies, and marketing activities, which has provided me with invaluable insights that will undoubtedly influence my future career plans. As a Business and Technology Management undergraduate at the Islamic University of Technology, I have acquired a solid basis in business and management concepts, enabling me to comprehend the complexities of the company's marketing strategies and activities.
- ii. **Correlation with university knowledge:** My internship activities were closely related to the knowledge and abilities I gained in my departmental courses. For instance, the marketing courses I took in university provided me with a solid foundation in market research, consumer behavior, and brand management, which were essential skills for my internship. I was able to implement these skills in real-world situations and expand my knowledge and understanding of marketing concepts through my internship. In addition, my university coursework in digital marketing and e-commerce helped me comprehend the significance of online marketing and its function in reaching consumers in the digital age.
- iii. **Challenges and difficulties:** Adapting to the fast-paced work environment was one of the primary difficulties I faced during my apprenticeship. The company's marketing team was constantly managing multiple projects, and deadlines were always close. It was difficult to keep up with the workload while maintaining a high level of work quality. With the support and guidance of my supervisor and coworkers, I was able to develop effective time management and prioritization skills that enabled me to efficiently complete my duties.



# CHAPTER: 6

Conclusion

## **6. Conclusion and Recommendations**

This chapter will provide a summary of my analysis, my expectations, and the reality I encountered. It will also include recommendations based solely on my observations and personal perception.

### **6.1 Conclusion**

My three-month internship at Square Toiletries Limited has provided me with invaluable learning opportunities. Through my position in the marketing department, I acquired practical knowledge and skills that complimented my Islamic University of Technology education. During my time as an intern, I observed the company's strong brand reputation, efficient processes, and continuous emphasis on innovation and quality. Additionally, I valued the supportive work environment and opportunities for personal and professional development. My internship at Square Toiletries Limited has provided me with a greater understanding of the FMCG industry and the skills and knowledge necessary to pursue a career in marketing.

This report provides a summary of my three-month internship with Square Toiletries Limited's Marketing Department. It discusses the organization's overall purpose, working conditions, and contribution to the market. Additionally, it offers insight into the entire FMCG industry. It concludes with a detailed account of my work experience, including duties performed, lessons learned, and suggestions.

### **6.2 Recommendations:**

On the basis of my observations during the internship, I would like to make the following recommendations to assist Square Toiletries Limited enhance its operations and competitive advantage:

- Expansion of the product line: Although Square Toiletries Limited offers a broad variety of products, there is still room for expansion in order to serve a larger customer base. Conducting market research to identify potential market gaps and creating new products to fill those voids could be an effective business strategy.

- **Enhancing digital marketing:** In order to reach more consumers, it is essential to establish a robust online presence due to the increasing use of digital media. Investing in digital marketing, such as social media advertising, search engine optimization, and e-commerce, could provide a competitive advantage for the business.
- **Employee training and development:** Through its positive work environment, Square Toiletries Limited has already fostered and developed its workforce. However, continuous training and development programs for employees could help them keep up with the most recent industry trends and technologies, resulting in increased productivity and efficiency.
- **Implementing these suggestions could aid Square Toiletries Limited in maintaining its competitive advantage and expanding further within the FMCG market.**

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# APPENDIX

HRD/0163/2023  
January 26, 2023

Prof. Dr. Md. Abul Kalam Azad  
Head, Dept. of Business & Technology Management  
Islamic University of Technology  
Gazipur

Dear Mr. Azad,

**Subject: Internship Program in Square Toiletries Limited**

With reference to your letter of introduction dated January 11, 2023 regarding the internship program for Bachelor of Business Administration (BBA) student. We are pleased to inform you that we have provided opportunity for Ms. Anika Tasnim (ID No# 180061124) to perform an Internship Program in our Marketing Department.

The Internship period will be for 03 (three) months with retrospective effect from January 24, 2023. Ms. Tasnim is doing her project work under the guidance of Ms. Tehsina Khanom, Assistant Manager, Marketing Department.

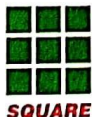
Best Regards



**Monami Haque**  
General Manager  
Human Resources

Cc:

1. Managing Director
2. Prof. Dr. Md. Abul Kalam Azad, HOD, Islamic University of Technology
3. Ms. Anika Tasnim, BBA (Student of Islamic University of Technology)
4. Office Copy



## **WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES**

**Week: 1<sup>st</sup> Week**

**Date: From 24<sup>th</sup> January 2023 to 30<sup>th</sup> January 2023**

### **List of Activities with brief description:**

1. Attended an orientation session on company values and culture.
2. Received a briefing on the rules and regulations from the department of human resources.
3. The head of marketing provided insight into the marketing department's current projects.
4. Obtained insights from the head of operations regarding the business development of the company.
5. Received an overview of Square Toiletries Limited's products.
6. Gained an understanding of the company's new herbal care brand.
7. Attempting to understand the target market for the new herbal care brand.
8. Working on the digital marketing strategy for the new herbal skin care product.
9. Performed a search for existing brands of gel toothpaste.



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Company Supervisor

**Tehsina Khanom**

Assistant Manager  
Marketing Department  
Square Toiletries Limited.



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Academic Supervisor

**S.M. Rakib Anwar**

Assistant Professor  
Business and Technology Management  
Islamic University of Technology

## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 2<sup>nd</sup> Week

Date: From 31<sup>st</sup> January 2023 to 7<sup>th</sup> February 2023

### List of Activities with brief description:

1. Listed social media influencers for the promotion of a herbal care brand.
2. Conducted an air freshener sniff test study with office attendees.
3. Prepared a report on the sniff test survey.
4. Obtained insights about several kinds of gel toothpaste during product purchasing.
5. Got an overview of pack registration by entering data into excel.
6. Made a presentation showcasing several box designs for a brand's Ramadan campaign.
7. Created a questionnaire for a market study on dishwashing brands.



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Company Supervisor

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Marketing Department  
Square Toiletries Limited.



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Business and Technology Management  
Islamic University of Technology



## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week: 3<sup>rd</sup> Week**

**Date: From 7<sup>th</sup> February 2023 to 14<sup>th</sup> February 2023**

### List of Activities with brief description:

1. Compiled a list of online stores selling dishwashing brands, along with their prices and the number of stocks keeping units they have available.
2. Went to modern trades to research the competitive landscape of the dishwashing brand market.
3. Retail stores were visited to acquire knowledge of the market and acquire information regarding dishwashing brands from retailers.
4. Prepared a report on market visit.
5. Consumers were surveyed about their dishwashing behaviors, and the results were compiled in a report.
6. Attempted to determine the size of the dishwashing market.



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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 4<sup>th</sup> Week

Date: From 14<sup>th</sup> February 2023 to 21<sup>st</sup> February 2023

### List of Activities with brief description:

1. Prepared a presentation report on the understanding of the dishwashing market.
2. The report was presented to the seniors and feedback was received.
3. Called approximately 30 individuals from the current company database to inquire about their dishwashing habits and preferences.
4. Prepared an excel file containing the reports obtained from phone calls.
5. Visited homes and spoke with housewives to gain a deeper understanding of the current dishwashing market's gaps.
6. Prepared a report of the household visits.
7. Modified the presentation to the feedback received.
8. Supervised the activities of the company's stall at "Borno Mela."



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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week: 5<sup>th</sup> Week**

**Date: From 22<sup>nd</sup> February 2023 to 28<sup>th</sup> February 2023**

**List of Activities with brief description:**

1. Conducted a sniff test study of a shampoo brand with office attendees.
2. Prepared a report on the sniff test survey.
3. Went for a packet survey and talked with 23 individuals regarding new pack design.
4. Compiled the survey results data in an excel file.
5. Prepared a presentation outlining the findings and recommendations from the survey.
6. Translated a word file containing information about the newly launch herbal care brand.
7. Started working on a product launch intention note for a new category from the herbal care brand.



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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 6<sup>th</sup> Week

Date: From 1<sup>st</sup> March 2023 to 7<sup>th</sup> March 2023

### List of Activities with brief description:

1. Developed a flowchart for the conversational setup of a messenger chatbot for a newly launched natural and herbal care brand.
2. Started working on the internship project topic.
3. Researched for premium natural and herbal care brands across the country and listed a few brands for the internship project.
4. Researched for premium natural and herbal care brands across the globe and listed some brands for the internship project.
5. Attempted to comprehend the brand story of few natural and herbal skin care brands.
6. Prepared an outline for the internship project.
7. Visited Square Corporate Headquarters and Square Food and Beverage Limited to distribute gifts for the women's day campaign.

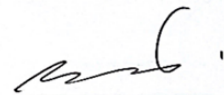


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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week: 7<sup>th</sup> Week**

**Date: From 7<sup>th</sup> March 2023 to 14<sup>th</sup> March 2023**

### List of Activities with brief description:

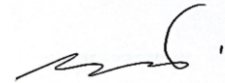
1. Conducted a survey among office participants to assess the overall quality of olive oil samples.
2. Conducted telephone interviews with 25 consumers to gain insight into user behavior patterns, and preferences for baby powder.
3. Conducted a sniff test survey to evaluate spring air fresheners with office participants.
4. Completed the internship report's outline.
5. Analyzed the brand positioning of selected personal care brands in preparation for the internship report.
6. Conducted a survey to assess the quality and user experience of face wash products among office participants.
7. Researched about the market segmentation of selected personal care brands for the internship report.



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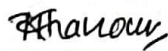
Assistant Professor  
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## **WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES**

**Date: From 15<sup>th</sup> March 2023 to 21<sup>st</sup> March 2023**

**List of Activities with brief description:**

1. Worked on the budget spreadsheet for an herbal skin care brand's OVC.
2. Conducted a survey to assess the quality and user experience of face wash products among office participants.
3. Prepared a report including the feedback from the facewash survey.
4. Visited the marketplace to receive feedback and suggestions on Meril Rose Soap packaging.
5. Prepared a report on the market visit.
6. Analyzed the brand mantra of selected personal care brands in preparation for the internship report.

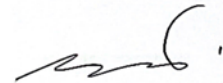


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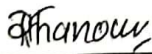
## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 9<sup>th</sup> Week

Date: From 22<sup>nd</sup> March 2023 to 28<sup>th</sup> March 2023

### List of Activities with brief description:

1. Conducted a survey among office participants to assess the color of Meril Milk and Beli Soap.
2. Prepared a report including the feedback from the soap survey.
3. Composed the introduction section of the launch intention note for few moisturizing items from the herbal care brand portfolio.
4. Researched about the brand origin of selected personal care brands in preparation for the internship report.
5. Analyzed the brand name selection part of selected personal care brands in preparation for the internship report.

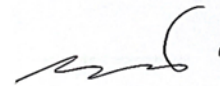


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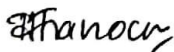
## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week: 10<sup>th</sup> Week**

**Date: From 29<sup>th</sup> March 2023 to 4<sup>th</sup> April 2023**

**List of Activities with brief description:**

1. Visited the market to observe the perception of baby care product brands among consumers.
2. Discussed market visit results and received feedback.
3. To validate the results of the preceding market visit, a market visit to baby stores was conducted.
4. Searched for social media groups for brand promotion.
5. Performed research on the pH levels of common foods.
6. Conducted research on the brand story of various skin care brands in preparation for the internship report.

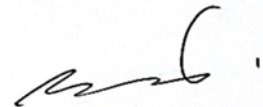


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## **WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES**

**Week: 11<sup>th</sup> Week**

**Date: From 5<sup>th</sup> April 2023 to 11<sup>th</sup> April 2023**

**List of Activities with brief description:**

1. Conducted research on the ATL campaigns of the leading ten herbal skincare brands.
2. Developed an integrated ATL marketing strategy for the brand MAYA.
3. Researched the BTL campaigns of the leading ten herbal cosmetics brands.
4. Suggested a BTL marketing campaign for MAYA.
5. Conducted a survey of office participants regarding their preferences for skincare products and their perceptions of skincare brands.
6. Assisted with an Excel file to organize budget data.
7. Structured the survey results and proposed a brand communication strategy for MAYA.



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## **WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES**

**Week: 12<sup>th</sup> Week**

**Date: From 11<sup>th</sup> April 2023 to 17<sup>th</sup> April 2023**

**List of Activities with brief description:**

1. Conducted research on Zerocal's competitors and the adverse effects of sugar substitutes.
2. Developed an integrated marketing strategy for Zerocal.
3. Presented the plan to the marketing team.
4. Researched the TTL campaigns of leading botanical skincare brands.
5. Prepared a plan recommending a TTL strategy for the all-natural brand MAYA.
6. Prepared a report recommending the Maya brand communication pattern.



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Company Supervisor

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