

**Evaluating the effectiveness of the brand visibility program
of Meril Baby, Senora and Kool in the FMCG market of
Bangladesh**

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Submitted in Partial Fulfilment of the Requirements for the Degree
Bachelor of Business Administration.



May 4, 2025

Internship Report Approval Form

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INTERNSHIP/PROJECT INFORMATION

Internship/Project: Internship

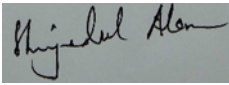
Internship Report Topic: Evaluating the effectiveness of the brand visibility program of Meril Baby, Senora and Kool in the FMCG market of Bangladesh

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☒ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

Remarks (If Not Approved/Pretrial/Full Rewrite): Not Applicable

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Letter of Transmittal

May 4, 2025

Mr. Shajedul Alam

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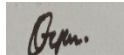
Subject: Submission of Internship Report.

Dear Sir,

With due respect, I state that I have prepared my internship report on the topic of 'Evaluating the effectiveness of the brand visibility program of Meril Baby, Senora and Kool in the FMCG market of Bangladesh'. I hereby submit this internship report which I prepared based on my 12 weeks experience in the firm as an intern.

I have tried my best to follow your instructions and make the report as perfect as possible with a meaningful outcome within the targeted time. I have also tried my best to follow appropriate methods for the topic which I have found the most relevant and practical for my internship report. I would be glad to provide any clarifications, if required. I therefore submit it and hope that you would excuse the minor errors.

Sincerely Yours



Afra Saiara Orpa

ID: 201011175

BBA Program

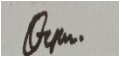
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Name: AFRA SIARA ORPA

ULAB ID # 201011175

Signature: _____

Date: May 4, 2025

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Part A

Chapter One: Internship Preparation

1.1 Motivation and expected learning from the internship

Internship is a bridge between the academic environments to practical world. I was very determined to choose internship program over project from the very start of my academic life in the BBA program. I believe choosing internship helps to boost the knowledge we gained so far and prepares us to face the real life challenges ahead. Being able to learn from professionals personally through the internship program has always motivated me. The concept of active engagement in the job sector you prefer for your career is a very practical based knowledge that will help you to survive in the long run.

1.2 Internship search process.

The internship search process was not really smooth one for me. I participated in many flagship programs and applied in my desired companies like Unilever, Marico and many more. It felt stressful and heartbreaking initially, but I never lose hope and kept trying. I kept on applying in different organizations both local and multinational. Eventually I applied at Square Toiletries Limited and got a call for interview.

1.3 Internship interview experience.

Finally the day of interview arrived. The most awaited part of the internship process. I was interviewed on 16th of January 2025 sharp at 10:00 am. I applied at Square Toiletries Limited for the sales and trade marketing position and was interviewed by senior executives of this department and HR department. This was my first internship interview and I was really excited about it. I prepared myself by studying more about this organization. I came to know about all the brands of Square Toiletries Limited. Well-known brands like Meril, Chaka, Senora, Jui, Revive, Magic, Zerocal, Supermom, Sepnil, Chamak, Supermom, Kool, Xpel, Whiteplus, Femina, Selectplus, Spring and Maya. During my interview I was asked many questions and I was being able to answer

most of it. The interview started with a brief introduction about myself. I was asked about the four P's of marketing and which P is the most important among all. Among product, price, place and promotion I stated product to be the most important. I had to support my choice with valid explanation. My interview almost lasted for 45 minutes and was given many scenario based questions to answer. Then I was asked about Maslow's hierarchy of needs and which level I think currently I belong to. Additionally during interview I suggested that STL should introduce dry shampoo and they really liked my idea. Lastly I was asked about Senora, how we can break the taboo behind this concept? My answer was the period is a natural process and there should not be any hesitation about it and the brand Senora should be promoted with more efforts. Finally the interview board told me about the facilities they were going to provide like lunch, transport, salary and many more. My interview went well and was called after few days about internship confirmation. I was interviewed with eight other people who were from Dhaka University, gladly I was selected among them from ULAB and another one from DU.

1.4 An overview of the internship organization

1.4.1 An overview of Square Toiletries Limited"

In 1988, Square Toiletries Limited (STL) began as a modest manufacturing facility in Bangladesh. It is currently among the nation's top producers of toiletries and cosmetics. Establishment. In 1988, STL was established as a branch of Square Pharmaceuticals. STL changed its status to private limited company in 1994. Two automated facilities owned by STL are located in Rupsi and Pabna Products.

Mission: "To treasure consumer understanding as one of our most valued assets and thereby exerting every effort to understand consumers' dynamic requirements to enable us in offering maximum satisfaction."

Vision: "We attempt to understand the unique needs of the consumer and translate that needs into products which satisfies them in the form of quality products, high level of service and affordable price range in a unique way."

Executive Management: The Executive Management is headed by the Managing Director and the Chief Executive Officer (CEO) who has been delegated necessary and adequate authority by the Board of Directors. The Executive Management operates through further delegations of authority at every echelon of the line management. The Executive Management is responsible for preparation of segment plans/sub-segment plans for every profit centers with budgetary targets for every item of goods and services and is held accountable for deficiencies with appreciation for exceptional performance. These operations are carried out by the Executive Management through series of team-bound initiatives.

1.4.2 Products and Services of STL

At first, STL only offered a small selection of goods, such as toothpaste, shampoo, and soap. These days, STL produces a variety of goods, such as toilet cleaners, dishwashing liquids, body spray, and detergents. JUI, MERIL BABY, CHAKA, CHAMAK, SENORA, KOOL, REVIVE, and ZEROCAL Quality are just a few of the brands that STL offers. Dragoco and Firmeuich are two well-known suppliers of raw materials used by STL. Good Manufacturing Practices are followed by STL.

Chapter Two: About the Internship

2.1 Activities of the department

Driving sales and putting marketing plans into action to promote those sales are the two main goals of Square Toiletries Limited's Sales and Trade Marketing Department. This covers tasks including creating and carrying out trade marketing plans, making sure that in-store and out-of-store branding is successful, and overseeing promotional activity budgets. Additionally, they seek to locate and engage potential customers through various marketing techniques.

1. **Creating and carrying out trade marketing initiatives:** this entails developing tactics, such as providing discounts, promotions, or other incentives, to persuade distributors and retailers to advertise Square Toiletries products.

Program execution: This involves making sure that trade marketing initiatives are carried out correctly through the distribution channels, such as making sure that retailers are informed of the available promotions and that promotional materials are appropriately displayed in stores.

2. **Sales and Business Development:** Sales Analytics and Budget Management: Examining sales information and overseeing spending plans for marketing and promotion.
3. **Sales Growth:** Developing marketing strategy and plans to attain and sustain sales growth.

2.2 Work environment

The work environment is extremely employee friendly. I felt included within a very short span of time. The presence of each individual made the place lively.

From a four year journey of academic environment at ULAB I had a typical view of organizational work place where all formal practices are maintained. My experience at STL is very different from the theoretical approach rather a very pleasant experience where all the seniors were so helpful to explain a task to the juniors and interns and where workplace culture was very friendly.

2.3 Duties and responsibilities as an intern

My duties included several activities over the three months period. I was mainly assigned to check the visibility of the three brands I worked for. The retail outlets in different parts Bangladesh are instructed to display products of the three brands- Meril Baby, Kool and Senora in certain patterns. The retailers are supposed to send photographs of the displayed products to the Territory Sales Officer (TSO). From there the data are sent to Area Sales Managers (ASM) and through Regional Sales Manager (RSM) and finally to District Sales Manager (DSM) who works as the sales leader. My duty was to cross check thousands of photographs sent from different parts of the country to ensure and calculate the sales based on which a sales commission will be given to the retail outlets. This was a very engaging task and required constant updating data. I had to make hundreds of phone calls to different retail outlets to tell them to upload the photos or about any shortcomings in their data.

In the last month of my internship I was assigned with another responsibility with some admin tasks. It included job confirmation of the sales officer and Territory Sales Officer (TSO) sent from ASM, RSM and DSM.

There were a lot of intangible issues as the duty of an intern. I got involved in the operations of STL so deeply. I had my life's first experience to work during Ramadan during this year March 2025. It was a very practical learning experience for me to adjust in any situation.

Chapter Three: Self Reflection

3.1 Highlights the likings and disliking's during internship

Likes

The internship period was the most serious learning and working phase of my life. These three months was full of excitement to learn real world business and trade and at the same time meeting talented people and learning new things from them. Each day was a new learning experience and each day I could understand I am moving one step ahead in my life. I have enjoyed the 8.30 am office arrival to 5.30 pm departure. I liked the office lunch provided in the dining hall and especially the Tuesdays because on that day a special menu was served. I learnt marketing in real life at Square Toiletries Limited.

Dislikes

About the difficulty I will say sometimes I felt the workload was too much but later when I was able to finish the task I was relieved.

3.2 How could the internship experience be improved?

During my BBA journey I took marketing as my concentration and I have enjoyed all the marketing major courses. I could be more useful if I were placed in the marketing department. The day I came for the interview I did a lot of research on the products of STL. I felt the need of “Dry Shampoo” and also told in the interview board. I also have some thoughts about the brand “Senora” and to make this product more easily available to the retail outlets and also to break the social taboo about speaking about the period and the use of quality pads. I believe I have so many thoughts and ideas about the society of Bangladesh and the marketing issues related to consumer behavior that I could be very useful in this field.

3.3 Suggestions for the organization and future plans

Suggestions

Square Toiletries Limited is a successful company in the FMCG field and will be even bigger and stronger in the future. As an intern I have learnt so much from this organization that I am indebted to everyone associated. During this period I dealt the sales and trade operations from the head office. If the interns also had an exposure to the field level work and meeting the real retail outlets and collect the runtime data that could be not only more effective learning but also a good opportunity for STL to find the real future leaders.

Future Plan

I want to build my career in the field of marketing. I will apply for suitable positions in local or multinational companies. I have this built-in quality to analyze any product to find the source, quality and price, to logically justify the price with quality and could identify the ways how the product can reach its target market. I will In-Sha-Allah use this ability of mine in my career. I want to a very successful marketing professional.

Chapter Four: Personal Development Plan

4.1 Plans for further learning and career

Next Course of Action

I plan to enhance my skills and gather knowledge in specific areas of marketing. I will also look for opportunities to attend industry workshops and seminars to stay updated on the newest trends and best practices in marketing. I want to attend any workshop or seminar on marketing and its latest trends in home and abroad. I want apply for job in reputed local or multinational companies and would like to work in the real marketing filed. I have a good presentation and public speaking ability, I want to enhance that and I know this will lead me to better career.

Career Plan

I want to achieve an MBA degree from the best university either in Bangladesh or abroad. I want to continue my job in the marketing filed for few years then go for the Master degree. I know the real life on job practical experience will enhance me in my career and a quality MBA degree

will make me more acceptable in local or global market. I feel to study more case studies in marketing success and failures about different products and companies around the world. This is a very effective way to learn for a person like me who wants to achieve the best place in marketing career. I have a dream that I will launch successful campaigns of local brands bringing then international recognitions and also at the same time bringing myself the career growth in the global scenario.

4.2. Technical and Interpersonal Skills for securing employment

I think to be a successful marketing professional one needs to have a good observation power and analytical ability. If we make a list of such skills it can be like the following:

Technical Skills (Hard Skills)

1. Digital Marketing Proficiency

- SEO (Search Engine Optimization)
- SEM (Google Ads, Bing Ads)
- Social Media Marketing (Facebook, Instagram, LinkedIn, YouTube)
- Email Marketing (Mailchimp, Sendinblue)
- Content Marketing

2. Data Analysis & Reporting

- Google Analytics
- Meta Business Suite Insights
- Excel or Google Sheets (pivot tables, VLOOKUP, basic analytics)
- Data-driven decision-making

3. Marketing Tools & Platforms

- CRM software (Zoho, HubSpot, Salesforce)
- Marketing automation tools
- Canva, Adobe Creative Suite (Photoshop, Illustrator) for content creation

4. Content Creation & Copywriting

- Writing compelling copy for ads, social media, and blogs
- Video editing basics (CapCut, Adobe Premiere Pro)

5. Market Research & Consumer Behavior

- Conducting surveys and focus groups
- Competitor analysis
- Understanding target demographics and psychographics in the Bangladeshi market

6. E-commerce & Online Sales

- Familiarity with platforms like Daraz, Shopify, or local e-commerce tools
- Understanding online payment systems in Bangladesh (bKash, Nagad, etc.)

Interpersonal Skills (Soft Skills)

1. Communication Skills

- Clear written and verbal communication (English and Bengali)
- Presentation skills for pitching ideas and reports

2. Teamwork & Collaboration

- Ability to work cross-functionally with sales, design, and product teams
- Open to feedback and collaborative brainstorming

3. Adaptability

- Staying updated with digital trends
- Comfort with fast-paced, changing environments (especially relevant in startups or agencies)

4. Creativity & Innovation

- Generating fresh campaign ideas

Part B

Executive Summary

Square Toiletries Limited is one of the leading companies in the FMCG market of Bangladesh. It was a privilege for me to do an internship at this reputed organization and able to learn so many valuable issues about corporate culture, marketing in real life action and working under pressure with tight deadlines. I was involved in the sales monitoring and audit for the brands Meril Baby, Kool and Senora. It was a challenging three months for me to learn so many small details about record keeping, using MS Excel in a very comprehensive way and communicating with retailers in almost 64 districts of Bangladesh. The reports about the proof of the visibility campaign came to the head office by the last working of the current month and I was in the team to cross check the data and record it in the database based on which the retailers will be given their sales commission and at the same time it will ensure future growth of the company. The second month of my internship was in the month of Ramadan and it was also a new adjustment for me to work during fasting and having iftar and sehri on my own leaving my family far away. I had a good working environment with supportive seniors and friendly co-workers. My internship supervisor was always there with his support for me. I have conducted a random survey to measure the success of the visibility program of STL. 87% of the respondents are familiar with the brands and 67.8% have come to know about these through TV advertisements. The visibility on the public sphere worked. 46% of the respondents rarely buy these brands and 11% never bought these. This is the grey area that the visibility must be enforced. 46.7% of the respondents emphasized quality as the dominant factor to make any purchase decision. Around 49% of the respondents opined they buy these products from the retail outlets.

Chapter One: Introduction

Research title: Evaluating the effectiveness of the brand visibility program of Meril Baby, Senora and Kool in the FMCG market of Bangladesh

1.1 Background of the study

Square Toiletries Limited is one of the leading companies in the FMCG market of Bangladesh. STL has been competing with some big players like Unilever and ACI and have secured a good market share. The competitiveness of this sector is too dynamic and the visibility of each brand is the key factor in getting the market share, sustaining it and increasing it with time. This research paper will try to focus the issue of the factor of visibility of three specific brands of STL Meril Baby, Senora and Kool in the FMCG market of Bangladesh.

1.2 Research objectives:

The research objective of this paper in order to improve Meril Baby, Senora, and Kool's brand awareness in Bangladesh's Fast-Moving Consumer Goods (FMCG) market:

1. Determine Present Brand Awareness Levels: Determine how well-known and easily recalled Meril Baby, Senora, and Kool are among Bangladeshi customers.
2. Examine Consumer Perceptions and Preferences: Determine what influences consumers' decisions to buy by learning about their attitudes, perceptions, and preferences regarding certain brands.

1.3 Research context

The toiletries market in Bangladesh has experienced significant growth over the past decades, evolving into a dynamic sector with both local and multinational players.

1.3.1 Market Background:

Market Size and Growth: The annual market for cosmetics and toiletries in Bangladesh is estimated to be over Tk 10,000 crore. Over the past 15 years, local manufacturers have increased

their market share from 40% to approximately 60%, reflecting a compound annual growth rate of 10%.

1.3.2 Shift towards local products: Efforts by local manufacturers in research and innovation have led to the development of new products, gradually replacing imported toiletries. The government's imposition of high import tariffs has also made foreign brands less accessible, further boosting the appeal of local products.

Key Competitors:

1. **Unilever Bangladesh Ltd.:** A dominant player, Unilever holds approximately 45% of the market share in the country's cosmetics and toiletries sector. Their portfolio includes well-known brands such as Lux, Rexona, Sunsilk, and Surf Excel.
2. **Square Toiletries Ltd.:** Part of the Square Group, this company commands about 18% of the market. They offer a diverse range of products, including soaps, shampoos, and detergents, under brands like Meril and Xpel.
3. **Kohinoor Chemical Company Ltd.:** Holding a 20% market share, Kohinoor is renowned for products like Xpert soap and Tibet toothpaste.
4. **Keya Cosmetics Ltd.:** With a 13% market share, Keya produces various toiletries, including soaps and toothpaste, under the Keya brand.
5. **ACI Limited:** Known for the Savlon brand, ACI holds a significant position in the antiseptic and personal care segment.
6. **Bashundhara Toiletries Ltd.:** A newer entrant aiming to capture a substantial portion of the market, Bashundhara offers products like detergent powder, toilet cleaner, and dish wash liquid. They plan to expand both domestically and into neighboring countries.
7. **Marico Limited:** An Indian multinational, Marico's Bangladeshi offerings include brands like Parachute coconut oil and Livon hair serum.

These companies, through a combination of innovative products, strategic marketing, and extensive distribution networks, continue to shape the competitive landscape of Bangladesh's toiletries market.

1.4 Research question

The existence of a specific brand in the marketplace is referred to as brand visibility. Numerous matrices and sources, including search engines, social media sites, and traditional media, can be used to measure it. Building brand awareness, expanding market share, and bringing in new clients all depend on increasing brand visibility.

The three brands Meril Baby, Kool and Senora I have been assigned to have launched a brand visibility awareness program and my research was to evaluate the effectiveness of the visibility program.

Chapter Two: Methodology

2.1 Type of research

To increase the brand visibility of Meril Baby, Senora, and Kool in the FMCG market of Bangladesh, I have conducted a survey to understand the competitive landscape, customer preferences, and potential strategies for enhancing visibility. The type of research can be classified as follows:

Descriptive Research:

- **Purpose:** To understand the current market scenario and the behavior of consumers in Bangladesh, focusing on FMCG products.
- **Approach:** Gather data on existing consumer demographics, buying patterns, brand recognition, and the product preferences of different age groups, income levels, and regions in Bangladesh.
- **Methods:** Survey based on a questionnaire targeting existing customers and potential customers.

2.2 Research design

The plan for carrying out a research study is called a research design. It describes how to gather, measure, and analyze data in a way that guarantees the accuracy and dependability of the findings. The study challenge, goals, and data type all influence the design that is selected.

In order to thoroughly examine intricate events, behaviors, experiences, and social situations, the social sciences and humanities frequently employ qualitative research as a method of inquiry. By

gathering rich and precise data from the participants' qualitative research aims to understand how and why something happens rather than depending just on numbers and statistics.

2.3 Appropriate methods for sampling, data collection, and analysis

I have used a basic random sample strategy for the investigation. This implies that every individual in the population has an equal chance of getting chosen. Using a Google form, I have selected a random sample of the entire market to complete my survey. I've considered sending the survey link at random, without any kind of selection. I've forwarded this link to the organization's staff as well.

Chapter Three

3.1 Findings and Discussion

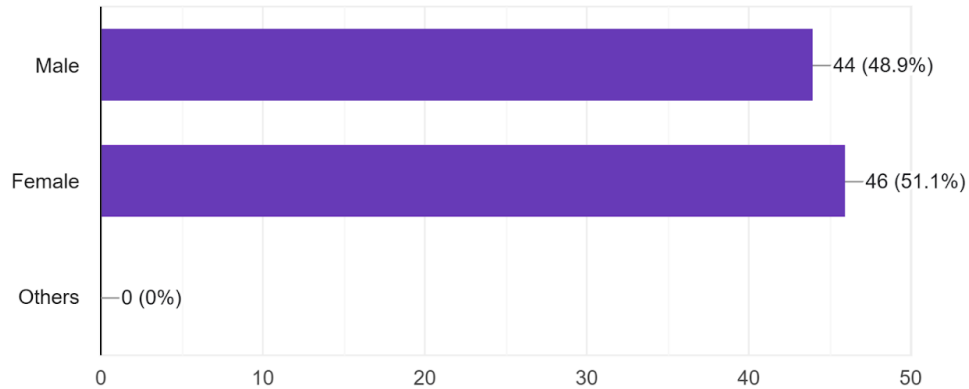
I have conducted a survey on random samples and received 90 responses. The data collected from the survey has been presented below:

Age group

From the 90 responses of the respondents 73% were from the young group of 18-24 year and 23% were from the age group of 25-34. The participation on the survey was evident from younger part of the respondents.

Gender:

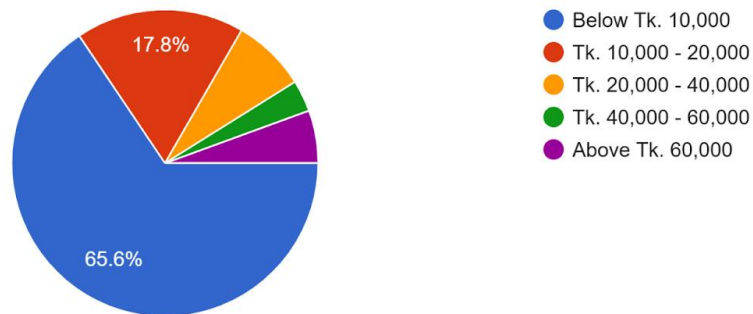
90 responses



There were greater participation of females in the survey. The visibility of the three brands definitely caught more attention of the female consumers thus increasing their participation.

Monthly income range:

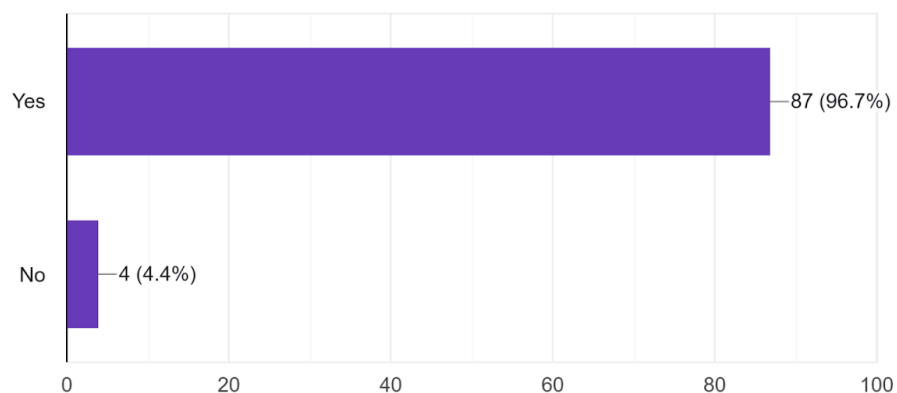
90 responses



65.6% of the respondents are from an income group of below Tk. 10,000 and 17.8% falls within Tk. 10,000-20,000 range. The remaining 16.6% are within above Tk. 20,000 range.

Are you familiar with the following brands Meril Baby, Kool and Senora?

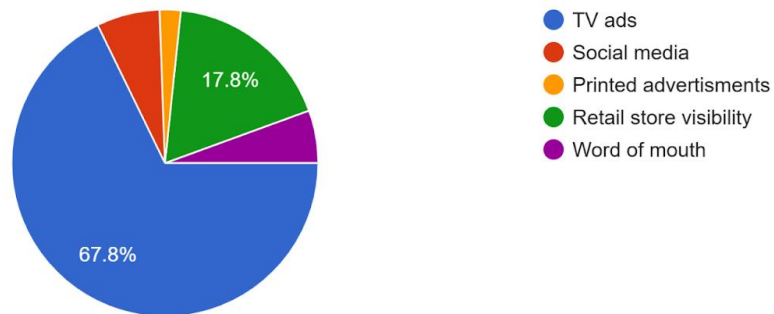
90 responses



96.7% of the participants responded that they are familiar with the brands Meril Baby, Kool and Senora. This is a significant information in terms of visibility of the brands.

How did you know about the above brands?

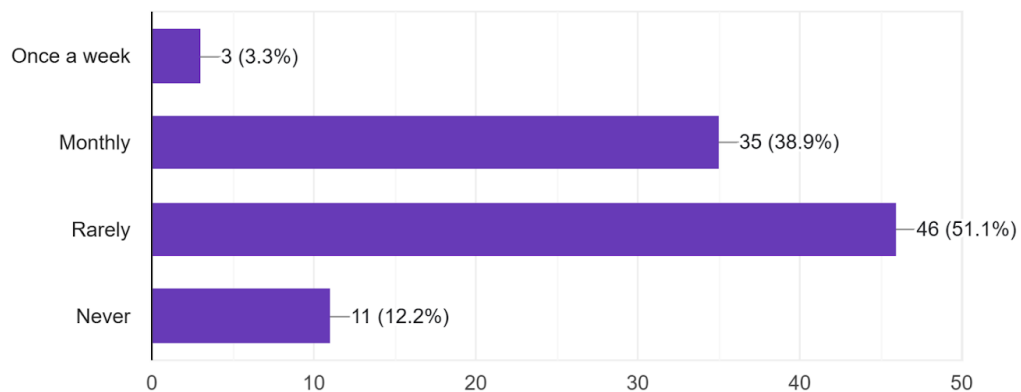
90 responses



We can see in terms of successful brand creation the role of visibility through TV ads has received 67.8% opinions. We can also see a 17.8% opinions for Retail Store Visibility. This is quite significant that the TV ads are still playing the most effective role in creating brand awareness through visibility.

How often do you purchase these brands?

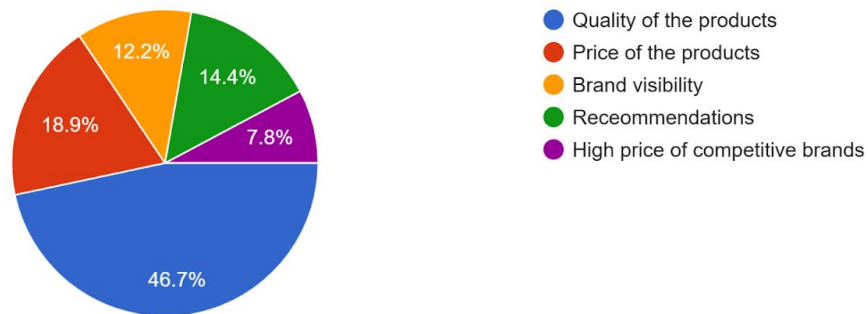
90 responses



35% of the respondents purchase the three mentioned brands at least once a month. Only 3% purchase once a week. 46% of the respondents purchase rarely and 11% never purchased any of these brands.

Which factors most influence your decision to buy Meril Baby, Kool or Senora?

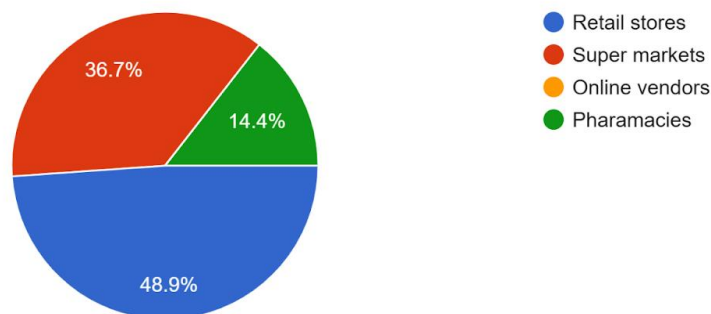
90 responses



In making the purchase decision we can see the quality factor got 46.7% opinion and 18.9% opted for price. In a highly competitive FMCG market this is a significant information that majority of the consumers give emphasis on quality and STL's products have earned a position in the market for quality.

Where do you buy the products of Meril Baby, Kool and Senora?

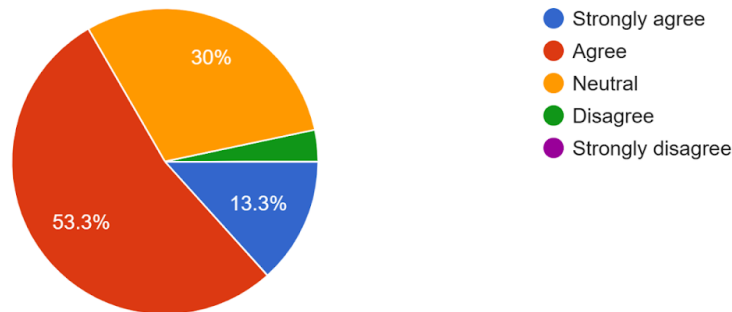
90 responses



The visibility of the three brands in the shopping outlets plays a very significant role. We can see that 48.9% of the respondents buy these products from retail stores where the products are displayed in a way that is visible to the customers. 36.7% respondents said they buy from retail stores and 14.4% from pharmacies. We can relate the factor of visibility with the buying pattern. The more the visibility the more customer awareness.

Do you think the impact of the visibility of the brands Meril Baby, Kool and Senora has created any influence on your buying decision?

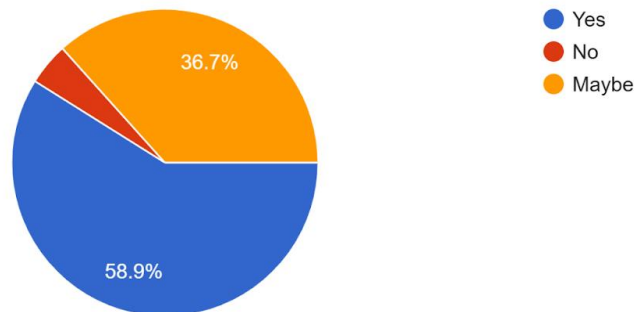
90 responses



We can see 53.3% of the respondents agreed that the visibility of the brands created an influence in the buying decision. 30% of the respondents said they have no opinion and 13.3% strongly disagreed about the notion of visibility.

Would you recommend Meril Baby, Kool and Senora to others?

90 responses



58.9% of the respondents would recommend the brands to others and 36.7% said they may and 5.1% said they will not recommend.

3.2 An overview of the findings

The survey was aimed at finding the effectiveness of the visibility of the three brands Meril Baby, Kool and Senora. 87% of the respondents are familiar with the brands and 67.8% have come to

know about these through TV advertisements. The visibility on the public sphere worked. 46% of the respondents rarely buy these brands and 11% never bought these. This is the grey area that the visibility must be enforced. 46.7% of the respondents emphasized quality as the dominant factor to make any purchase decision. Around 49% of the respondents opined they buy these products from the retail outlets.

Chapter Four: Recommendations

In a highly competitive FMCG market of Bangladesh STL has 18% market share. There is a constant drive to increase the market share and to that STL must increase the visibility of the brands.

For Meril Baby

- i. For Meril Baby products STL should target young mothers and launch campaign in maternity clinics, schools
- ii. Influencers can be used and more visibility on social media platforms of Facebook, Instagram, and YouTube shorts etc.

For Kool

- iii. Campus Activations: In collaboration with colleges and institutions, hold grooming workshops or competitions on campus for men.
- iv. Cricket & Sports Sponsorships: To capitalize on young people's enthusiasm and promote brand association, support regional cricket competitions or sports influencers.

For Senora

- v. School and College Awareness Programs: Collaborate with non-governmental organizations and educational institutions to conduct menstrual health education events, disseminating Senora booklets and samples.
- vi. Taboo-Breaking Digital Campaigns: Use tales and hashtags (such as #Period is Natural) to start awareness campaigns that combat period stigma.
- vii. Retail Visibility: Make sure that pharmacies and retail establishments have noticeable shelf space with eye-catching in-store branding.

Chapter Five: Conclusion

My internship at Square Toiletries Limited is an outstanding experience in my life. I have learnt the real life application of marketing in a highly competitive FMCG organization. Each day was full challenges and endless works which I really enjoyed. The pressure of completing targets and submitting the works at the end of the day was an outstanding feeling that increased my self-esteem. The real life exposure to corporate culture, practices and the learning opportunity will remain as a strong career guideline for me. I will always remain grateful to The Almighty, my teachers and all the management team members of Square Toiletries Limited.

References

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<https://pritiresearch.com.bd/toiletries-products-market-in-bangladesh/?utm>

Appendix:



CS003

INTERNSHIP/PROJECT PROPOSAL FORM

Name : Afra Saiara Orpa

ID : 201011175

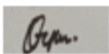
Department : BACHELOR'S OF BUSINESS ADMINISTRATION

Supervisor's name : Mr. Shajedul Alam

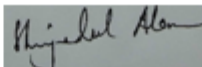
Organization Name : Square Toiletries Limited

Project title : Evaluating the effectiveness of the brand visibility program of Meril Baby, Senora and Kool in the FMCG market of Bangladesh

Student's signature & date:


19/02/2025

Supervisors' signature & date:


Feb 19, 2025

Date: 02/02/25

To
Director
Human Resources Department
Square Toiletries Limited
Samson Centre, 43 South Avenue, Gulshan

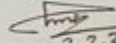
Subject: Joining Letter for the position of Intern.

Dear Madam,

With due respect, I Afriz Saitara Orpa do hereby submitting my joining letter as
an Intern in Sales department from 2nd Feb 2025 to 1st May 2025 reporting to
Razi Reza-E-Rabbi Designation: TME, Dept.: Sales

Please accept my joining letter.

Yours sincerely

Recommended

2.2.2025

Name: Afriz Saitara Orpa
Department: BBA Program
University: University of Liberal Arts Bangladesh
ID: 201011175
Mobile: 01848540925

Survey Questionnaire

Survey on: Evaluating the effectiveness of the brand visibility program of Meril Baby, Senora and Kool in the FMCG market of Bangladesh

Please spare 5 minutes of your time to fill up the following survey form. The data collected will be used only for academic purposes for writing an internship report.

1. Your age group please:

18-24
25-34
35-44
Above 45

2. Gender:

Male
Female
Others

3. Monthly income range:

Below Tk. 10,000
Tk. 10,000 - 20,000
Tk. 20,000 - 40,000
Tk. 40,000 - 60,000
Above Tk. 60,000

4. Are you familiar with the following brands Meril Baby, Kool and Senora?

Yes
No

5. How did you know about the above brands?

TV ads
Social media
Printed advertisements
Retail store visibility
Word of mouth

6. How often do you purchase these brands?

Once a week
Monthly

Rarely
Never

7. Which factors most influence your decision to buy Meril Baby, Kool or Senora?

Quality of the products
Price of the products
Brand visibility
Recommendations
High price of competitive brands

8. Where do you buy the products of Meril Baby, Kool and Senora?

Retail stores
Super markets
Online vendors
Pharamacies

9. Do you think the impact of the visibility of the brands Meril Baby, Kool and Senora has created any influence on your buying decision?

Strongly agree
Agree
Neutral
Disagree
Strongly disagree

10. Would you recommend Meril Baby, Kool and Senora to others?

Yes
No
Maybe

Part B.docx

ORIGINALITY REPORT

2%	1%	0%	2%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to RMIT University Student Paper	1%
2	Submitted to Coventry University Student Paper	1%
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