

# Marketing and unilever bangladesh

[Business](#), [Marketing](#)



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Its deep roots in local cultures and markets around the world give them a strong relationship with consumers and the foundation for future growth. In this assignment, we are going to analyze the marketing strategies of Unilever Bangladesh for two of its brand which is: Rexona and Surf Excel. We are going to give an overall summary of the various marketing segmentation, targeting, positioning, promotion, distribution and many other marketing mixes of both rexona and surf excel. Thus the main objective is to bring about a well organized summary and view of the positioning of these brands compared to its competitors.

The corporate purpose of unilever states that to succeed requires " the highest standards of corporate behavior towards everyone we work with, the communities we touch, and the environment on which we have an impact. " Hence we are going to show how they have made these two brands as one of the top brands in the world. Objective of the study In this project our objective is to analyze the 4P's of marketing i. e. Product, Price, Place and Promotion. We are also going to study how Unilever has targeted its market,

segmented and positioned its self in the minds of the consumers in Bangladesh.

Rexona- Rexona was originally created in Australia in 1900 by a pharmacist and his wife. Since then it has led the field by providing consumers with cutting-edgetechnologythat is proven to deliver outstanding results. Rexona offers a wide range of highly effective antiperspirant deodorants to meet the everyday needs of men and women - everywhere. Rexona with its unique active ingredients provides 24-hours protection against body odour and underarm wetness to help keep one physically fresh and mentally confident, even in the toughest moments.

The rexona deodarents available in bangladesh are: rexona acitv reserve, rexona ice-cool and rexona power. Surf Excel- Surf excel is the highest selling premium washing powder in Bangladesh. Over the years it has anticipated the changing washing needs of the Bangladeshi homemaker and constantly upgraded itself. Surf excel has been a pioneer in the country in encouraging others to let their children explore and discover the world around them. For any consequential stains there is Surf excel. Surf excel's advanced formula effectively removes dried in stains.

The surf excels available in bangladesh are: Surf excel Pack, surf excel mini and surf excel large pack. METHODOLOGY The focus of this preliminary study was to get the primary information from the copmany itself. Hence we paid a visit to the Unliver bangladesh company in Dhaka. We were escorted by a few of their officials and asked them a few of the basic questions which were the following: 1) How did you segment the brands? 2) whom or which group of people did you target? 3) what is the positioning of your brand? Hence a

detailed questionnaire was developed in order to collect the required information from them.

The second part of the information was collected via internet. We searched for the information in their site- [www.unilever.com.bd](http://www.unilever.com.bd) and [www.wikipedia.org](http://www.wikipedia.org). INTRODUCTION Unilever is one of the world's largest and leading multinational companies; Unilever commenced their business activities on a larger scale by setting up their first factory in Netherlands, in the year of 1872. Operating in Bangladesh for over the last four decades the company is trying to significantly contribute towards the augmentation of the standard of living by bringing world class high quality products at the door step of their customers.

The usage of Unilever products by over 80% of the people in Bangladesh stands a testimony to their successful operation. Constitution: Unilever - 60.75% shares, Government of Bangladesh - 39.25%. xad Their array of products show that they produce household care, fabric cleaning, skin cleansing, skin care, oral care, hair care, personal grooming, and tea based beverage products under worldwide famous brand names Wheel, LUX, Lifebuoy, Fair & Lovely, Pond's, Close Up, Sunsilk, Lipton, Lipton Taaza, Pepsodent, All Clear, Vim, Surf Excel, and Rexona.

Analysis of the marketing strategies Unilever produces many products. Among all the products, we are going to concentrate on two of their products which are - REXONA and SURF EXCEL. Segmentation 1) Rexona: Rexona deodorant segments its product on the basis of demographic segmentation. Demographic segmentation consists of Gender, age, lifestyle, occupation, income etc. The users of Rexona are mostly the young people and those who

go to offices regularly. 2) Surf Excel: SURF EXCEL is the highest selling detergent powder in Bangladesh.

It does not go for traditional mass marketing. Moreover as a detergent powder SURF EXCEL does not even segment its market according to gender. Surf Excel detergent segment its product on the basis of geographic segmentation. Geographic segmentation consists of world regions, country, city, density etc. [pic] (Figur2. 1): Market Segments of Surf excel Figure 2. 1 shows that Unilever Bangladesh Ltd. segments their market according to geographical areas. The population of the country is segmented into three parts which are urban, sub urban and rural area consumers. Targeting ) Rexona: Rexona deodorant targets those people who have to go to office and those who spend a long time outside their house. Rexona target millions of people in low-income markets, such as Asia, to enjoy the brand's benefits via affordable mini-sticks, mini-roll-ons and sachets of deodorant. 2) Surf Excel: According to the segmentation unilever's target market for Surf Excel is those families who has children and get their cloth dirty in all sorts of areas and need to wash them. This product is mostly used by thosefamilywhich has children and need to wash cloths 4/5 time a week.

Positioning 1) Rexona: With Rexona's unique body-responsive technology, which releases extra protection as you need it, you'll know that your deodorant won't let you down, giving you the confidence to face the day's challenges. From the above statement we can see that Rexona deodorant has positioned itself as number one deodorant brand in the country. Positioning Statement: " Rexona with its unique active ingredients provides 24-hours protection against body odor and underarm wetness to help keep

one physically fresh and mentally confident, even in the toughest moments.

2) Surf Excel: Unilever Bangladesh Ltd obtained a good position in the buyers' mind through better product attributes, price and quality, offering the product in a different way than the competitors do. The company offers improved quality of products in the industry at an affordable price with high branding, which ultimately helps to position the product in the buyers' mind as the best quality detergent powder. The market share of the company in the detergent powder industry is somewhere around 43%.

Since in the detergent powder industry all products are of same price Unilever cannot provide its consumers with better price but it is in a great position in reference with its packaging, fragrances and product designing. Marketing Mix Product SURF EXCEL falls under the category of toiletry product as a detergent powder. SURF EXCEL has three layers- Core benefit: Cleaning clothes Actual product: its color (white & blue powder), brand name (Surf Excel), features (unique washing powder which clean clothes). Augmented product: Give surety of clean clothes perfectly.

Rexona falls under the category of Cosmetics product as a deodorant. Rexona has three layers- Core benefit: provides a good body odor. Actual Product: flavor (ice cool, mini free spirit, active reserve), brand name (Rexona), styles (body spray & roll on). Augmented product: 24- hours' freshness guarantee. Key facts ? world's largest deodorant in sales and market shares ? number 1 position across more than half the world ? proprietary body-responsive technology ? the only brand tailored to the individual needs of men and women Price

Though Unilever Bangladesh gives its Surf Excel & Rexona customers a lot in terms of the product itself, it cannot provide a better pricing. This is due to some constraints in the product industry. Surf Excel & Rexona is a product with a vulnerable demand in Bangladesh. A change in price has a high risk of creating price war among the rivals which will eventually cause a loss of profit. Its prices are almost equal to its competitor. Table 1 shows Surf Excel & Rexona price. Recently Unilever launched Surf Excel “ Mini” which contains 20g detergent.

Basically its launched for the lower class people. (Table 1): Surf Excel & Rexona price | Surf Excel | Rexona | | Weight | Price | Product | Price | | 3 kg | 430 Tk. | Activreserve (40g) | 100 Tk | | 500 g. | 70 Tk | Ice Cool (40g) | 110 Tk | | 20 g. 3 Tk | Power (40g) | 100 Tk | | | Free Spirit (40g) | 120 Tk. | Place Unilever Bangladesh Ltd. has a huge distribution channel for Surf Excel & Rexona all over the country. The company has six huge warehouses, one in each division of Bangladesh, where the product goes after they are manufactured at Unilever’s factory. Table 2 shows the location of its six warehouses in Bangladesh. The company does not use its own fleet of transport for distributing its product.

However, it has outsourced its distribution process to various third party distributors, exclusively dedicated to Unilever Bangladesh Ltd. These distributors then supply the product all over Bangladesh to a huge number of retailers. Even though Surf Excel & Rexona targets the sub urban middle and upper middle class people they are distributing their products all over Bangladesh because of a recent increase in demand of its product to all segments of the population. (Table 2): Location of Unilever Bangladesh Ltd’s

Divisional Warehouses Division | Location of Warehouse | | Dhaka | Dhaka City | | Chittagong | Kalurghat Heavy I/A | | Sylhet | Sylhet City | | Rajshahi | Rajshahi City | | Khulna | Khulna City | | Barisal | Barisal City | Promotion  
Rexona & Surf Excel - Rexona deodorant and surf excel use television as the media of advertising. Most of the commercial advertisements are made in such a way so that the consumers are attracted to buy the product. Rexona & Surf Excel promotes itself by providing new advertisements and making its customer aware of the availability of its new and improved versions of the product. They also promote via billboard, magazines and leaflets.  
An advertisement of Surf Excel: [pic] Packaging Surf Excel

Surf excel is the highest selling premium washing powder in Bangladesh. Over the years it has anticipated the changing washing needs of the Bangladeshi homemaker and constantly upgraded itself. It has been constantly improving its packaging. It's developing different shapes and sizes of colorful packages in order to attract the customers and retain customers. [pic][pic][pic] 3 kg 500g 20g Rexona Rexona has a unique bottle which is protected from dust, moisture and pollution. Rexona offers a wide range of highly effective antiperspirant deodorants to meet the everyday needs of men and women - everywhere.

Rexona with its unique active ingredients provides 24-hours protection against body odour and underarm wetness to help keep one physically fresh and mentally confident, even in the toughest moments. [pic][pic][pic][pic]  
Free Spirit Mini Ice Cool Ionic Mini Free Spirit Public Relation: Public relations are a major mass-promotion tool for an organization. Public relations (PR) are the practice of managing the flow of information between an organization



and its publics. PR can be used to build rapport with employees, customers, investors, voters, or the general public. Common activities include speaking at conferences, working with the press, and employee communication.

### Shareholders

Unilever conducts its operations in accordance with internationally accepted principles of good corporate governance. It provides timely, regular and reliable information on the activities, structure, financial situation and performance to all shareholders. Distributor Unilever maintains a good relation with the distributors so that the products which they produce can easily reach to the consumers at convenient locations. With the help of distributors Unilever can also maintain its product price in such a way that it can also earn a marginal profit against its cost. Consumers Unilever is committed to providing branded products and services which consistently offer value in terms of price and quality, and which are safe for their intended use.

Products and services are accurately and properly labeled, advertised and communicated. Publicity Unilever is distributing free sample of Rexona and Surf Excel “ Mini packs” to the students of various universities for its publicity. It also provides sponsorship to many programs and events (such as sports, reality shows, talent hunt etc. ) occurring throughout the country. Children celebrated the Surf Excel Daag Utsav, an innovative activation campaign, at Dhaka Residential Model College amid much enthusiasm. Over 3,000 students, aged 6 to 12, from 20 city schools took part in 15 fun games under three zones -- Red, Blue and Orange -- in two sessions.

Surf Excel, a brand of Unilever Bangladesh Ltd, organized the programme in association with Market Access. Politics Unilever maintains a cordial relationship with the government of Bangladesh. It has legal rights to operate in this country by abiding the laws and rules followed by the country. They pay taxes regularly and donate the government during natural calamities. RECOMMENDATION After studying on SURF EXCEL and REXONA we understood that the image of two brands in the market meet the customer needs regarding toiletries and cosmetics items. Though there existing other competitors but these two brands build up its core customer to fulfill the business objectives.

In the current days Surf Excel is a common name used in about to every family due to its quality, price and its availability what is also true for Rexona. Besides this, there are some points to be followed to extend and strengthen the business-

1. The marketing strategy should be more attractive to compete with the market competitors (i. e. door to door selling).
2. The price, promotion, and distribution channel should be favorable to the customers.
3. The advertising should be livelier that can touch the customers mind and satisfaction.
4. The packaging should be changed after a certain time interval.
5. Retail network should be improved to maintain the balanced business over the whole year.
- 6.

The business performance should be such a level that can keep the company in the first place in the stock exchange chart.

7. To achieve the maximum selling the price should be offered with a minimum margin that can make the maximum customers target.
8. The corporate socialresponsibilityshould be properly maintained.

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Rural Poor Urban and Sub Urban Upper Middle and Middle Class Urban Rich