

Sales Analysis of Selected Products of an MNC in Sylhet Metro City

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This paper examines the sales performance of five selected products of Reckitt Benckiser in Sylhet metro city by analyzing sales data over last two quarters in 2015. The sales data of the top selling five products of RB were analyzed month wise and then item wise to check the trend in sales. There has been no significant monthly sales trend and steady pace in sales growth found for the products under study. The comparative analysis of five top-selling products of the company shows the dominant items in the revenue. Retailers and many customers think that RB needs to increase its promotional efforts to improve market share compared to other participants in the same industry. RB may think about more consumer-centric promotion programs and special offers to boost its sales.

Field of Research: Marketing

1. Introduction

Fast Moving Consumer Goods (FMCG) sector is one of the largest sectors in the economy of Bangladesh. In the last few years, the FMCG industry in Bangladesh has experienced a dramatic growth; both qualitative and quantitative improvements have taken place in the consumer durables segment. FMCG in marketing means convenient and low involvement products such as salt, flours, pens, chocolates, etc.

Reckitt Benckiser (RB) is a multinational consumer goods company, whose headquarter is located in Slough, England. It produces five categories of products- health, hygiene, home, food and portfolio brands. But RB operates the majority of its products into three main categories – health, hygiene and home. The company's strategy is to have a highly focused portfolio concentrating on its 19 most profitable brands, which are responsible for 70 percent of net revenues. Major brands of RB are French's Mustard, the antiseptic brand Dettol, the sore throat medicine Strepsils, the hair removal brand Veet, the air freshener Air Wick, Calgon, Clearasil,

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Cillit Bang, Durex, Lysol, Mycil and Vanish, Mortein, Harpic, Gaviscon and many more innovative customized products which strong and promising appeal to consumers. It has operations in around 60 countries and its products are sold in almost 200 countries. RB emphasizes heavily on cutting edge R&D to launch superior brands for the sake of its consumers who soul of their business.

Mortein Coil of Reckitt Benckiser (Bangladesh) has been experiencing steep downward sales in Bangladesh, downing from nearly 87 percent to currently a glaring approximately 20 percent. But during the same period, it has enjoyed around 83 percent of the total market share of toilet cleaning goods, making it the market leader in Bangladesh. This fluctuating trend in the products of Reckitt Benckiser led to taking a research initiative covering the most promising and nascent, in terms of consumer goods, Sylhet Metropolitan City area. The study has mainly been aimed to evaluate the performance of given top-selling products, including a monthly trend analysis of Reckitt Benckiser over a period of previous five months (May-September, 2015). Besides, a comparative analysis of products is crucial to gauge the performance of the products.

Introduction, objectives and scope of the study have been covered in section one. Section two covers gives a general overview of the selected products, while section three and four discuss literature review and methodology of the study respectively. Section five shows the analyses of the study, while section six discusses findings. Conclusion, implications and limitations have been covered in section seven.

1.1 Objectives of the Study

The wide objective of the study is to see the performance of FMCG in Sylhet metro city. The key objective of the study is as follows:

- To evaluate sales performance of five selected products of Reckitt Benckiser in Sylhet metro city, including a comparative analysis of these selected products.

1.2 Scope of the Study

Since Sylhet metro city is one of the most growing and promising FMCG markets in Bangladesh, it has been chosen for this study. The study has mainly been initiated to evaluate performance, along with trend analysis, and make a comparative analysis of five top-selling products of Reckitt Benckiser (Bangladesh) in Sylhet metro city. The study has been conducted focusing on five top-selling products – Harpic Cleaner, Dettol Soap, Mortein Coil, Trix Liquid and Lizol Cleaner – in Sylhet metro city territory. To evaluate performance, data of unit price, total sales quantity and the total amount of sales (Taka) of all five products over consecutive six months, May through October of 2015 have been taken and were accounted for to accomplish the objectives of the study.

2. Background of the Selected Products of Reckitt Benckiser

In 2014, the company generated global net revenue of approximately 8.84 billion pounds. In the 2014 fiscal year, Reckitt Benckiser's hygiene products category generated about 3.63 billion pounds (Statista Inc.)

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	Health	Hygiene	Home	Food	Portfolio Brands	Total (%)
% Net Revenue	31	41	20	4	4	100

Source: (Reckitt Benckiser, 2014)

Among its (RB) bulky products line are five top-selling products- Harpic Cleaner, Dettol Soap, Mortein Coil, Trix Liquid, and Lysol Cleaner- which account for Reckitt's significant proportion of net revenue and consumer demands for these five products always remain at peak level. A background discussion of these five high-demand products follows:

2.1 Harpic Cleaner

Harpic Cleaner has roughly 83 percent of total market share in toilet cleaning category with increasing sales in Bangladesh and it is the market leader in toilet cleaning. Currently in Bangladesh, It has a range of cleaning items - HARPC BD Plus 500 Trix 100 (MRP Tk.85), HARPC BD Plus 750Trix325 (MRP Tk.105), Harpic Flushmatic. 50gm-Import (MRP Tk. 90), Harpic Power 1 Lt-5X Complete (MRP Tk.130)and Harpic Power 1 Lt-5X Complete (MRP Tk.125), Harpic Power 225ml-5X Complete MRP Tk.40) - in its profile with varying sizes, types, and prices. RB often offers free stuff to its consumers with its product offerings. Plastic mug, for instance, is provided free with Harpic Cleaner. Vanish of ACI Limited and Turbo of Chemtrek Industries are some significant rivals of RB` Harpic in Bangladesh (Officials, RB, 2015).

2.2 Dettol Soap

As the world's leading brand of antiseptics and a trusted champion of family health, Dettol products offer a high standard of germ kill and are recommended by healthcare professionals for their proven ability to keep families healthy. Dettol Soap has a wide range of items with varied colors, flavors, sizes, and prices in Bangladesh, such as Dettol Cool Soap 75g-Pig/Coral MRP Tk.28), Dettol Re-energizer Soap 75g-Coral (MRP Tk.28), Dettol Skincare Soap 75g-Coral (MRP Tk.28), Dettol Soap Cool 125gm-Pig/Coral (MRP Tk.42), Dettol Soap Skin Care 125g-Coral (MRP Tk.42), Dettol BD LF 75 G x144pcs (MRP Tk.28) and so on. Dettol Soap has to maintain a stiff competition with its key rivals, – Lifebuoy Soap of Unilever and Savlon Soap of ACI Limited (Officials, RB, 2015).

2.3 Mortein Coil

Once Mortein Coil was an unparallel market leader in Bangladesh with around 87 percent of total market share and it was leading generator of RB`s total revenues. But now Mortein Coil is staying at a glaring approximately 20 percent of total mosquito coil market. Mortein Power Gard Mega Coil-6 Pair (MRP Tk.50), Mortein Power Gard Mega Coil-48SkT (MRP Tk.50), Mortein Power Gard Mega Coil-6 Pair (MRP Tk.50), Mortein Power Gard Booster Coil (MRP Tk.32, and Mortein BD PB Hex 4+1 CP (MRP Tk.128) fall in a range of RB`s coil. Major competitors of Mortein Coil are ACI Coil, Elephant Coil, Jumbo Coil, ARS Coil etc(Officials, RB, 2015).

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2.4 Trix Liquid

Trix is a completely new dishwashing solution and .It can be used on all types of utensils including steel, non-sticky, glass, porcelain etc. Reckitt Benckiser in Bangladesh sells a variety of Trix Liquid including TrixLemn250ml Poly Pch-24 Pc (MRP Tk.35), Trix Lemon 500ml-InHouse/20/= Off (MRP Tk.60), Trix Lemon 500ml-Inhouse (MRP Tk.80), Trix Mint 250ml Poly Pch-24 Pc (MRP Tk.35), Trix Mint 500ml-IH/20/= Off (MRP Tk.60) and Trix Mint 500ml-Inhouse (MRP Tk.75) (Officials, RB, 2015).

2.5 Lysol Cleaner

Lysol is a brand name of cleaning and disinfecting products distributed by Reckitt Benckiser. Lysol claims to destroy 99.9 percent of viruses and bacteria; those it doesn't wipe out usually survive in cracks and porous surfaces. Lysol 500ml Floral-Inhouse (MRP Tk.110), Lysol 975ml Citrus-Inhouse (MRP Tk.200), Lysol 975ml Citrus-Inhouse (MRP Tk.200), Lysol BD Citrus 500 FC Free (MRP Tk.110), Lysol BD Floral 500 FC Free (MRP Tk.110) and Lysol BD Lavend 500 FC Free (MRP Tk.110) (Officials, RB, 2015).

3. Literature Review

In recent years, the FMCG industry worldwide has experienced a difficult market condition. In some categories, formerly popular brands have either been deleted or squeezed between the category leaders and low-cost competitors (Ullah et al. 2012)

3.1 Major Segments in FMCG Sector

3.1.1 Foods and Beverages

Food stuffsinclude bread, dairy products like butter, milk, cheese etc., vegetable oil, cooking oil, flour, chocolates, candies, ice-creams, biscuits, jam, ready-to-eat items, and chips and so on. While beverages include tea, coffee, soft drinks, packaged juices, energy drinks, packaged drinking water etc (G. Kannan, 2014).

3.1.2 Personal Care, Oral Care, Hair Care and Skin Care

Such products include sanitary napkins, tissues, razors, shaving creams, shave-gel, anti-ageing products, shampoos, conditioners, lotions, cosmetics, deodorants, perfumes, hair oil, tooth-paste, tooth-brush, moisturizers, and cleansers, bathing soaps, body-wash and other toiletries (G. Kannan, 2014).

3.1.3 Household Care

Household care products consist of laundry soaps, synthetic detergents, dish washing liquid/ gel, floor cleaners, toilet cleaners, air fresheners, insecticides and mosquito repellents, metal polish, furniture polish and so on (G. Kannan, 2014).

3.2 Five Forces That Will Shape the FMCG Sector

3.2.1 A Billion New Consumers in Emerging Markets

This decade marks the tipping point in a fundamental long-term economic rebalancing. In the coming years, the growth of emerging markets will continue to outstrip that of the developed world by a wide margin. While the emerging countries in Asia—most notably China, India, and Indonesia—already had a significant share of global growth (18 percent) throughout the last decade, this growth share is expected to increase to nearly 30 percent in the next decade.

3.2.2 The Rise of the Digital Consumer

In figuring out how to win in this new digital world, CPG companies face some major strategic questions—including how to build a successful business through online retail channels, how to build brands and categories in a socially networked world, and how to exploit technology-driven opportunities to understand consumers more deeply and connect with them more often.

3.2.3 The Shift to Value

The global financial crisis has driven consumers to value offerings, and it is a trend that is likely to stick. Recent McKinsey research suggests that 70 percent of US consumers are looking for ways to save money.

3.2.4 The Impact of Demographic Shifts on Consumption Patterns

The United Nations projects that the total population of people older than 65 will double to 1 billion over the next 20 years. By 2030, one in four Western Europeans will be elderly, as will one in five North Americans.

3.2.5 Increasing Supply Chain Volatility

For the most successful CPG companies, globalized trading has represented a huge opportunity to expand into new markets and consolidate supply and production. Yet globalization, combined with specialization, has also triggered a sharp increase in the global volatility of commodity input prices (Chatterjee et al. 2010).

4. Methodology of the Study

The research method used in the study is explorative.

1. The study has primarily been conducted based on secondary Data. Local distribution and agent offices of Reckitt Benckiser, related journals, and periodicals, financial statements of RB, supportive companies of Reckitt Benckiser, web contents of RB and other supportive companies have been evaluated to collect secondary data. Collected secondary data have been carefully scrutinized to tabulate, analyze, and present to get to the research objectives.

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2. In addition to secondary data, direct visits to some retail outlets, discussions with the operational body of RB, the concerned authority of distributional houses, sales representatives, and consumers, and taking expert opinions in Sylhet metro city have been conducted to give a more realistic picture of the performance of the company.

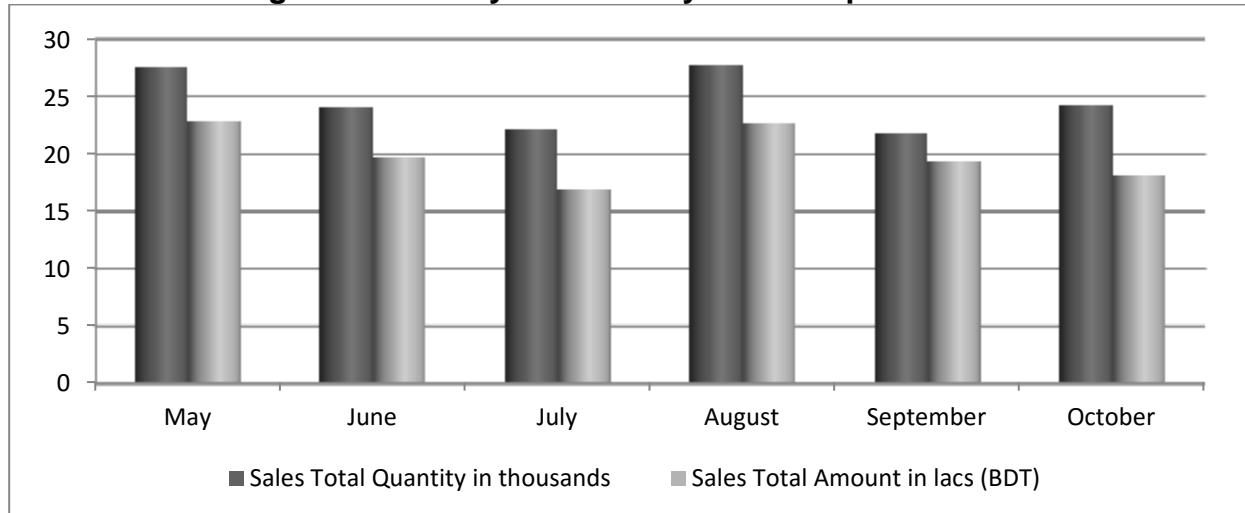
5. Analysis

5.1 Performance Evaluation, Including Monthly Trend Analysis

Table 1: Monthly Trend Analysis of Harpic Cleaner

Month	Sales Total Quantity in thousands	Sales Total Amount in lacs (BDT)
May	27.639	22.84988
June	24.014	19.76356
July	22.208	16.91385
August	27.813	22.66406
September	21.845	19.32546
October	24.202	18.16133

Figure 1: Monthly Trend Analysis of Harpic Cleaner



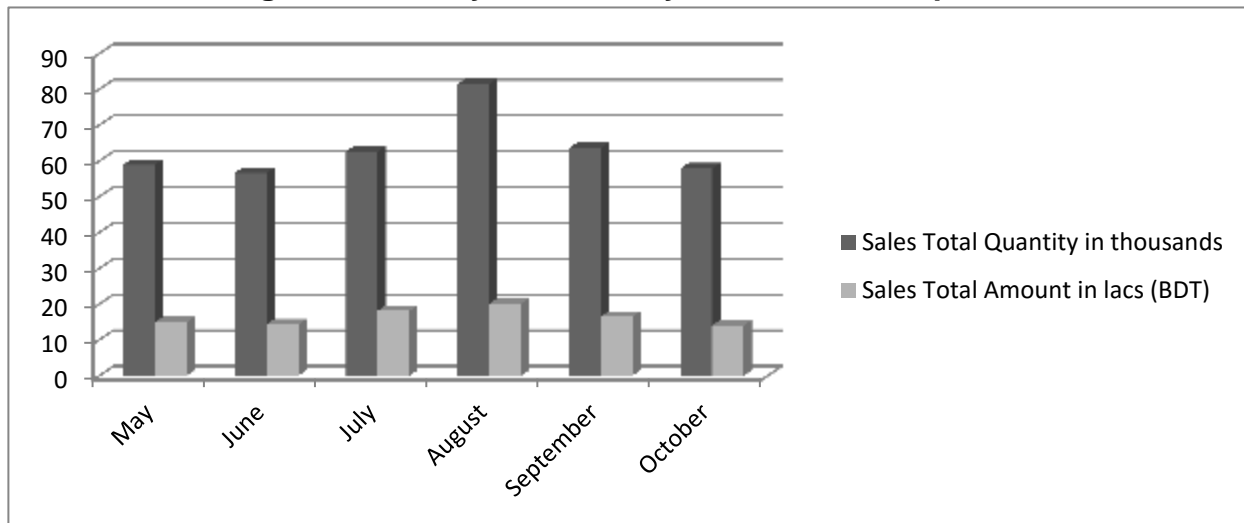
Observation at the figure shows that sales of Harpic Cleaner in May were roughly 28 thousand units. But sales in next two consecutive months-June and July- saw a steady decline. August enjoyed a glaring rise in both total units and returns. But again there was a sharp decline in September, with 6000 units fewer in total units sold in August.

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Table 2: Monthly Trend Analysis of Dettol Soap

Month	Sales Total Quantity in thousands	Sales Total Amount in lacs (BDT)
May	58.911	14.93332
June	56.654	14.32346
July	62.690	18.15523
August	81.460	20.13618
September	63.625	16.51028
October	57.928	14.03404

Figure2: Monthly Trend Analysis of Dettol Soap



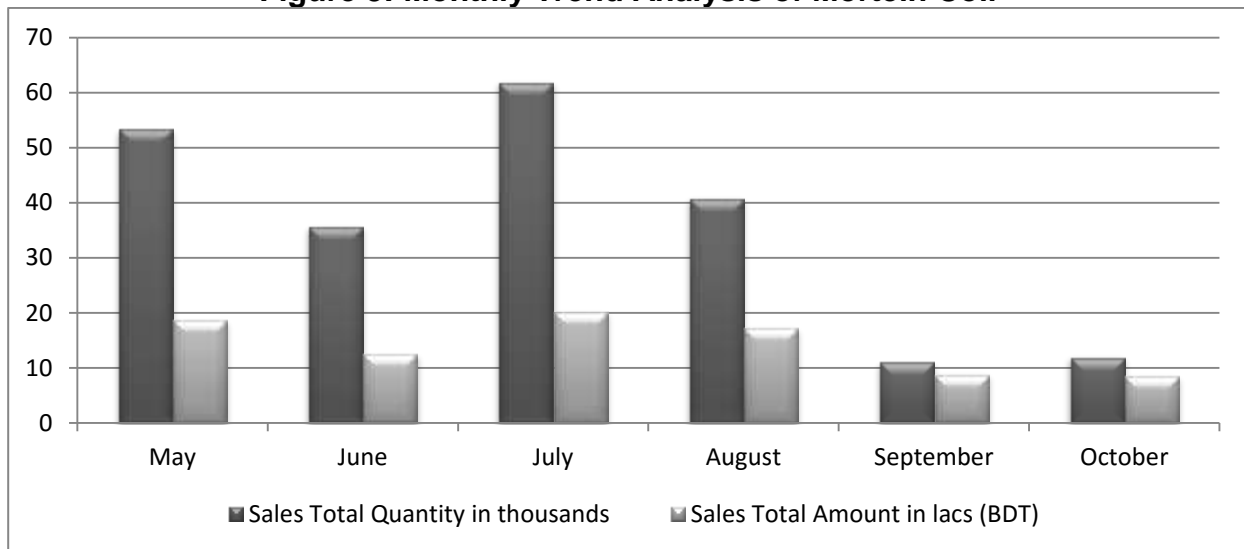
There is not much difference between revenue earned in both May and June. There was a slight difference of roughly 1500 units of Dettol Soap. It is clear that the sales in July were roughly 6000 units more than that in June. Strikingly August saw a steep boost, reaching a total of about 81 thousand units. Hence, August accounted for highest revenue (slightly above Taka 2 million). But both September and October experienced a big collapse in both total units and revenue.

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Table 3: Monthly Trend Analysis of Mortein Coil

Month	Sales Total Quantity in thousands	Sales Total Amount in lacs (BDT)
May	53.454	18.74295
June	35.780	12.65392
July	61.901	20.18074
August	40.859	17.26774
September	11.190	8.88036
October	11.969	8.55952

Figure 3: Monthly Trend Analysis of Mortein Coil



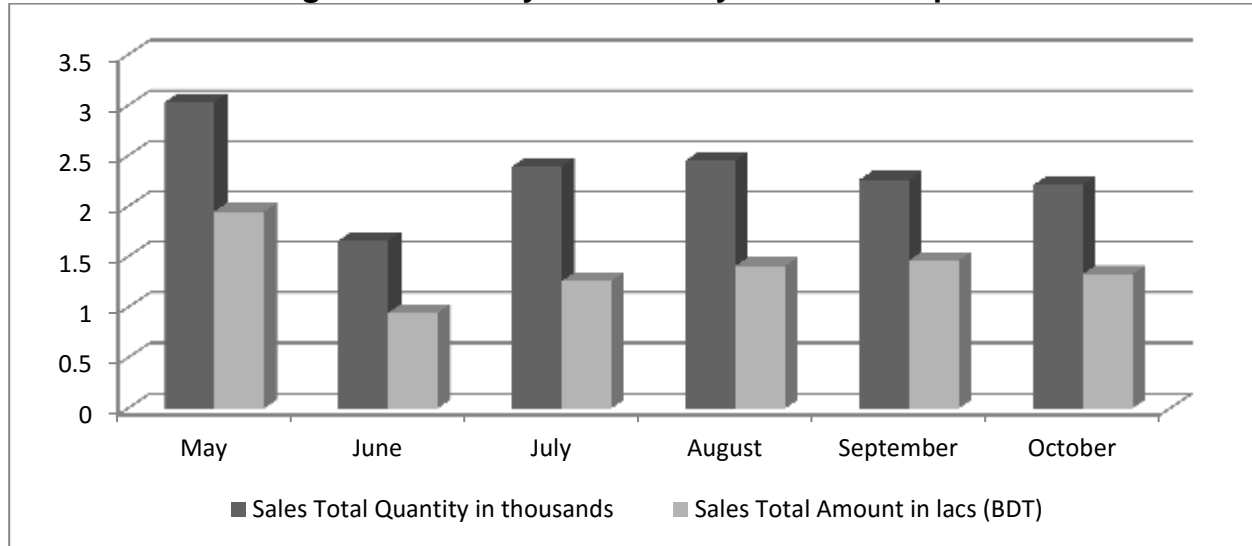
May and July had healthy sales figures of nearly 53 and 62 thousand units respectively. Both units sold and revenue earned in September and October were considerably low. Sales figures for both September and October were almost same.

Table 4: Monthly Trend Analysis of Trix Liquid

Month	Sales Total Quantity in thousands	Sales Total Amount in lacs (BDT)
May	3.035	1.95010
June	1.664	.94730
July	2.398	1.26230
August	2.457	1.41095
September	2.266	1.46640
October	2.213	1.32940

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Figure 4: Monthly Trend Analysis of Trix Liquid

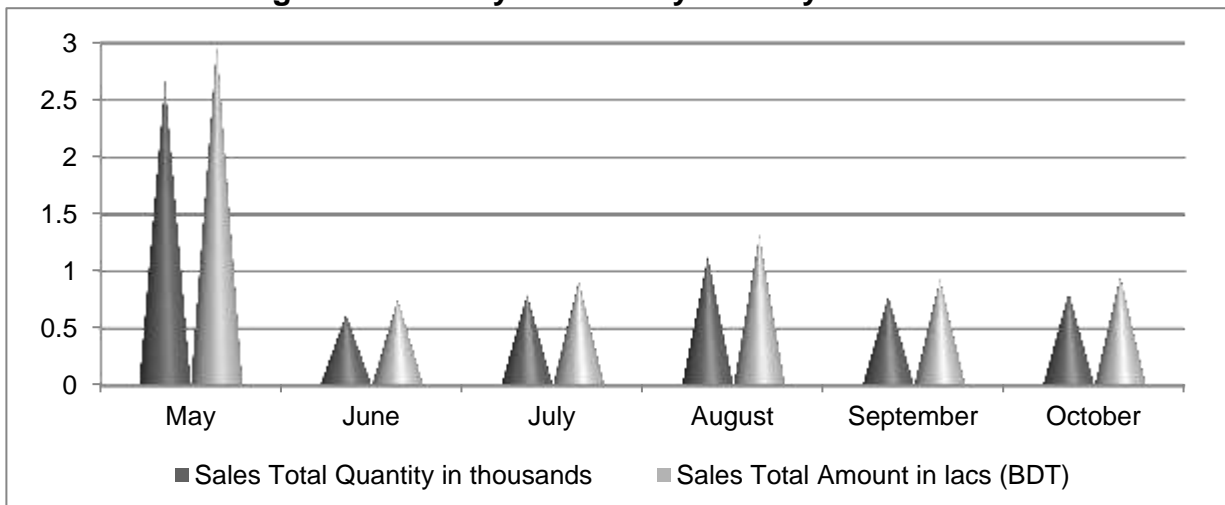


The figure shows that total quantity of sales of Trix Liquid in May was nearly 3 thousand units with the revenue of approximately Taka 0.2 million. But the units sold and revenue earned in June again reached half of those of preceding month. Sales figures for next four months remained almost stable with no significant growth.

Table 5: Monthly Trend Analysis of Lysol Cleaner

Month	Sales Total Quantity in thousands	Sales Total Amount in lacs (BDT)
May	2.672	2.99680
June	.626	.75970
July	.801	.92250
August	1.134	1.32390
September	.785	.93460
October	.816	.95970

Figure 5: Monthly trend analysis of Lysol Cleaner



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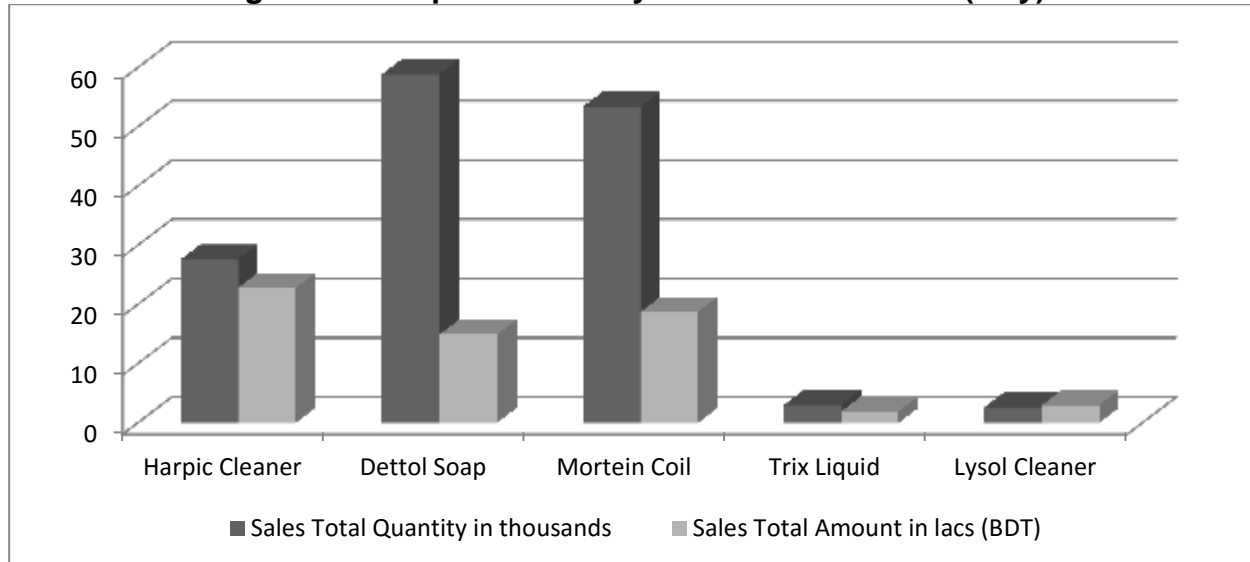
Sales of Lysol Cleaner in May were roughly above 2.5 thousand units, with generating a revenue of nearly .3 million. Sales saw an increase in August again, reaching above one thousand units. But September saw a glaring fall again with almost similar figures shown for June, July, and October.

5.2 Comparative Analysis of Five Products for Individual Month

Table 6: Comparative Analysis of Five Products (May)

Product Name	Sales Total Quantity in thousands	Sales Total Amount in lacs (BDT)
Harpic Cleaner	27.639	22.84988
Dettol Soap	58.911	14.93332
Mortein Coil	53.454	18.74295
Trix Liquid	3.035	1.95010
Lysol Cleaner	2.672	2.99680

Figure 6: Comparative Analysis of Five Products (May)



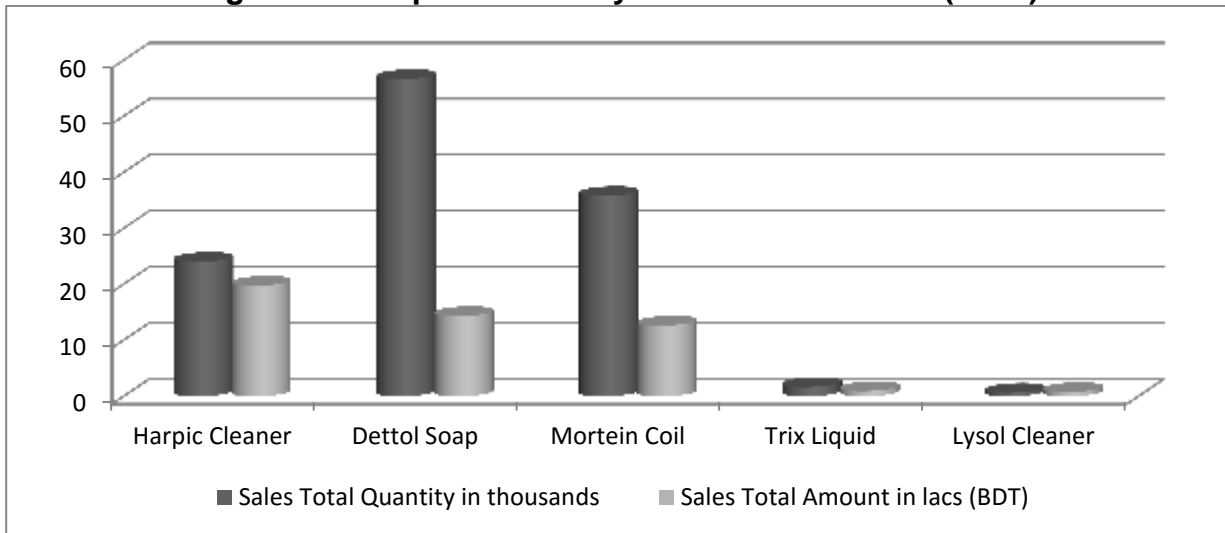
In May, Harpic Cleaner accounted for around 28 thousand units, generating around 2.3 million in sales revenue. The figure indicates that though Dettol Soaps were sold in highest quantity (Approximately 59 thousand units) in May, it stays in the third position in terms of generating revenue after Harpic Cleaner and Mortein Coil. The quantity of Trix Liquids sold was more than those of Lysol Cleaner. Sales of Lysol amounts (nearly Taka .3 million) higher in revenue than sales revenue of Trix Liquid.

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Table 7: Comparative Analysis of Five Products (June)

Product Name	Sales Total Quantity in thousands	Sales Total Amount in lacs (BDT)
Harpic Cleaner	24.014	19.76356
Dettol Soap	56.654	14.32346
Mortein Coil	35.780	12.65392
Trix Liquid	1.664	.94730
Lysol Cleaner	.626	.75970

Figure 7: Comparative Analysis of Five Products (June)



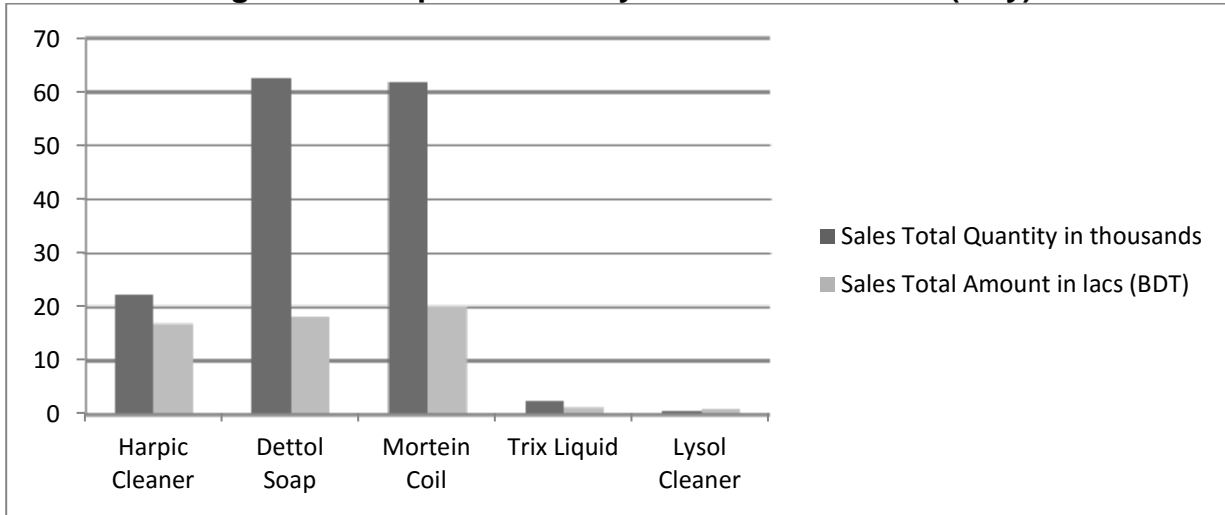
The bar chart above depicts that Dettol Soap makes up top place in sales total quantity (nearly 57 thousand units) in June. Mortein Coil stays in the second position that accounts for nearly 36 thousand units sold, but it generates nearly Taka 1.4 million in revenue. Lysol Cleaner, with both total units sold and revenue earned, resides in the bottom of the basket.

Table 8: Comparative Analysis of Five Products (July)

Product Name	Sales Total Quantity in thousands	Sales Total Amount in lacs (BDT)
Harpic Cleaner	22.208	16.91385
Dettol Soap	62.690	18.15523
Mortein Coil	61.901	20.18074
Trix Liquid	2.398	1.26230
Lysol Cleaner	.801	.92250

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Figure 8: Comparative Analysis of Five Products (July)



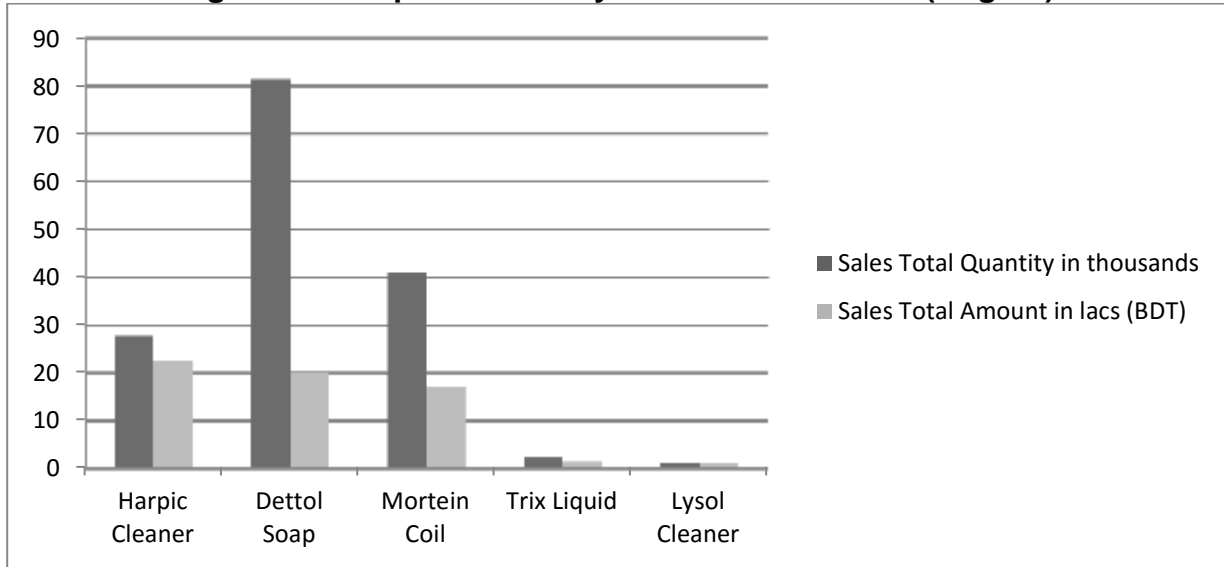
The analysis of July sales figure shows that total units of two products – Dettol Soap and Mortein Coil- sold are roughly same (some 62 thousand units) but Mortein Coil, remains as atop producer of revenues among five items. During the same period, Harpic Cleaner is sold slightly above 22 thousand units and earns nearly 1.7 millions of returns. Both Trix Liquid and Lysol showed staggering performance, accounting below 3000 units individually.

Table 9: Comparative Analysis of Five Products (August)

Product Name	Sales Total Quantity in thousands	Sales Total Amount in lacs (BDT)
Harpic Cleaner	27.813	22.66406
Dettol Soap	81.460	20.13618
Mortein Coil	40.859	17.26774
Trix Liquid	2.457	1.41095
Lysol Cleaner	1.134	1.32390

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Figure 9: Comparative Analysis of Five Products (August)



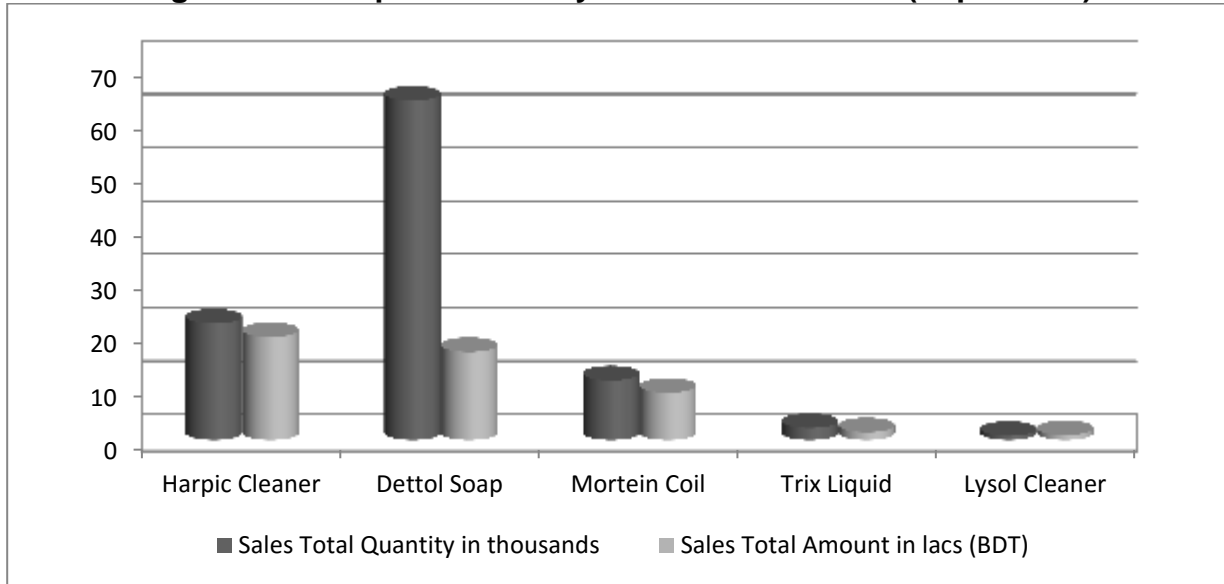
The graph illustrates that Dettol Soaps (slightly above 81 thousand units), were sold twice more than Mortein Coil (almost 41 thousand units). Besides, Dettol Soaps are sold three times more than Harpic Cleaner in August. Although Harpic Cleaner is responsible for third total units sold in the list, it earns the highest amount of returns. The figure also demonstrates that Lysol Cleaner in the context of both sales total units and total returns is accountable for lowest performance.

Table 10: Comparative Analysis of Five Products (September)

Product Name	Sales Total Quantity in thousands	Sales Total Amount in lacs (BDT)
Harpic Cleaner	21.845	19.32546
Dettol Soap	63.625	16.51028
Mortein Coil	11.190	8.88036
Trix Liquid	2.266	1.46640
Lysol Cleaner	.785	.93460

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Figure 10: Comparative Analysis of Five Products (September)



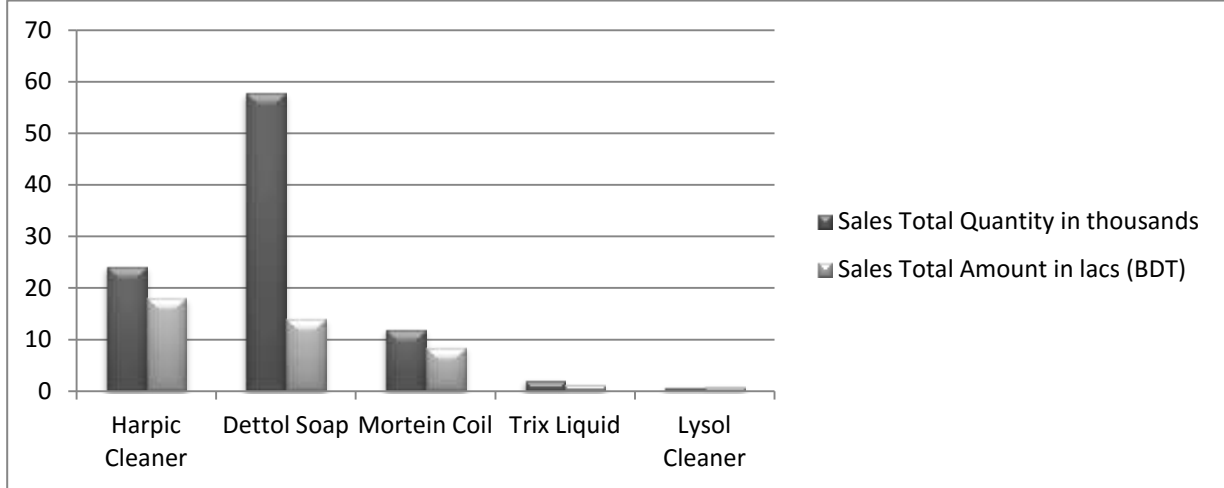
It is noticeable that Harpic Cleaner tops the list in terms of revenues, accounting to just above Taka 1.9 million in September. But it stays in second place with sales of about 22 thousand units after Dettol Soaps that were sold roughly 64 thousand units. Though, total units of Mortein Coil (only slightly above 11 thousand units) sold in September are glaringly fewer than those of Dettol Soaps. Revenue earned from Mortein Coil is nearly half of that of Dettol Soap.

Table 11: Comparative Analysis of Five Products (October)

Product Name	Sales Total Quantity in thousands	Sales Total Amount in lacs (BDT)
Harpic Cleaner	24.202	18.16133
Dettol Soap	57.928	14.03404
Mortein Coil	11.969	8.55952
Trix Liquid	2.213	1.32940
Lysol Cleaner	.816	.95970

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Figure 11: Comparative Analysis of Five Products (October)



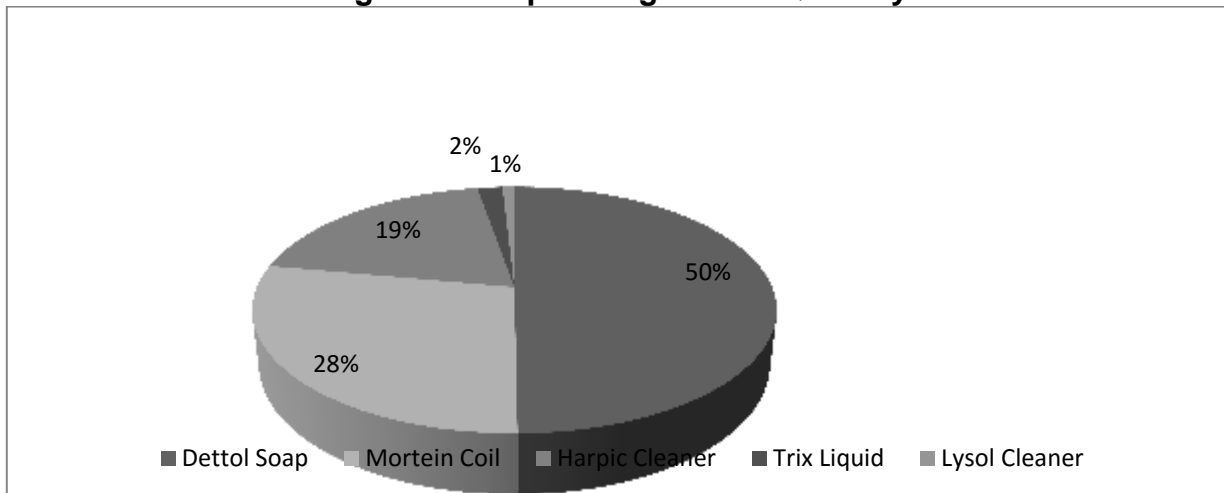
Dettol soap accounts for nearly 58 thousand units in October, while Harpic, earned the highest amount of revenue (BDT 1.8 million). Lysol Cleaner remains at bottom of the list, accounting below one thousand units and nearly Taka .1 million.

5.3 Top-Selling Items in Terms of both Quantity and Revenue

Table 12: Top-selling Item In Terms Of Quantity

Month (May-October)	Dettol Soap	Mortein Coil	Harpic Cleaner	Trix Liquid	Lysol Cleaner
Sales Total Quantity in thousands	381.268	215.153	147.721	14.033	6.834

Figure 12: Top-selling Item in Quantity



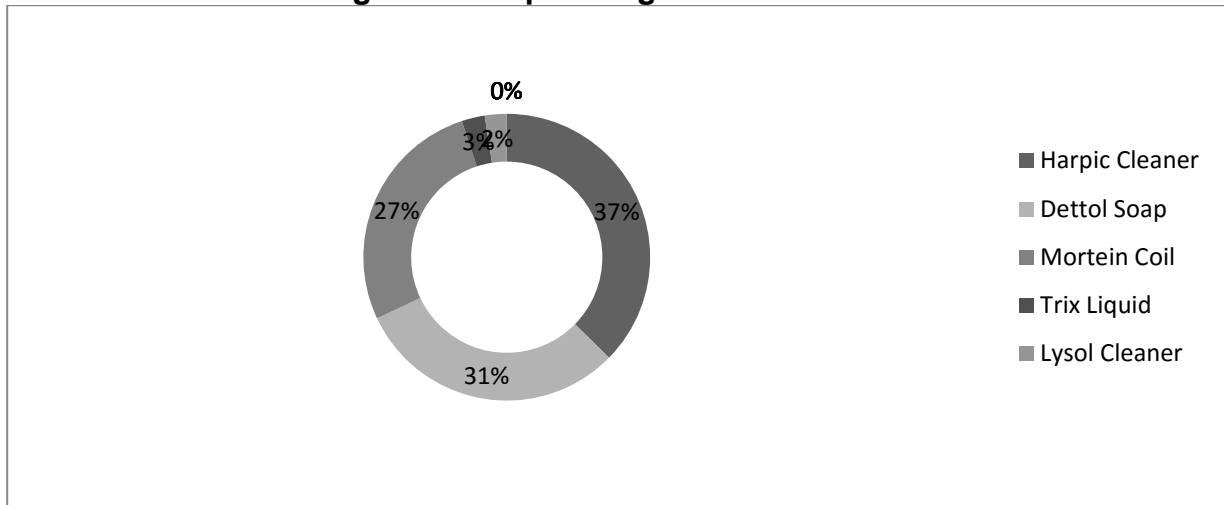
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The figure above illustrates that among five top-selling products, Dettol Soap remains at the top position in terms of quantity over five months period. Besides, it accounts 50 percent of total sales. On the other hand, Lysol Cleaner ranks at the bottom in the list.

Table 13: Top-selling Item in Terms of Revenue

Month (May-October)	Harpic Cleaner	Dettol Soap	Mortein Coil	Trix Liquid	Lysol Cleaner
Sales Total Amount in lacs (BDT)	119.6781	98.09251	86.28523	8.36645	7.8972

Figure 13: Top-selling Item in Revenue



It is noticeable that Harpic Cleaner generates the highest amount of revenue (37 percent) among five products in the city. Dettol Soap, amounting to 31 percent of total revenue, lies in the second position in the list. On the contrary, Lysol Cleaner generates the lowest (two percent) revenue.

6. Findings

Among five products of RB in Sylhet metro city, Harpic Cleaner, Dettol Soap and Mortein Coil always remain at peak, while the performance of Trix Liquid and Lysol Cleaner is insignificant. According to local officials of RB, Mortein Coil was once top performer in the region. A research study revealed that the use of chemical substances if used crossing the prescribed amount, creates lethal diseases among human beings. Mortein Coil does not kill mosquitoes but drives them away due to the use of prescribed chemical substances in the coil. But being unaware of grim consequences of excessive use of chemicals, consumers want highly toxic coils that swiftly kill mosquitoes and this suicidal behavior of consumers led many local coil manufacturers to use chemical substances in excessive amount. Besides, carelessness of concerned government agencies motivated these nasty manufacturers to earn huge profits. But as a foreign company, RB has to comply with national and international standards. Thus, RB's sales growth of Mortein Coil has been shrinking steeply.

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Monthly trend of products shows that there is no steady pace in sales growth. If the first month enjoys steep sales, next month sees a downward figure. Dettol Soap tops in terms of sales total quantity while Harpic Cleaner earns the highest amount of revenue. Transportation of products from manufacturing plant takes too much time. Thus, distributors have to wait for the arrival of products for a longer time. Certain products have strong demand, but retailers and consumers sometimes do not get them in time for unavailability of products in the storehouse. Distributors outside the metro city often sell products in the metro market, overtaking metro distributors. These outside distributors compromise in profits and thus are also responsible for the lower performance of RB's metro distributors.

7. Conclusion

Reckitt Benckiser (Bangladesh) has been performing slightly well in Sylhet metro, but still it is lagging behind in comparison to its main competitors. RB has a strong and innovative pool of products which could lead it to top performers in all categories. There is a glaring fluctuation in its monthly sales figures and also an uneven performance in sales. To plug in the performance gaps, RB needs to pay close attention to identify loopholes that are hindering the bright potentials of its products, invest heavily in promotional activities and have strong engagement with local events, and local electronic and print media. Implementing proper actions in time can ensure overall performance of RB in Sylhet metro city since it has diversified and promising product base.

8. Implications

Compared to its major market rivals such as Unilever Bangladesh, ACI Limited, Reckitt Benckiser's presence on television commercials is still not adequate to draw consumer attention significantly. So Reckitt Benckiser needs to invest heavily on television commercials because Unilever Bangladesh and ACI Limited are the most pronounced companies to consumers for their heavy consumer-centric promotions.

Apart from television commercials, Reckitt Benckiser has glaringly low promotional engagement with print media which are tremendously important determinants of consumer preferences. Hence, it is the demand of time to launch heavy promotional activities on print media to ensure the spread of words about RB to augment sales growth. RB's key competitors-Unilever Bangladesh, ACI Limited etc- sponsor in large amounts to various national and local events, such as sports events, cultural programs, religious festivals and thus air their promotional activities. But RB, in that case, is still far behind in Sylhet metrocity as well as in national level. RB, therefore, has to put strong attention to boost engagement with national and local events.

RB frequently launches sales promotions, offering various types of free items in large quantity to its retailers to give financial motivation. But many of its sales representatives and intermediary supporting bodies show poor accountability and transparency for their personal profits, depriving of both the company and deserving retailers from mutual benefits. Thus, RB should emphasize strongly on accountability and transparency, ensuring heavy commitment of sales representatives and intermediaries to the company.

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Some of its products perform very well, but some remain low sales performance, compared to its same rival products. Thus, RB needs to maintain balanced promotions to augment sales growth for all products, not for only some specific products. The inadequacy of dynamic sales representatives who can give powerful customer insights needs to be addressed on priority basis. RB needs to ensure the incessant availability of products in its storehouse for uninterrupted distribution.

9. Limitations of the Study

1. We got data for only last two quarters, instead of at least one year. The study could have been more comprehensive if data for at least one year were used.
2. Sylhet metro city covers a small territory that limits the scope of the study.
3. Out of numerous retail outlets, direct visits to only a small number of shops were conducted.
4. For time constraint, it was not possible to cover each aspect concerning the study.

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Appendices 1:

Data Table: May-October

Month	Harpic Cleaner		Dettol Soap		Mortein Coil		Trix Liquid		Lysol Cleaner	
	ST Q	STA	ST Q	STA	ST Q	STA	STQ	STA	STQ	STA
May	27.6 39	22.84 988	58.9 11	14.93 332	53.4 54	18.742 95	3.035	1.950 10	2.672	2.996 80
June	24.0 14	19.76 356	56.6 54	14.32 346	35.7 80	12.653 92	1.664	.9473 0	.626	.7597 0
July	22.2 08	16.91 385	62.6 90	18.15 523	61.9 01	20.180 74	2.398	1.262 30	.801	.9225 0
August	27.8 13	22.66 406	81.4 60	20.13 618	40.8 59	17.267 74	2.457	1.410 95	1.134	1.323 90
September	21.8 45	19.32 546	63.6 25	16.51 028	11.1 90	8.8803 6	2.266	1.466 40	.785	.9346 0
October	24.2 02	18.16 133	57.9 28	14.03 404	11.9 69	8.5595 2	2.213	1.329 40	.816	.9597 0

[STQ = Sales Total Quantity in thousands, STA = Sales Total Amount in lacs (BDT)]