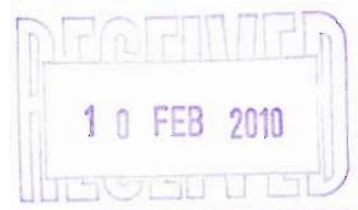


# Consumer Brand Perception & Perception of “ACME” Juice, Water & Tea of the Acme Agrovet & Beverages Ltd.



**Court de la ACME**



**Consumer Brand Perception &  
Perception of “ACME” Juice, Water &  
Tea of The ACME Agrovet and  
Beverages Ltd.: Survey, findings, analysis  
and recommendations.**

Prepared for  
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## STUDENT DECLARATION

I hereby declare that the internship report

**Consumer Brand Perception & Perception of “ACME” Juice, Water & Tea of The ACME Agrovet and Beverages Ltd.: Survey, findings, analysis and recommendations.**

Is submitted as a partial requirement of BBA Degree under East West University and is not done as any reward or prizes of any other degree, Diploma, or other similar title.

Date: 3<sup>nd</sup> of May, 2009

Md. Sikander Julkarnine  
I.D. 2005-1-10-098

## **Acknowledgement**

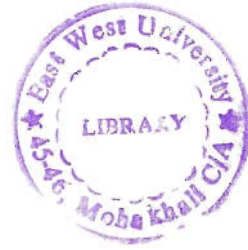
A lot of effort and sheer study have gone into making this report a reality. This would not have been possible without the genuine and selfless support and assistance provided by the people whom I approached during the various stages of writing this report. Although space and time constraints us to mention all of them here, I am nevertheless sincerely thankful and grateful for their support. The patience that they have shown me during my more-than-frequent interruptions of their office time for satisfying my various doubts and questions is well appreciated.

I am especially thankful to Mr. A.K.M. Zabed, Marketing Manager and Mr. Shohidul Islam, Media Manager of The ACME Agroviet and Beverages Ltd. for guidance and advice for preparation of this report. Under their authority, my office learning during my internship and preparation of this report became much easier.

Mr. Fahim Sinha, Director, The ACME Agroviet and Beverages Ltd. have been an immense support behind the scenes in providing relevant market information and company strategies. He has been a great assistance in evaluating the market and giving information which provided a different dimension of decision making.

Md. Enamul Kabir, IT dept. of The ACME Group, was also a helping hand in partial preparation of the report. Last but not the least, Mr. Syeed Hasan Al- Jubary, Senior Officer, The ACME Laboratories Ltd. has been the constant company in till the completion of the report.

My sincerest thanks go to M Sayeed Alam, my intern faculty and supervisor, East West University who is deeply involved and helped both directly and indirectly, without whom this work may not have seen daylight.



## **Executive Summary**

This report has been prepared as a partial requirement of internship of BBA Program, East West University, within the recommended 13 weeks that has been allocated for it.

This report is prepared for M Sayeed Alam, Faculty, and East West University. The topic of the report is “Consumers’ Brand Perception of Portfolio ACME”.

The report starts with relevant company information, stepping into the history of the company with the current scenario. Then the organizational hierarchy is also provided.

This shows the important persons behind the company’s success and future.

Organizational SWOT and PEST are also done as part of the external factors’ judgments.

Then different factors are taken into consideration which added a different dimension into the company’s operating factors.

The paper then goes into the research work that is being done as a form of survey by filling questionnaire. It starts with the research proposal and introduction of the research.

The research work then gives a brief description of the products and then detailed descriptions of the survey and their outcomes.

The paper then unfolds the analysis part and the detailed explanations of the different factors which are being surveyed on. After completing the analysis, the research ends with some valued recommendations, which consists each and every product.

# Table of Contents

|   |    |
|---|----|
| 1. Introduction.....  | 6  |
| 2. Historical Background .....  | 6  |
| 3. Historical Achievement.....  | 8  |
| 4. Founders.....  | 9  |
| 5. Mission.....   | 10 |
| 7. Vision .....   | 11 |
| 8. Objective.....   | 11 |
| 9. Organization's Structure.....  | 12 |
| 10. Major Functions & Functional Departments .....  | 13 |
| 11. The Company's Competitive Condition and Industry Analysis.....                            | 19 |
| 12. Strategic Operational and Legal Issues & Problems.....                                    | 25 |
| 13. An Assessment of the Company's Current States of Operations and Future<br>Directions..... | 27 |

## The Project Part

|                                     |    |
|-------------------------------------|----|
| 1. Introduction .....               | 32 |
| 2. Objectives of the Research ..... | 33 |
| 3. Significance of the Study.....   | 34 |
| 4. Hypotheses.....                  | 36 |
| 5. Methodology .....                | 36 |
| 6. Results & It's Discussions ..... | 44 |
| 7. Recommendations.....             | 63 |
| 8. Limitations of the Study .....   | 64 |
| 9. Conclusion .....                 | 65 |
| 10. Bibliography.....               | 65 |
| 10. Appendices .....                | 66 |

## Introduction

Since 1954, The ACME Laboratories Ltd. has been doing their operation in Bangladesh and today, it is one of the most successful business conglomerates having sister concerns and investments in various sectors in lot other areas in Bangladesh.

## Historical Background

The history of The ACME Laboratories Ltd. dates back to 1954 when a proprietorship firm was founded to manufacture ethical drugs. It started with the modest introduction of a few oral liquid products. The **late Hamidur Rahman Sinha** was the founder of the firm and was the main visionary of the organization until his sad demise in 1994.

The firm was converted into a private Limited company in the year 1976. Commercial operation at the modernized plant equipped with sophisticated and advanced facilities began toward the end of 1983. Many challenges were overcome successfully to transform the company from a small unit to what it is today.

ACME continuously seeks to expand its production facilities, add employees and increase its sales and marketing efforts. According to the latest statistics, out of about 300 pharmaceutical companies in the country, The ACME Labs is one of the top four.

ACME has also endeavored to strengthen its network in international marketing operations to export its products abroad. We are optimistic about our continued growth and success.

Over the years our high achievement drive, our hard working and competent staff and confidence in our quality products have contributed to our growth. We have clear goals that inspire us and we believe to be possible for us to reach. We continuously strive to reach our goal of being the best in our field which indeed is what ACME literally stands for.



### **Company Background**

ACME refers the "the apex" or the "highest point". Health vigor and happiness is the philosophy of the ACME Laboratories. Its endeavor is to produce, distribute best quality drugs for the society and maintain the quality of the product in every steps of production. it also accelerates its activities for materializing the WHO ( world health organization) ensuring health for all with in 2015.

ACME Group is one of the leading and diversified global conglomerates in Bangladesh, with offices in all major cities, employing over 3000+ employees and dedicated to bringing the highest quality products and services to our customers. ACME



continuously seeks to expand its production facilities, add employees and increase its sales and marketing efforts. According to the latest statistics, out of about 300 pharmaceutical companies in the country, The ACME Labs is one of the top four.

The ACME Laboratories Ltd, the pharmaceutical major and the flagship Company of the ACME Group, is a Manufacturer and Global exporter of Human, Herbal and Veterinary Pharmaceutical products. Our comprehensive Product List ranges from Antibiotics to Histamines to Vitamins.

## **Historical Achievement of The ACME Laboratories Ltd.**

ACME is one of the leading pharmaceuticals company in Bangladesh. The top most pharmaceuticals company that has large contribution in the society and controls the drug market possessing huge market share in Bangladesh ACME is one of those. Late Md. Hamidur Rahaman is the founder of the ACME Laboratories.

**1954-** ACME Laboratories established as a proprietorship for manufacturing Pharmaceutical items.

**1976-** ACME Laboratories converted into a private limited company.

**1978-** Introduces to produce Tablet and Capsule in new premises.

1983 - Commercial operation with modern facility at Dhamrai, 6 acres land 32 km from Dhaka.

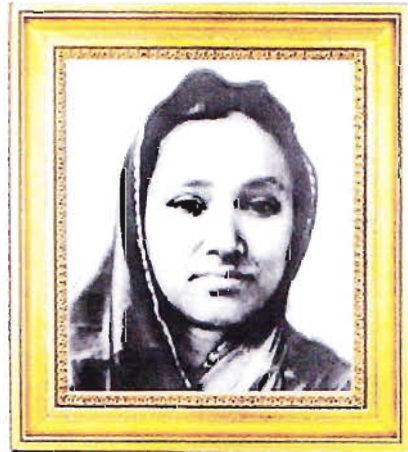
1987-cCream and ointment added in production.

1990-Achieve average 25% growth rate compared to the 13% registered by pharmaceutical sectors.

1992- Introduce inject able products.

1997- Agro vet Division of manufacturing of veterinary and animal health care drugs in independent factory.

## **Names and Characteristics of the Founders**



Establishment of ACME was a great entrepreneurial effort of Late Hamidur Rahman Sinha way back in 1954 and is a vivid example of a great mind's vision and its materialization. Post colonial Bengal was a place of great uncertainty and hardship. Industrialization facilities were meager and inadequate. One man came forward with his vision, amidst the political turmoil and utter lethargy of the then-new Government. It's

not an easy task to set up a highly sophisticated industry, and moreover do it without bank loans and governmental assistance. So it demanded immense effort, strong determination along with vision and dreams.

1954 was a milestone year in the history of the pharmaceutical industry. Late Hamidur Rahman Sinha might have thought it was a private entrepreneurial effort on his part, but in reality it was a resolute and brave footstep which played a part in pioneering the present pharmaceutical industry.

At the precise moment when this visionary man established the company at Narayangonj, though on a small scale, he had actually sown the seeds of today's burgeoning almost self-sufficient pharmaceutical industry. Now Bangladesh is exporting drugs to different countries of the world. Had Late Hamidur Rahman Sinha not taken such a courageous step, perhaps it would not have been possible for us to reach such heights of success.

It has been said that behind every successful man is a woman supporting and sustaining his efforts. We also remember his beloved wife, Mrs. Noorjahan Sinha, whose sacrifice, and unconditional support was always a source of inspiration to this visionary man.

As we celebrate ACME's 50th anniversary they are no longer with us, but their memories will forever remain in our hearts. At this auspicious moment, we pay our homage to them.

## **Mission Statement**

Our holistic approach is to ensure Health, Vigor and Happiness for all by manufacturing ethical drugs and medicines of the highest quality at affordable prices and reaching out even to the remotest areas by proper distribution network. We view ourselves as partners

with doctors, our customers, our employees and our environment. At present, Globalization is our top corporate priority.

## **Vision**

Our Vision is to reach out even to the remotest areas of Bangladesh and improve lives with quality products at an affordable price.

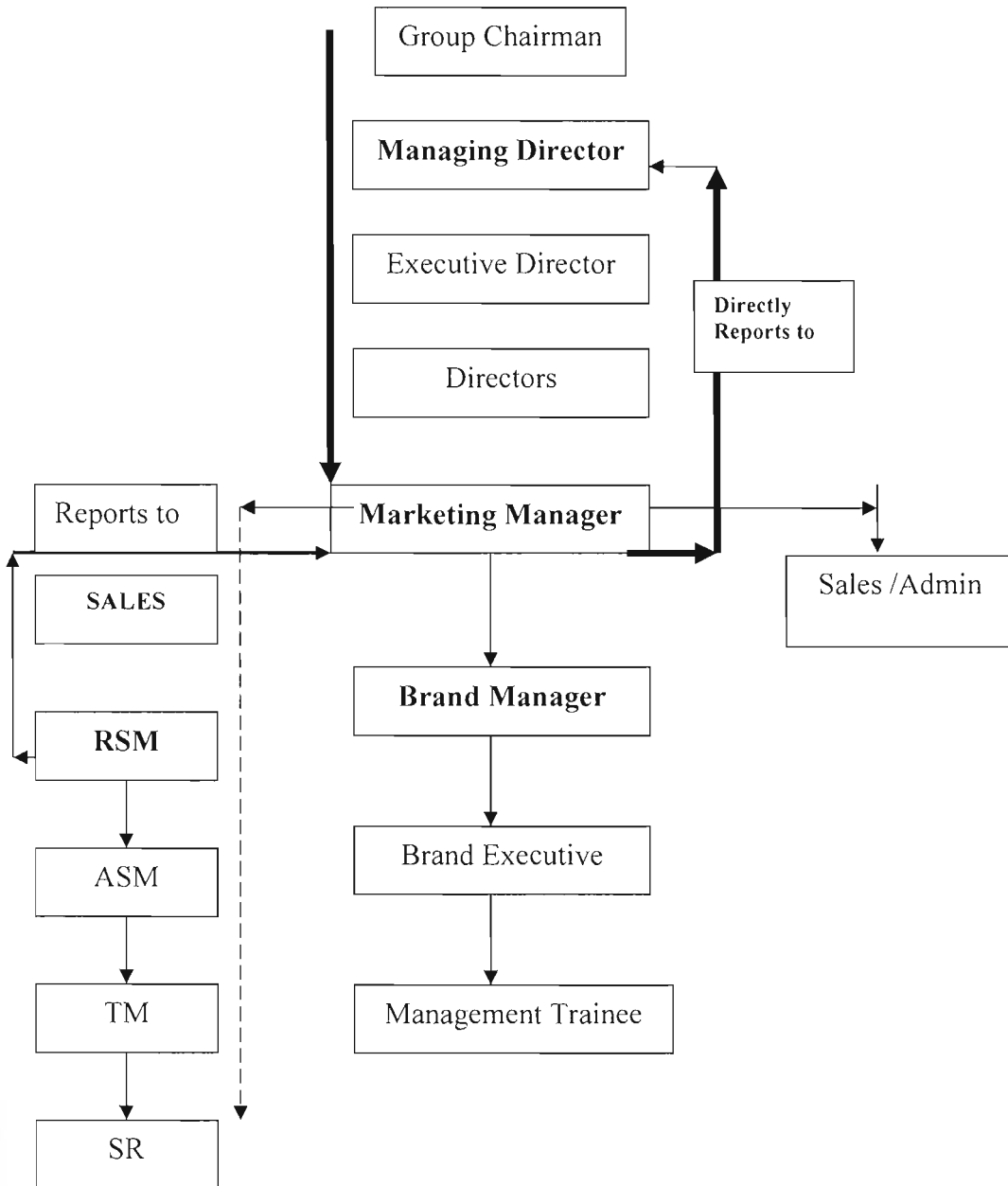
The ACME Agroviet and Beverages Ltd. started its venture in 2005 with orange and mango juice. Then it introduced drinking mineral water. Latest of their product is ACME Premium Gold Tea. It has established a modernized plant in Bangladesh located at Hemayetpur. The plant is equipped with modernized technological facilities and run by qualified personnel in accordance with the stringent guideline of BSTI

## **Objective**

The objectives of the research are:

- Determine the Level of Customer perception on the products of Acme
- Identify the factors responsible for Customer satisfaction
- Identify of the effectiveness of every factor to each other

### Organogram: Organization Structure





## Major Functions & Functional Departments

### ACME Premium and Classic Mango and Orange Juice

The juice products are packed with the unique Tetra Pak technology. It ensures longer shelf life, No deterioration during shelf life and free of preservative related side effects.



To ensure quality of product, ACME does the procurement from the best source available. The company emphasizes to the greatest extent on the quality of raw materials.

The raw materials of Mango juice are imported from India and Pakistan. These are continental mangoes of the best quality.

For Orange Juice, concentrated orange pulp is procured from the best places of Brazil, produced by blending a pool of selected fresh oranges.

ACME mango and orange juices are differentiated due to their unique taste and flavor. Being nutritionally rich and free of noxious preservatives, they are available in 150 ml, 250 ml and 1000ml hygienic UHT packs.

The range of this product is 150 ml Classic orange and mango juice, 250 ml Premium and Classic orange and mango juice, and 1000ml Premium and Classic Orange and Mango juice, and also 1000ml Classic Mangorange juice.

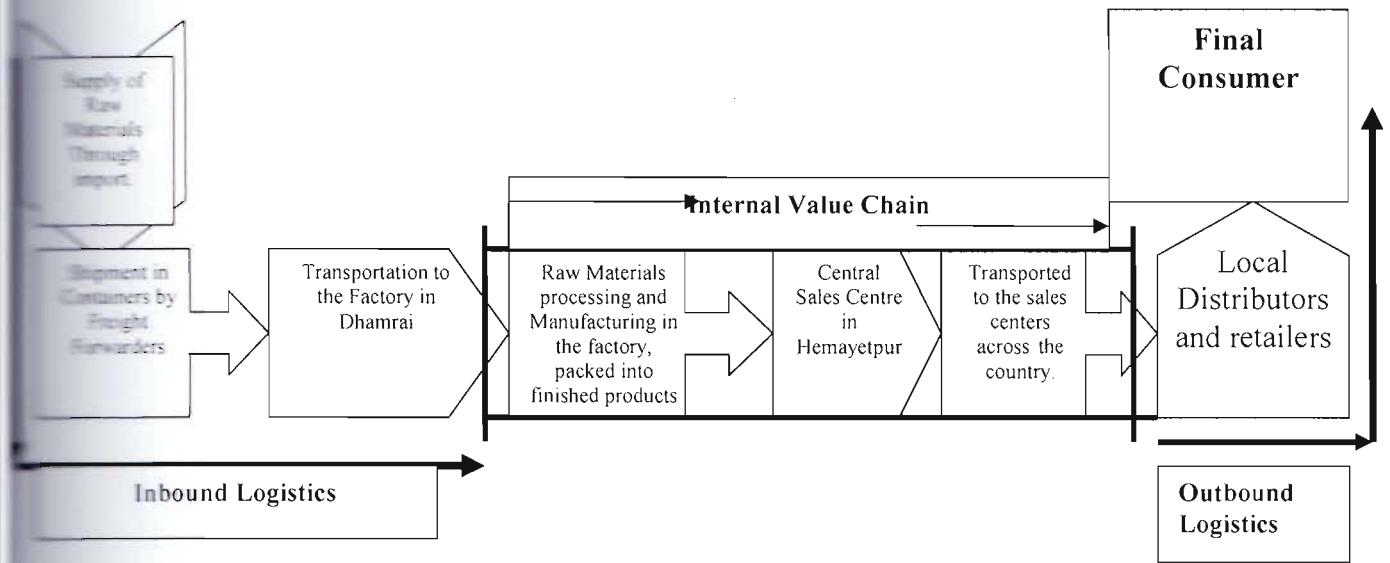
The target consumers are 5 years to 12 years popular segment for 150 ml. This brand is personified with Fun Loving, Friendly and Smart. The core value is the taste that gives refreshing energy.

For 250 ml, 6 years to 25 years segment is targeted. It is in the list of regular go out menu that makes consumers feel good.

1000ml targets the families in both urban and suburban premium and popular segment, marketed as regular family drink for 26 years to 40 years segment.

In general, the product is mainly retail focused, that relies on differentiation strategy with Quality being the core competency. The product is going through growth stage with Shezan being the market leader with differentiation strategy, Danish with focus strategy and Pran following cost leadership strategy.

## Value Chain Management of ACME Juice



## Premium Drinking Water: A Brief Profile

ACME premium drinking water symbolizes Purity. As per guideline and standard set by BSTI, it is bottled in environment friendly PET bottle. It contains proper mineral balance and is for all age groups. It is available in 1500ml, 1000ml and 500ml.

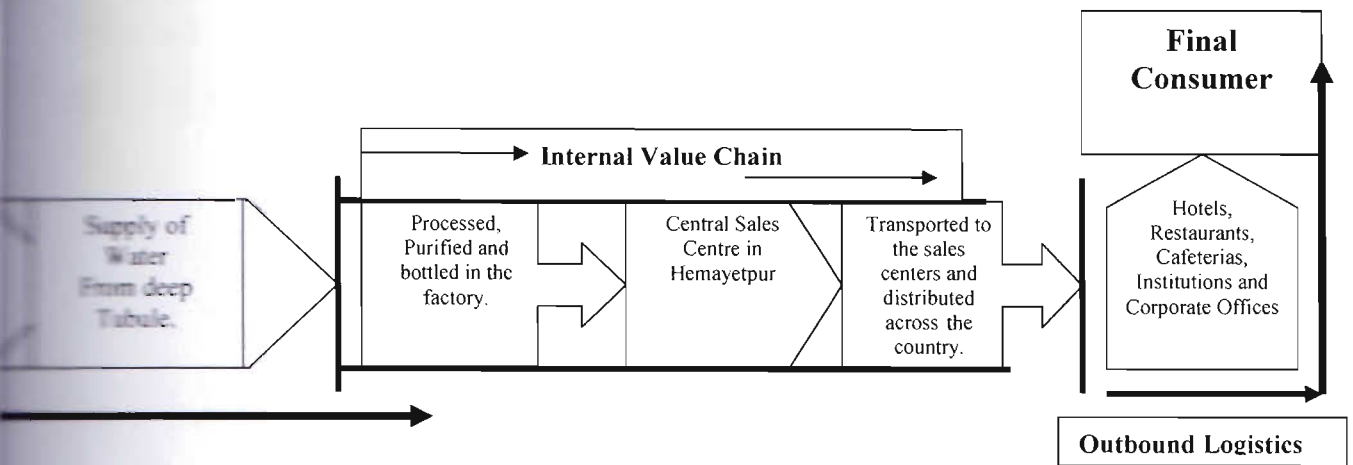
This product is less retail focus with Hotels, Restaurants and Cafeterias being the primary outlets. Corporate offices and institutions are mainly the target segment. It is a popular





segmented product suitable for all ages. This product also follows differentiation strategy with Purity and Quality being the main core competencies. Mum being the market leader with Focus and Differentiation strategy, with purity, segmentation, availability and being different in branding.

The water treatment process includes reverse osmosis with 20 stages of filtration process, Ozone and Ultraviolet Ray Treatment before the water is bottled.



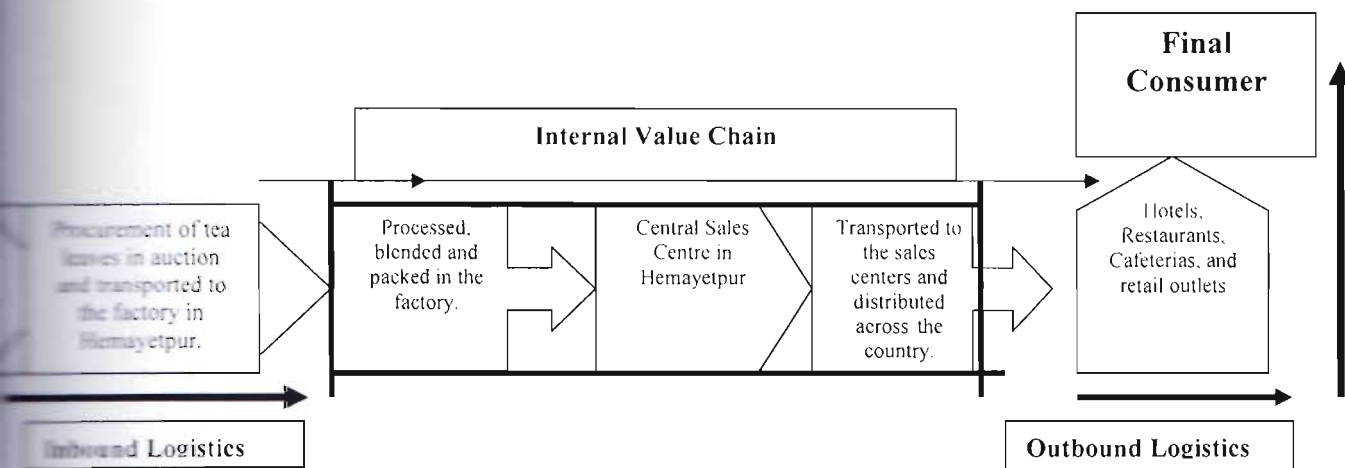
### ACME Premium Gold Tea: A Brief Profile

Tea is the latest of the products in The ACME Agrovet and Beverages Ltd. It is available in 10g, 50g, 100g, 200g and 400g pack sizes.



The product is launched as a premium product and marketed as Raw Tea. This product follows Focus Strategy mainly focusing urban and suburban premium customers. It

targets the retail outlets. It is in its embryonic stage with the product being launched with few difficulties and going through a sustainability period. Ispahani and Lipton are the market leaders with high availability and differentiation through promotion and branding. Tetley and HRC are controlling a substantial amount of the market and sustainability is difficult if this product do not change its strategy.



# The Company's Competitive Condition and Industry Analysis

## SWOT Analysis

### Strength:

1. The ACME Agrovet and Beverage Ltd have got the investment backing of The ACME group. The goodwill of the Pharmaceutical business and also the marketing channels and distribution resources are being used as far as possible.
2. The experience, Office premises, Management and manufacture of the ACME group is a huge advantage for The ACME Agrovet and Beverage Ltd.
3. The Quality of the products of The ACME Agrovet and Beverages Ltd. is better than most of the local FMCG companies. Comparing the quality, the prices of the products are within the range of the target segment.

### Weakness:

1. ACME group is doing business for more than 50 years. Therefore, this may result in traditional thinking in the top management level. Their experience is rooted by pharmaceuticals, which is a totally different product from FMCG. Even the other departments in the group which are providing services to the Agrovet sector, have

- to understand the dimensions of Agrovat in order to provide the standard of Agrovat that it needs.
2. May be for poor salary structure or weak corporate culture, the employee turnover rate is increasing in the whole ACME group. This is also affecting the Agrovat sector. The employees lack motivation and productivity among themselves.
  3. At present, there is no specialist Research and Development team in the Agrovat. It has become a barrier in effective and efficient market research, new product development, corporate strategic planning etc.
  4. This FMCG market needs lot of promotional communication in the market. It is an expense for the management. Not only ACME group, every management should understand how brand triggers sales and they should respond accordingly. This has been the problem of the local companies where they are falling back of the MNCs like Unilever who are doing it better.
  5. The Agrovat is fully dependent on either the import or local buying of raw materials depending on the product. We do not have our production facilities.
  6. Due to difference in the business ways, Agrovat is facing poor coordination among chain management from all other departments. Any support Agrovat needs from the other departments, they are not been able to deliver properly because they are trained for printing press, pharmacy, IT and other departments, Agrovat needs specialists.
  7. In order to maintain the product quality, Agrovat lacks competitive pricing and pricing experimentation.



## Opportunities:

1. Currently, the government is giving priority in expanding and promoting local agro-based business in the country. This is a huge advantage to any Agroveter business. The bank loans regarding the Agroveter industry has decreased due to government intercept to encourage the business.
2. The society is changing. People are becoming very conscious about what they are consuming. This is a good prospect for beverage industry. Now-a-days, people lack interest in drinks like Coke, Pepsi and are more inclined towards having juice, tea and when they are outside, having mineral water. May be now the rate is very low, but it is increasing. It shows the prospect for FMCG products.
3. The number of dual income families is increasing at an alarming rate. The lifestyle of people is becoming faster and this leaves them with minimum time to cook. Therefore, it is a huge opportunity for spices market.
4. Our country is rich with natural fruits and productive land. This can be used as a source of our raw materials needed for the manufacturing of ACME products. We can build ways to production in our own country.
5. Globalization is a major factor for us to increase our market scope in the international arena. For Globalization, it is much easier now to enter foreign market and increase our exports to earn higher margin. It would also enable us

to set up our office premises and our manufacturing plant elsewhere where it would be sustainable for us to create an MNC.

6. In our country, the supporting industries are also growing at a faster rate. There is more number of local TV channels going international, new competition in the advertising, market tension, and other factors as well. These things would help us in our reach to our customers and also in other part of our business, for example, more number of TV channels and newspapers would mean more promotional activities and decreasing advertising cost.

### **Threats:**

1. Globalization can also backfire. There are many corporate giants which are trying to enter our market. Being a third world country, our country is a market place for everything. Terrorists, smuggling, counterfeiting, product dumping and many other things. First world countries use our country by exerting pressure on our governments to sell their low graded products in our country. These products take away the market from our local products. But generally they are very low in quality.
2. With increasing technology, our country being high in corruption, use those technologies in order to make fake products under different brand names. ACI, ACME and Coke are victims of such fraudulent activities. These technologies help these people to make similar kind of product packages and sell them by using the reputation and goodwill of those products.

3. The ACME Agroviet and Beverage Ltd is a sister concern of The ACME Laboratories Ltd. Therefore, the goodwill and reputation of the products and services is like a chain that is binding all of them. If there is any problem with the reputation and quality of any one sister concern, the effect would be on all of them. So all the concerns have to maintain the same standard.
4. The current corporate giants are the biggest threats not only in terms of competition but also in ways of how they are exploiting or using the supplying industries for their own operation. This can be in terms of their cost of raw materials. They can use low quality raw materials and can easily cut their cost of manufacturing. This would give them a price advantage and greater profit margin.
5. The unstable political condition is a big threat for any company. Sudden hartal or blockage may result in the delay or no distribution of products. It can also hamper the regular official work if there are any downtown abnormalities due to political issues.
6. The corruption in the government can result in certain changes of rules and regulations. Any foreign company can easily bribe or can do heavy lobbying in order to enter the market with a product of better brand image.

## **PEST Analysis**

**Political Situation:** The political situation is a big factor in any industry. This is a general factor for all of the business entities as well as for the general public. Any political disorder results in problems of the organizations' daily hazards. For example, hartal,



strike etc can hamper the normal product distribution of ACME to the local or regional distribution.

**Economic:** It is a general factor that affects any profit making organization. It explains the market demand supply, public disposable income etc. ACME would export product to that countries which has got people with high disposable income. The prices of the products are to be set accordingly. In the national level, few districts have higher sales, higher profit margin and also higher distributors or trader profit. For example Dhaka, Chittagong, Bogra, Sylhet, it can also be based on area, Dhanmondi, Gulshan, Banani etc.

**Social:** This general factor is important because it defines the culture, rules and norms and other influences of the Society that the country is operated in. ACME cannot easily have higher profit margin because our society is not accustomed to habit of having Juice or Tea in a regular routine manner. They do not understand the importance of juice in their daily diet or having pure refined mineral water on roads. They do not understand how having branded tea is useful to their health. So, it is affecting ACME.

**Technology:** ACME is a manufacturing company. So technology is a big general factor for any manufacturing company. The machineries that are being used are a part of the technology. Different machines have different production capacity. They need trained personnel to operate them. So the training facilities come into play as well. The workers of the plant need to be aware of the upcoming technologies and their preliminary

education is also a factor. Here comes the question of their payment. This shows how important technology is and how it is affecting the operation of the organization.

## **Strategic Operational and Legal Issues & Problems**

### **Prices**

All prices contained herein are for the analysis of routine geological samples (water, plant, soil, sediment and rock both barren and mineralized) and are net local taxes.

Discounts are available by contract; however a batch charge applies to each analytical package on batches of less than 20 samples. Prices for control assays (heads and tails), concentrates and metallurgical products are by contract.

### **Payment**

Payment is upon receipt of invoice. All overdue payments are subject to an interest charge of 1.5% per month. New clients must include payment with their samples, otherwise payment will be required before releasing results. Payments can be made by check, credit card, bank draft or wire transfer to our bank. Credit card charges by Visa and Master card will be in either Canadian or US dollars. Payment by American Express can only be made in Canadian dollars. Please contact us for information or if you have any questions about calculating the charges for analysis or the status of your account. Dial toll free in North America at 1-800 990 2263 or dial 1-604 253 3158. To establish a credit account with Acme Labs, please call us or send your request by e-mail for a credit application form. Acme Labs reserves the right to limit the amount of credit to any client.

## **Sample Quality**

The Client bears the sole responsibility for the quality of samples as received by Acme Analytical Laboratories Ltd. Acme Labs shall not be responsible for the loss, degradation, contamination and/or tampering of samples whether intentional or unintentional by the Client, shipping company or any other third party prior to the arrival of these samples at our laboratories. Acme Labs is under no obligation to assess and report on the fitness of samples for the intended analysis.

## **Storage and Disposal**

Unless otherwise directed by the Client, Acme Labs will discard all rejects from soil, sediment and vegetation samples immediately after sample preparation. Rock and core rejects are disposed of after 3 months. All pulps are retained for 3 months after which storage charges will apply unless the Client directs Acme Labs to either return or dispose of the pulps. Return of pulps will be charged at cost. Disposal or storage of rejects and/or pulps will be charged as specified in this price brochure. International soil samples cannot be returned and will be charged a disposal charge for incineration according to CFIA protocol.

## **Statement of Liability**

Acme Analytical Laboratories Ltd., including its subsidiaries, will undertake to conduct and report all analyses in accordance with generally accepted analytical laboratory principles and practices unless deemed necessary in the reasonable judgment of Acme Labs to vary from said principles and practices due to the nature or composition of the samples or to comply with regulatory requirements. Acme's total aggregate liability arising from professional acts, errors or omissions shall not exceed the total fees for the services rendered. There will be no other liability, obligation or responsibility of any kind for losses, costs, expenses or other damages (including without limitation special indirect, incidental or consequential damages) relating to services or results provided by Acme.

All results are strictly for the use of the Client; Acme Labs is not responsible for any loss, damage or liability arising from any acts by the Client, its agents, staff or other consultants employed by the Client. All claims shall be deemed waived unless made in writing and received by Acme Labs within 2 years following completion of services.

#### **Disclaimer**

All results are the confidential property of the Client. Acme Labs assumes the following liabilities only: Actual cost of the analysis for errors attributable to Acme and \$20.00 per sample for loss of samples during processing or during storage up to one month after analysis. Clients must retrieve samples they consider to be of value.

## **An Assessment of the Company's Current States of Operations and Future Directions**

### **Government:**

The type of government in control is a major general factor. For example, in these days of Globalization, Foreign Direct Investment is a general thing. But it depends on the ruling government. If the government welcomes foreign direct investment then it becomes a problem for the local companies because lot of foreign giants would come to dominate the market which is currently dominated by Pran, Shezan, Starship, ACME etc. Dabur is trying to enter Bangladesh but are not being able to. Government is also important because they can monitor the product prices, product quality and also set up new rules. Government lobbying is a very important factor in Bangladesh. The type of government

is very influential and it can also affect the company, for example how corrupted the current government is or how high the transparency is.

### **Competition:**

This specific factor prevails in any industry and for any company. It sets up the prices, shows the quality of the promotional activities of the industry, taste of the product etc. On the other hand, Taaza is so advanced in its promotional activities that are creating a huge gap in competition where Ceylon tea or ACME tea is not being able to compete.

### **Regulations:**

It is a general factor that is there for every type of markets and products. For example, ACME is a corporate brand. Our brand symbolizes sophistication. That is why the main target of our mineral water customers is restaurants, hotels, institutions and cafeterias. Sheraton, Four seasons and other restaurants use our mineral water. Recently, BSTI has announced that every product has to set up packaging in Bengali; we must use Bengali in product bodies. We have to write the product names in Bengali. This can hamper our brand image in that sort of hotels, and now, we have to change our package printing in that way. This is a matter of time and costing and also a determinant factor for the external customers. This external factor is a big issue for any company in any industry.

**Target Market:** This specific factor gives the company the narrow direction that is should hold on to. To be specific, this factor gives the organization the phenomena on which to make the profit. It is as important as the name suggests. For ACME, there are

different target markets for different products, Juice 150, 250 and 1000 ml have different target markets. Same goes with water and Tea.

**Demographics (Population Size):** it is the population size, shape and overall estimation of the general population. No matter it is one of the most influential general factors for every market. It describes the population size and provides an estimation and calculation for the Market size. Dhaka has a population of 20 million, but that does not mean that 20 million is the market size of ACME. Our market size is within the population which is characterized and described by Demographics.

**Supporting Industries:**

It is specific for specific industries. For ACME, the supporting industries are Distribution, Media, Software, Packaging agencies; Trade Market etc. these industries support the operation of ACME. For example, TV channels, Newspaper, Billboards and all other media enables ACME to communicate with the target market, packaging companies like tetra pak helps us to enhance better packaging for our products. Advertising agencies like paper rhyme and Ogilvy helps us build our product and prepare our communication and marketing plan. These are all different industries but it shows how importantly and closely they are related to our operations.

**Supporting industries in general view:**

We have talked about the supporting industries of ACME. Now let's look at it from a general perspective. Supporting industries discussed in the specific factor are different industries which play very important part in the operations of other companies as well. They may be our competitors or our sister concerns. Now, from general viewpoints, how well or how differently other companies can use them makes a lot of difference in any industry. For example, let us look at how brilliantly they are being used by Unilever or Square, or even Ericsson or Nokia. This is changing the market about the effectiveness and efficiency of how well they are being used. These are difference making effects on the whole market and the overall business.

#### **Factors Critical for the exchange Rate Movements of Currencies:**

This is very important for the companies as well as for countries in the international market. Talking about it in the specific sectors, let us take the case of ACME exporting products to UK. We have to take consideration of the income level, inflation rate, exchange rate between Taka and pound. When the inflation rate of UK is higher than that of Bangladesh, there would be high prices of UK products in UK. But compared to the UK local products, the prices of Bangladeshi products would be cheaper. Therefore, there would be an upward pressure on the demand for the Bangladeshi goods which also includes ACME products. This would also enable ACME to earn higher profits. On the other hand, if the exchange rate is high, for example 100 TK gives £1, then ACME would have certain amount of profit, but when it is 120 TK to £1, then the profit calculation changes. Now, this exchange rate is influenced by critical factors like Income Level

between the two countries, Inflation rate, interest Rate, and also the economic factors of the two countries.



### **International Financial Market:**

In the Macro view, there are lots of things that can affect the exchange rate movement between two countries and also between the capital flows of the business operated in both the countries. These factors includes like Balance of Trade, Export, Import, Duty, Taxes, Quotas, Balance of Payments, Financial Aid, Current Account and Capital Account. These things affect any business both internationally and nationally.

### **Stakeholders:**

Customers are the most important stakeholders because they are the key to our purpose of running our business. Directors are the persons who are responsible for the existence and continuation of the business. ACME is a private limited company so there is no question for shareholders. The government is another stakeholder because they are affected by the nature of the product we sell and our tax payment and our operations countrywide.

Supporting industries can be our Banks and all other companies that provide their services to us.



# The Report Part

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## Title

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**Consumers' Brand Perception of Portfolio "ACME", The ACME Agroviet and Beverages Ltd. : A brief survey, findings, analysis and recommendations.**

## Background of the Research

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### Introduction

Now Bangladesh is more intense as a competitive market in Agroviet and beverage industry with lot of foreign and local companies. People being more health conscious day by day, they are becoming aware about their daily diet in which liquids play the vital role. Now, people understand that fresh juice is a healthy beverage in their daily diet. The young generation is more inclined towards drinks, which may be a result of western cultural invasion, but is good for health. The use of bottled pure drinking water has speeded up as never before, both in terms of choice and of necessity. The use of tea as an important beverage has become a lifestyle and a matter of class. Therefore, products that consumers perceive, buy and use are equally important to them as well as to the companies providing it.

The main purpose of the research is to conduct a simple survey to find out the problem areas regarding the consciousness of the brands that people use and their perception about

them, mainly focusing on the Juice, Water and Tea of The ACME Agroviet and Beverages Ltd. Our local market is well aware of the branding in products like cars or garments. But with this research we would be able to find out their perception about the beverage products and how far does their perception differs from that of the companies.

## **Objective of the Research**

Obviously, the research would lead us towards what information we want from the market. Therefore, it is very important for us to have objectives of our own to carry out the research in order to have a proper guideline through out the research.

### **Broad Objective**

To find out and analyze the current market scenario of the portfolio “ACME” and come up with different promotional strategies for ACME Premium Drinking Water, ACME Premium Classic Mango and Orange Juice and ACME Premium Gold Tea.

### **Specific Objectives**

- To analyze the current market and compare the market shares.
- To find out the consumers’ preference of existing products.
- To find out consumers’ perception of ACME’s Brand elements.
- To design promotional strategies for each of the products under ACME Portfolio.

## Significance of the Research

This research is very important from the company's viewpoints as well as mine. Besides giving me a real world exposure, this research would also enable the company to understand the market from a different angle. With lot of tea products, mineral water and juices in the market, the competition is getting intense with foreign players already playing a key role to shape the perception and choices of the consumers. When it comes to juices, people in Bangladesh do not understand the importance of daily juice consumption, as it is very much visible in the western world. Moreover, Spa, Mum, Fresh and other mineral water brands are capturing market share fiercely. On the other hand Tea is a newer product for ACME and it is not yet distributed to a large scale. Therefore this research would help the company and allow me to study the current market.

### Problem Statement

“The current Brand perception of consumers about **Portfolio “ACME”**.”

### Hypothesis

1.  $H_0$ : Consumers' preference for ACME Products is high.  
 $H_1$ : Consumers' preference for ACME Products is low.
2.  $H_0$ : Consumers' Brand perception about Portfolio ACME is high.  
 $H_1$ : Consumers' Brand perception about Portfolio ACME is low.

3.  $H_0$ : Consumers' perception about the product quality is high.  
 $H_1$ : Consumers' perception about the product quality is low.
4.  $H_0$ : Consumers' perception about the packaging is high.  
 $H_1$ : Consumers' perception about the packaging is low.
5.  $H_0$ : Consumers' perception about the price is positive.  
 $H_1$ : Consumers' perception about the price is negative.
6.  $H_0$ : Consumers' perception about the placement is high.  
 $H_1$ : Consumers' perception about the placement is low.
7.  $H_0$ : Consumers' perception about the promotion is high.  
 $H_1$ : Consumers' perception about the promotion is low.

### **Research Scope and Design**

For each of the product, the sample size would be 100. For tea, the sample would be mainly households, namely housewives. For mineral water, the sample would be educational institutions, specifically private universities. For juice, the sample would be private university students as well and the survey would be done with 250 ml juice pack. The sampling will be done in Dhaka district.

This research is an exploratory one and both qualitative and quantitative data is used. Our research is based on primary research carried out through surveys. We have tried to identify the research problem stated in Problem Statement and come up with hypothesis; we would try to develop research questions. Based on the research question we would go on to develop a questionnaire, which will be pre-tested and modified to give us the final

questionnaire. We then collect data from our target sample (mentioned in detail in a later part) through surveys.

## **Methodology**

**Primary data** will be collected from following sources:

1. Individual customer, mainly from Private Universities and households.
2. Retailers of developing residential places in Dhaka, e.g. Mohammadpur.  
(Open- ended questions)
3. Concerned people of companies, e.g. Market Manager, Brand Manager, Sales representatives, etc.

**Secondary information** will be collected from market research organizations' reports, like SIRIUS MKT and Social Research, Internet articles and publications, and also from concerned personnel from The ACME Agroviet and Beverages Ltd.

### **Data Collection Method**

Information will be collected through interviewer administered questionnaire method. The questionnaire will contain several questions with close and open ends accommodating additional queries for understanding the opinion of the respondents and having an insight into the matter.

## **Types and Sources of Information**

Every source of information of this research is given points according to degree of Validity, Reliability, Sensitivity and Accessibility to measure the strengths and weaknesses of every source.

**Validity:** It defines the degree of relevancy of the information being sought regarding the nature of research. It signifies the essentiality of any information in any research. The notch of validity tells us which information is how much important for the research.

**Reliability:** It deals with the nature of the respondents of sources. It defines the stability or flexibility the sources of information. Reliability of a source is high when that particular source gives the same answers over and over when it has been asked the same question over and over. Reliability is low when a source responds in a different way to the same question over and over.

**Sensitivity:** The degree of precision of the information needed for the research is the basis to measure the sensitivity of information. Here, sensitivity mainly deals with the accuracy of the information drawn from the source.



Accessibility: Accessibility of any source is very important issue to be considered in research. If the source is not accessible no information will be collected and research will be undone.

These scales denote the level of Validity, Reliability, Sensitivity and Accessibility every source has:

**1. Validity:**      5   4   3   2   1  
 Very high    very low

**3. Sensitivity**      5   4   3   2   1  
 Very high    very low

**2. Reliability:**      5   4   3   2   1  
 Very high    very low

**4. Accessibility:**      5   4   3   2   1  
 Very high    very low

| Information                | Secondary Data          | Primary Data          |
|----------------------------|-------------------------|-----------------------|
|                            | Current market scenario | $V_4+R_4+S_3+A_5=16$  |
| Current level of awareness | X                       | $V_5+R_3+S_4+A_3= 15$ |
| Consumer perception        | X                       | $V_5+R_3+S_4+A_3= 15$ |
| Consumer preference level  | X                       | $V_5+R_3+S_3+A_4= 15$ |
| Trader preference level    | $V_3+R_2+S_2+A_2= 9$    | X                     |
| <b>Points</b>              | <b>Total = 25</b>       | <b>Total = 45</b>     |

## SURVEY TECHNIQUES

|                    | <i>Techniques</i>      |                            |                       |             |               |                         |                       |
|--------------------|------------------------|----------------------------|-----------------------|-------------|---------------|-------------------------|-----------------------|
| <i>Data</i>        | <i>Depth Interview</i> | <i>Door to Door Survey</i> | <i>Mall Intercept</i> | <i>Mail</i> | <i>E-mail</i> | <i>Telephone Survey</i> | <i>Mystery Survey</i> |
|                    |                        | <i>Individual.</i>         | <b>X</b>              | <b>X</b>    | <b>X</b>      | <b>X</b>                | <b>X</b>              |
| Market structure   | <b>X</b>               | ✓                          | <b>X</b>              | <b>X</b>    | <b>X</b>      | <b>X</b>                | <b>X</b>              |
| Level of awareness | <b>X</b>               | ✓                          | <b>X</b>              | <b>X</b>    | <b>X</b>      | <b>X</b>                | <b>X</b>              |
| Preference level   | <b>X</b>               | ✓                          | <b>X</b>              | <b>X</b>    | <b>X</b>      | <b>X</b>                | <b>X</b>              |
| Perception         | <b>X</b>               | ✓                          | <b>X</b>              | <b>X</b>    | <b>X</b>      | <b>X</b>                | <b>X</b>              |

### Questionnaire definition:

We have 3 populations. One population set for each product under the Portfolio “ACME”. We would develop the questionnaire differently in 3 sets to suit the products and to gain the right kind of insight. In this way, we would try to gain extra depth of each of the products. For each products, questions would be set differently both in quality and quantity suitable for the product.

### Sampling Procedure:

#### Premium Drinking Water (500ml)

- **Population:** The target population of the research would include any students falling under 18 years to 24 years age group in Dhaka City.
- **Sampling Unit:** The sampling unit is mainly university students.



- **Sampling Element:** The sampling element is the students falling under this age group. These are the undergraduate students.
- **Sampling procedure:** For this research we have decided to use random sampling.
- **Lifestyle:** They must be exposed to TV, Radio, Newspaper and other type of media.
- **Monthly Family Income:** There are 5 income groups with 20 each. They are 20,000 TK. - 40,000 TK.; 41000 TK – 60,000 TK; 61,000 TK – 80,000 TK; 81,000 TK. – 1, 00,000 TK and above 1, 00,000 TK.

### **Juice (250ml)**

- **Population:** The target population of the research would include any students falling under 18 years to 24 years age group in Dhaka City.
- **Sampling Unit:** The sampling unit is mainly University students.
- **Sampling Element:** The sampling element is the students falling under this age group. These are the undergraduate students.
- **Sampling procedure:** For this research we have decided to use random sampling.
- **Lifestyle:** They must be exposed to TV, Radio, Newspaper and other type of media.
- **Monthly Family Income:** There are 5 income groups with 20 each. They are 20,000 TK. - 40,000 TK.; 41000 TK – 60,000 TK; 61,000 TK – 80,000 TK; 81,000 TK. – 1, 00,000 TK and above 1, 00,000 TK.

### **Tea (100g, 200g and 400g)**

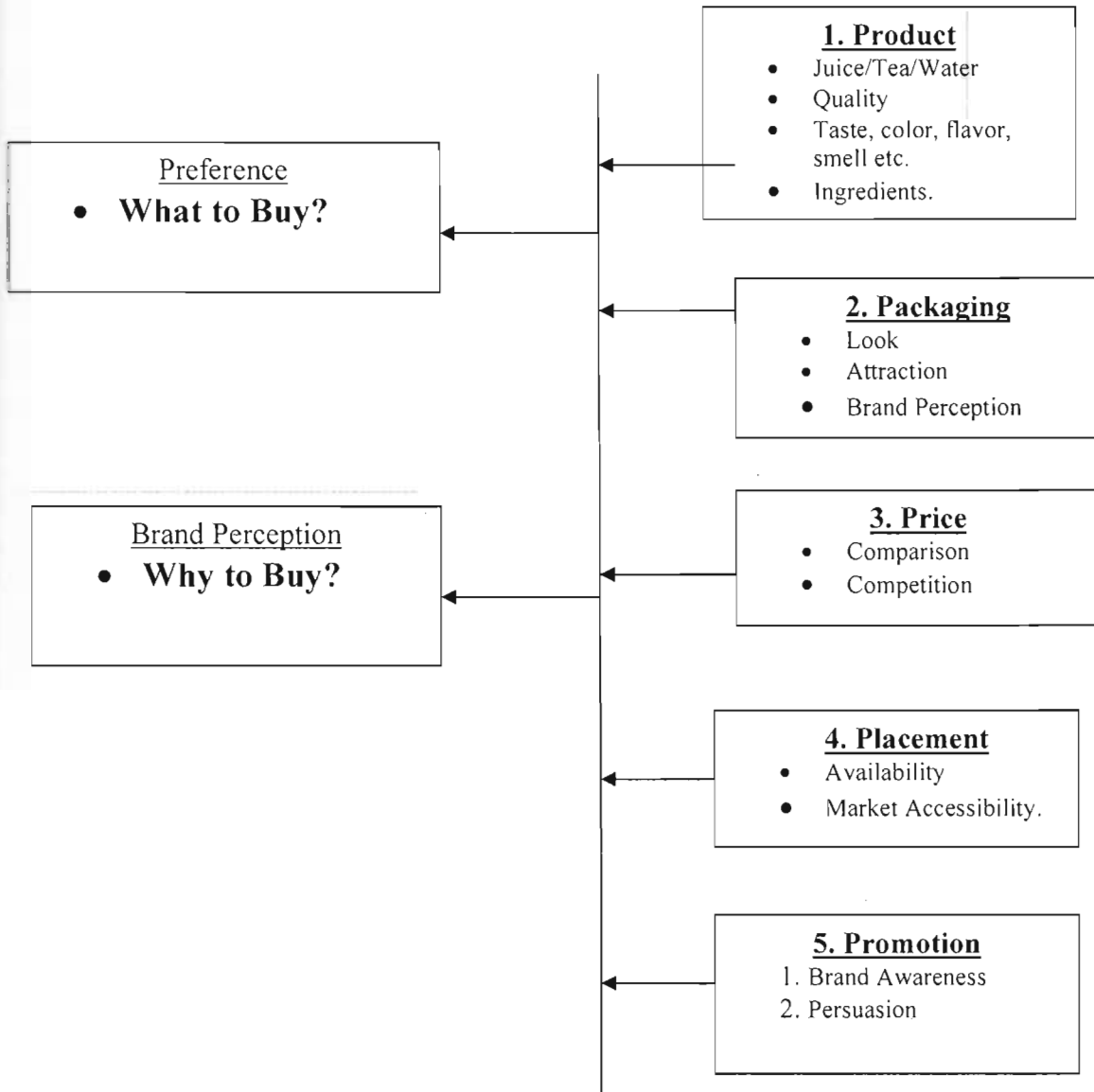
- **Population:** The target population of the research would include any Household decision maker, mainly married women, housewives or working falling under 25 years to 40 years age group in Dhaka City.
- **Sampling Unit:** The sampling units are corporate offices like UNICEF and family flats like apartments or mega shops.
- **Sampling Element:** The sampling element is the married woman falling under this age group. These may be housewives or married working women.
- **Sampling procedure:** For this research we have decided to use random sampling.
- **Lifestyle:** They must be exposed to TV, Radio, Newspaper and other types of media.
- **Monthly Family Income:** There are 5 income groups with 20 each. They are 20,000 TK. - 40,000 TK.; 41000 TK – 60,000 TK; 61,000 TK – 80,000 TK; 81,000 TK. – 1, 00,000 TK and above 1, 00,000 TK.

## Data Analysis

### Graphical Model

Dependent Factor

Independent Factor



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### **Probable Findings**

Before conducting the research we think that this research will give us some probable findings which will ease our work and help us to make the research effective. These findings may not match with our market judgments but will guide us as to what extent the existing problems are playing their part. Beside this we will be able to know which areas do we need to concentrate more as well as do research in order to solve them. Finally we will also try to identify the most effective Medias to reach out to the customers.

### **Implication**

If our probable findings are to be true, ACME has to alter several of its strategies to respond to the situation. For example it ought to come up with different promotional strategies and use its promotion more effectively by using their brand elements differently.



# Results and Discussions

## ACME Juice (250 ml)

### Income \* Brand Preference \* Q7. High Preference Cross tabulation

| Q7. High Preference        |                     | Brand Preference |        |      |        |          |        | Total |    |
|----------------------------|---------------------|------------------|--------|------|--------|----------|--------|-------|----|
|                            |                     | Pran             | Shezan | ACME | Danish | Starship | Aarong |       |    |
| Strongly Agree             | Income 20000-40000  |                  | 8      | 1    |        | 0        |        | 9     |    |
|                            | 41000-60000         |                  | 7      | 1    |        | 0        |        | 8     |    |
|                            | 61000-80000         |                  | 6      | 0    |        | 1        |        | 7     |    |
|                            | 81000-100000        |                  | 6      | 1    |        | 1        |        | 8     |    |
|                            | 100000>             |                  | 6      | 1    |        | 0        |        | 7     |    |
|                            | Total               |                  |        | 33   | 4      |          | 2      |       | 39 |
| Agree                      | Income 20000-40000  |                  |        | 3    | 1      |          | 0      | 4     |    |
|                            | 41000-60000         |                  |        | 7    | 1      |          | 0      | 8     |    |
|                            | 61000-80000         |                  |        | 5    | 3      |          | 0      | 8     |    |
|                            | 81000-100000        |                  |        | 3    | 1      |          | 1      | 5     |    |
|                            | 100000>             |                  |        | 7    | 1      |          | 0      | 8     |    |
|                            | Total               |                  |        |      | 25     | 7        |        | 1     | 33 |
| Neither Agree nor Disagree | Income 20000-40000  | 2                | 1      | 1    |        |          | 0      | 1     | 5  |
|                            | 41000-60000         | 1                | 0      | 1    |        |          | 0      | 0     | 2  |
|                            | 61000-80000         | 0                | 0      | 2    |        |          | 0      | 1     | 3  |
|                            | 81000-100000        | 2                | 0      | 2    |        |          | 1      | 0     | 5  |
|                            | 100000>             | 1                | 0      | 1    |        |          | 0      | 0     | 2  |
|                            | Total               | 6                | 1      | 7    |        |          | 1      | 2     | 17 |
| Disagree                   | Income 81000-100000 |                  |        |      |        | 1        |        | 1     |    |
| Total                      |                     |                  |        |      |        | 1        |        | 1     |    |
| Strongly Disagree          | Income 20000-40000  |                  | 2      |      |        | 0        |        | 2     |    |
|                            | 41000-60000         |                  | 2      |      |        | 0        |        | 2     |    |
|                            | 61000-80000         |                  | 1      |      |        | 1        |        | 2     |    |
|                            | 81000-100000        |                  | 1      |      |        | 0        |        | 1     |    |
|                            | 100000>             |                  | 3      |      |        | 0        |        | 3     |    |
|                            | Total               |                  | 9      |      |        |          | 1      |       | 10 |

The above table shows the income segment, the brand they prefer and whose preference for ACME is to the higher extent. A total of 39% agreed that they prefer ACME to the higher extent. In this 39%, 33% prefers Shezan, 4% prefer ACME and 2% prefer Starship. When it comes to Brand Preference, they prefer the brand given, but they strongly agree that they prefer ACME to the higher extent. 33% just agreed that they prefer ACME. This is comprised of 25%, whose brand preference is ACME, 7% Danish and 1% Aarong. 17% neither agreed nor disagreed. They stayed neutral when is

... to prefer ACME to the higher extent. Among this 17%, 6% prefer Pran, 1% prefers Shezan, 7% prefer ACME, 1% prefers Danish and 2% prefer Aarong. The quantity of Disagree is negligible, only 1%. 10% Strongly Disagreed that they prefer ACME to the higher extent. This comprised of a majority of 9% of Shezan and 1% of Aarong as their Brand Preference.

### Income \* Brand Preference \* Q7. Awareness of presence Cross tabulation

| Awareness of presence      |                    | Brand Preference |        |      |        |          |        | Total |
|----------------------------|--------------------|------------------|--------|------|--------|----------|--------|-------|
|                            |                    | Pran             | Shezan | ACME | Danish | Starship | Aarong |       |
| Strongly Agree             | Income 20000-40000 |                  | 4      | 1    |        | 0        |        | 5     |
|                            | 41000-60000        |                  | 3      | 1    |        | 0        |        | 4     |
|                            | 61000-80000        |                  | 3      | 0    |        | 2        |        | 5     |
|                            | 81000-100000       |                  | 2      | 1    |        | 1        |        | 4     |
|                            | 100000>            |                  | 3      | 1    |        | 0        |        | 4     |
|                            | Total              |                  |        | 15   | 4      |          | 3      |       |
| Agree                      | Income 20000-40000 | 2                | 6      | 3    | 1      | 0        |        | 12    |
|                            | 41000-60000        | 1                | 6      | 5    | 1      | 0        |        | 13    |
|                            | 61000-80000        | 0                | 4      | 4    | 3      | 0        |        | 11    |
|                            | 81000-100000       | 2                | 5      | 5    | 1      | 1        |        | 14    |
|                            | 100000>            | 1                | 6      | 5    | 1      | 0        |        | 13    |
|                            | Total              | 6                | 27     | 22   | 7      | 1        |        | 63    |
| Neither Agree nor Disagree | Income 20000-40000 |                  | 1      | 1    |        | 0        | 0      | 2     |
|                            | 41000-60000        |                  | 0      | 3    |        | 0        | 0      | 3     |
|                            | 61000-80000        |                  | 0      | 2    |        | 0        | 0      | 2     |
|                            | 81000-100000       |                  | 0      | 0    |        | 1        | 1      | 2     |
|                            | 100000>            |                  | 0      | 3    |        | 0        | 0      | 3     |
|                            | Total              |                  | 1      | 9    |        | 1        | 1      | 12    |
| Disagree                   | Income 20000-40000 |                  |        | 0    |        |          | 1      | 1     |
|                            | 61000-80000        |                  |        | 1    |        |          | 1      | 2     |
|                            | Total              |                  |        | 1    |        |          | 2      | 3     |

This Table shows the relationship of income segment and the Brand these segments prefer. It also shows to what extent they agree that they are highly aware of the presence of ACME Brand around them even they are buying other Brands they prefer. 22% strongly agreed that they are highly aware of the presence of ACME around them. In this 22%, 15 prefer Shezan, 4 goes for ACME and 3 opted Starship. The number of these people in the income segment is evenly distributed. The majority, 63%

...ferred that they just agree to have awareness about the presence of ACME around them. Among 63%, 6 went for Pran, 27% argued for Shezan, 22 went for ACME and 7 and 1 opted for Danish Starship respectively. Neither agree nor disagree is favored by 12% among which 1 went for Shezan only, 9 goes for ACME and 1 went for Danish and Starship each. Only 3 contributed in the Disagree sector with null in strongly Disagree one.

### Income \* Experience with ACME \* Q7. High Preference Cross tabulation

| Q7. High Preference        |                     | Experience with ACME |    | Total |
|----------------------------|---------------------|----------------------|----|-------|
|                            |                     | Yes                  | No |       |
| Strongly Agree             | Income 20000-40000  | 9                    |    | 9     |
|                            | 41000-60000         | 8                    |    | 8     |
|                            | 61000-80000         | 7                    |    | 7     |
|                            | 81000-100000        | 8                    |    | 8     |
|                            | 100000>             | 7                    |    | 7     |
|                            | Total               | 39                   |    | 39    |
| Agree                      | Income 20000-40000  | 4                    |    | 4     |
|                            | 41000-60000         | 8                    |    | 8     |
|                            | 61000-80000         | 8                    |    | 8     |
|                            | 81000-100000        | 5                    |    | 5     |
|                            | 100000>             | 8                    |    | 8     |
|                            | Total               | 33                   |    | 33    |
| Neither Agree nor Disagree | Income 20000-40000  | 2                    | 3  | 5     |
|                            | 41000-60000         | 1                    | 1  | 2     |
|                            | 61000-80000         | 3                    | 0  | 3     |
|                            | 81000-100000        | 3                    | 2  | 5     |
|                            | 100000>             | 1                    | 1  | 2     |
|                            | Total               | 10                   | 7  | 17    |
| Disagree                   | Income 81000-100000 |                      | 1  | 1     |
|                            | Total               |                      | 1  | 1     |
| Strongly Disagree          | Income 20000-40000  |                      | 2  | 2     |
|                            | 41000-60000         |                      | 2  | 2     |
|                            | 61000-80000         |                      | 2  | 2     |
|                            | 81000-100000        |                      | 1  | 1     |
|                            | 100000>             |                      | 3  | 3     |
|                            | Total               |                      | 10 | 10    |

According to this table, where it shows the distribution of data relative to the extent that the consumers agree to their high preference for ACME, their income and their past experience using ACME Product. Total 39% strongly agreed that they highly prefer

ACME and all of them have past experience using the brand. The number is evenly distributed in the income group. 33% just agreed and the answer of this number is again Yes when it came to the prior intimacy with the Brand. 17% opted for neither agree nor disagree where the number almost came close in terms of prior experience, 10 answered Yes and 7 settled down with No. Disagree is negligible and in the end, 10 opted for strongly disagree answer.

**Income \* Experience with ACME \* Q7. Awareness of presence Cross tabulation**

| Q7. Awareness of presence  |        |              | Experience with ACME |    | Total |
|----------------------------|--------|--------------|----------------------|----|-------|
|                            |        |              | Yes                  | No |       |
| Strongly Agree             | Income | 20000-40000  | 3                    | 2  | 5     |
|                            |        | 41000-60000  | 2                    | 2  | 4     |
|                            |        | 61000-80000  | 3                    | 2  | 5     |
|                            |        | 81000-100000 | 3                    | 1  | 4     |
|                            |        | 100000>      | 1                    | 3  | 4     |
|                            |        | Total        |                      | 12 | 10    |
| Agree                      | Income | 20000-40000  | 10                   | 2  | 12    |
|                            |        | 41000-60000  | 12                   | 1  | 13    |
|                            |        | 61000-80000  | 11                   | 0  | 11    |
|                            |        | 81000-100000 | 12                   | 2  | 14    |
|                            |        | 100000>      | 12                   | 1  | 13    |
|                            |        | Total        |                      | 57 | 6     |
| Neither Agree nor Disagree | Income | 20000-40000  | 1                    | 1  | 2     |
|                            |        | 41000-60000  | 3                    | 0  | 3     |
|                            |        | 61000-80000  | 2                    | 0  | 2     |
|                            |        | 81000-100000 | 1                    | 1  | 2     |
|                            |        | 100000>      | 3                    | 0  | 3     |
|                            |        | Total        |                      | 10 | 2     |
| Disagree                   | Income | 20000-40000  | 1                    |    | 1     |
|                            |        | 61000-80000  | 2                    |    | 2     |
|                            |        | Total        | 3                    |    | 3     |

This table shows income, awareness of the presence of the Brand and prior experience with ACME. 22% strongly agree that they are aware of the presence of ACME where 12 opted for Yes and the rest said No in terms of their prior experience. The majority 63%



said they are aware of its presence where only 6 said they do not have the prior experience with the product. Only 12% said neither agree nor disagree where 10 had prior hook up with ACME, and only 3% answered in just the opposite way towards the brand.

**How Often do you buy? \* Brand Preference \* Q7. High Preference Cross tabulation**

| High Preference            |                       |               | Brand Preference |        |      |        |          | Total |        |
|----------------------------|-----------------------|---------------|------------------|--------|------|--------|----------|-------|--------|
|                            |                       |               | Pran             | Shezan | ACME | Danish | Starship |       | Aarong |
| Strongly Agree             | How Often do you buy? | Every Day     |                  | 6      | 4    |        | 2        | 12    |        |
|                            |                       | Every week    |                  | 9      | 0    |        | 0        | 9     |        |
|                            |                       | Every 2 Weeks |                  | 2      | 0    |        | 0        | 2     |        |
|                            |                       | Every Month   |                  | 16     | 0    |        | 0        | 16    |        |
|                            | Total                 |               | 33               | 4      |      | 2      | 39       |       |        |
| Agree                      | How Often do you buy? | Every Day     |                  |        | 9    | 0      |          | 1     | 10     |
|                            |                       | Every week    |                  |        | 16   | 0      |          | 0     | 16     |
|                            |                       | Every Month   |                  |        | 0    | 7      |          | 0     | 7      |
|                            | Total                 |               |                  | 25     | 7    |        | 1        | 33    |        |
| Neither Agree nor Disagree | How Often do you buy? | Every week    | 0                | 1      | 1    |        | 1        | 2     | 5      |
|                            |                       | Every 2 Weeks | 6                | 0      | 6    |        | 0        | 0     | 12     |
|                            | Total                 | 6             | 1                | 7      |      | 1      | 2        | 17    |        |
| Disagree                   | How Often do you buy? | Every Day     |                  |        |      |        | 1        |       | 1      |
|                            | Total                 |               |                  |        |      |        | 1        |       | 1      |
| Strongly Disagree          | How Often do you buy? | Every 2 Weeks |                  | 9      |      |        | 1        |       | 10     |
|                            | Total                 |               | 9                |        |      |        | 1        |       | 10     |

Here, the situation gets complicated where the cross tabulation is done among the extent of preference, how often do they buy the product juice and the Brand they prefer. 39% opted for strongly agree that they have high preference for ACME. In this 39%, 33% prefer Shezan as their brand. Only 4 went for ACME and 2 for Starship. 33% just agreed

that they prefer ACME highly where 25 prefers ACME as their brand. Only 7 went for Danish. Neither agree nor disagree was answered by 17 persons where the Brand choice is evenly distributed. Disagree is opted by only 1 and strongly disagree is opted by 10 people where 9 of them prefer Shezan as their Brand.

**How often do you buy? \* Brand Preference \* Q7. Awareness of presence  
Cross tabulation**

| Awareness of presence      |                       |               | Brand Preference |        |      |        |          |        | Total |
|----------------------------|-----------------------|---------------|------------------|--------|------|--------|----------|--------|-------|
|                            |                       |               | Pran             | Shezan | ACME | Danish | Starship | Aarong |       |
| Strongly Agree             | How Often do you buy? | Every Day     |                  | 6      | 4    |        | 2        |        | 12    |
|                            |                       | Every 2 Weeks |                  | 9      | 0    |        | 1        |        | 10    |
|                            |                       | Total         |                  | 15     | 4    |        | 3        |        | 22    |
| Agree                      | How Often do you buy? | Every week    | 0                | 9      | 16   | 0      | 1        |        | 26    |
|                            |                       | Every 2 Weeks | 6                | 2      | 6    | 0      | 0        |        | 14    |
|                            |                       | Every Month   | 0                | 16     | 0    | 7      | 0        |        | 23    |
|                            |                       | Total         | 6                | 27     | 22   | 7      | 1        |        | 63    |
| Neither Agree nor Disagree | How Often do you buy? | Every Day     |                  | 0      | 9    |        | 1        | 1      | 11    |
|                            |                       | Every week    |                  | 1      | 0    |        | 0        | 0      | 1     |
|                            |                       | Total         |                  | 1      | 9    |        | 1        | 1      | 12    |
| Disagree                   | How Often do you buy? | Every week    |                  |        | 1    |        |          | 2      | 3     |
|                            |                       | Total         |                  |        | 1    |        |          | 2      | 3     |

In this table, the relationship is among the frequency of buying the product, the Brand they prefer and to the extent that they are aware of the presence of ACME around them. Again, in a total of 22%, 15 opted for Shezan, only 4 for ACME and 3 for Starship in the group of consumers where they preferred to agree strongly. The rate of buying Shezan is more as well. Where they have only agreed, the number is huge 63%, the group of Shezan and ACME is more or less the same. Only 12% neither agreed nor disagreed and

a meager 3% disagree with the awareness of presence of ACME Brand among them. The rate of buying is more among the consumers who agreed. It is evenly balanced in every week and Every Day.

**How often do you buy? \* Experience with ACME \* Q7. High Preference  
Cross tabulation**

| Q7. High Preference        |                       |               | Experience with ACME |    | Total |
|----------------------------|-----------------------|---------------|----------------------|----|-------|
|                            |                       |               | Yes                  | No |       |
| Strongly Agree             | How Often do you buy? | Every Day     | 12                   |    | 12    |
|                            |                       | Every week    | 9                    |    | 9     |
|                            |                       | Every 2 Weeks | 2                    |    | 2     |
|                            |                       | Every Month   | 16                   |    | 16    |
|                            |                       | Total         | 39                   |    | 39    |
| Agree                      | How Often do you buy? | Every Day     | 10                   |    | 10    |
|                            |                       | Every week    | 16                   |    | 16    |
|                            |                       | Every Month   | 7                    |    | 7     |
|                            |                       | Total         | 33                   |    | 33    |
| Neither Agree nor Disagree | How Often do you buy? | Every week    | 4                    | 1  | 5     |
|                            |                       | Every 2 Weeks | 6                    | 6  | 12    |
|                            |                       | Total         | 10                   | 7  | 17    |
| Disagree                   | How Often do you buy? | Every Day     |                      | 1  | 1     |
|                            |                       | Total         |                      | 1  | 1     |
| Strongly Disagree          | How Often do you buy? | Every 2 Weeks |                      | 10 | 10    |
|                            |                       | Total         |                      | 10 | 10    |

This table shows the relationship among the rate of buying, prior experience and the extent to which their preference is high in the scale of agree and disagree. A total of 39% strongly agreed that they had their experience with ACME and they are well aware of the presence of the Brand around them. 33% just agreed where the rate of buying is more in the every day and every week frequency. 17% neither agreed nor disagreed where the majority 10 people had their prior experience. Only 1 just disagreed with absolutely no



experience with ACME and 10% strongly disagreed with none of them having prior experience.

**How often do you buy? \* Experience with ACME \* Q7. Awareness of presence**  
**Cross tabulation**

| Q7. Awareness of presence  |                       |               | Experience with ACME |    | Total |
|----------------------------|-----------------------|---------------|----------------------|----|-------|
|                            |                       |               | Yes                  | No |       |
| Strongly Agree             | How Often do you buy? | Every Day     | 12                   | 0  | 12    |
|                            |                       | Every 2 Weeks | 0                    | 10 | 10    |
|                            | Total                 |               | 12                   | 10 | 22    |
| Agree                      | How Often do you buy? | Every week    | 26                   | 0  | 26    |
|                            |                       | Every 2 Weeks | 8                    | 6  | 14    |
|                            |                       | Every Month   | 23                   | 0  | 23    |
|                            | Total                 |               | 57                   | 6  | 63    |
| Neither Agree nor Disagree | How Often do you buy? | Every Day     | 10                   | 1  | 11    |
|                            |                       | Every week    | 0                    | 1  | 1     |
|                            | Total                 |               | 10                   | 2  | 12    |
| Disagree                   | How Often do you buy? | Every week    | 3                    |    | 3     |
|                            | Total                 |               | 3                    |    | 3     |

Awareness of presence is measured in this table along with the rate of buying and prior experience with ACME. A meager 22% strongly agreed about having high awareness of presence where the number is almost evenly distributed between negative and positive prior experience with ACME brand, with yes being the higher. It should also be noted that people who marked YES, buy this brand everyday. A majority of 63% agree with high awareness of presence with 57 of them saying they have prior touch with this brand. But 26 of them buy every day, 23 buys every month and 8 buys it in low frequency. The rest is quite negligible with 12% saying neither agree not disagree and only 3 are disagreeing the awareness where almost all of them had prior experience.

**Income. Experience with ACME Product, Awareness of the presence  
Crosstabulation**

Count

| Awareness of the presence |        |              | Q4. Experience with ACME Product? |    | Total |
|---------------------------|--------|--------------|-----------------------------------|----|-------|
|                           |        |              | Yes                               | No |       |
| Strongly Agree            | Income | 20000-40000  | 1                                 |    | 1     |
|                           | Total  |              | 1                                 |    | 1     |
|                           | Income | 20000-40000  | 3                                 | 7  | 10    |
|                           |        | 41000-60000  | 7                                 | 11 | 18    |
|                           |        | 61000-80000  | 3                                 | 1  | 4     |
|                           |        | 81000-100000 | 4                                 | 3  | 7     |
|                           |        | 100000>      | 3                                 | 1  | 4     |
| Total                     |        | 20           | 23                                | 43 |       |
| Agree nor Disagree        | Income | 20000-40000  | 0                                 | 3  | 3     |
|                           |        | 41000-60000  | 1                                 | 0  | 1     |
|                           |        | 61000-80000  | 0                                 | 6  | 6     |
|                           |        | 81000-100000 | 2                                 | 2  | 4     |
|                           |        | 100000>      | 1                                 | 4  | 5     |
| Total                     |        | 4            | 15                                | 19 |       |
| Agree                     | Income | 20000-40000  | 0                                 | 2  | 2     |
|                           |        | 61000-80000  | 2                                 | 4  | 6     |
|                           |        | 81000-100000 | 3                                 | 2  | 5     |
|                           |        | 100000>      | 0                                 | 5  | 5     |
|                           | Total  |              | 5                                 | 13 | 18    |
| Strongly Disagree         | Income | 20000-40000  | 0                                 | 1  | 1     |
|                           |        | 61000-80000  | 0                                 | 2  | 2     |
|                           |        | 81000-100000 | 1                                 | 2  | 3     |
|                           |        | 100000>      | 0                                 | 4  | 4     |
|                           | Total  |              | 1                                 | 9  | 10    |

This table shows the cross tabulation among experience with ACME, the extent to which they agree that they are aware of the presence of the product and income segment. Here, we can see that only one person strongly agreed about the presence, where he has experienced the product. 43 said they agree about awareness but 23 of them did not consume the product yet. A meager 19 give neutral answer where 15 had no use of the product so far. 18 people answered negatively where 13 had no experience. 10 of them strongly agreed where 9 have not used the product yet. It is to be noted that 10 respondents did not answer to the question.

**Income \* Q4. Experience with ACME Product? \* Q7. High Preference Crosstabulation**

| Preference |        |              | Q4. Experience with ACME Product? |    | Total |
|------------|--------|--------------|-----------------------------------|----|-------|
|            |        |              | Yes                               | No |       |
| Agree      | Income | 20000-40000  | 1                                 | 0  | 1     |
|            |        | 41000-60000  | 1                                 | 2  | 3     |
|            | Total  |              | 2                                 | 2  | 4     |
|            | Income | 20000-40000  | 2                                 | 2  | 4     |
|            |        | 41000-60000  | 6                                 | 2  | 8     |
|            |        | 61000-80000  | 2                                 | 0  | 2     |
|            |        | 81000-100000 | 1                                 | 0  | 1     |
|            | Total  | 100000>      | 1                                 | 0  | 1     |
| Total      |        | 12           | 4                                 | 16 |       |
| Agree nor  | Income | 20000-40000  | 1                                 | 8  | 9     |
|            |        | 41000-60000  | 1                                 | 5  | 6     |
|            |        | 61000-80000  | 1                                 | 4  | 5     |
|            |        | 81000-100000 | 5                                 | 5  | 10    |
|            |        | 100000>      | 2                                 | 5  | 7     |
|            | Total  |              | 10                                | 27 | 37    |
| Agree      | Income | 20000-40000  | 0                                 | 2  | 2     |
|            |        | 61000-80000  | 1                                 | 0  | 1     |
|            |        | 81000-100000 | 1                                 | 1  | 2     |
|            | Total  |              | 2                                 | 3  | 5     |
| Disagree   | Income | 20000-40000  | 0                                 | 1  | 1     |
|            |        | 41000-60000  | 0                                 | 2  | 2     |
|            |        | 61000-80000  | 1                                 | 9  | 10    |
|            |        | 81000-100000 | 3                                 | 3  | 6     |
|            | Total  | 100000>      | 1                                 | 9  | 10    |
| Total      |        | 5            | 24                                | 29 |       |

High preference for the product, income and prior experience with the product is summarized in this table. Here again, Yes/No answer is balanced among 4 respondents. A total of 16 answered pretty much positive where 12 of them had the experience with the product. A solid 37 answered neutrally where 27 of them did not have any prior touch with the product. 5 of them pretty much disagreed but alarmingly, 29 of them strongly disagreed about their high preference for the product where 24 did not have past experience. 9 of the samples did not answer to the question.

**Income \* Q5. How often do you buy ACME? \* Q7. Awareness of the presence  
Crosstabulation**

Count

| Q7. Awareness of the presence |        |              | Q5. How often do you buy ACME? |            |               |             |       | Total |
|-------------------------------|--------|--------------|--------------------------------|------------|---------------|-------------|-------|-------|
|                               |        |              | Every Day                      | Every Week | Every 2 Weeks | Every Month | Never |       |
| Strongly Agree                | Income | 20000-40000  |                                |            |               | 1           |       | 1     |
|                               | Total  |              |                                |            |               | 1           |       | 1     |
| Agree                         | Income | 20000-40000  | 0                              | 1          | 0             | 3           | 6     | 10    |
|                               |        | 41000-60000  | 0                              | 0          | 1             | 2           | 15    | 18    |
|                               |        | 61000-80000  | 0                              | 0          | 1             | 0           | 3     | 4     |
|                               |        | 81000-100000 | 1                              | 0          | 0             | 0           | 6     | 7     |
|                               |        | 100000>      | 0                              | 0          | 1             | 0           | 3     | 4     |
|                               | Total  |              | 1                              | 1          | 3             | 5           | 33    | 43    |
| Neither Agree nor Disagree    | Income | 20000-40000  | 0                              |            |               | 0           | 3     | 3     |
|                               |        | 41000-60000  | 0                              |            |               | 0           | 1     | 1     |
|                               |        | 61000-80000  | 0                              |            |               | 1           | 5     | 6     |
|                               |        | 81000-100000 | 0                              |            |               | 1           | 3     | 4     |
|                               |        | 100000>      | 1                              |            |               | 0           | 4     | 5     |
|                               | Total  |              | 1                              |            |               | 2           | 16    | 19    |
| Disagree                      | Income | 20000-40000  | 0                              |            | 0             | 0           | 2     | 2     |
|                               |        | 61000-80000  | 0                              |            | 0             | 0           | 6     | 6     |
|                               |        | 81000-100000 | 1                              |            | 0             | 1           | 3     | 5     |
|                               |        | 100000>      | 0                              |            | 1             | 0           | 4     | 5     |
|                               | Total  |              | 1                              |            | 1             | 1           | 15    | 18    |
| Strongly Disagree             | Income | 20000-40000  |                                |            |               |             | 1     | 1     |
|                               |        | 61000-80000  |                                |            |               |             | 2     | 2     |
|                               |        | 81000-100000 |                                |            |               |             | 3     | 3     |
|                               |        | 100000>      |                                |            |               |             | 4     | 4     |
|                               | Total  |              |                                |            |               |             | 10    | 10    |

Frequency of buying ACME Tea, awareness of its presence in the market and income are shown in the above table. 43 answered pretty much towards the favor where 33 never buy ACME Tea. Only 5 among the rest 10 buys it every month. 19 answered neutral where 16 never buy the product and only 2 buys it every month. 18 disagreed where only 3 buy the product. 10 strongly disagreed that they are aware of the presence of the product. 10 samples did not provide any answer to the question.

**Income \* Q5. How often do you buy ACME? \* Q7. High Preference Crosstabulation**

Count

| High Preference            |        |              | Q5. How often do you buy ACME? |            |               |             |       | Total |
|----------------------------|--------|--------------|--------------------------------|------------|---------------|-------------|-------|-------|
|                            |        |              | Every Day                      | Every Week | Every 2 Weeks | Every Month | Never |       |
| Strongly Agree             | Income | 20000-40000  |                                |            | 0             | 1           | 0     | 1     |
|                            |        | 41000-60000  |                                |            | 1             | 1           | 1     | 3     |
|                            | Total  |              |                                | 1          | 2             | 1           | 4     |       |
| Agree                      | Income | 20000-40000  | 0                              | 1          | 0             | 3           | 0     | 4     |
|                            |        | 41000-60000  | 0                              | 0          | 0             | 1           | 7     | 8     |
|                            |        | 61000-80000  | 0                              | 0          | 1             | 0           | 1     | 2     |
|                            |        | 81000-100000 | 1                              | 0          | 0             | 0           | 0     | 1     |
|                            |        | 100000>      | 0                              | 0          | 1             | 0           | 0     | 1     |
|                            | Total  |              | 1                              | 1          | 2             | 4           | 8     | 16    |
| Neither Agree nor Disagree | Income | 20000-40000  |                                |            |               | 0           | 9     | 9     |
|                            |        | 41000-60000  |                                |            |               | 0           | 6     | 6     |
|                            |        | 61000-80000  |                                |            |               | 0           | 5     | 5     |
|                            |        | 81000-100000 |                                |            |               | 2           | 8     | 10    |
|                            |        | 100000>      |                                |            |               | 0           | 7     | 7     |
|                            | Total  |              |                                |            | 2             | 35          | 37    |       |
| Disagree                   | Income | 20000-40000  | 0                              |            |               |             | 2     | 2     |
|                            |        | 61000-80000  | 0                              |            |               |             | 1     | 1     |
|                            |        | 81000-100000 | 1                              |            |               |             | 1     | 2     |
|                            | Total  |              | 1                              |            |               | 4           | 5     |       |
| Strongly Disagree          | Income | 20000-40000  | 0                              |            | 0             | 0           | 1     | 1     |
|                            |        | 41000-60000  | 0                              |            | 0             | 0           | 2     | 2     |
|                            |        | 61000-80000  | 0                              |            | 0             | 1           | 9     | 10    |
|                            |        | 81000-100000 | 0                              |            | 0             | 0           | 6     | 6     |
|                            |        | 100000>      | 1                              |            | 1             | 0           | 8     | 10    |
|                            | Total  |              | 1                              | 1          | 1             | 26          | 29    |       |

This table shows high preference and rate of buying, with different income groups. Only 4 persons have answered that they strongly agree they highly prefer this product. 16 have only agreed. Here, we can see that the rate of buying is more inclined towards every week and every 2 weeks, we can notice that daily or more frequent buying is very low. Once again, more number of respondents is neutral where they are 37 in number, where 35 never buy the product.



**Q1. Which of the brands do you prefer? \* Q4. Experience with ACME Product? \***  
**Q7. Awareness of the presence Crosstabulation**

Count

| Awareness of the presence  |  |  | Q4. Experience with ACME Product? |    | Total |    |
|----------------------------|--|--|-----------------------------------|----|-------|----|
|                            |  |  | Yes                               | No |       |    |
| Strongly Agree             | Q1. Which of the brands do you prefer? | HRC                                    | 1                                 |    | 1     |    |
|                            | Total                                  |  | 1                                 |    | 1     |    |
|                            | Agree                                  | Q1. Which of the brands do you prefer? | Lipton                            | 2  | 8     | 10 |
|                            |  |  | Ispahani                          | 2  | 8     | 10 |
|                            |  |  | ACME                              | 3  | 2     | 5  |
| Total                      |  | 9                                      | 3                                 | 12 |       |    |
|                            |  | HRC                                    | 4                                 | 2  | 6     |    |
|                            | Total                                  |  | 20                                | 23 | 43    |    |
| Neither Agree nor Disagree | Q1. Which of the brands do you prefer? | Lipton                                 | 3                                 | 4  | 7     |    |
|                            |  | Ispahani                               | 1                                 | 8  | 9     |    |
|                            |  | Tetley                                 | 0                                 | 1  | 1     |    |
|                            |  | HRC                                    | 0                                 | 2  | 2     |    |
|                            |  | Total                                  |                                   | 4  | 15    | 19 |
| Disagree                   | Q1. Which of the brands do you prefer? | Lipton                                 | 3                                 | 5  | 8     |    |
|                            |  | Ispahani                               | 1                                 | 6  | 7     |    |
|                            |  | Tetley                                 | 0                                 | 1  | 1     |    |
|                            |  | HRC                                    | 1                                 | 1  | 2     |    |
|                            |  | Total                                  |                                   | 5  | 13    | 18 |
| Strongly Disagree          | Q1. Which of the brands do you prefer? | Lipton                                 | 0                                 | 7  | 7     |    |
|                            |  | Ispahani                               | 1                                 | 2  | 3     |    |
|                            |  | Total                                  | 1                                 | 9  | 10    |    |

This table explains the relationship and information about experience with ACME, brand preference and the extent to which they agree or disagree to the awareness of the presence of the brand. Only 1 has strongly agreed who has preferred HRC. 43 have agreed that they are aware of the presence of the brand where 23 of them do not have any experience with ACME. This segment prefers Tetley, Lipton and Ispahani. 19 were being neutral in which Ispahani headed the group. 15 of this 19 do not have any prior experience with the product. 18 disagreed they are aware where only 5 had prior experience with the product. 10 strongly disagreed where 9 of them do not have any prior experience with the product.

**Q1. Which of the brands do you prefer? \* Q4. Experience with ACME Product? \***  
**Q7. High Preference Crosstabulation**

| Q7. High Preference        |  | Q4. Experience with ACME Product? |    | Total |    |
|----------------------------|--|-----------------------------------|----|-------|----|
|                            |  | Yes                               | No |       |    |
| Strongly Agree             | Q1. Which of the brands do you prefer? | Lipton                            | 0  | 1     | 1  |
|                            |  | ACME                              | 1  | 0     | 1  |
|                            |  | Tetley                            | 0  | 1     | 1  |
|                            |  | HRC                               | 1  | 0     | 1  |
|                            |  | Total                             | 2  | 2     | 4  |
| Agree                      | Q1. Which of the brands do you prefer? | Lipton                            | 2  | 0     | 2  |
|                            |  | Ispahani                          | 2  | 1     | 3  |
|                            |  | ACME                              | 2  | 1     | 3  |
|                            |  | Tetley                            | 3  | 1     | 4  |
|                            |  | HRC                               | 3  | 1     | 4  |
| Total                      | 12                                     | 4                                 | 16 |       |    |
| Neither Agree nor Disagree | Q1. Which of the brands do you prefer? | Lipton                            | 1  | 11    | 12 |
|                            |  | Ispahani                          | 1  | 14    | 15 |
|                            |  | Tetley                            | 6  | 0     | 6  |
|                            |  | HRC                               | 2  | 2     | 4  |
|                            |  | Total                             | 10 | 27    | 37 |
| Disagree                   | Q1. Which of the brands do you prefer? | Lipton                            | 1  | 2     | 3  |
|                            |  | Ispahani                          | 1  | 1     | 2  |
|                            |  | Total                             | 2  | 3     | 5  |
| Strongly Disagree          | Q1. Which of the brands do you prefer? | Lipton                            | 4  | 10    | 14 |
|                            |  | Ispahani                          | 1  | 8     | 9  |
|                            |  | ACME                              | 0  | 1     | 1  |
|                            |  | Tetley                            | 0  | 3     | 3  |
|                            |  | HRC                               | 0  | 2     | 2  |
| Total                      | 5                                      | 24                                | 29 |       |    |

This table explains the extent to which they strongly agree or disagree that they prefer the brand ACME, the brands they prefer and their prior experience with ACME. Here we can see that only 4 have strongly agreed that they highly prefer this brand where experience is balanced equally. 16 just agreed that they prefer this brand where a majority of 12 have had prior experience. Moreover their experience with other brands is pretty much evenly distributed. 37 were neutral, and 27 of them did not have any prior experience with the product. Here, Ispahani and Lipton lead the group. The list of people disagreeing is

negligible but 29 strongly disagreed that they highly prefer the brand. 24 of them did not have any experience with the product yet. Here again, Ispahani and Lipton lead the list.

## ACME Premium Drinking Water

### Income \* Q4. Experience with ACME \* Q7. Awareness of Presence Crosstabulation

| Count                      |        |              | Q4. Experience with ACME |    | Total |
|----------------------------|--------|--------------|--------------------------|----|-------|
| Awareness of Presence      |        |              | Yes                      | No |       |
| Strongly Agree             | Income | 41000-60000  | 0                        | 1  | 1     |
|                            |        | 61000-80000  | 1                        | 1  | 2     |
|                            | Total  |              | 1                        | 2  | 3     |
| Agree                      | Income | 20000-40000  | 7                        | 0  | 7     |
|                            |        | 41000-60000  | 7                        | 4  | 11    |
|                            |        | 61000-80000  | 5                        | 4  | 9     |
|                            |        | 81000-100000 | 6                        | 1  | 7     |
|                            |        | 100000>      | 4                        | 0  | 4     |
|                            | Total  |              | 29                       | 9  | 38    |
| Neither Agree nor Disagree | Income | 20000-40000  | 3                        | 5  | 8     |
|                            |        | 41000-60000  | 2                        | 4  | 6     |
|                            |        | 61000-80000  | 3                        | 5  | 8     |
|                            |        | 81000-100000 | 4                        | 5  | 9     |
|                            |        | 100000>      | 4                        | 8  | 12    |
|                            | Total  |              | 16                       | 27 | 43    |
| Disagree                   | Income | 81000-100000 |                          | 1  | 1     |
|                            | Total  |              |                          | 1  | 1     |
| Strongly Disagree          | Income | 20000-40000  | 5                        |    | 5     |
|                            |        | 41000-60000  | 2                        |    | 2     |
|                            |        | 61000-80000  | 1                        |    | 1     |
|                            |        | 81000-100000 | 3                        |    | 3     |
|                            |        | 100000>      | 4                        |    | 4     |
| Total                      |        | 15           |                          | 15 |       |

Here, we can see that only 3 have strongly agreed that they are aware of the fact that this brand is present in the market. 38 persons agreed that they are aware of its presence where 29 had their prior experience. It covers almost all the segment. 43 being neutral, it excludes the high ended segment and 27 of them never consumed this product. Only 15 strongly disagreed, containing the entire segment and all of them consumed this product at some point of time.

**Income \* Q4. Experience with ACME \* Q7. High Preference Cross tabulation**

| High Preference            |        |              | Q4. Experience with ACME |    | Total |
|----------------------------|--------|--------------|--------------------------|----|-------|
|                            |        |              | Yes                      | No |       |
| Agree                      | Income | 20000-40000  | 6                        | 1  | 7     |
|                            |        | 41000-60000  | 4                        | 4  | 8     |
|                            |        | 61000-80000  | 4                        | 4  | 8     |
|                            |        | 81000-100000 | 5                        | 1  | 6     |
|                            |        | 100000>      | 5                        | 2  | 7     |
|                            | Total  |              | 24                       | 12 | 36    |
| Neither Agree nor Disagree | Income | 20000-40000  | 5                        | 4  | 9     |
|                            |        | 41000-60000  | 6                        | 4  | 10    |
|                            |        | 61000-80000  | 6                        | 5  | 11    |
|                            |        | 81000-100000 | 5                        | 6  | 11    |
|                            |        | 100000>      | 5                        | 6  | 11    |
|                            | Total  |              | 27                       | 25 | 52    |
| Disagree                   | Income | 20000-40000  | 4                        |    | 4     |
|                            |        | 41000-60000  | 1                        |    | 1     |
|                            |        | 81000-100000 | 3                        |    | 3     |
|                            |        | 100000>      | 2                        |    | 2     |
| Total                      |        | 10           |                          | 10 |       |
| Strongly Disagree          | Income | 41000-60000  |                          | 1  | 1     |
|                            |        | 61000-80000  |                          | 1  | 1     |
| Total                      |        |              | 2                        | 2  |       |

The above table shows that 36 persons have agreed that they highly prefer this brand, where 24 of them already have their experience. This covers the entire segment and more or less evenly distributed. 52 were neutral, and the experience was almost equally divided. 10 disagreed and all of them had their experience, but they do not prefer this brand. The answers of this 10 came from the mid segments.



**Q1.Brand Preference \* Q4. Experience with ACME \* Q7. High Preference  
Crosstabulation**

| Count              |                     |       | Q4. Experience with ACME |    | Total |
|--------------------|---------------------|-------|--------------------------|----|-------|
| Preference         |                     |       | Yes                      | No |       |
| Agree nor Disagree | Q1.Brand Preference | Mum   | 10                       | 11 | 21    |
|                    |                     | Fresh | 1                        | 1  | 2     |
|                    |                     | ACME  | 10                       | 0  | 10    |
|                    |                     | Spa   | 3                        | 0  | 3     |
|                    |                     | Total | 24                       | 12 | 36    |
| Disagree           | Q1.Brand Preference | Mum   | 20                       | 18 | 38    |
|                    |                     | Fresh | 0                        | 5  | 5     |
|                    |                     | ACME  | 5                        | 2  | 7     |
|                    |                     | Pran  | 2                        | 0  | 2     |
|                    |                     | Total | 27                       | 25 | 52    |
| Strongly Disagree  | Q1.Brand Preference | Mum   | 8                        |    | 8     |
|                    |                     | ACME  | 2                        |    | 2     |
|                    |                     | Total | 10                       |    | 10    |
| Strongly Disagree  | Q1.Brand Preference | Mum   |                          | 1  | 1     |
|                    |                     | Pran  |                          | 1  | 1     |
|                    | Total               |       |                          | 2  | 2     |

This table shows brand preference, the extent to which the respondents agree that they highly prefer this brand, and their prior experience with ACME premium drinking water. Here, we can see that 36 of them just agreeing that they prefer this brand where 24 of them had their experience. Here, Mum is still the main competitor with ACME as we can see in the brand preference area. A major 52 stayed neutral and the experience was divided between Yes and No. here, we can clearly see that Mum is the market leader. Disagree and strongly disagree comprises of 12 people altogether, Mum is there in both. ACME and Pran share the places between themselves.

**Q1.Brand Preference \* Q5. How often do you buy ACME? \* Q7. Awareness of Presence Crosstabulation**

| Count                     |                      |           | Q5. How often do you buy ACME? |            |               |             |       | Total |
|---------------------------|----------------------|-----------|--------------------------------|------------|---------------|-------------|-------|-------|
| Q7. Awareness of Presence | Q1. Brand Preference | Q3. Brand | Every Day                      | Every Week | Every 2 weeks | Every Month | Never |       |
| Strongly Agree            | Q1.Brand Preference  | Mum       |                                | 2          | 1             |             |       | 3     |
|                           | Total                |           |                                | 2          | 1             |             |       | 3     |
|                           | Q1.Brand Preference  | Mum       | 0                              | 8          | 8             | 4           | 5     | 25    |
|                           |                      | Fresh     | 0                              | 1          | 0             | 0           | 1     | 2     |
|                           |                      | ACME      | 3                              | 0          | 2             | 0           | 0     | 5     |
| Disagree                  |                      | Spa       | 0                              | 0          | 1             | 2           | 0     | 3     |
|                           |                      | Pran      | 0                              | 1          | 1             | 0           | 1     | 3     |
|                           | Total                |           | 3                              | 10         | 12            | 6           | 7     | 38    |
|                           | Q1.Brand Preference  | Mum       | 0                              | 0          | 6             | 12          | 8     | 26    |
|                           |                      | Fresh     | 0                              | 0          | 2             | 1           | 2     | 5     |
| Neutral                   |                      | ACME      | 4                              | 7          | 0             | 0           | 1     | 12    |
|                           | Total                |           | 4                              | 7          | 8             | 13          | 11    | 43    |
|                           | Q1.Brand Preference  | Mum       |                                |            |               | 1           |       | 1     |
|                           | Total                |           |                                |            |               | 1           |       | 1     |
|                           | Q1.Brand Preference  | Mum       |                                | 6          |               | 7           |       | 13    |
| Strongly Disagree         |                      | ACME      |                                | 0          |               | 2           |       | 2     |
|                           | Total                |           |                                | 6          |               | 9           |       | 15    |

Even when consumers are buying other brands, they are well aware of the available products in the market. This table provides the data which states that the degree to which the respondents agree or disagree, brand preference and the frequency of purchasing ACME. We can see that a total of 38 just agreed they are aware of the presence. Their frequency of purchase is more towards every week and every 2 weeks. And alarmingly, out of this 38, 25 preferred Mum. 43 stayed neutral. 26 of these, prefers Mum. And much of this 43, only 13 buy ACME every Month and 11 never bought it. The rest is some meager number. 15 strongly disagreed the awareness of the presence where 13 of them preferred Mum.

**Q1.Brand Preference \* Q5. How often do you buy ACME? \* Q7. High Preference Crosstabulation**

| Count               |                     | Q5. How often do you buy ACME? |            |               |             |       | Total |    |
|---------------------|---------------------|--------------------------------|------------|---------------|-------------|-------|-------|----|
| Q1.Brand Preference |                     | Every Day                      | Every Week | Every 2 weeks | Every Month | Never |       |    |
| Agree               | Q1.Brand Preference | Mum                            | 0          | 7             | 3           | 10    | 1     | 21 |
|                     |                     | Fresh                          | 0          | 1             | 0           | 0     | 1     | 2  |
|                     |                     | ACME                           | 3          | 6             | 1           | 0     | 0     | 10 |
|                     |                     | Spa                            | 0          | 0             | 1           | 2     | 0     | 3  |
|                     |                     | Total                          | 3          | 14            | 5           | 12    | 2     | 36 |
| Disagree nor        | Q1.Brand Preference | Mum                            | 0          | 9             | 11          | 7     | 11    | 38 |
|                     |                     | Fresh                          | 0          | 0             | 2           | 1     | 2     | 5  |
|                     |                     | ACME                           | 4          | 1             | 1           | 0     | 1     | 7  |
|                     |                     | Pran                           | 0          | 1             | 1           | 0     | 0     | 2  |
|                     |                     | Total                          | 4          | 11            | 15          | 8     | 14    | 52 |
| Disagree            | Q1.Brand Preference | Mum                            |            |               | 1           | 7     |       | 8  |
|                     |                     | ACME                           |            |               | 0           | 2     |       | 2  |
|                     | Total               |                                |            | 1             | 9           |       |       | 10 |
| Disagree            | Q1.Brand Preference | Mum                            |            |               |             |       | 1     | 1  |
|                     |                     | Pran                           |            |               |             |       | 1     | 1  |
|                     | Total               |                                |            |               |             | 2     | 2     |    |

This table shows how much they prefer this brand and the frequency of their purchase of ACME. This also provides a clear idea of the different brands they prefer. We can see that 36 of the respondents agreed that they prefer the brand ACME where 21 preferred Mum. 14 of them buy ACME every week and 12 buys it every month. 52, the majority of the respondents were neutral, where 38 preferred Mum. 11 and 15 buy ACME every week and every month respectively. The rest falls on disagreeing side and here Mum leads the list as well.

## Recommendations

1. Tea Ring tone: The jingle of Tea used in the TV Advertisement is a nice one. ACME can advertise so that people can come to know that they can use it as their ring tone or welcome tune. Here, ACME has to talk to the mobile phone companies to make it possible.
2. Universities and Schools (250ml and 150ml juice and 500ml water): We have to talk to different private universities to go through a win-win relationship. We would ask them to use our branded Wall Clock in every classroom. We would sponsor their clubs, for example Young Entrepreneurs' Society in NSU, AIESEC in IBA, etc in their social activities, in return we would provide part time jobs for their students with certain requirements in our Agrovet and Beverage department. Here, we can fulfill the setbacks of this department by employing these part time students at a much lower salary and they can deliver the services that we take from other departments of the ACME group. For example, several designs that are prepared by the designers of the pharmaceuticals departments are not up to the mark and require consistent briefing. With students and their creativity, we can use the services at a much lower cost where we do not have to higher professionals for our Agrovet. In this way, we can develop our employees for future. In this way, the universities can also advertise that they can manage part time jobs for their students.

In the schools, we can promote 150 ml juice by providing scholarships in their annual fees for the students. We can also create yearly award for students and can set up our



juice and water outlets there in the schools at TP price, 150ml, 250 ml and 1000ml family pack too.

3. E-mails: here, we are targeting working people and students again. We live in information age now and people are always in the look out for information. We can provide them through e-mails. This is cost effective. We have out IT team in the ACME group and they can design e-mails. We would provide advertisement in the paper to launch the e-mail and collect personal e-mail addresses from our own sources. Then we would make informational e-mails with our product visibility, not our product informational but educational or general knowledge information. For example, world's longest bridge with its features, next week, it is going to be world's renowned university for graduation or masters and its features history etc.

## **Limitation**

This research is subject to several limitations, some of which are:

- Financial constraints limited the survey being done in only Dhaka City.
- Language barrier: The questionnaire did not have a Bengali version, which prevented us from getting a large audience to be involved in the survey.
- The research work being individual, it involved only 250 ml juice pack, 100 samples and only 1 age group, 500 ml mineral water and tea of sample size 100 each as well.

## **Conclusion**

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Acme Agrovvet & Beverages Ltd. has produces some quality products for the FMCG market of our country. After conducting the survey on the consumer perception on these products it has been proved that it acquired a specific position on the consumer's mind. As a infant in the industry the achievement is recommendable. For the beverage industry it may be new but the brand name ACME has a long historical background in the pharmaceutical industry so it creates a positive impact on the customers mind.

This research has proved that the overall perception is not at the top of the customer's mind but it is increasing at a promising rate. The strategies undertaken by the company is effective and coping with the situation will give an extra edge to the firm. FMCG market is very competitive in the context of Bangladesh so ACME has to be very cautious in case adopting new plans and strategies.

## **Bibliography**

- Malhotra K. Naresh, Marketing Research, 4<sup>th</sup> Ed. Pearson Education; India. 2004.
- Secondary Data: Sirius MKT & Social Research Ltd., Market data
- Primary data: Survey from population and information from traders.

# Appendix



## ACME 250 ml Juice pack

Hello, I am Md. Sikander Julkarnine from East West University. As part of my internship materials under BBA, I am conducting this survey on 250 ml ACME Premium and Classic, orange and mango juice. I am doing my internship at The ACME Agrovet and Beverages Ltd. under the supervision of Mr. Shohidul Islam, Media Manager. Therefore, I request you to provide some of your valuable time for my brief interview to be conducted. Thanking you.

Age:      Gender:      Occupation:      Monthly Family Income:  
E-mail Address:

1. Which of the brands do you prefer when you want to buy fresh fruit juice?

|      |        |      |        |          |        |
|------|--------|------|--------|----------|--------|
| Pran | Shezan | ACME | Danish | Starship | Aarong |
|------|--------|------|--------|----------|--------|

2. How often do you buy?

|           |            |               |             |       |
|-----------|------------|---------------|-------------|-------|
| Every Day | Every Week | Every 2 Weeks | Every Month | Never |
|-----------|------------|---------------|-------------|-------|

3. Which of the things do you prefer when using the product?

- Quality                       Taste                       Price
- Availability                       Brand Name                       Pack Design
- Knowledge through Promotional Activities                       Flavor
- Color

4. Do you have any experience with the product of ACME?

- Yes                       No

5. How often do you buy the product of ACME?

|           |            |               |             |       |
|-----------|------------|---------------|-------------|-------|
| Every Day | Every Week | Every 2 Weeks | Every Month | Never |
|-----------|------------|---------------|-------------|-------|

6. Please answer the following table according to the brand names and how do you rate them corresponding to the scale as:

**1 = Very High; 2 = High; 3 = Moderate; 4 = Low; 5 = Very Low;**

|          | Purity(Product) | Bottle Design (Packaging) | Price | Availability | Visibility(Promo) |
|----------|-----------------|---------------------------|-------|--------------|-------------------|
| Pran     |                 |                           |       |              |                   |
| Shezan   |                 |                           |       |              |                   |
| ACME     |                 |                           |       |              |                   |
| Danish   |                 |                           |       |              |                   |
| Starship |                 |                           |       |              |                   |
| Aarong   |                 |                           |       |              |                   |

7. Please answer the following table according to the extent that you agree or disagree with the given statements, corresponding to the scale as:

**1 = Strongly Agree; 2 = Agree; 3 = Neither Agree not Disagree; 4 = Disagree; 5 = Strongly Disagree;**

The Statements are all made on the ACME 250 ml Juice Pack, relative to the other existing 250 ml juice brands in the market.

|  | 1 | 2 | 3 | 4 | 5 |
|--|---|---|---|---|---|
| a. The <b>taste, smell, flavor, and color</b> provide a better image of the brand than other brands.   |   |   |   |   |   |
| b. You are aware that ACME juice uses best quality of ingredients and raw materials in their product   |   |   |   |   |   |
| c. You would prefer ACME Juice because you are health conscious.   |   |   |   |   |   |
| d. The <b>pack design and look</b> are better than others brands.  |   |   |   |   |   |
| e. You are aware that ACME always uses better quality of packaging materials, which keep their product intact and best for use.                      |   |   |   |   |   |
| f. Comparing the Brand features and quality, the <b>price</b> is more reasonable than other brands.  |   |   |   |   |   |
| g. You are always aware of the presence of ACME Juice in the market, even when you are buying other Brands.  |   |   |   |   |   |
| h. You always prefer ACME Juice to higher extent.  |   |   |   |   |   |
| i. <b>TV advertisements, Press coverage and billboards</b> , and all kinds of <b>promotional activities</b> are more visible than other brands.      |   |   |   |   |   |
| j. <b>TV advertisements, Press coverage and billboards</b> , and all kinds of <b>promotional activities</b> are of better quality than other brands. |   |   |   |   |   |
| k. The <b>advertisements</b> provide clear reflection about what the brand is all about.   |   |   |   |   |   |
| l. The company <b>Logo</b> on the juice pack is better than other brands.  |   |   |   |   |   |

**Thank You**

# ACME TEA

Hello, I am Md. Sikander Julkarnine from East West University. As part of my internship materials under BBA, I am conducting this survey on ACME Premium Gold Tea. I am doing my internship at The ACME Agrovet and Beverages Ltd. under the supervision of Mr. Shohidul Islam, Media Manager. Therefore, I request you to provide some of your valuable time for my brief interview to be conducted. Thanking you.

Age:      Occupation:      Monthly Family Income:

E-mail Address:

1. Which of the brands do you prefer when you want to buy Tea?

|        |          |      |          |        |        |     |
|--------|----------|------|----------|--------|--------|-----|
| Lipton | Ispahani | ACME | Clip ton | Tetley | Ceylon | HRC |
|--------|----------|------|----------|--------|--------|-----|

6. How often do you buy Tea?

|           |            |               |             |       |
|-----------|------------|---------------|-------------|-------|
| Every Day | Every Week | Every 2 Weeks | Every Month | Never |
|-----------|------------|---------------|-------------|-------|

7. Which of the things do you prefer when using the product?

- Quality                       Taste                       Price
- Availability                       Brand Name                       Pack Design
- Usefulness                       Knowledge through Promotional Activities
- Smell and Freshness                       Flavor                       Strength

8. Do you have any experience with ACME Premium Gold Tea?

- Yes                       No

9. How often do you buy ACME Tea?

|           |            |               |             |       |
|-----------|------------|---------------|-------------|-------|
| Every Day | Every Week | Every 2 Weeks | Every Month | Never |
|-----------|------------|---------------|-------------|-------|

10. Please answer the following table according to the brand names and how do you rate them corresponding to the scale as:

**1 = Very High; 2 = High; 3 = Moderate; 4 = Low; 5 = Very Low;**

|          | <b>Quality, Taste, (Product)</b> | <b>Pack Design</b> | <b>Price</b> | <b>Availability</b> | <b>Visibility(Promo)</b> |
|----------|----------------------------------|--------------------|--------------|---------------------|--------------------------|
| Lipton   |                                  |                    |              |                     |                          |
| Ispahani |                                  |                    |              |                     |                          |
| ACME     |                                  |                    |              |                     |                          |
| Clip ton |                                  |                    |              |                     |                          |
| Tetley   |                                  |                    |              |                     |                          |
| Ceylon   |                                  |                    |              |                     |                          |
| HRC      |                                  |                    |              |                     |                          |

11. Please answer the following table according to the extent that you agree or disagree with the given statements, corresponding to the scale as:

**1 = Strongly Agree; 2 = Agree; 3 = Neither Agree not Disagree; 4 = Disagree; 5 = Strongly Disagree;**

The Statements are all made on the ACME Premium Gold Tea relative to the other existing Tea brands in the market.

|   | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| a. The <b>taste, smell and flavor</b> provide a greater feeling of Freshness and Quality than other brands.   |   |   |   |   |   |
| b. The <b>pack design and look</b> are more attractive than others.   |   |   |   |   |   |
| c. Comparing all features, elements and characteristics of the Brand <b>ACME Tea</b> , the price definitely is more reasonable than others.                     |   |   |   |   |   |
| d. You are always aware of the presence of <b>ACME Tea</b> in the market, even when you are buying other tea Brands.  |   |   |   |   |   |
| e. The <b>TV advertisements, press coverage and billboards</b> , and all kinds of other <b>promotional activities</b> are more visible than other brands.       |   |   |   |   |   |
| f. The <b>TV advertisements, press coverage and billboards</b> , and all kinds of other <b>promotional activities</b> are of better standard than other brands. |   |   |   |   |   |
| g. The promotional activities provide a clear <b>image</b> of the Brand and what the product is all about.  |   |   |   |   |   |
| h. The pay-off line " <b>Shotej Onubhuti o Shasthoshommoto</b> " is really attractive and true reflector of the Brand.  |   |   |   |   |   |
| i. Your preference for <b>ACME Tea</b> is to the higher extent.   |   |   |   |   |   |

**Thank You**

## ACME Premium Drinking Water

Hello, I am Md. Sikander Julkarnine from East West University. As part of my internship materials under BBA, I am conducting this survey on ACME Premium Drinking Water. I am doing my internship at The ACME Agroviet and Beverages Ltd. under the supervision of Mr. Shohidul Islam, Media Manager. Therefore, I request you to provide some of your valuable time for my brief interview to be conducted. Thanking you.

Age:            Gender:            Occupation:            Monthly Family Income:

E-mail Address:

12. Which of the brands do you prefer when you use safe drinking water?

|     |       |      |     |      |      |        |
|-----|-------|------|-----|------|------|--------|
| Mum | Fresh | ACME | Spa | Pran | Fine | Shanti |
|-----|-------|------|-----|------|------|--------|

13. How often do you buy safe drinking water?

|           |            |               |             |       |
|-----------|------------|---------------|-------------|-------|
| Every Day | Every Week | Every 2 Weeks | Every Month | Never |
|-----------|------------|---------------|-------------|-------|

14. Which of the things do you prefer when using the product?

- Quality                       Price
- Availability                 Brand Name                 Bottle Design
- Knowledge through Promotional Activities

15. Do you have any experience with the product of ACME?

- Yes                       No

16. How often do you buy the product of ACME?

|           |            |               |             |       |
|-----------|------------|---------------|-------------|-------|
| Every Day | Every Week | Every 2 Weeks | Every Month | Never |
|-----------|------------|---------------|-------------|-------|

17. Please answer the following table according to the brand names and how do you rate them corresponding to the scale as:

**1 = Very High; 2 = High; 3 = Moderate; 4 = Low; 5 = Very Low;**

|               | <b>Purity(Product)</b> | <b>Bottle Design (Packaging)</b> | <b>Price</b> | <b>Availability</b> | <b>Visibility(Promo)</b> |
|---------------|------------------------|----------------------------------|--------------|---------------------|--------------------------|
| <b>Mum</b>    |                        |                                  |              |                     |                          |
| <b>Fresh</b>  |                        |                                  |              |                     |                          |
| <b>ACME</b>   |                        |                                  |              |                     |                          |
| <b>Spa</b>    |                        |                                  |              |                     |                          |
| <b>Pran</b>   |                        |                                  |              |                     |                          |
| <b>Fine</b>   |                        |                                  |              |                     |                          |
| <b>Shanti</b> |                        |                                  |              |                     |                          |

18. Please answer the following table according to the extent that you agree or disagree with the given statements, corresponding to the scale as:

**1 = Strongly Agree; 2 = Agree; 3 = Neither Agree not Disagree; 4 = Disagree; 5 = Strongly Disagree;**

The Statements are all made on the ACME Premium Drinking Water relative to the other existing mineral drinking water brands in the market.

|  | 1 | 2 | 3 | 4 | 5 |
|--|---|---|---|---|---|
| a. The <b>taste and smell</b> provide a greater feeling of Purity and Quality than other brands.   |   |   |   |   |   |
| b. You are aware that <b>ACME</b> always uses recycled bottles.  |   |   |   |   |   |
| c. You are aware of the purification process of 20 stages of filtration, reverse osmosis, ozone and UV ray treatment process of <b>ACME Premium Drinking Water</b> |   |   |   |   |   |
| d. The <b>bottle design and look</b> are better than others  |   |   |   |   |   |
| e. You are always aware of the presence of <b>ACME premium drinking water</b> in the market, even when you are buying other Brands.                                |   |   |   |   |   |
| f. With the quality and packaging, the price of the Brand is more reasonable than others.  |   |   |   |   |   |
| g. <b>TV advertisements, Press coverage and billboards</b> , and all kinds of <b>promotional activities</b> are more visible than other brands.                    |   |   |   |   |   |
| h. <b>TV advertisements, Press coverage and billboards</b> , and all kinds of <b>promotional activities</b> are of better quality than other brands.               |   |   |   |   |   |
| i. The <b>advertisements</b> provide clear reflection about what the brand is all about.   |   |   |   |   |   |
| j. The pay-off line " <b>Purity you can Trust</b> " is really attractive and true reflector of the brand's image and quality.                                      |   |   |   |   |   |
| k. You always prefer <b>ACME Premium Drinking Water</b> to higher extent.  |   |   |   |   |   |

**Thank you**





THANK YOU

