Thesis Report

on

Sales Management of Plastic Industries in Bangladesh: A Case Study on Pran-RFL Group

Submitted by:

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ID: MBA2202026009

Program: Master of Business Administration:

Major : Marketing

Sonargaon University (SU)

Submitted To:

Department of Business Administration

Sonargaon University (SU)

Submitted for the partial fulfillment of the Master of Business Administration

Sonargaon University (SU)

Date of Submission: 11, May, 2023

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Letter of Transmittal

11, May, 2023

Sharmila Sikder
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Department of Business Administration
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Subject: Submission of Internship Report.

Dear Madam

This is to inform you that I have prepared my term paper on the topic of titled **Sales Management of Plastic Industries in Bangladesh: A Case Study on Pran-RFL Group**I have completed my term paper attachment period. To prepare this report, I collected information from all available sources in the most realistic and professional way.

I have acquired the valuable experiences through this program under your supervision. I would like to thank you and the Department for helping me to prepare the report.

With best regards

_____

Md.Mahmudun Nobi

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Certificate of Supervisor

This is to certify that the term paper titled **Sales Management of Plastic Industries in Bangladesh: A Case Study on Pran-RFL Group** has been prepared under my supervision in fulfillment of the partial requirements of the MBA program.

So far I know, he has prepared this term paper by himself and is not copied or borrowed from anywhere without proper acknowledgement.

I wish him every success in life.

……

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Student's Declaration

I hereby declare that the report namely **Sales Management of Plastic Industries in Bangladesh: A Case Study on Pran-RFL Group** by me. I also declare that this paper is my original worked and prepared for academic purpose which is a part of MBA Program. This report will not be used in any other report, publications or research.

Sincerely Yours

Md. Mahmudun Nobi

ID:MBA 2202026009

Program: MBA

Major: Marketing

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Letter of Authorization

This is to certify that this project report titled **Sales Management of Plastic Industries in Bangladesh: A Case Study on Pran-RFL Group** is the bonfire work of Md. Mahmudun Nobi, who carried out the research under my supervision. Certified furtherthat to the best of my knowledge, the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

……

Sharmila Sikder
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ACKNOWLEDGEMENT

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At RFL, I would like to thank Mr. TofiqElahy, Finance & Control Manager, for giving me the Term Paper project and guiding me on the topic; my Reporting Manager Mr.Shamsuddin Marketing Manager for allowing me to sacrifice time from my regular responsibilities so that I could put effort for the Term Paper project; Mr. Monwar Masud, for assisting me with formalities on my internship.

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Abstract

In early part of this decade, the RFL management realized that although RFL was the largest PVC company in the Bangladesh in terms of turnover; when it came to profitability, RFL ranked a mere 1st. This, for the management, was not simply good enough. So efforts were put in as to find out what could be done to better improve profitability for the group. As expected, the price of its products became the key factor which could impact profitability. However, the solution was not as simple as to just to increase the price and have greater margin. In a very competitive market environment where the awareness level of consumers isincreasing day by day, raising price did not provide an easy way out. Consumers, shoppers and customers and in many cases, the government would react unfavorably to any price increase which they would consider as not value for money; the result of which would be lossof sales volume and market share. Therefore, the issue of optimum pricing became a goal for every brand manager and subsequently company management all over the country for RFL. So RFL developed a pricing toolkit called, "Marketing & Promotional Strategies of RFL", which would provide through guidelines and Strategies substance to the complicated task of pricing. This toolkit provides a 5 step exercise before any pricing decisions are made and involves almost all possible factors which are related to price. RFL Bangladesh has been operating in Bangladesh for more than decade and pricing for its products has become very important in the ever increasing competitive market place. However, as we find out in the report, not all the aspects of the "Marketing & Promotional Strategies of RFL" is followed here. The reasons are many fold- including non-mandatory nature of the toolkit, over- emphasis on certain business goals such as EBIT, RIG (Real Internal Growth) and OG (Organic growth) and less emphasis on other score cards such as market share and brand equity. The recommendation of the report is that RFL should be a bit more consumer drivenin pricing decision. This is not to say that the price should always be as less as possible, but merely means that more research and study should be done to understand the pricing impact from the consumers end. Another recommendation was that some of the exercises of the "Marketing & Promotional Strategies of RFL" should be made mandatory and not just afancy exercise which is "Good to have".

List of Acronyms

SR: Sales Representatives
ZM: Zonal Manager
DSM: Divisional Sales Manager
DB: Distributor
RTL: Retailers
B2B: Business to Business
RPL: RFL Plastic Limited
KPI: Key Performance Indicators
MAP: Marketing Automation Platform
NPS: Net Promoter Score
ROI: Return on Investment
SMART: Specific, Measurable, Attainable, Realistic, Time-Bound
BR: Bounce Rate
CTA: Call to Action
CAN-SPAM: Controlling the Assault of Non-Solicited Pornography and Marketing
CMS: Content Management System
CPC: Cost per Click
CRM: Customer Relationship
Management CTR: Click-Through Rate
CR: Conversion Rate:
GA: Google Analytics
GDD: Growth-Driven Design
HTML: Hypertext Markup Language
PPC: Pay per Click
PR: Page Rank
PV: Page View
QS: Quality Score
SaaS: Software as a Service
SEO: Search Engine Optimization

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CHAPTER -1
Introduction

Introduction

“Poverty and hunger are curses”- mission of RFL-RFL group. So their aim is “to generate employment and earn dignity and self-respect for our competitors” through profitable enterprises

For the achievement of this mission and aim the most recognized RFL-RFL group was established and started manufacturing in 1980.

Objective

Two types of objectives are involved in the term paper program. They are broad objective and another is specific objective. These two types of objectives are as follows:

Main Objective:

The broad objective of this report is familiarizing with the practical professional world. To gain a practical experience related to major marketing and promotional activities is the broad objective of internship program.

Other Objectives:

Except the main objective there are some other objectives. These objectives are specific objectives. The specific objectives of internship program are given below:

- To accomplish the educational requirement.
- To have knowledge about the organization that means RFL.
- To know about RFL overall building customer Value related operations.
- To gather comprehensive knowledge about Marketing & Promotional Strategies of RFL.

Methodology

The core objective of selecting the topic is to better understand the beverage industry and its respective marketing strategies. RFL Plastic Ltd (RPL) came into the food & beverage industry only a few years back. The objective of my Term Paper report was to identify whether the marketing strategies used by RFL for its products are communicated and perceived by the consumers and their capability of earning according to their expense. For this several statistical tools are used for product analysis like 4Ps analysis, matrix analysis, SWOT analysis, Porter's Five-Forces Model, BCG Growth Share Matrix. The results are shown through graphs and charts. In assessing the financial condition of RFL, ratio analysis have been done and graphsand charts are given to show the results.

- Literature review's from RFL Intranet sites and hubs
- Literature review from RFL documents and policy on Promotion Strategy
- Face to face interviews will management involved in Promotion Strategy decisions locally.

Chapter: 02
Literature Review

2.1 Literature Review

Kotler (2001) distinguishes between social and managerial definition of marketing. According to a social definition, marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products and services of value freely with others. As a managerial definition, marketing has often been scribed as "the art of selling products." In 2004, the AMA announced a new definition of marketing: Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its 18 Journal of Management and Science ISSN: 2249-1260 | e-ISSN: 2250-1819 | Vol 5. No 1 | March' 2015 stakeholders. The new definition was unveiled at AMA's Summer Educators' Conference in Boston in August 2004 (Keefe, 2004). Urbanities et al, (2007) studies how top managers of companies see importance of marketing function as well as certain types of marketing activities. These types include typical areas of 4 P's as well as marketing planning and marketing research activities.

There are numerous studies that analyze specific marketing activities and their relationship with certain aspect of other functions within a company. Many of them discuss relationship between marketing and finance functions, or model financial outcomes of marketing activities (Sheth, Sharma 2001; Uzelac, Sudarevic 2006). Some studies cover the strategic and managerial aspects of marketing activities, thus integrating managerial perspective into the picture. (Webster, 2005). Slater and Olson (2001) conducts a thorough study of journal articles and marketing management texts to identify the marketing activities that marketing strategy subsumes. They have categorized these activities according to Kotler's (1994) STP (segmentation, targeting, and positioning) framework and McCarthy's (1975) 4 PS (product, price, place, promotion).

Hoefler and Keller (2003) discusses about marketing activities and the marketing advantage of strong brands. They categorize marketing activities into product, extensions, price, communications and channels related marketing activities. Their study delves into more detail about how differences in consumer brand knowledge affect the response of consumers to marketing activity.

Millat (2010) states that Garment owners should provide more emphasis to their marketing activities. They should start marketing through trade fair and Internet. They should try to build International reputation.

Kincade, Doris H.; Woodard, Ginger A.; Park, Haesun (2002) studied Buyer–seller Relationships for promotional support in the apparel sector which is critical for success. Results indicated that monetary support was regarded as the most important promotional support. A positive and significant correlation was found between items the buyers perceived as important and the frequency of offerings of these items.

Kennedy [2003] pointed out, under the turbulent market such as apparel industry, firms are often dependent on current customers too much. That situation makes the apparel firms less motivated to scan potential market needs. However, by accepting wide variety of models from various customers in short time, a small firm can avoid from overdependence of trade and information on only limited customers.

Završnik and Mumel (2007) found that advertising is one of the most important instruments of marketing communications mix in the clothing industry in Slovenia. Also important are personal selling and sales promotion & public relations. It should be emphasized that a collection of quality and fashionably designed clothes, appropriate prices of products, and appropriate distribution are the preliminary conditions for marketing communication being able to contribute to a company.

CHAPTER -3

Profile of the Organization

History

RFL started its journey with cast iron (CI) products in 1981. The initial main objective was to ensure pure water and affordable irrigation instruments for improving rural life. Today the company has its wide ranges of CI products like pumps, tube wells, bearings, gas stoves, etc. and has achieved prestige as the largest cast iron foundry and light engineering workshop in Bangladesh. With a vision to serve the common people of Bangladesh with quality necessary products, RFL diversified its operation into the PVC category in 1996 and in the plastic sector in 2003. At present it is market leader in allthese three sectors- cast iron, PVC and Plastic in the country. The sizeable amount is also exported to different countries.

Vision

Improving Livelihood

Registered Business & Sister Concerns of PRAN-RFL Group		
PRAN Group	RFL Group	Other sister concerns
Agricultural Marketing Co. Ltd	Rangpur Foundry Limited	Property Development Limited
Mymensingh Agro Limited	Gonga Foundry Limited	AKC (Pvt.) Limited
Banga Bakers Limited	RFL Plastics Limited	AKC Management Limited
Natore Agro Limited	Durable Plastic Limited	Logi-Care Overseas Limited
Natore Dairy Limited	Banga Plastic International Limited	Career Builders Limited
PRAN Agro Limited	Rangpur Metal Industries Limited	Banga Trading House Limited
PRAN Agro farm Business Limited	Banga Building Materials Limited	Tasty Treat
PRAN Beverage Limited	Trade Environment Limited	RFL Door
PRAN Confectionery Limited	Allplast Bangladesh Limited	
PRAN Dairy Limited	RFL Electronics Limited	
PRAN Foods Limited	Getwell Limited[18]	
Banga Miller Limited	Bangladesh Lift Industries Limited	
Banga Agro Processing Limited	RFL Construction Limited	
Advance Personal Care Limited	Multi -Line Industries Limited	
Chorka Fashions Limited	Accessories World Limited	
Chorka Textile Limited	Habiganj Ceramics Limited	
Habiganj Agro Limited	Habiganj Glassware Limited	
Habiganj Textile Limited	Habiganj Metal Industries Limited	
Packmat Industries Limited	RFL Exports Limited	
	Vision Electronics	
Sylvan Agriculture Limited	Winner Household	
Sun Basic Chemicals Limited	RFLeShop-peaceful shopping	
Sylvan Technologies Limited	Sera Water Tank	
Sylvan Poultry Limited	Shine Tiles	
PRAN Exports Limited	CLICK Light	

Mission

Poverty & hunger are curses. Our aim is to generate employment and earn dignity & self-respect for our compatriots through profitable enterprises.

Sisters concerns of Pran-RFL

Sales Organogram of RFL Plastics Limited

Chairman
↓
MD
↓
Director
↓
CEO-Chief Executive Officer /COO- Chief operating officer
↓
General Manager (GM) Sales
↓
(Sales, Production, Quality, HR-Admin)
↓
Manager
(All section)
↓
Assistant Manager
(All section)
↓
Senior Executive
↓
Executive
↓
Officer
↓
In-charge ↔ Line Chief
↓

(Operational staff)
↓
Supervisor (Operational staff)
↓
Worker↔ Operator
↓
Assistant operator
↓
Labor

Chapter 4
Sales Management of RFL Plastic Limited

Sales Management Strategyof RFL Plastic:RFL Plastic Limited recruits more than 1200 SR's to sale their plastic products and appoint 750 DB. Most of the distributors are the sole distributors. They sales for RPL in whole country. RPL follows different distribution strategies like every other company. RPL use all three options for structuring their sales organization. They divide the whole of Bangladesh into 2 Division. Division-01 and Division-2. They recruit a different number of SR in these different division as required. They recruit more than 80 SR in a big areas like Chattogram and Khulna. RPL doesn't give all their products to all the distributors. Because there is not equal demand in the market for every product in every area RPL divides their market into two segments. These segments are the horizontal market (B2C) and the vertical market (B2 B). For the horizontal market, RPL recruits SR to sales big retailers like Agora (Star Business Desk , 2021) to distribute products among normal customers. And for thevertical market such as event organizers, community centers, restaurants, RPL deals the distribution through the Key Accounts Department. RFL Plastic uses the intensive market coverage strategy. RFL Plastic fundamentals of that the product is available in every corner of a particular area by proper sales team) they recruit several SR in one area.They want to make sure products all corners of the country.

Official Structure of RPL Sales Management

The company has 1200 SRs to work at the grass root level. There are 110 ZM to monitor them. 110 ZM are monitored by 12 DSM. In addition, there are 6 AGM who are responsible for various teams working at the field level. Give direction. And this whole team is led by 2 heads of Sales. And there is an executive director to lead the whole team and work related to increase the demand of the product in the market.
For convenience of product delivery, RPL divides product delivery area into 3 segments.

1/Metro
2/Urban
3/Rural.

Metro-Different municipalities exist in this part.

Urban-Different Police Stations are located in this part.

Rural-Different Unions are located here.

Sales Structure of RPL

Division-01	Division-02
13 Zone	12 Zone
380 Base	376 Base

According to the management system of the company, there are 3 stages in the field of product supply.

1/Factory
2/Depot
3/Distributor

RPL sales products through 11 factories, 16 depots and 512 distributors.

First the products are manufactured in the factories. Then they are transferred to different depots. According to the market demand, the distributors purchase the products from the depots. Then the products are transferred from the depots to the distribution house.

After moving the goods to the distribution house, SRs go to their respective places and collect the orders of the goods from their particular buyers. Then they complete the supply of the goods by the distributor

Performance of the RFL

Year Ended at December 31 (Figures in Taka except mentioned otherwise).

Year	**2022**	**2021**	**2020**
Authorized Capital	1,200,000,000	1,200,000,000	800,000,000
Paid up Capital	744,000,000	600,000,000	235,440,000
Capital-Core	1,183,470,691	889,722,719	375,229,595
Capital-Supplementary	117,621,553	83,563,833	57,014,928
Capital Surplus/(Deficit)	253,861,365	314,948,419	9,410,634
Total Assets	17,810,533,529	12,599,807,771	8,457,847,068
Total Deposits	13,470,981,849	10,431,382,292	7,008,471,049
Total Loans & Advances	11,861,196,096	8,189,820,913	5,449,128,991
Total Contingent Liabilities & Commitments	6,376,522,750	4,147,070,677	1,999,311,276
Classified Loans	391,552,582	142,947,000	81,593,087
Provision held against Classified Loans	186,526,579	24,564,666	12,253,027
Investments	3,240,516,524	2,496,695,600	1,337,537,200
Foreign Exchange Business	26,045,900,000	20,552,590,000	13,097,340,000
i) Import	18,942,400,000	14,556,110,000	7,761,090,000
ii) Export	7,103,500,000	5,996,480,000	5,336,250,000
Interest Earning Assets	16,212,102,042	11,253,605,159	7,616,122,869
Non-Interest Bearing Assets	1,598,431,487	1,346,202,612	841,724,199
Income from Investments	202,791,142	129,619,286	50,543,010
Total Income	1,867,753,430	1,498,477,067	931,269,065
Total Expenditure	1,209,053,807	1,079,385,335	701,604,910
Operating Profit	658,699,623	419,091,732	229,664,155
Profit before Tax	460,555,700	380,856,324	206,173,103
Profit after Tax	293,747,972	215,856,324	114,223,103
Loan Deposit Ratio (%)	88.04%	78.51%	77.75%
Classified Loans to Total Loans & Advances	3.30%	1.75%	1.50%
Cost of Fund	7.11%	8.16%	8.83%
Return on Investment	6.26%	5.19%	3.78%
Return on Assets	2.58%	3.32%	2.71%
Earning per share (Taka)	39.48	35.97	48.51
Return on Equity	24.82%	24.26%	30.44%
Price Earning Ratio	18.53	-	-
Dividend	25%	24%	28%
Book Value per Share	159.07	148.29	159.37
Market Value per Share	731.75	-	-

Number of Employees	331	273	214
Number of Branches	17	14	12
Number of Shareholders	2,200	2,920	22
Capital Adequacy Ratio	11.18%	13.31%	8.20%

4.6 SWOT Analysis of the Company

In Bangladesh PRAN-RFL is one of the most successful company as well as organization. This group is trying to achieve a good position in local and global market. So, they have to analyze the SWOT matrix. SWOT analysis is a planning tool used to analyze an organization's STRENGTH, WEAKNESS, OPPORTUNITIES & THREATS. Strength and weakness are organizations internal factor. Opportunities and threats are organizations external factor. Now the SWOT analysis of RFL is given below:

INTERNAL STRENGTH:

- Risk pooling factor.
- Large company and organization.
- Experiences.
- Superior source of finance.
- Better control over sources and raw material.
- Financial support
- Vast distribution network.
- Good reputation.

INTERNAL WEAKNESS:

- Unequal promotions strategy.
- Lack of first mover's advantages.
- Lack of good control
- A lot of distance and a huge amount of transport cost.
- Internal promotion.
- Internal media planning.
- Limited product range.

EXTERNAL OPPORTUNITIES:

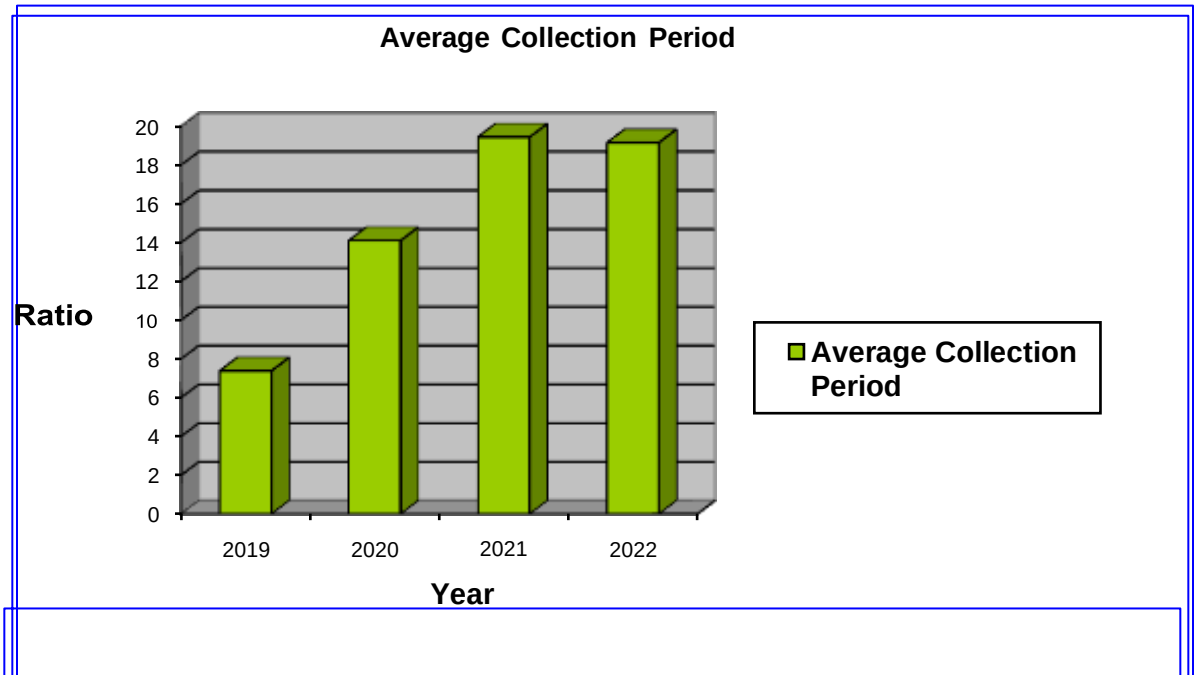
- Demand in global market.
- Large demand in local market.
- Domestic natural resources.
- Cheap labor.
- Government incentives.
- Cash incentives.

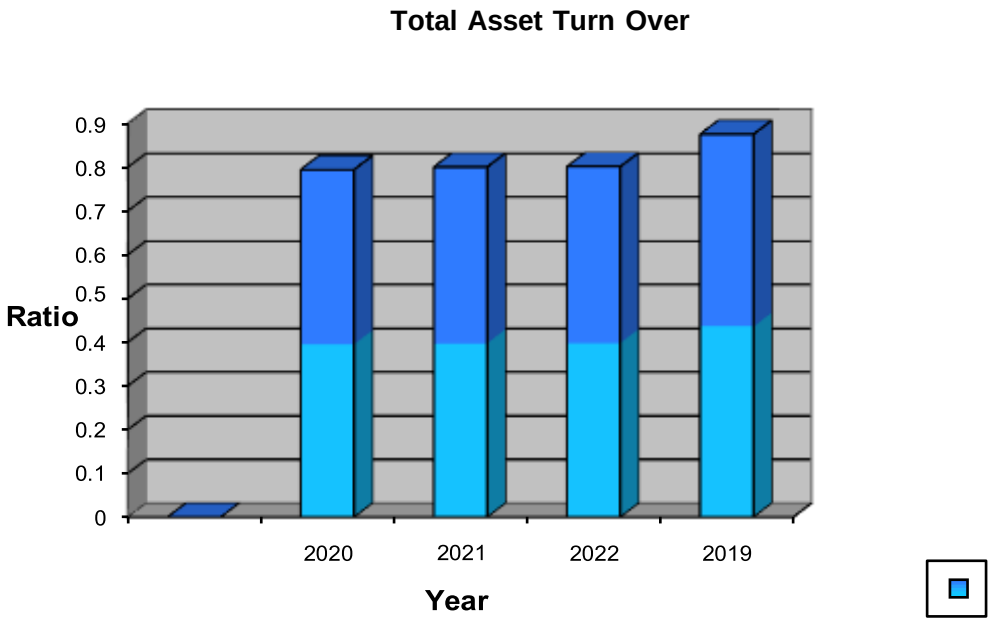
4.10 EXTERNAL THREATS:

- Huge competition.
- Competition in market price.
- Lack of benefits.
- Strict health and technical standard.
- Changing choice of customers.
- Foreign competitor.

CHAPTER -5
Analysis and Findings

Analysis of the Company





Interpretation: here the standard rate of inventory turnover is 7 times, average collection period is 36 days and total asset turnover is 1.5 times. According to the company the rate of inventory turnover is greater than the standard rate so it is acceptable. Then according to the company, the rate of average collection period is less than the standard rate so it is not acceptable. And the rate of total asset turnover is less than the standard rate so it is not acceptable.

Promotion Strategy of RFL

Push or Pull

Marketing theory distinguishes between two main kinds promotional strategy – "push" & "pull".

1. Push

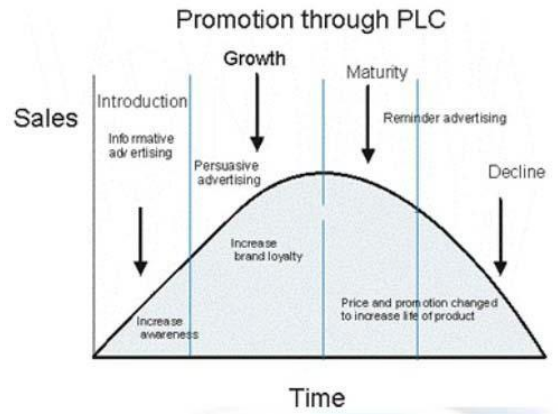
A "push" promotional strategy makes use of RFL Products sales force and trade promotion activities to create consumer demand for this product. The producer promotes the product to wholesalers. The wholesalers promote it to retailers, and the retailers promote it to consumers. A "push" strategy tries to sell directly to the consumer, bypassing other distribution channels (e.g. selling insurance or holidays directly). With this type of strategy, consumer promotions and advertising are the most likely promotional tools.

2. Pull

A "pull" selling strategy is one that requires high spending on advertising and consumer promotion to build up consumer demand for a product. RFL Products do not use this strategy to build its market position.

Promotion through the Product Life Cycle

As products move through the four stages of the product lifecycle different promotional strategies should be employed at these stages to ensure the healthy success and life of the product. Stages and promotion strategies employed are as follows:



At the stage of maturity, the lifecycle of RFL products will be experiencing increased competition and will need persuasive tactics to encourage consumers to choose their product over their rivals. Any differential advantage will be need to be clearly communicated to the target audience. Here the main active work is reminding is advertisements.

Promotional Mix

Promotion has been defined as the coordination of all seller-initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea. While implicit communication occurs through the various elements of the marketing mix, most of an organization's communications with the marketplace take place as part of a carefully planned and controlled promotional program. The basic tools used to accomplish an organization's communication objectives are often referred to as the promotional mix.

The promotion mix chart is given below



Traditionally the promotional mix has included four elements: Advertising, Sales promotion, Publicity/Public relations, and Personal selling. Each element of the promotional mix is viewed as an integrated marketing communications tool that plays a distinctive role in an IMC program. Each may take on a variety of forms and each has certain advantages.

RFL Group used certain types of promotional mix for its consumer brand (RFL Plastic). Like,

a) **Advertising:** Advertising is defined as any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor. Mainly, RFLProduct uses a few numbers of non-personal components like TVC, Newspapers. It is the bestknown and most widely discussed form of promotion, probably because of its pervasiveness. It is also a very important promotional tool, particularly for RFL group whose products are targeted at m ass consumer markets. Furthermore, it is the most cost effective way to reach large number of consumers.

b) **Sales promotion:** Sales promotion is generally defined as those marketing activities that provide extra value or incentives to the sales force, the distributor, or the ultimate consumer and can stimulate immediate sales. Sales promotion is generally broken into two major categories: consumer oriented & Trade oriented activities.

Out of home advertising: It includes Billboards, Street furniture, Alternative media and transit. RFL Plastic uses Billboard advertising for some certain reasons. Like,

I. Wide coverage of local markets.
II. Frequency
III. Geographical flexibility
IV. Creativity
V. Ability to create awareness
VI. Efficiency

Findings:

a) **Lack of through awareness:** The Promotion Strategy decision is a joined exercise by the brand and the Finance team. For a particular brand, the Brand Manager, the Marketing Manager and the Finance Controller for that brand are directly involved in the Promotion Strategy decision. However, it seems that out of 3 Marketing Manager, 4 Brand Managers (or Brand Executive) and 3 Finance controller, all have heard the name of the Promotion Strategy toolkit, but none has every fully gone through the document. However, these people cannot be fully blamed because as of now, "Promotion Strategy way" is something "good to have" and not something that has to be done as mandatory and documented.

b) **No specific consumer feedback on Promotion Strategy:** As is mentioned in the toolkit, Promotion Strategy decisions affect consumers more than any other external stakeholders. Therefore, a number of researches and studies are recommended in the toolkit. Although, RFL Bangladesh conducts various researches for Promotion Strategy launch, communication campaign launch and sales and consumption tracking, no research is done specifically for Promotion Strategy reasons. Promotion Strategy is usually done on cost plus methods and based on a required return on investment and hoped that the consumers will adapt the price. Ideally, it should be done the other way round where we find out for sure whether a price is right for a product and then proceed with its launch.

c) **Rigid short-term financial goals makes for inflexible Promotion Strategy:** RFL has rigid short term (As short as half-yearly) financial goals such as EBIT, RIG and OG. Other factors such as Sales Volume and market share are monitored for the shake of monitoring but there are no rigid goals tied to these. This makes the Promotion Strategy decision somewhat rigid, meaning that we set a price which specifically attains the 3 financial objectives and ignore other factors. Sometimes, even when there is a gut feeling that a price is not right; it is not altered for the stake of achieving the short-term financial goal.

d) **Lack of mandatory implementation:** There are a lot of mandatory business exercises which are done according to guideline and documented such as ICP (Integrated commercial planning), DF (Volume and profitability forecasting), MBS (Volume planning and for 15 year times span) regular MOR and MFR (Monthly Operational Review & Monthly Forecasting Review), but the "Promotion Strategy way" is not a mandatory exercise which is carried out.

CHAPTER-6
Recommendations& Conclusion

Recommendations:

- Implementation of any practices first requires awareness and understanding of the relevant concepts and theories. Formal training sessions should be arranged for better understating of “Marketing & Promotional Strategies of RFL”.
- Consumer study should be done dedicating the purpose mainly to price sensitivity and understanding consumer perception.
- Completing the “Marketing & Promotional Strategies of RFL” exercises should be part of formal documentation process just like MBS, DF and ICP. Not 100% of the exercise will be feasible, but at least a start will help.
- Secondary business objectives can be included incorporating Promotion Strategy factors so as to enforce relevant people to dedicate more time and effort in right Promotion Strategy decision.
- Customer study should be done dedicating the purpose mainly to price sensitivity and understanding consumer perception
- Accomplishment of any formula first requires awareness and understanding of the relevant concepts and theories. Formal training sessions should be arranged for better understating of “Marketing Promotional Approach way”.

Conclusion:

The objective of the report was not to pass any judgment on whether the prices of RFL products are right or not. The objective, instead, was to scrutinize the process behind the pricedecision. Although, there is no universally accepted method of Promotion Strategy, RFL as a group, developed a toolkit known as “Promotion Strategy way”. Reviewing this toolkit itself was worthwhile doing and should provide for interesting reading since this strategy is as comprehensive as one would find in any book or publication. There were gaps found in what was written in this toolkit and what is actually being practiced. At the end, there are some recommendations as to how this gap can be minimized.

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