Internship Report
on
Sales and Distribution Strategy of RSPL Health BD Ltd

Submitted by:

Topu Khan

ID: BBA1701010001

Program: BBA

Major: Marketing

Department of Business Administration

Sonargaon University (SU)

Submitted to:

Department of Business Administration

Faculty of Business

Sonargaon University (SU)

Submitted for the partial fulfillment of the Degree of Bachelor of Business Administration (BBA)



Sonargaon University (SU)
147/1 Green Road, Panthapath, Tejgaon, Dhaka

Date of Submission: 21st August 2026

Internship Report
on
Sales and Distribution Strategy of RSPL Health BD Ltd

Submitted by:

Topu Khan

ID: BBA1701010001

Program: BBA

Major: Marketing

Department of Business Administration

Sonargaon University (SU)

Supervised by:

Sharmila Sikder

Assistant Professor

Department of Business Administration

Faculty of Business

Sonargaon University (SU)

Submitted for the partial fulfillment of the degree of Bachelor of Business Administration (BBA)



Sonargaon University (SU)
147/1 Green Road, Panthapath, Tejgaon, Dhaka

Date of Submission: 21st August 2026

Letter of Transmittal

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

Subject: Submission of Internship Report on Sales and Distribution of RSPL Health BD Ltd.

Dear Madam,

I am pleased to submit my report titled "Sales and Distribution of RSPL Health BD Ltd.**"** as a partial fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA) at Sonargaon University (SU)

I have been working at RSPL Health BD Ltd. as a Territory Manager. During my tenure, I have gained practical knowledge and valuable experience in sales operations, distribution management, market analysis, and daily sales achievement.

This report reflects my observations, learning, and practical experiences gained during my work at RSPL Health BD Ltd. I have made every effort to prepare the report using relevant information and appropriate analysis to provide a clear understanding of the sales and distribution activities of the company.

I would like to express my sincere gratitude for your valuable guidance, support, and continuous encouragement throughout the preparation of this report. Your suggestions and instructions have greatly assisted me in completing the report successfully.

I would be grateful if you kindly accept my report and provide your valuable feedback.

Sincerely,

Topu Khan
ID: BBA1701010001
Program: BBA
Major in Marketing
Department of Business Administration
Sonargaon University (SU)

Declaration of Student

I, Topu Khan, hereby declare that the report titled "Sales and Distribution of RSPL Health BD Ltd.", submitted to the Department of Business Administration, Sonargaon University, in partial fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA), is my original work.

I am currently working at RSPL Health BD Ltd. as a Territory Manager, and the content of this report reflects my genuine work experience, observations, and learning gained during my tenure with the organization.

I further declare that the information presented in this report is based on my own experiences and observations. I am fully aware of the consequences of submitting false information or engaging in academic misconduct, and I am willing to bear full responsibility for the authenticity and accuracy of the information presented.

Topu Khan
ID: BBA1701010001
Program: BBA
Major in Marketing
Department of Business Administration
Sonargaon University (SU)

Letter of Authorization

This is to certify that the report titled "Sales and Distribution of RSPL Health BD Ltd." has been prepared by Topu Khan, bearing ID: BBA1701010001, as a partial fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA) from the Department of Business Administration, Faculty of Business, Sonargaon University (SU).

The report has been prepared based on his work experience and practical observations at RSPL Health BD Ltd., where he is working as a Territory Manager, under my academic supervision.

To the best of my knowledge, the report is an original work prepared for academic purposes and has not been submitted or used for any other purpose.

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

Acknowledgment

Firstly, I would like to express my heartfelt gratitude to Almighty Allah for giving me the strength, patience, and ability to complete this report successfully. Without His blessings, it would not have been possible to accomplish this work.

I would like to express my sincere gratitude to my academic supervisor, Sharmila Sikder, Assistant Professor, Department of Business Administration, Sonargaon University (SU), for her valuable guidance, continuous support, and constructive suggestions throughout the preparation of this report. Her direction and encouragement greatly helped me complete this report successfully.

I am also deeply grateful to my line manager, Md. Shahinur Islam, and my colleagues at RSPL Health BD Ltd. for their cooperation, guidance, and support during my work period. Their practical insights and professional advice helped me gain valuable knowledge and experience in sales operations and distribution management.

I would also like to acknowledge the various sources of information, including company documents, reports, and relevant online resources, which provided valuable information for preparing this report. These sources greatly assisted me in analyzing the subject matter and presenting the findings effectively.

Finally, I would like to thank my friends and well-wishers for their encouragement, motivation, and support throughout the preparation of this report. My work experience at RSPL Health BD Ltd. has been a valuable learning journey, and I am grateful to everyone who contributed to making this report meaningful and successful.

Executive Summary

This report provides a comprehensive overview of my work experience at RSPL Health BD Ltd., a well-known company operating in the Fast-Moving Consumer Goods (FMCG) sector in Bangladesh. During my tenure as a Territory Manager, I actively participated in various sales and distribution activities, with a primary focus on achieving daily sales targets, maintaining distributor relationships, monitoring market performance, and ensuring product availability across assigned territories.

The report begins with an introduction that outlines the purpose and scope of the study, followed by an overview of RSPL Health BD Ltd., including its organizational background, business operations, and market presence. It also highlights the company's role in delivering quality products to consumers through an effective sales and distribution network.

The core chapters of this report focus on the practical application of sales and marketing concepts in a real business environment. It explains how the company manages its sales operations, distribution channels, territory coverage, retailer relationships, and market execution strategies to achieve its business objectives.

The report is based on both primary data, including practical observations, field visits, and direct work experience, and secondary data, including company documents, reports, and relevant online resources. These sources provided a clear understanding of the company's sales and distribution practices, operational strategies, and market performance.

The key findings of this report reveal that RSPL Health BD Ltd. maintains a structured distribution system that supports market penetration and product availability. However, several challenges were identified, including intense market competition, sales pressure, product availability issues, and distribution inefficiencies in certain areas.

Based on these findings, the report provides several recommendations to improve sales performance and distribution efficiency, such as strengthening market monitoring, improving communication with distributors and retailers, enhancing product availability, and adopting more effective sales planning strategies.

Overall, my work experience at RSPL Health BD Ltd. helped me bridge the gap between academic knowledge and practical business operations. It enhanced my understanding of sales management, distribution systems, territory management, retailer relationships, and real-world market challenges. This experience has contributed significantly to the development of my professional knowledge, practical skills, and understanding of the FMCG business environment.

Table of Contents

SL NO.	Particulars	Page No.
Title Page		i
Letter of Transmittal		ii
Declaration of Student		iii
Letter of Authorization		iv
Acknowledgment		v
Executive Summary		vi
Table of Content		vii
Chapter-01	**Introduction**	1-3
1.1	Background of the Study	2
1.2	Origin of the Report	2
1.3	Scope of the Study	2-3
1.4	Objectives of the Study	3
1.5	Methodology	
1.6	Limitations of the Study	3
Chapter-02	**Profile of RSPL Health BD Ltd.**	**4-13**
2.1	Organizational Overview	5-8
2.2	Organogram	8
2.3	Organization History	9
2.4	Specialty of RSPL Health BD Ltd.	9-11
2.5	SWOT Analysis	11-13
Chapter-03	**Theoretical Aspects and Practices of Sales & Distribution of RSPL Health BD Ltd (RSPL)**	**14-18**
3.1	Definition of Sales Management	15
3.2	Functions of Sales Management	15
3.3	Theoretical Perspective on Distribution Management	16
3.4	Importance of Sales & Distribution	16-17
3.5	Sales and Distribution Practices of RSPL Health BD ltd	17-18
Chapter-04	**Findings and Analysis**	**19-21**
4.1	My Duties & Responsibilities During Work Period	20
4.2	Skills Learned	20-21
4.3	Findings	21
Chapter-05	**Recommendations and Conclusion**	**22-24**
5.1	Recommendations	23
5.2	Conclusion	23-24
	Bibliography	24
	Journal	24
	References	24

Chapter -01
Introduction

1.1 Background of the Study

In today's highly competitive business environment, sales and distribution management play a crucial role in ensuring organizational growth and sustainability. Companies operating in the Fast-Moving Consumer Goods (FMCG) sector must continuously improve their sales strategies and distribution networks to meet customer demand and maintain market competitiveness. Efficient sales operations and product distribution help organizations achieve customer satisfaction, expand market coverage, and increase profitability.

RSPL Health BD Ltd., as a recognized FMCG company in Bangladesh, focuses on delivering quality products to consumers through an effective sales and distribution system. The company continuously works to strengthen its market presence by improving sales performance, maintaining strong relationships with distributors and retailers, and ensuring product availability across different territories.

My work experience at RSPL Health BD Ltd. has provided me with practical exposure to real-world sales operations and distribution management. As a Territory Manager, I have gained valuable knowledge and experience in daily sales activities, territory management, market execution, distributor coordination, and sales target achievement. This work experience has helped me bridge the gap between academic knowledge and practical business operations.

1.2 Origin of the Report

As a requirement for completing the degree of Bachelor of Business Administration (BBA) at Sonargaon University (SU), every student is required to prepare a report based on practical work experience and knowledge in a relevant field.

In accordance with this academic requirement, this report has been prepared based on my work experience at RSPL Health BD Ltd., where I work in the Sales Department as a Territory Manager. Through my responsibilities and practical involvement, I have gained valuable experience in sales management and distribution operations.

This report has been prepared based on my practical observations, work experience, and relevant information collected during my work period. The report not only fulfills an academic requirement but also provides an overview of how sales and distribution activities are managed in a competitive FMCG environment.

1.3 Scope of the Study

This report focuses on the practical aspects of sales and distribution management at RSPL Health BD Ltd. The study mainly examines how the company manages daily sales operations, maintains distribution channels, and ensures product availability in the market.

The report analyzes sales strategies, distributor relationships, retailer management, territory coverage, and market challenges. It also highlights the responsibilities performed during my work period and the practical knowledge gained through direct involvement in market activities.Additionally, this study identifies key challenges and opportunities related to sales and distribution management in the FMCG sector. The findings and recommendations are specific to RSPL Health BD Ltd. and may not be universally applicable to all organizations.

1.4 Objectives of the Study

1.4.1 Broad Objective

The broad objective of this study is to analyze the sales and distribution practices of RSPL Health BD Ltd. and gain practical knowledge regarding real-world sales management as a partial fulfillment of the degree of Bachelor of Business Administration (BBA).

1.4.2 Specific Objectives

- To understand the sales and distribution activities of RSPL Health BD Ltd**.**
- To gain practical knowledge about territory management and daily sales achievement.
- To identify challenges in sales operations and distribution systems.
- To evaluate the effectiveness of sales and distribution practices and provide recommendations for improvement.

1.5 Methodology

The methodology of this internship report is based on both primary and secondary data. Primary data were collected through practical experience, direct observation, discussions with employees, and participation in sales and distribution activities during the internship period. Secondary data were collected from company documents, sales materials, relevant books, journals, and the official website of RSPL Health BD Ltd.

The collected information was analyzed to understand the company's sales and distribution strategies, territory management, distributor and retailer relationships, product availability, and overall market activities. The findings are presented through descriptive analysis based on the practical experience gained during the internship.

1.6 Limitations of the Study

- **Time Constraints:** The study was conducted within a limited period; therefore, a comprehensive analysis of all company operations was not possible.
- **Limited Access to Confidential Data:** Some internal company data and strategic information were confidential and unavailable for this study.
- **Area-Specific Observation:** The findings are based on observations from specific sales territories and may not represent the entire market.
- **Market Dynamics:** Consumer behavior and market conditions change frequently, which may affect the long-term relevance of the findings.
- **Limited Scope of Access:** Access to higher-level managerial decisions and strategic planning was limited.
- **Potential Subjectivity:** Some findings are based on personal observations and field experience, which may involve subjective interpretation.

Chapter 2
Profile of RSPL Health BD Ltd.

2.1 Organizational Overview

RSPL Health BD Ltd. is one of the growing companies in the Fast-Moving Consumer Goods (FMCG) sector in Bangladesh. The company is dedicated to producing and distributing high-quality healthcare, personal care, and household products to meet the daily needs of consumers. Through product quality, market expansion, and customer satisfaction, the company has established a strong reputation in the Bangladeshi market.

RSPL HEALTH BD LTD

2.1.1 Vision

The vision of RSPL Health BD Ltd. is to become a leading and trusted FMCG company in Bangladesh by providing high-quality healthcare, personal care, and household products that improve the daily lives of consumers. The company aims to achieve sustainable growth through innovation, strong market presence, customer satisfaction, and continuous improvement in its business operations.

2.1.2 Mission

The mission of RSPL Health BD Ltd. is to deliver high-quality and affordable products to consumers while maintaining strong standards of customer satisfaction. The company is committed to expanding its market reach through an efficient sales and distribution network, developing strong brands, improving operational efficiency, and building a skilled and motivated workforce. Through continuous innovation and responsible business practices, RSPL Health BD Ltd. aims to create long-term value for its customers, employees, business partners, and other stakeholders.

The FMCG industry is one of the most competitive sectors in Bangladesh. To survive and grow in this highly competitive environment, companies need strong operational efficiency, effective marketing strategies, and an efficient distribution network. RSPL Health BD Ltd. has successfully built a business model that integrates production, sales, marketing, and distribution to ensure sustainable growth and customer satisfaction.

The company focuses on delivering value to customers by maintaining high product quality standards and ensuring continuous product availability in the market. Customer demand in the FMCG sector changes rapidly due to shifting preferences, competition, and economic conditions. Therefore, the company continuously monitors market trends and adjusts its business strategies accordingly.

A major strength of RSPL Health BD Ltd. is its strong distribution channel. The company distributes products through a wide network of distributors, wholesalers, retailers, and sales representatives. This network helps ensure that products reach consumers efficiently across both urban and rural areas. The success of the company largely depends on the effectiveness of this distribution system.

Sales operations play a crucial role in the organization's growth. The sales team works directly in the market to achieve daily, weekly, and monthly sales targets. Territory Managers, Sales Officers, distributors, and retailers work together to ensure market coverage, product placement, and order generation. Efficient sales execution increases market penetration and strengthens the company's competitive position.

Marketing is another key function within the company. The marketing department develops promotional strategies, advertising campaigns, brand positioning, and consumer engagement programs. These activities help create awareness about products and increase customer demand. In the FMCG sector, strong branding and market visibility significantly influence purchasing decisions.

The company also prioritizes effective supply chain management. Supply chain efficiency ensures the smooth movement of goods from production facilities to warehouses, distributors, and retailers. Proper inventory management reduces stock shortages and prevents delays in product delivery. Efficient logistics operations help maintain consistent product availability in the market.

The major departments of RSPL Health BD Ltd. include:

2.1.3 Sales Department

The Sales Department is responsible for achieving sales targets, managing territories, maintaining retailer relationships, and ensuring product availability in the market. This department directly contributes to revenue generation and market expansion.

2.1.4 Marketing Department

The Marketing Department focuses on brand development, promotional campaigns, market research, and customer engagement. It plays a vital role in increasing product demand and strengthening the company's market position.

2.1.5 Distribution Department

This department ensures the efficient movement of products from warehouses to distributors and retailers. Smooth and effective distribution is essential for achieving market coverage and ensuring customer satisfaction.

2.1.6 Finance and Accounts Department

This department manages budgeting, financial planning, cost control, revenue tracking, and the overall financial management of the organization.

2.1.7 Human Resource Department

The HR Department handles recruitment, training, employee development, performance management, and workforce planning to ensure efficient organizational performance and employee growth.

2.1.8 Supply Chain Department

This department manages procurement, inventory control, logistics, and warehousing to maintain an uninterrupted flow of products throughout the distribution network.

The organizational culture of RSPL Health BD Ltd. emphasizes teamwork, accountability, discipline, and performance-driven operations. Employees are encouraged to work collaboratively to achieve business objectives and maintain strong market performance. The company believes that human resources are one of its most valuable assets and continuously works to improve employee efficiency, professional development, and motivation.

During my work as a Territory Manager, I gained practical exposure to the company's sales and distribution operations. I observed how the organization manages sales targets, distributor relationships, retailer communication, market coverage, and sales execution strategies. This practical experience helped me understand the real-world challenges of the FMCG industry and enhanced my professional knowledge and skills.

Overall, RSPL Health BD Ltd. has established itself as a competitive and customer-focused organization in Bangladesh's FMCG sector. Through strong sales management, efficient

distribution systems, effective marketing strategies, and continuous adaptation to changing market conditions, the company continues to expand its business and strengthen its market position

2.2 Organogram :



The organizational structure of RSPL Health BD Ltd. is headed by the Chief Executive Officer (CEO), who oversees the major functional departments of the organization. The company operates through several key departments, including Sales, Marketing, Distribution, Finance & Accounts, Human Resource, and Supply Chain.

The Sales Department follows a hierarchical structure consisting of GM, DGM, Regional Sales Manager (RSM), Territory Manager (TM), and Sales Officer (SO), who work together to manage sales activities and the distributor and retailer network.

The Marketing Department is managed by the Head of Marketing, followed by Brand Managers and Brand Executives. The Distribution Department is responsible for distribution management and coordination with distributors, wholesalers, and retailers.

The Finance & Accounts Department manages financial and accounting activities through Finance & Accounts Management and Accounts/Finance Officers. The Human Resource Department is responsible for HR-related activities through HR Management and HR Officers/Executives.

Finally, the Supply Chain Department manages procurement, inventory, logistics, and warehouse operations under Supply Chain Management. This organizational structure helps the company coordinate its functional activities effectively and maintain smooth business operations.

2.3 Organizations History:

RSPL Health BD Ltd. is the Bangladesh operation of the RSPL Group, a well-known multinational FMCG company originally established in India. The parent company started its business journey in 1988 through the manufacturing of detergent and household care products. Over the years, RSPL Group achieved significant growth and became widely recognized for its quality products, especially in the detergent and household care segment.

The success of RSPL Group was largely driven by its flagship detergent brand Ghari**,** which became one of the leading detergent brands in South Asia. With growing market demand and international expansion plans, the company gradually expanded its business beyond India.

RSPL Group started its operation in Bangladesh through RSPL Health BD Ltd. in 2013. Since entering the Bangladeshi market, the company has focused on manufacturing, marketing, and distributing high-quality household and consumer care products at affordable prices.

The company established a strong operational base in Bangladesh, including corporate offices, factory facilities, and an extensive distribution network. Its production and supply chain system supports smooth product availability across different regions of the country.

A major factor behind the company's growth is its business philosophy, **"**Evolution is Constant**."** This slogan reflects the company's commitment to continuous improvement, innovation, and adaptation to changing consumer needs and market trends.

Over the years, RSPL Health BD Ltd. has expanded its sales and distribution network across Bangladesh by working with distributors, wholesalers, retailers, and sales teams. Through efficient market execution and customer-focused strategies, the company has strengthened its market presence in the FMCG sector.

Today, RSPL Health BD Ltd. continues to grow as a competitive organization in Bangladesh, contributing significantly to the household care and consumer goods industry through quality products and effective distribution management.

2.4 Specialty of RSPL Health BD Ltd.

RSPL Health BD Ltd. is one of the promising companies in Bangladesh's FMCG industry, specializing in consumer healthcare, household care, and daily essential products. The company has developed several unique strengths and specialties that differentiate it from competitors and support long-term business growth.

A. Strong Distribution Network

One of the most important specialties of RSPL is its highly organized distribution system. The company distributes products through distributors, wholesalers, and retailers across different regions of Bangladesh. This network helps ensure wide product availability and smooth market coverage.

B. High Product Quality

RSPL maintains strict quality control standards during production and packaging. The company ensures that every product meets consumer expectations regarding quality, safety, and performance.

C. Affordable Pricing Strategy

A major strength of RSPL is offering quality products at reasonable prices. This pricing strategy allows the company to attract middle-income and lower-income consumers while maintaining strong sales volume.

D. Strong Brand Recognition

RSPL has successfully built strong brand awareness through continuous sales activities, promotional campaigns, and market visibility. Popular brands such as Ghari have strengthened customer trust.

E. Customer-Centered Business Approach

The company gives high importance to customer needs and feedback. Consumer preferences are regularly analyzed to improve product quality and market performance.

F. Efficient Sales Operations

RSPL operates with a strong field sales force, including territory managers, sales officers, and distributor teams. These employees ensure product placement, order generation, and daily target achievement.

G. Market Expansion Capability

The company continuously works to expand into new markets and strengthen its presence in existing territories. This helps increase market share and business growth.

H. Strong Retail Relationships

Retailers play a crucial role in FMCG sales. RSPL focuses on maintaining healthy business relationships with retailers by ensuring timely delivery and product availability.

I. Effective Supply Chain Management

The company maintains efficient logistics and inventory systems to ensure uninterrupted product supply. Strong supply chain management reduces stock shortages and delivery delays.

J. Continuous Innovation

Following its slogan **"Evolution is Constant,"** RSPL continuously improves products, packaging, and operational strategies to remain competitive.

K. Skilled Workforce

The company values discipline, teamwork, leadership, and performance. Skilled employees contribute significantly to business growth.

L. Strong Competitive Position

Despite intense competition from local and multinational FMCG companies, RSPL maintains a competitive position through efficient sales execution and customer satisfaction.

2.5 SWOT Analysis

A SWOT analysis identifies the internal strengths and weaknesses of an organization, along with external opportunities and threats. It helps understand how a company can improve performance and overcome challenges. The SWOT analysis of RSPL Health BD Ltd. is discussed below.

2.5.1 Strengths

- **Strong Brand Value**
- RSPL has established a strong reputation in the FMCG industry. Consumers trust the company because of product quality and consistent market presence.
- **Wide Distribution Coverage**

The company has an efficient distribution network that covers multiple territories. This ensures products reach consumers quickly.

- **Affordable Products**

Competitive pricing makes RSPL products accessible to a large consumer base.

- **Strong Sales Team**

The company has experienced sales personnel who monitor market performance and achieve targets effectively.

- **Customer Loyalty**

High product quality and availability create long-term customer loyalty.

- **Efficient Market Execution**

Sales representatives regularly visit markets, collect orders, and ensure product visibility.

2.5.2 Weaknesses

- **High Dependence on Distribution**

Sales performance heavily depends on distribution efficiency. Any disruption directly impacts sales.

- **Limited Presence in Some Rural Areas**

Certain remote regions still have limited product availability.

- **High Sales Pressure**

Daily and monthly target pressure creates stress among sales employees.

- **Operational Costs**

Transportation, logistics, and promotional costs can be high.

- **Limited Product Diversity in Some Segments**

The company may face limitations if competitors offer broader product categories.

2.5.3 Opportunities

- **Growing FMCG Industry**

Bangladesh's FMCG market is expanding due to population growth and increased consumer demand.

- **New Market Expansion**

RSPL can enter more rural and semi-urban markets to increase revenue.

- **Digital Marketing**

Social media and online campaigns can strengthen brand awareness.

- **Product Diversification**

Introducing new products can attract additional customers.

- **Rising Consumer Awareness**

Consumers increasingly prefer branded and reliable products, which benefits RSPL.

- **E-commerce Growth**

Online sales channels offer new business opportunities.

2.5.4 Threats

- **Intense Competition**

Local and multinational companies create strong competitive pressure.

- **Economic Instability**

Inflation and rising living costs reduce consumer purchasing power.

- **Changing Consumer Preferences**

Customer tastes can change rapidly, affecting product demand.

- **Supply Chain Disruption**

Transport delays, fuel price increases, or stock shortages can affect sales.

- **Price Wars**

Competitors may reduce prices aggressively to gain market share.

Government Policies

Changes in taxation, import duties, or regulations can impact operations.

Overall, the SWOT analysis shows that RSPL Health BD Ltd. has strong growth potential due to its distribution network, quality products, and efficient sales force. However, the company must continuously improve operational efficiency and adapt to market changes to remain competitive in Bangladesh's FMCG industry.

Chapter 3
Theoretical Aspects and Practices of Sales & Distribution of RSPL Health BD Ltd (RSPL)

3.1 Definition of Sales Management

Sales management refers to the process of planning, directing, controlling, and analyzing an organization's sales activities. It involves developing sales strategies, managing the sales force, monitoring market performance, and ensuring sales targets are achieved effectively.

In the FMCG sector, sales management is highly important because daily product movement directly impacts company revenue and market share. Effective sales management helps organizations improve customer satisfaction, strengthen retailer relationships, and maintain competitive advantage.

3.2 Functions of Sales Management

Sales management consists of several important functions:

- **Sales Planning**

Sales planning involves setting sales targets, forecasting demand, and developing strategies to achieve business objectives.

- **Organizing Sales Force**

This function ensures proper allocation of sales representatives, territory managers, and distributors across different markets.

- **Recruitment and Training**

Companies recruit skilled sales personnel and provide training to improve selling techniques, negotiation skills, and product knowledge.

- **Performance Monitoring**

Sales performance is regularly monitored through daily, weekly, and monthly reports to measure target achievement.

- **Customer Relationship Management**

Maintaining strong relationships with distributors, wholesalers, and retailers is essential for increasing sales performance.

- **Sales Control**

Management continuously evaluates sales operations and takes corrective actions whenever performance declines.

3.3 Theoretical Perspective on Distribution Management

Distribution management refers to the process of moving products from manufacturers to final consumers through different channels. It ensures the right product reaches the right customer at the right time and place.

Several theories explain distribution management:

- **Supply Chain Theory**

This theory emphasizes efficient coordination between production, storage, transportation, and delivery systems to reduce cost and improve service quality.

- **Channel Management Theory**

This theory focuses on managing intermediaries such as distributors, wholesalers, and retailers to maximize market coverage.

- **Market Coverage Theory**

Companies choose intensive, selective, or exclusive distribution strategies depending on product type and market demand.

In the FMCG industry, intensive distribution is commonly used because products must be widely available.

3.4 Importance of Sales & Distribution

Sales and distribution are crucial for organizational success because they directly affect revenue generation and market growth.

- **Revenue Generation**

Sales activities generate income and sustain business operations.

- **Market Expansion**

Strong distribution networks help companies enter new markets and increase customer reach.

- **Product Availability**

Efficient distribution ensures products remain available in shops and retail outlets.

- **Competitive Advantage**

Strong sales execution helps companies outperform competitors.

- **Customer Satisfaction**

  Timely product availability improves customer experience and brand loyalty.

- **Business Growth**

Sales growth supports long-term profitability and expansion.

3.5 Sales and Distribution Practices of RSPL Health BD Ltd.

RSPL Health BD Ltd. follows a structured sales and distribution system to ensure smooth product flow and strong market presence across Bangladesh.

1. Sales Planning and Target Setting

The company sets daily, weekly, and monthly sales targets for territories. Targets are assigned based on market demand, sales history, and business objectives.

2. Territory Management

Sales territories are divided geographically for efficient market coverage. Territory managers monitor sales performance and retailer relationships within assigned areas.

3. Distributor Management

Distributors play a vital role in product movement. RSPL maintains strong relationships with distributors to ensure smooth supply and inventory availability.

4. Retailer Relationship Management

Retail shops are the final selling point to consumers. Sales teams regularly visit retailers to collect orders, monitor stock, and increase product visibility.

5. Order Collection and Delivery

Sales representatives collect orders from retailers and coordinate with distributors for timely delivery.

6. Product Availability Monitoring

The company regularly monitors stock levels to prevent shortages and ensure continuous market supply.

7. Market Visit and Observation

Field employees conduct market visits to observe competitor activities, customer demand, pricing, and promotional campaigns.

8. Promotional Activities

RSPL conducts various promotional programs, discounts, and trade offers to increase sales and brand awareness.

9. Performance Evaluation

Daily sales performance is evaluated against targets. Managers review reports and provide feedback to improve performance.

10. Problem Solving

Common market issues include stock shortages, delayed delivery, retailer complaints, and competitor pressure. Sales teams work actively to solve these problems.

During my work as a Territory Manager , I directly observed these sales and distribution practices. My responsibilities included market visits, sales monitoring, retailer communication, and supporting daily target achievement. This practical exposure significantly improved my understanding of FMCG sales operations and real-world market challenges.

.

Chapter-04
Findings and Analysis

4.1 My Duties & Responsibilities During Work Period:

During my internship at RSPL Health BD Ltd., I worked as a Territory Manager under the Sales Department. My major duties and responsibilities included:

- **Achieving Daily Sales Targets:** My primary responsibility was to support daily sales target achievement within the assigned territory by monitoring market activities and sales performance.
- **Market Visit:** Regularly visited retail shops and markets to observe product availability, customer demand, and competitor activities.
- **Retailer Relationship Management:** Maintained good relationships with retailers and shop owners to ensure product visibility and smooth business communication.
- **Order Collection Support:** Assisted in collecting product orders from retailers and communicated those orders to distributors for delivery.
- **Distributor Coordination:** Coordinated with distributors to ensure proper stock availability and timely product supply in the market.
- **Product Availability Monitoring:** Checked whether company products were available in retail outlets and identified stock shortage issues.
- **Sales Performance Monitoring:** Observed daily sales reports and compared actual sales with assigned targets.
- **Competitor Analysis:** Monitored competitor pricing, promotional offers, and market strategies to understand competitive pressure.
- **Reporting Activities:** Prepared daily activity reports and shared market observations with supervisors.
- **Problem Solving:** Helped resolve market-related issues such as delayed delivery, stock shortages, and retailer complaints.

4.2 Skills Learned

Throughout my internship period, I developed several professional and practical skills, including:

- **Sales Management Skills:** Gained practical knowledge about sales planning, target achievement, and performance monitoring.
- **Communication Skills:** Improved communication through regular interaction with distributors, retailers, and team members.
- **Negotiation Skills:** Learned how to communicate effectively with retailers and encourage product sales.
- **Market Analysis Skills:** Developed the ability to analyze customer demand, competitor activities, and market trends.
- **Relationship Management:** Learned the importance of building strong professional relationships for business growth.
- **Problem-Solving Skills:** Improved decision-making abilities by handling real market challenges.
- **Time Management:** Learned to manage daily schedules, market visits, and multiple tasks efficiently.
- **Teamwork:** Worked with sales teams and distributors, which improved collaboration and coordination skills.

- **Leadership Skills:** Developed leadership qualities by observing territory management and field operations.
- **Practical Business Understanding:** Gained real-world knowledge of FMCG sales and distribution systems.

4.3 Findings:

Through this work experience, I observed and learned the following:

- **Sales operations are highly target-driven:** Daily sales performance directly impacts overall business growth and profitability.
- **Distribution efficiency is critical:** Smooth product supply is essential for maintaining market presence and customer satisfaction.
- **Retailers play a key role:** Strong retailer relationships significantly influence sales growth and product visibility.
- **Market competition is intense:** Competitor pricing, promotions, and product availability create constant pressure.
- **Product availability affects sales:** Stock shortages or delayed delivery immediately reduce sales opportunities.
- **Customer demand changes frequently:** Consumer preferences and buying behavior vary depending on season, price, and promotions.
- **Field monitoring is essential:** Regular market visits help identify problems quickly and improve decision-making.
- **Team coordination improves performance:** Strong communication between sales teams, distributors, and retailers increases operational efficiency.
- **Promotional activities increase demand:** Discounts, offers, and marketing campaigns positively influence customer purchasing decisions.
- **FMCG business requires adaptability:** Quick decision-making and continuous market adjustment are necessary for long-term success.

Chapter-05
Recommendations & Conclusion

5.1 Recommendations:

➢ **Strengthen Distribution Efficiency:** Improve logistics and inventory management to reduce stock shortages and delivery delays.

➢ **Increase Market Monitoring:** Conduct more frequent market visits and competitor analysis to identify market changes quickly.

➢ **Improve Retailer Engagement:** Strengthen relationships with retailers through better communication, regular follow-up, and support programs.

➢ **Enhance Sales Training:** Provide regular training to sales teams on selling techniques, negotiation, and customer relationship management.

➢ **Adopt Digital Reporting Systems:** Implement digital sales tracking and reporting tools to improve data accuracy and faster decision-making.

➢ **Expand Market Coverage:** Increase focus on rural and underdeveloped markets to expand business growth.

➢ **Increase Promotional Activities:** Offer more trade promotions, discounts, and marketing campaigns to boost sales and brand awareness.

➢ **Improve Demand Forecasting:** Use better sales forecasting methods to ensure proper stock planning and product availability.

5.2 Conclusion:

The sales and distribution practices of RSPL Health BD Ltd. play a significant role in maintaining the company's market position and business growth in Bangladesh's competitive FMCG industry. The company has developed an efficient sales and distribution system that ensures product availability, market coverage, and customer satisfaction.

Through this journey, I observed that effective sales management, strong distributor relationships, and proper market monitoring are essential for achieving business objectives. The company's structured territory management and performance-driven sales culture help improve daily sales achievement and operational efficiency.

The work experience provided me with valuable practical knowledge regarding market operations, retailer relationship management, sales target achievement, and distribution processes. It helped me bridge the gap between academic knowledge and real-world business practices.

However, despite its strengths, the company faces several challenges such as intense market competition, product shortages in certain areas, distribution inefficiencies, and changing consumer demand. To maintain sustainable growth and strengthen market leadership, the company must continuously improve operational efficiency, market responsiveness, and customer-focused strategies.

Overall, my internship at RSPL Health BD Ltd. was highly valuable for my professional development. It improved my understanding of sales and distribution management and enhanced my practical skills in sales planning, market coverage, customer relationship management, and distribution operations.

Bibliography

- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Armstrong, G., & Kotler, P. (2018). *Principles of Marketing* (17th ed.). Pearson Education.
- Berman, B., & Evans, J. R. (2013). *Retail Management: A Strategic Approach* (12th ed.). Pearson Education.

Journal Articles

- Rosenbloom, B. (2007). Multi-channel strategy in business-to-business markets: Prospects and problems. *Industrial Marketing Management, 36*(1), 4–9.
- Mentzer, J. T., DeWitt, W., Keebler, J. S., Min, S., Nix, N. W., Smith, C. D., & Zacharia, Z. G. (2001). Defining supply chain management. *Journal of Business Logistics, 22*(2), 1–25.
- Stern, L. W., El-Ansary, A. I., & Coughlan, A. T. (1996). *Marketing Channels* (5th ed.). Prentice Hall.
- Frazier, G. L. (1999). Organizing and managing channels of distribution. *Journal of the Academy of Marketing Science, 27*(2), 226–240.
- Coughlan, A. T., Anderson, E., Stern, L. W., & El-Ansary, A. I. (2006). *Marketing Channels* (7th ed.). Pearson Prentice Hall.

References

- RSPL Health BD Ltd. (n.d.*).* Company Profile and Organizational Information. RSPL Health BD Ltd.
- RSPL Health BD Ltd. (n.d.). Sales and Distribution Management Information and Internal Documents. *RSPL Health BD Ltd.*
- RSPL Health BD Ltd. (2026). Product information, sales materials, and distribution-related materials.

Website

https://rsplhealthbd.com/