



Marketing - Roll out plan:

**BD Vision (Agni Shikha):**

**Communication Strategy Paper**

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## Background

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BD Vision started an initiative to improve social, economical and environmental well being of Bangladesh. Under the brand “Agni Shikha” (that translates to “Flame of fire” in Bengali), they are selling locally designed multi-fuel improved cookstove which is easy to use, portable and can be fuelled by any firewood or biomass. The cookstove is priced at a competitive price of BDT 2,000 (\$23.5) targeting the rural, peri-urban poor and lower middle class population in Bangladesh. The manufacturing plant and registered office are located in Dhaka, Bangladesh.

BD was started as a partnership between Sabbir Khan and Md. Abdur Rashid and began its commercial operation in December 2015 after 14 months of R&D and prototyping. Since then, BD Vision has sold most of its cookstoves primarily around the regions of Sirajganj, Tangail & Meherpur (North & North West Bangladesh). The Agni Shikha cookstove is differentiated due to its "heavy-built" design signifying durability and value for money. On the production side, BD Vision sources cookstove parts from multiple suppliers in and around Dhaka and assemble it at the production unit in the capital.

Their current marketing involves fair participation, communication materials (like leaflet) distributions, awareness program in small scale and word of mouth or reference dependency. However, for translating the potential market demand into sales needs significant marketing activities to create awareness about the advantages of improved cookstoves in the target markets. The organization recently hired a dedicated marketing manager and four competent executives to roll out this plan.

## Geographical focus area:

**Shahzadpur, Ullah Para** and **Belkuchi** are suitable zones for market penetration by BD Vision. The company possesses local consumer intelligence and thus is familiar with the market. As per their analysis the preferred segment with required purchase power is present in this region.

**Shahzadpur** or **Shahjadpur** is an Upazila of Sirajganj District in the Division of Rajshahi, Bangladesh and according to 2011 Bangladesh census it has a population of over 65,000 people. The fact that the majority of this population is non-agriculture dependent peri-urban low income group, makes it an ideal prospect for setting up distribution. Shahzadpur has an average literacy rate of 24.8% (7+ years), and the national average of 32.4% literate.

Google map link:

<https://www.google.com/maps/place/Shahjadpur+Upazila,+Bangladesh/@24.1684172,89.5032018,11z/data=!3m1!4b1!4m5!3m4!1s0x39fdd8b50ef61d21:0xeb21cf6960692acd!8m2!3d24.19094!4d89.5874819>

**Ullah Para** is an important transport gateway from Dhaka. Close proximity to Dhaka makes it a commercial hub. Recent urbanization to a formerly rural area led to a peri-urban demographic which makes it a viable market. Ullahpara is an upazila in Sirajganj District, Rajshahi Division, Bangladesh. In the [2011 Bangladesh census](#), Ullapara had a population of 799,074. Males were 51.13 percent of the population, and females 48.87 percent. The population aged 18 and older was 192.

Google map link:

<https://www.google.com/maps/place/Ullapara,+Bangladesh/data=!4m2!3m1!1s0x39fddab958ee939f:0x914c73640dd51ad9?sa=X&ved=0ahUKEwi42POJvpHSAhXJtY8KHTfTAiAQ8gEIGjAA>

**Belkuchi** is known for its handloom cottage industries. **Belkuchi** is an upazila of Sirajganj district in the Division of Rajshahi, Bangladesh. Women empowerment, EMI loans from NGOs, and general interest in the betterment of livelihood has created a market that will be interested in better cooking appliances to save time and effort which can be used in industry. How Agni Shikha will save their time and investment will be a key focus while trying to establish a market here.

Google map link:

[https://www.google.com/maps/place/Belkuchi+Upazila,+Bangladesh/data=!4m2!3m1!1s0x39fde7883584ce17:0x315f14445257ac83?sa=X&ved=0ahUKewiw\\_67AvpHSAhUHS48KHRfnCcAQ8gEIGDAA](https://www.google.com/maps/place/Belkuchi+Upazila,+Bangladesh/data=!4m2!3m1!1s0x39fde7883584ce17:0x315f14445257ac83?sa=X&ved=0ahUKewiw_67AvpHSAhUHS48KHRfnCcAQ8gEIGDAA)

## Target customer segment

The market size has been estimated as 100, 000 households. Over a span of two years, the targeted market share that BD Vision wishes to acquire is **10,000 household**. This 10 percent market control is achievable in lieu of lack of competition, better product and cost efficiency.

The income level of the users should be from below average as Agnishikha plans on penetrating rural arenas first. All the geographical location that Agnishikha plans to run in has a population where men and women who will be interested in engaging are of age 20-45 and average family income ranging BDT 10,000 to 16,000.

As the secondary audience, the promotional campaigns will be run in high schools where the audience will be the female students.

## The Rationale

- No Gas penetration
- Semi pucca households using mud-stove currently
- Available source of wood or alternatives as fuel for the stoves
- A large audience to cater
- Economically affluent to afford the stoves
- Aspire modern life



# Marketing Plan

## Market Segment

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GACC has identified four consumer segments. Considering the segment characteristics, one segment is suitable for BD Vision.

### **Segment 3 – “Modern Kitchen Value”**

The consumer characteristics are as below:

- Peri Urban Low Income group
- Have high price sensitivity
- Product needs discounting and credit option to be accessible
- Retail price- BDT. 1,500 – 2,500 (range)

## The Four P’s Model:

### **Product:**

BD Vision initiated under the brand “Agni Shikha” (that translates to “Flame of fire” in Bengali), they are selling locally designed multi-fuel improved cook stove which is easy to use, portable and can be fueled by any firewood or biomass. Some of its key features/benefits are:

Tier-2 design is officially approved by Center for Rural Technologies, Nepal.

Using this product the cooking can be done in a faster rate, while improving the taste of food in the process.

There’s no need to form clay furnaces on a daily basis, saving time from daily schedule.

It’s completely free from breakage caused by high amount of heat.

It is lightweight and can be easily carried.

Requires roughly 47 percent of the firewood compared to traditional stoves and reduces fuel cost considerably.

### **Pricing:**

Here, Penetration pricing strategy is used. High quality product is offered at a reasonable price compared to the present competitors in the market.

The actual product will bear a retail tag of **BDT. 1800**. Deducting the cost of production and promotion the gross profit realized from the product is estimated to be around **BDT. 200**.

The competition in this case is the traditional stoves which have far lower initial cost. The fact that “Modern Chula” makes up for its high initial investment within 6 months has to be made clear. The initial cost thus has been chosen to be comparatively low to ensure people are keen on trying it out.

### **Place:**

In alignment with the national branding strategy, the stove will be positioned as “**Modern Chula.**” The imagery and message will be designed to establish it as a symbol of empowerment and convenience. The demographic that is invested in Cottage industry will see it as a relief from the common troubles associated with cooking. The other will consider it as a quality-of-life improvement. If the stoves can be branded as a tool for financial growth, it will garner more interest and thus generate more sales.

Agnishikha will create a national distributor platform and under them they will distribute their cook stoves to the localities. So it makes the whole process easy and more accessible for the customers to get the product.

### **Promotion:**

The entire promotional phase will be continued by promotional campaigns which will be run to give out limited number of stoves at very low cost to generate word of mouth and raise interest. Different strategies will be taken to raise awareness about the usage of this particular cook stove and hence to promote this different activities like door to door, tea stall and hut bazar activation, Cable media, Social media (Facebook), partnership etc. are planned to implement.

## **Promotional Strategy**

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The promotional campaign will focus on creating a positive attitude towards the new product by interactive and entertaining mass presentation programs as well as a personal approach by visiting house to house. A good word of mouth and public buzz for the product will promote interest in purchase. The socio-economic state of these areas promotes peer influence among the populace which can be used to advantage. Live demonstrations and door-to-door approach will be prioritized over advertisements through printed media.

## Message Targeting

### Golden Rule: **People Buy Benefits, Not Features!**

The usage, economic and convenience benefits need to be communicated for demand creation. While developing the creative content the core focus should be on convince of cooking and long-term saving. For **Men** the key focus should be on Long-term saving and pride. This is also his way of saying he love his wife/mom! On the other hand for **Women** the key is to hassle free cooking and convenience in life and the time she will save and how it will directly benefits her family.

As the context of selling and segment is different, messages and imageries to create brand perception will be heavily customized to match the local context.

## Communication Design

As the context of selling and segment is different, messages and imageries to create brand perception will be heavily customized to match the local context.

Irrespective of the segment, the message will highlight

- Hassel free cooking
- Financial benefits (long run)
- Warranty
- Customer care
- Certifications/Association/Partnership

## Objective

The entire strategy will help us to achieve the following: -

### **Promotional Objective 1**

Create product awareness.

### **Promotional Objective 2**

Influence purchase intent and lead sale **to 400 units per month.**

## Sales Target

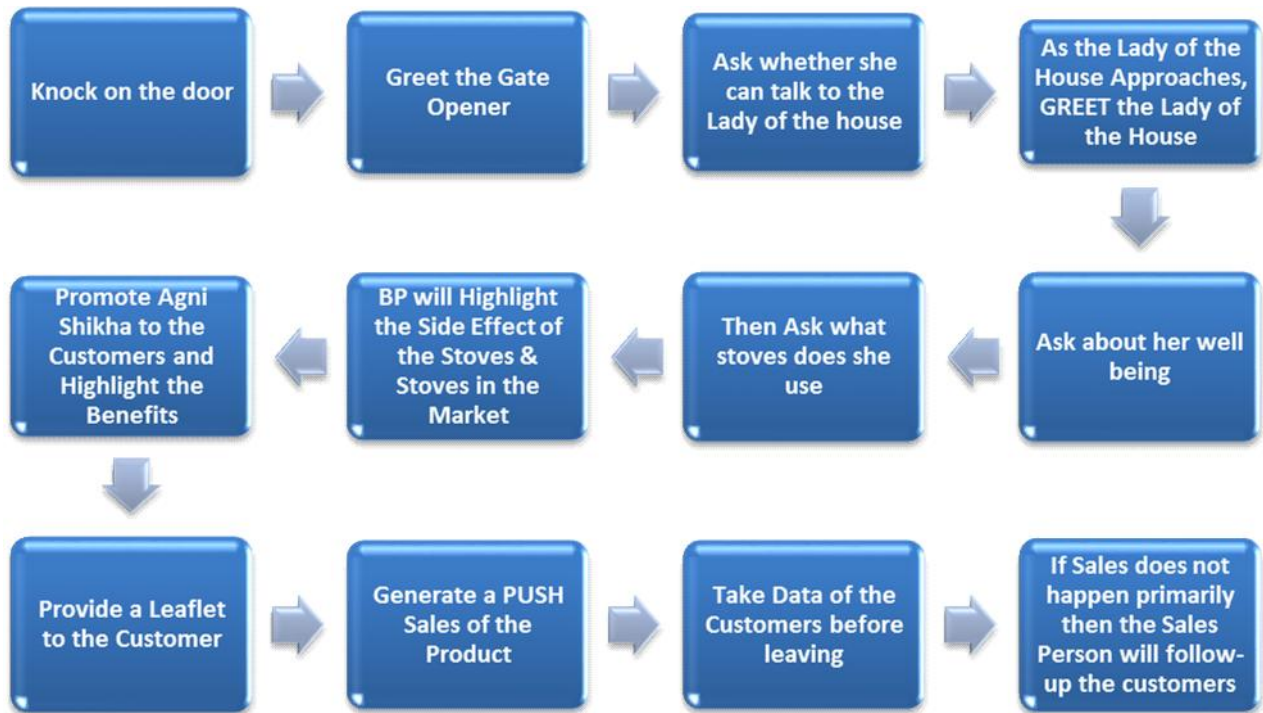
Over the 3 months BD Vision is targeting total sales of 1200 units. The monthly sales target that will be chased is 400 units per month.



## Activity 1:

### Door to Door Marketing

Sales process:



#### Description of the activity

- 2 men and 2 women will be locally recruited and 4 teams of 2 members will be formed.
- At each household, they will spend about 10 minutes to discuss the agenda with household.
- They will try to reach either purchase decision makers or influencers.
- They would be trained to pitch and talk about the stove, will be provided with stickers, leaflets and data sheet to collect information on each household.
- After the pitch they will collect the contact details for further communication

### **Target Segment:**

The whole activity will be carried out in Shahzadpur/Belkuchi.

### **Key message for the segment**

The product will be introduced as “Agni Shikha Modern Chula”

Product benefits will be disclosed through a video on preferably tab or orally

Economic and other usage benefits will be highlighted

Product price will then be disclosed

Contact detail will be collected.

### **Channel of promotions**

- Leaflet with coupons (discount on instant purchase)
- Hotline Stickers
- Product video on tab/phone (if not possible than Flip chart – photo based)
  - Flipchart/AV will contain:
    - Problems with Present Stoves in the Market
    - Disadvantage traditional Stoves in the Market
    - A story of a “Woman’s family Life Changing with Agni Shikha”

### **Human Resource Requirement:**

2 men and 2 women will be required to do the promotions, 4 teams of 2 members will be formed each targeting 20-25 households per day.

## **Monitoring and Evaluation plan:**

### **SET TARGET:**

**Household Reach: 5,760 in 3 months**

## Evaluation Sheet:

Performance Evaluation Sheet
Name of Activity Development Objective (or Goal or Purpose):
Name of Activity Intermediate Result:
<b>No. of people actually getting aware:</b>
<b>Database Collection</b>
Data Collection Method:
Data Source(s):
<b>DATA QUALITY ISSUES</b>
Date of Initial Data Quality Assessment:
Known Data Limitations and Significance (if any):
<b>Basic Comments (If any)</b>
<b>OTHER NOTES</b>
Notes on Baselines/Targets:
Other Notes:
THIS SHEET LAST UPDATED ON: / /

## *Activity 2:*

### **Tea Stall & Hat-Bazaar Activation**

#### **Details of the activity**

To get the Influencers (Men), and engage them with the benefits of the stoves

The whole activity will be run for 3 months

Convey the benefits with direct impact on their saving

Stoves will be demonstrated in tea-stall/ bazaar with free Tea

Small gifts (Like a T-shirt for the quiz winner)

Discount Coupons will be issued

### **Target Segment:**

The whole activity will be carried out in Shahzadpur, Belkuchi and Ullah Para and specifically it will be focused on the markets and popular areas.

### **Channels of promotions:**

- Leaflet with coupons (discount on instant purchase)
- Hotline Stickers
- Product video on projector with sound system

### **HR Requirement:**

Marketing manager and 1 temporary staff to conduct activation activity

### **Number of Activities planned:**

- There will be one activation per day where the promoters will demonstrate the benefits of Agnishikha chula by making team, will be using a microphone when required.
- Along with this a projector setup will be bought along with the sound system so that people can actually see how it looks like and other advantages.

### **SET TARGET:**

**No. of activation: 26 monthly \* 3 months = 78 activations**

**Reach (Direct) of people: 78 activations \* 100 = 7800 people approximately**

### ***Activity 3:***

## **Outdoor Marketing**

### **Details of the activity**

The whole campaign will be run outside houses in open arenas making sure that it Increase visibility and therefore awareness of the brand.

### **Channels of Promotions**

Festoons or banners and posters – will work as a reminder of Agnishikha stoves

### **Target segment**

The whole activity will be carried out in the aforementioned space but the focus will be more into the crowded places since it will be run outside the houses.

**SET TARGET (Festoons or banners and posters): Print/Outdoor materials - 25000 Leaflets, 1000 festoons and 10000 posters.**

**Reach of people: 20,000**

### ***Activity 4:***

## **Cable TV (Media) Advertising**

### **Description of the activity**

Product video ads will be aired from local cable network. The video would be played during breaks in movies screened through cable tv

Duration 2-3 minutes

During the movie, there would be a scroll on the screen promoting Agnishikha's hotline number

### **Channel of promotion**

- Local TV network
- AV will contain:
  - Problems with Present Stoves in the Market
  - Disadvantage from traditional stoves
  - A story of a "Woman's family Life Changing with Agnishikha"

### **SET TARGET:**

**Advertisement frequency: 10 times everyday day for 03 months**

**Total number of TV ads: 900 spots during the three months campaign**

**Reach of people: 50,000**

## **Activity 4:**

### **Social Media (Facebook Only) Approach**

#### **Details of the activity**

Mainly visual based AD to sell .To grab the attention of people of every gender/age/class

Establish grounds regarding the need for green energy in Bangladesh in order to save the rapidly depleting resources

Announce huge sales discount on stoves showing comparison between previous and discounted price

Broadcast live video showing how stove works

Post video of a satisfied user of the stove

Convey the cost effectiveness through graphical information

Post regarding discount coupons or offer

#### **Target Segment:**

The entire activity will be carried in Facebook.

#### **Channel of promotions:**

The promotions will be taken via facebook posts and video.

#### **SET TARGET:**

**Reach of people: 100,000**

**Sales: 50 monthly (expected by the vendor)**

## **Activity 5:**

### **Partnership**

- Potential partnerships with women led NGO's as distributors and targeted campaigns for female household members will open up a gateway for more sales. They will also manage microcredit via partnership with NGO's to provide installments. Partnership with NGO/MFI called "Porchi" is done and they have already placed an order for 200 stoves and provides micro credit to customers.

#### **Details of the activity**

- Creating partnership with Heath/NGO/Woman network who are reaching the same target audience
- giving special incentive to them for promoting Agni Shaikha
- Partnership with local vendor
- Partnership with marketing agencies which will work as sales based commission agent

## **Activity 6:**

### **School Session:**

#### **Description of the activity**

The activity aims to run a campaign in different high school to aware the female students about the necessity of using Agni Shikha with an intention that they will convey the message to their mother who are our main target here. Also the plan is to address the benefits of stoves and effects of smoke on mothers / children.

- A new activity will be introduced in high schools where the promoters will promote and convey the advantages of using Agnishikha to the female students so that when they go home they can also aware their mothers , who will be using this product.
- In 3 months approximately 60 sessions will be held in the high schools.

#### **Target Segment:**

The audience is female students of high school specifically of 9<sup>th</sup>/10<sup>th</sup> Grade.

### **Channels of promotions:**

- Leaflets or Brochure
- Discount Coupon
- Live classes

### **Set Target**

60 – 90 girls per session.

### **Customer Care Plan:**

The customers will be followed up about their decisions of buying the cook stove and they can also contact back if they want to buy more or if they are facing any problem.

#### **Description of the activity**

The customers will be followed up about their decisions of buying the cook stove and they can also contact back if they want to buy more or if they are facing any problem.

#### **Channels of promotions**

A hotline number will be given and will always be attended by the Agnishikha employees so that all the queries can be addressed.



## Promotional Time Line

The promotional program will roll out for a period of **3 month initially**; rollout starting from March week 01 to May week 04.

	Sl.	Activity	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12
PREPARATION PHASE	1	Field Execution Planning	█	█	█									
	2	Mapping the Resources & Household	█	█	█									
	3	Mapping the Ambassadors / Activation points	█	█	█									
	4	Retail Decoration	█	█	█									
	5	Supply Chain Creation	█	█	█									
	6	Brand Promoter Recruitment	█	█	█									
	7	Promotional Material Development				█								
	8	Launch					█							
EXECUTION PHASE	9	Door to Door Marketing							█	█	█	█	█	█
	10	Hot Spots Activation							█	█	█	█	█	█
	11	Outdoor Advertising							█	█	█	█	█	█
	12	Media Advertising (Cable TV)							█	█	█	█	█	█
	13	School Session							█	█	█	█	█	█
	14	Customer Care							█	█	█	█	█	█