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The Daily Star

DHAKA, FRIDAY, APRIL 3, 2015  
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# NEXT STEP

## OF SHOP SHELVES AND SALES AISLES

### The art of point-of-sales advertising

#### WHAT'S ALL THE FUSS ABOUT?

Put in one sentence, a Point-of-Sales Material (POSM) is a display material that advertises a product in a place where a retail transaction is completed. Over the years, the application of POSM has positioned itself in the bracket of "must-do-activities" of a marketing team. For any marketing team, at least in the fast-moving consumer goods industry, POSM placement is as vital as paper ads or TVC campaigns.

Point-Of-Purchase Advertising International (POPPI) reports that as much as 75 percent of buying decisions are made in-store. Mass media has become ever more fragmented, making it increasingly difficult for brands to be effectively marketed to large population segments. This has led marketers to restructure their marketing budgets to identify alternatives to traditional mass media.

#### WHAT'S THE RIGHT FIT FOR YOU?

Different types of POSM are constantly being invented, but the list of POSM-types can still be drawn up something like this: Dangers, buntings, wobblers, shelf-talkers, cut-out boards, price tags, pack-



ing, promotional stands, banners, posters and gondola displays. Besides planning for which POSM to apply, it is also important decide "how" to go about this.

Traditional FMCG point-of-sales can be divided into three categories: General Trade (GT), Premium General Stores (PGS) and Modern Trade outlets (MT).

#### PREMIUM GENERAL STORES

Slowly, but surely, PGS are taking the place of GT outlets. Though PGS outlets are closing in on MTs in terms of service quality, their locations demand different approach in POSM placement nonetheless. Cut-out boards can be a superb option for PGS, especially when they are located in a side-street or goli. The shopping environment is calmer there, and people gathering there for gossip wouldn't mind to take a look at your cut-outs. Dangers might also work, but only if the store has ample space. Some companies have specific patterns of placing dangers.

#### MODERN TRADE OUTLETS

Now let's talk about MTs. These are the most organised locations to place POSMs, but at the same time the most expensive. MTs charging increasingly

more for space may give off the impression that POSM placement there is becoming increasingly more effective. In reality this is a sign that marketers need to be more cautious and selective when it comes to planning for POSM placement in MTs. A chalked-out plan works better than simply bombarding shelves with shelf-talkers and loading checkout counters with display stands.

#### WHAT DO THE EXPERTS SAY?

Siemon Scamell-Katz, renowned shopper analyst and global consulting director



TNS Magasin, blames incorrect locations for a lot of wasted POS marketing expenditure. One research finding is that customers move from "location" mode to "shopping" mode as they walk around a store. During location mode they are subconsciously asking "what do I need and where is it?" while in shopping mode they are ready to make purchasing decisions. For example, in the case of edible oils, it cannot be expected that a customer comes to an MT outlet and then asks themselves which brand to buy. Edible oil brands are limited in number in Bangladesh and most people have a pre-determined choice when it comes to buying a particular brand. So, POSM for an edible oil brand should be to position the product in specific rows rather than having a big display at the entrance.

Placement of POSM is a must. Doing it right reaps immense rewards so why not go about it carefully and systematically? At the end of the day, we all love results.

FAISAL MAHMUD

The writer is working as Marketing Manager in Rupchanda.

#### WATER COOLER CHRONICLES

## The working man's guide to beat the traffic

Class is out and degree in hand, you walk out the halls of education one last time, gowns flowing in the wind, graduation caps in the air. A new chapter in your life is about to unfold. You are the master of your destiny – here comes the big job offers from MNCs which will pay you so much money that you have already put down the order for iPhone 9.

Then comes the realisation, you start at the bottom. Your salary is not enough to get you through the first 20 days of the month and on top of that your parents now refuse to pay you pocket money. And the intern that you are, you have to show up every day at the office 20 minutes early, dressed immaculately and with enough energy to be the model employee. And you would too, except that there's killer traffic, the bus is congested and by the time you manage to get to work, you are sweaty, dishevelled, tired, and slightly resembling Bear Grylls.

Let's go through the options that are available to you. With your pay, CNGs or taxi cabs are not viable options. Maybe your parents are still willing to allow you to use the family car. But with a family car comes family responsibilities – timing needs to be exact so that after you have been dropped off, it can go pick up your little sister from school, then to your dad's office, your mum's office, run errands



for about 10 family friends and relatives. Plus with the traffic jam, you will still be tired and potentially late. Be smart, you have lived in the city for long enough. You know when the traffic is the worst. Unlike school, wake up early, eat a decent breakfast to get you through the day, and don't wait till the last minute to head out. If it usually takes you half an hour to get to work, start 40 minutes early.

If you have to take a bus, remember there are no schedules. Get to the stop early, try to get a relatively empty bus and latch on to a seat. In this case the best you can do is to carry a towel and facewash so that you can look slightly civilised when you get to work.

If your office has shower facilities, then skip all the hassle and get a bicycle. Any distance that takes 30 minutes by car on a normal day will take you no more than 15-20. A lot of working men have been seen to shift to cycles in recently to save the huge chunk of time that we all waste on the road. Carry a bag, with your office clothes and just change once there. Even if you don't have a place to shower, cycling a little slow, and keeping hydrated will ensure that a simple towel is enough. Plus the exercise will keep you energised enough to give a boost to your day.

When cycling, keep in mind a few simple things though. You are going to work, and not to the hospital. Trying to race the traffic in Dhaka is not a good idea even if you're late for the most important presentation of your life. Wear a helmet, because employers generally prefer their workers minus the permanent brain damage. While cycling, wear something which dries fast and most importantly carry water or glucose. And get some mudguards (since new cycles tend to not come with those) for rainy days. You don't want to go to the office and have a trail of mud from the top of your behind to the nape of your neck. Hopefully, you will make it to work a happy man, relatively unscathed and with enough time to slip into your work clothes.

MOYUKH MAHTAB

#### GENERAL TRADE OUTLETS



Unfortunately, POSM placement in GT receives least attention although it is still the major source of sales contributions. Many GT outlets are not suitable for placing sophisticated dangers, wobblers, display stands, etc. but that does not justify the lack of attention. Popular bazaars (compact markets) can easily be decorated with posters and wobblers, thereby serving the purpose of advertising. Simple technique, quick results!

## HR Forum organises CHRC 2015

HR Forum organised a regional HR conference titled Chittagong Human Resources Conference (CHRC 2015) on March 27, 2015. The conference consisted of five dedicated learning sessions, a panel discussion and an 'Ask the Experts' corner. Almost 150 delegates from different companies and students from different universities participated in the day-long conference. The event was graced by the presence of Professor Dr. Irshad Kamal Khan, Pro-Vice Chancellor of CIU as the Chief Guest; Wahid Malek, Managing Editor, Dainik Azadi as the Inaugurator; and Sharif Ashrafuzzaman, Managing Director of Meghna Petroleum Ltd. as Special Guest. President of HR Forum Syed Nazrul Alam delivered the welcome speech. This year's theme was 'HR for the Commercial Capital.'

The distinguished speakers' panel consisted of corporate personalities such



as Tahseen Zakaria, Head Talent Acquisition, Airtel Bangladesh Ltd.; Mohammad Alamgir, Country Head of HR and SHE, Heidelberg Cement Bangladesh Ltd.; Mizanur Rohman, In-Charge Performance and Career

Management, BSRM Group of Companies; and Ali Ullah, In-charge HR, SSL Wireless Ltd. From the academic side, a paper was also presented by Dr. Mir Mohammad Nurul Absar, Associate Professor of CIU, on HR education and

training in Bangladesh.

The conference ended on the note that Chittagong, being a commercial capital needs a common HR platform for likeminded professionals and students to enhance the fraternity's contribution in local businesses through knowledge-sharing and networking. The conference also highlighted the importance of understanding business need and aligning HR strategy accordingly in context of Chittagong to ensure sustainable business growth.

HR Forum was founded in 2011 with the objective to facilitate free training, networking, placement and consultancy for students, professionals and companies who are interested to receive customised services based on their need. To stay updated about HR Forum's activities and to assist its cause in any possible way, visit and like its Facebook page: <https://www.facebook.com/groups/hr012/>.

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#### Course overview

'The problem,' says author and psychiatrist Theodore Rubin, 'is not that there are problems. The problem is expecting otherwise and thinking that having problems is a problem.' A problem is an issue that needs to be corrected or overcome in order to achieve a desired state. Problem solving involves goal-oriented thinking and action in situations for which no ready-made solutions exist. You can greatly improve your problem-solving effectiveness by gaining a better understanding of the problem-solving process, essential skills, and required competencies, as well as an awareness of the mind traps and pitfalls that impair the process. This course takes you through the essentials of problem solving and explores some of its challenges.