



Akij Food and Beverage LTD

An Evaluation of Promotional Activities of Mojo





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Letter of Transmittal

Date: 23rd December, 2018

To

Dr. MasudurRahman

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Subject: Submission of internship report on “An evaluation of promotional activities of Mojo”.

Respected Sir,

It is my pleasure to submit the internship report, which is done as a part of academic curriculum, to you for your kind evaluation. The report is prepared on “An evaluation of promotional activities of mojo (AFBL Product)”. I have put my best effort in preparing this report and to make it a worthy one.

If any confusion arises or any further explanation is needed, I will be readily available to explain the matter to you.

A handwritten signature in black ink, reading 'Mosaddekul', is positioned above a solid black horizontal line.

Md. Mosaddekul Islam

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Declaration

I am Md. Mosaddekul Islam (ID: 173-14-2547), student of Daffodil International University studying in department of Masters of Business Administration, Major in marketing under Faculty of Business and Economics complete the Masters of Business Administration program successfully. I hereby declare that this internship report on “An evaluation of promotional activities of mojo” is completely own work and references are provided according for the collected data.

A handwritten signature in black ink that reads 'Mosaddekul'.

Md. Mosaddekul Islam

Masters of Business Administration

Major in Marketing

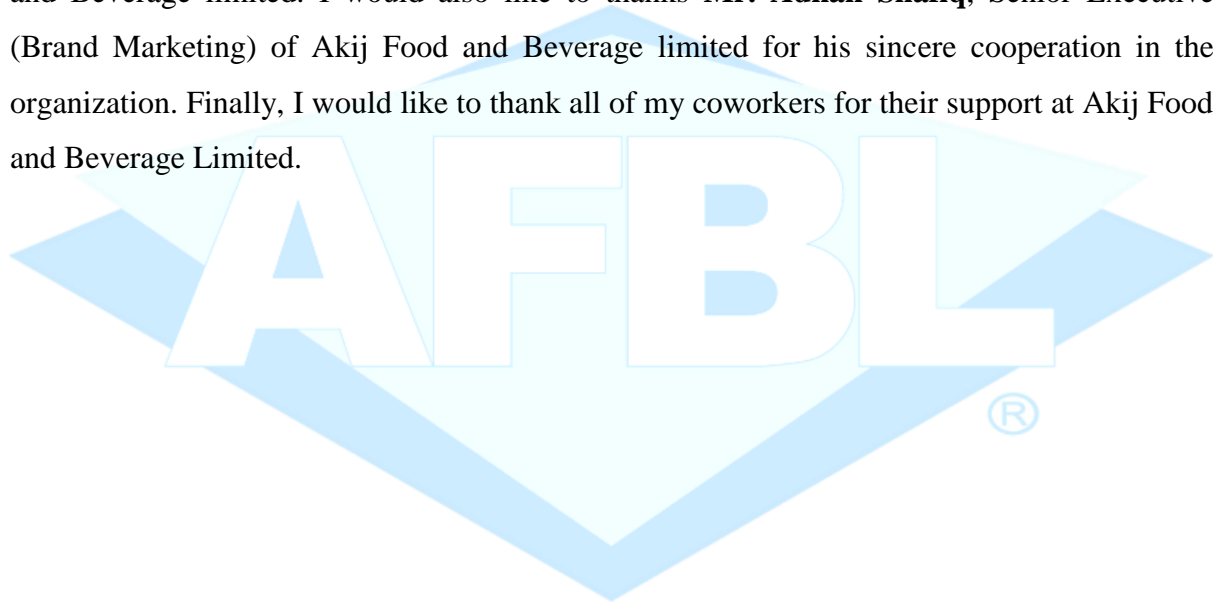
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Batch- 48th

Acknowledgement

At first, I express my gratefulness to almighty Allah as I have completed this internship report on the topic “An evaluation of promotional activities of mojo” successfully. I would also like to thanks my honorable supervisor **Mr.MasudurRahman**, Professor andAdvisor, Faculty of Business and Economics, Daffodil International University for whom I have prepared this report. I would like to acknowledge and extend my heartfelt gratitude to him because of his vital encouragement, support and assistance.

I would also like to thanks **Mr. Abu NasarZahid-Al-Mahmud**, Business Development and Research Manager of Akij Food and Beverage limited who is my supervisor in the Akij Food and Beverage limited. I would also like to thanks **Mr. Adnan Shafiq**, Senior Executive (Brand Marketing) of Akij Food and Beverage limited for his sincere cooperation in the organization. Finally, I would like to thank all of my coworkers for their support at Akij Food and Beverage Limited.



Supervisor's Declaration

I hereby declare that Md. Mosaddekul Islam has worked under my supervision, prepared the internship report entitled with “An evaluation of promotional activities of mojo”. After successfully completed the internship report, Md. Mosaddekul Islam submitted in fulfillment of the requirement for the award of degree of Masters of Business Administration in the under Faculty of Business and Economics, Daffodil International University. This report is prepared with sincerity and dedication carried out by Md. Mosaddekul Islam alone and to the best of my knowledge.

A handwritten signature in black ink, appearing to read 'Masudur Rahman', is positioned above a horizontal line.

Dr. MasudurRahman

Professor and Advisor

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Executive Summary

FMCG industry has always intention to produce large amount of goods and offer these goods at low cost to final consumers. AFBL is one of the renowned FMCG Company in the domestic marketplace of Bangladesh.

AFBL has varieties types of good for their target group. Also they ensure the quality product for their consumers. Among many goods, MOJO is one of the best product of AFBL house. It's a carbonated soft drinks. MOJO started its journey in 14th April. In 2006, AFBL will celebrate its birthday in upcoming April 14, 2018.

MOJO plays a great role in the marketplace and able to acquire a great portion of share of the market. Now the recent tagline of MOJO is “My Life My Mojo”. MOJO own a great brand value in the marketplace. For this, MOJO has huge promotional activities. Most popular promotional activities are – MOJO PithaUthsob, MOJO PohelaBoishak, MOJO Ticket Is On, MOJO Humba Is ON etc.

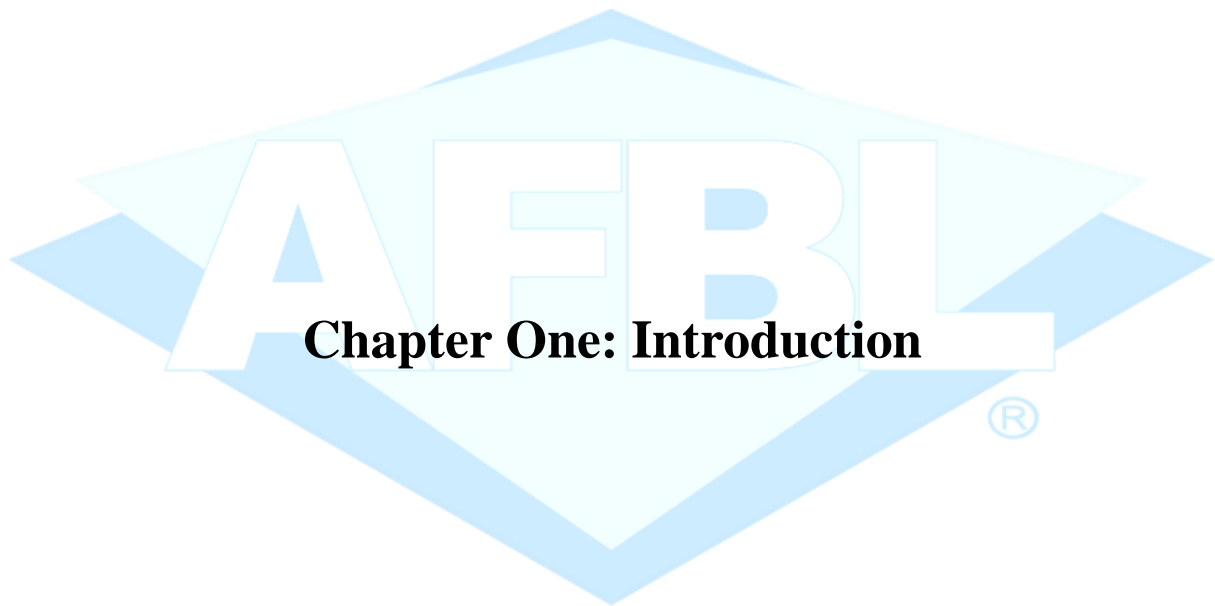
To communicate with the consumers, MOJO follows some general promotional strategy. Those are advertising, direct marketing, and sales promotion. Basis on the promotional activities the promotional strategy can be changed for better to capture the consumer's value.

MOJO has most popular promotional activity which is MOJO PithaUtshob. And this activity held in many different districts to promote the cultural value. Through promotional strategy AFBL try to reach the actual and potential consumers. Through a questionnaire and post evaluation process I tried to show that how the promotional strategy impacts on brand awareness.

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Chapter One: Introduction

1.1 Introduction

Fast moving consumer goods industry is one of the most competitive marketplace. Also, among many different industries FMCG is one of the faster growing industry in the market. This industry captures value in every aspects. Even in the fluctuating economic conditions of Bangladesh the FMCG market continues to grow at a satisfactory rate of over 9%. FMCG marketers need to observe the each and every selling performance of different product line through professional business research process. The fast moving consumer goods industry covers the household items that we buy when shopping in the supermarket or a pharmacy. Fast moving implies that the items are quick to leave the shelves and also tend to be high in volume but low in cost items.

Each and every day we are consuming different types of beverage products. These beverage products make available to consumer through business research. Through business research, marketers able to know the consumers' needs and demand. In Bangladesh, there have many local and foreign franchises and helps to develop a very competitive environment in marketplace. AFBL is one of the leading company in the FMCG industry. AFBL has product variation basis on the consumers need. According to consumers need AFBL also have beverage products for present and potential consumers. Basis on the different types of attributes beverage can be different. The refreshment advertise is essentially an arrangement of extensive variety of mineral items with certain attributes joined with it. The significant item classifications that are the center determinates of market are carbonated soft drinks (CSD), mineral water, organic product juice, caffeinated drinks, enhanced water, Non – Alcoholic beer.

The soft drinks market in Bangladesh is more than a Tk. 8000 million (US \$114.28 million; 1 US dollar is equivalent to Tk. 70.00) market, which is expected to reach Tk.10,000 million (US \$142.86 million) soon, and company insiders believe that there is a huge prospect of this product for the market to expand.

To complete my internship program, I have concentrated on the topic which is “An analysis of Promotional strategy of MOJO”. Throughout the internship program I worked at Akij House in AFBL (Research and Development), which is stand as head office of Akij Limited. So, from here I got to know about “Promotional strategy of MOJO”. Respectively I will try to discuss on the concentrated topic.

1.2 Background of the report

FMCG industry is a very competitive marketplace in the world. Also when it is about Bangladesh marketplace then it is necessary to say that FMCG industry is the most competitive place to reside in the consumers mind. Because in Bangladesh has many more FMCG company to meet the consumers need. Specially, the foreign franchises make the marketplace more competitive to domestic FMCG Company. AFBL is one the most renowned domestic FMCG Company in Bangladesh. It has variety of products. Also it is more popular for beverage products in marketplace. MOJO is one of the best beverage product of AFBL. For the competitive marketplace each and every company need to go for the promotional activities and promotional strategy to reside in the consumers mind. Also to know the impacts of promotional strategy on brand awareness, research and development team need to go for the post evaluation research.

So, based on my practical knowledge I choose to concentrate on “Promotional activities of MOJO”. Here we will able to see the “Promotional activities of MOJO on a specific promotional activities”

Significance of the study Akij Food and Beverage Ltd. (AFBL) is always trying to provide the quality food to the consumers. At the same time they have to compete with other organizations. This study helps the company to know the greater insight about how much promotional strategy helps to increase the brand awareness. Also, company will able to know which strategy is more effective and efficient for the promotional activities.

1.3 Objective of the report

The broad objective of the study

To evaluate the promotional activities of Mojo

Specific objectives:

1. To identify the promotional activities of MOJO.
2. To analyze the promotional activities of MOJO.
3. To find out some problems of those activities.
4. To make some suggestions to overcome those activities.

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CHAPTER TWO: About AFBL

2.1 About AFBL

Akij Food and Beverage Ltd. introduced their beverage products in 2006. This company not only introduced beverage products but also different types of snacks in the marketplace. But, all these manufactured products produced for local market as well as for the international market. AFBL is a part of Akij group of company and Akij group, itself invested on Akij Food and Beverage. Akij Food and Beverage has strong resource to provide the quality products to consumers. If there will be any need then parent company will support to conduct the business procedure without any problem. So, AFBL has tagline which indicates the believe system about their work. Their tagline is ‘BRINGS QUALITY IN LIFE’

2.2 AFBL – Mission and Vision

Mission

The mission of AFBL is to be a market leader in FMCG industry through discovering new things and meet the satisfaction level of consumers. Also, they will try to build a good communication relation among consumers, employees and those business partners

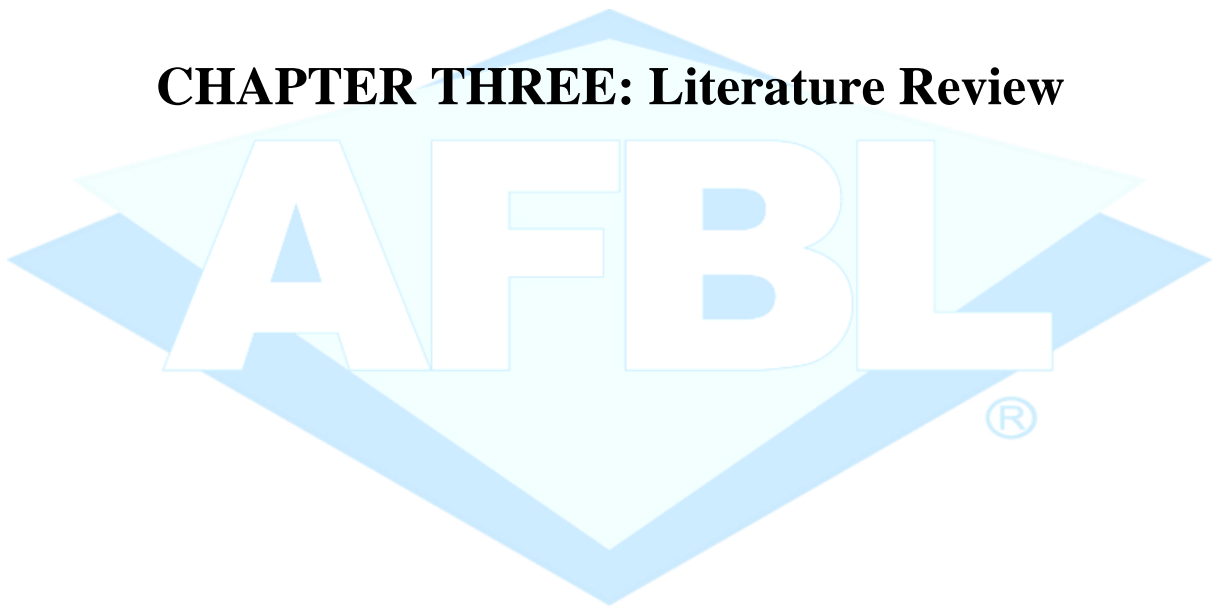
Vision

AFBL has to be the most respected Food and Beverage Company in Bangladesh by commitment to quality. According to Late Mr. Sheikh AkijUddin regarding AKIJ Food and Beverage Limited (AFBL), "We will manufacture and introduce those high quality products in the market that we ourselves and our family will always use, we will NOT just produce products for the consumers in the market and let our family consume other foreign products”



Figure 01: AFBL Vision

CHAPTER THREE: Literature Review



3.1 Brand Awareness

While studying the business world one can come to know that most of the business's objective is to enhance their sales as well as their profits. For this purpose organizations try to encourage people towards its products and services for purchase and customer lifetime value means stream of purchases over the life time period

Brand awareness is the probability that, consumers are familiar about the availability and accessibility of a company's product and service. According to Macdonald and Sharp (2000) despite consumers are the familiar and willing to buy the product, another factor that still influences the purchase decision is brand awareness. Whenever a customer is willing to buy a good or service the first brand name that clicks in his mind shows that this product has higher brand awareness. According to Dodds, Monroe and Grewal (1991) higher level of brand awareness can influence the purchase decision of the consumers. Same was proved true by Grewal, Monroe and Krishnan (1998). This is one of the reason that why a product having higher level of brand awareness will result in higher share in market and superior evaluations of their quality.

3.2 Factors of Brand Awareness

Improving the level of brand awareness is one of the marketer's challenges as reflected in the complicated funnel. To achieve the different levels of brand awareness, recognition, recall, top of the mind and dominant, brands need to make a strong association with customers. Based on the existing researches, Brand Exposure, Customer Engagement and Electronic- Word-Of-Mouth are the factors to evaluate the impacts of social media on brand awareness.

3.2.1 Brand Exposure

In building a brand, after finding the target audience, the brand should start to disclose itself by using some strategies; this act is called "Brand Exposure" (Gole, 2009).

3.2.2 Customer Engagement

New complicated marketing funnel provides capabilities for contributors to create brand awareness. For instance, an individual customer, who may not buy a lot, but always rates and makes reviews, can influence many other potential or existing buyers (Haven et al., 2007).

Electronic-Word-of-Mouth - Electronic-WOM was born with the advent of computer-generated mediums and is the extension of WOM (Dellarocas, 2003). E-WOM is many-to-

many communication and receiver and senders do not know each other. However, in case of trusted websites the effects of e-WOM is high because of the number of people that involved in a discussion. E-WOM helps marketers to reduce their cost of advertising, because transferring a good experience is more effective than advertising. Customers believe messages from other customers rather than messages from the company itself (Jansen et al., 2009).

3.3 Promotional Strategy

Promotion is according to Brassington and Pettitt (2000) the direct way in which an organization communicates the product or service to its target audiences. Brassington and Blumberg, and Perrone, (2001) have categorized the promotional tools into five main elements; advertising, sales promotion, public relations, personnel selling, and direct marketing. Promotion is the direct way an organization tries to reach its publics. This performed through the five elements of the promotion mix which include; advertising, sales promotion, personal selling, public relations, and direct marketing (Czinkota and Ronkainen, 2004). The role of promotion has been redefined into managing long term relationships with carefully selected customers, including construction of a learning relationship where the marketer attains a dialogue with an individual customer (Dawes and Brown 2000).

These were some previous study of different researchers. Now, I am interested to work on specific activities of “Analysis of promotional activities of mojo”



CHAPTER FOUR: Methodology®

4.1 Data Collection Method

Theoretical data was collected through primary and secondary sources. Specially, to collect the data I interviewed with the official Adnan Shafiq, Sr. Executive, Brand, AFBL to know about insight. Also, to know the brand awareness impact, data was collected from respondents using questionnaire to evaluate the brand awareness. The questionnaire was distributed in college, university students and mother.

4.2 Measurement Instruments

The data was extracted and put in MS Excel and SPSS. All the further analysis was then carried out using SPSS

4.3 Survey Area

MOJO is one of the best beverage drinks of AFBL. To promote MOJO in the marketplace, AFBL has different types of promotional activities. One of the best promotional activities of MOJO is known as “MOJO PithaUtshob”. This promotional activities held in different places those are Dhaka, Barisal, Comilla, Khulna, Rangpur, Rajshahi, Chittagong.

In the study, I will try to give the insight about the brand awareness situation in Comilla through questionnaire. The targeted respondent was College, University and Mothers.

- Survey Method** : One to One survey.
- Sampling size** : 178 respondents from Comilla district.
- Sampling technique** : Convenient sampling
- Sampling respondents** : College, University and Mothers

4.4 Analysis Tools

To analysis the research data I used to cross tabulation and frequency tools (SPSS) to get the appropriate outcome of the respondents.

4.5 Sample Questionnaire

Questionnaire on MPU

Res: College University Mothers Gender: Male Female

১. আচ্ছা, গত ২/১ মাসে কুমিল্লায় বড় কোন Program/অনুষ্ঠান হয়েছে, জানেন কি? হ্যাঁ না
 হ্যাঁ হলে, কি Program? Pitha Utshob Program Sponsor কে ছিল? Mogo

২. Pitha Utshob এর বড় কোন Program এর নাম শুনেছেন কি? হ্যাঁ না
 হ্যাঁ হলে, Program টি কোথায় হয়েছিল? Town hall Band করা ছিল?
 না হলে, টাউন হল মাঠে কোন Pitha Utshob হয়েছে কি? হ্যাঁ না; হ্যাঁ হলে, Sponsor Brand Mogo

৩. আচ্ছা, Program টার উদ্দেশ্য কি ছিল? To introduce different types of Pitha

৪. Program সম্পর্কে কিভাবে জানলেন? TV Radio Newspaper FB FNF On Spot Others.....

৫. MPU এর কোন বিজ্ঞাপন চোখে পড়েছে কি? হ্যাঁ না
 হ্যাঁ হলে, Program টি সম্পর্কে কিভাবে জানলেন? FB

৬. আচ্ছা, MPU এ কি কি ধরনের Activation ছিল, জানেন কি? concert

৭. Program এ কি Participate করেছেন? হ্যাঁ না বন্ধুরা করেছিল

৮. হ্যাঁ হলে, Program এ এসে আপনি কি কি দেখলেন? রান্না পিঠা বাস্কা

৯. Program এর কোন Activity আপনার বেশি ভাল লেগেছে? পিঠা collection

১০. আর কি কি থাকলে MPU এর Program টি আরো বেশি ভাল লাগত?

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CHAPTER FIVE: Discussion

5.1 MOJO (A CSD product of AFBL)

Since the establishment of the brand MOJO, it's creating the concept of enjoyment while drinking MOJO. Very specifically the MOJO is a brand of fun and enjoyment. The brand MOJO was launched in 14th April (PohelaBoishak), which is the first day of the year as per Bangla calendar.

In every year at this day they celebrate with different types of activities and programs. In 2018, they will organize a grand celebration for the purpose of MOJO. MOJO, it's a carbonated soft drinks for all but the communication theme is targeted for the youth group. The communicational theme of MOJO is "MY LIFE MY MOJO". But, they were started with the tagline was "ONTORE ONTORE – IT'S INSIDE U".



5.2 MOJO Digital Promotion on Facebook

AFBL is always tried to come up with such state of art that express the concept of fun and enjoyment. To expand the communicational relationship with consumer AFBL done several advertisements, billboards, banners, festoons, back drops, shop signs etc.

5.3 Porter's Five Model Analysis

Michael Porter has identified five forces that determine the intrinsic long run attractiveness of a market or market segment: industry competitors, potential entrants, substitutes, buyers and suppliers. AFBL uses Porter's five forces model to identifying the position of MOJO. His model is shown in below –

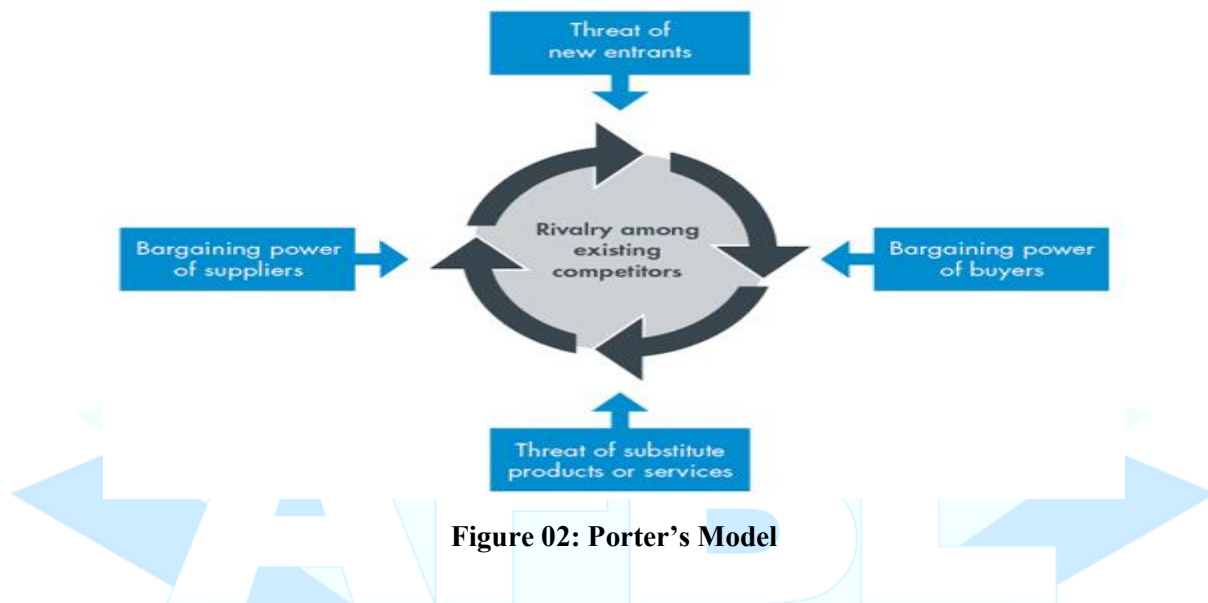


Figure 02: Porter's Model

5.3.1 Threat of New Entrants: Low Pressure

The most attractiveness segment is one in which entry barriers are high and exit barriers are low. Few new firms can enter the industry and poor performing firms can easily exit. Entry barriers are relatively low for the beverage industry. There is no consumer switching cost and zero capital requirements. MOJO is seen not only as a beverage item, but also as a brand. It has held a very significant market share within a short time and loyal customers are not very likely to try a new brand.

5.3.2 Threat of Substitute Products: Medium to High Pressure

A Segment is unattractive when there are actual or potential substitutes for the product. Substitutes place a limit on prices and on profits. There are many kinds of energy drinks (Speed/Tiger/Black Horse/Power/Red bull), juice (PranFrooto, Frutika) products are available in the market as substitute product. MOJO doesn't really have an entirely unique flavor. In a blind taste test, it is really tough one for people to identify the difference among Coke, MOJO, and Pepsi. Here, the substitutes play a big role to become a threat for MOJO.

5.3.3 The Bargaining Power of Buyers: Low Pressure

A segment is unattractive if buyers possess strong or growing bargaining power. Buyers bargaining power grow when they become more concentrated or organized, when the product represents a significant fraction of the buyers costs, when the product is undifferentiated, when buyers switching costs are low, when buyers are price sensitive because of low profits or when they can integrate upstream. If we consider “MOJO” we can observe that they are price sensitive and buyers have no require for bargaining. As a result, there is less bargaining tendency of the buyers

5.3.4 The Bargaining Power of Suppliers: High Pressure

A segment is unattractive if the company’s suppliers are able to raise prices or reduce quantity supplied. The main ingredients for soft drink include carbonated water, phosphoric acid, refined sugar, and caffeine. The suppliers are not concentrated or differentiated. Considering “MOJO”, AFBL works with Switzerland based suppliers. So, if the supplier poses high demand in future then it is becoming a challenging issue for MOJO.

5.3.5 Rivalry among existing Firms: High Pressure

A segment is unattractive if it already contains numerous of strong, aggressive competitors. It is even more unattractive if it is stable or declining. Currently, the main competitor is Coke and Pepsi. Both Coke and Pepsi are the predominant carbonated beverages and committed heavily to sponsoring outdoor events and activities. That’s why those are become a strong threat for MOJO because they established a strong position in market.

5.4 SWOT analysis

SWOT analysis involves the finding of a firm’s strength, weakness opportunities, and threats. It helps to evaluate firm’s strategies to exploit its competitive advantages or defend against its weakness. Strength and weakness involve identifying the firm’s internal abilities or lack thereof. Opportunities and threat includes external situation such as competitive forces discovery and development of new technologies, government regulations and domestic and international economic trends. AFBL create a SWOT analysis for MOJO to know their position in the market. The SWOT analysis is given below:

5.4.1 Strength

1. Available distribution of 250 ml pet bottle.
2. Competitive price.
3. Good market share.
4. Strong advertisement.

5.4.2 Weakness

1. Lack of branded fridge in market.
2. No regular glass bottle.
3. Brand acceptability.
4. Less number of product visibilities at outlets

5.4.3 Opportunities

1. Tag with Hotel, restaurant, and cafeteria.
2. Increase brand image and acceptability.
3. Focus on higher SKU.

5.4.4 Threat

1. Retailer based activation by competitor.
2. Increase RGB consumption.
3. Coke offerings.
4. Threat of substitute product like sports drink, energy drinks, and juice

5.5 MOJO VS. Competitors (COLA category)

As it is already mentioned that MOJO cola has a good brand image in the local market and also they have chosen young aged people for their target market. So, the competition is increasing day by day. In Bangladesh, MOJO has to compete with international brands as well as local brands. The Coca-Cola Company is one of the largest manufacturers, distributors and marketers of non-alcoholic beverage in the world as well as Pepsi. In the local market, MOJO have to compete with some other products like RC Cola, Maxx Cola, and Uro Cola. But these local brands still are not as much popular as Mojo has achieved in few years. The beverage market is basically a compilation of wide range of mineral products with certain attributed affixed with it. If consumers are familiar with the attributes of a

product, they will be less likely to rely on brand image as one of the extrinsic cue on what consumers usually depend. Sometimes soft drinks companies try to introduce new attributes by changing taste, color, or packing. But it does not seem that always new attributes can attract consumers mind. For example, when Pepsi Company introduced Blue Pepsi in Bangladesh market, consumers did not like the flavor/ taste. That means, sometimes consumers prefer the old attributes of the product with which they are habituated. In Bangladesh, soft drinks industry follows some innovative, strong and continuous improving production and marketing techniques. Although quality is not the prime concern of our people, they mainly prefer cost effective soft drinks. The local companies (MOJO, RC COLA, MAXX COLA, and URO COLA) are competing with global brands (COCA COLA, PEPSI) on the basis of lower cost. They are capturing the urban markets by offering some innovative marketing plan and offer. In rural areas they are very strong in distribution strategy and price effectiveness.

5.6 Segmentation, Targeting and Positioning

5.6.1 Segmentation strategy

At present, market is not a single homogenous group. Mass markets are breaking up into dozens of mini markets each with its own special needs. Market segmentation is a technique based on the recognition that every market consists of potential buyers with different needs and different buying behavior. Akij food and beverage has segmented according to the homogenous segmentation where the consumer represents the same type of demographical, psycho graphical, cultural and social factors. Their attitude, status, and lifestyle focuses on same perspective. According to the following factors the segmentation of MOJO has been done-

Age: Primary target of MOJO is only the young generation where the age may vary from 15-30. But it is not limited within this age. It has also spread out among the children noticeably as well as the people below 48th years.

Gender: Both young boys and girls are the target market for the MOJO. It is not specially made for any particular gender what actually happens for any type of cola drink.

Occupation: Occupation is not clearly defined for the target market of MOJO, however where the age varies within the young generation as well as children so it can easily be understood that most of them will be whether student or doing any job or business.

Income: Actually MOJO has emphasized on the lifestyle and behavior of consumers more rather than the income. They think that it is really affordable to buy a MOJO (especially 250 ml) for their target market where their income is minimum 5000 and for the students it may be less than that.

Lifestyle: The targeted market of MOJO is basically young generation who like gossiping, chatting, hanging with friends, making fun, watching movies, listening music etc. MOJO has also focused on their customer's lifestyle in product, advertising and packaging.

Location: Almost all the places of urban and rural area are under the MOJO's distribution. Especially in each and every part of the Dhaka, Chittagong, and Comilla MOJO is available. The company has emphasized on Dhaka where only more than half of total sales (58%) comes from Dhaka.

Social Class: MOJO is targeted for the upper part of the lower class, middle class, upper middle class, and lower part of the upper class of the society.

Geographic

Continent	: Asia
Country	: Bangladesh
City	: Dhaka (Main Focus)
Size/Population	: Approximately 16 core

Demographic

Gender	: Male and Female
Age	: Basically 15 – 30, below 48th
Income	: Minimum 5000

Occupation : Students, Businessman, Professionals

Psychographic

Social Class : Middle class, Upper middle class

Behavioral

User Status : Potential users, Regular users

Benefits : Better service and quality

Attitude toward product : Positive

Table 01: Segmentation Strategy

5.6.2 Targeting strategy

Age is the major determinants in targeting the consumers. MOJO reflects the Bangladeshi culture and it represents youth. MOJO is most preferred in the age group among 15-30. Evaluating the resources, MOJO target Dhaka city followed by Chittagong, Sylhet and other cities. By targeting middle class and upper middle class people, MOJO capture a huge market. MOJO is a low involvement product and it is good enough to consume by middle class and upper middle class people.

5.6.3 Positioning strategy

MOJO is using position defense strategy as it builds superior brand power and making the brand almost impregnable. MOJO offers highly differentiated product from others and achieving a distinctive place in consumer mind. MOJO believes that customer satisfaction is its satisfaction. For these reason, MOJO give the best service to its customers.

Positioning Statement

The positioning statement of “MOJO” is to all people our MOJO is trying to satisfy all youth that provides quality product with honesty.

Positioning Strategies

The strategy of “MOJO” is that, it always brings quality product in a reasonable price. Also it focuses local heritage and culture.

5.7 Marketing Mix

5.7.1 Product

Akij Food and Beverage Ltd believe in providing optimum quality products to value its customers. All the high-tech machineries and factory site is established to enhance the capability to satisfy consumer needs in a profound quality processed manner. The product MOJO cola has come with the following variations in the market

Product	Brand	Size
Cola	MOJO	250 ml pet bottle 250 ml CAN 500 ml pet bottle 1000 ml petbottle 2000 ml petbottle

Table 02: Product Details of MOJO

The product MOJO cola first came with the various product sizes in the market like 250 ml bottle, 500 ml bottle, 1 liter, and 2 liter bottle. Although the company was launched with various sizes and quantities, now it is focusing more on 250 ml bottle and it is massively producing it. Thus, MOJO Cola has been made with a proper technology. So there is no chance to occur fluctuation in taste. The cola drinks contain a very strong taste which can compete with the market leader Coca- Cola as well as Pepsi. The following attributes helps a product to added extra value.

Brand

Mojo has a good brand image in local market. Immediately after the introduction of the brand it became very popular among its consumer because of the high quality and intensive distribution in every nook and corner of the country.

Packaging

The packaging of the product is very attractive because of its color combination which is majority red. AFBL is the first company to introduce full silver bottle packaging and this makes its product more attractive than other competition brands. The two most critical job of packaging are:

Capture Attention: The colorful packaging catches the attention instantly.

Convey Meaning: The colorful packaging convey the meaning that Mojo is a youthful product.

Quality

AFBL brings quality in life. MOJO contain following qualities:

Serviceability: The service system is efficient, competent, and convenient. The consumers of MOJO deserve safe, refreshing and high-quality products, and MOJO works hard to meet the highest standards of product safety and quality. It is the goal to offer safe and refreshing beverages to all of the consumers around the country.

Performance: Already shows good performance in the local market.

5.7.2 Price

The price of the product is very much affordable to the target market. The pricing policy of Mojo has been done very carefully. Mojo has many competitors (e.g. Coca Cola, Pepsi) in the market. The pricing of Mojo is discussed below:

Product	Brand	Size	Price
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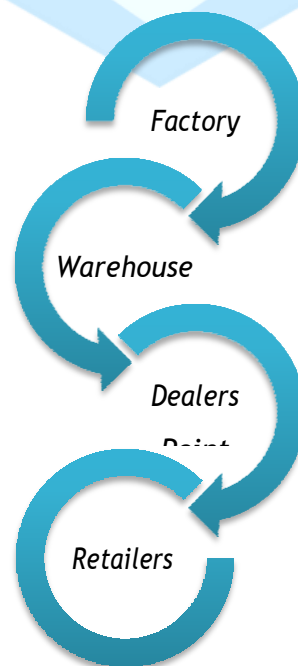
Cola	MOJO	▪ 250 ml petbottle	▪ BDT.16
		▪ 250 mlCAN	▪ BDT.30
		▪ 500 ml petbottle	▪ BDT.30
		▪ 1000 ml petbottle	▪ BDT.60
		▪ 2000 ml petbottle	▪ BDT.90

Table 03: Price category of MOJO

5.7.3 Place

Akij Food and Beverage Ltd considered having one of the best distribution channels around the country. This profound distribution channel was specially been made to make the beverage products available to the consumer in each and every part of Bangladesh. By inheriting the advantage, AFBL is able to use the wide network distribution channel to promote and provide its products in each and every niche across the country. The strongest point of MOJO is their intensive distribution channel. They make this thing possible because Akij Group of industries especially their beverage sector has a profound logistic and supply chain management system. So they can easily go to door to door of their target consumers. They believe that delivering products to consumer hands is not sufficient or convenient enough that is why for near future betterment they are trying to develop their distribution channel in such manner that they can easily make their potential customer in to actual customer. And we must say that the dealer of a particular territory is really expert and the do their job on the time.

The production of MOJO from AFBL's factory is stored in the warehouse. For Dhaka, the



warehouse is at Panthapath (AFBL office). Then the distribution department at AFBL allocates the products to the dealers around the country. After the products are delivered from the warehouse to the distribution point, the distributing companies accordingly distribute them among the retailers to be sold to the final consumer. Here, the distribution companies are individual entities who are considered to be the business partner of AFBL. AFBL has segmented the entire Bangladeshi market into 9 regions and 27 areas for its distribution purpose. This region and area are shown in below:

Region	Area
Dhaka South	Dhaka – 1, Dhaka – 3, Zinzira, Narayanganj
Dhaka North	Dhaka – 2, Dhaka – 4, Gazipur, Narshingdi
Mymensingh	Mymensingh, Tangail
Chittagong	Chittagong – 1, 2, 3
Comilla	Comilla, Chandpur, Noakhali
Sylhet	Sylhet, Moulavibazar
Jessore	Jessore, Khulna, Kustia
Barisal	Barisal, Faridpur
Bogra	Bogra, Rajshahi, Rangpur, Dinajpur

Table 04: Distribution Areas

5.7.4 Promotion

It is one of the important facts of a company which it has to nourish in a very proper way to achieve optimum outcome. AFBL values the importance of promotion, because it believes no matter how high quality, good taste, attractive packaging the product avails, it has to be properly communicated to the customer to pursue the final purchase. Here, the promotion of MOJO is designed for fun loving young adults. Both ATL (Above the Line: TV, Radio, Newspaper, Internet), and BTL (Below the Line: Sponsorship, Sales promotion, Direct Marketing) is using for promotional purpose. This type of promotion focuses on advertising to a large number of audiences. Promotional Activities:

MOJO PithaUtsob.

- ❖ MOJO PohelaBaishakh.

- ❖ MOJO Ticket is on.
- ❖ MOJO Intra University Football.
- ❖ MOJO Utvot Offer.
- ❖ MOJO Humbaa in on
- ❖ MOJO Ontor is on (Thematic campaign).
- ❖ MOJO NotunJama Offer.
- ❖ MOJO Car TumiKar.
- ❖ MOJO FM Dosti
- ❖ OntorerDaak
- ❖ My life, My Mojo (Thematic campaign)

To promote MOJO, AFBL has most two recent activities which has very much responsive feedback from the audience side. “ONTORER DAAK” and “My LIFE, MY MOJO” are the recent activities tagline.

“ONTORER DAAK” came up on the valentine day in 2018 to celebrate the day of love.



Image 02: ONTORER DAAK



Image 03: MY LIFE, MY MOJO

Promotional Strategies

MOJO started campaign of their cola drink through fun and entertaining communications. “ONTORE ONTORE” was the first tagline of MOJO. Now the tagline is “My life my mojo”. It grabs its market share within a few years. It also created a lot of attention among people. Coke is the market leader of cola industry in Bangladesh. When you are competing with a market leader, you should have a very strong promotional strategy. You also need to focus on your budget and try to increase your brand equity. The promotional strategy of MOJO is shown below:

Advertising

AFBL has done their researches before advertising. For example: Sampling Test, Product development, Focused group discussion. They also use task objective method for determining advertising budget such as they determine advertising budget to reach the specific goals they have outlined for the advertising campaign. As already MOJO create a positive brand image in youths mind so their advertising campaign strategies call for heavy spending upfront in order to win long-term customers. For any kind of advertising issue Adcomm Ltd.; Grey and Addon (Agency) works with AFBL. For any promotional campaign of MOJO, AFBL generally use three types of advertisement tools.

I. Newspaper Advertisement: MOJO uses different newspaper of Bangladesh to promote any kind of promotional campaign or activities.

II. Billboard Advertisement: To reach their consumers they use billboard in different roads of Bangladesh.

III. Electronic media Advertisement: MOJO uses different Bangladeshi television channels like Ntv, Rtv, Banglavisision, Baishakhi TV, Channel I etc. to promote their campaign.

In 2015, MOJO cola gave a funny ad (Bamboo is on) in almost every Bangladeshi channel and the purpose was Bangladesh VS India One day cricket 2015 Series. As MOJO’s target customer is young aged people, so they have running a program named MOJO FM DOSTI at DHAKA FM 90.4. This is a popular program and MOJO grab the attention of young generation in an easy way.

Direct marketing

As it is the era of internet, Mojo manages gave special importance to promote the campaign through their Facebook page (@mojomasti), YouTube, and their official website.

Sales promotion

Different companies use different method to promote their product. Mojo make sales promotion by different types of sampling and point of purchase display to promote their product. For example: To promote “MOJO UTVOT OFFER” campaign, Mojo visit all the main roads across Bangladesh with 3 camels for sales promotion. Also MOJO successfully launched different project based marketing promotions. For example the campaigns like MOJO: Eider Chand Offer, Bucher offer, Big Bat Wish etc made a great and positive impression on public for MOJO. Local customers welcomed these types of innovative marketing ideas.

MOJO PithaUtshob

Already we all get idea about the promotional strategy to promote MOJO. One of the most popular brand activities is MOJO PithaUtshob. It started its journey 8 years before. This MOJO PithaUtshob program come up to promote the cultural moral, value of own country.

I am covering the MOJO PithaUtshob of Comilla. According the brand department they did miking, billboard, Digital media support, domestic press, National TV (NTV, RTV). Also they did celebrity endorsement to promote MOJO Pitha League. MOJO Pitha League is most popular segment at MOJO PithaUtshob promotional activities.





Image 04: Celebrity Endorsement



শীতের হিম্ন হাওয়ায়
চলে এসো হাজারো পিঠার মহোৎসবে

দেশের সবচেয়ে বড় পিঠা উৎসবে
এসে দেখাও তুমি কত বড় পিঠা খানক আর জিতে নও
"মোজো পিঠা খানক" পুরস্কার।

আজো থাকবে- ফিউশন কনসার্ট এবং ফান অ্যাড পেহস !!

স্থান : টাউন হল মার্চ, কুমিল্লা
তারিখ : ২৯ ও ৩০ ডিসেম্বর, ২০১৭

DEC 29 **MOJO পিঠা উৎসব-কুমিল্লা**
Public · Hosted by Mojo

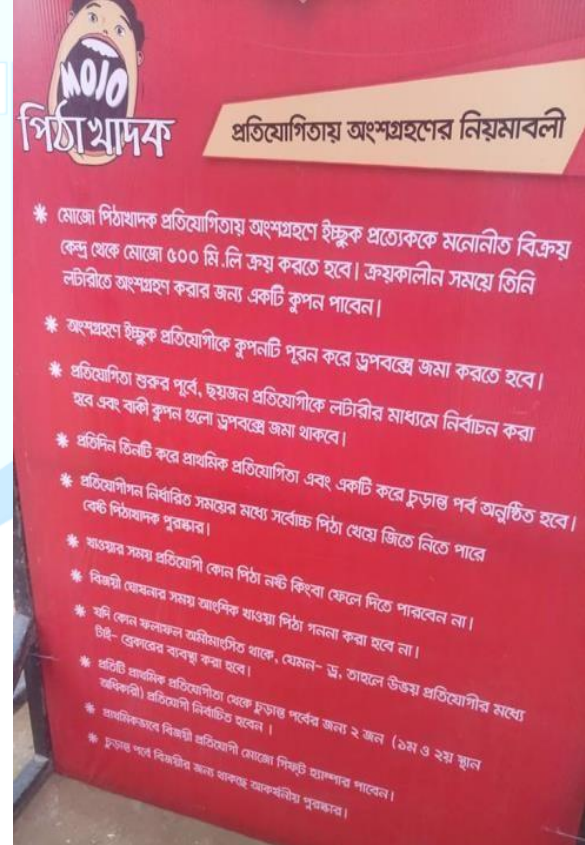
★ Interested ✓ Going

December 29, 2017 – December 30, 2017
Dec 29, 2017 at 8 AM to Dec 30, 2017 at 8 PM

Comilla Town Hall Ground - কুমিল্লা টাউন হল মার্চ
টাউন হল মার্চ, কুমিল্লা সদর, কুমিল্লা বিভাগ, ৩৫০০ Comilla Show Map

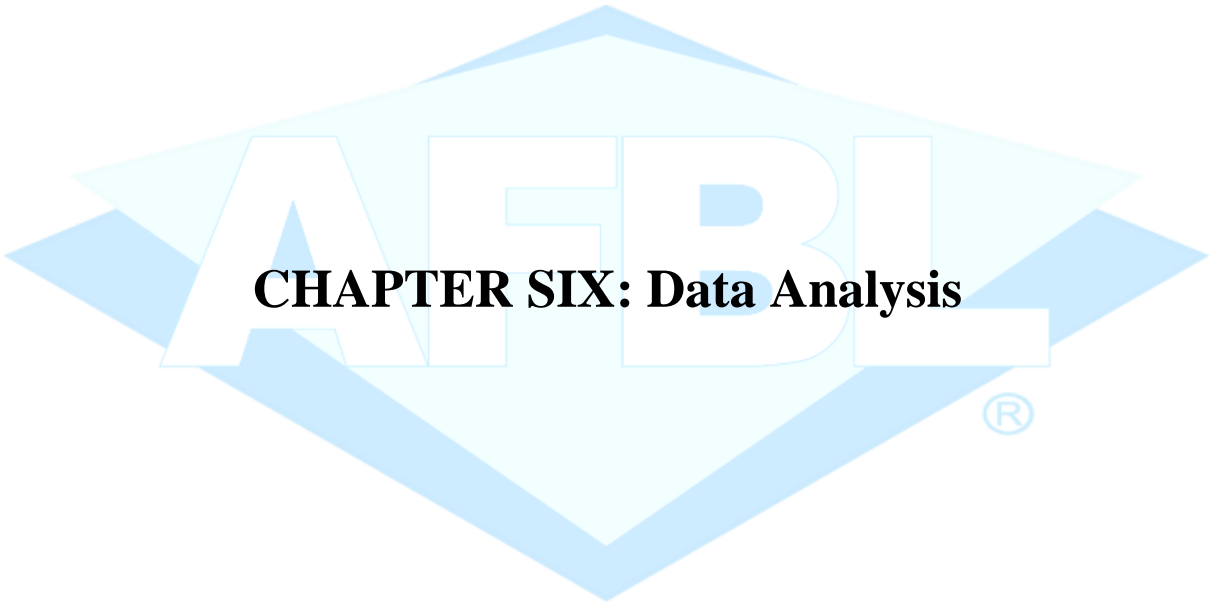
About Discussion

177 Went · 902 Interested
Share this event with your friends



পিঠা খানক প্রতিযোগিতায় অংশগ্রহণের নিয়মাবলী

- * মোজো পিঠাখানক প্রতিযোগিতায় অংশগ্রহণে ইচ্ছুক প্রত্যেককে মনোনীত বিক্রয় কেন্দ্র থেকে মোজো ৫০০ মি.লি ক্রয় করতে হবে। ক্রয়কালীন সময়ে তিনি লটারীতে অংশগ্রহণ করার জন্য একটি কুপন পাবেন।
- * অংশগ্রহণে ইচ্ছুক প্রতিযোগীকে কুপনটি পুরন করে ড্রপবক্সে জমা করতে হবে।
- * প্রতিযোগিতা শুরু পূর্বে, ছয়জন প্রতিযোগীকে লটারীর মাধ্যমে নির্বাচন করা হবে এবং বাকী কুপন গুলো ড্রপবক্সে জমা থাকবে।
- * প্রতিদিন চিনটি করে প্রাথমিক প্রতিযোগিতা এবং একটি করে চূড়ান্ত পর্ব অনুষ্ঠিত হবে।
- * প্রতিযোগীপন নির্ধারিত সময়ের মধ্যে সর্বোচ্চ পিঠা খেয়ে জিতে নিতে পারে বেস্ট পিঠাখানক পুরস্কার।
- * আওয়ার সময় প্রতিযোগী কোন পিঠা নষ্ট কিংবা ফেলে দিতে পারবেন না।
- * বিজয়ী ঘোষণার সময় আনুষ্ঠানিক হাওয়া পিঠা গননা করা হবে না।
- * যদি কোন ফলাফল অস্বীকারিত থাকে, যেমন- ড্র, তাহলে উভয় প্রতিযোগীর মধ্যে তদন্তকরি। প্রতিযোগী নির্ধারিত করেন।
- * প্রতিটি প্রাথমিক প্রতিযোগীকে থেকে চূড়ান্ত পর্বের জন্য ২ জন (১ম ও ২য় স্থান) নির্ধারিত করেন।
- * প্রাথমিকভাবে বিজয়ী প্রতিযোগী মোজো পিঠা খানক পুরস্কার পাবেন।
- * চূড়ান্ত পর্ব বিজয়ীর আর থাকবে অকস্মিক পুরস্কার।

A large, light blue watermark of the AFBL logo is centered on the page. It features the letters 'AFBL' in a large, white, sans-serif font, set against a light blue diamond-shaped background with a white outline. A registered trademark symbol (®) is located at the bottom right of the watermark.

CHAPTER SIX: Data Analysis

6.1 Survey overview

MOJO PithaUtsob is one of the most popular promotional activities of MOJO. In Comilla, MOJO PithaUtsob held in 29th December, 2017 to 30th December, 2017 at Townhall field, Comilla. Basis on the topic MOJO promotional strategy helps to get the brand awareness. So, in this data analysis and findings part, I will try to show how much brand awareness created through promotional strategy. Besides I will show the consumers preferences and level of satisfaction in the MOJO PithaUtsob.

All the survey data was collected to know the actual result on brand awareness of MOJO PithaUtsob. MOJO PithaUtsob held in different districts those are - Dhaka, Barisal, Comilla, Khulna, Rangpur, Rajshahi, Chittagong.

So, I covered Comilla district for evaluating the brand awareness of MOJOPithaUtshob. In the survey, AFBL research and development team able to get 178 respondents randomly. Those respondents were from college, university students and mothers.

Area	Respondent	Respondent Reached
Comilla	College	59
	University	81
	Mothers	38
Total		178

Table 05: Respondent reached

In the above table we can see the total number of respondent we reached in the survey time. But, not everyone known about the MOJO PithaUtshob promotional activities. So, in the below table I will show the details about the respondents number of how many respondents were knew about the program.

Area	Respondent	Respondent Reached	Know about Program
Comilla	College	59	36
	University	81	52
	Mothers	38	12
Total		178	100

Table 06: Know about the product

6.2 Data Analysis

In this data analysis part, I will try to go into the depth of the survey to understand the brand awareness in Comilla through promotional activities.

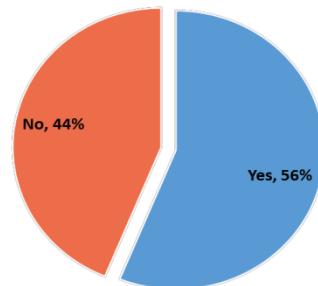


Figure 03: Aware about the program

In pie chart, we can see that the percentage of No is 44 and Yes is 56. This calculation indicates that among 178 respondents, 78 respondents were not aware of this kind of program. But, rest 100 respondents were aware of this MOJO PithaUtsob promotional activities

6.2.1 Program name and Sponsorship

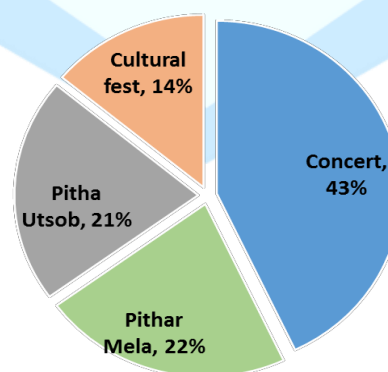


Figure 04: Program name

Through promotional activities, marketers always tries to expand the brand awareness through different types of strategies which increase the brand awareness and ensure the brand expansion. In the pie chart, we can see that there have some name which is provided by the respondents. Those names are – Cultural fest, PithaUtsob, Pitharmela, Concert.

So, respondents were aware about these types of program. Among the 100 respondents 14%, 21%, 22% and 43% respectively said for Cultural fest, PithaUtsob, PitharMela and Concert.

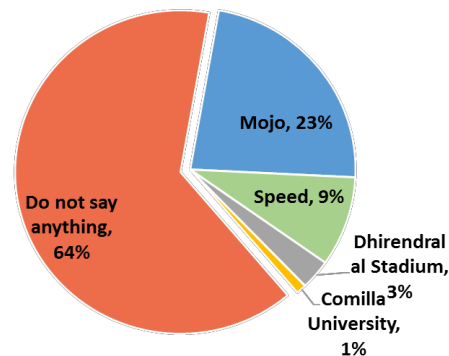


Figure 05: Sponsorship

When any kind of occasional event going to happen then there will be a sponsor to do the event successfully and promotes product of sponsored company. So, according to the survey, R&D team asked to know about the sponsored company name who are those promoting the different types of event in Comilla.

As per the respondents response, 23% respondents could say MOJO, 9% was Speed, 3% was Dhirendralal Stadium and 1% was Comilla university.

So, MOJO and Speed is a very active brand in Comilla for sponsoring the different events. But, there have some others who were sponsoring the PithaUtsob and also concert. Those are Comillauniversity and Dhirendralal stadium.

But, 64% respondents could not able to say about who were sponsoring the program or events.

6.2.3 PithaUtsob Program

PithaUtsob is a very popular event in winter season. This PithaUtsob held in different places according to the respondent's source.

Area	College	University	Mothers	Total
TownHall	75%	62%	58%	66%
kandirpar	17%	12%	42%	17%
Cantonment	8%	13%	0%	10%
Comilla Uni.	0%	12%	0%	6%
Do not say anything	0%	2%	0%	1%
Total	36	52	12	100

Table 07: Held in different places

According to the table, Townhall and kandirpar both are same place but known as two different names. But, here need to put in different names because respondent said. Also, there have other places like Comilla cantonment, Comilla University.

Finally, here we can summarize that specifically in three place PithaUtsob held.

6.2.4 Awareness about MOJO PithaUtshob and Sponsorship

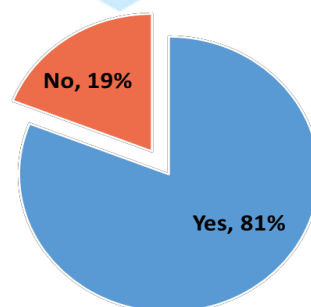


Figure 06: Awareness about MOJO PithaUtshob

Recently MOJO PithaUtsob held at Townhall, Comilla. Among actual 100 respondents, 81 people aware about the MOJO PithaUtsob which indicates the 81% of total population. And, do not know about the MOJO PithaUtsob program was 19 people of the total population.

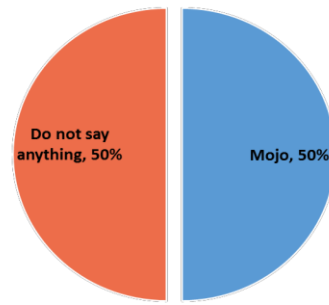


Figure 07: Sponsorship of Program

In the above diagram, shows the awareness percentage of program sponsorship. In the questionnaire, there was a question to know about the sponsorship brand name or company. And as per the questionnaire, respondents replied 50% that they know about MOJO was sponsoring the MOJO PithaUtshob at Townhall, Comilla. Also, 50% people were not aware who was sponsoring the MOJO PithaUtshob at Townhall, Comilla.

6.2.5 Medium to know about the program

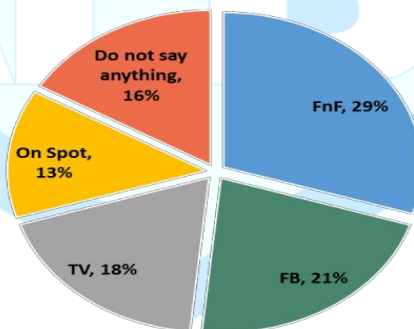


Figure 08: Medium

In survey there have a specific question to know more insight about the medium. The question was close ended and had some specific option to choose. In the end of survey, we able to get some insight about in which through the respondents were know about the program.

In the pie-chart, I will try to show the percentage how the respondents were aware about the program. So, through friends and family 29%, Facebook 21%, Television 18%, On spot 13%. And 16% of the total respondents don't say anything about how they know about the program.

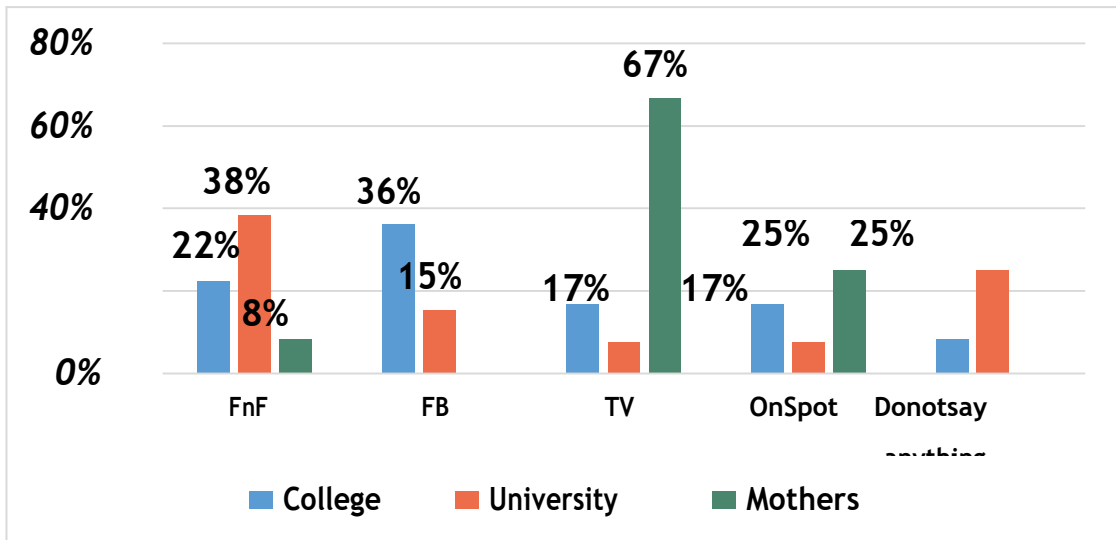


Figure 09: In bar chart (Details about medium)

The survey took place among college, university and mothers. So, in the graph, according to the respondents I showed the different medium. Through these medium they knew about the program.

6.2.6 MOJO PithaUtshob Advertising

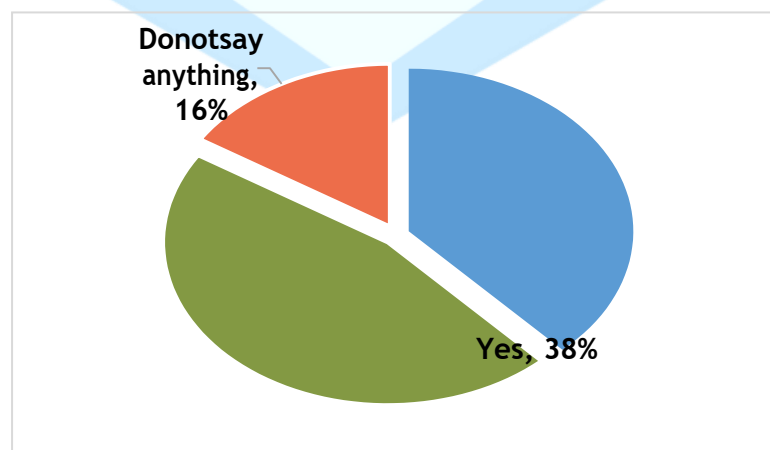


Figure 10: Advertising

MOJO PithaUtshob, it's a most popular event for AFBL. For this MOJO advertising through different promotional strategies. According to the survey report, Yes is 38% and 46% is No. But, nothing say is 16%. So, according to the report, MPU advertising is not up to the mark.

6.2.7 Medium to know about MOJO PithaUtshob

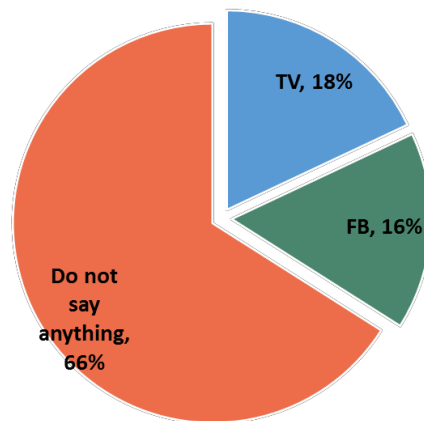


Figure 11: Medium (MPU)

MOJO PithaUtsob is the biggest pithautsob in Bangladesh. The MOJO team try to engage in different ways of medium with the customer or audiences. According to the respondents, they know about MOJO PithaUtsob through Television and Facebook. The respective percentage is 18% and 16% among the total respondents.

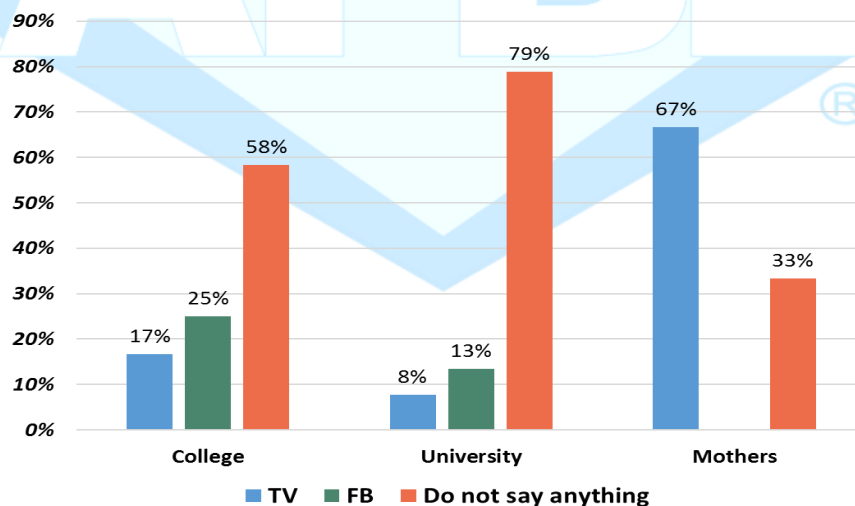


Figure 12: Medium (Bar chart)

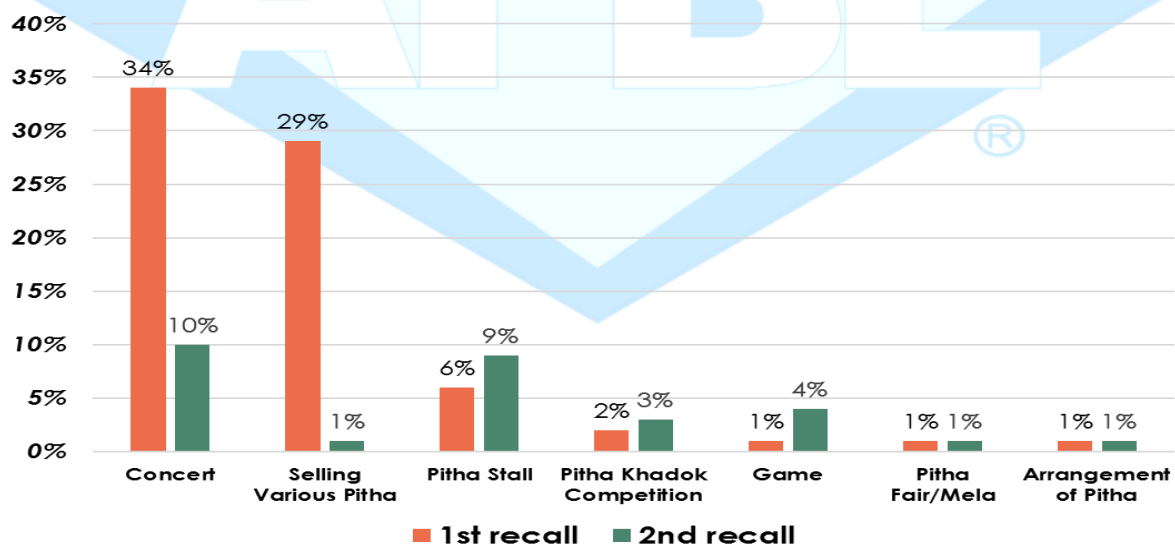
Through bar chart I try to show the in depth of study where specifically shows the percentage among college, university and mothers respond.

Recall

Activation	1st recall	2nd recall	Total
Concert	34%	10%	44%
Selling Various Pitha	29%	1%	30%
Pitha Stall	6%	9%	15%
Pitha Khadok Competition	2%	3%	5%
Game	1%	4%	5%
Pitha Fair/Mela	1%	1%	2%
Arrangement of Pitha	1%	1%	2%

Table 07: Recall

In MOJO PithaUtsob there had different types of activation program to engage the audience and make the utsob enjoyable. The survey is known as post-evaluation of the MOJO PithaUtsob where research team finds the recalling status besides brand awareness of MOJO. In the table ,there shows the details recalling percentage of different activations. Below, the recall table will be showed in bar chart to understand in better way.



Insight of Audiences behavior

Audiences/Consumer's Perception

Program Motive	Frequency	Percent
Concert	47	47%
Selling Pitha	14	14%
To Introduce Different types pitha	8	8%
Promote Mojo	5	5%
Focus on food and bengali culture.	4	4%
To arrange a cultural festival	2	2%
To celebrate pitha mela	1	1%
Arrange Nationwide pitha fest	1	1%
Entertaining	1	1%
To focus traditional Culture	1	1%
Do not say anything	16	16%
Total	100	

Table 08: Perception

MOJO PithaUtsob had different types of activation program and audiences always have different perception about the MPU based on their interest. In the table, there have some perception identify according to the respondents response. Top most perception was concert, selling pitha and introducing different types of pitha and respectively the percentage was 47%, 14%, and 8%.

Participation in program

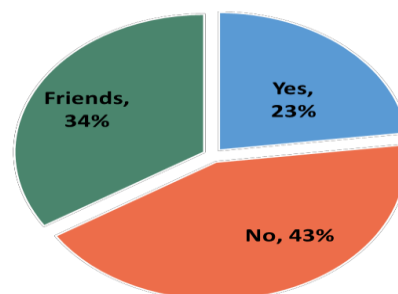


Figure 13: Participation

In the pithautsob, most of the participants were friends in according to the percentage which is 34% and directly or indirectly was involved 23%. Rest of 43% were not participated in the program activation.

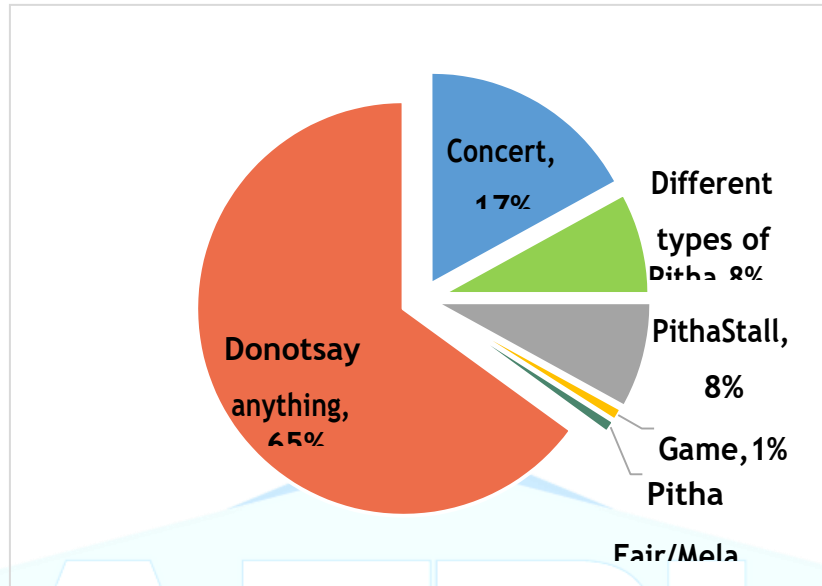


Figure 14: Involvement

Here is the involvement in the pithautsob's different activation programs.

Like most

Concert **14%**

Arrangement of Pitha **8%**

Pitha Stall **6%**

Do not say anything **70%**

Competition **2%**

According to the respondent they liked concert 14%, arrangement of pitha 8%, Pitha stall 6%, and competition 2%.

A large, light blue watermark of the AFBL logo is centered on the page. It features the letters 'AFBL' in a large, outlined font, with a registered trademark symbol (®) to the right. The watermark is semi-transparent and serves as a background for the chapter title.

**CHAPTER SEVEN: Findings, Limitations,
Recommendations, Conclusion**

7.1 Findings

1. After finishing the post evaluation research, Research and development team summarize that brand awareness of MOJO in comilla increased than before. But, promotional strategy should more do in a better way to engage the target group.
2. According to the respondents, MOJO PithaUtshob advertisement saw about 38% of the total population. Also among respondents, notified about the MOJO PithaUtshob was 18% from Television and 16% from Facebook
3. Theirs maximum promotional activities city-centric where their main consumer are rural areas people.
4. Their product is not available in all areas.
5. They haven't available branded fridge in market.

7.2 Limitations

1. Unwillingness to response of questionnaire.
2. Lack of communication between respondents and interviews.
3. Lack of brand promoter. When it's about promotional strategy then it was difficult to know about the promotional strategy.
4. Several restriction about sharing the brand promotional strategy information.

7.3 Recommendations

After analyzing the promotional strategy of MOJO and post evaluation research to know about the brand awareness the followingsuggestions should be taken in future to increase the brand awareness of MOJO and the consumer engagement through promotional strategy.

- ❖ Extend Program days.
- ❖ Need more variation Pithasshop in pithautsob.
- ❖ May engage popular singer in theirconcert.
- ❖ Some programs can be done in the rural area.
- ❖ May increase their branded fridge in market.

7.4 Conclusion

The soft drink producers in Bangladesh succeed mainly because of complying with the consumer's purchasing power and delivering the message to the end users effectively. The cost sensitiveness of the local consumers makes a strong base of success for the local producers. The journey of MOJO Cola is almost 12 years and as a local brand it has to compete with some strong competitors like Coke and Pepsi. To survive in this red ocean of competition it has to be fulfilling the demand of its consumer. AFBL have to focus more on project based production process with regards to project based marketing activities. Truly they are very successful in this area. They are the most pioneer in this area.



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