

Internship Report

on

“IMC of Akij Food and Beverage Limited”

SUPERVISED BY:

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Department of Business Administration

Daffodil International University



PREPARED BY:

Md. Morsheduzzman

ID: 132-11-595

Program: BBA

Major: Marketing

Daffodil International University

Date of Submission: October 21, 2018

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Certificate of Supervisor

This is to certify that Md. Morsheduzzman bearing ID no: 132-11-595, student of BBA (Major in Marketing) under the Department of Business Administration, Daffodil International University has completed the internship program on “IMC of Akij Food & Beverage Ltd.” On basis of his successful completion of the internship program this report has been prepared by him under my guidance.

He has carried out the internship under my guidance and supervision for three months Internship period at AFBL and the manuscript of the report has been checked by me.

The final copy of the report is been submitted to the Daffodil International University, Bangladesh has been carefully checked by me for its future use.

Signature



.....

Mr. Shafayet Mansoor

Senior Lecturer

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

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Letter of Transmittal

28th October, 2018

Mr. Safayet Mansoor

Senior Lecturer

Faculty of Business & Entrepreneurship

Department of Business Administration

Daffodil International University

Subject: Submission of Internship report on “IMC of Akij Food & Beverage Ltd”

Dear Sir,

With great pleasure I am submitting my internship report on “Integrated Marketing Communications of Akij Food & Beverage Ltd” as requirement of my BBA. The report has been completed as per your requirements and according to the general format of internship report assigned to me.

The report is based on my academic knowledge, work experiences and skills that I have acquired during my internship period at Akij Food & Beverage Ltd. While preparing the report I found the study interesting, beneficial and insightful that gives me a wide range of exposure on my report topic.

I honestly, not only anticipate that my analysis will assist to provide a clear idea about the IMC of an organization in the real work scenario, but also optimistic enough to believe that you will find this report’s worth for all the labor I have put in it.

Therefore, with immense gratification I am submitting my internship report and I welcome your entire query about the report and take pride to answer them.

Yours sincerely



Md.Morsheduzzman

ID: 131-11-595

Program: BBA

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Acknowledgement

Penning down my thoughts I must say that the success of this internship has been possible due to the combined efforts of lot of people. First and foremost completion of my report wouldn't be possible without grace of almighty Allah and my family and friends. They supported me a lot Throughout the journey.

I am grateful and would like to thank Daffodil International University (DIU) for giving me the fantastic and educative four years of experience of life.

And also thanking my supervisor Mr. Shafayet Mansoor, Senior Lecturer, Department of Business Administration, Faculty of business and Economics, and also other teachers for guiding me.

I am also grateful to host company Akij Food & Beverage Ltd for recruiting me as an intern. I am very thankful to Mr. Nurul Hoq Porosh (Brand Manager) who helped me a lot to understand IMC of AFBL. Moreover I have been trained about IMC of AFBL from Mr. Ariful Hoq (Senior Executive, Media Monitoring), Mr. Abdul Wadud Chowdhury (Senior Officer, Media Monitoring), and Mr. Mahfujur Rahman, (Officer, Media Monitoring).

I am also very thankful to Mrs. Tuhin Arafat (Brand Manager), Mr. Sirajul Islam, Rezaul Karim, Adnan Ahmed, Executives from Brand Department. They helped me to learn how IMC is being practiced at AFBL.

In the beginning of my Internship I was petrified working at AFBL because I did not have any working experience and I was little scared of new place and environment. But my assumption went wrong in hurry. My supervisor and senior colleagues helped me a lot with their heart to phase my fear.

After finishing 4 years campus life I have learned about significant difference between student and work life. My student identity helped and trained me to take the challenge of work life.

So again I would love to show my gratitude to my university.

Student Declaration

I am Md. Morsheduzzman, ID: BBA 132-11-595, Declare that the presented internship report on “IMC of Akij Food and Beverage Limited” is uniquely prepared by me after completion of three months work in Akij Food & Beverage Ltd.

I also declare that the internship report is prepared for academic purpose only and this report not submitted by others.



.....

Md. Morsheduzzman

ID: 132-11-595

Program: BBA

Department of Business Administration

Daffodil International University

Executive Summary

Integrated marketing communication (IMC) has emerged as a new concept in marketing in the twenty-first century. Its customer focus, intended to grow and retain customers, is more than just advertising and promotion, and it takes into consideration more than just customers or clients. This report examines how IMC is more than simply the integration of advertising and promotional activities in perspective of one of the leading Food & Beverage Company of the country, Akij Food & Beverage Ltd (AFBL). This report firstly provides an overview of integrated marketing communications, its concept, current trends and how it is important to build a strong brand. Next, the report contains about the analysis of major tenets of Akij Food & Beverage Ltd brand communications, its functions, current strategy. And at last brief evaluations of the marketing communication programs of the company. Also provides a critical observations and recommendations according to my point of view on the basis of findings on integrated marketing communications of the company.

Akij Group is one of the largest Bangladeshi industrial conglomerates. Its turnover in 2009 was 89 billion Taka. Akij Group was established in the 1940s by industrialist Sheikh Akij uddin. The company Akij Food & Beverage Ltd. (AFBL), a unit of Akij group, came into business in year 2006.

The main objective of this report is to analyze and focus on the overall marketing communication activities, strategy of AFBL.

In Chapter One, I describe about my internship project because it is the introductory part of my report. In this part, I explain the reason why I have undertaken the project and what results I would expect from my study. I discuss about the importance of my study and from which sources I collected the data.

In chapter Two, I tried to give an idea about AFBL, its historical background, nature of business because it is the Organizational part of my report. I discuss about the mission, vision, ethics, value, structure of AFBL.

In Chapter Three, I have been discussed about their SWOT analysis; the competitive analysis of AFBL and all the aspects has been described.

After that I tried to give a clear idea about IMC of AFBL in details. The tools of IMC, planning to implementation process of IMC, the area of IMC. This is described at chapter four.

In Chapter five, I have mentioned my findings during my internship. I tried to discuss the things clearly. Moreover I also suggested some recommendation for AFBL.

And at the end of the report, I have been given a conclusive report on which I tried to mention IMC of AFBL shortly. Which should reflects whole report at a glance.

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List of Abbreviation

- ❖ AFBL- Akij Food and Beverage Limited.
- ❖ CSD- carbonated soft drink.
- ❖ MMD- Media Management Department.
- ❖ CP- Customer Promotion.
- ❖ TP- Trade Promotion.
- ❖ MRP- Maximum Retail Price.
- ❖ FMCG- Fast Moving Consumer Goods

Chapter One

Introduction of the Study

1.1 Introduction:

This report is prepared on "**Integrated Marketing Communication of Akij Food & Beverage**" which has a large products line like mineral, energy drinks, different types of juices, chips, various types of cold drinks and their latest addition dairy products. To maintain this large product line, Akij Foods and Beverage has a strong distribution network over this country. Moreover, they have specialized and skilled HR to run different strategies to capture large number of share. AFBL operates exciting and different types of market communication activities to maintain their current share and capture more in future. Hence being under the shade of Akij group is the big advantage of AFBL. Because Akij group is one of the giant in Bangladesh Business industry. AFBL strongly aligned with Mother Company Akij Group and holds top priority. It also reflects at turnover. AFBL carries more than 20% of its total turnover. The entire report is divided into three parts; at first it involves relevant and accurate information of Akij Food & Beverage Ltd (AFBL). Overviews of Akij Group, its business units, functional and operational units are also discussed. In the second part, I analyzed the AFBL's overview, SWOT analysis, Competitive analysis along with the marketing strategy .I will describe about the IMC of AFBL along with my findings, recommendation and conclusion in the last part of this report.

1.2 Background:

Based on “Integrated Marketing Communication of Akij Food & Beverage Ltd” I have prepared this report to fulfill the requirement of the BBA course. The task is supervised by the academic supervisor Mr. Shafayet Mansoor. I have been working with Akij Food & Beverage Ltd for three months period (June- August) as an intern in Media Monitoring department. Here I have the opportunity to see, learn and work with practical things in a job life as well as to gain knowledge on my respective industry about how a Food & Beverage company basically operating their IMC in Bangladesh. This internship report mainly reflects about the in-depth understanding about how the IMC of Akij Food & Beverage Ltd currently functioning and broad description of this component.

1.3 Objective:

The main objective of the report is divided into two parts; broad objective and specific objective.

These are:

❖ Broad Objective:

- To know insights about integrated marketing communications and its application in a company.
- To understand effective strategy of communicating customer value that creates brand equity in a real life scenario.
- To know about how company design and manage integrated marketing communications to establish a strong brand in that industry.
- How a company being benefited through its IMC operations.

❖ Specific Objective:

- To know what is IMC application process in a Company
- To find out how they utilize the tools of IMC
- To understand how a company making effective budget for IMC
- The system of evaluation by which they measure the outcome of IMC
- To know the practical reason of using IMC
- Objectives behind IMC of a company

1.4 Methodology:

The report is sourced from different relevant information and through a literature review on the topic. Some data from on the job experience. Some from company archive. However, the report is obtained from mainly primary data and few secondary data. These are:

Primary Sources:

- On the job experience. Working for the company and by observing real work scenario.
- Information from supervisor, senior personnel, office staff and also the in-hand data.
- Attending meetings, visiting factory and retail shops.
- Through observing and working with the real life scenario as well as analyzing various internal and external data the report is prepared.

Secondary Sources:

- Company archive, data, journal, report, brochure etc.
- Website, Internet, Newspaper and various other sources are being provided by the company and academic teacher.
- Books, article, literature, research related to the industry and the respective topic.

1.5 Limitations:

While working at AFBL I have faced following limitations:

- Because of company confidentiality I could not gather all information.
- Lack of market data available (journal, publications, company magazines etc.) related to my topic in terms of Food & Beverage company.
- Time constraint is another limitation of this report.
- Busy working environment. All employees are very much affiliated with their daily task.
- Lack of Sufficient well informed officials. Many staffs even don't know the in depth history.
- Difficulties to communicate with cross functional team.
- Lacking of interests. Most of employees just want to make busy interns with tasks. Not to teach them about the company.

Chapter Two

Overview of the company

2.1 Company:

Akij Group is a giant in Bangladeshi industrial conglomerates. They are affiliated with textiles, tobacco, food & beverage, cement, ceramics, printing and packaging, pharmaceuticals, consumer products etc. In 2009, Akij Group paid 390 million taka as tax, making it the biggest local taxpayer, contributing two per cent to this nation's entire budget. Akij group also involved with healthcare and IT sector. It was established in 1940 by Mr. Sheikh Akij Uddin and in 2009 its turnover was 89 billion taka. AFBL was established in 2006 under the shade of Akij group. It involves with manufacturing of variety food and beverage products and selling them to the locally as well as some of the internationally. For AFBL Akij group invested a total of 450 Crore (Approx) without any help of financial leasing company or bank. Moreover Akij group is ready to invest more for any kind of further investment. Since the invasion of AFBL, the company is using its strong sources continuously to provide various ranges of products in different product lines to customers.

AFBL factory is situated at Krishnapura, Dhamrai of Dhaka. It's a very beautiful and nice place. And they are strictly following the hygiene factor. It's now near to be the largest local FMCG Company in Bangladesh. In the market there having number of drinks for consumers. For cola flavor AFBL having Mojo, Lemon taste is in Lemu & Clemon and Speed is representing the energy drink. Immediately after the introduction of the brands MOJO and SPEED became very popular among its consumer because of the high quality and intensive distribution and nice packaging. The name is attractive too. They also have chips, named as Checky Monkey. It also becomes popular chips in Bangladesh. Most of their Raw materials come from various foreign countries. The quality is very strictly controlled. At every stage, non-standard products are being rejected.

2.2 Platform:

Fast moving consumer goods (FMCG) Bangladesh are attractive place. Because it's experiencing a successive growth in our country and goods like beverages are in a flourishing state. We consume lots of beverage items, snacks, dairy items and energy drinks every day. And lots of companies are investing at this sector by bringing differentiations and diversifications. Many local companies and foreign franchises have developed an extreme competitive environment in the beverage market.

2.3 Product Offering:

The products which are being served by a company to the market is product offering. Akij Group has number of products in the market. They always try to bring differentiation on their products. R&D department work hard. They have products in many categories. Some of their products are described as follows:

SKU Name: AFBL

- ❖ Carbonated Soft Drink (CSD) e.g. Mojo, Clemon, Lemu, Twing, Clear Up
- ❖ Mineral water e.g. (SPA)
- ❖ Fruit Juice e.g. Aafi, Frutika (Orange, Mango, Grape flavor)
- ❖ Energy Drink e.g. Speed, wild brew.
- ❖ Flavored water
- ❖ Snacks e.g. Chips, chanachur,
- ❖ Dairy Products e.g. Milk, Ghee, Butter, flavored milk

SKU Name: Dhaka Tobacco Industries

- ❖ Akij Biri (Starting brand of Akij)
- ❖ Navy cigarette
- ❖ Sheikh cigarette
- ❖ Fire box
- ❖ Castle cigarette
- ❖ Having alliance with Phillip Morris and producing and distributing Marlboro in Bangladesh.

Building Materials: Following all items are individual SKU

- ❖ Akij Cement
- ❖ Akij Ceramics
- ❖ Akij Steel re-rolling mills (Under Construction)
- ❖ Akij Builders (Under Construction)

Automobile and CNG conversion: Following all items are individual SKU

- ❖ Akij Motors e.g. Importer of various vehicles
- ❖ Akij CNG filling Station
- ❖ Akij CNG Conversion Centre

Education:

- ❖ Akij Foundation School.

These are all products offerings of Akij group. Rest discussion will focus on AFBL only,

2.4 Mission and Vision:

Mission: Working to be the market head in food & beverage sector discovering & satisfying the desire & need of the community working in harmony with our customers, employees and business partners.

Vision: To be the leading food & Beverage brands excelling in product quality, social, technical & marketing creativity; and service to our customers through the skills and cordial commitment of our employees.

According to Mr. Sheikh Shamim Uddin 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 "*.

2.5 AFBL: Morale, Ethics &Values:

- High quality and excellence service
- Open communication, personal responsibilities, integrity, and active participation
- Supporting the creative diversity and share of ideas
- Learning based on leadership, teamwork, accountability, and cooperation.

Chapter Three

SWOT & Competitive Analysis of AFBL

3.1 SWOT Analysis of AFBL:



3.1.1 Strength:

- ❖ Rapid establishment of brands.
- ❖ Quality assured products.
- ❖ Strong distribution channel.
- ❖ Strong infrastructure.
- ❖ Strong Financial capabilities.

3.1.2 Weakness:

- ❖ Less experienced human resources
- ❖ Some improper promotional activities.
- ❖ Back dated research department.
- ❖ Less field activities.
- ❖ Lacking of forethought.

3.1.3 Opportunity:

- ❖ Huge profitability scope in beverage market of Bangladesh because a sustainable growth of 6% prevails in the market.
- ❖ Having capacity to invest. So can find new potential market.
- ❖ Having a market in Middle East. So they can promote it more.
- ❖ Having strong distribution channel so product line may be increased.
- ❖ Can invest on spice segment where high possibility is there.

3.1.4 Threat:

- ❖ Unethical & Illegal practice of the competitors. (tax violation, to reduce the price of the product.)
- ❖ World famous companies like Coca cola, PepsiCo and others are now in the market.
- ❖ Existing companies are being diversified to FMCG and new companies are investing to this sector.

3.2 Competitive Analysis of AFBL: The entire beverage industry of Bangladesh lead by Carbonated Soft Drink (CSD), Energy Drink, Mineral water, Fruit Juice, Non-Alcoholic Malt Beverage, Flavored water and Dairy products. To describe the competitive analysis of AFBL, I have used two strategic tools:

- Porter's Five-Forces Model of Competition
- BCG Growth share matrix

Porter's Five- Forces Model of Competition

The model develops a construction that helps to analysis forces playing a vital in the market. It can be used to evaluate any product industry thus I have intended to use the model to captivate generic analysis of the beverage industry of Bangladesh.

Threat of New Entry

- Time and cost of entry
- Specialist knowledge
- Economies of scale
- Cost advantages
- Technology protection
- Barriers to entry



Competitive Rivalry

- Number of competitors
- Quality differences
- Other differences
- Switching costs
- Customer loyalty



- Supplier Power**
- Number of suppliers
 - Size of suppliers
 - Uniqueness of service
 - Your ability to substitute
 - Cost of changing



Buyer Power

- Number of customers
- Size of each order
- Differences between competitors
- Price sensitivity
- Ability to substitute
- Cost of changing

Threat of Substitution

- Substitute performance
- Cost of change



3.2.1 The risk of new entry by potential competitors:

The greater risk sustains in the industry. The reason behind this fact is the successive growth 6% in the year 2008 and forecasted growth of 10% in year 2009.

For such lucrative market any company with high volume of investment can immerge in the market. AFBL considers the risk of potential entrants thus they have mentioned it to be one of the profound threats.

But they are in safe side because they have a stable market. And they procure the raw materials by themselves. New entrance competitor may purchase raw materials from them. Just few days before Coca Cola Company launched Thumps Up in the local market. And there are lots of new competitors entering the market.

3.2.2 The bargaining power of buyers:

The price elasticity of demand in the Food industry depends upon the types of customers in the industry.

Platinum & Gold Customers: Price elasticity of demand is very low. They are highly loyal. Don't switch regarding price and quality issue.

Silver & Lead Customers: These types of customers do not want to switch brands but change in unit price provokes them to switch brands

Iron Customers/Deflectors: Not very loyal to the company. Want maximum value from minimum price. A little change in price or quality will definitely make them switch brands. Moderate share of each type of customer prevails in the beverage industry. And this actor enabled the industry to maintain a sustainable steady price. Most of the competing brands under similar category charge almost the same price and this shows a higher degree of bargaining power of the buying in the beverage industry. AFBL, considering the fact, has the kept its product prices quite similar to the competitors.

3.2.3 The bargaining power of suppliers:

Competing brands use raw materials from various national and international companies. And throughout, the availability of the supplier is abundant. AFBL imports its raw material from various countries of the world. Mostly imports from Germany, UK, and Malta etc. According to them, there are many suppliers available to supply high quality raw materials for their products. AFBL can switch to a different supplier if the negotiation with the existing suppliers comes to any disruption. Thus based on these issues it can be stated that the bargaining power of the suppliers is limited in the food industry. They have their own mango garden at Chapainawabgonj. Even they have the capacity to establish a raw materials factory even. And they have their own packaging factory moreover planning to establish more business of raw materials which they import from abroad and source locally. It will be a good advantage for AFBL.

3.2.4 The threat of substitute products:

Within the food industry it's a big threat. Basically one product type is a substitute for another. For carbonated soft drink (CSD) substitutes are mineral water, energy drink, fruit juice etc. For mineral water, substitute products are CSD, energy drink, juice etc. that's why they have all products which are substitute one to another. They have all types of drinks, chips and chana chur etc. The entire industry compiles of many substitute arenas and thus conceptualizing on that, AFBL operates eight different types of product lines to captivate and sustain in the huge beverage industry.

3.2.5 The degree of rivalry among competitors:

Competitors are very concerned on this industry. Pepsico is being marketed by Transcom beverage and selling world famous Pepsi, 7up, Mirinda, Mountain Dew in beverage sector. And having mineral water named Aquafina. They have intensive distribution channels by which products are available everywhere. Recently Coca-Cola Company launched and started operation intensively they having mineral water too. Pran and Abdul Monem are now producing products for them under the strategic alliance contract. They have world's best coca cola, Fanta, and sprite in the beverage sector. Also launched the world's famous mineral water Kinley. Beside this two there is Globe soft drinks, Partex beverage with RC cola; Pran etc are the competitors of AFBL. Actually they are not competing with the Pepsico and Coca-cola. Basically all the local

companies are in 2nd category. There is a competition among the local companies only. And there is high rivalry among them. They only fight with the price. Because consumer of their products is price sensitive. In all other category they have rivalry among the competitors.

AFBL's competitor list as per the product category is presented in the following Table:

Product Category	AFBL Brands	Competitors Brand
Carbonated Soft Drink (CSD):	MOJO	Coca-Cola
		URO Cola
		Zam Zam Cola
		Pepsi
		Max Cola
Carbonated Soft Drink (CSD):Cloudy Lemon	LEMU	RC Lemon
		URO Lemon
Carbonated Soft Drink (CSD):Clear Lemon	CLEMON	7UP
		Sprite
		Pran-up
		Fizz-up
Energy Drink	SPEED	Tiger, Power
Mineral water	SPA	Mum
		Fresh
		Pran
		Aquafina
		Kinlay
Fruit Juice	FRUTIKA	Frooto
	Aafi	Pran Juice
		Acme Juice
		Shezan Juice
		Others (Foreign Brands)
Dairy products: UHT milk	Farm Fresh	Aarong Milk
		Pran UHT
		RD UHT
		Milk-Vita

Table no: 1 (Competitors List)

Chapter Four

Integrated Marketing Communication of AFBL

4.1 The Concept of IMC:

Modern marketing stands for more than developing a good product, pricing it attractively and making it available. Companies need to communicate with all present and potential stakeholders and customers. Therefore, the important question is not whether to communicate but rather what to say, how and when to say it, to whom, and how often. To effectively reach and influence target markets, marketers are creatively employing multiple forms of communications. Before going to the analysis of how Akij Food & Beverage Ltd deploying IMC to develop their brand, the theoretical aspects of Integrated Marketing Communications in present phenomena are describe below:

4.1.1 The Role of Marketing Communication:

Integrated marketing communication (IMC) has emerged as a new concept in marketing in the twenty-first century. Basically IMC is the integration of all advertising and marketing tool. IMC can be seen as a new model in marketing, equipped with central concepts that apply to many business environments. Major reason of rising importance of IMC is the major role it plays in the process of developing and sustaining brand identity and brand equity. Marketing communication represents the ‘voice’ of the brand (Kotler and Keller 2006). It is the vehicle in which companies can establish a dialogue with customers concerning their product offerings (Keller 2001) and it is the integrating factor around which all marketing and communication should be built (Schultz 1998). Marketing communications allow companies to link their brand to other people, places, events, brands, experiences, feelings, and things. They can contribute to brand equity-by establishing the brand in memory and creating a brand image-as well as drive sales and even affect shareholder value.

4.1.2 Integrated Marketing Communication:

Recently, IMC has evolved from being a mere "inside-out" device that brings promotional tools together to being a strategic process associated with brand management. Following Schultz (2004a), we define IMC strategy as a set of processes that include the planning, development, execution, and evaluation of coordinated, measurable, persuasive brand communications programs over time with consumers, customers, prospects, employees, associates, and other targeted, relevant external and internal audiences. Therefore, effective IMC is an integral part of an effective brand equity strategy. Furthermore, effective IMC potentially enhances the effectiveness of the firm's portfolio of brands, and hence, could positively influence brand equity. As such IMC leads to total marketing communication strategy aimed at building strong customer relationships by showing how the company and its products can help customers solve their problems.

4.1.3 Marketing Communications Mix:

The eight major modes of marketing communications mix are:

- ❖ Advertising
- ❖ Sales Promotion
- ❖ Events and Experiences
- ❖ Public relation and publicity
- ❖ Direct marketing
- ❖ Interactive marketing
- ❖ Word-of-mouth marketing
- ❖ Personal selling

4.2 IMC Strategy Development

There are certain steps for IMC strategy development that firm follows. These steps to develop effective communication are:

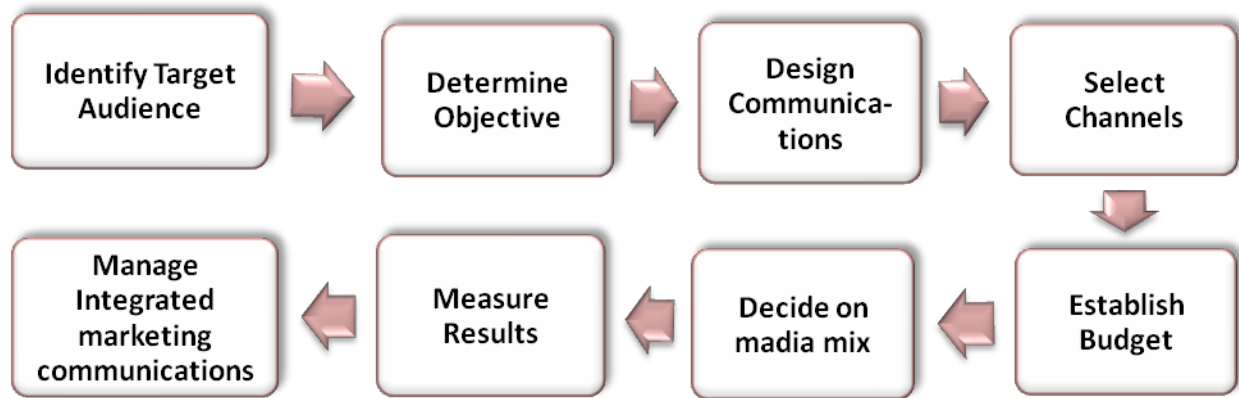


Figure 1: Steps of IMC Strategy development

4.2.1 Stages of Strategy Development:

Company like AFBL, in preparing marketing communications the marketers' first task is to identify the target audience and its characteristics. Then, the marketers' must have to find out the communication objectives and define the response sought, whether it is awareness, knowledge, liking, preference, conviction or purchase. After that, a message should be constructed with an effective content and structure. Both the personal and non-personal communication needed to be selected. The marketers must find highly convincing sources to deliver messages. Finally, the marketers must collect feedback by watching how much of the market becomes aware, tries the product, and is satisfied in the process.

4.2.2 Managing and Evaluating IMC Programs:

In assessing the collective impact of an IMC program, the marketer's overriding goal is to create the most effective and efficient communications program possible. The following six criteria can help determine whether communications are truly integrated.

Coverage	<ul style="list-style-type: none"> •What proportion of the target audience is reached by each •Communication option employed and how much overlap exists
Cost	<ul style="list-style-type: none"> •What is the per capita expense
Contribution	<ul style="list-style-type: none"> •Depth & breadth of awareness •Strength, favorability, & uniqueness of brand associations
Comonality	<ul style="list-style-type: none"> •Extent to which information conveyed by different communication options share meaning
Complementarity	<ul style="list-style-type: none"> •Extent to which <u>different</u> associations and linkages are emphasized across communication options
Versatility	<ul style="list-style-type: none"> •Extent to which information contained in a communication option works with different types of consumers

Figure 2: How Integrated is IMC Program

4.3 Current Marketing Communications of AFBL:

To establish their brand Akij Food & Beverage Ltd is currently using some communication mix. They are conducting few consumer promotions and few trade promotions. The activities that Akij Food & Beverage Ltd has taken are following:

Media Advertising: Akij Food & Beverage Ltd use TVC, RDC, Newspaper, and Magazine for promotion purpose. And other offer like Eid 2 Eid offer in the off peak season to increase sales. They give print and broadcast advertisement of their offer at The Daily Shomokal, Noya Diganto, Inqelab, Azker Khobor, Bangladesh Protidin etc. newspapers and also in various business magazines and directories.

Direct Response Advertising: Akij Food & Beverage Ltd use mailing, telemarketing, fax mail or other communication tools to communicate directly to their corporate customer. Sometimes this communication tool is also use for general customers as well on specific occasion. Also they conduct various researches on door to door basis. And also operate some campaign on various

school, college and universities.

TVC and RDC: They also focus on TVC highly. Basically they consider the low graded channels like Mohona, Bijoy, My TV, and Boishakhi TV. These channels are basically showing Bengali movie. They also go for NTV, RTV, SA TV, Maasranga, Depto etc. basically they just focus on some special channels at special time. They also run a program during Ramadan named Frutika i-genius at Depto TV. At radio they focus almost all channels. The sports news is named as Clemon sports update. And Various RJ endorsements are there. Also host some program as well. A list of TV and Radio channels along with rate is given as follows:

Channel Name	Rate/Minute
NTV	25000
RTV	12000
Channel i	9500
ETV	8000
Bangla Vision	6500
Desh TV	6500
Maasranga	6500
Boishakhi	5000
Independent	8000
Shomoy TV	6000
71 TV	6000
Chanel 9	6000
Channel 24	6000
SA TV	6000

Asian TV	3000
Depto TV	6000
My TV	500
Mohona	500
Bijoy	500

Figure 3: TVC Rate

Channel Name	Rate/Minute
Radio Today	16000
Radio Aamar	5000
Dhaka FM	5000
ABC	5000
Peoples Radio	6000
Colors FM	5600

Figure 4: RDC Rate

Outdoor Advertising: AFBL having engagement at this sector as well. They have some billboard ad in various places all over the country. They also have High wall and low wall painting beside highways. The company has shop paint in whole Bangladesh. Akij Food & Beverage Ltd also does posturing, police box pasting all over the country especially in Dhaka. The outdoor advertising is placed mainly before the offer time of Akij Food & Beverage Ltd focusing the

4.3.1 Consumer Promotion:

Sometimes the company offers something to the customer directly. Like cash discount offer, other scratch card offer tour offer etc. that very activities are called consumer promotion. AFBL have such kind of activities. They allow discounts, Mojo khaw Thailand jaw etc offer for consumer.

Trade Promotion: AFBL also provides benefits to its channels. From distributor to retailer they provide incentives and bonus as well. At this promotion if someone can achieve the company

target may have the chance to win cash or gift as reward. It helps to promote the sale.

4.3.2 Public Relation:

AFBL is a big name in Public Relation. For publicity they have following items like, company brochure, leaflet, banner, festoon, BUET Test sticker etc. we can see these items in food and beverage shops all over the country. Also company has publications, community relations in the industry. In maintaining public relations company provides T-shirt, mug, dinner set, note book, calendar, slip pads, umbrella, shopping bags and other stuff to channels. Company organizes mason meeting, dealer meeting, and retailer meeting in every month at different districts.

4.3.3 Sponsorship and Event Marketing:

Akij Food & Beverage Ltd also working as sponsor of various programs. They are the organizer Mojo Boishakhi Utshob. Besides that they are doing other small sponsorship. They are sponsor of “Al- Quaran er Alo” at Deepto TV during Ramadan. Besides that they arranging events like Clemon Uni Cricket and Clemon Beach Carnival.

4.4 Integration of Communication Mix:

The tools that AFBL uses on its communication mix are incorporated to each other nicely. The company’s promotional activities are based on its offers during the season. So, company’s promotion and communication mixes play an important role since it helps to match up with the sales target during the dull season as well. As such, the company’s communication tools works combine so that its sales offer becomes successful in the end. For example, after launching of Mojo Khaw, Thailand Jaw offer this year the company gave ad immediately on the daily newspapers, did posturing , TVC, RDC, RJ endorsement and digital marketing to make people aware of this offer. Also appeared on bill-board ad, wall painting and Police box painting across the city so that the offer can create impact in the customer mind. Thus because of distributing, arranging and integration of communication tools properly it creates a positive impact to the customer mind.

4.5 IMC Strategy Development at AFBL:

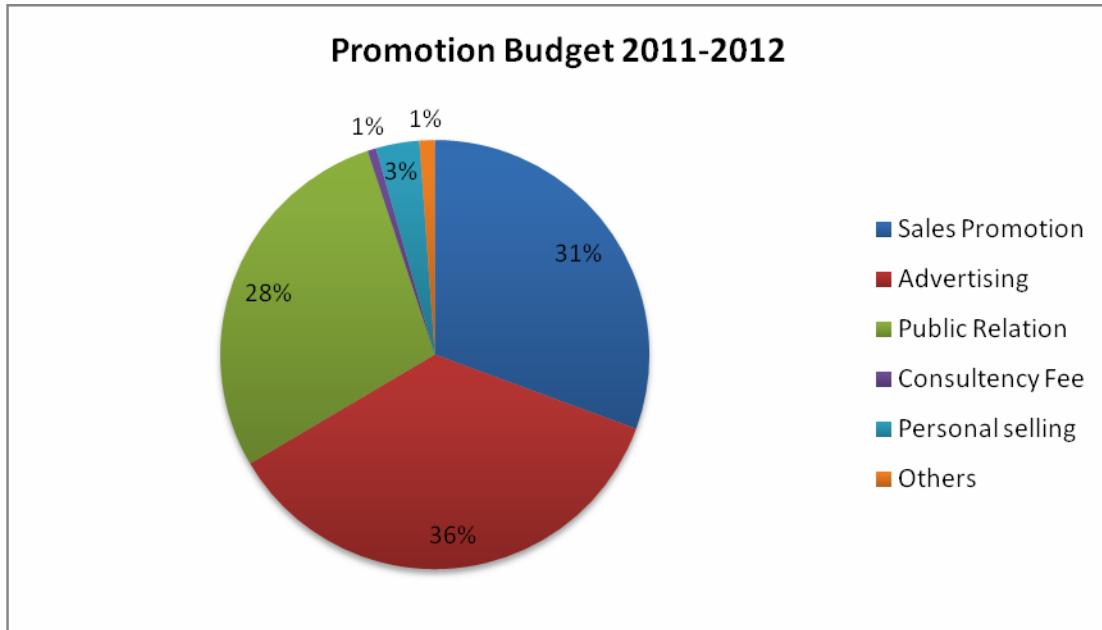
AFBL follows certain strategies to develop IMC. The company is working and trying hard to promote their brand and new offer to the target audience. The steps of developing effective communications that Akij Food & Beverage Ltd follows are describe below:

4.5.1 Identify the target customers: Before launching any kind of promotional and advertising activities a company must have to know the target customers. Because without knowing the target group the activities may not be successful. Because based on target audience the tools depends more. They target for both their existing customers and potential new customers for the offer. General, corporate and government are three customer groups. As such Akij Food & Beverage Ltd currently has two offers, so they design their communication strategy for their general customer discount offer and other for their retailers gift offer.

4.5.2 Designing the communications: After being sure about the target audience AFBL decides about the way of communication. And they always try to follow artistic way so that it reach and adapt to the customer easily. For designing effective communication message AFBL assigns agencies like Biborton, Jara, Panshi, Mediacom, Bitopi etc. Brand department directly control these activities regarding their need. The Ad firms designs the message and they make everything as per company need. They bring the ideas and discuss with AFBL.

4.5.3 Communication Channels: AFBL generally use non personal communication system in order to select the communication channels including media, sales promotion, events and public relations to affects the customers' behavior directly. In different phases the company uses the communication channels to send the message.

4.5.4 Setting total communication budget: AFBL having a huge budget every month for communication. The total budget per month is 2 crore taka. But it needs to divide among a brand which is tough. Before any promotion campaign it's a difficult task to setting the budget. There are lots of variables on it. They use a popular method to setting budget. Percentage of sales method is the popular system. At first the company sees how much they can afford on promotion and setting the budget at a certain percentage of the unit sales price. The company does it to manipulate promotion spending, selling price and profit per unit. The overall promotion budget (in percentage) of Akij Food & Beverage Ltd for the year 2011-2012 is shown below:



Graph 2: Overall Promotion budget, 2015-2016 and onward.

4.5.5 Decide on the communication mix: Akij Food & Beverage Ltd allocates their marketing and promotion budget on the following communication mixes. Each of these communication mixes that has its own characteristics and costs are briefly shown below:

Advertising	Sales promotion	Public Relations	Personal Selling	Other
<ul style="list-style-type: none"> • Electronics & Print media • News paper ad, brochure & booklet, Directory, note books, press release etc. 	<ul style="list-style-type: none"> • Bill board, Shop sign board, wall painting, shop decoration • Sales incentive, Special program, Yearly dealer meeting, bonus, gifts etc. 	<ul style="list-style-type: none"> • Mezban for distributors/retailers, cultural program sponsoring, events, mason's workshop etc. • Contractor, Engineer, Govt. sector. 	<ul style="list-style-type: none"> • Entertainment, Exclusive Gift & greetings, tour, other unsought expenses. 	<ul style="list-style-type: none"> • CSR, Donations, Community relations, consultancy, BUET Test etc.

Figure 5: Akij Food & Beverage Ltd budgeting; sectors of promotion

4.6 Managing the integrated marketing communications:

Having set the promotion budget and mix, in managing the integrated marketing communication process Akij Food & Beverage Ltd does not use such tactics. However, the company evaluates the role of various communication disciplines after ending of each promotion campaign. But Akij Food & Beverage Ltd needs to check, control and combines the communication disciplines so that it provide clarity, consistency, and maximum impact through the accurate integration of messages. The company currently relying on traditional communication tools using media companies and ad agencies to ensure all the promotion tools are integrating and working properly. The company analyzes the trends, audit the communications spending on a regular basis and they appoint marketing consultant to monitor the promotional programs. In implementing the IMC the method that company use is because it is quite easier and cost effective way to manage and control the overall communication process.

4.7 Media Planning and Analysis:

A number of specific considerations, problems, competitors' action etc. are analyzed by Akij Food & Beverage Ltd in their media planning and analysis. The tactical considerations of Akij Food & Beverage Ltd that they are following in executing brand marketing programs are given below.

Availability	<ul style="list-style-type: none">• What advertising media is available in the market and choosing few options to communicate.
Cost	<ul style="list-style-type: none">• Measuring the cost of those advertising media by analyzing their rate of communication.
Coverage	<ul style="list-style-type: none">• See the coverage of those ad media to reach the majority of the target customer
Market Data	<ul style="list-style-type: none">• Evaluate characteristics of each medium, advertisers information, attractiveness, competitors ad, customer value etc.
Selecting media	<ul style="list-style-type: none">• Selecting media and call for work order for newspaper, magazines, radio & TV or other media communications.
Campaign execution & Ad agencies	<ul style="list-style-type: none">• Receiving and checking the effectiveness of brand communications by those ad agencies, correcting the fault, giving them bills etc.

Figure 6: Media Planning and Analysis of Akij Food & Beverage Ltd

4.8 Managing and Evaluating IMC Programs of AFBL:

We all know managing and coordinating the entire communications process calls for integrated marketing communications (IMC); assessing the collective impact of an IMC program is very important. With following six criteria I tried to examine whether Akij Food & Beverage Ltd communications are truly integrated or not and its discrepancy.

4.8.1 Coverage: AFBL's communications cover up the whole distribution zone of the country. To reach the large target market, limited coverage is not adequate. That's why they always try to cover their effective areas in efficient way. For example, the market communications are heavily based on the city and areas where their sale is high. Thus at present the distributed brand communication tools do not covers their targeted market.

4.8.2 Contribution: Through Akij Food & Beverage Ltd present marketing communications options it able to create awareness, brand image and exposure to enhance sales. However, it cannot produce their desired customer response using their traditional communication options. As a result, their sales target is fluctuating since promotional campaign is only based on the specific seasons.

4.8.3 Commonality: AFBL uses its communication options to its common associations so that it reinforced the common meaning consistently and cohesively. Here, different communication options should be used to reach its current and additional associations so that the message can be recalled and easily linked the brand in memory. It is important to remain competitive in the market.

4.8.4 Complementarities: Though different brand associations are used by Akij Food & Beverage Ltd to complement with communication options that eliciting customer response. Nonetheless, particular type of brand associations' linkage with the communication options that complement with the marketing program is still missing at Akij Food & Beverage Ltd. The company has to focus brand associations and linkage across its communication options.

4.8.5 Cost: AFBL tries to maintain their cost effectively in efficient way. They have a huge budget of 20 million per month. Before any promotional campaign they need to more tactical regarding the cost. Because if they fail to choose the right media then it will be burden to the company.

4.9 4Ps Analysis of AFBL:

The 4ps analysis of a company involves detailed study of the company's Product, Price, Place and Promotion. Each of these segments of AFBL is exemplified below.

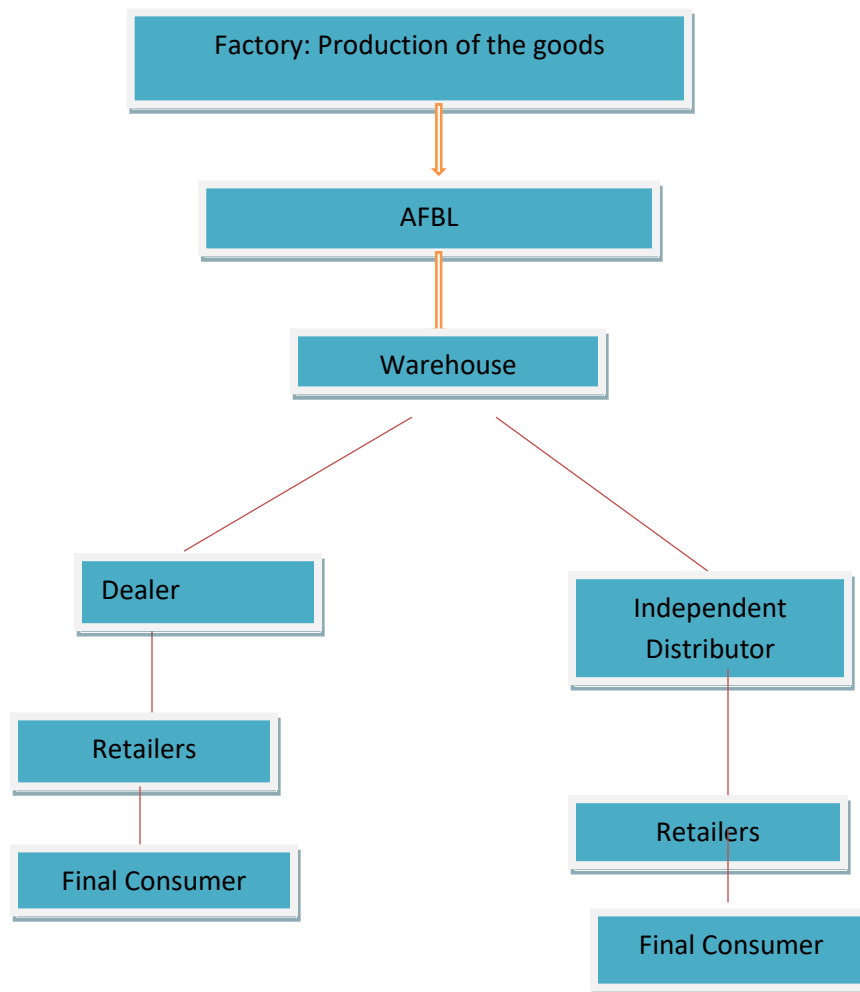
4.9.1 Product: Akij Food & Beverage Ltd (AFBL) believes in providing best quality products to its customers. All the high-tech machineries and factory site is established to enhance the capability to satisfy consumer needs in a profound quality processed manner. AFBL exists eight products line and each line incorporates various brands to captivate the market. Groups or the product line are been distinguished by the company based on the machinery used for manufacturing the products. AFBL has the planning of introducing more different and unique products in their product line and even they are planning to diversify more on their product line. AFBL always tries to making differentiate on products. They are bringing new products for customers. And also exporting to Middle East.

4.9.2 Price: Pricing is one of the crucial parts of a products destiny to success and failure. There are different ways of pricing. AFBL is setting their price with very nice calculation. But the main scrutiny is to strategically set the pricing that facilitates the company and the product as well. Various sorts of pricing methods of AFBL are stated below:

➤ Competition based pricing
➤ Cost-plus pricing
➤ Creaming or skimming
➤ Limit Pricing
➤ Market orientation
➤ Penetration pricing
➤ Price Discrimination
➤ Premium Pricing
➤ Target Pricing

4.9.3 Place: Place means distribution. It's the most important thing of a brand. If the distribution channel is strong then the possibility of success is high. AFBL having one of the best distribution channels in the country. This profound distribution channel was specially been made to make their cigarette products available to the consumer in each and every part Bangladesh. AFBL inherited the advantage and was been able use the wide network distribution channel to promote and provide its products in each and every niche across the country. The distribution channel AFBL employs is called Dual Distribution Channel (DDC). In DDC, a company itself distributes the products and also incorporates large number distributives, who are individuals entities, to distribute the products to the final user. The graphical presentation of the ABFL's DDC is shown below:

Distribution Process of AFBL



Distribution Strategy: Intensive Distribution strategy for almost all products. Mojo, Clemon, Frutika, Speed, Spa, Farm fresh and some others is being distributed intensively. And some products like Aafi Ghee, Chanachur, Puffed rice, etc are being distributed selectively. They have some products which are being distributed over the boundary of the country. These products are consumed by non-resident Bangladeshi at Middle East of Asia.

4.9.4 Promotion: It is one of the most important facets 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. And to properly communicate the product with the customer, AFBL has a well-structured Marketing Dept. who is capable of developing projected strategic marketing plans.

AFBL has broadly categorized its promotional activities in two types:

- **Trade promotion (TP)**
- **Consumer Promotion (CP)**

Promotional budgeting:

Brand departments carried out this budget. The budgeting period is for one year (July-to-June). There are various sorts of strategies that can be implied to construct budgeting for the promotional activities. Akij Food & Beverage (AFBL) also following this way with a huge budget of Tk. 20 million per month. The budget increases to 80-100 million on Eid festival. They have an independent department called Media Management Department (MMD). The team works hard with the budget, Moreover try to use the budget most efficiently. There is tale casting ad, sponsoring dramas, sponsoring Islamic programs. Broadcasting RDC on various radio channels and also sponsoring Radio program.

Chapter Five

Findings & Recommendation

5.1 Findings:

There are some critical areas of the company which I found while working with their Media Management Department. I took these observations into consideration and suggested some recommendations to the AFBL management which they might want to work with in the near future. The observations and recommendations are related to my job and report topic, these are given below:

1. The media advertising (electronic & print media) that Akij Food & Beverage Ltd uses is quite seasonal basis and limited, moreover related to only the promotional campaign during the off peak season of Food & Beverage sales.
2. As retailer and customer play a vital role in revenue generation for the company but the direct response advertisement that the company using for them is not so adequate.
3. Though AFBL focuses more on outdoor advertising but the methods they are employing is quite traditional. Moreover the outdoor ads are only concentrating the areas where AFBL sale is high.
4. For customer promotion, AFBL initiate the various offer (Mojo khaw Thailand jaw). A certain cash discount is given to customer on the basis of their purchase. However, most often because of lack of integration in market communication the customers are not aware of the offer and the chance is taken by the retailer.
5. The trade promotion for the retailers that AFBL giving is not properly communicated to the retailers. Akij Food & Beverage Ltd retailers are getting incentives but sometimes they are not aware of it because of lack of market communication and promotion. Thus direct sales incentives, credit facilities, gifts or prizes are more motivating to the retailers that AFBL can initiate. On the other hand the trade promotion for distributors and retailers that Akij Food & Beverage Ltd using is not appealing in compare to the competitors' brand.
6. Akij Food & Beverage Ltd invests a lot in the public relations program. But at the same time the company is not increasing their sponsorship and event marketing programs as well. It is very important in increasing company's brand association and brand equity.
7. The overall integration of marketing communication of Akij Food & Beverage Ltd is effective but not efficient.

8. Only the marketing communication program is not enough for AFBL in building sustainable brand equity. But AFBL is focusing only on it.
9. The promotion and communication budget prepared for the year is not properly maintained and executed according to the plan. This is a big problem for the company.
10. Another major observation that I found is that, in managing and evaluating the IMC programs the company did not have any preset process to follow. Whether marketing communication program is working to the plan or is it really effective to generate more sales or brand value; to determine that there is no specific procedure at Akij Food & Beverage Ltd.
11. AFBL employees are not being trained up regularly moreover having lacking of knowledge about the market. That is why they actually don't sure what need to be communicated to the market.
12. In cross functional team there is a problem of cooperation. The cross functional team is not always cooperative.
13. They are giving TVC to all channels which are costly. But they don't need to select news channels. Because these channels are for the white collared persons basically who will not consume AFBL products. If they telecast TVC on news channel they need to be on air on 12 AM and onward because on that time Middle East people and Bengali all over the world will see the TVC.
14. AFBL is not familiar with Digital Marketing. In this modern time digital marketing is very important tool of IMC. They are losing opportunities as they are not vocal in that domain.

5.2 Recommendation:

Based on the findings I have some suggestions or recommendation to AFBL for overcoming from these problems. The suggestions are given as follows:

1. AFBL have to increase their media advertising and should have to do it throughout the year in order to increase their sales as well as brand image. As such it will increase their promotion cost but at the same time it will increase their sales as well.
2. To increase their corporate clients the direct response advertising also should increase by improving the effectiveness of existing strategy or by raising manpower.
3. The company should have to employ new methods of outdoor ads and also have to concentrate on those areas where sale is low to increase their market share in those areas.
4. Ultimately the customers are not getting the benefit. Market communication has been developed and revised so that customers get awareness about new offer and benefits of the product offerings.
5. Integrated planning and further investment are required for the company for trade promotion.
6. The company should expand its attachment with the stakeholders and can sponsor many events that may help to increase the company's brand image to its customer.
7. AFBL has to be prompt in their marketing decision making and implementation. On the other hand, promotion mix of the company should employ new tools of promotion and also should increase their brand tools to stand out in the market. Besides these, the company should properly manage, coordinate and evaluate the effectiveness of each marketing program when it finishes.
8. The company should invest more on creating secondary associations, supporting marketing programs, after sales service facilities, customer-based engineer and technical support team, sponsorship and on CSR activities. These programs can help to create strong brand association and brand equity in customer's mind.
9. Akij Food & Beverage Ltd should have to coordinate appropriately between the inter departments (Media Monitoring, Public relation and Brand) so that there will be no miscommunication and they can run in the same direction to implement their objectives and can stick to their budget or plan. Then an integrated workflow may bring fruitful result.

10. AFBL should have to specify or set a method on how they can evaluate their marketing communications effectiveness periodically to correct over time.
11. Need to implement a set of plans to use as model plan.
12. Need to increase the cooperation of cross functional team. If it happens, the operation will be smoother.
13. Need to use TV channels effectively with efficient way. More focus on radio with alternative content will bring success.
14. AFBL need to demonstrate its total budget very cleverly among its all brands. They must have clear vision to disburse its overall budget geographically so that budget allotment is properly utilized.
15. AFBL needs to invest in digital marketing heavily to sustain in the challenging environment. They can focus on popular social media channels like Facebook, Instagram and YouTube.
16. This is just in high demand where they must include integrated digital marketing campaign must be included in the process for the sustainability.

Chapter Six

Conclusion

6.1 Conclusion:

The Food & Beverage industry came into picture in Bangladesh during the middle of 1980's as some infrastructural development projects took place. However, the starting point of the Food & Beverage industry took place began from the year 1995. Within the time span of a decade, the smaller companies shut down while the bigger ones expanded more and more, making a more dominant place for themselves in the market of Food & Beverage today. The industry which was mainly import based till the year of 1990 to 2000, now not only makes their own Food & Beverage but also exports their products to countries abroad as well.

Marketing communication involves disseminating information about a product or product line, brand or company as it is one of the four key aspects of the marketing mix. As such the Food & Beverage market is becoming bigger and more complicated as well, creative and attractive promotional strategies are considered as the key to stay in the competition and for a sustainable growth in this industry. Keep that in mind Akij Food & Beverage Ltd is trying to establish a strong network with their customers and associates all over the country to stay in the long run in the Food & Beverage industry. Doing so, the company should have to think about their integrated marketing communications program not in a conventional way but in a contemporary way to stand out in competition.

AFBL is a company following all the tools of IMC but not very much affiliated with Digital marketing. Now the world is getting faster regarding internet. So AFBL need to focus on digital marketing. People don't have enough time to watching TV or listening Radio. Now maximum people are using you-tube and facebook. So it should be more suitable for them to post ad and other promotional activities on these social networks.

AFBL is the local company with a huge budget of marketing communication. They are using this amount and seeking market attention. Almost all tools of IMC they are touching. But they need to be more calculative regarding choosing media, channels and timing. Also need to focus on digital marketing.

Finally, it was a discussion about IMC of AFBL. They have good budget of 20 million per month for marketing communication. AFBL has separate department for media monitoring. Choosing of media, timing and channels need some more consideration. But as a whole their activities on IMC is good than other local companies.

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