



Daffodil
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University

**Internship Report On The role of transport services in
enhancing the marketing efficiency of Akij Venture Limited
(AFBL).**

Submitted To:

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Letter Of Transmittal

Date: **18.09.25**

To

Dr. Mohammad Shibli Shahriar

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Department of Business Administration

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Daffodil International University

Subject: Submission of Internship Report on **"The role of transport services in enhancing the marketing efficiency of Akij Venture Limited (AFBL)"**.

Dear Sir,

My great honor is to present the internship report that is titled as **"The role of transport services in enhancing the marketing efficiency of Akij Venture Limited (AFBL)"** as the concern of Akij Venture Limited, I was given the chance to closely observe and learn about the marketing strategies being practiced by the company.

This report provides the general review of Akij Food and Beverage Limited marketing operations and assesses their effectiveness in terms of strategy and how the practices helped the company to grow and become a market player. I have been basing this on the experience obtained during my internship, the exposure I got and what I learned throughout the process of being in the organization.

I would like to express my deepest gratitude to you on behalf of your guidance, advice, and encouragement in the course of preparation of this report. In my opinion, the research will help to understand the marketing practices in the FMCG industry better and look at what I learned during my internship experience.

I appreciate your benevolent supervision so much.



Yours Sincerely,

Shiam-Al- Shahadot

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Acknowledgement

To begin with, I want to show my utmost appreciation to my academic supervisor, **Dr. Mohammad Shibli Shahriar**, Professor and Director MBA Program, Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University, who helped me through the process of preparing this internship report with the invaluable guidance, encouragement, and constructive feedback. He has always supported me and has been a great motivator and inspiration to me.

I would also wish to state my heartfelt thanks to **Mr. Rasheduzzaman Rashed**, my company supervisor, who constantly guided, patiently waited, and mentored me throughout the internship period at Akij Food and Beverage Limited. His useful suggestions and practical experience allowed me to learn more about the working process of transport and logistics in a business.

Moreover, I would like to note that my colleagues, **Mr. Mir Torikul Islam**, and **Mr. Hasan Shanto** supported, encouraged, and helped me in many activities and duties, which I am grateful to. My internship experience was fruitful and enjoyable because of their support.

I would also want to mention that my friend, **Mehedi Sorkar Hemal**, helped me greatly in writing and designing this report. He has been very useful in this by guiding and assisting me in finishing this work.

Lastly, I would like to thank all people at Akij Food and Beverage Limited, who helped me in one way or another to enhance my learning experience. It has been an incredible experience in terms of completing the gap between the knowledge in the books and the reality in the job and I really appreciate how everyone has guided and assisted me throughout the internship.

Certificate Of Approval

This is to confirm that the part A of the Bachelor of Business Administration (BBA) degree of Daffodil International University has been submitted by **Shiam-Al- Shahadot, ID: 213-11-1341** by certifying that the internship report that is entitled as **“The role of transport services in improving the marketing efficiency of Akij Venture Limited (AFBL)”** is submitted.

The report is prepared according to the field experience of the student in the Akij Food and Beverage Limited which is a concern of Akij Venture Limited. I have read the work and have concluded that it was an honest work and a decent academic study. Hence, I confirm that this report is ready to be submitted.



Dr. Mohammad Shibli Shahriar
Professor & Director MBA Program
Department of Business Administration
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Declaration

It is my declaration as a student belonging to the Department of Business Administration that this internship report entitled “**The role of transport services in improving the marketing efficiency of Akij Venture Limited (AFBL)**” has been done by me as a requirement to complete my BBA program. This report is prepared under the guidance of Dr. Mohammad Shibli Shahriar, Professor and Director MBA Program, Department of Business Administration, Daffodil international University.

This report is founded on my experience during the internship in Akij Food and Beverage Limited, a concern of Akij Venture Limited, as well as my personal observations and analysis. The work of this research is original and I assure that it has not been submitted to any other institution or authority towards any academic degree or professional status.



Yours Sincerely,
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Executive Summary

This report discusses the role of transport services in improving the efficiency of marketing Akij Food and Beverage Limited (AFBL), which is a concern of Akij Venture Limited. One of the biggest organizations in the FMCG market in Bangladesh, AFBL depends on its well-developed transport and logistics network to guarantee the seamless delivery of the products and support its brand image.

The report emphasizes that transport services do not only form part of a supporting role; they are strategic facilitators to marketing performance. Effective transportation guarantees delivery in time, product availability, and customer satisfaction, which directly enhance the competitive edge of AFBL in the beverage market.

The tasks during the internship period at the Transport and Logistics Department incorporated checking files, processing purchase orders, BRTA vehicle registration, bank transactions, and compliance documentation. These activities offered personalized exposure to the role of transport activities in the effort to promote overall marketing efficiency.

Overall, major conclusions imply that although AFBL has a well-developed transport network with more than 650 cars, issues like manual dependence, a lack of digitalization, an increase in fuel prices, and complicated BRTA procedures are obstacles to operational effectiveness. The report suggests a number of improvements, such as the introduction of fleet management software, the automation of documentation, increased fuel efficiency, and the facilitation of interdepartmental coordination.

All in all, the internship experience intersected between the academic background and the practical experience, with a focus on the strategic component of transport services in securing AFBL market reliability, brand loyalty and long-term development.

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Chapter-1

Introduction



AKIJ FOOD & BEVERAGE LTD.

1.1 Introduction

Akij Food and Beverage Ltd. (AFBL) is a large competitor in the food and beverage sector within Bangladesh and it is a subsidiary company of a large conglomerate of Bangladesh Akij Group. It has such famous brands as Mojo, Speed, and Frutika.

Chairman and Leadership

Akij Group was established in 1950 by Sheikh Akij Uddin. After his demise in 2006, the business was bequeathed to his sons. The parent company of Akij Food and Beverage Ltd., Akij Venture Ltd., has its current chairman, Sk. Shamim Uddin. He has greatly contributed to the growth of the food and beverage business that has made it a market leader in Bangladesh.

Establishment and History

AFBL was initially established in 2006. The firm was able to get a firm footing in the market through the production of a wide variety of snacks and beverages into both the domestic and overseas markets. The project was initially invested in the tune of 250 million.

Sister Concerns

Akij Group is a diverse conglomerate and large company having many sister concerns that operate in different industries. The major industries and firms are:

Jute and Textiles: Akij Jute Mills, Akij textile Mills.

Building Materials: Akij Cement, Akij Ceramics, Akij Board.

Agriculture and Food: Akij Agro Processing, Akij Flour Mill Industry, Akij Rice Mill Industry.

Pharmaceuticals and Healthcare: Akij Pharmaceuticals, Ad-din Foundation.

Automotive: Akij CNG Stations, Akij Motors.

Real Estate: Akij Real Estate

Other industries include Akij Printing and Packaging, Akij Computer Ltd., Akij Wild Life Farm and other companies in logistics, finance and service industry.

Present State of Affairs and Prognosis.

AFBL enjoys market dominance in Bangladesh food and beverage market and is a leading tax payer in the beverage industry. It has good distribution system, and has been awarded several times, such as the "Green Factory Award" due to the practice of sustainability. They have a presence in Asia, the Middle East, and Africa where they export their products in more than 40 countries.

The future operations of the company are aimed at on further innovation, market growth, and sustainability. In the recent past, AFBL has launched a modern and largest packaged drinking water production line in South Asia, which is an indication that it takes pride in its investment in technology. It also intends to issue 5 billion Taki using a Zero-Coupon Bond in an effort to finance its growth, improve.

trade operations, and diversify funding sources. The company aims to be the most respected food and beverage company in Bangladesh by consistently producing quality products and focusing on customer needs.

1.2 Background of the Study

The success of business today is not just about producing quality products but also about delivery of the same to the market in a smooth and timely manner. The transport services play a significant role in the process since production is connected to the consumers. Effective transport will help the companies cut down cost, preserve the quality of their products, and enhance customer satisfaction. In the case of companies such as Akij Venture Limited (AFBL) that are in a highly competitive market, transport is an important factor in ensuring marketing efficiency.

Being a major in marketing, learning the direct impacts of logistics and transport on the marketing performance of an organization is significant. Transport services do not necessitate only a support function, but it is also a strategic tool that promotes brand reliability, customer trust and general competitiveness. As such, the internship was a chance to see how Akij Venture Limited is aligning transport services with marketing processes to reinforce itself in the industry.

Problem Statement

Akij Food and Beverage Limited (AFBL) is particularly experiencing difficulties in responding to the sudden rise in demand of their customer base with the help of their flagship brand Mojo. In times of peak season, Mojo, and other drinks are usually out of stock in the local stores leading to customer dissatisfaction and prompting them to turn to the competitors. This is not only a loss in sales due to stockout but also deterioration of the brand image as heavy promotions end up being wasted when one cannot get the products at the point of purchase. The problem points to the necessity to have a more efficient transport and distribution to provide the availability of products and to have a reliable brand.

1.3 Objectives of the Study

1.3.1 Broad Objective

To analyze the role of transport services in enhancing the marketing efficiency of Akij Venture Limited (AFBL).

1.3.2 Specific Objectives

- To analyze how transport services support the marketing and distribution functions of AFBL.
- To evaluate the role of transport services in enhancing the marketing efficiency of Akij Venture Limited (AFBL).

1.4 Scope of the Study

This study focuses on the transport and logistics services of Akij Venture Limited and their impact on marketing performance. The report highlights how transport services ensure product availability, support sales activities, and improve customer relations. The scope is limited to the observations and data collected during the internship period at AFBL. It does not cover the entire logistics chain of the company but concentrates mainly on the role of transport in marketing functions. The study also relies on secondary sources such as company documents, reports, and relevant literature to support analysis.

1.5 Methods of Data Collection

The present report on the importance of transport services in increasing the marketing efficiency of Akij Venture Limited (AFBL) is primarily done on the basis of secondary data. There was no survey, interview, or focus group discussion because of time and access constraints.

1.5.1 Secondary Sources

Secondary data was collected from the following sources:

- Official website of Akij Venture Limited.
- Company brochures, reports, and product catalogs.
- Published documents and industry reports related to logistics and transport in Bangladesh.
- Online articles, business portals, and news sources covering AFBL's operations.
- Academic books and journals on transport, logistics, and marketing efficiency.

1.6 Limitations of the Study

Despite efforts to prepare this report with accuracy and depth, there were some limitations:

Time limit- The internship was restricted to three months and this was not enough to ensure that all aspects of transport and logistics operations in AFBL were covered.

Restricted information availability -Some internal information like specific transport costing structure, contractual agreements, and entire logistics strategies were not available because it required confidentiality.

Look at only one department- The paper primarily focused on transport services related to marketing activities and did not consider other aspects of logistics such as warehousing or supply chain management.

Reliance on second hand information- A considerable portion of the analysis was based on secondary information that might not necessarily capture the current changes in operations.

Alterations in the market environment - The transport sector is affected by external factors, which included fuel price increases, traffic jams, and government policies, which could not be completely examined in the context of this research.

Chapter-2

Company overview

2.1 Introduction

This chapter presents a review of Akij Venture Group, with special focus on Akij Food & Beverage Limited (AFBL), its history, organization, operations, and business strategies. Understanding the company's structure and its marketing & distribution context helps to frame how transport services contribute to its marketing efficiency.

2.2 Company Profile

- Name: Akij Venture Limited (also known as Akij Venture Group). Akij Food & Beverage Limited (AFBL) is one of its key operating concerns.
- Parent Group: Akij Group is a large diversified industrial conglomerate of Bangladesh.
- Headquarters: Head office is situated at 198, Akij House, Bir Uttam Mir Showkat Sarak, Tegaon Sarak, Tejgaon, Dhaka -1208.

2.3 History and Evolution

- AFBL, under Akij Venture, started its journey in 2006 with the goal of producing high-quality, halal food & beverage products.
- Over time, Akij Venture has expanded into many sectors beyond beverages: dairy & dairy products, agro & livestock, healthcare & hygiene, insurance, electric & electronics, chemical products, and social development. The company has grown both domestically and in export markets. AFBL's products are exported to over 30 countries (some sources say more than 30, or in earlier years fewer).

2.4 Vision, Mission & Values

Although the particular statements of vision can be different, the following are the guiding views based on official and public statements:

- Vision: To become one of the most reliable and acceptable food and beverage companies in Bangladesh to provide the world-class halal products, quality, and reliability.
- Mission: Emphasize on quality of products, growth, job creation and deliver products to consumers as they can use. The focus on sustainable development, innovation, product diversification, and national economy contribution.
- Values: Quality, halal standards, consumer trust, innovation, diversification, ethical business practice. Corporate responsibility as well.

2.5 Products, Brands and Business Units

- AFBL produces a range of food & beverage products. Brands include Frutika, Mojo Cola, Speed Energy Drink, Clemon lemon soda, Farm Fresh milk, Mum mineral water, etc.
The activities include production, packaging, distribution, and marketing of these beverage products throughout Bangladesh and to export destinations.
- Besides beverages, Akij Venture has diversified into other business units: dairy & dairy products, agro & livestock, healthcare & hygiene, insurance, and more.

2.6 Organizational Structure & Operational Scope

- Akij Venture Group is structured into multiple affiliates and service organizations under its food & beverage core. AFBL, being one of the core business units, deals with manufacturing, quality control, supply chain (including procurement of raw materials, packaging, bottling etc.), distribution, marketing, export, finance, human resources. Transport/logistics are part of distribution and supply chain.
- The scale of operations is large: thousands of employees, numerous product lines, both domestic and export markets; multiple production facilities.

2.7 Financial & Expansion Highlights

- Capital raising: AFBL has transferred to raise Tk 500 crore in a zero-coupon bond instrument to finance growth and better cash flow.
- Brand recognition: Its brands like Mojo and Speed have already won the title of the most beloved brand in 2024 in the other categories which shows good consumer loyalties and marketing performance. Growth strategy: The company is in the process of more diversification, affiliate expansion, investment into new industries (hygiene, electronics, etc.), new markets, and export expansion.

2.8 Strengths and Challenges

Strengths

- Strong brand equity in the beverage sector.
- Backing of the large Akij Group which provides financial, infrastructural, and reputational support.
- Diversified product portfolio and diversification into related/semi-related sectors which helps reduce risk.

- Export capacity and ambition to grow in international markets.

Challenges

- Competition both domestic and from multinational brands in the food & beverage sector. Price sensitivity and consumer preferences shift can be a threat.
- Cost pressures: raw materials, packaging, fuel etc. especially when transport/logistics costs rise. External economic factors (inflation, foreign exchange, regulatory duties) impact pricing and margins.
- Regulatory and operational constraints: maintaining halal certification, standards, compliance, export requirements etc.
- Infrastructure & supply chain challenges: for example, challenges of transportation, connectivity, cost of shipping and delays are common in Bangladesh's industry.

2.9 Role of Transport & Distribution in the Company

Even though there are little explicit information of transport in the secondary sources, information on this can be obtained as follows:

- Good logistics and transportation are necessary in the delivery of goods that are in good condition and in time to the distributors, retail stores, and exporting routes.
- To retain the status of the Most Loved Brand, the marketing efficiency of AFBL is closely connected to the availability and freshness of products that require the use of transport services.
- The capability of influence on price, turnover, and customer satisfaction of the company are most likely influenced by transport costs and the capability of the distribution network.

3.1 The Role of Transport Services in Enhancing Marketing Efficiency at (AFBL) Akij Venture Limited

Marketing efficiency in the FMCG (Fast-Moving Consumer Goods) industry does not solely lie in promotions, branding, and advertisements but it also lies on the capacity of a company to have its products available at the appropriate place and at the right time. This interdependence between the services of transport and marketing is particularly important in the case of Akij Food and Beverage Limited (AFBL) since its most famous product Mojo has become a household name with a high level of consumer demand in the country.

Mojo is experiencing an enormous hype in the market more so among the youth, who tend to identify the brand with energy, freshness and modern lifestyle. Loyal customers specifically go out of their way to find the brand in the stores and the restaurants. Nonetheless, stronger brand makes customer demands higher. When a customer visits a market, cafe, or retail shop and fails to locate Mojo on the shelf, the first thought that comes to the mind is disappointment. In the majority of situations, the customer is changing the product to the one of the competitors (Coke, Pepsi, and another local substitute). This does not only lead to the loss of a sale but also generates an ill feeling of reliability of Mojo.

As a marketing point of view, this lack of availability is unsafe. Powerful advertisement campaigns can generate brand appeal but when the distribution fails as a result of poor transport systems, the message on the marketing becomes invalid. The customers will be reasoning, what is the essence of large advertisements when I cannot get the product when they are required? In the long term, this will harm brand loyalty and diminish the payback of costly promotion efforts.

This situation can be averted through efficient transport services whereby regular and timely delivery to the retailers and distributors can be made. For example:

- The urban and rural markets may be supplied on a regular basis with the help of route optimization.
- Scheduling and proper loading of products means that the most demanded products such as Mojo are shipped first.
- Holding buffer stocks in strategic areas minimises the impact of shortages that may arise at short notice due to traffic congestion, labour strikes, or the increase in fuel prices.

In addition, transport is efficient, which contributes to brand image of AFBL. The continued availability of Mojo to the consumers establishes a sense of trust and the notion that AFBL is a trustworthy company. In such a competitive market as the soft drink market, where the switching costs are quite low, the reliability of the supply is a competitive advantage.

So, in the case of Mojo transport is not a support feature, it is a constituent of the marketing strategy. Proper transport is also important to make sure that the brand image is not harmed, customer satisfaction is maximised and finally the efficiency of the marketing is increased through making the promises of the brand come true.

Chapter-3

Internship Role and Responsibilities

3.1 Role and Responsibilities

My internship experience was in the Transport and Logistics Division of Akij Venture Limited (AFBL) where I assisted in the efficient running of the operations in the field dealing with vehicle management, transport documentation and financial coordination. I was involved in both manual and computerized operations to serve the company having large transport fleet of close to 650 trucks, cars and vehicles, which serve the whole country.

My essential duties were:

- Daily file Review (Paper and electronic): I have verified files with delivery points that all have constant transportation rates to various destinations in the whole country. These records were kept in books as well as electronically to be accurate and consistent.
- Tracking Corporate Sales Files: I also routinely looked at records that showed the events happening in corporate transportation and specifically the fuel usage and expenses.
- Handling Purchase Orders (PO): I was in charge of doing Purchase Orders and making sure that all files had a valid PO number. Once this was completed, the PO file was passed to the store as GRN (Goods Received Note), and later to the Accounts and Audit, which verifies further.
- Registration of Vehicles at BRTA: My duties were associated with the process of registering company vehicles with BRTA. This involved making the necessary documents, handing in and following up until the last registration was made.
- Bank Transactions: I usually borrowed huge amounts of cash (approximately 60 lakh BDT) at the bank, reprinted paperwork, as per the company regulations, and organized payment systems associated with BRTA activities.
- Transport Documentation/ Compliance: I was personally involved in handling various documents dealing with compliance like transport fitness certificates, tax tokens, registration, and re-registration of vehicles, and all the problems were sorted out accordingly.
- Fleet Management Support: As AFBL has a great number of fleet units, I helped to maintain documentation, monitor renewals and make sure that all of the vehicles were in legal operation and were prepared to work.
- Liaison with Head Office Employees: I was sometimes required to communicate and work with other employees who are not within the Head Office to retrieve or confirm documents needed to maintain a normal flow of operations.

Chapter-4

Key Learnings and Experiences

Key Learnings and Experiences

4.1 Key Takeaways

As an intern in Akij Venture Limited (AFBL), I was able to work within the Transport and Logistics Department and this provided me with the hands-on experience that relates to the operations that promote the efficiency of marketing. I understood that transport services are not just about the movement of cars or goods, but it has a direct impact on customer satisfaction, brand loyalty and sales.

The most significant lessons of this internship are:

- A clear understanding on how transport documentation and compliance (fitness, registration, tax tokens, and re-registration) bring about uninterrupted operations.
- Watching how the cost discrepancy in obtaining the delivery files (manual and digital) is avoided by the daily monitoring of both files and helps to distribute them correctly.
- Understanding the role of fuel cost management in pricing, profitability and eventually the marketing performance of the company.
- Gaining practical knowledge related to Purchase Order (PO) processing, its coordination with stores, accounts, and audit teams.
- Understanding that bank transactions and cash operations are essential in the connection of financial processes and transport operations like BRTA registration.
- Knowing the difficulties of running a huge fleet of 650 and more vehicles with timely renewal, compliance, and coordination of employees.

4.2 Explanation of Those Roles and Responsibilities

- All the duties I carried out were directly connected to the marketing effectiveness of AFBL. For instance:
- I also verified delivery files and updated them to ensure that the transport rates were correct, and it enabled the company to remain consistent with pricing and distribution.
- The tracking of corporate sales files provided me with information on the changes in fuel costs that are essential in managing the cost of logistics.
- The achievement of PO processing also guaranteed the company could run financial transactions smoothly besides promoting trust between the company and its suppliers and internal departments.
- Contracting BRTA in the event of registrations and renewal served to keep vehicles operating within the confines of the law and there were no interruptions in the delivery and distribution.
- Liaising with the employees that are not based in the head office helped me understand how documentation and communication between departments can help to make logistics operations more smooth.

4.3 Relationship with Academic Learning

This internship has taught me to be able to utilize the concepts I learned in my BBA Marketing program into real-life scenarios. For example:

- Marketing Channels and Distribution principles became very realistic when I saw how delays in transportation can cause direct impact to the availability of products in the market.
- There was a contribution of my awareness of the Supply Chain Management, which taught me that POs, GRNs, and compliance contribute to the maintenance of a continuous supply chain of goods.
- Business Communication courses were also directly applicable in order to coordinate with bank officials, BRTA employees, and AFBL employees who were not at the head office.
- Lastly, I observed how efficiency in the cost of logistics leads to efficiency in overall marketing, which is a frequently discussed subject in the Marketing Strategy classes.

This internship provided me with a gap between theory and practice as it offered me an opportunity to see the role of transport services as being strategic in the marketing performance of a company.

Chapter-5

Critique and Reflections

5.1 Critique and Reflections

- Although my internship at Akij Venture Limited (AFBL) was a learning experience, there were some areas that I was able to identify challenges and gaps in the transport operations that influence the overall marketing efficiency.
- Manual Dependency: Despite the digitalization of particular processes, much of the transport documentation is still based on the manual inspection procedure, which raises the risk of the human factor and slows down the efficiency.
- Lack of complete Digitalization: The digital file checking system has not been fully incorporated with the other departments (e.g. Accounts and Audit) which results in delays in cross-checking and approvals.
- High Fuel Costs: The fuel prices are ever increasing, which makes the management of transport costs difficult. Even though monitored, the current system has no sophisticated predictive tool to maximize fuel consumption.
- Complex BRTA Procedures: BRTA involves a variety of processes in vehicle registration, re-registration, and renewing of tax tokens, which can in most instances cause delays which may interrupt the supply of vehicles to the distribution process.
- High Fleet Management Pressure: Operation of 650+ vehicles is very resource-consuming, and without sophisticated fleet management software, it may at times be challenging to monitor compliance and renewals real-time.
- Interdepartmental Coordination Problems: The communication with the employees not located in the Head Office is usually time-consuming, as it requires documents to be documented and this delays the operations.

All in all, the transport structure of AFBL is quite developed, still, the efficiency could be enhanced greatly under modernization of the processes, implemented usage of the latest technology and enhanced coordination.

Chapter-6

Conclusion

6.1 Conclusion

Akij Food and Beverage Limited internship provided me with a wonderful experience into the functioning of transport services as a support of marketing effectiveness in the FMCG sector. It was revealed that only a good branding and promotions will not suffice because it is required to be backed by efficient logistics and timely product delivery.

The nature of the transport business of AFBL is the mass distribution over the country, though modernization and integration are the key to overcoming the current obstacles. By going after hand-operated processes, the reasons behind high fuel prices, and coordination, efficiency will be improved greatly; this will help in achieving sustainable growth.

Finally, transport must not be regarded merely as a means of operation but as a part of marketing strategy. Establishing a balance between logistics efficiency and marketing goals will enable AFBL to regain the confidence of its customers, remain the market leader in the beverage industry, and gain a higher level of competitiveness over the years.

Chapter-7

Implications

7.1 Implications

On the basis of my internship experience at Akij Venture Limited (AFBL), it is possible to draw several implications on how to make the transport services more efficient and enhance their contribution to marketing performance:

- **Automated Documentation:** AFBL needs to have built-in digital documentation system which will minimize the manual cross-checking of files, automate PO checking, and have direct interconnection between the transport and accounts department as well as audit department. This will cut the mistakes and time wastage.
- **Fleet Management Software:** Fleet management software is an efficient and convenient software that would allow compliance with regulations regarding vehicle status, renewal, fitness and tax tokens schedules and ensure operation functionality with more than 650 vehicles.
- **Optimization of fuel cost:** introduction of advanced fuel monitoring tools and route optimization systems can be offered to reduce unnecessary fuel consumption as well as managing the costs, which would directly lead to improved pricing strategies.
- **Streamlined BRTA procedures:** AFBL can also explore joint ventures with licensed service providers or it can designate an internal liaison team whose sole responsibility is to take care of BRTA processes so that registration and renewals of vehicles are done at a faster pace.
- **Increased Interdepartmental Coordination:** The creation of a common digital platform between cross-departmental communication (transport, accounts, stores and audit) will reduce the wait time in documentation and streamline the efficiencies of the work.
- **Delay Management:** To mitigate the impact of any strike, traffic jam, or regulatory barriers, it is recommended to have a buffer stock in the region and backup routes to ensure that the products are not affected by the risks, and that they are made available in the market without any delays.
- **Connection between Transport and Marketing Strategy:** AFBL must not see transport as a background operation but as a strategic marketing facilitator. Delays in deliveries are directly countered by brand reliability and trust of the customers which is paramount in the competitive FMCG industry.

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