



**Daffodil**  
*International*  
**University**

## **“An Analysis of the Marketing Activities of Akij Food and Beverage Ltd. (AFBL)”**

**Submitted To**

**Professor Mohammed Masum Iqbal, PhD**

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**AKIJ FOOD & BEVERAGE LTD.**

**“An Analysis of the Marketing Activities of Akij  
Food and Beverage Ltd. (AFBL)”**

## LETTER OF TRANSMITTAL

**Professor Mohammed Masum Iqbal, PhD**

Department of Business Administration

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Daffodil International University

**Subject: Submission of Internship Report on “An Analysis of the Marketing Activities of Akij Food & Beverage Ltd.(AFBL)”**

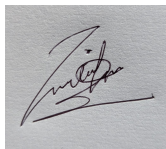
Honorable Sir,

It is my pleasure and courtesy to present my internship report about “Analysis of the Marketing Activities of Akij Food & Beverage Ltd. (AFBL)” as a provision of BBA program. In the current report, I have tried to be honest enough in offering an effective description of the marketing activities that are implemented at Akij Food and Beverage Ltd. with the aid of pertinent information and data.

I hope the report can satisfy your request and will offer high-quality and interesting information concerning the marketing strategy of the company. I would like to ask you to consider the report regarding its evaluation and acceptance.

Thank you.

Sincerely,



Md Saidul Islam Zehan

ID: 213-11-1399

## LETTER OF APPROVAL

This is to certify that the internship report entitled An Analysis of the Marketing Activities of Akij Food & Beverage Ltd. (AFBL) is prepared by Md Saidul Islam Zehan, ID: 213-11-1399, as a requirement of the BBA Program under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for submission.



**Professor Mohammed Masum Iqbal, PhD**

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

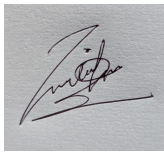
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## DECLARATION

I, Md Saidul Islam Zehan, a student of the Department of Business Administration at **Daffodil International University (DIU)**, ID: **213-11-1399**, majoring in **Marketing**, hereby solemnly declare that this internship report titled “**Analysis of the Marketing Activities of Akij Food & Beverage Ltd.(AFBL)**” has been prepared entirely by me.

I affirm that I have adhered to all relevant copyright regulations during the preparation of this report and have made every effort to avoid any violation of copyright laws.

Furthermore, I confirm that this report has not been submitted, in whole or in part, for the attainment of any academic degree, diploma, or certificate at any other institution.



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## ACKNOWLEDGMENT

I am deeply grateful to the Almighty Allah for granting me the strength and ability to complete this report. I would also like to sincerely thank my family for their blessings and unwavering support throughout this journey.

I wish to express my heartfelt gratitude to my academic supervisor, **Professor Mohammed Masum Iqbal, PhD**, Faculty of Business Administration, Daffodil International University. His valuable guidance and insightful supervision were instrumental in the successful completion of this report. His mentorship made the entire process far more understandable and manageable, and I am truly thankful for his support.

I would also like to extend my sincere appreciation to **Mr. Saiful Islam**, my internship supervisor at **Akij Food and Beverage Ltd. (AFBL)**. His industry insights and practical advice greatly enriched my learning experience. I am truly thankful for his continuous support, which played a significant role in shaping my internship journey.

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## Executive Summary

The report is an exploration of the marketing activities of one of the leading companies within the Bangladeshi FMCG market, which is Akij Food and Beverage Ltd. (AFBL). The report shows main marketing activities, analyzes the marketing mix, investigates the practice of segmentation, targeting, and positioning (STP) of the company and considers the role of the Cooler Management Department. This report also predicts issues and gives strategic suggestions on how to achieve further growth in the business and brand development by drawing upon valuable experience as a Junior Executive.

The report is based on the experience obtained in the course of my internship at AFBL, where I was recruited as a Junior Executive and was mainly involved in assisting the data operations and customer service activities of the Cooler Management Department. This experience provided me with a firsthand opportunity in understanding how sales operations take place alongside the logistics capabilities of e.g. branded coolers which have a major leverage in shaping the purchasing behavior and high availability and views of the products at the retail points.

Besides profiling the 4Ps model, i.e., price, product, place, and promotion, the report also addresses brand communication campaigns, trade promotion, online marketing, activations in stores, which are employed by AFBL to retain the market share and reach a broad scope of consumers. The particular focus is paid to the way that the company uses local culture, seasons, and youth-oriented marketing campaigns in order to create emotional connection with customers.

Besides, the report states several problems in operations and strategy, such as the inefficiencies in services of coolers services in the remote locations, deficiencies in the use of real-time data, and discrepancies in the implementation of the retail promotions. Such reasoning is backed by secondary research and internal observations.

These gaps have been filled by giving a number of workable recommendations. These are the inclusion of digital tools to automate the customer service, better communication

protocol among the departments, better analytics to project sales, and rural activation campaigns to increase its market penetration.

On the whole, the purpose of this report is to be a source of information on how a successful FMCG company such as the AFBL integrates strategic marketing with end-to-end excellence in its operations in order to enable growth. It also considers the professional learning outcomes of internship, which makes a bridge between academic learning and the practical business practice.

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## Chapter 1

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# Introduction

## 1.1 Introduction of the Study

A very important operation in any business company is marketing, particularly in fast-moving consumer goods (FMCG) business organization because the consumer behaviour, perception of a brand, and trends is changing by the minute. The nature of this industry is that firms are forced all the time to change their marketing techniques to stay ahead of the game and to capture customers who have changed demands. Marketing mix is one of the most powerful instruments in this procedure it consists of Product, Price, Place, and Promotion that are frequently called 4ps.

Akij Food and Beverage Ltd. (AFBL) being the leading company in the Bangladesh FMCG markets has established itself with innovative foods, wide country reach in distribution and innovative promotional campaigns. The insights that a person gains about the application of the marketing strategies to practice can be achieved through the understanding of the concept of AFBL.

The current paper has been written on the basis of an internship experience at the AFBL, where once a chance was given to work in the Cooler Management Department. The study aims at seeing how AFBL sales and marketing work and how the firm controls its marketing mix and the STP (Segmentation, Targeting, and Positioning) strategies to form and sustain its brand in a competitive market. The present report will provide an insight into the practice of marketing in AFBL which is relevant to closing the gap between theory and industry practice.

## 1.2 Background of the Study

The current world of business today is very dynamic and at the same time very competitive, and this makes marketing and selling behaviors to be of great essence in the success of any organization. This is more so in the firms in fast-moving consumer goods (FMCG) business whose business environment heavily depends upon sudden changes in consumer tastes and preferences, brand loyalty, and distribution efficiency. Akij Food and Beverage Ltd. (AFBL) is one of the leading FMCG firms in Bangladesh which has had widespread reputation due to its extensive brand name and intelligent marketing strategies.

In order to complete the requirements of the Bachelor of Business Administration (BBA) degree at Daffodil International University, students must bridge the gap between classroom instruction and real-world business experiences. The internship program was conducted in AFBL in the department, which is named as the Cooler Management Department. This position provided exposure to the operations of a leading FMCG company, particularly in the areas of marketing and customer service. Another opportunity that was in place to watch and take part in various activities including brand promotions, sales activity and retail activity all gave a hands-on experience on how the business is run at large scales by FMCGs.

This study is basically about examining the marketing activities of AFBL and determining how its segmentation, targeting and positioning (STP) and marketing mix strategies are helping in overall brand performance. The background is based on the idea of finding out how theoretical approaches to marketing are put into practice in real business conditions and which strategies could be adopted as practical that could be strengthened by internship period.

### **1.3 Objectives of the Study**

The study has been carried out with the following objectives.

- i. To analyze marketing strategies of Akij Food and Beverage Ltd. (AFBL);
- ii. To illustrate the marketing mix of Akij Food and Beverage Ltd. (AFBL);
- iii. To identify the problems related to the marketing activities of Akij Food and Beverage Ltd.;
- iv. To make some recommendations to solve the problems.

### **1.4 Methodology of the Study**

In order to make this internship report on the topic, an analysis of the marketing activities of Akij Food and Beverage Ltd. (AFBL), both hands-on and backup data have made it easy to come up with a thorough insight of the marketing activities that are adopted and practiced by AFBL. The research approach that should be followed is the following one:

#### **i. Nature of the Study:**

This is one of the descriptive researches that is founded on internship experience. It aims to discuss and evaluate the practice of marketing strategies in actual life and especially in the FMCG industry of Bangladesh. The report is qualitative useful in nature and it was backed by observation as well as informal communication in the organization.

#### **ii. Sources of Data:**

Primary as well as secondary data was relied upon:

**Primary Data:**

- First hand experiences and observations that were made on a daily basis in the course of the internship with the Cooler Management Department.
- Informal talks with members of the department and supervisors.
- The internal reports and materials to cooler operations, sales coordination and retail logistics.

**Secondary Data:**

- The brochures, the product catalogs and the official site of AFBL.
- Past studies and journal articles had been done as per FMCG marketing.
- Class lecture notes and appropriate textbooks.
- Articles about marketing activities of AFBL in the period it is discussed.

**iii. Target Population:**

The population that this research aims to take a survey of is:

- Akij Food and Beverage Ltd. internal workers, namely employees of the Sales, Marketing, and the Cooler Management Departments.
- Retail partners and distributors, who have relations with AFBL products and services.
- Market communication practice and brand engagement tactics reveal end-consumers to be observed.

**iv. Sample Size:**

The sample size involved in the preparation of this report is not numerical and was not supported by formal surveys; thus, it is a qualitative sample. Nonetheless, there was acquisition of insights based on:

- Contact with 5-7 internal people (supervisors and low-level executives).

- In field visits and service communications, made the observations with regard to 10 12 retailers.

#### **v. Sampling Method:**

There was a non-probability purposive sampling technique. This implies that the choice of individuals and information was selective as well as based on who was most inclined to the internship scope, including departmental employees and stakeholders involved in retailing directly to the cooler location, product exposure, and advertisement implementation.

#### **vi. Method of Data Collection:**

Data collect and compilations were done through the following methods:

- Observation: Frequent physical inspection of the work of the marketing and sales department, especially at the Cooler Management Department.
- Informal Interviews: Owing to the need to learn the logic of operations in marketing strategies, short conversations with supervisors and employees were carried out.
- Document Review: review of internal records, data sheets, cooler tracking system and marketing campaign plans.
- Digital Monitoring: This involves monitoring the online activity of AFBL by use of profiles and campaigning via social media sites.

The organized approach facilitated production of the pertinent information and translation of the experience acquired in the internship to a formal analytical framework of this report.

## 1.5 Limitations of the Study

During the process of writing this internship report, several limits were faced, which possibly could influence the stratification and breadth of analysis:

### **1. Limited Internship Duration:**

The internship program was restricted only to short period of three months; hence, it was not in full potential to get the overall comprehension of the marketing and sales strategies of the company.

### **2. Limited Access to Secret Information:**

Being a temporary intern, the possibility to get access to the sensitive information of the company, like financial reports, internal strategies, or plans of long-term planning, was limited.

### **3. Time Constraints:**

The workload in the internship and college restricted time to do intense research or have interviews with various departments.

### **4. Reliance in the Secondary Data:**

In a few of them, the wide all-inclusive primary sources were not available and secondary sources like company site and general marketing documents were necessitated to be used.

### **5. Limited Interaction with Key Officials:**

Less time could be devoted to fine details in discussions and interviews with purchasers of both groups and their marketers (those in senior positions and professions) because of their tight schedules. Though these, efforts have been put forward to establish the genuineness and relevance of the findings and insights expressed in this report.

## **Chapter 2**

# **Company Overview**

## 2.1 About Akij Food and Beverage Ltd.

### (AFBL)

Akij Food and Beverage Ltd. (AFBL) is one of the ruling subsidiaries of the renowned Akij Group, a leading industrial conglomerate in Bangladesh. Founded in 2006, AFBL has significantly emerged as one of the peak players in the Fast-Moving Consumer Goods (FMCG) industry, offering a vast range of beverage and food products that cater to various consumer segments both locally and internationally. The company prides itself in the ethos of producing high quality, affordable and innovative food and beverage products which are responsive to dynamic tastes and preferences of the contemporary consumers. Dwelling so much on the quality of the products, brand differentiation and the satisfaction of the customers, AFBL has created a vast amount of products that contains the elements of popular brands, such as:

- Mojo (carbonated soft drink)
- Frutika (fruit juice)
- Clemon (lemon drink)
- Speed (energy drink)
- Spa (bottled water)

Along with snacks and dairy products like “Farm Fresh”.

The production plant of AFBL Dhamrai is one of the most hi-tech of the region and currently has the most modern European equipment Krones, Tetra Pak, SIPA. The factory exercises quality controls, safety and hygiene standards of the highest level, being certified by standards such as ISO, HACCP, BSTI and HALAL.

Besides supplying the domestic market, AFBL exports to over 26 countries located in the Asian region, Middle East, the African continent, Europe and the North American regions. Such international thrust has seen the company become a brand in Bangladesh giving it a chance to become an ambassador to the country internationally.

The key to the success of AFBL is also the localization of marketing campaigns and integration with the youth culture and the responsiveness to consumer trends. The company has effectively retained and expanded its brand presence in every sector through various creative advertisements, sponsorships, and cultural event ties and effective distribution channels.

### **Cooler Management Department**

The Cooler Management Department is a very important part of the operation of AFBL and beverage division. The department undertakes in the counselling of the deployment of branded coolers, its maintenance, monitoring, and service usage in thousands of retail distribution outlets all over Bangladesh. They are fundamental necessities to the availability of products, visibility, and temperature-controlled and freshness of products that are so vital to the reputation of the brand and satisfaction of consumers.

Key roles of the Cooler Management Department include:

- **Distribution and Installation:** Organizing the delivery and installation of coolers to retail partners and shops around the country.
- **Servicing and Repairs:** Technological challenges which will be met by serving and repairs program with trained service technicians that will keep the coolers going around.
- **Tracking and Inventory:** Using digital tools and internal databases to monitor cooler locations, conditions, and usage patterns.

- **Customer Support:** Offering supportive services to retailers concern any issues regarding coolers that would directly affect the capacities of the retailers to store and sell AFBL products effectively.

The department is closely coordinated with the sales, logistics and marketing departments, in addition to the third party service providers to ensure placement and performance of coolers are optimized. though being proper and strategically located, coolers contribute to higher rates of sales and brand awareness exposure in the same department, as they also help to produce more impulse purchases.

On balance, the Cooler Management Department is a key component of the supply chain and customer experience strategy of AFBL, which allows the company to lead in a market that is highly competitive in terms of beverage products.

### **Logo:**



Figure 2:1- **Akij Food and Beverage Ltd. (AFBL)**

## 2.2 Description of the Business of the Organization

Akij Food and Beverage Ltd. (AFBL) is an innovative and dynamic business enterprises firm, which deals with Fast-Moving Consumer Goods (FMCG) business of Bangladesh. AFBL, being a subsidiary of Akij Group, has made its will quite clear by becoming a key player in the food and beverages sector businesses market as a food and beverages manufacturer and distributor, which aims in satisfying the continuously growing and diverse demands of the domestic and global buyers. The organization promises with quality, freshness, and convenience to a broad, and diversified product mix.

### Areas of Core Business:

The activity of AFBL is associated with the establishment of new and well-known consumer goods with the main focus on the beverage and food industry. These include:

#### 1. Carbonated soft drinks (CSD):

- **Mojo-** Cola drink with strong brand image and labeled at the youth segment.
- **Clemon-** A lemon flavored soft drink targeted as a thirst quencher.
- **Lemu -** A drink in the form of an orange based refreshment drink.

#### 2. Fruit Juices/Non- carbonated drinks:

- **Frutika-** A premier brand that deals with fruit juice beverages with mango, orange and mixed fruit flavors.
- **Houston-** A straight-forward mango drink.

### **3. Energy Drinks:**

- **Speed-** is a well known energy drink used by urban professionals, road users and college students.

### **4. Bottled Water and Dairy Products:**

- **Spa Water-** It is mineral water that sustains hydration needs in all age groups.
- **Farm Fresh-dairy food-** milk and milk-based products including, yogurt, and flavored milk.

### **5. Snack Foods:**

- **Light Snacks and Packaged Foods-** Light snacks and packaged food is a new area of business diversification undertaken by AFBL under many brands.

### **Manufacturing Capabilities:**

The center of production of AFBL is located in Dhamrai where the highly automated modern European technologies: (e.g., Krones, Tetra Pak, SIPA) are used. These plants are equipped to handle large scale, hygienic and quality-assured manufacturing of beverages and packaged foods in accordance to the international standards like ISO, HACCP and HALAL certification.

### **Distribution and Market Presence:**

AFBL is working on the basis of the nationwide distribution network which includes:

## **Secondary and primary distributors**

- The retail stores
- Contemporary trade networks (superstores, chain stores)
- E-commerce stores

This extensive coverage will guarantee that there is access to both the cities, semi-urban, and rural market. Moreover, AFBL provides products in more than 26 countries making itself a global and upcoming brand in Bangladesh.

## **Brand Strategy and Customer Engagement:**

The focus on youth-centered branding, emotional marketing, and cultures is quite eminent in AFBL. It habitually takes part:

- Funding of music festivals, arts and culture events
- Seasonal advertising (e.g. Pohela Boishakh, Eid)
- Indigenous social media marketing and teaming up with influencers
- Branding in stores, bill boards and television ads

The strategy has seen the company develop good brand equity particularly among the young generation, and maintaining a mass-market factor.

## **Cooler Management Department**

The Cooler Management Department of Akij Food and Beverage Ltd. (AFBL) can be considered as a great operational and strategic driver in the business of the company (beverage business). This department as a part of the sales infrastructure also deals with

the availability, visibility and freshness of cold beverages of AFBL in thousands of retail outlets all over the country.

### **The purpose and importance:**

The decision of consumers to buy may also depend on the in-store visibility of the product and its freshness in the case of the competitive FMCG industry (particularly in beverages). The strategic choice of AFBL to deploy branded coolers at retail stores is as a way to respond to this need as it seeks to have them used in:

- Keep the product intact by ensuring it has optimum temperatures
- Increase visibility and attractiveness of the brand at the retail store
- Improve impulse buying through ready to consume cold drinks

The Cooler Management Department will ascertain that these coolers are well, distributed, functional and maintained during their lifecycle.

## **2.3 Key Features:**

### **1. Distribution and allocation:**

- The department is in charge of positioning of branded coolers in strategic stores and locations characterized by traffic and high exposure sites.
- Allocation of coolers will be done on basis of sales volume, the demand of the region and expansion plans of the market.

### **2. Technical Assistance and installation:**

- Technicians are also being used to install new units and this involves installing them correctly, branding, and location.
- Maintenance and technical assistances are regularly done to reduce the period of downtimes and service interruptions.

### **3. Maintenance and Repair process:**

- Technical faults and breakdowns are supported by a country wide team of field service engineers.
- Emergency repair procedures guarantee quick repair particularly during peak seasons or campaign periods.

#### **4. Monitoring and regulating Information:**

- An automated tracking of location of every cooler, their performance state, and their servicing history is done on a centralized system.
- Internal reports and feedback in the field are used in improving the use of coolers and minimizing the idle and poor performing ones.

#### **5. Retailer-feedback:**

- The department stays in touch with the retailers to deal with the issue and collect feedback.
- Keeps retailers satisfied and this has a direct outcome on product display and product sales commitment.

### **Strategic Contribution:**

The Cooler Management Department aids AFBL sales, distribution and brand marketing systems in the following ways:

- Affirming the positioning of the company at the category of always cold in the beverage market
- Endorsing trade promotion by seeing that there is adequate branding and POS (Point-of-Sale) preparedness
- Empowering regional specific execution of the campaigns through local cooling solutions

The department cooperates closely with **the Sales Operations, Logistics, and Trade Marketing teams** in order to coordinate the deployment of coolers with the market objectives. Through which, it plays a considerable part in improving the retail image of AFBL, the appreciation by customers, and the overall boost in sales.

## 2.4 Mission, Vision, and Values of AFBL



### Mission Statement

Akij Food and Beverage Ltd. (AFBL) has a mission to provide the consumers inside Bangladesh and globally with **high quality, safe and innovative food and beverage products**, based on the current and changing requirements of the consumers. Building strong brands through product excellence coupled with responsible business operations and customer satisfaction is the thrust of the company.

### Vision Statement

The dream of AFBL is to emerge as the **most respectable and trusted food and beverage** company in Bangladesh that can be identified by its quality, innovation, and ethical conduct, and societal-welfare. The company seeks to be the leader in FMCG by following the path of sustainable growth, technological development, and competitiveness worldwide.

## **Core Values**

The corporate values of AFBL are applied in all perspectives of the business activities of this firm. Such values as:

### **1. Integrity**

Being honest, ethical, and transparent in businesses at every point.

### **2. Quality Commitment**

Maintaining exalted levels in quality, safety and in hygiene of products.

### **3. Innovation**

Keeping up in perpetual cycle innovations in products, packaging, and processes to be ahead of trends and expectations in the market.

### **4. Customer Focus**

Learning and acting on customer needs in a spirited and humane approach.

### **5. Teamwork**

Promoting teamwork, respecting each other and shared prosperity among the employees and the stakeholders.

### **6. Sustainability**

The focus on environmental-friendly operations and providing help to the improvement of communities.

All these mission, vision, and value statements express long-term commitment to excellence as AFBL and its aim to become a market leader not only in terms of sales, but also in the matters of corporate responsibility and brand loyalty.

## **Chapter 3**

# **Marketing Strategies**

### 3.1 Marketing Strategies:

AFBL marketing strategy combines contemporary marketing models and thorough knowledge of the market, making the brand keep pace with the dynamic world, being competitive and consumer-centered.

1. **Multi-Segment Targeting Strategy** The differentiated marketing strategy used by AFBL is to target a variety of consumer segments in terms of age, income, lifestyle and location. Every brand in the AFBL portfolio is unique and it gradually adapts to the expectations of the targeted group:
  - **Mojo** targets the youth in the city, and it has a youthful rebellious image.
  - **Frutika** is appealing to health conscious people and families and its juices are natural juices that have no preservatives.
  - **Speed** is more attractive to active people and motorists who require an energy kick.
  - **Spa water** and Farm Fresh dairy products serve more people who are interested in daily hydration and nutrition.

Focusing product/service on each individual group increases customer relevance and brand loyalty at AFBL.

2. **Cultural and Emotional Branding** AFBL incorporates local culture and emotional appeal in its branding in a bid to connect with consumers in a profound manner. The company also regularly links its promotional activities with the national and cultural festivals and celebrations and youth-oriented occasions including Pohela Boishakh and Eid festivals. This is a strategy that induces high level of emotional connectivity and brand association. The aspects such as storytelling, music and also celebrity endorsements are generally employed to portray the lifestyles and the dreams of the people of Bangladesh mainly the younger generation.
3. **Channel and Distribution Strategy** AFBL marketing strategy has several strengths one of which is its large distribution system because through this system it has been possible to reach both the urban and the rural market with products. The company

adheres to the hub-and-spoke logistics system which enables the company to take its products to far flung areas.

The Cooler Management Strategy is one of the most effective instruments in the retail marketing of AFBL. AFBL has more than **36,000** branded coolers installed throughout the Bangladesh and makes in-store presence more noticeable, guarantees both fresh and cold drinks, and increases impulsive buying. Having worked as an intern in the Cooler Management Department, I could observe how this system is not only keeping the products of high quality but also improves relations with retailers.

4. Combined Promotion A 360-degree promotional strategy is used by AFBL, which includes both traditional and digital marketing methods providing optimal coverage and activity:
  - **Traditional Media:** Television advertisements, radio advertisements, billboard and print media are also broadly used in mass communication.
  - **Digital Marketing:** AFBL also promotes itself well on Facebook, Instagram, as well as YouTube. The interactive campaigns, hashtag challenges, and influencer collaborations are beneficial when it comes to capturing the attention of the Gen-Z and millennials.
  - **Trade Promotions:** Promotions are conducted in the stores, product tasting, and store loyalty programs to achieve shelf placement and exposure.

The advertisement policies of the firm are usually seasonal or event related and assist in the creation of consumer excitement and buy desire at vital stages of the year.

5. Value- Based Pricing Strategy AFBL implements flexible pricing strategy that is very value-driven as it focuses on a wide consumer base:
  - The pricing strategy applied is penetration pricing since mass-market products such as Clemon and Spa are affordable to price-sensitive customers.
  - Stronger products containing products of higher values like Frutika and Speed which focus on quality and lifestyle advantages are imposed premium pricing.

- Festivals and campaigns also initiate promotional prices and bundle offers worthy of new buyers and more purchases.

This dynamic pricing mechanism assists the firm to stay competent without losing profits.

6. Portfolio and Product Innovation In order to sustain the interest of the consumer and meet the changing tastes and preferences, the AFBL invests in the product innovation, including:

- New product lines and tastes.
- Nice and contemporary packaging.
- Releases limited edition on special occasions.

These new innovations ensure that the product range remains new and also enables them to compete with the large local and international FMCG giants.

7. Retail and Trade: Marketing Integration In the bid to increase the exposure of its products and distribution channels, AFBL highlights good relations with retail partners and trade. The company uses in-store branding, branded shelves, cooler displays, and tastings of the product in the retail outlets marketing strategy. Trading partners are also stirred by incentives, promotional offers and support plans, so that there is a consistency between the brand and the point-of-sale performance.

## **Conclusion**

The marketing strategies of AFBL are a mix of considered differentiation, innovating product styling, dynamic pricing and culturally correlated branding. The combination of the modern and traditional solutions and the usage of field-level knowledge, especially with the help of the Cooler Management Department, enables the company to reach the required brand equity and consumer loyalty in a highly competitive environment: FMCG. These stratagem allow AFBL to remain its leadership in Bangladesh even as it spreads among the rest of the world.



### 3.2 STP Analysis of Akij Food and Beverage Ltd. (AFBL)

#### Overview of STP Framework

**Segmentation, Targeting, and Positioning**; also known as the STP model, is a fundamental strategic marketing strategy that firms take to define and reach their target customers in a functional manner. Akij Food and Beverage Ltd. (AFBL) has been using STP model to differentiate extensive line of products and convey custom value propositions to different segments of market.

#### 3.2.1 Market Segmentation

AFBL divides its consumer market along **demographic, geographic, psychographic, and behavioral line** and makes sure that every product line suits a certain consumer preferences and lifestyle.

#### **a) Demographic Segmentation**

- **Age:** Teenagers and young adults (Mojo), working professionals (Speed) and families (Frutika, Spa).
- **Income Level:** Provides premium as well as economical versions of the product to reach the lower, middle and high-income categories.

#### **b) Geographic Segmentation**

- **Urban vs. Rural:** Tailors distribution channels on basis of consumer concentrations: the same way they target people as 2 different markets i.e. more urban oriented promotions so far as trendy beverages like Mojo, and more rural oriented marketing like mass consumption items like Spa water and Frutika.
- **Nationwide Reach:** Employs powerful distribution channel to make the product readily available in any region in Bangladesh.

#### **c) Psychographic Segmentation**

- **Lifestyle Preferences:** young people who lead active lifestyles (Speed, Mojo); health conscious consumers (Frutika, Spa).
- **Cultural Identity:** The brand will easily be connected to local events such as the Bengali festivals, like Pohela Boishakh and Eid as the local advertisements will tie to these events.

#### **d) Behavioral Segmentation**

- **Usage Rate:** Constant user (everyday refreshing drinks such as Clemon), occasional (Frutika during other times like events and parties).

- **Brand Loyalty:** A large section of consumers always have a preference to use AFBL brands since they are of good quality and export emotional appeal.

### 3.2.2 Targeting Strategy

AFBL uses a **differentiated targeting approach** that implies targeting particular brands to particular customers in a differentiated way involving a special drive and position of the brand.

#### Key Target Groups:

- **Youth and Teenagers:** Age group focused on with edgy, playful and colourful design (e.g. street culture orientation of Mojo and high energy of Speed).
- **Health-Conscious Adults:** The health-conscious adults will be drawn in by the health-conscious adult fruit based beverage such as in Frutika and Spa where the natural ingredients and freshness are emphasized.
- **Working Professionals and Drivers:** They are the targeted for energy drinks such as Speed that supposedly deliver alertness and vitality.
- **Families and General Consumers:** Family snacks, dairy products that are placed towards family consumption and everyday needs.

### 3.1.3 Positioning Strategy

In a highly competitive market like FMCG, positioning its brands using **value-adding and emotional positioning** gives AFBL a competitive advantage behind its brands. These positioning statements are implemented with regular branding, packaging, advertisement, and promotion campaigns.

### Examples of Brand Positioning:

- **Mojo:** As the cool, ballsy alternative of the young generation- fun, vibrant and culturally outspoken.
- **Speed:** This was sold as a fast-acting energy drink to on the go and rigorous engagements.
- **Clemon:** Water has been position as a refreshing and natural thirst-quencher that is simple, pure and accessible.
- **Frutika:** Placed between health and taste-this is naturally good for you.
- **Spa Water:** Dedicated to purity, hydrate and fitness-friendly image.

AFBL supports these positions with the help of colorful packaging, heartening stories, cultural interactions, endorsement by the celebrities, and online promotion.

### Conclusion of STP Analysis

Having adopted right segmentation, targeted branding and acute positioning strategies, AFBL has managed to create a mixed line of products that can be appreciated by different types of consumers in Bangladesh. These plans have allowed the firm to develop a high brand equity, an improved customer loyalty, and propelled it, both domestically and internationally.

## **Chapter 4**

# **Analysis of Marketing Mix**

The **marketing mix, or 4Ps—Product, Price, Place, and Promotion**—is a crucial framework that companies use to position themselves effectively in the market. AFBL, as a major FMCG player in Bangladesh, has developed a comprehensive marketing strategy through careful integration of these four elements. This marketing mix not only supports their brand growth but also enables them to adapt to dynamic consumer needs and market competition.

## 4.1 Marketing Mix Strategy

### 4.1.1 Product Strategy

Akij food and Beverage Limited has **developed its product line through levels of diversity** and thus has a wide portfolio of products to suit the customized needs of consumers. They offer products in the fields of beverages and snacks as well as dairy.

#### **Key Product Categories:**

##### **Carbonated Soft Drinks (CSD):**

- **Mojo:** A soda drink that offers a cola taste but has edgy Label to target the youth.
- **Clemon & Lemu:** Lemon flavor drinks which provide respite by being refreshing.

##### **Fruit Juices & Energy Drinks:**

- **Frutika:** Frutika is a high-quality juice line, which is aseptically manufactured to provide freshness as there are no preservatives.
- **Houston & Speed:** Energy drink and mango drinks meant to target working professionals and active people.

##### **Mineral Water & Dairy:**

- **Spa:** Drinking bottled water purified.

- **Farm Fresh:** A brand of milk and dairies-based product, such as flavored milk and yogurt.

#### **Snack Foods:**

**Chips, biscuits, cheese balls, pickles, spices, and rice under various sub-brands.**

#### **Product Characteristics:**

- High emphasis on **product development** (new taste, new packaging, products that do not harm health)
- Incorporation of **European equipment** (e.g., Krones, Tetra Pak, SIPA) so that there is a consistency and hygienically perspective of the product.
- It addresses the needs of all age brackets aged between teenagers to families
- Appropriate brand packaging and appearance with unique representation of each brand



#### **4.1.2 Pricing Strategy**

AFBL uses a **value-oriented and market-penetration** pricing tool that balances the markets to enable consumers to access its products at a fair price with a promise of quality. Their pricing strategy makes their products affordable to many consumers and at the same time enable them to make profits.

#### **Pricing Techniques applied :**

- **Psychological Pricing:** Applying such price such as BDT 20, 60 or 110, to give the impression of low cost.

- **Differentiated Pricing:** Premium positioning of Frutika and Speed and low priced positioning of staple products such as Clemon and Spa..
- **Promotional Pricing:** Price reduction, special offers or trade inducements as part of campaigns or festivals.
- **Flexible Pricing:** Using rural pricing strategy to compete with the local and regional brands.

#### **Target Pricing goals:**

- Optimize sales volume by penetrating into the market
- Sustain competitive advantage over local, as well as international FMCG brands
- Mirror brand positioning- premium when health conscious or youth related products, economical when mass volume products

### **4.1.3 Place (Distribution) Strategy**

One of the competitive advantages of AFBL is that the company has put in place a **strong countrywide distribution network**. The company wants its products to appear in the most unreachable corners of Bangladesh, other than in big supermarkets, but also in little stalls by the road.

#### **Distribution Channels:**

- **Traditional Retail Outlets:** tea stall, side shops and Grocery stores,
- **Modern Trade Channels:** The Super shops (e.g.. Agora, Shwapno), convenience stores, shopping malls.
- **Institutional Sales:** Schools, office, events and entertainment areas.
- **E-commerce Platforms:** connected with food delivery applications and online stores.

### **-Logistics and Supply Chain:**

- **Hub and spoke warehouse system** to make distribution efficient.
- Interaction with **Cooler Management Department** so that there are cold drinks that are delivered and served cold.
- The Cooler Department of Akij Food and Beverage Limited (AFBL) has made a significant contribution to the company's nationwide distribution strategy by successfully deploying approximately **36,000** coolers across Bangladesh.
- Tracking order using digital systems, maintaining inventory and forecasting sales.

### **Contribution of Cooler Management:**

- Branded coolers at strategic locations enhance the exposure of products and retailing.
- Technicians are dealing with installation, servicing and tracking of thousands of coolers countrywide.
- The retailers receive the assistance which promotes the loyalty and provides an appropriate display of the AFBL products.

#### **4.1.4 Promotion Strategy**

The promotional activities of AFBL are **multi-dimensional** as AFBL uses both traditional and digital methods of promotion to establish powerful emotional associations in the mind of the consumers to build the brand loyalty.

#### **Traditional Advertising:**

- **TV Commercials:** Using national televisions widely.

- **Billboards and Posters:** These billboards are to be put in the strategic places.
- **Sponsoring in events:** Cultural festivals, music programs , youth campaigns (e.g., Mojo Adda, Frutika Challenge).

#### **Digital Marketing:**

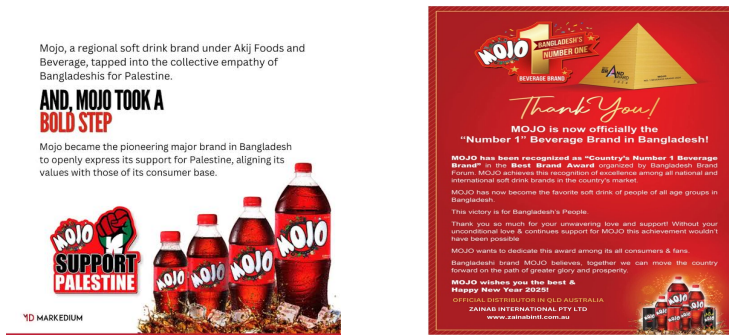
- **Social Media Campaigns:** Regular activity on Facebook, Instagram and YouTube.
- **Influencer Collaborations:** collaboration with influencers and content creators to grab attention of their audience. Such as Hashtag Challenges, such as interactive contests among Gen-Z and Generation Y clients.

#### **Trade Promotions:**

- **Retailer Incentives:** discounts, gifts and loyalty rewards in order to induce shelf and priority stocking.
- **In-store Activations:** Display of the brand, product tasting, and cooler branding in order to increase exposure.

#### **Data-Driven Campaigns:**

- Tracking the effectiveness of a campaign in real-time and changing the strategy by analytics powered by AI.
- Promotional planning involves consumer feedback, surveys and retail knowledge.



## Conclusion

The marketing mix of AFBL has a perfectly choreographed approach to aligning the company vision with the market requirement in terms of the **product development, pricing, and distribution** as well as **promotion**. Their innovations, flexibility and the way they associate themselves with many different consumers have made them a household brand in Bangladesh FMCG industry. This has been one of the factors in ensuring growth of AFBL, loyalty of customers, and brand dominance employing the dynamic and coherent use of the 4Ps.

### 4.1.5 Key challenges:

#### 1. Product-Related Challenges

**Limited Product Differentiation:** AFBL has problems when it comes to differentiating itself against big players such as Coca-Cola, Pepsi, and Pran in soft drinks, juice, and bottled water category due to products being fairly the same.

Brand Cannibalization: The different brands under the same brand (e.g. various fruit juices) could interfere and duel with one or the other internally.

Lack of uniformity of quality perception: To have uniformity in terms of taste, freshness, and packaging quality it might be difficult especially in rural areas of distribution.

## **2. Price-Related Challenges**

Price Competition: The Bangladesh beverage industry is very price sensitive. There is a great deal of competition and competitors are involved in offering big discounts, or low prices and if AFBL wants to compete with them they have to contribute to their profit margins.

Walking the line between Premium and Economy segment: Coming up with pricing policies that appeal to both cost-sensitive and high-quality aware users, on the one hand, and do not disrupt the brand image is not an easy task.

## **3. Place/Distribution-Related Challenges**

Supply Chain Limits: Being able to deliver to rural and long-distance locations in a highly reliable way (stock and freshness) is one of the greatest problems, impacting on the availability of products, and the brand visibility.

Channel Conflicts: The other reason is that the distributors might also serve other brands with more lucrative margin or incentives, and this results in an inequality in exposure and availability of the AFBL products.

Cooler Placement and Maintenance: There is a lot of products that require cooling placed in the show cases (e.g. Mojo, Frutika), however the problem is in the way of placement, serviceability and power stability.

#### **4. Promotion-Related Challenges**

Media Saturation: Other key players spend extravagantly in terms of media publicity, and unless AFBL steps up its expenditure on advertisement, it will be hard to achieve the attention.

Low Digital Marketing Presence: The digital and social media presence of the enterprise are not so developed compared to the global and regional competitors.

Poor Campaign Targeting: Sometimes there is a failure in marketing targeting according to the locality or various demographics particularly the Gen-Z level of consumers.

## **Chapter 5**

# **Problems, Recommendations and Conclusion**

## 5.1 Problems Identified

Throughout the internship program in Akij food and beverage Ltd. (AFBL), a few facts and points were observed and noted down in reference to the overall operations of the company with reference of the Cooler Management Department. As much as AFBL is a market leader in the FMCG sector and has an advantage of a well-recognized brand, the following problems were detected:

1. **Lack of Distinct Brand Positioning:** AFBL has the problem of selling off individual products under a common brand. Most of its products are seen as comparable to that of competitors and this lowers brand recognition as well as brand loyalty.
2. **Improper Targeting and Market Division:** The promotional strategies used by AFBL may not necessarily be dependent on the segment of customers. To give an example, the campaigns are not always aimed at direct address to Gen-Z or rural customers, who are characterized by various preferences and media behaviours.
3. **Feeble Digital and Social Media Presence:** Considering the increased role of digital platforms, the online marketing is not broadly used by AFBL. It does not have a social media that is regular, imaginative, and engaging as compared to its competitor such as Coca-Cola or Pran.
4. **Short Product Innovation and Fresh Campaigns:** The company seldom comes up with new products or rebrands or repackages old products. This has implications on market competitiveness and customer excitement.

- 5. Being too much dependent on Traditional Marketing Channels:** AFBL depends on billboards, TV advertisements, and in-store promotions but they dedicate fewer resources to digital advertisements, influencer marketing, and content marketing and lose potential among young technology-savvy users.
- 6. Irregular Quality and Packaging Channels Effectiveness:** In some areas there has been a complaint of mixed or damaged packaging taste which nullifies the trust in the brand in the form of marketing in a negative manner.
- 7. Cooler and In Store Visibility Problems:** The areas of concern about AFBL are the placement of coolers, service maintenance, and power dependence. Most of the retail shops do not maintain the products in visible and chilled condition, which is a factor that has also depreciated impulse buying.
- 8. The CSR and Sustainability marketing: Low Engagement:** AFBL has not incorporated the values-based consumer group based on the use of eco-friendly packaging or sustainable sources in its marketing messages, which includes individuals who prefer green companies.
- 9. Retailers/distributor Price Wars Price Conflicts Price Conflicts with Retailers and Distributors:** Preference can tend to give marginally higher brands to the distributor who might then market the competitor product much harder. Pricing wars are also another issue experienced at AFBL which affects the people in terms of the availability and visibility of the products in their stores.
- 10. Inadequacy of Metricable Marketing KPIs:** Data analytics is not widely used in terms of measuring the performance of a campaign, consumer behavior, or ROI. This makes optimization difficult and causes poor marketing expenditure.

## 5.2 Recommendations

Resting on the findings above the following are recommended actions that are to be implemented in order to improve the overall business operations of AFBL as well as the performance of its Cooler Management Department:

- 1. Build Better Brand Positioning Strategies:** Products must possess definitive and distinct brand identity which stands out of the crowd. To enhance brand recall, AFBL can work on the storytelling, emotional branding or functional advantages.
- 2. Increase Market Segmentation and Targeting:** AFBL ought to create target-specific promoting campaigns ( e.g., Gen-Z, prosperous grown-ups, provincial shoppers). The accuracy of targeting can be enhanced through the use of the demographic, psychographic and behavioral data.
- 3. Enhance Digital Marketing and Social Media Interpretation:** The company needs to invest in an effective digital marketing department that would continuously create exciting posts on Facebook, Instagram, YouTube and new technologies such as Tik Tok. Reach can be increased with influencer marketing and user-generated marketing.
- 4. Technological investment in Product innovation and Rebranding:** Constant introduction of new flavors, limited editions and redesign of packaging will make the brand fresh to consumer minds. Buzz can be developed through seasonal campaigns and co-branding campaigns.

5. **Go in for Balanced Marketing Mix:** Although the traditional media is still useful, AFBL will need to ensure that it invests more in digital advertisements, mobile campaigns, and data-driven campaigns. It would be better to use a combination of ATL (TV, radio), BTL (activations, trade marketing) and TTL (digital integration).
6. **Maintain Quality Control and Regular Packing:** AFBL must also improve on quality inspections in its system of production and distribution to ensure consistency of product quality and that of packaging especially in the remote or hinterland markets.
7. **Streamline Various Cooler and In-Store Management:** Improve maintenance of coolers, create incentives to the retailers to place them better and make use of branded in-store displays to increase product visibility and also try to get some impulse buys.
8. **Incorporate the Sustainability in the Marketing Communication:** Carrying CSR campaigns such as promoting eco-friendly packaging materials, reduction of wastes, or development of environments will attract the consumers with environmentally and socially conscious consumers.
9. **End Price Wars with the Retailers and Distributors:** Introduce superior margin arrangements, trade promotions, and distribution relationship management schemes to bind distributors and experience product placements in distribution centers.
10. **Put in place Data-Driven marketing KPIs:** Implement metrics to gauge campaign effectiveness, customer opinions and ordering. This will enable real-time adjustments and enhancement of ROI on marketing.

## Conclusion

The experience in an internship at the Akij Food and Beverage Ltd. (AFBL) provided a better understanding of the inner work of a prominent FMCG company in Bangladesh. Throughout the internship- experience was obtained in different marketing and sales activities in Cooler Management Department in special, which is closely related to increasing product visibility and seller contentment.

The effective product range, high distribution network, and brand are the reasons why AFBL dominates its position in the market. Nonetheless, similar to numerous other developing organizations, it has its operations issues, on the one hand, digital integration, interdepartmental planning, and cooler service effectiveness.

The Cooler Management Department is a crucial feature in the beverage sales strategies of AFBL as well as the flow of beverages in the company. The department however needs technological up lifting and re-structuring so that it can operate efficiently. By utilizing an integrated practice of digital tracking, improved data tracking and retailer support, this department may respond better, become less costly and performance based.

Overall, this internship experience found its purpose in reducing the distance between the abstract knowledge gained in university and its implementation in the real business. It served to enhance the clarity with which the principles of marketing are put into practice, and this gave it great exposure to fieldwork, inter-firm communication and the corporate life. This would make this person ready to take more responsibilities in his or her working environment and to contribute a lot to the future organizations.



**Figure: Group photo with team members and supervisors at the factory of AFBL.**

The presented image conveys the ethos of teamwork and professionalism which were witnessed during the internship at AFBL. The internship was also like a gateway to a future career desire by gathering fruitful experiences in learning.

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