

**Internship Report**  
**On**  
**An Analysis of Marketing Activities of MOJO**



**Submitted to**  
**Mohammad Shibli Shahriar**  
**Associate Professor and Head**  
**Department of Entrepreneurship, DIU**

**Submitted By**  
**Fazle Rabbi**  
**ID: 141-11-3528**  
**(Marketing)**

**Submission Date : November 18, 2018**

## Letter of Transmittal

**November 18, 2018**

Mohammad Shibli Shahriar

Associate Professor and

Head Department of Entrepreneurship.

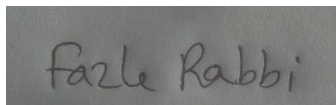
**Subject: Submission of internship report on: An Analysis of Marketing Activities of MOJO**

Sir,

It is my pleasure to submit the internship report, which is done as a part of academic curriculum, to you for your kind evaluation. The report is prepared on “An Analysis of Marketing Activities of MOJO ). I have put my best effort in preparing this report and to make it a worthy one.

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

Sincerely yours,



.....  
Fazle Rabbi

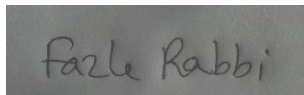
ID: 141-11-3528

Department of Business Administration

Daffodil International University

## Student's Declaration

I am Fazle Rabbi (ID: 141-11-3528) 37<sup>th</sup> batch, student of Daffodil International University (DIU) studying in department of marketing under faculty of business studies to complete the bachelor of business administration program successfully. I hereby declare that this internship report on “An Analysis of Marketing Activities of MOJO” is completely own work and references are provided according for the collected data.



.....

Fazle Rabbi

ID: 141-11-3528

Department of Business Administration

Daffodil International University

## Acknowledgement

At first, I express my gratefulness to almighty Allah as I have completed this internship report on the topic “**An Analysis of Marketing Activities of MOJO**” successfully. I would also like to thank my honorable supervisor **Mohammad Shibli Shahriar** Associate Professor and Head Department of Entrepreneurship of Daffodil International University for whom I have prepared this report. I would like to acknowledge and extend my heartfelt gratitude to him because of his vital encouragement, support and assistance.

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

## Supervisor's Declaration

I hereby declare that Fazle Rabbi has worked under my supervision, prepared the internship report entitled with “An Analysis of Marketing Activities of MOJO”. After successfully completed the internship report, Fazle Rabbi submitted in fulfillment of the requirement for the award of degree of Bachelor of Business Administration in the Faculty of Business Studies, Daffodil International University (DIU). This report is prepared with sincerity and dedication carried out by Fazle Rabbi alone and to the best of my knowledge.



.....  
**Mohammad Shibli Shahriar**

Associate Professor and  
Head Department of Entrepreneurship,  
Daffodil International University

## Executive Summary

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

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

MOJO plays a great role in the marketplace and able to acquire a great portion of share of the market. Now the recent tagline of MOJO is "ONTOR IS ON". MOJO own a great brand value in the marketplace. For this, MOJO has huge promotional activities. Most popular promotional activities are – MOJO Pitha Uthsob, MOJO Pohela Boishak, MOJO Ticket Is On, MOJO Humba Is ON etc.

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

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

## Table of Content

<b>Particular</b>	<b>Page No</b>
<b>Letter of Transmittal</b>	I
<b>Student's Declaration</b>	II
<b>Acknowledgement</b>	III
<b>Supervisor's Declaration</b>	IV
<b>Executive Summary</b>	V
<b>1.Introduction</b>	
<b>Introduction</b>	2
<b>2. SWOT Analysis of MOJO</b>	
<b>SWOT Analysis of MOJO</b>	4
<b>3. Segmentation, Target, And Positioning Strategy</b>	
<b>Segmentation Strategy</b>	6
<b>Targeting Strategies</b>	7
<b>Positioning Strategy</b>	7
<b>4. Marketing Mix Strategy</b>	
<b>Product</b>	10
<b>Price</b>	11
<b>Distribution</b>	12
<b>Promotion</b>	14
<b>5. Analysis of Porters Five Factors Model</b>	
<b>Analysis of Porter Five Factors Model</b>	18
<b>6. MOJO VS. Competitor (Cola Category)</b>	
<b>MOJO VS. Competitor (Cola Category)</b>	21
<b>7. Marketing SCHENERIO of Leading Soft Drinks Brand in Cola Category</b>	
<b>Perceptual Mapping</b>	23

<b>8. Finding</b>	
<b>Finding</b>	30
<b>9. Recommendation</b>	
<b>Recommendation</b>	32
<b>10. Conclusion</b>	
<b>Conclusion</b>	34
<b>11. Reference</b>	
<b>Reference</b>	36



# 1. INTRODUCTION

## INTRODUCTION

The food that are consumed daily and highly demanding are fast moving consumers goods (FMCGs). The soft drinks industry as a part of FMCG industry is very competitive in nature. The organizations doing business of fast moving consumer goods need to be very much aware about every aspect of the consumers' behaviors. Because consumers are also very much conscious about the products they consumed. At the same time as different organization is trying to capture the limited number of consumers, the competition among the organizations also increasing day by day. As a result consumers have more alternatives to choose. Soft drinks are enormously popular beverages consisting primarily of carbonated water, sugar, and flavoring. These ranges of products are generally called refreshing drinks. In a broader sense, soft drinks include colas, sparkling water, iced tea, lemonade, squash and fruit punch.

From the early 20th century, sale of carbonated soft drinks increased dramatically and by the middle of the same century brands like Coca Cola became the icon of the industry in throughout world. Today, soft drinks both carbonated and non-carbonated have spread over in a variety of forms and brands all over the world. However, in terms of carbonated soft drinks, Coca Cola and Pepsi are the leading brands in most parts of the world including Bangladesh.

Akij Food and Beverage Ltd. (AFBL) is always trying to provide the quality food to the customers. At the same time they have to compete with other organizations. "MOJO" cola is one of their successful brands. For achieving the consumers insight more study on consumer's behavior is needed. This study helps the organizations to know the greater insight of the consumers. Because the consumer of carbonated soft drinks (CSD) are highly flexible and dynamic. Understanding about peoples influence on purchase decision making of carbonated soft drinks will help the organizations to take the right strategy compatible in the market.

## 2. SWOT ANALYSIS OF MOJO

## SWOT ANALYSIS OF MOJO

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

### **2.1. Strength:**

- Available distribution of 250 ml pet bottle.
- Competitive price.
- Good market share.
- Strong advertisement.

### **2.2. Weakness:**

- Lack of branded fridge in market.
- Lack of branded fridge in market.
- Brand acceptability.
- Less number of product visibilities at outlets.

### **2.3. Opportunities:**

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

### **2.4. Threat:**

- Retailer based activation by competitor.
- Increase RGB consumption.
- Coke offer 400 ml pet bottle at BDT 25.
- Brand acceptability.
- Threat of substitute product like isotonic water, sports drink, energy drinks, and juice.

### **3. SEGMENTATION, TARGET, AND POSITIONING STRATEGY**

## Segmentation, Target, and Positioning Strategy

### 3.1. Segmentation Strategies:

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

- **Age:** Primary target of MOJO is only the young generation where the age may vary from 15-30. But it is not limited within this age. It has also spread out among the children noticeably as well as the people below 40 years.
- **Gender:** Both young boys and girls are the target market for the MOJO. It is not specially made for any particular gender what actually happens for any type of cola drink.
- **Occupation:** Occupation is not clearly defined for the target market of MOJO; however where the age varies within the young generation as well as children so it can easily be understood that most of them will be whether student or doing any job or business.
- **Income:** Actually MOJO has emphasized on the lifestyle and behavior of consumers more rather than the income. They think that it is really affordable to buy a MOJO (especially 250 ml) for their target market where their income is minimum 5000 and for the students it may be less than that.
- **Lifestyle:** The targeted market of MOJO is basically young generation who like gossiping, chatting, hanging with friends, making fun, watching movies, listening music etc. MOJO has also focused on their customer's lifestyle in product, advertising and packaging.
- **Location:** Almost all the places of urban and rural area are under the MOJO's distribution. Especially in each and every part of the Dhaka, Chittagong, and Comilla MOJO is available. The company has emphasized on Dhaka where only more than half of total sales (58%) comes from Dhaka.

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

<b><u>Geography</u></b>	
Continent	Asia
Country	Bangladesh
City	Dhaka
Size/Population	Approximately 16 Crore
<b><u>Demography</u></b>	
Gender	Male and Female
Age	Basically 15 to 30, Below 40
Income	Minimum 5000
Occupation	Students, Businessman, Professional.
<b><u>Psychographic</u></b>	
Social class	Middle class, Upper middle class
<b><u>Behavioral</u></b>	
Occasions	During Ramadan, In times of result published
User Status	Potential users, Regular users
Benefits	Better service & quality
Attitude toward product	Positive

Table 3.1: Segmentation of MOJO

### 3.2. Targeting Strategies:

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

### 3.3. Positioning Strategies:

“MOJO” is using position defense strategy as it builds superior brand power and making the brand almost impregnable. MOJO offers highly differentiated product from others and achieving a distinctive place in consumer mind.

“MOJO” believes that customer satisfaction is its satisfaction. For these reason, MOJO give the best service to its customers.

✓ **Positioning Statement:**

The positioning statement of “MOJO” is-

To all people our MOJO is trying to satisfy all youth that provides quality product with honesty.

✓ **Positioning Strategies:**

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



## **4. MARKETING MIX STRATEGIES**

## MARKETING MIX STRATEGIES:

### 4.1. Product:

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

Product Category	Brand Name	Size
Cola	MOJO	<ul style="list-style-type: none"><li>✓ 250 ml pet bottle.</li><li>✓ 250 ml CAN</li><li>✓ 500 ml pet bottle</li><li>✓ 1000 ml or 1 liter pet bottle.</li><li>✓ 2000 ml or 2 liter pet bottle</li></ul>

Table 4.1: Product size of MOJO

The product MOJO cola first came with the various product sizes in the market like 250 ml bottle, 500 ml bottle, 1 liter, and 2 liter bottle. Although the company was launched with various sizes and quantities, now it is focusing more on 250 ml bottle and it is massively producing it.

Thus, MOJO Cola has been made with a proper technology. So there is no chance to occur fluctuation in taste. The cola drinks contain a very strong taste which can compete with the market leader Coca- Cola as well as Pepsi. The following attributes helps a product to added extra value:

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

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

- Capture Attention: The colorful packaging catches the attention instantly.
- Convey Meaning: The colorful packaging convey the meaning that Mojo is a youthful product.

**III. Quality:** AFBL brings quality in life. MOJO contain following qualities:

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

## 4.2. Price:

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

Product Category	Brand Name	Size	Price
Cola	MOJO	250 ml pet bottle	BDT. 18
		250 ml CAN	BDT. 30
		500 ml pet bottle	BDT. 30
		1000 ml or 1 liter pet bottle	BDT. 50
		2000 ml or 2 liter pet bottle	BDT. 85

Table 4.2: Pricing of MOJO

Compare to MOJO: Pepsi (500 ml @ BDT 30, 1000 ml @ BDT 60), and Coke (600 ml @ BDT 35, 2250 ml @ BDT 100) set high price to some extent. The wholesale rate for MOJO 250 ml (1 case= 24 pieces) is 315 taka. The wholesalers take TK. 0.5 - TK. 1.5 and retailers take TK. 2.00 - TK. 2.5 as profit. So, Compared to the competitors’ product, the price is similar enough to encourage the target market to shift their brand towards MOJO.

### 4.3. Distribution:

Akij Food and Beverage Ltd considered having one of the best distribution channels around the country. This profound distribution channel was specially been made to make the beverage products available to the consumer in each and every part of Bangladesh. By inheriting the advantage, AFBL is able to use the wide network distribution channel to promote and provide its products in each and every niche across the country.

The strongest point of MOJO is their intensive distribution channel. They make this thing possible because Akij Group of industries especially their beverage sector has a profound logistic and supply chain management system. So they can easily go to door to door of their target consumers. They believe that delivering products to consumer hands is not sufficient or convenient enough that is why for near future betterment they are trying to develop their distribution channel in such manner that they can easily make their potential customer in to actual customer. And we must say that the dealer of a particular territory is really expert and the do their job on the time. The graphical presentation of MOJO’s distribution channel is shown below:

1	• Factory
2	• Depo/ Warehouse
3	• Dealers point
4	• Retailer

Figure 4.1: Distribution Strategies

The production of MOJO from AFBL’s factory is stored in the ware house. For Dhaka, the ware house is at Panthapath (AFBL office). Then the distribution department at AFBL allocates the products to the dealers around the country. After the products are delivered from the warehouse to the distribution point, the distributing companies accordingly distribute them among the retailers to be sold to the final consumer. Here, the distribution companies are individual entities who are considered to be the business partner of AFBL.

AFBL has segmented the entire Bangladeshi market into 9 regions and 27 areas for its distribution purpose. This region and area are shown in below:

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

Table 4.3: Region and Area

In these regions, there are more than 800 distributing company who perform the distribution of MOJO. All the companies are well trained and associated with the AFBL's products, business policies and strategies. Region wise the sales of MOJO 250 ml is shown below:

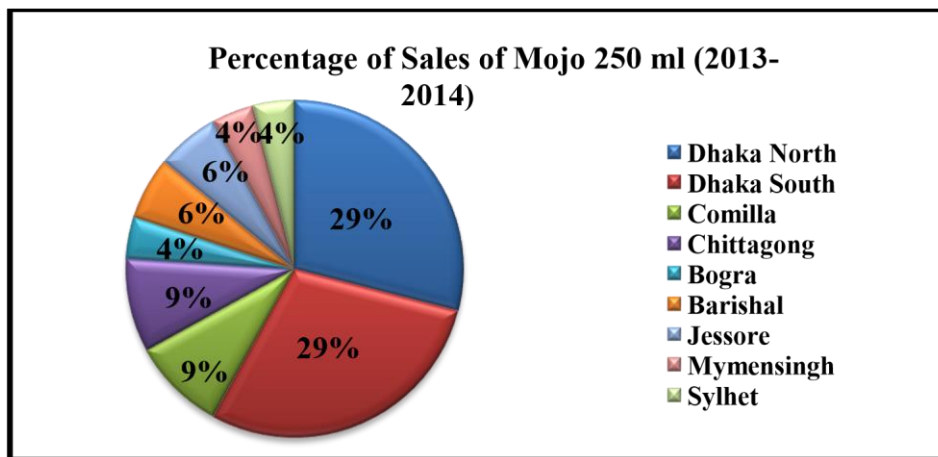
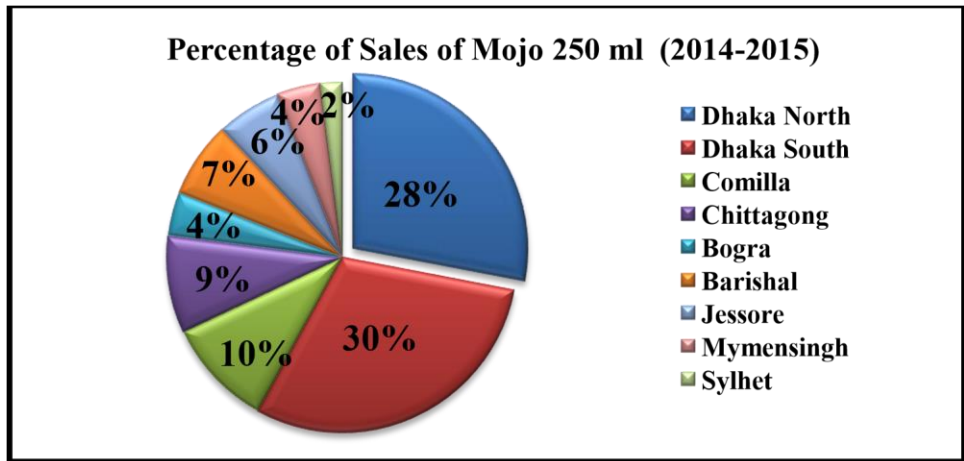


Figure 4.2: Regional sales of MOJO 250 ml (FY 2013-2014)



*Figure 4.3: Regional sales of MOJO 250 ml (FY 2014-2015)*

From the above graph (Figure 4.2 & 4.3) it is clearly defined that in Dhaka, MOJO sale more than 50% of total sale for 250 ml. In fiscal year 2013-2014, total sale was 58% at Dhaka (Dhaka North 29%, Dhaka South 29%), followed by the sale of Comilla (9%), Chittagong (9%), Barishal (6%), Jessore (6%), Bogra (4%), Mymensingh (4%), Sylhet(4%).

In fiscal year 2014-2015, again total sale was 58% at Dhaka (Dhaka North 28%, Dhaka South 30%), followed by the sale of Comilla (10%), Chittagong (9%), Barishal (7%), Jessore (6%), Bogra (4%), Mymensingh (4%), Sylhet(2%). So each and every year among nine regions of distribution places, MOJO earn a big profit from Dhaka North and Dhaka South.

#### **4.4. Promotion:**

It is one of the important facts of a company which it has to nourish in a very proper way to achieve optimum outcome. AFBL values the importance of promotion, because it believes no matter how high quality, good taste, attractive packaging the product avails, it has to be properly communicated to the customer to pursue the final purchase.

Here, the promotion of MOJO is designed for fun loving young adults. Both ATL (Above the Line: TV, Radio, Newspaper, Internet), and BTL (Below the Line: Sponsorship, Sales promotion, Direct Marketing) is using for promotional purpose. This type of promotion focuses on advertising to a large number of audiences.

➤ **Promotional Activities:**

- ✓ MOJO Pitha Utsob.
- ✓ MOJO Pohela Baishakh.
- ✓ MOJO Ticket is on.
- ✓ MOJO Intra University Football.
- ✓ MOJO Utvot Offer.
- ✓ MOJO Humba in on (upcoming Eid).
- ✓ MOJO Ontor is on (Thematic campaign).
- ✓ MOJO Notun Jama Offer.
- ✓ MOJO Car Tumi Kar.
- ✓ MOJO FM Dosti.

➤ **Promotional Strategies:**

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

➤ **Advertising:**

AFBL has done their researches before advertising. For example: Sampling Test, Product development, Focused group discussion. They also use task objective method for determining advertising budget such as they determine advertising budget to reach the specific goals they have outlined for the advertising campaign. As already MOJO create a positive brand image in youths mind so their advertising campaign strategies call for heavy spending upfront in order to win long-term customers.

For any kind of advertising issue Adcomm Ltd (agency) works with AFBL. A recent successful campaign of MOJO is “CAR Tumi Kar” which was launched in April 2016 by Adcomm Ltd. For any promotional campaign of MOJO, AFBL generally use three types of advertisement tools.

- i. Newspaper Advertisement: MOJO uses different newspaper of Bangladesh to promote any kind of promotional campaign or activities.
- ii. Billboard Advertisement: To reach their consumers they use billboard in different roads of Bangladesh.

- iii. iii. Electronic media Advertisement: MOJO uses different Bangladeshi television channels like Ntv, Rtv, Banglavisision, Baishakhi TV, Channel I etc. to promote their campaign. In 2015, MOJO cola gave a funny ad (Bamboo is on) in almost every Bangladeshi channel and the purpose was Bangladesh VS India One day cricket 2015 Series. As MOJO's target customer is young aged people, so they have running a program named MOJO FM DOSTI at DHAKA FM 90.4. This is a popular program and MOJO grab the attention of young generation in an easy way.

➤ **Direct marketing:**

As it is the era of internet, Mojo manages gave special importance to promote the campaign through their Facebook page (@mojomasti), YouTube, and their official website. On upcoming EID, MOJO is going to launch their new campaign named HAMBBA is ON. They have already arouses on their Facebook page for that purpose. Through their Facebook page and email address, they are interacting with their consumers.

➤ **Sales promotion:**

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



## 5. ANALYSIS OF PORTER'S FIVE FORCES MODEL

## ANALYSIS OF PORTER'S FIVE FORCES MODEL

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

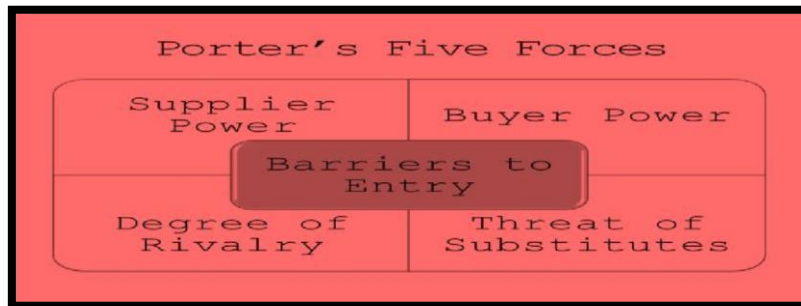


Figure 5.1: Porter's five forces model

### ✓ **Threat of New Entrants: Low Pressure**

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

### ✓ **Threat of Substitute Products: Medium to High Pressure**

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

✓ **The Bargaining Power of Buyers: Low Pressure**

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

✓ **The Bargaining Power of Suppliers: High Pressure**

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

✓ **Rivalry among existing Firms: High Pressure**

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

## 6. MOJO VS. COMPETITOR (COLA CATEGORY)

## MOJO VS. COMPETITOR (COLA CATEGORY)

As it is already mentioned that MOJO cola has a good brand image in the local market and also they have chosen young aged people for their target market. So, the competition is increasing day by day. In Bangladesh, MOJO has to compete with international brands as well as local brands.

The Coca-Cola Company is one of the largest manufacturers, distributors and marketers of nonalcoholic beverage in the world as well as Pepsi. In the local market, MOJO have to compete with some other products like RC Cola, Maxx Cola, and Uro Cola. But these local brands still are not as much popular as Mojo has achieved in few years. The beverage market is basically a compilation of wide range of mineral products with certain attributed affixed with it. If consumers are familiar with the attributes of a product, they will be less likely to rely on brand image as one of the extrinsic cue on what consumers usually depend. Sometimes soft drinks companies try to introduce new attributes by changing taste, color, or packing. But it does not seem that always new attributes can attract consumers' mind. For example, when Pepsi Company introduced „Blue Pepsi“ in Bangladesh market, consumers did not like the flavor/ taste. That means, sometimes consumers prefer the old attributes of the product with which they are habituated.

In Bangladesh, soft drinks industry follows some innovative, strong and continuous improving production and marketing techniques. Although quality is not the prime concern of our people, they mainly prefer cost effective soft drinks. The local companies (MOJO, RC COLA, MAXX COLA, and URO COLA) are competing with global brands (COCA COLA, PEPSI) on the basis of lower cost. They are capturing the urban markets by offering some innovative marketing plan and offer. In rural areas they are very strong in distribution strategy and price effectiveness.

## 7. MARKET SCHENERIO OF LEADING SOFT DRINKS BRANDS IN COLA CATEGORY

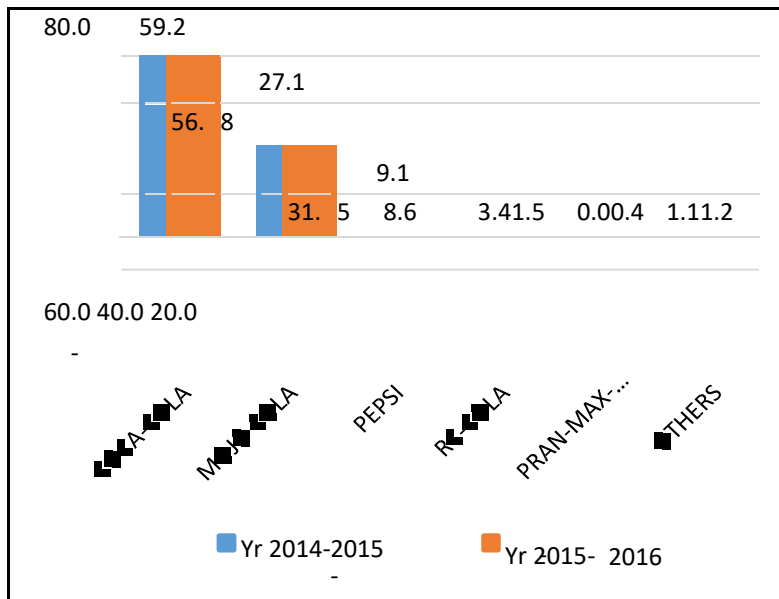
## MARKET SCHENERIO OF LEADING SOFT DRINKS BRANDS IN COLA CATEGORY

The availability of a soft drink has a direct positive effect on the consumer soft drinks choice. Consumers may use perceived quality information to evaluate a brand when the consumers do not have sufficient knowledge of intrinsic cues. It should not be forget that consumers serve the ultimate judge of quality in the marketplace. While introducing a new product, well reputed organizations may fail if it does not fit consumers’ perceptions of high quality. In Bangladesh, the growth of soft drinks has increase in a rapid way. The quantity and market share of leading soft drinks brands in cola category are given below:

Carbonated Beverage Cola		2015-2016			2016-2017			Growth (Volume)
		(July – June)			(July – June)			
		Value	Qty.	Market Share	Value	Qty.	Market Share	
		(Tk in Crore)	(In KL.)	(Volume)	(Tk in Crore)	(In KL.)	(Volume)	
Brand	COCA-COLA	212	39,094	59.2	183	31,124	56.8	-20.4%
	MOJO COLA	111	17,902	27.1	107	17,274	31.5	-3.5%
	PEPSI	35	6033	9.1	28	4,723	8.6	-21.7%
	RC-COLA	13	2,233	3.4	5	810	1.5	-63.7%
	PRAN-MAXCOLA	0	18	0.0	2	243	0.4	
	OTHERS	6	735	1.1	4	646	1.2	-12.1%
	Total	377	66,015	100	329	54,820	100	-17.0%

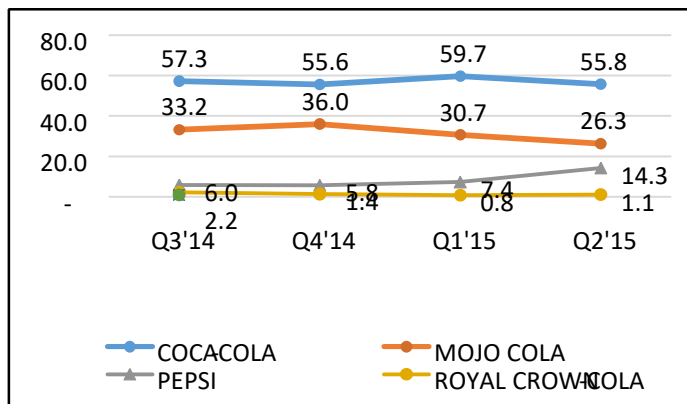
Source: “The A.C Nielsen Company Ltd.”

Table 7.1: Market Share of leading soft drinks brands (cola category)



Source: "The A.C Nielsen Company Ltd."

Figure 7.1: Volume share of leading Brands (Cola Category)



Source: "The A.C Nielsen Company Ltd."



## Interpretation of Table 7.1 and Figure 7.1

### 1. COCA-COLA

#### ➤ In fiscal year 2014-2015:

Total number of sale of COCA-COLA was 212 Crore. And total number of quantity was 39,024 kiloliter (1 kiloliter is equal to 1000 liter). Their market share is more than fifty percent of total market share. Here, COCA-COLA grabs 59.2 percent of total market share.

#### • In fiscal year 2015-2016:

Total number of sale of COCA-COLA was 183 Crore. And total number of quantity was 31,124 kiloliter (1 kiloliter is equal to 1000 liter). Their market share was more than fifty percent of total market share. Here, COCA-COLA grabs 56.8 percent of total market share.

So, the growth rate of coke was decline by 20.4% in year 2015-2016 over year 2014-2015.

The calculation is given below:

Here, [Yr. 2013-2014= 39,094 & Yr. 2014-2015= 31,124]

$$\text{So, } 31094-39124 = -7970$$

$$= (-7970 \div 39094) \times 100$$

$$= -20.39 \text{ or } -20.4\%$$

### 2. MOJO COLA

#### ➤ In fiscal year 2014-2015:

Total number of sale of MOJO was 111 Crore and total number of quantity was 17, 902 kiloliter (1 kiloliter is equal to 1000 liter). Their volume market share was 27.1% of total market share.

#### ➤ In fiscal year 2015-2016:

Total number of sale of MOJO was 107 Crore and total number of quantity was 17, 274 kiloliter (1 kiloliter is equal to 1000 liter). Their volume related market share was 27.1% of total market share. So, the growth rate of MOJO was decline by 3.5% in year 2014-2015 over year 2013-2014.

The calculation is given below:

Here, [Yr. 2013-2014= 17, 902 & Yr. 2014-2015= 17, 274]

$$\text{So, } 17, 274-17, 902 = -628$$

$$= (-628 \div 17, 902) \times 100$$

$$= -3.5\%$$

### 3. PEPSI

➤ **In fiscal year 2014-2015:**

Total number of sale of PEPSI was 35 Crore and total number of quantity was 6033 kiloliter (1 kiloliter is equal to 1000 liter). Their volume market share was 9.1% of total market share.

➤ **In fiscal year 2015-2016:**

Total number of sale of PEPSI was 28 Crore and total number of quantity was 4723 kiloliter (1 kiloliter is equal to 1000 liter). Their volume market share was 8.6% of total market share.

So, the growth rate of PEPSI was decline by 21.7% in year 2014-2015 over year 2013-2014.

The calculation is given below:

Here, [Yr. 2013-2014= 6033 & Yr. 2014-2015= 4723]

$$\text{So, } 4723 - 6033 = -1310$$

$$= (-1310 \div 6033) \times 100$$

$$= -21.7\%$$

According to the A.C Nielsen, RC-Cola's growth rate is declined by 63.7 percentages, and other cola drinks is declined by 12.1 percentages in year 2014-2015 over year 2015-2016.

#### ❖ **Interpretation of Figure 7.2**

The interpretation of volume share trends (Fiscal Year 2014-2015) of leading brands in cola category is given below by quarter wise:

<b>Quarter 3 (2014)</b>	<b>Quarter 4 (2014)</b>	<b>Quarter 1 (2015)</b>	<b>Quarter 2 (2015)</b>
July	October	January	April
August	November	February	May
September	December	March	June

## **I. COCA-COLA:**

In year 2014, Quarter 3: The growth of market share was 57.3%. The market share was declined in Quarter 4. The market has fall down from 57.3% to 55.6%. A growth had seen in 2015 at Quarter 3. Here the growth was increased by 4% and the growth rate was 59.7%. The growth rate again decline by 4% in Quarter 3, 2015. So the successful growth for coca cola was January to march (2015).

## **II. MOJO COLA:**

In year 2014, Quarter 3: the growth of market share was 33.2%. The growth of market share was increased by 2.8% in Quarter 4. Their growth had increased from 33.2% to 36%. The market was sharply down from Quarter 4, 2014 to Quarter 2, 2015. Almost 10% decrease had seen in there from October to June.

## **III. PEPSI**

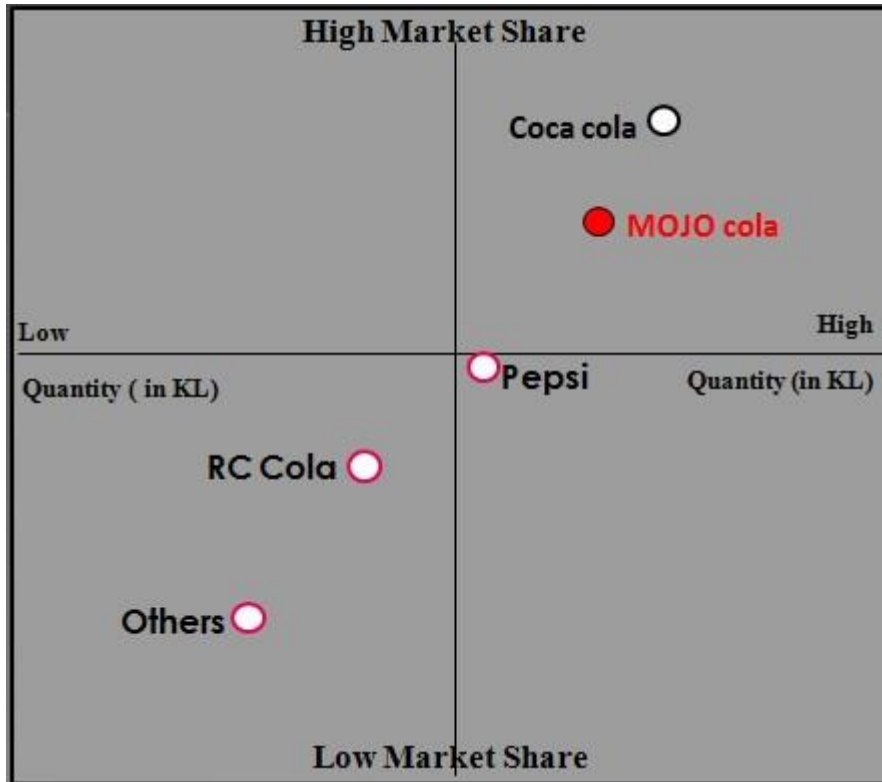
In year 2014, Quarter 3: the growth of market share was 6%. The growth was declined by .2% from 6% to 5.8%. There is a massive growth has been seen from Quarter 4, 2014 to Quarter 2, 2015 (from 5.8% to 14.3%).

## **IV. RC**

From the above graph, it is clearly defined that the growth rate was sharply decline from Quarter 3, 2014 to Quarter 1, 2015 and few number of growth has been found in Quarter 2, 2015 (Here, Quarter 3, 2014=2.2%, Quarter 4, 2014=1.4%, Quarter 1, 2015=0.8%, Quarter 2, 2015=1.1%)

## **7.1. Perceptual Mapping:**

Perceptual mapping offers marketing managers a useful technique for measuring and developing a product position. It takes consumers perception of how similar various brands or products are to teach other and relates this perceptions to product attributes. According to the data of A.C Nielsen, through perceptual mapping the position of MOJO is seen compared with other cola brands in the market. Here the market share of cola brands is shown in perceptual mapping:



**Figure 7.3: Perceptual mapping**

From perceptual mapping, we can see that COCA COLA has the highest market share compare with other cola brands in the market. MOJO is 2nd most brands to the competition followed by Pepsi, RC Cola, Maxx Cola, Uro cola etc. So in the competition, MOJO has to compete with only COKE. To gain number one position, still MOJO have to calculate lots of strategies.

## **8. FINDINGS**

## FINDINGS

After finishing the post evaluation research, Research and development team summarize that Marketing Plan of MOJO increased than before. But, promotional strategy should more do in a better way to engage the target group.

Already we know about the marketing plan instrument MOJO used in MOJO Pitha Utshob. From the respondents response, it indicates that 23% of the program in comilla sponsored by MOJO. And maximum of the different program held at Townhall. 81% of the respondents were aware about the MOJO Pitha Utshob program. Also, respondent said 50% of pitha utshob sponsored by MOJO.

According to the respondents, MOJO Pitha Utshob advertisement saw about 38% of the total population. Also among respondents, notified about the MOJO Pitha Utshob was 18% from Television and 16% from Facebook.

## **9. RECOMMENDATION**

## RECOMMENDATION

After analyzing the promotional strategy of MOJO and post evaluation research to know about the brand awareness I should recommend these attempts should take in future to increase the brand awareness of MOJO and the consumer engagement through promotional strategy.

- ✓ Extend Program days.
- ✓ Need more variation in Pitha.
- ✓ May engage popular singer in concert.



## **10. CONCLUSION**

## CONCLUSION

The soft drink producers in Bangladesh succeed mainly because of complying with the consumers' purchasing power and delivering the message to the end users effectively. The cost sensitiveness of the local consumers makes a strong base of success for the local producers. The journey of MOJO Cola is almost 10 years and as a local brand it has to compete with some strong competitors like Coke and Pepsi. To survive in this red ocean of competition it has to be fulfilling the demand of its consumer. AFBL have to focus more on project based production process with regards to project based marketing activities. Truly they are very successful in this area. They are the most pioneer in this area.

## **11. REFERENCE**

## REFERENCE

1. Principle of Marketing by Philip Kotler and Gray Armstrong.
2. Marketing Research by Naresh K. Malhotra.
3. The A.C Nielsen Company Ltd.
4. [www.akijfood.com](http://www.akijfood.com)
5. [www.akij.net](http://www.akij.net)
6. [www.facebook.com/mojomasti/](https://www.facebook.com/mojomasti/)
7. [www.facebook.com/Mojofmdosti](https://www.facebook.com/Mojofmdosti)
8. [www.academia.edu/1807854/Success\\_Factors\\_of\\_Soft\\_Drinks\\_Manufacturers\\_In\\_Bangladesh](http://www.academia.edu/1807854/Success_Factors_of_Soft_Drinks_Manufacturers_In_Bangladesh)