

**Internship Report
On
“An Evaluation of Promotional Activities of MOJO”**



Daffodil
International
University

Supervised By

Mr.Sayed Maruf Reza
Associate Professor

Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Submitted By

Fatema Akter Rubi

ID: 173-14-2545

Major in Marketing

Department of Business Administration
Faculty of Business & Entrepreneurship

Letter of Transmittal

Date:

To

Mr. Syed Maruf Reza

Associate Professor

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

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

Respected Sir,

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

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

FATEMA AKTER ROBI

Fatema Akter

Master of Business Administration

Major in Marketing

ID: 173-14-2545

Declaration

I am fatema akter (ID: 173-14-2545), student of Daffodil International University studying in department of master of Business Administration, Major in marketing under Faculty of Business and Entrepreneurship complete the master of business administration program successfully. I hereby declare that this internship report on “An evaluation of promotional activities of mojo” is completely own work and references are provided according for the collected data.

FATEMA AKTER ROBI

Fatema akter

Master of Business Administration

Major in Marketing

ID: 173-14-2545

Acknowledgement

At first, I express my gratefulness to almighty Allah as I have completed this internship report on the topic “An evaluation of promotional activities of mojo” successfully. I would also like to thank my honorable supervisor **Mr. syed Maruf Reza** , Associate Professor, Faculty of Business And Entrepreneurship, 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 Fatema Akter has worked under my supervision, prepared the internship report entitled with “An evaluation of promotional activities of mojo”. After successfully completed the internship report, Fatema akter submitted in fulfillment of the requirement for the award of degree of Bachelor of Business Administration in the under Faculty of Business and Entrepreneurship, Daffodil International University. This report is prepared with sincerity and dedication carried out by Fatema Akter alone and to the best of my knowledge.

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



Mr. Syed Maruf Reza

Associate Professor

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

EXECUTIVE SUMMARY

FMCG industry has consistently aim to deliver enormous measure of merchandise and offer these products with ease to definite buyers. AFBL is one of the eminent FMCG Company in the local commercial center of Bangladesh.

AFBL has verities kinds of useful for their objective gathering. Additionally they guarantee the quality item for their customers. Among numerous merchandise, MOJO is a standout amongst other result of AFBL house. It's a carbonated soda pops. Magic began its adventure in fourteenth April. In 2006, AFBL will commend its birthday in up and coming April 14, 2020.

Magic assumes an extraordinary job in the commercial center and ready to secure an incredible segment of portion of the market. Presently the ongoing slogan of MOJO is "My Life My Mojo". Magic claim an incredible brand an incentive in the commercial center. For this, MOJO has tremendous limited time exercises. Most prevalent limited time exercises are – MOJO PithaUthsob, MOJO PohelaBoishak, MOJO Ticket Is On, MOJO Humba Is ON and so on.

To speak with the purchasers, MOJO pursues some broad limited time procedure. Those are publicizing, direct showcasing, and deals advancement. Premise on the limited time exercises the special system can be changed for better to catch the customer's worth.

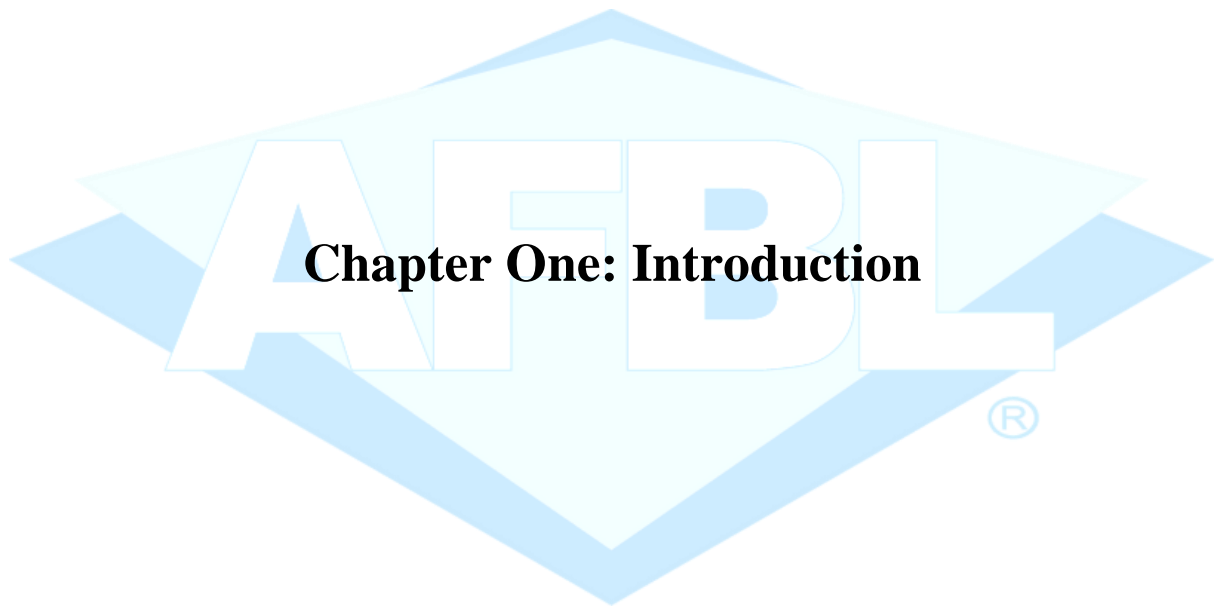
MOJO has most well known limited time movement which is MOJO PithaUtshob. What's more, this movement held in various regions to advance the social worth. Through limited time technique AFBL attempt to arrive at the genuine and potential buyers. Through a poll and post assessment process I attempted to show that how the limited time technique impacts on brand mindfulness.

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Chapter One: Introduction

1.1 Introduction

Quick moving buyer products industry is one of the most focused commercial center. Likewise, among a wide range of businesses FMCG is one of the more quickly developing industry in the market. This industry catches an incentive in each angle. Indeed, even in the fluctuating financial states of Bangladesh the FMCG showcase keeps on developing at a good pace of over 9%. FMCG advertisers need to watch the every single selling execution of various product offering through expert business inquire about procedure. The quick moving buyer merchandise industry covers the family things that we purchase when shopping in the general store or a drug store. Quick moving suggests that the things rush to leave the racks and furthermore will in general be high in volume yet low in cost things.

Every single day we are devouring various kinds of refreshment items. These drink items make accessible to purchaser through business look into. Through business inquire about, advertisers ready to know the customers' needs and request. In Bangladesh, there have numerous nearby and outside establishments and builds up an extremely focused condition in commercial center. AFBL is one of the main organization in the FMCG business. AFBL has item variety premise on the customers need. As indicated by purchasers need AFBL likewise have drink items for present and potential buyers. Premise on the various kinds of properties drink can be extraordinary. The refreshment publicize is basically a plan of broad assortment of mineral things with specific characteristics got together with it. The huge thing groupings that are the middle determinates of market are carbonated sodas (CSD), mineral water, natural item squeeze, juiced drinks, upgraded water, Non – Alcoholic lager.

The sodas showcase in Bangladesh is more than a Tk. 8000 million (US \$114.28 million; 1 US dollar is proportional to Tk. 70.00) showcase, which is relied upon to reach Tk.10,000 million (US \$142.86 million) soon, and organization insiders accept that there is an enormous possibility of this item for the market to extend.

To finish my entry level position program, I have focused on the point which is "An investigation of Promotional system of MOJO". All through the entry level position program I worked at Akij House in AFBL (Research and Development), which is remain as administrative center of Akij Limited. In this way, from here I became acquainted with about "Special technique of MOJO". Separately I will attempt to talk about on the concentrated point.

1.2 Background of the report

FMCG industry is a focused commercial center on the planet. Likewise when it is about Bangladesh commercial center then it is important to state that FMCG industry is the most aggressive spot to dwell in the customers mind. Since in Bangladesh has some more

FMCG organization to meet the shoppers need. Uniquely, the remote establishments make the commercial center increasingly aggressive to local FMCG Company. AFBL is one the most prestigious local FMCG Company in Bangladesh. It has assortment of items. Likewise it is progressively well known for drink items in commercial center. Magic is a standout amongst other refreshment result of AFBL. For the aggressive commercial center every single organization need to go for the limited time exercises and special procedure to live in the buyers mind. Likewise to know the effects of limited time system on brand mindfulness, innovative work group need to go for the post assessment look into.

In this way, in view of my pragmatic information I decide to focus on "Special exercises of MOJO". Here we will ready to see the "Limited time exercises of MOJO on a particular special exercises"

Criticalness of the examination Akij Food and Beverage Ltd. (AFBL) is continually attempting to give the quality nourishment to the shoppers. Simultaneously they need to rival different associations. This examination causes the organization to know the more prominent knowledge about how much limited time procedure builds the brand mindfulness. Likewise, organization will ready to know which technique is progressively successful and proficient for the limited time exercises.

1.3 Objective of the report

The broad objective of the study

To evaluate the promotional activities of Mojo

Specific objectives:

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



CHAPTERTWO: About AFBL

2.1 About AFBL

Akij Food and Beverage Ltd. presented their drink items in 2006. This organization presented refreshment items as well as various kinds of snacks in the commercial center. In any case, all these fabricated items created for nearby market just as for the worldwide market. AFBL is a piece of Akij gathering of organization and Akij gathering, itself contributed on Akij Food and Beverage. Akij Food and Beverage has solid asset to give the quality items to shoppers. In the event that there will be any need, at that point parent organization will support to lead the business methodology with no issue. In this way, AFBL has slogan which shows the accept framework about their work. Their slogan is 'Gets QUALITY LIFE'

2.2 AFBL – Mission and Vision

The mission of AFBL is to be a market chief in FMCG industry through finding new things and meet the fulfillment level of purchasers. Additionally, they will attempt to fabricate a decent correspondence connection among shoppers, representatives and those colleagues .

Vision

AFBL must be the most regarded Food and Beverage Company in Bangladesh by duty to quality. As indicated by Late Mr. Sheik Akij Uddin in regards to AKIJ Food and Beverage Limited (AFBL), "We will make and present those excellent items in the market that we ourselves and our family will consistently utilize, we won't simply deliver items for the customers in the market and give our family a chance to expend other outside items"Mission.

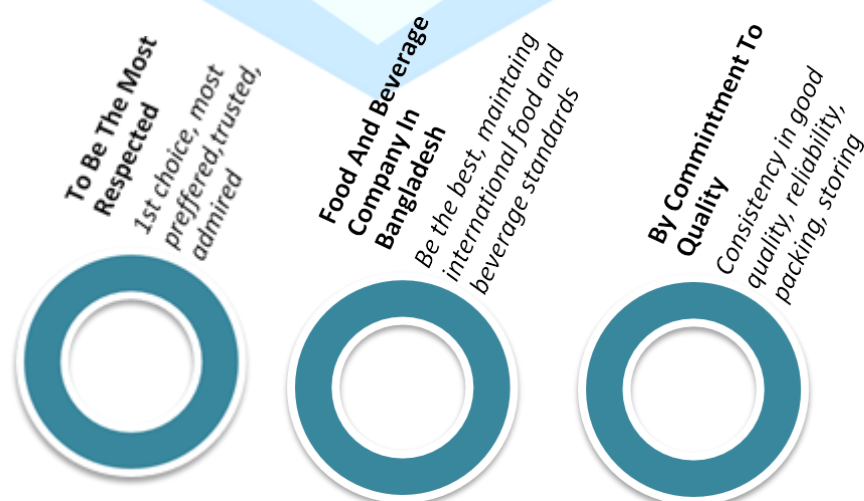
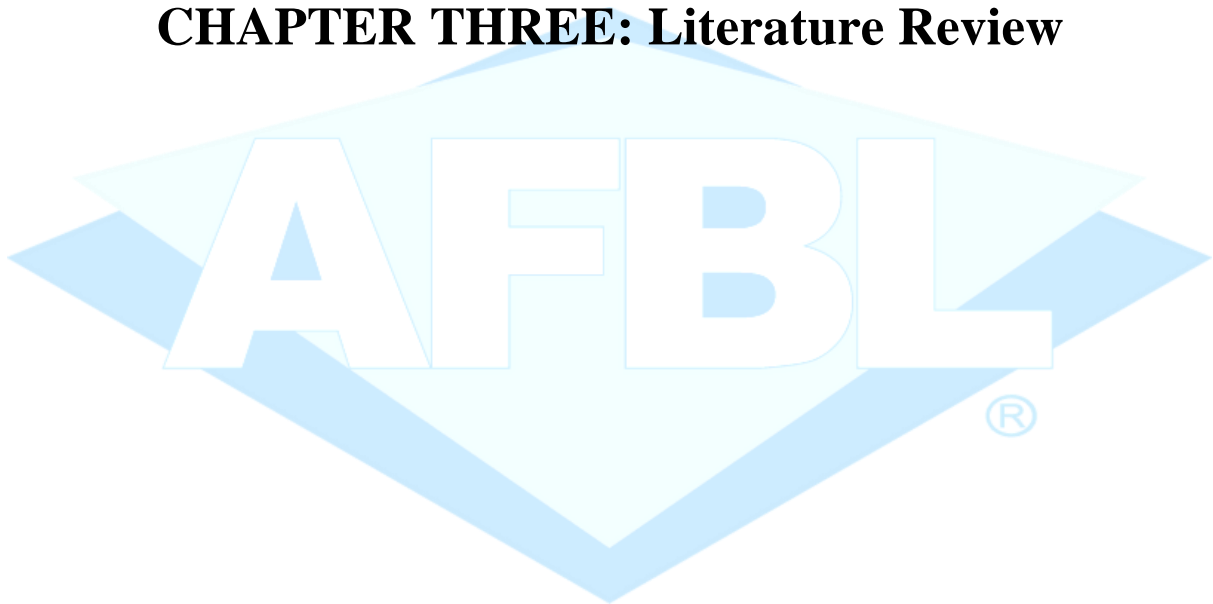


Figure 01: AFBL Vision

CHAPTER THREE: Literature Review



3.1 Brand Awareness

While concentrating the business world one can come to realize that a large portion of the business' goal is to upgrade their deals just as their benefits. For this reason associations attempt to energize individuals towards its items and administrations for buy and client lifetime esteem implies steam of buys over the existence timeframe

Brand mindfulness is the likelihood that, purchasers are recognizable about the accessibility and availability of an organization's item and administration. As per Macdonald and Sharp (2000) regardless of customers are the well-known and ready to purchase the item, another factor that still impacts the buy choice is brand mindfulness. At whatever point a client is eager to purchase a decent or administration the first brand name that snaps in quite a while mind shows that this item has higher brand mindfulness. As indicated by Dodds, Monroe and Grewal (1991) more elevated level of brand mindfulness can impact the buy choice of the shoppers. Same was demonstrated valid by Grewal, Monroe and Krishnan (1998). This is one of the explanation that why an item having more elevated level of brand mindfulness will bring about higher offer in market and prevalent assessments of their quality.

3.2 Factors of Brand Awareness

Improving the degree of brand mindfulness is one of the advertiser's difficulties as reflected in the muddled channel. To accomplish the various degrees of brand mindfulness, acknowledgment, review, top of the psyche and predominant, brands need to make a solid relationship with clients. In light of the current looks into, Brand Exposure, Customer Engagement and Electronic-Word-Of-Mouth are the variables to assess the effects of internet based life on brand mindfulness.

3.2.1 Brand Exposure

In building a brand, subsequent to finding the intended interest group, the brand should begin to uncover itself by utilizing a few techniques; this demonstration is classified "Brand Exposure" (Gole, 2009).

3.2.2 Customer Engagement

New confused advertising channel gives capacities to supporters of make brand mindfulness. For example, an individual client, who may not purchase a ton, however

consistently rates and causes surveys, to can impact numerous other potential or existing purchasers (Haven et al., 2007).

Electronic-Word-of-Mouth - Electronic-WOM was brought into the world with the coming of PC produced mediums and is the augmentation of WOM (Dellarocas, 2003). E-WOM is many-to-numerous correspondence and beneficiary and senders don't have any acquaintance with one another. In any case, if there should arise an occurrence of confided in sites the impacts of e-WOM is high a direct result of the quantity of individuals that engaged with a dialog. E-WOM causes advertisers to lessen their expense of promoting, in light of the fact that moving a decent encounter is more successful than publicizing. Clients accept messages from different clients as opposed to messages from the organization itself (Jansen et al., 2009).

3.3 Promotional Strategy

Advancement is as per Brassington and Pettitt (2000) the immediate manner by which an association conveys the item or administration to its intended interest groups. Brassingtonh and Blumberg, and Perrone, (2001) have classified the special devices into five principle components; publicizing, deals advancement, advertising, work force selling, and direct promoting. Advancement is the immediate way an association attempts to arrive at its publics. This performed through the five components of the advancement blend which incorporate; publicizing, deals advancement, individual selling, advertising, and direct promoting (Czinkota and Ronkainen, 2004). The job of advancement has been reclassified into overseeing long haul associations with deliberately chose clients, including development of a learning relationship where the advertiser achieves an exchange with an individual client (Dawes and Brown 2000).

These were some past investigation of various scientists. Presently, I am intrigued to chip away at explicit exercises of "Investigation of limited time exercises of MOJO"



CHAPTER FOUR: Methodology

4.1 Data Collection Method

Hypothetical information was gathered through essential and auxiliary sources. Exceptionally, to gather the information I met with the authority Adnan Shafiq, Sr. Official, Brand, AFBL to think about knowledge. Likewise, to know the brand mindfulness sway, information was gathered from respondents utilizing survey to assess the brand mindfulness. The poll was conveyed in school, college understudies and mother.

4.2 Measurement Instruments

The information was removed and put in MS Excel and SPSS. All the further examination was then completed utilizing SPSS.

4.3 Survey Area

Mojo is extraordinary compared to other refreshment beverages of AFBL. To advance MOJO in the commercial center, AFBL has various kinds of limited time exercises. A standout amongst other limited time exercises of MOJO is known as "Magic PithaUtshob". This special exercises held in better places those are Dhaka, Barisal, Comilla, Khulna, Rangpur, Rajshahi, Chittagong.

In the examination, I will attempt to give the knowledge about the brand mindfulness circumstance in Comilla through poll. The focused on respondent was College, University and Mothers.

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

4.4 Analysis Tools

To examination the exploration information I used to cross arrangement and recurrence instruments (SPSS) to get the proper result of the respondents.

4.5 Sample Questionnaire

Questionnaire on MPU

Res: College University Mothers Gender: Male Female

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

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

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

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

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

৬. আশা, MPU এ কি কি ধরনের Activation ছিল, জানেন কি? Concert

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

৮. হ্যাঁ হলে, Program এ এসে আপনি কি কি দেখলেন? বনবি শিলা সংগ্রহ

৯. Program এর কোন Activity আপনার বেশি ভাল লেগেছে? শিলা সংগ্রহ

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



CHAPTER FIVE: Discussion

5.1 MOJO (A CSD product of AFBL)

Since the foundation of the brand MOJO, it's making the idea of pleasure while drinking MOJO. Specifically the MOJO is a brand of fun and satisfaction. The brand MOJO was propelled in fourteenth April (PohelaBoishak), which is the principal day of the year according to Bangla schedule.

In consistently at this day they celebrate with various kinds of exercises and projects. In 2018, they will arrange an excellent festival with the end goal of MOJO. Magic, it's a carbonated soda pops for everything except the correspondence topic is focused for the young gathering. The communicational topic of MOJO is "MY LIFE MY MOJO". However, they were begun with the slogan was "ONTORE – IT'S INSIDE U".

5.2 MOJO Digital Promotion on Facebook

AFBL is constantly attempted to think of such condition of workmanship that express the idea of fun and satisfaction. To extend the communicational association with shopper AFBL completed a few notices, boards, flags, trims, sceneries, shop signs and so on.

5.3 Porter's Five Model Analysis

Michael Porter has distinguished five powers that decide the natural since quite a while ago run appeal of a market or market fragment: industry contenders, potential contestants, substitutes, purchasers and providers. AFBL utilizes Porter's five powers model to distinguishing the situation of MOJO. His model is appeared in beneath –

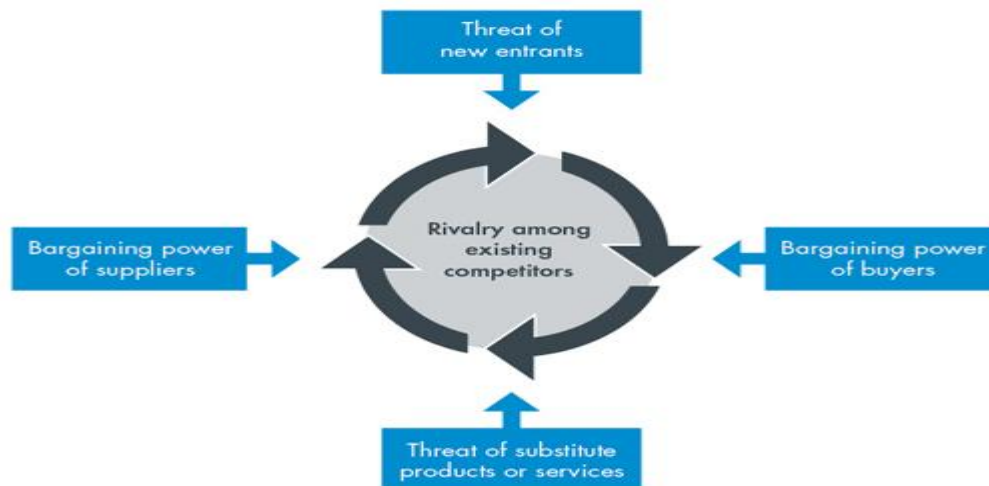


Figure 02: Porter's Model

5.3.1 Threat of New Entrants: Low Pressure

The most engaging quality portion is one in which section hindrances are high and leave obstructions are low. Hardly any new firms can enter the business and poor performing firms can without much of a stretch exit. Section hindrances are moderately low for the refreshment business. There is no customer exchanging cost and zero capital prerequisites. Magic is considered not to be as a refreshment thing, yet additionally as a brand. It has held an exceptionally noteworthy piece of the pie inside a brief timeframe and faithful clients are not prone to attempt another brand.

5.3.2 Threat of Substitute Products: Medium to High Pressure

A Segment is ugly when there are real or potential substitutes for the item. Substitutes place a breaking point on costs and on benefits. There are numerous sorts of caffeinated drinks (Speed/Tiger/Black Horse/Power/Red bull), juice (Pran Frooto, Frutika) items are accessible in the market as substitute item. MOJO doesn't generally have an altogether special flavor. In a visually impaired trial, it is extremely intense one for individuals to distinguish the distinction among Coke, MOJO, and Pepsi. Here, the substitutes assume a major job to turn into a risk for MOJO.

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5.3.3 The Bargaining Power of Buyers: Low Pressure

A section is ugly if purchasers have solid or developing bartering power. Purchasers dealing power develop when they become increasingly focused or sorted out, when the item speaks to a noteworthy part of the purchasers costs, when the item is undifferentiated, when purchasers exchanging costs are low, when purchasers are cost delicate in view of low benefits or when they can incorporate upstream. In the event that we consider "Magic" we can see that they are value touchy and purchasers have no require for dealing. Accordingly, there is less bartering propensity of the purchasers

5.3.4 The Bargaining Power of Suppliers: High Pressure

. A section is ugly if the organization's providers can raise costs or lessen amount provided. The principle elements for soda incorporate carbonated water, phosphoric corrosive, refined sugar, and caffeine. The providers are not thought or separated. Considering "Magic", AFBL works with Switzerland based providers. In this way, on the off chance that the provider presents popularity in future, at that point it is turning into a difficult issue for MOJO

5.3.5 Rivalry among existing Firms: High Pressure

A portion is ugly on the off chance that it as of now contains various of solid, forceful contenders. It is considerably progressively ugly on the off chance that it is steady or declining. Right now, the principle contender is Coke and Pepsi. Both Coke and Pepsi are the dominating carbonated refreshments and submitted intensely to supporting open air occasions and exercises. That is the reason those are become a solid risk for MOJO since they set up a solid situation in showcase.

5.4 SWOT analysis

SWOT examination includes the finding of an association's quality, shortcoming openings, and dangers. It assesses association's methodologies to abuse its upper hands or safeguard against its shortcoming. Quality and shortcoming include distinguishing the association's inner capacities or deficiency in that department. Openings and risk incorporates outer circumstance, for example, focused powers disclosure and advancement of new innovations, government guidelines and local and global financial patterns. AFBL make a SWOT investigation for MOJO to know their situation in the market. The SWOT examination is given underneath:

5.4.1 Strength

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

5.4.2 Weakness

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

5.4.3 Opportunities

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

5.4.4 Threat

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

5.5 MOJO VS. Competitors (COLA category)

As it is as of now referenced that MOJO cola has a decent brand picture in the nearby market and furthermore they have picked youthful matured individuals for their objective market. Along these lines, the challenge is expanding step by step. In Bangladesh, MOJO needs to rival global brands just as neighborhood brands. The Coca-Cola Company is probably the biggest producer, merchants and advertisers of non-mixed refreshment on the planet just as Pepsi. In the nearby market, MOJO need to contend with some different items like RC Cola, Maxx Cola, and Uro Cola. Be that as it may, these nearby brands still are not as much well known as Mojo has accomplished in hardly any years. The refreshment showcase is essentially an assemblage of wide scope of mineral items with certain ascribed attached with

it. In the event that buyers know about the properties of an item, they will be less inclined to depend on brand picture as one of the extraneous prompt on what shoppers normally depend. Once in a while sodas organizations attempt to present new properties by evolving taste, shading, or pressing. However, it doesn't appear that in every case new qualities can pull in customers mind. For instance, when Pepsi Company presented Blue Pepsi in Bangladesh showcase, buyers didn't care for the flavor/taste. That implies, some of the time purchasers lean toward the old properties of the item with which they are habituated. In Bangladesh, soda pops industry pursues some inventive, solid and persistent improving creation and advertising systems. Albeit quality isn't the prime worry of our kin, they for the most part incline toward financially savvy soda pops. The nearby organizations (MOJO, RC COLA, MAXX COLA, and URO COLA) are contending with worldwide brands (COCA COLA, PEPSI) based on lower cost. They are catching the urban markets by offering some imaginative showcasing plan and offer. In country territories they are solid in appropriation technique and value adequacy.

5.6 Segmentation, Targeting and Positioning

5.6.1 Segmentation strategy

At present, showcase is definitely not a solitary homogenous gathering. Mass markets are separating into many smaller than normal markets each with its own unique needs. Market division is a method dependent on the acknowledgment that each market comprises of potential purchasers with various needs and diverse purchasing conduct. Akij nourishment and drink has sectioned by the homogenous division where the buyer speaks to a similar sort of demographical, psycho graphical, social and social variables. Their demeanor, status, and way of life centers around same point of view. As indicated by the accompanying components the division of MOJO has been finished.

Age: Primary objective of MOJO is just the youthful age where the age may fluctuate from 15-30. In any case, it isn't constrained inside this age. It has additionally spread out among the kids discernibly just as the individuals underneath 40 years.

Gender orientation: Both little youngsters and young ladies are the objective market for the MOJO. It isn't uncommonly made for a specific gender orientation what really occurs for a cola drink.

Occupation: Occupation isn't obviously characterized for the objective market of MOJO, anyway where the age shifts inside the youthful age just as youngsters so it can without much of a stretch be comprehended that the greater part of them will be whether understudy or carrying out any responsibility or business.

Pay: Actually MOJO has stressed on the way of life and conduct of buyers more instead of the salary. They believe that it is extremely reasonable to purchase a MOJO (particularly 250 ml) for their objective market where their salary is least 5000 and for the understudies it might be not as much as that.

Way of life: The focused on market of MOJO is essentially youthful age who like tattling, talking, hanging with companions, making fun, watching films, listening music and so forth. Magic has likewise centered around their client's way of life in item, promoting and bundling.

Area: Almost every one of the spots of urban and provincial region are under the MOJO's circulation. Particularly in every single piece of the Dhaka, Chittagong, and Comilla MOJO is accessible. The organization has stressed on Dhaka where just the greater part of all out deals (58%) originates from Dhaka.

Social Class: MOJO is focused for the upper piece of the lower class, white collar class, upper working class, and lower some portion of the high society of the general public.

Geographic

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

Demographic

Gender	: Male and Female
Age	: Basically 15 – 30, below 40
Income	: Minimum 5000
Occupation	: Students, Businessman, Professionals

Psychographic

Social Class : Middle class, Upper middle class

Behavioral

User Status : Potential users, Regular users

Benefits : Better service and quality

Attitude toward product : Positive

Table 01: Segmentation Strategy

5.6.2 Targeting strategy

Age is the significant determinants in focusing on the customers. Magic mirrors the Bangladeshi culture and it speaks to youth. Magic is generally favored in the age bunch among 15-30. Assessing the assets, MOJO target Dhaka city pursued by Chittagong, Sylhet and different urban communities. By focusing on white collar class and upper working class individuals, MOJO catch a colossal market. Magic is a low inclusion item and it is adequate to devour by working class and upper white collar class individuals.

5.6.3 Positioning strategy

MOJO is utilizing position safeguard technique as it assembles prevalent brand power and making the brand practically secure. MOJO offers exceptionally separated item from others and accomplishing an unmistakable spot in customer mind. MOJO accepts that consumer loyalty is its fulfillment. For these explanation, MOJO give the best support of its clients.

Situating Statement :

The situating articulation of "MOJO" is to all individuals our MOJO is attempting to fulfill all young that gives quality item genuineness.

Situating Strategies :

The procedure of "MOJO" is that, it generally acquires quality item a sensible cost. Additionally it centers neighborhood legacy and culture.

5.7 Marketing Mix

5.7.1 Product

Akij Food and Beverage Ltd have confidence in giving ideal quality items to esteem its clients. All the innovative apparatuses and manufacturing plant site is set up to upgrade the ability to fulfill buyer needs in a significant quality handled way. The item MOJO cola has accompanied the accompanying varieties in the market

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

Table 02: Product Details of MOJO

The item MOJO cola originally accompanied the different item estimates in the market like 250 ml bottle, 500 ml bottle, 1 liter, and 2 liter container. Despite the fact that the organization was propelled with different sizes and amounts, presently it is concentrating more on 250 ml jug and it is greatly delivering it. In this way, MOJO Cola has been made with a legitimate innovation. So there is no way to happen change in taste. The cola drinks contain an extremely solid taste which can contend with the market head Coca-Cola just as Pepsi. The accompanying credits causes an item to included additional worth.

Brand

Magic has a decent brand picture in nearby market. Following the presentation of the brand it turned out to be extremely prevalent among its shopper in view of the high caliber and serious dissemination in each niche and corner of the nation.

Packaging

The bundling of the item is extremely alluring a direct result of its shading mix which is larger part red. AFBL is the principal organization to present full silver jug bundling and this makes its item more alluring than other challenge brands. The two most basic employment of bundling are:

Capture Attention: The colorful packaging catches the attention instantly.

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

Quality

AFBL brings quality in life. MOJO contain following qualities:

Serviceability: The administration framework is productive, skillful, and helpful. The purchasers of MOJO merit protected, reviving and great items, and MOJO endeavors to fulfill the most noteworthy guidelines of item security and quality. It is the objective to offer protected and reviving refreshments to the entirety of the customers around the nation.

Performance: Already shows good performance in the local market.

5.7.2 Price

The cost of the item is particularly reasonable to the objective market. The estimating arrangement of Mojo has been done cautiously. Magic has numerous contenders (for example Coca Cola, Pepsi) in the market. The valuing of Mojo is talked about underneath:

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

Table 03: Price category of MOJO

5.7.3 Place

Akij Food and Beverage Ltd considered having extraordinary compared to other conveyance channels around the nation. This significant dissemination channel was exceptionally been made to make the drink items accessible to the shopper in every single piece of Bangladesh. By acquiring the bit of leeway, AFBL can utilize the wide system circulation channel to advance and give its items in every single specialty the nation over. The most grounded purpose of MOJO is their concentrated appropriation channel. They make this thing conceivable on the grounds that Akij Group of ventures particularly their drink area has a significant strategic and store network the executives framework. So they can without much of a stretch go to entryway to entryway of their objective purchasers. They accept that conveying items to buyer hands isn't adequate or advantageous enough that is the reason for

not so distant future advancement they are attempting to build up their circulation divert in such way that they can undoubtedly make their potential client in to genuine client. Also, we should state that the seller of a specific domain is extremely master and the carry out their responsibility on the time.

The generation of MOJO from AFBL’s processing plant is put away in the stockroom. For Dhaka, the distribution center is at Panthapath (AFBL office). At that point the circulation office at AFBL allots the items to the vendors around the nation. After the items are conveyed from the stockroom to the circulation point, the disseminating organizations as needs be appropriate them among the retailers to be offered to the last purchaser. Here, the dissemination organizations are singular substances who are viewed as the colleague of AFBL. AFBL has portioned the whole Bangladeshi market into 9 districts and 27 regions for its dispersion reason. This district and region are appeared in beneath:

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

Table 04: Distribution Areas

5.7.4 Promotion

It is one of the significant actualities of an organization which it needs to sustain in an exceptionally legitimate manner to accomplish ideal result. AFBL values the significance of advancement, since it accepts regardless of how great, great taste, alluring bundling the item profits, it must be appropriately conveyed to the client to seek after the last buy. Here, the

advancement of MOJO is intended for the sake of entertainment adoring youthful grown-ups. Both ATL (Above the Line: TV, Radio, Newspaper, Internet), and BTL (Below the Line: Sponsorship, Sales advancement, Direct Marketing) is utilizing for special reason. This kind of advancement centers around publicizing to countless spectators. Special Activities:

MOJO PithaUtsob.

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

To advance MOJO, AFBL has most two late exercises which has especially responsive input from the crowd side. "ONTORER DAAK" and "My LIFE, MY MOJO" are the ongoing exercises slogan.

"ONTORER DAAK" came up on the valentine day in 2019 to praise the day of adoration.

Image 02: ONTORER DAAK



Image 03: MY LIFE, MY MOJO

Promotional Strategies

Magic began crusade of their cola drink through fun and engaging correspondences. "ONTORE" was the first slogan of MOJO. Presently the slogan is "My life my magic". It snatches its piece of the overall industry inside a couple of years. It additionally made a ton of consideration among individuals. Coke is the market head of cola industry in Bangladesh. At the point when you are contending with a market head, you ought to have a solid limited time technique. You likewise need to concentrate on your spending limit and attempt to build your image value. The limited time methodology of MOJO in demonstrated as follows:

Advertising:

AFBL has done their inquires about before publicizing. For instance: Sampling Test, Product advancement, Focused gathering dialog. They additionally utilize task target strategy for deciding promoting spending plan, for example, they decide publicizing spending plan to arrive at the particular objectives they have sketched out for the publicizing effort. As of now MOJO make a positive brand picture in adolescents mind so their promoting effort procedures call for substantial spending forthright so as to win long haul clients. For any sort of publicizing issue Adcomm Ltd.; Gray and Addon (Agency) works with AFBL. For any special crusade of MOJO, AFBL for the most part utilize three sorts of promotion apparatuses.

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

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

III. Electronic media Advertisement: Magic uses distinctive Bangladeshi TV slots like Ntv, Rtv, Banglavisision, Baishakhi TV, Channel I and so on to advance their battle.

In 2015, MOJO cola gave an entertaining advertisement (Bamboo is on) in pretty much every Bangladeshi channel and the reason for existing was Bangladesh VS India One day cricket 2015 Series. As MOJO's objective client is youthful matured individuals, so they have

running a program named MOJO FM DOSTI at DHAKA FM 90.4. This is a mainstream program and MOJO catch the eye of youthful age in a simple manner.

Direct marketing

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

Sales promotion

Various organizations utilize diverse technique to advance their item. MOJO make deals advancement by various kinds of testing and purpose of procurement show to advance their item. For instance: To advance "MOJO UTVOT OFFER" crusade, MOJO visit all the primary streets crosswise over Bangladesh with 3 camels for deals advancement. Likewise MOJO effectively propelled diverse venture based showcasing advancements. For instance the crusades like MOJO: Eider Chand Offer, Bucher offer, Big Bat Wish and so on established an incredible and positive connection on open for MOJO. Nearby clients respected these kinds of imaginative promoting thoughts.

MOJO PithaUtshob

As of now we as a whole get thought regarding the limited time procedure to advance MOJO. One of the most well known brand exercises is MOJO PithaUtshob. It began its adventure 8 years prior. This MOJO PithaUtshob program come up to advance the social good, estimation of possess nation.

I am covering the MOJO PithaUtshob of Comilla. Concurring the brand office they did miking, bulletin, Digital media support, residential press, National TV (NTV, RTV). Likewise they did superstar support to advance MOJO Pitha League. Magic Pitha League is most famous portion at MOJO PithaUtshob special exercises.



Image 04: Celebrity Endorsement



MOJO পিঠা উৎসব-কুমিল্লা
Public · Hosted by Mojo

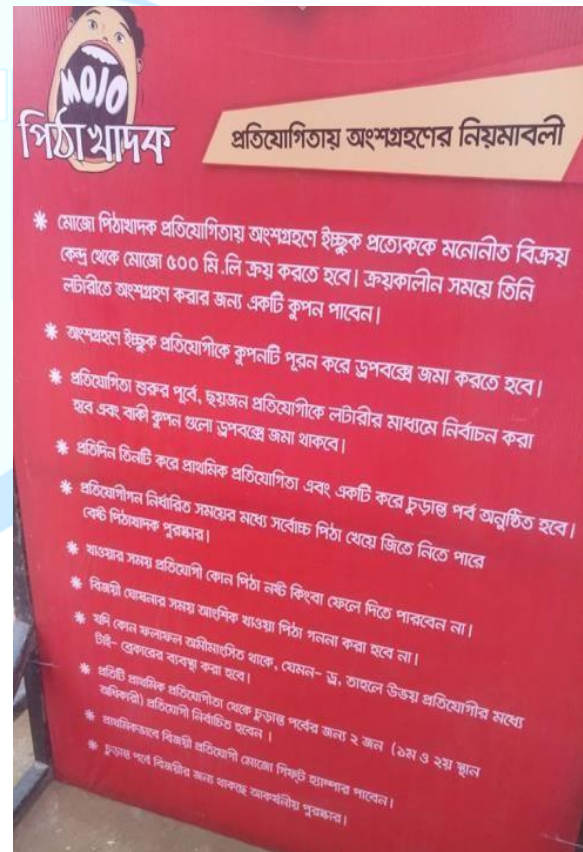
★ Interested ✓ Going

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

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

About Discussion

177 Went · 902 Interested
Share this event with your friends



পিঠাখাদক প্রতিযোগিতায় অংশগ্রহণের নিয়মাবলী

- * মোজো পিঠাখাদক প্রতিযোগিতায় অংশগ্রহণে ইচ্ছুক প্রত্যেককে মনোনীত বিক্রয় কেন্দ্র থেকে মোজো ৫০০ মি.লি ক্রয় করতে হবে। ক্রয়কালীন সময়ে তিনি লটারিতে অংশগ্রহণ করার জন্য একটি কুপন পাবেন।
- * অংশগ্রহণে ইচ্ছুক প্রতিযোগীকে কুপনটি পুরন করে ড্রপবক্সে জমা করতে হবে।
- * প্রতিযোগিতা শুরু পূর্বে, ছয়জন প্রতিযোগীকে লটারীর মাধ্যমে নির্বাচন করা হবে এবং বাকী কুপন গুলো ড্রপবক্সে জমা থাকবে।
- * প্রতিদিন চিনটি করে প্রাথমিক প্রতিযোগিতা এবং একটি করে চূড়ান্ত পর্ব অনুষ্ঠিত হবে।
- * প্রতিযোগীপন নির্ধারিত সময়ের মধ্যে সর্বোচ্চ পিঠা খেয়ে জিতে নিতে পারে একটি পিঠাখাদক পুরস্কার।
- * ঋতুর সময় প্রতিযোগী কোন পিঠা নষ্ট কিংবা ফেলে দিতে পারবেন না।
- * বিজয়ী ঘোষণার সময় আনুষ্ঠিক যাওয়া পিঠা গননা করা হবে না।
- * যদি কোন ফলাফল অস্বীকার্য হলে, যেমন- ড্র, তাহলে উভয় প্রতিযোগীর মধ্যে (১ম ও ২য় স্থান) টাই- ব্রেকের ব্যবস্থা করা হবে।
- * প্রতিটি প্রাথমিক প্রতিযোগীকে থেকে চূড়ান্ত পর্বের জন্য ২ জন (১ম ও ২য় স্থান অধিকারী) প্রতিযোগী নির্বাচিত হবেন।
- * প্রাথমিকভাবে বিজয়ী প্রতিযোগী মোজো সিকিট হ্যান্ডসার পাবেন।
- * চূড়ান্ত পর্ব বিজয়ীর আর থাকবে অকস্মিক পুরস্কার।

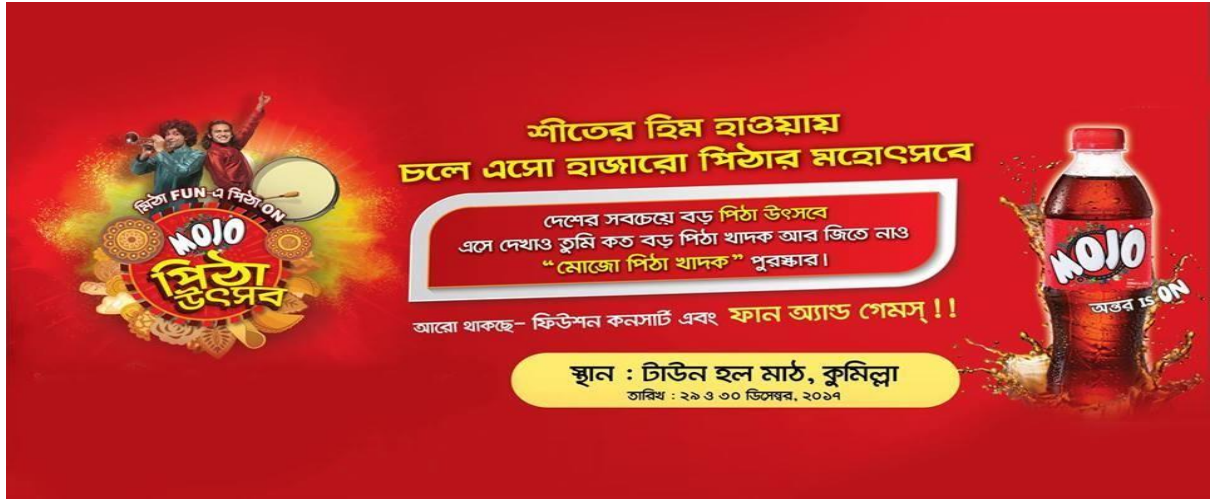
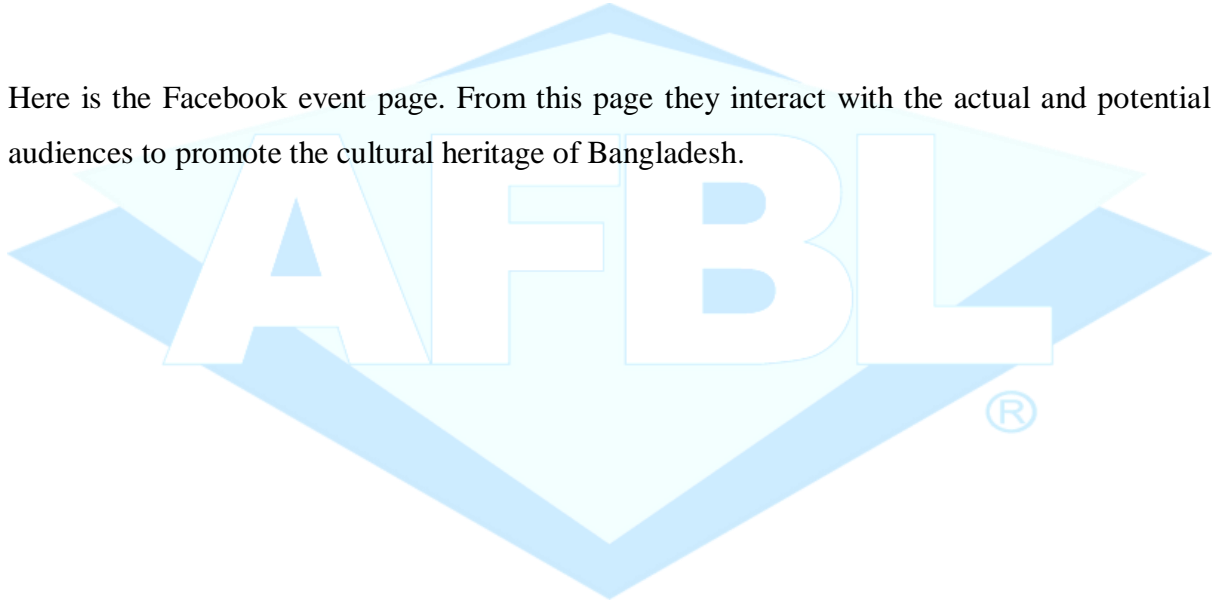
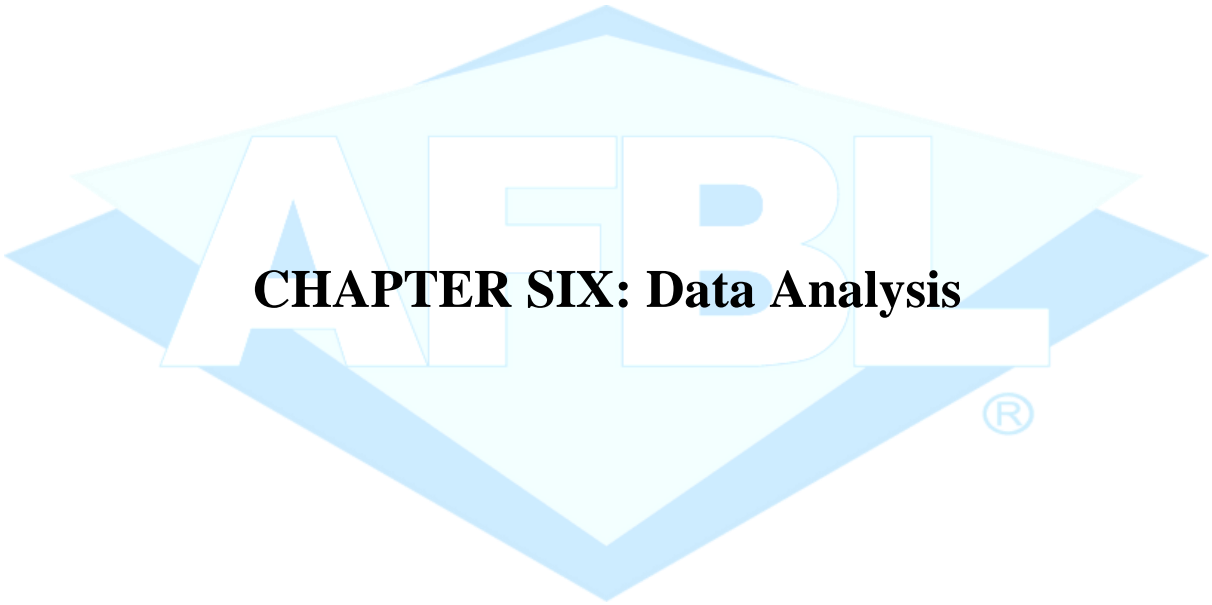


Image 05: Facebook Event Page and Poster at Comilla

Here is the Facebook event page. From this page they interact with the actual and potential audiences to promote the cultural heritage of Bangladesh.



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

CHAPTER SIX: Data Analysis

6.1 Survey overview

MOJO PithaUtsob is one of the most well known limited time exercises of MOJO. In Comilla, MOJO PithaUtsob held in 29th December, 2017 to 30th December, 2017 at Townhall field, Comilla. Premise on the point MOJO special system gets the brand mindfulness. Along these lines, in this information investigation and discoveries part, I will attempt to show how a lot of brand mindfulness made through limited time technique. Other than I will show the purchasers inclinations and level of fulfillment in the MOJO PithaUtsob.

All the review information was gathered to realize the real outcome on brand familiarity with MOJO PithaUtsob. Magic PithaUtsob held in various regions those are - Dhaka, Barisal, Comilla, Khulna, Rangpur, Rajshahi, Chittagong.

Along these lines, I secured Comilla area for assessing the brand consciousness of MOJOPithaUtshob. In the review, AFBL innovative work group ready to get 178 respondents haphazardly. Those respondents were from school, college understudies and moms.

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

Table 05: Respondent reached

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

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

Table 06: Know about the product

6.2 Data Analysis

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

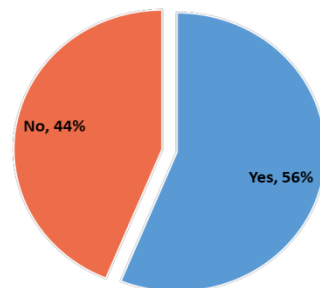


Figure 03: Aware about the program

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

6.2.1 Program name and Sponsorship

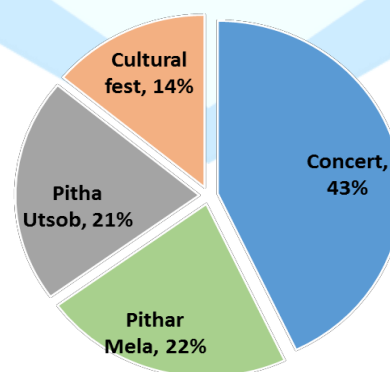


Figure 04: Program name

Through limited time exercises, advertisers consistently attempts to extend the brand mindfulness through various kinds of methodologies which increment the brand mindfulness and guarantee the brand extension. In the pie diagram, we can see that there have some name which is given by the respondents. Those names are – Cultural fest, PithaUtsob, Pitharmela, Concert.

Along these lines, respondents knew about these kinds of program. Among the 100 respondents 14%, 21%, 22% and 43% separately said for Cultural fest, PithaUtsob, PitharMela and Concert.

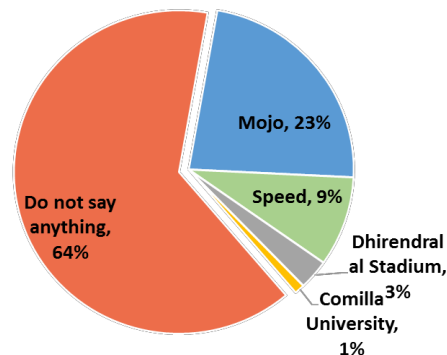


Figure 05: Sponsorship

At the point when any sort of incidental occasion going to happen then there will be a support to do the occasion effectively and advances result of supported organization. Along these lines, as indicated by the study,

Research and development group got some information about the supported organization name who are those advancing the various sorts of occasion in Comilla.

According to the respondents reaction, 23% respondents could state MOJO, 9% was Speed, 3% was Dhirendralal Stadium and 1% was Comilla college.

Along these lines, MOJO and Speed is a functioning brand in Comilla for supporting the various occasions. Be that as it may, there have some other people who were supporting the PithaUtsob and furthermore show. Those are Comillauniversity and Dhirendralal arena.

In any case, 64% respondents couldn't ready to state about who were supporting the program or occasions.

6.2.3 PithaUtsob Program

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

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

Table 07: Held in different places

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

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

6.2.4 Awareness about MOJO PithaUtshob and Sponsorship

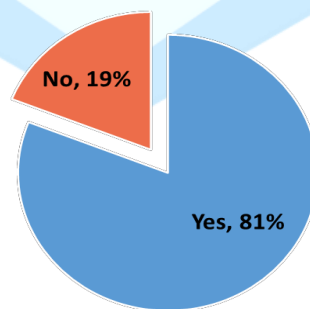


Figure 06: Awareness about MOJO PithaUtshob

As of late MOJO PithaUtsob held at Townhall, Comilla. Among real 100 respondents, 81 individuals mindful about the MOJO PithaUtsob which shows the 81% of all out populace. Also, don't think about the MOJO PithaUtsob program was 19 individuals of the complete populace.

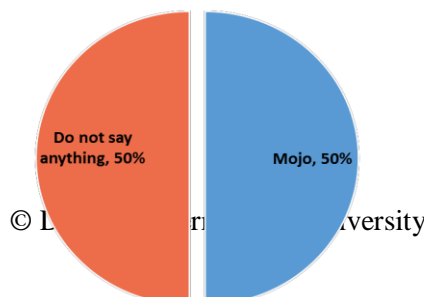


Figure 07: Sponsorship of Program

In the above chart, shows the mindfulness level of program sponsorship. In the poll, there was an inquiry to think about the sponsorship brand name or organization. What's more, according to the poll, respondents answered half that they think about MOJO was supporting the MOJO PithaUtshob at Townhall, Comilla. Likewise, half individuals didn't know who was supporting the MOJO PithaUtsob at Townhall, Comilla.

6.2.5 Medium to know about the program

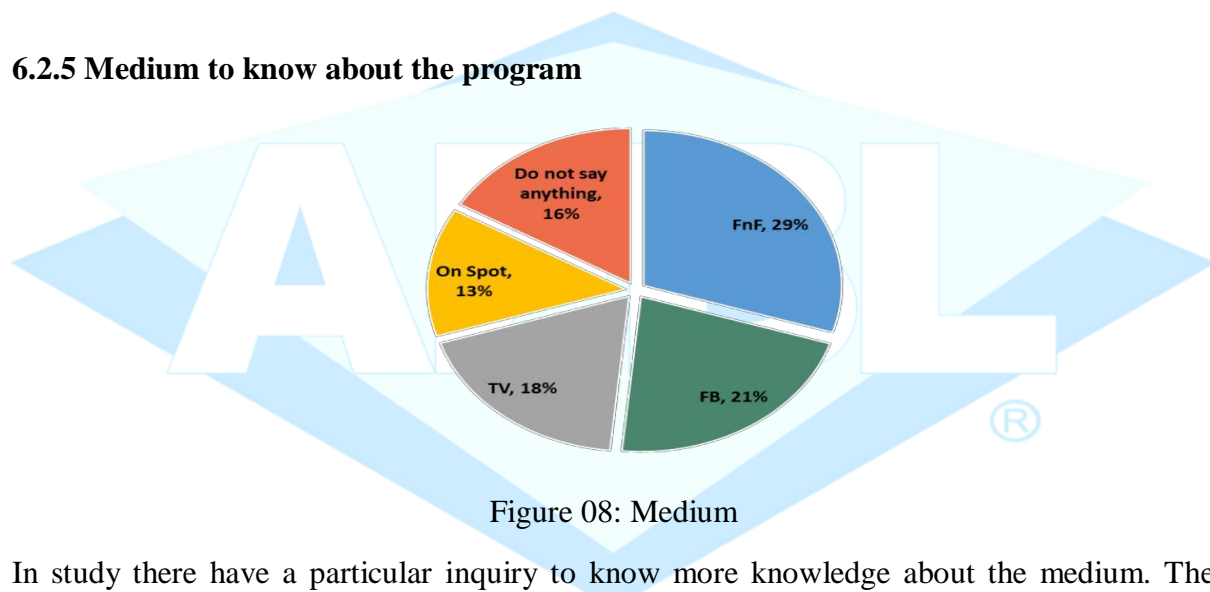


Figure 08: Medium

In study there have a particular inquiry to know more knowledge about the medium. The inquiry was close finished and had some particular choice to pick. Toward the finish of study, we ready to get some knowledge about in which through the respondents were think about the program.

In the pie-diagram, I will attempt to show the rate how the respondents knew about the program. Along these lines, through loved ones 29%, Facebook 21%, Television 18%, On spot 13%. Furthermore, 16% of the all out respondents don't utter a word about how they think about the program.

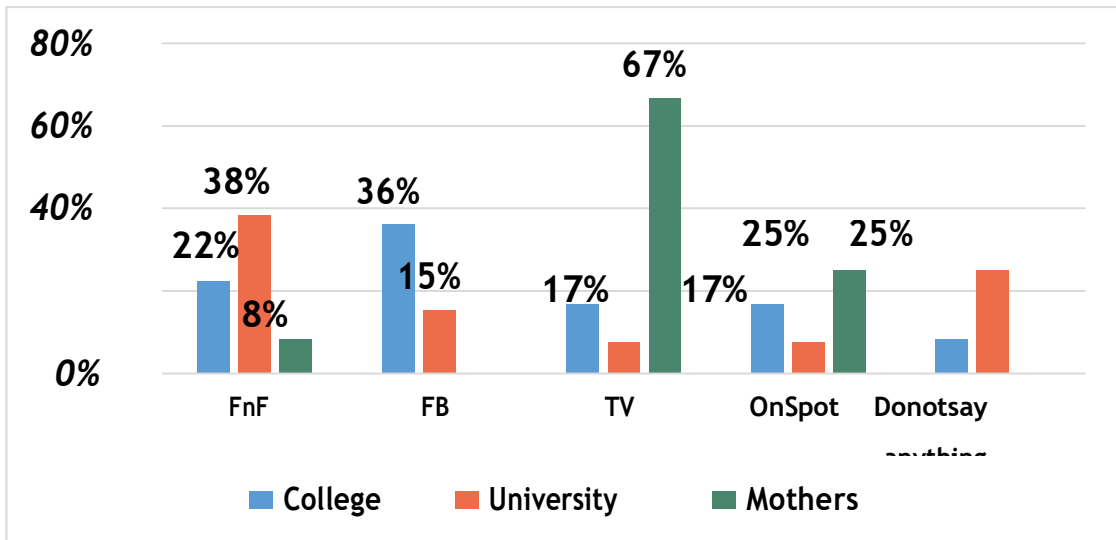


Figure 09: In bar chart (Details about medium)

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

6.2.6 MOJO PithaUtshob Advertising

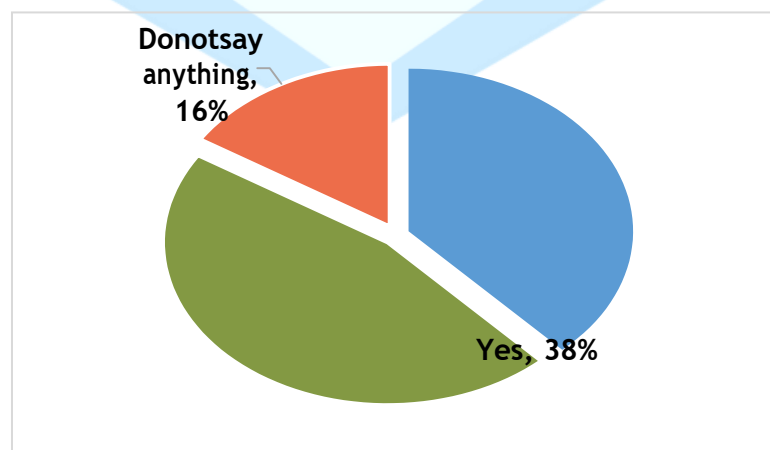


Figure 10: Advertising

MOJO PithaUtshob, it's a most famous occasion for AFBL. For this MOJO publicizing through various limited time systems. As indicated by the overview report, Yes is 38% and 46% is No. Be that as it may, nothing state is 16%. In this way, as indicated by the report, MPU promoting isn't sufficient.

6.2.6 Medium to know about MOJO PithaUtshob

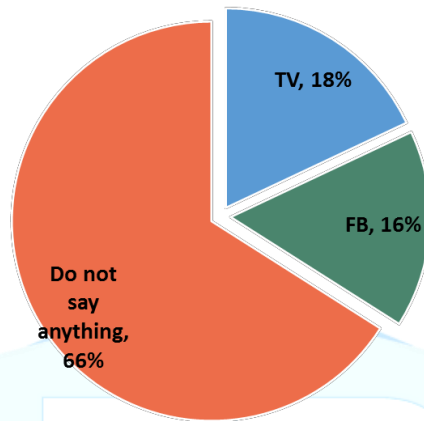


Figure 11: Medium (MPU)

MOJO PithaUtshob is the greatest pithautsob in Bangladesh. The MOJO group attempt to take part in various methods for medium with the client or crowds. As per the respondents, they think about MOJO PithaUtshob through Television and Facebook. The particular rate is 18% and 16% among the all out respondents.

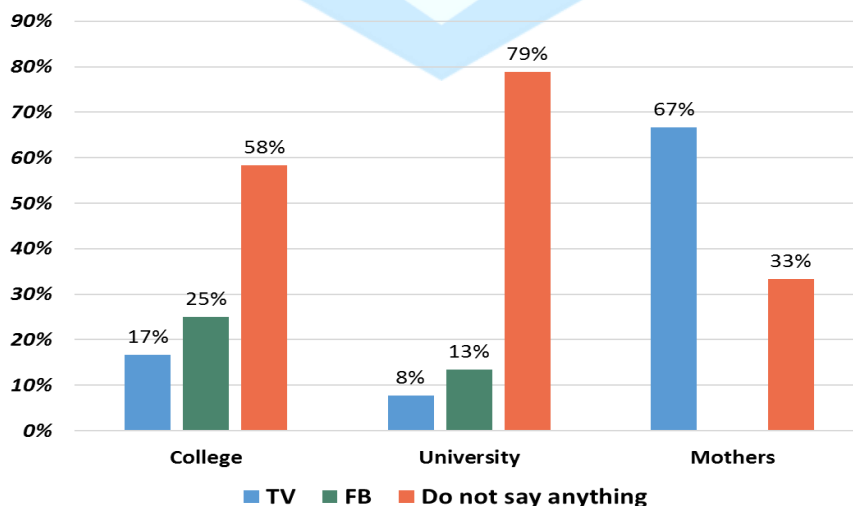


Figure 12: Medium (Bar chart)

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

Recall

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

Table 07: Recall

In MOJO PithaUtsob there had various sorts of initiation program to connect with the crowd and make the utsob pleasant. The study is known as post-assessment of the MOJO PithaUtsob where research group finds the reviewing status other than brand familiarity with MOJO. In the table ,there shows the subtleties reviewing level of various actuations. Beneath, the review table will be appeared in bar diagram to comprehend in better way.

Insight of Audiences behavior

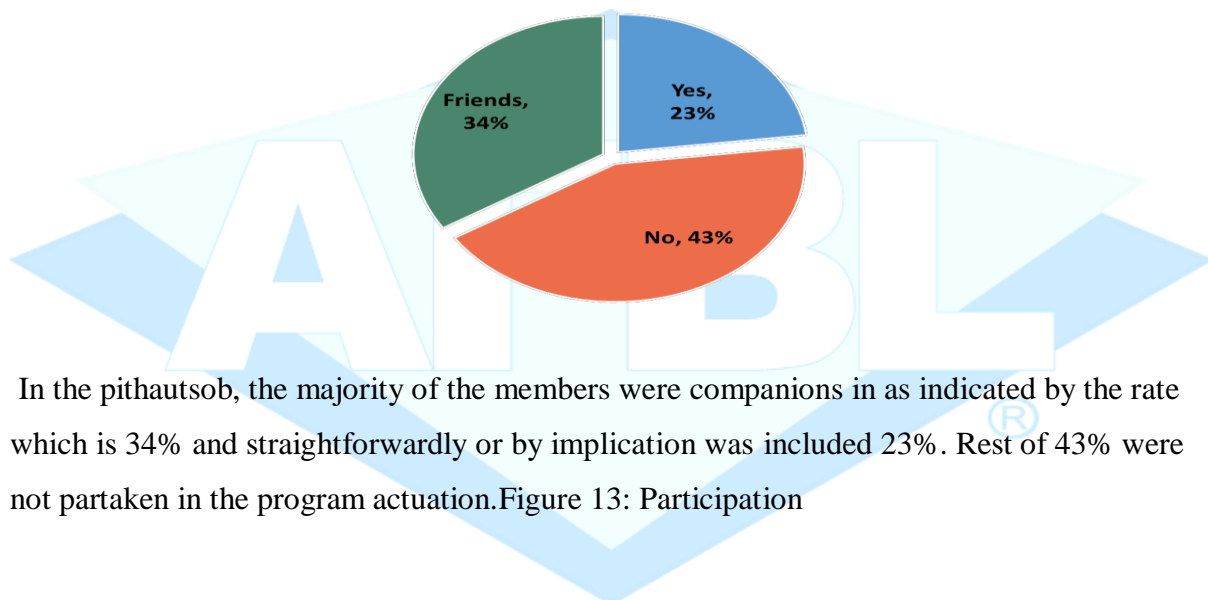
Audiences/Consumer's Perception

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

Table 08: Perception

Magic PithaUtsob had various sorts of actuation program and spectators consistently have diverse discernment about the MPU dependent on their advantage. In the table, there have some discernment distinguish as indicated by the respondents reaction. Top most observation was show, selling pitha and presenting various kinds of pitha and separately the rate was 47%, 14%, and 8%.

Participation in program



In the pithautsob, the majority of the members were companions in as indicated by the rate which is 34% and straightforwardly or by implication was included 23%. Rest of 43% were not partaken in the program actuation. Figure 13: Participation

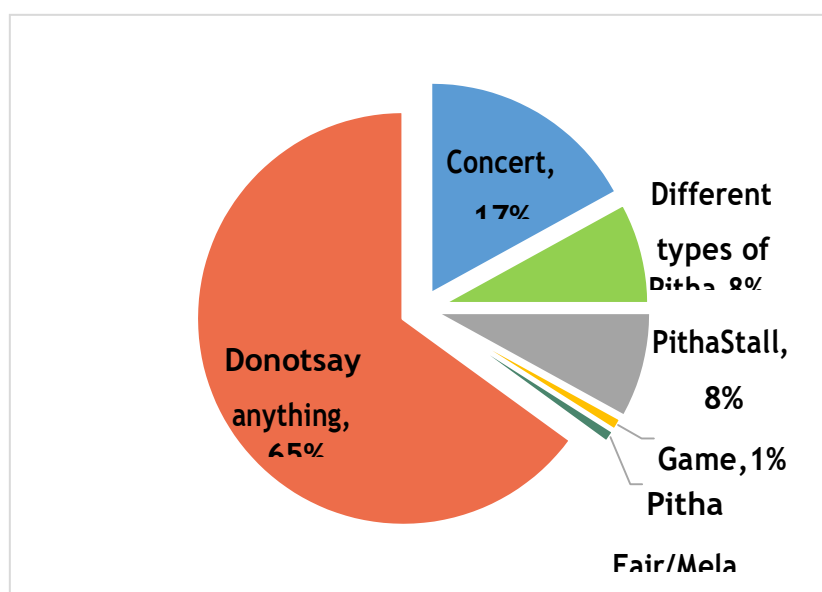


Figure 14: Involvement

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

Like most

Concert **14%**

Arrangement of Pitha**8%**

Pitha Stall **6%**

Do not say anything **70%**

Competition **2%**

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



CHAPTER SEVEN: Findings, Limitations, Conclusion, Recommendations



7.1 Findings

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

7.2 Limitations

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

7.3 Conclusion

The soft drink creators in Bangladesh succeed dominantly because of consenting to the client's getting force and passing on the message to the end customers sufficiently. The cost affectability of the local customers makes a strong base of achievement for the close by producers. The experience of MOJO Cola is directly around 12 years and as a close by brand it needs to fight with some strong contenders like Coke and Pepsi. To make due in this red ocean of competition it must fulfill the enthusiasm of its client. AFBL need to focus more on adventure based age process concerning expand based promoting works out. Truly they are very viable around there. They are the most pioneer here.

7.4 Recommendations

In the wake of breaking down the special system of MOJO and post assessment research to think about the brand mindfulness the following suggestions ought to be taken in future to build the brand attention to MOJO and the purchaser commitment through limited time methodology.

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



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