



**“An Analysis of the Marketing Communication
of Akij Food & Beverage Ltd.”**



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Beverage Ltd.”**

Submitted To:

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Major in Marketing

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Professor Dr. Mohammed Masum Iqbal
Dean Faculty of Business & Entrepreneurship
Daffodil International University

Subject: Submission of Internship Report on “An Analysis of the Marketing Communication of Akij Food & Beverage Ltd.”

Dear Sir,

It is my great pleasure to submit you my internship report on “An Analysis of the Marketing Communication of Akij Food & Beverage Ltd. I have completed my internship program in Akij Food & Beverage Ltd. From 5th February 2019 to 5th April 2019 as part of my BBA program. I tried to describe the report in my internship program that experience I have achieved.

I understand that this course helps me achieve more knowledge permanently. My full report is based on the real experience of this company. I tried to complete the report with my collected information through my stay in Akij Food & Beverage Ltd.

I hope that the report will fulfill your expectation and my academic requirements and you get clear idea from the report.

Sincerely,

.....

Md. Arman Ahamad

ID: 151-11-222

Program: BBA

Department of Business Administration

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Letter of Transmittal

This to certify that Md. Arman Ahamad, a student of BBA program, ID: 151-11-222 has successfully completed Internship Program on “An Analysis of the Marketing Communication of Akij Food & Beverage Ltd.” under my supervision as a partial fulfillment of the BBA program.

The report is recommended for submission.

I wish his success in life.

.....
Professor Dr. Mohammed Masum Iqbal
Dean Faculty of Business & Entrepreneurship
Daffodil International University

Acknowledgement

Having knowledge of educational institutions is not enough, we need to have real knowledge and to get the real knowledge and experience, and I did my internship program by Akij Food & Beverage Ltd.

I want to express my gratitude to the almighty ALLAH that I can do my internship program successfully. I would like to repay my thoughtful respect to my supervisor **Professor Dr. Mohammed Masum Iqbal**, Dean Faculty of Business & Entrepreneurship, Daffodil International University, due to his generous and gracious guidance. I thank him for giving me the current instruction about my mistakes. At the same time, I also pay my extremely thanks to **Md. Muntasir Mamun** (Assistant Manager Brand) of Akij Food & Beverage Ltd. Who's extensive their helping hands by showing the right and effected path to mean by motivating me to implement my theatrical knowledge of Brand management at Akij Food & Beverage Ltd.

Finally I would like to thank all the officials of Akij Food & Beverage Ltd. who helped me to make this report. I have tried to prepare this report accurately. I have tried to prepare my report in the right way but if there is some mistake or errors please see those in a pity.

Executive Summary

The report is prepared on “**An Analysis of The Marketing Communication of Akij Food & Beverage Ltd.**” This report is showing the marketing activities how they take action for their brand promotion of Akij Food & Beverage Ltd.

The objectives of this report are to identify the tools of marketing communication followed by Akij Food & Beverage Ltd. to identify problem related to the marketing communication of Akij Food & Beverage Ltd. and to make recommendation to solve the problem.

Majority of the study is based on primary data. However some secondary data source is used for background study.

This report is divided into three parts. First part shows the company information of Akij Food & Beverage Ltd. Mission of AFBL, Vision of AFBL, Goal of AFBL, Objectives of AFBL, Core Values of AFBL, Principles of AFBL, and Internal Situation Analysis. Overview of the parent company of Akij Group, and its other business units.

The second part show the Marketing Communication process of Akij Food & Beverage Ltd. AFBL Marketing Communication, Four Ps Analysis of AFBL and SWOT Analysis.

The third part find out the gap of marketing communication of Akij Food & Beverage Ltd. Such as advertising budget gap, products availability gap, digital marketing gap, research department gap and the recommendation part suggest some solution of those problem.

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Chapter-1

1.1 Introduction



Akij Food & Beverage is a unit of Akij Group. The company started its journey in 2006. The organization prepares snacks and beverage at national and international levels. AFBL is a project and it is a company of Akij Group.

Fast moving consumer goods (FMCG) are experiencing a successive growth in our country and the beverage products are in a rich position. Thousands of thousand beverages are being consumed every day. Local and foreign organization has created a competitive environment in the beverage market to meet demand and taste. The main product categories that are the core determines of our market and enlisted given below:

Carbonated Soft Drinks (CSD): These products are usually called refreshing drinks. This concept was developed by the American pharmacist several decades ago. It is primarily eaten under the prescription of doctors, later it was time spent and changed to create general products for general line. To creating different flavored drinks for refreshing human body.

Mineral Water: The use of natural water chemicals can be measure from pure water, healthful for human consumption. Company produces mineral water for them healthily.

Fruit Juice: Natural fruits extracts are being procedure with various ingredients to from a liquid condensed juice that can be consumed within a certain period of time.

Energy Drink: The main addition of these products is that it provides power after consuming consumers. Water contains menials and carbon dioxide which provides energy to the human body.

1.2 Background of the Study

AFBL is one of the well-equipped and country leading local manufacturers of soft drinks in FGMC sector. In the arena of globalization and free trade, it is very tough to compete in this Energy drinks and the competition style of this sector changing day by day. The AFBL is continuously upgrading itself with this changing environment of the competition. My research report initially provides a general idea of marketing communication of Beverage in our country and then there is a brief description of Akij Food & Beverage Ltd.

After the company descriptive part, analysis section is integrated starting with Marketing Communication analysis of AFBL, Marketing strategy analysis, 4p Analysis, Branding Strategy SWOT analysis. Different National and MNCs organization are now on the field to fulfill the overall demand. AFBL requires expert Marketing and Branding which is remarkably different from the manufacturing and other service sector companies. Because all companies of this industry need to upgrade them constantly to stay in the competition. Every day the customers' Demands and taste are changing and the competitors are also offering customized products, which is the nature of this industry. So, the success in this industry depends largely on the continuous upgrade of Branding Activities. I have learned how to develop products and increasing demand through different kind of events. AFBL has strong presence of Digital marketing. I have gathered conceptual knowledge as well as practical knowledge.

1.3 Scope of the Study

The scope of the report was basically the existing products, Marketing Communication, Branding Strategy of Akij Food & Beverage Ltd. a department of Akij Group. The data comparison was based on internal report and some additional study was performed to get in-depth information, as it was the part of the objective of the report.

AFBL provides a vast scope of assembly knowledge and work experience by taking part in the training and development process. Some of those are discussed below.

- Considerate the Marketing Communication of AFBL is the main focus of this report.
- Here I can gather the knowledge and experience process of how an organization promotes their brand.
- I get the knowledge how an organization identify their Problem and solve the problem.
- Here I know all of their marketing activities.

1.4 Objectives of the Study

The study has been carried out with the following objectives:

- To identify the tools of marketing communication;
- To identify the tools of marketing communication followed by Akij Food & Beverage Ltd.;
- To identify problem related to the marketing communication of Akij Food & Beverage Ltd.;
- To make recommendation to solve the problem;

1.5 Methodology of the study

✓ Sources of data:

Majority of the study is based on primary data. However some secondary data source is used for background study.

✓ Primary Sources:

- Face to face interview with the AFBL officials

✓ Secondary Sources:

- AFBL, Official records
- AFBL Annual report
- Resume of the activities of the international institutions
- Through different E-mail address.
- Other published materials
- Company record

1.6 Limitation of Study

All necessary information about Akij Food and Beverage Ltd. was tried by me at my level best. Also the information of these brands was provided by the brand manager, sales manager, employees and social media marketing, but due to the exhaustive nature of this study most secret and strategic ethics could not be brought in this report. To complete the study I have faced some problem, which can be termed as the limitation/ constraints of the study. The problems were as follows:

- Sources of gathering information were not many.
- The private document was not allowed to collect as an intern.
- The employees are busy for their work so they give time for discuss.
- The official website of the company does not have enough information.

Chapter-2

2.1 Company Overview

AKIJ group of industries is considered to be one of the most aged industries that is still sustaining with great success and prosperity. It was more than fifty years ago the company emerged into the market. Entrepreneur, Founder and life time Chairman Late **Mr. Sheikh Akij Uddin** initiated the business in 1050s with a single product of cigarette naming Akij Biri. This brand is one of the well-known units of Akij Group and it is considered to be one of the oldest and most well-known across the country and in the few international market as well. Then in the late 70s Dhaka Tobacco industries came to the fold of Akij Group when government decided to disinvest and hand over the factory to the private sector from the nationalized sector. It was the first booming stage of Akij Group and from then onwards this entity diversified its business in various product line and reached the peak of success.

From such small beginnings, it has expanded into one of the top corporations in Bangladesh, and not only in size. Akij group is proud of its infallible quality and excellent service by valuing its consumers as unique individuals and trying best to provide merchandise to suit the needs of each distinct consumer group. AKIJ group has never limited its aims to profit making. Besides playing a part in developing the country commercially, it has also worked hard to preserve its environment and culture. The company is proud to say that the word wastage means little to them, all their factories have been constructed with recycling and the environment in mind. The non-profit making concerns of the group are involved directly in sustaining the progress of Bangladesh. A large number of people are employed by them, and cared for as members of the AKIJ family.

➤ **Supporting divisions of Akij Group are:**

- Human resources division
- Finance and Accounts division
- IT service divisions.
- Corporate communication and business development division.
- Audit Dept.
- Administration Dept.
- Purchase Dept.
- Import & Export Dept.
- Transport Dept.
- Ad & Creative Dept.

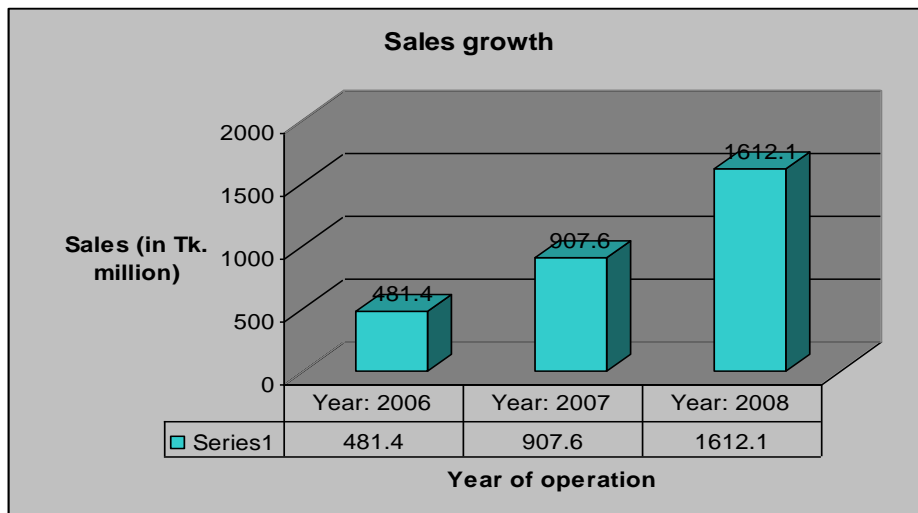
➤ **Statistical Data:**

Some of the statistical facts are stated below:

- Total investment: Tk. 4.5 billion/450 Core (approx.)
- Turnover (revenue) in year 2006-2007: Tk 907.6 million/ 90.76 Core (approx.)
- Tax paid in year 2006-2007: Tk.160 million/ 16 Core (approx.)
- Total number of employees: 338 approx.
 - Sales & Marketing: 240 employees (approx.)
 - Factory personnel: 1058 employees (approx.)

Employees of the Departments of Finance & Accounts, Audit, Administration, Human resource (HR), Purchase, Import & Export, Ad & Creative, IT, Transport are NOT included in the 338 total employee list. Employees in these departments work for AFBL but they are considered to be the employees of AKIJ Group in their respective departments and all their salaries and benefits are disbursed as per Akij Group's notion not from AFBL.

➤ **Revenue growth graph:**



(Information in the graph is accurate and it is from AFBL source. Extreme confidentiality should be maintained)

- Sale revenue in year 2006 was Tk.481.4 million/ Tk.48.14 Core (approx.)
- Sale revenue in year 2007 was Tk.907.6 million/ Tk.90.76 Core (approx.)
 - Sales Growth rate (2007): 88.5%
- Sale revenue in year 2008 was Tk.1612.1 million/ Tk.161.21 Core (approx.)
 - Sales Growth rate (2008): 77.6%
- Sales revenue from Jan2009 to June2009 is Tk.1282.6 million/ Tk.128.26 Core (approx.) already. If forecasted sale for the other half year of 2009 is double the sale of the first half then total revenue for 2009 stand to be Tk.2565.2 million/ Tk.256.52 Core (approx.). Then expected Sales Growth (2009) rate would be: 60% approx.

- **Mission of AFBL:** To be the market chief in quality nourishment and refreshment and fulfilling the longing and need of the network working in concordance with our clients, representatives and colleagues.
- **Vision of AFBL:** To be the main sustenance and drink brands exceeding expectations in item quality, social, specialized and advertising innovativeness, and administration to our clients through the ability and agreeable responsibility of our representatives.

As indicated by Late Mr. Sheik Akij Uddin with respect to AKIJ Food and Beverage Ltd. (AFBL)

"We will fabricate and present those great items in the market that we ourselves and our family will dependably utilize, we won't simply create for the purchasers in the market and let our family expend other outside items".

- **Goal of AFBL:** To achieve market leadership, profitability, good corporate citizenship and a sustainable growth.
- **Objective of AFBL:** The main objective of the company is to increase the market share in related diversified products in Bangladesh and to assume the potential customers of the quality and durability of the products.
- **AFBL Morale, Ethics and Value:**
 - Believing in quality and perfection in administration
 - Believing open correspondence, individual obligations, trustworthiness and dynamic support
 - Supporting the inventive decent variety and offer of thoughts
 - Building society of learning dependent on initiative, cooperation, responsibility and co-activity

The 4ps of Product, Price, Place and Promotion are exposed to their main goal and to execute and co-ordinate them legitimately so as to support and upgrade customer fulfillment and furthermore experience appropriate productivity.

➤ **Core Values of AFBL:**

- Modernization and Transformation
- Teamwork and Cooperation
- Integrity and Righteousness
- Customer Focus
- Trust and Respect

Chapter-3

3.1 Business Philosophy

The business of Akij Food & Beverage is spread over Bangladesh. There are 16 corers population in Bangladesh. Akij food & Beverage provides healthier food in the huge market.

In the beverage market there are many local and foreign companies. Akij is a local company and they want to provide quality products similarity of foreign company. The main slogan of AFBL is “Get Quality Values in Life”

AFBL has its own exhibition division. The divisions are very dynamic. The divisions are given below-

- Product development division.
- Raw material sourcing division.
- Price set up division
- Packaging development division.
- .Marketing communication development division.
- Sales division.
- Research division.

➤ **Principles of AFBL:**

- **Customers:** The main strength of AFBL is customers so they try to fulfill their customers’ needs and tried to achieve their success that depends on the customer satisfaction. Their all activities are around of their customers.
- **Value:** To sustain their profitable growth in the market they are focus their product quality and customers demand.
- **People:** The peoples are the main power of AFBL that help to achieve success. They are sharing their knowledge and learning and create something unique.
- **Responsibility:** AFBL is committed to a healthier environment. They lead society towards future development through social interactions.

➤ **Internal Situation Analysis:**

- **Factory & Machinery:** The factory of Akij Food & Beverage is stands in Krishnapur, Dhamrai in Dhaka. It is the largest and biggest food and beverage industry in Bangladesh. All the machines in the factory are imported from Japan. Each machine is fully automatic and controlled in a digital way.
- **The Manpower:** More than three thousand workers work in the factory.
- **Financial:** AFBL has a strong financial backup because the backup provided by the Akij Group. Akij group collaborates with AFBL for different types of investments and loans.
- **Human resource:** AFBL believes that teamwork is their main strength. AFBL made up of a group of passionate individuals, uniquely qualified from diverse disciplines but working towards their vision.
- **Functional Departments:** A number of departments work together to produce products from production to sale, which are given below-
 - ✓ **Production Department:** This department is work for product production.
 - ✓ **Marketing Department:** This department is divided into two categories.
 - ☞ **Brand Department:** They take various activities for promotion their products.
 - ☞ **Sales Department:** They monitor the sales to the whole country.

Chapter- 4

4.1 Product of AFBL:

☞ SOFT DRINKS

☞ CLEMON

INGREDIENTS: Treated Water, Refined Sugar, Carbon Dioxide, Sodium Benzoate (Preservative - E-211). Tri-Sodium Citrate (Acidity Regulator, E-331), Sodium Chloride, Citric Acid (Acidulate, E-330) & lemon Flavor

SIZES: 250ml pet and can 500ml pet, 1 liter pet, and 2 liter pet.



☞ MOJO

INGREDIENTS: Treated Water, Refined Sugar, Carbon Dioxide, Sodium Benzoate (Preservative - E-211). Tri-Sodium Citrate (Acidity Regulator, E-331), Sodium Chloride, Citric Acid (Acidulate, E-330) & lemon Flavor

SIZES: 150ml can, 250ml pet and can, 500ml pet, 1 liter pet, 2 liter pet.



☞ **Lemu**

INGREDIENTS: Treated Water, Refined Sugar, Carbon Dioxide, Sodium Benzoate (Preservative - E-211). Tri-Sodium Citrate (Acidity Regulator, E-331), Sodium Chloride, Citric Acid (Acidulate, E-330) & lemon Flavor

Size: 150ml can, 250ml pet and can, 500ml pet, 1 liter pet, 2 liter pet.



☞ **Wild Brew: 250ml can.**



☞ FRUIT DRINKS

☞ FRUTICA

INGREDIENTS: Treated Water, Mango Pulp, Refined Sugar, Mango Flavor, Stabilizer(E-415), Ascorbic Acid (E-300), Beta Carotene (E-160), Citrate Acid, (Acidulate E-330), Sodium Citrate (Acidity Regulator E-331)

SIZES: 250ml pet, 1 liter.



☞ Twing

INGREDIENTS: Treated Water, Refined Sugar, Carbon Dioxide, Sodium Benzoate (Preservative - E-211). Tri-Sodium Citrate (Acidity Regulator, E-331), Sodium Chloride, Citric Acid (Acidulate, E-330) & lemon Flavor

SIZES: 250ml, 500 ml, 1 liter



☞ ENERGY DRINKS

☞ SPEED

INGREDIENTS: Treated Water, Mango Pulp, Refined Sugar, Mango Flavor, Stabilizer (E-415), Ascorbic Acid (E-300), Beta Carotene (E-160), Citrate Acid, (Acidulate E-330), Sodium Citrate (Acidity Regulator E-331)

SIZES: 250ml pet and Can



☞ Houston

INGREDIENTS: Treated Water, Refined Sugar, Carbon Dioxide, Sodium Benzoate (Preservative - E-211). Tri-Sodium Citrate (Acidity Regulator, E-331), Sodium Chloride, Citric Acid (Acidulate, E-330) & lemon Flavor

SIZES: 250ml pet and Can



- **CONFECTIONARY**

- ☞ **Aafi Puffed Rice**

INGREDIENTS: Treated Water, Refined Sugar, Carbon Dioxide, Sodium Benzoate (Preservative - E-211). Tri-Sodium Citrate (Acidity Regulator, E-331), Sodium Chloride, Citric Acid (Acidulate, E-330) & lemon Flavor

SIZES: 250ml, 500ml, 1kg



- **SNACKS**

- ☞ **Aafi Hot Chanachur**

INGREDIENTS: Treated Water, Refined Sugar, Carbon Dioxide, Sodium Benzoate (Preservative - E-211). Tri-Sodium Citrate (Acidity Regulator, E-331), Sodium Chloride, Citric Acid (Acidulate, E-330) & lemon Flavor



☞ Cheese Puffs: 15 and 30 gm Foil pack.



- **DIARY**

☞ **Farm Fresh**

INGREDIENTS: Treated Water, Refined Sugar, Carbon Dioxide, Sodium Benzoate (Preservative - E-211), Tri-Sodium Citrate (Acidity Regulator, E-331), Sodium Chloride, Citric Acid (Acidulate, E-330) & lemon Flavor.

Size: ½ liter tetra pack.



- **Farm Fresh Ghee**

INGREDIENTS: Treated Water, Refined Sugar, Carbon Dioxide, Sodium Benzoate (Preservative - E-211). Tri-Sodium Citrate (Acidity Regulator, E-331), Sodium Chloride, Citric Acid (Acidulate, E-330) & lemon Flavor



- **Malt Beverage**

- **Drinking water: SPA**

Size: 300ml, 500ml, 1ltr, 2ltr.



4.2 Competitors Portfolio:

Product Category	AFBL: Brands	Competitors' Brands
Carbonated Soft Drink (CSD)-	MOJO	<ul style="list-style-type: none"> • Coca-Cola • Pepsi • RC Cola • URO Cola • Maxx Cola
Carbonated Soft Drink (CSD)	Mojo Light	<ul style="list-style-type: none"> • Pepsi Diet • Coca-Cola Diet
Carbonated Soft Drink (CSD)-CLOUDY LEMON	Lemu	<ul style="list-style-type: none"> • RC Lemon • URO Lemon • PRAN Lemo
Carbonated Soft Drink (CSD)- CLEAR LEMON	Clemon	<ul style="list-style-type: none"> • 7UP • Sprite • Pran-up • Fizz-up
Carbonated Soft Drink (CSD)-Orange Drink	Twing	<ul style="list-style-type: none"> • Merinda • Fanta • URO Orange • Pran Orange Drink
Energy Drink	Speed	<ul style="list-style-type: none"> • Tiger • Power • Shark • Black Horse • Current
Drinking water	Spa	<ul style="list-style-type: none"> • Mum • Fresh • Acme • Jibon • Pran • Aquafina
Non-Alcoholic-Malt Beverage	Wild Brew	<ul style="list-style-type: none"> • Crown • Oscar • Braver
Fruit Juice	Frutika	<ul style="list-style-type: none"> • Frooto • Pran Juice • Acme Juice • Shezan Juice • Others
Dairy products:	Farm Fresh	<ul style="list-style-type: none"> • Milk-Vita • Arong Milk • PranUHT • Aftab UHT
Chips	Cheese Puffs O'poteto	<ul style="list-style-type: none"> • Potato Crackers • Mr. Twist • Pran Chips • Lays • Alus

Chapter-5

5.1 Analysis of the Marketing Communication of AFBL

➤ **Marketing communication Elements:**

- **Advertising** – Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.
- **Personal selling** – Personal presentation by the firm’s sales force for the purpose of making sales and building customer relationships.
- **Sales promotion** – Short-term incentives to encourage the purchase or sale of a product or service.
- **Public relations** – Building good relationships with the company’s various publics by obtaining favorable publicity, building up a good “corporate image”, and handling or heading off unfavorable rumors, stories, and events.
- **Direct marketing** – Direct communications with carefully targeted individual consumers to obtain an immediate response and cultivate lasting customer relationships.

➤ **AFBL Marketing Communication:**

- **About Advertising:** Researches done before Advertising-

- ✓ Sample testing
- ✓ Product Development
- ✓ Focused group Discussion

- **Advertising Work:**

- ✓ Image Enhance
- ✓ Build Brand Equity

- **Advertising media:** Media chose for ad are

- ✓ TV Ad
- ✓ Print media ad

- ✓ Bill board Ad
- ✓ Mobile Bill board Ad

- **Target Group:**

- ✓ Mojo cola: Specially Young Age People
- ✓ Lemu: All Age People
- ✓ Frutika: All Age People
- ✓ Speed: Young Generation male.
- ✓ Firm Fresh: Baby

- **Brand positioning:**

- ✓ To stand out their brand in the crowded marketplace.
- ✓ To stand out brand message from the myriad of messages that clutter consumers' minds each day
- ✓ To offer a unique value proposition.

The basic perceptual map that buyers use maps products in terms of their price and quality, as illustrated below:

- **Building Brand Equity:**

- ✓ Product different from other in the market
- ✓ What it says about the brand and what is acutely delivers.

- **Communication of AFBL Products:**

- ✓ **MOJO**

- **Advertising**

Mojo is very popular soft drinks product in AFBL. Mojo has a big demand in the market. The main concept to the consumer is to fun and enjoyment. This product is for the entire consumer but it mainly targeted to the young generation. The theme of mojo is “ONTOR IS ON”. For Their advertisement they use TV Ad, billboard, banners, festoon, backdrops, Sponsorship, Campaign etc.

- **Sales Promotion**

For sales promotion Mojo arranged Trade promotion & consumer promotion. The recently trade promotion of Mojo is “Dosti Masti” Crutch card program and the program system was If retailer buys three chases mojo 250ml then he/she was got one crutch card and he/she was won minimum 250ml 2 piece mojo and maximum 250ml 24 piece mojo.

- **Personal Selling**

AFBL has an official web site and all the products are available there. Any ones can order the products in online. Home delivery provided by AFBL.

- **Public Relation**

Mojo arranged many activities for create good relationship with their customers. They are arranging different types of campaign on every occasion. In 21st February they are launched OVC and 14 February they are present some TV natok.

- **Direct Marketing**

In pohela baishak mojo organized direct marketing in around Dhaka city. They were arranged sales activation program on seven pickups. They were offer a game. The gaming process is if you buy 1ltr mojo then you participate the game and you will won 1 pen drive, 1ltr mojo, mojo 1 piece t-shirt, 1 piece mojo cap, 1 piece mojo hat pakha.

✓ CLEMON

○ Advertising

The main theme of clemon is “OFURONTO FRESHNESS”. It is brought to the market to meet customers thirst and bring an enduring freshness. For Their advertisement they use TV Ad, billboard, Sponsorship, Campaign etc. Recently they will launch their new TVC.

○ Sales Promotion:

For sales promotion Clemon arranged Trade promotion & consumer promotion. The recently trade promotion of Mojo is “Dosti Masti” Crutch card program and the program system was If retailer buys two chases mojo 250ml then he/she were get one crutch card and he/she was won minimum 250ml 2 pieces Clemon and maximum 250ml 24 pieces mojo. The consumer promotion was if customers buy 2 pieces 250ml clemon then he/she were got 1 tenice ball.

○ Personal Selling

AFBL has an official web site and all the products are available there. Any ones can order the products in online. Home delivery provided by AFBL.

○ Public Relation

For maintain public relation cleamon arranged every year “Indoor Cricket Tournament” hare participate all the private university in Bangladesh. Recently they are arranged “Paray Paray Cricket Liege”

✓ SPEED

○ Advertising

The main theme of speed is “HABBY ENERGY”. This product is brought to market to satisfy customers thirst and bring energy to their body. For Their advertisement they use TV Ad, billboard, Sponsorship, Campaign etc. Recently they will launch their new TVC.

- **Sales Promotion**

For sales promotion recently speed arranged crutch card program “Habby Luv offer” This is a trade promotions only for retailers. The system was if retailers buy 3 cases speed then he/she was got one crutch card and then he/she was won minimum 1 piece speed 250ml and maximum 100 pieces 250ml speed. The program duration was 3 month.

- **Personal Selling**

AFBL has an official web site and all the products are available there. Any ones can order the products in online. Home delivery provided by AFBL.

- **Public Relation**

For public relation speed arranged different types of campaign. Recently their digital campaign was around 21st February “Bngla Likhi Bnglay” this is a quiz contest program any one can participate this quiz contest and won 1 cause 250ml. speed. Out of all they are also sponsor many event programs.

- **Direct Marketing**

In pohela baishak speed organized direct marketing in around Dhaka city. They were arranged sales activation program on two pickups. They were just sold their product.

- ✓ **FRUTIKA**

- **Advertising**

The main theme of Frutika is “Ektu Bashi Pure” Drink Frutika and speaks only the truth. The target customers of Frutika are mostly young people age 12-35 years. Moreover, they tried to attract the segment of working class people and students for fulfilling their needs. In addition they even targeted the customer segment that had a negative attitude toward bottle juice. For Their advertisement they use newspaper, TV advertises & Radio advertising, Outdoor Advertising (Billboards), Digital Campaign, Event Sponsor.

- **Sales Promotion**

For sales promotion Frutika arranged Trade promotion & consumer promotion. The recently trade promotion of Frutika is “Dosti Masti” Crutch card program and the program system was If retailer buys two chases Frutika 250ml then he/she was got one crutch card and he/she was won minimum 250ml 2 pieces Frutika and maximum 250ml 24 pieces Frutika.

- **Personal Selling**

AFBL has an official web site and all the products are available there. Any ones can order the products in online. Home delivery provided by AFBL.

- **Public Relation**

For continuing their public relation Frutika present every year in Ramadan Islamic contest program “Frutika Islamic Genius” that telecast on ATN bangle TV channel.

- **Direct Marketing**

In pohela baishak Frurika organized direct marketing in around Dhaka city. They were arranged sales activation program on six pickups. They were offer a game. The gaming process is if you buy 1ltr Frutika then you will participated the game and you will win 1 ltr. Frutika, Frutika 1 piece t-shirt.

5.2 Four Ps Analysis of AFBL:

- **Products:** AFBL provides quality of products for their customers. They are follow the customer's needs and try to full fill their needs.

✓ **Product Description:**

☞ **MOJO:** Mojo is a (CSD) in cola flavor available in pet bottle & can.

☞ **FRUTIKA:** FRUTIKA is a brand for juice product that is available in four different flavors.

- FRUTIKA Mango
- FRUTIKA Grape
- FRUTIKA Red orange
- FRUTIKA Mixed fruit

☞ **SPA:** Spa is a mineral water that was launched in the market in April 2007.The product available in the market with various sizes and attractive packaging.

☞ **FARM FRESH:** Farm Fresh was launched in the market in 2007. This is pasteurized liquid milk

✓ **Product Development Matrix:**

Product Development Matrix	CURRENT PRODUCT	NEW PRODUCT
CURRENT MARKET	Market Penetration Company combating with the current product in the current market.	Introduced new product in the current market.
NEW MARKET	Market Development Slanting the current product into a new arena/market.	Diversification Sense of innovation by developing new product for a new market.

- ✓ **Production Process of Akij Food and Beverages:** There is a common plant for beverage production. Dosing unit is common for juice and beverage. Power and water supply department is common for all production. Reform, closure and label units are common for water, juice and beverage department.

- ✓ **Product quality:**

AFBL brings quality in life. Their products contain following qualities:

- Already shows good performance.
 - Good features.
 - The Name. A name that contains quality
 - Each person use results in the same satisfaction.
 - The service system efficient, competent, convenient.
 - Fit and Finish. All products look and feel like a quality product.
- **Price:** In the beverage market there are many competitors that's way the price set up is challenging. The Bangladesh people are very much price sensitive-

AFBL analyzed their into two method-

- ✓ **Competition-based pricing:** They analyzed the competitor price then they setup their price. The price may not be over the competitor price. It just close to the competitor price or similar.
- ✓ **Market-oriented pricing:** They analyzed the market that the price is acceptable in the market or not then they setup their price.
- ✓ **Pricing Strategies:**
 - They do not use Profit maximization pricing
 - They use single pricing

- Their product price do not change in various geographical areas/ zone pricing do not available
 - They offer quantity discount.
 - Their price convey value-based image.
 - They do not use price skimming or price penetration strategy
 - They do not use real time pricing
 - There are no legal restrictions on retail price maintenance, price collusion, or price discrimination.
 - There is no flexibility in pricing because industry is competitive
 - There is no chance of getting involved in price war. The price is neutral and no chance for joint product price consideration.
 - They do not set their price according to their competitor product price.
- **Place:** In the market AFBL has a huge sales line. They are operate their sales of whole market of Bangladesh and available their product in the market-AFBL has segmented the entire Bangladeshi market into 25 regions for its distribution purpose:

DHAKA-1	DHAKA-2	DHAKA-3	DHAKA-4	GAZIPUR
NORSINDI	ZINZIRA	NARAYANGONJ	MYMENSING	TANGAIL
CTG-1	CTG-2	CTG-3	SYLET	MOULOBIVABAZAR
COMILLA	CHOWMOHANI	KHULNA	KUSTIA	BARISAL
FARIDPUR	BOGRA	RAJSHAHI	RANGPUR	JESSORE

For these regions, there are total of 263 approx distributing company who perform the distribution of AFBL's products. All of the companies are well trained and associated with the AFBL's products, business policies & strategies.

- **Promotion:** It is one of the most 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. The marketing department-
 - ✓ Brand Department
 - ✓ Sales Department
 - ✓ Sales-force Training Department
 - ✓ Distribution Department

AFBL has two promotional activities:

- ✓ **Trade promotion (TP):** All the strategy crafting, developing, implementing and monitoring of trade promotions are being done by the sales department. Trade promotions are targeted for the retailers and the distributors. It usually involves free products, cash incentives and gifts for the retainers and distributors for high volume purchase.
- ✓ **Consumer Promotion (CP):** All the promotional activities that are targeted for the consumers are developed here. Strategy crafting, developing, implementing and monitoring of consumer promotions are being conducted by the Brand department. Every brand officer is designated with certain brands. And the brand executives are the head of all brand officers and they are entitled to the functioning of all the brands of AFBL. Event executives and officers are responsible for conducting various sort of events associating with individual brands of AFBL. They are responsible for sponsoring and developing events and associate it with any specific brand of AFBL to create a promotional act for AFBL. The Brand manager is the department head, to whom all other officials are accountable. And the Brand Manager is accountable to the Brand.

- ✓ **Retainer ship fee approach:** AFBL pays a fixed certain amount of monthly fee to the Ad agencies. The fixed amount is paid even if the agency works every single day of the month and even if not working for a single day. The monthly fee has been set by a negotiation between AFBL and the Ad agencies.
- ✓ **Sales Forecast:** AFBL process of estimating future sell. There are two types of Forecast there are-
 - ✓ **Nation-wide Forecast:** The forecast is 1 year and the time period is July to June.
 - ✓ **Area-wise Forecast:** It is the short term forecast performed every month. The forecasting is made within the 25th to 28th of the respective month. Usually revised forecasting is done after every six month but in special cases, for example Eid festival and other national event, it is done quarterly. Key officials associated with the forecasting purpose are Director (Sales), GM, AGMs, Sales Coordinators, Research officers etc.

✓ **Promotional Budget:**

Promotional Budget	Allocations for the specific medias	
ATL (Approx 60% of the promotional budget)	TV Advertisements and Radio advertisement-70%	News paper/magazines & Billboard-30%
BTL (Approx 40% of the promotional Allocated budget)	Allocated as per requirement- no fixed percentile breakdown	

5.3 SWOT Analysis:

Strength:

- ✓ First market expansion of brand like Mojo, Frutika and Speed.
- ✓ Product Quality.
- ✓ Availability of the product in national market.
- ✓ Wider product range
- ✓ Strong local presence
- ✓ Favorable brand image
- ✓ Good quality and top quality of products.
- ✓ All raw materials are imported from foreign countries (Thailand & Malaysia) .

Weakness:

- ✓ Lack of understanding of the customers' needs.
- ✓ Some unnecessary promotional activities.
- ✓ Lacking of product distribution supply chain department.
- ✓ Lack of brand awareness
- ✓ Lack of consistency in promotional activities
- ✓ competitive price; competitor sourcing product at cheaper price

Opportunity:

- ✓ Colossal gainfulness scope in refreshment market of Bangladesh in light of the fact that a feasible development of 6% wins in the market.
- ✓ There is a scope for the local companies to attaining maximum market share for the refreshing flavored CSD drink.
- ✓ AFBL products are exported to the other country

Threat:

- ✓ Increasing competition within industry
- ✓ Other major companies are starting to invest in food and beverage.

Chapter-6

6.1 Problems Identified:

1. The advertising budgets are smaller than their competitors. The problem that is being made that they are not reach all the customers where their competitor is fully reach their customers. We are all about known that IPL cricket tournament 2019 broadcast on channel 9 all the brand advertising their products duration 30/20 second but only AFBL product their advertising duration only 5 second that is lower than of their competitors.
2. AFBL has 11 different products categories. In the market customers not familiar with all the products. Maximum customers are familiar with Mojo, Clemon, Speed, Frutika & Farm Fresh. They are not familiar with other products. . The problem that is being made that in the market their product demand is decrease day by day.
3. In the market the retailer stores have no refrigerators of AFBL products but Coca-Cola, & Pepsi Cola have enough refrigerators in the market. The problems create that in the market they are fall behind then their competitors.
4. Product availability plays a significant role in increasing the market share. In the market Mojo, Clemon, Frutika, Speed products are available but the others products is not available. The problem that is being made that they are lost their market share.
5. Digital marketing plays a big role in product promotion. The AFBL digital marketing department is not so strong they use only facebook & Youtube for their marketing promotion. The problem that is being made that they are not reaches all their target customers.
6. The AFBL research department is smaller than the products. The problem that is being made that they are not coverage their whole market.

Chapter-7

7.1 Recommendations:

In the market AFBL has many product line and in the future they are launch many new products .Having analyzed the problems of the company and the opinions of the users and potential users of Malt Beverage we are able to come up with the following recommendation to recover the problems of unpopularity of the product among the consumers who are aware and also those who are not aware of their product.

In my opinion, I will suggest some solution to them and I think this will solve their problem-

1. It is necessary to increase the budget for TV advertising because we always have to compete with the competitors. As a benefit we can show our advertisement for lots of people at a very short time and easily reach our all target customers.
2. Customers only know about our products mojo, clemon, speed, frutika but they do not familiar with our others products like afi, firm fresh, cheese puff etc. I think this situation is creating only for promotional gape. So in my opinion need to increase campaign, TV add, event sponsor. By this, customers will be able to know our products and encouraged to buy them.
3. To attract customers attention refrigerators is needed in the retailer shop that show all the products of AFBL. So refrigerators are needed in retailer shop.
4. To increase the products availability of the product, the sale department has to be very active and helpful and taking different types of sales strategy.
5. Digital marketing has to be more creative and their promotional place has to be increased like Instagram.
6. Research team needs to be increased, then they are coverage whole the market, by this they can easily collect information from different place of the country.

7.2 Conclusion:

AFBL is conducting its business with good reputation. Its sale is increasing over time. Consumers as well as retailers are satisfied with AFBL in terms of price, quality and service. AFBL is successfully doing its business in Dhaka rather than other districts. This report and survey really helped me to know regarding products and financial condition of this company. It helped me better to correlate my theoretical knowledge with practical domain. The brand department of AFBL tried to building their brand in the market that's way they take much different strategy. If I analysis in the current market situation then I say that AFBL lead the market in future.

In my internship time I have enjoy my work and I gather more knowledge about branding and I think those knowledge will very much helpful in my future.

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