

Internship Report on

An Evaluation of Marketing Operation of Akij Food & Beverage Limited

Submitted To Md. Shibli Shahriar
Associate Professor
Department of Business Administration
Daffodil International University

Submitted By Mollik Affif
ID:201-14-3106
Master of Business Administration
Department of Business Administration
Daffodil International University

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Letter of Transmittal

Md. Shibli Shahriar
Associate Professor
Department of Business Administration
Daffodil International University

Subject: Submission of Internship Report

Dear Sir,

I am delighted to submit my internship report on An Evaluation of Marketing at Akij Food & Beverage Limited per your instruction to fulfil the course requirement.

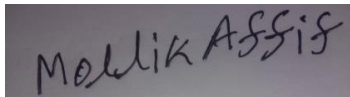
While preparing this report, I have included all the relevant information, explanations, things I learned from the organization, and my contribution to the organization to make the report informative and comprehensive. I am very thankful that it was impossible to complete this report without your assistance. Working for three months at Akij Group was an amazing learning opportunity. Also, preparing this report was an amazing experience, and I will be available for any clarification if required.

Therefore, I pray and hope you will be kind enough to accept my Internship Report and oblige.

Sincerely,
Mollik Affif
ID:201-14-3106
Master of Business Administration
Department of Business Administration
Daffodil International University

Declaration

I am Md. Mollik Affif, a student of MBA at Daffodil International University, declare that I have authentically prepared this report on Akij Food & Beverage Limited. While preparing this internship report, I had not purposely ruptured any copyright act, and I also further declare that I did not submit this report to any other institution for awarding any degree of the certificate.



.....
Mollik Affif
ID- 201-14-3106



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Md. Shibli Shahriar
Associate Professor
Department of Business Administration

Acknowledgement

I would start by thanking my dedicated faculty Md. Shibli Shahriar has provided me with the necessary guidance and information to complete this internship report. I want to thank the honourable head of the department for all his support, essential tips, and guidelines during the activation period, and the entire team for being helpful and supportive in every little help I needed and for creating the opportunity for me to bring out my best performance.

Also, I would like to thank my internship manager for teaching me all the basics of my tasks and patiently showing me every elaborate detail, and guiding me throughout my internship period. I am very much thankful to Akij Food & Beverage LTD, its management, and especially the sales and marketing department employees for their cordial support in preparing this internship report.

Finally, I would have to thank my friends who also supported me during the preparation of this report and express my gratitude to everyone involved.

Executive Summary

The summary of my internship at Akij Food & Beverage Limited is shown in this report. I've gained a lot of knowledge about Digital Marketing's various operations and communication with international merchandisers during my training. I am familiar with the operations of import-rested businesses and the duties that the deals and marketing department carries out. I've learnt how to work in a marketable field, which has improved my professional standing and assisted in my personal development. My director and the other department members were grateful for my donation. My internship provided insight into the career route I would choose for myself. I've had a great opportunity to observe how Bangladesh's deals and digital marketing industries operate and develop. Nevertheless, this report was written quickly. I have tried to make it meaningful by thinking back on my time working at Akij Food & Beverage Limited. I've also summed up my overall experience by utilizing my expertise and the difficulties I had as an intern.

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1.0. Introduction

One of the oldest businesses currently achieving remarkable success and substance is AKIJ GROUP OF LIMITED. Additionally, the corporation surfaced into the request fifty times earlier. Entrepreneur, author, and most recently, president.

It has grown from a similar humble beginning into one of Bangladesh's top pots, not just in terms of size. The Akij Group is proud of its unwavering commitment to valuing each individual customer and making every effort to tailor its offerings to meet their needs. The AKIJ group does not restrict its points to benefiting wood. The Group's for-profit timber businesses are directly supporting Bangladesh's development. Numerous people work for them and are kept an eye out for as members of the AKIJ family.

2.0. Background

The Akij Group has a long history that dates back to the latter half of the 1940s. Jute, the nation's "golden fiber," was the Group's first and largest source of foreign money when it first began operations.

The Akij Group's constant efforts to maintain a dynamic operation and the assistance of our numerous guests have caused our Group to expand its economic endeavors. This industry helped the Group's profit margins grow significantly while also providing a sizable contribution to government funding. The Group eventually took on new craps tables. There are currently 15 establishments operating under its name, providing work for more than people in a variety of ways, including cigarettes, handcrafted cigarettes, publishing & packaging, jute factories, fabrics, hand boards, flyspeck boards, matches, Zarda, cement, pharmaceuticals, leather processing, and real estate.

Other systems that were formerly in the channel are in the Group's plans. I'm hoping the situation will quickly progress under our careful examination. As a result, lucrative national growth will be aided and opportunities for talented experts will arise.

3.0. Scope of Study

The goal of this research is to describe the marketing efforts made by the Akij Group. Through this analysis, you will gain a thorough understanding of the positioning strategy, consumer perception, and financial health of a manufacturing company. Other goals include investigating visitors' requirements and needs as well as analysis of demand monitoring of the products, popular growth, and corporate characteristics. The analysis also looks at Akij Food and Beverage Ltd's advertisements and determines what makes Akij Food and Beverage appealing to its customers.

4.0. The objective of the Study

(a) General ideal

The study's ultimate goal is to provide participants with hands-on experience in any service industry and a clear understanding of consumer perception, positioning strategy, and manufacturing business financial health.

(b) Particular ideal

- To describe the Akij Group's marketing mix.
- To analyze the business's marketing operations
- To identify some issues with their Marketing activities
- To offer some recommendations for resolving the issues

5.0. Methodology of Study

This internship is based on my education and expertise, as well as the experience I gained throughout my externship. Primary data collection played a crucial role throughout the entire process and made it simple to construct the report. Secondary data need a methodical development of evidence to support the information.

I've created the system or process for gathering the data in the manner described below.

The main sources of data include interviews with office employees, division-by-division examinations, and systematic, planned analyses.

To determine the marketing strategies prosecution, control, and monitoring process, an extensive and detailed research of the being lines, easily understandable case interpretations, and observation interviews with the hand was created.

6.0. Limitation of Study

- On occasion, busy office hours may prevent the concerned party from giving enough notice
- A month is not long enough. After that, I tried to channel my real struggles into my knowledge goal.
- The company's software isn't very sophisticated, and it takes longer to complete the work.
- Additionally, due to privacy concerns, I was unable to access crucial information regarding internal budgetary planning that would have improved my systems by, for example, adjusting the analysis and product review.

7.0. Discussions, Analyses, and Findings:

7.1. Analyzing the internal situation

Industrial & Machinery

The Akij Food & Beverage Ltd. plant is located in Krishnapur, Dhamrai, Dhaka, on a picturesque point. It was delivered with one of Bangladesh's fashionable food and beverage assiduity. Digital controls and complete automation are used on every equipment. Shops sensitive to rejecting products that don't fit the standard position set are sensitive to similar high-tech products.

Masterminds that have received extensive education and training are available to assist around the clock for any particular breakdown.

Financial

The parent firm AKIJ GROUP provided full support for all of the initial investments related to the company's development, its goods, and, indeed, for marketing purposes, giving AFBL a strong financial foundation. No financial avoidance-sourcing, such as a disbenefit or bank loan, was being made by AFBL. Due to comparable financial support, extensive marketing efforts, and promotional juggernauts, its products could compete with rivals fiercely. The corporation is now in a position to fund its promotional effort on its own after being prosecuted four times. Still, AKIJ GROUP is always available to provide fully flagged support if similar large investments are also required.

- Functional Divisions
- Production Division
- Marketing Division
- Ad department
- Offers Dept
- Department of Deal-making Force

- Dept. of Distribution
- Department of Finance & Accounting

The Akij Group's primary businesses include

- Akij food and beverage limited (AFBL)
- Akij Corporation Limited (Dhaka Tobacco)
- Packaging and printing
- Jute producers and textiles
- Particleboards
- Couplets, Zarda
- Cement
- Pharmaceutical

The Akij Group's supporting divisions include

- Division of the mortal coffers
- Division of Finance and Accounts
- Divisions for IT services.
- Division for business development and commercial communication.
- Inspection Division
- Administration Dept.
- Purchase Dept.
- Dept. of Import & Export
- Transport Dept.
- Ad & Creative department

7.2. Strategic Analysis of AFBL:

Examination of 4P

Below are instances of each P in AFBL.

Products

In order to cherish its guests, Akij Food & Beverage Ltd (AFBL) believes in providing the best products possible. All of the high-tech ministries and plant locations are set up to improve the ability to meet customer demands in a profoundly high-quality way.

In order to satisfy demand, AFBL has divided its product lineup into eight distinct product lines. Groups or product lines can be identified by the business founded on the manufacturing sector. In order to diversify their product range, AFBL intends to add more distinctive and distinctive products to it.

Due to the vast variety of binary distribution pathways, vacuity was crucial for the intake of the mineral water in the Gym. The Gym is more affordable than numerous other brands in the request. Consequently, it also served as evidence.

One of the least popular brands is FARM FRESH, and flavor and branding had a significant impact on consumer choice. The product didn't seem to be well received by the cult, in my opinion. There is a normal factory that produces beverages. Juice and other beverages typically have a dosage unit. All products share a power and water force leave. The water, juice, and drink department typically uses reform, check, and marker units.

Price

One of the key determinants of a product's success or failure is its pricing. There are many various pricing strategies that a business can use. However, the main focus is on carefully choosing a price that benefits the business and the goods.

People in Bangladesh are suitably price sensitive, thus the prices of practically all competing products are the same because of this.

AFBL also use two techniques to analyze the final cost.

The Akij Group determines whether or not its product price is comparable to that of rivals using competition-based pricing. The price cannot be lower than competitors or, in fact, cannot be truly lower because it will affect making a profit because the drink request is truly price-sensitive. Therefore, the price must meet certain criteria in order to be competitive.

Request- acquainted pricing also clarifies whether the price of its foundations is one that will be reasonable in the request and be thought of as a request- acquainted price rather than one that will be unbalanced by the request pricing gospel.

Pricing Techniques

- They avoid profit-maximizing pricing.

- They employ a single price.
- Their product prices remain the same throughout all regions; zone pricing is not offered.
- They provide a reduction in volume.
- There are no active legislative prohibitions on retail price isolation, price conspiracy, or conservation.

Place

It refers to the method of distribution a business uses to get its goods in front of customers. AKIJ GROUP OF assiduity is regarded as one of the trendiest channels of distribution in the nation. Through this innovative distribution method, their cigarette products were made available to consumers throughout Bangladesh. In order to market and distribute its products in every specialized nation, AFBL inherited the advantage and was well-suited to do so.

The storage is located in Tejgaon artificial area for Dhaka. Additionally, the distribution department at AFBL distributes the goods to wholesalers around the nation. The distributing firms distribute the goods among the retailers so that they can be sold to the final consumer after being transported from the storehouse or warehouse to the distribution point. The distribution firms are specific facts that are regarded as AFBL's commercial partners. To provide its customers with access to the items, AFBL has its distribution side established in a few Bangladeshi corridors. However, where AFBL's distributing side is displayed, no other distribution businesses are in use. This is due to the channel conflict that will result from having two channels in the same distribution point, which will have an impact on the product's sales and vacuity. Because of this, AFBL does not wish to rely on wholesalers. They have created a double distribution channel as a result.

Promotion

It's one of the most important pieces of information for a business because it needs to grow authentically in order to reach its full potential. Because it thinks that a product must be adequately given to the customer to pursue the final purchase, AFBL appreciates the relevance of creation despite the fact that it may offer high-quality, attractive taste, and enticing packaging. Additionally, AFBL has a well-organized marketing division that can create planned strategic marketing programs to properly present the product to clients. The AFBL Marketing Department is divided into four interconnected sections.

- Ad department
- Offers Dept
- Department of Deal-making Force
- Dept. of Distribution

The alternate bottom of Mofiz Chamber, 75 Dilkusha C/A, Dhaka, is where the complete marketing division is kept.

Specific brands are assigned to each brand officer. The management of events with vibrant feathers connected to certain AFBL brands is the responsibility of the event directors and officers. They are in charge of supporting and planning events and connecting them to any particular AFBL brand in order to create a promotional act for AFBL. All other officers answer to the department leader, who is the brand director. The Brand Director is also accountable to the Brand for how the Brand department is run. Currently, AFBL is partnered with two companies that contribute vibrant feathers to promotional efforts, starting with developing original promotional ideas and generalizations, strategically arranging them, and putting them into action.

7.3. SWOT Analysis:

Strengths

- The vacuousness of goods distributed widely over the nation.
- High-quality production processes at AFBL.
- Unique marketing effort
- Larger product selection
- Powerful originality
- Favorable brand perception
- Thorough understanding of the customer and the entire requirement
- Superior and high-quality goods

Weaknesses

- Lower experience in understanding timely appropriate client conditions for drink requests.
- Some strange marketing efforts.
- Due to its inexperience with the request, AFBL sees weaknesses throughout the entire force-chain-operation.
- Absence of brand consciousness
- Lack of depth in marketing efforts
- lower levels of systematization
- lower adherence to request and demand

Opportunities

- Huge profitability compass in Bangladesh's drink request because a sustainable increase of 6 wins the argument.
- The original companies have a guide to help them get the most request share for the energizing seasoned CSD drink.

- The demand from Asia that led to the export of AFBL goods.

Threats

- The unethical practices of the competitors, such as duty violations and price reductions.
- Any new business with the ability to raise enormous amounts of money while offering distinctive, seasoned, stimulating drinks

8.0. Recommendations

Akij Group Companies are a fast-moving consumer goods corporation with a wide range of new products on the horizon. During the disquisition phase, I encountered many explicated problems that could not have been resolved without a similar level of meticulous and profound work. I have given advice based on the AFBL brands listed below.

When marketing Wild Pop, AFBL should focus on providing one topic about the product to its target audience. Thus, AFBL can increase brand awareness through integrated marketing communication.

In order to gain a competitive advantage (both in price and quality) and compete with rivals, AFBL should lobby the government to abolish the duty on imported raw materials.

The brand must be the main focus of all marketing efforts rather than a single product. Consequently, if AFBL raises their announcement, they would also be able to communicate with them effectively. In this manner, it will guarantee that numerous visitors belong to their Group.

The check revealed that the majority of respondents are aware of the AFBL(Mojo) Brand, however they are not familiar with all of the things they offer (Clemon, Lemu, Frutika, Wild Brew & So on).

For the junkies or customers of wild Pop to stereotype its product, AFBL should provide exceptional discounts. In order to get this lucrative request member, AFBL should think about investing some time and effort into creating a superb pop brand stereotype among consumers. as offering price reductions or giving presents (such as smartphones, coffee makers, blenders, etc.) while purchasing a refrigerator.

To record the request for potables, Salesforce needs to be more visionary and well-trained. The business should keep its product vacuum. To raise brand awareness of AFBL's products, they should focus on the event (patron) & social marketing. To motivate the visitors, the deals and marketing manager should occasionally visit the remote requests.

One of the most persuasive arguments for using AFBL's products is the packaging. The vast majority of the witnesses said the packaging was very beautiful and persuasive. As a result, AFBL should keep offering the brands' packaging, particularly MOJO, LEMU, CLEMON, SPEED, and FRUTIKA.

The position of brand CLEMON's awareness is average. Nevertheless, there is a chance to raise awareness among potential audiences because consumers projected a favorable station toward the strategic marketing/communicational issue. In order to increase consumer exposure and generate more positive awareness, AFBL should create creative promotional activities that emphasize the USP to a lesser level.

9.0. Conclusion

The Akij Group has been conducting business ethically. Over time, its trade is expanding. Regarding cost, quality, and service, Akij Group has earned the satisfaction of both customers and merchants. The Akij Group operates more successfully in Dhaka than in other regions. I learned more about the products and financial health of this company thanks to this report and check. It assisted me in connecting my theoretical understanding to the real world. Regarding the brand structure of the items, the brand department of AFBL causes tremendous trouble. The strategic marketing communication theme, as well as brands like MOJO, SPEED, FRUTIKA, CLEMON, etc., reflect the sweat. All of the rates we considered demonstrate that the business is succeeding over time. The company will reach its pinnacle of success as a result of AFBL's growing growth, when its brands will hold the requested shares at maturity. I will conclude my research report by saying that it is appropriate to work with a company that is in the organizational life cycle (OLC) growth stage because it allowed me to gain a wealth of practical knowledge that will be an excellent support for my future strategy formulations and execution successes.

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