Food and beverage marketing in Bangladesh: A study on ACME Agrovet and Beverage

Ahmed, Faisal
Daffodil International University

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Food and Beverage Marketing in Bangladesh: A study on ACME Agrovet and Beverage
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Submitted By -

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ID: 111-11-1851
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Program: Bachelor Business Administration (BBA)
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Prepared For -

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Associate Professor
Department of Business Administration
Faculty of Business & Economics
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Date of Submission: 13-01-2015
Letter of Transmittal

January 13, 2015

Mohammed Masum Iqbal
Associate Professor
Department of Business Administration
Faculty of Business & Economics
Daffodil International University

Sub: Submission of the Internship report.

Dear Sir,

I am submitting my project report titled “Food and Beverage Marketing in Bangladesh: A study on ACME Agrovet & Beverage” I have tried my best to find out the current situation Food & Beverage marketing sector in Bangladesh its . Please pardon me for any kinds of mistake in this report. It was not possible for an individual to complete this report without your motivation and cooperation toward me; I would not be able to complete this report.

I sincerely hope that you will get current scenario Food & beverage marketing in Bangladesh. I have acquired the valuable experiences through this marketing report under supervision of you. I would like to thank you and the University for giving me the opportunity to do marketing and for helping me to prepare the report.

If you have any further queries regarding the report, please inform me.

Thank you
Sincerely yours,

Faisal Ahmed
ID – 111-11-1851
Major in marketing
Program: Bachelor Business Administration (BBA)
Department of Business Administration
Faculty of Business & Economics
Daffodil International University
Approval Certificate

The report titled “Food and Beverage Marketing in Bangladesh: A Study on ACME Agroveto & Beverages” submitted as partial requirement of BBA program. This report has been prepared by Faisal Ahmed, ID: 111-11-1851, major in Marketing, BBA program at Daffodil International University, under my supervision and guidance. This report is recommended for submission and presentation.

I wish him every success in life.

Best regards,

..................

Mohammed Masum Iqbal
Associate Professor
Department of Business Administration
Faculty of Business & Economics
Daffodil International University
Student Declaration

This report is submitted as a fulfillment of the requirement of Bachelor of Business Administration. I am Faisal Ahmed hereby declare that the work presented in this report titled "Food and Beverage Marketing in Bangladesh: A study on ACME Ageovet & Beverage" has been prepared by myself and has not been previously submitted to any other University, Collage or Organization for any academic qualification, certification, diploma or degree.

............... 
Faisal Ahmed
ID – 111-11-1851
Major in marketing
Program: Bachelor Business Administration (BBA)
Department of Business Administration
Faculty of Business & Economics
Daffodil International University
Acknowledgement

First of all, I would like to express my deep gratitude to the almighty Allah for fruitfully preparing this internship report.

I express my deep sense of gratitude and heartily respect to Mr. Mohammed Masum Iqbal Associate Professor faculty of business administration of Daffodil International University, for all valuable suggestions and instructions completing this report. I would also like to convey my gratitude to all the members who directly or indirectly has helped me to prepare this report.

I express my personal gratitude to my Boss Azmal Noor Hossain for helping me with the valuable suggestion about the source of information and other key issues to prepare this report.
Preface

Practical knowledge is fundamental for the application of theoretical intelligence. The course under BBA program designed with an excellent combination of theoretical and practical aspects, because if a student acquires only theoretical knowledge it will not be enough to serve practical job. For that reason, after the completion of the semester consisting of theoretical exposure the students are sent to different organization to obtain some practical exposure in different sectors which would help them in taking up more professional courses in BBA. This practical exposure is termed as the internship program which is necessary to complete the BBA program exercise a significant importance as it enables a student to familiar with the practical business activities. The student work closing with the people of an organization and learn about the function of that organization through internship. Internship is not only essential for practical experiment but also necessary for understanding the corporate and culture and also to cope with the daylong working environment. This program enables a student to develop his analytical skills and scholastics attitude.

In preparing this report, I have assigned to Head office branch of ACME Agrovet & Beverage for my internship. The internship program is required for three months. On the basis of my practical knowledge and collected information, this report has been prepared. Although some limitation exists in preparing my report but I have tried my best to overcome those limitations and paid my best effort to prepare this report. As I have an interest in marketing operation, so I prefer the ACME Agrovet & Beverage for this internship program. I have worked with all the officers and the entire department sincerely. They have shown their sincerity in teaching as well. ACME Agrovet & Beverage mainly deals with marketing that’s why they are very careful about every specific task. To perform this task systematic and organized process is required. As per as we know that marketing job is target oriented that’s why each officers are given a target for sell. Target achievement is important for yearly bonus and sometimes for promotion. The ACME Agrovet & Beverage is an organization which is committed to run all its activities as per government rules and regulation. In the ACME Agrovet & Beverage, there are many different department but I have mainly emphasized on the marketing Sector in this reports because my required on the marketing. But I have gained lots of knowledge and experiments on all departments as well as Marketing.
EXECUTIVE SUMMARY

ACME Group a renowned business organization in Bangladesh. They produce various types of consumer products. Today, ACME Agrovet & Beverage is growing manufacturer for processed foods & beverages in Bangladesh. Internationally standardized state of the art technology with stringent quality control and assurance system is being used and monitored through entire stage of production process. Their mission is distributing quality foods at reasonable price for better living worldwide. They produce various types of consumer products, such as: juice, Drinking Water, Premium Gold Tea, ACME Spices.

They use marketing Mix, because they want to develop the products and want to capture the market very rapidly by their product. They use two flavors for Top juice, such as Mango and orange flavor. They use two (2) types of pack for Top juice. They use non-returnable paper pack (known as slim pack). The size of Top juice is 200 ml. They follow pre-paid system for payment from the distributor. The distributor pays the money in the Head office and then the company reached the products to the distributor. They offer free transportation to the distributor. The company also offers logistic support to the retailer. Top juice coverage all over the Bangladesh. For ACME Agrovet & Beverage, there are different target markets for different products, Juice 150, 250 and 1000 ml have different target markets. Same goes with water and Tea.

They use television & radio advertisement, billboard, add on newspaper, wall writings, exhibition, participating in fair for promotion of Top juice. The company also uses free offer, coupon offer, and scratch card offer for increasing sales. They think the customers are satisfied with Top juice and it keeps vital role in customer solution. The organization use multi-market strategy to capture all the market. ACME Agrovet & Beverage expect both higher sales and higher market share from multi market strategy. The organization use product-positioning strategy. Top juice is best in its quality, flavor & test.
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<td>Bibliography</td>
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Chapter- One

Introduction

ACME
1 Introduction:

1.1 Background of the Study

This report was prepared following the course instructor to Mr. Mohammed Masum Iqbal’s instructions on the 13th of January, 2015. The report will cover all the relevant information and topics taught in the class, which are necessary to develop an effective report. This report will be regarded as the research paper for the course internship for spring 2015.

1.2 Scope of the Study

As a pre-requisite for complete the Bachelor of Business Administration (BBA) program from Daffodil International University. Knowledge and learning become perfect when it is associated with theory and practice. Theoretical knowledge gets its perfection with practical application.

1.3 Importance of the Study

The scope of the report is based on my personal experience as an intern at the Marketing Department. I had to make time to carry out a marketing survey on customer satisfaction. The results of this survey are presented in this report. The scope of the organizational part covers the organizational structure, background, and objective, as a whole. The main part covers scenario of customer satisfaction, Mechanism, and Performance etc.

1.4 The Study has been carried out with objective

- To identify the target market of the ACME Agrovet and Beverage;
- To analyze marketing mix of ACME Agrovet and Beverage;
- To identify the problems related to food and beverage marketing by ACME Agrovet and Beverage;
- To make some recommendations to solve the problems.
1.5 Methodology of the study

Sampling plan

*Population
Officer, sales force and customers of ACME Agrovet and Beverage.

*Sample Size
The sampling size was 4 officers, 5 sales force and 20 customers.

*Sampling Method
Non-probability convenience sampling procedure has been used in the study.

Sources of Data

Primary data sources and Collection Method:
# Interview with the customer, Officers and sales force members.

Secondary data sources:
# Annual report of ACME Agrovet and Beverage ltd.
# Official website.
# Service providers.
# Existing vendors.
1.6 Limitations of the Study

While preparing the report the following factors posed some limitations, in absence of

Which the report would have been much more detailed and a better one:

Lack of available data

The topic of the report being a vast one

The topic of the report involving multidimensional factors other than pure business related factors

The industry being a high involving one from the seller’s perspective

The industry involving both goods and services

The report being prepared in relatively short time

Lack of detailed, to-the-point information about operations from the organization
Chapter: Two

Organization part -
About ACME
2 Histories

2.1 Company Background

Since 1954, The ACME Laboratories Ltd. has been doing their operation in Bangladesh and today, it is one of the most successful business conglomerates having sister concerns and investments in various sectors in lot other areas in Bangladesh.

ACME refers the “the apex” or the “highest point”. Health vigor and happiness is the philosophy of the ACME Laboratories. Its endeavor is to produce, distribute best quality drugs for the society and maintain the quality of the product in every steps of production. it also accelerates its activities for materializing the WHO (world health organization) ensuring health for all with in 2015.

ACME Group is one of the leading and diversified global conglomerates in Bangladesh, with offices in all major cities, employing over 3000+ employees and dedicated to bringing the highest quality products and services to our customers. ACME continuously seeks to expand its production facilities, add employees and increase its sales and marketing efforts. According to the latest statistics, out of about 300 pharmaceutical companies in the country, The ACME Labs is one of the top four.

2.3 About the Founders

Establishment of ACME was a great entrepreneurial effort of Late Hamidur Rahman Sinha way back in 1954 and is a vivid example of a great mind’s vision and its materialization. Post colonial Bengal was a place of great uncertainty and hardship. Industrialization facilities were meager and inadequate. One man came forward with his vision, amidst the political turmoil and utter lethargy of the then-new Government. It’s not an easy task to set up a highly sophisticated industry, and moreover do it without bank loans and governmental assistance. So it demanded immense effort, strong determination along with vision and dreams.

1954 was a milestone year in the history of the pharmaceutical industry. Late Hamidur Rahman Sinha might have thought it was a private entrepreneurial effort on his part, but in reality it was a resolute and brave footstep which played a part in pioneering the present pharmaceutical industry.
2.4 Mission

Our holistic approach is to ensure Health, Vigor and Happiness for all by manufacturing ethical Agrovet and Beverage of the highest quality at affordable prices and reaching out even to the remotest areas by proper distribution network. We view our selves our customers, our employees and our environment. At present, Globalization is our top corporate priority.

2.5 Vision

Our Vision is to reach out even to the remotest areas of Bangladesh and improve lives with quality products at an affordable price.

The ACME Agrovet and Beverages. Started its venture in 2005 with orange and mango juice. Then it introduced drinking mineral water. Latest of their product is ACME Premium Gold Tea. It has established a modernized plan in Bangladesh located at Hemayetpur. The plant is equipped with modernized technological facilities and run by qualified personnel in accordance with the stringent guideline of BSTI.

2.6 Business Objectives:

- Participation to solve unemployment problem.
- Motivating customers to purchase quality products.
- Business diversification.
- Improving profits to have greater business strength.
- Considering each and every unit of the company as a family.
- Increasing market share.

2.7 Marketing Objectives:

- Increasing the sale.
- Providing maximum services and after sales services to the customers.
- Keeping up-to-date information about competitor’s activities.
- Reducing the expenses.
- Cultivating new customers.
Chapter- Three

Food and Beverage Marketing by ACME
3. Overview

3.1 Target Market: This specific factor gives the company the narrow direction that is should hold on to. To be specific, this factor gives the organization the phenomena on which to make the profit. It is as important as the name suggests. For ACME Agrovet and Beverages, there are different target markets for different products, Juice 150, 250 and 1000 ml have different target markets. Same goes with water and Tea. ACME Agrovet and Beverages mean customer is rich people.

3.2 Demographics (Population Size): it is the population size, shape and overall estimation of the general population. No matter it is one of the most influential general factors for every market. It describes the population size and provides an estimation and calculation for the Market size. Dhaka has a population of 20 million, but that does not mean that 20 million is the market size of ACME Agrovet and Beverages. Our market size is within the population which is characterized and described by Demographics.

3.3 Marketing mix

3.3.1 Product Profile

ACME Premium and Classic Mango and Orange Juice

The juice products are packed with the unique Tetra Pak technology. It ensures longer shelf life, No deterioration during shelf life and free of preservative related side effects.

To ensure quality of product, ACME Agrovet and Beverages does the procurement from the best source available. The company emphasizes to the greatest extent on the quality of raw materials.

The raw materials of Mango juice are imported from India and Pakistan. These are continental mangoes of the best quality.

For Orange Juice, concentrated orange pulp is procured from the best places of Brazil, produced by blending a pool of selected fresh oranges.

ACME mango and orange juices are differentiated due to their unique taste and flavor. Being nutritionally rich and free of noxious preservatives, they are available in 150 ml, 250 ml and 1000ml hygienic UHT packs.

The range of this product is 150 ml Classic orange and mango juice, 250 ml Premium and Classic orange and mango juice, and 1000ml Premium and Classic Orange and Mango juice, and also 1000ml Classic Mango and orange juice.
The target consumers are 5 years to 12 years popular segment for 150 ml. This brand is personified with Fun Loving, Friendly and Smart. The core value is the taste that gives refreshing energy.

For 250 ml, 6 years to 25 years segment is targeted. It is in the list of regular go out menu that makes consumers feel good.

1000ml targets the families in both urban and suburban premium and popular segment, marketed as regular family drink for 26 years to 40 years segment.

In general, the product is mainly retail focused, that relies on differentiation strategy with Quality being the core competency. The product is going through growth stage with Shezan being the market leader with differentiation strategy, Danish with focus strategy and Pran following cost leadership strategy.

**Premium Drinking Water: A Brief Profile**

ACME premium drinking water symbolizes Purity. As per guideline and standard set by BSTI, it is bottled in environment friendly PET bottle. It contains proper mineral balance and is for all age groups. It is available in 1500ml, 1000ml and 500ml.

This product is less retail focus with Hotels, Restaurants and Cafeterias being the primary outlets. Corporate offices and institutions are mainly the target segment. It is a popular segmented product suitable for all ages. This product also follows differentiation strategy with Purity and Quality being the main core competencies. Mum being the market leader with Focus and Differentiation strategy, with purity, segmentation, availability and being different in branding.

The water treatment process includes reverse osmosis with 20 stages of filtration process, Ozone and Ultraviolet Ray Treatment before the water is bottled.

**ACME Premium Gold Tea: A Brief Profile**

Tea is the latest of the products in The ACME Agrovet and Beverages. It is available in 10g, 50g, 100g, 200g and 400g pack sizes. The product is launched as a premium product and marketed as Raw Tea. This product follows Focus Strategy mainly focusing urban and suburban premium customers. It targets the retail outlets. It is in its embryonic stage with the product being launched with few difficulties and going through a sustainability period. Ispahani and Lipton are the market leaders with high availability and differentiation through promotion and branding. Tetley and HRC are controlling a substantial amount of the market and sustainability is difficult if this product do not change its strategy.
ACME Spices

ACME Chilli, Coriander, Turmeric and Cumin powders

The Packing material is washed from nitrogen solution that no chance of quality hamper is there. The raw material is collected from the local market specially from the north Bengal.

ACME Spice has the essence of the actual spice’s pungent taste and aroma, required in small quantity and makes food simply marvelous. So bring home a pack of ACME Chilli, coriander, Turmeric or Cumin powders.

3.3.2 Pricing

Factors Critical for the exchange Rate Movements of Currencies:

This is very important for the companies as well as for countries in the international market. Talking about it in the specific sectors, let us take the case of ACME Agrovet and Beverages exporting products to UK. We have to take consideration of the income level, inflation rate, exchange rate between Taka and pound. When the inflation rate of UK is higher than that of Bangladesh, there would be high prices of UK products in UK. But compared to the UK local products, the prices of Bangladeshi products would be cheaper. Therefore, there would be an upward pressure on the demand for the Bangladeshi goods which also includes ACME Agrovet and Beverages products. This would also enable ACME Agrovet and Beverages to earn higher profits. On the other hand, if the exchange rate is high, for example 100 TK gives £1, then ACME Agrovet and Beverages would have certain amount of profit, but when it is !20 TK to £1, then the profit calculation changes. Now, this exchange rate is influenced by critical factors like Income Level between the two countries, Inflation rate, interest Rate, and also the economic factors of the two countries.

International Financial Market:

In the Macro view, there are lots of things that can affect the exchange rate movement between two countries and also between the capital flows of the business operated in both the countries. These factors includes like Balance of Trade, Export, Import, Duty, Taxes, Quotas, Balance of Payments, Financial Aid, Current Account and Capital Account. These things affect any business both internationally and nationally.
Stakeholders:
Customers are the most important stakeholders because they are the key to our purpose of running our business. Directors are the persons who are responsible for the existence and continuation of the business. ACME is a private limited company so there is no question for shareholders. The government is another stakeholder because they are affected by the nature of the product we sell and our tax payment and our operations countrywide. Supporting industries can be our Banks and all other companies that provide their services to us.

Raw Material Specification for Mango Pulp:

<table>
<thead>
<tr>
<th>Sl No.</th>
<th>Description</th>
<th>Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Physical Appearance</td>
<td>The Pulp shall possess uniform color, characteristic taste and flavor of mango. It shall be free from any foreign particles.</td>
</tr>
<tr>
<td>02</td>
<td>Color</td>
<td>Golden Yellow</td>
</tr>
<tr>
<td>03</td>
<td>Taste</td>
<td>Characteristic taste</td>
</tr>
<tr>
<td>04</td>
<td>Aroma</td>
<td>Typical Mango</td>
</tr>
<tr>
<td>05</td>
<td>Acidity (as Citric acid in m/m)</td>
<td>0.40% – 0.60%</td>
</tr>
<tr>
<td>06</td>
<td>Brix (Sugar%) at 20 degree Centigrade</td>
<td>14.00% – 16.00%</td>
</tr>
<tr>
<td>07</td>
<td>PH</td>
<td>3.50 – 4.00</td>
</tr>
<tr>
<td>08</td>
<td>Viscosity (Spindle 4, 50pm)</td>
<td>3000 cP – 5000 cP</td>
</tr>
<tr>
<td>09</td>
<td>Total soluble solid (in m/m)</td>
<td>15.00% – 20.00%</td>
</tr>
<tr>
<td>10</td>
<td>Specific gravity</td>
<td>Not less than 1.050</td>
</tr>
<tr>
<td>11</td>
<td>Arsenic (As in mg/kg)</td>
<td>Maximum 0.20</td>
</tr>
<tr>
<td>12</td>
<td>Lead (As Pb in mg/kg)</td>
<td>Maximum 0.30</td>
</tr>
<tr>
<td>13</td>
<td>Cooper (As Cu in mg/kg)</td>
<td>Maximum 5.00</td>
</tr>
<tr>
<td>14</td>
<td>Zinc (As Zn in mg/kg)</td>
<td>Maximum 5.00</td>
</tr>
<tr>
<td>15</td>
<td>Tin (As Sn in mg/kg)</td>
<td>Maximum 25.00</td>
</tr>
<tr>
<td>16</td>
<td>Sulfur Dioxide (in mg/kg)</td>
<td>Not more than 40 ppm</td>
</tr>
<tr>
<td>17</td>
<td>Total Count</td>
<td>Less than 50 cfu/g</td>
</tr>
<tr>
<td>18</td>
<td>Californ</td>
<td>Nil</td>
</tr>
<tr>
<td>19</td>
<td>Yeast &amp; Mould</td>
<td>Less than 50 cfu/g</td>
</tr>
</tbody>
</table>

Net Weight: 150 ml, 250 ml and 1000 ml tetra packed
**Product:** Orange Juice  
**Brand:** ACME

### Raw Material Specification of Orange Pulp:

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Description</th>
<th>Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Physical Appearance</td>
<td>The concentrate shall possess uniform color, characteristic taste and flavor of orange. It shall be free from any foreign particles.</td>
</tr>
<tr>
<td>02</td>
<td>Color</td>
<td>Orange yellow</td>
</tr>
<tr>
<td>03</td>
<td>Taste</td>
<td>Must be characteristic of Orange</td>
</tr>
<tr>
<td>04</td>
<td>Aroma</td>
<td>Typically Orange</td>
</tr>
<tr>
<td>05</td>
<td>Acidity (As Citric Acid in m/m)</td>
<td>3.80%-4.80%</td>
</tr>
<tr>
<td>06</td>
<td>Brix</td>
<td>Not less than 63%</td>
</tr>
<tr>
<td>07</td>
<td>PH</td>
<td>3.50-4.00</td>
</tr>
<tr>
<td>08</td>
<td>Total soluble solid (in m / m)</td>
<td>75%+-/-2.50%</td>
</tr>
<tr>
<td>09</td>
<td>Arsenic (As in mg / kg)</td>
<td>Maximum 0.20</td>
</tr>
<tr>
<td>10</td>
<td>Lead (As Pb in mg / kg)</td>
<td>Maximum 0.30</td>
</tr>
<tr>
<td>11</td>
<td>Copper (As Cu in mg / kg)</td>
<td>Maximum 5.00</td>
</tr>
<tr>
<td>12</td>
<td>Zinc (As Zn in mg / kg)</td>
<td>Maximum 5.00</td>
</tr>
<tr>
<td>13</td>
<td>Tin ( As Sn in mg / kg)</td>
<td>Maximum 25.00</td>
</tr>
<tr>
<td>14</td>
<td>Sulfer Dioxide (in mg / kg)</td>
<td>Not more than 40 ppm</td>
</tr>
<tr>
<td>15</td>
<td>Total Count</td>
<td>Less than 50 cfu/g</td>
</tr>
<tr>
<td>16</td>
<td>Coliform</td>
<td>Nil</td>
</tr>
<tr>
<td>17</td>
<td>Yeast &amp; Mould</td>
<td>Less than 50 cfu/g</td>
</tr>
</tbody>
</table>

### B. Price list of Acme Juice:

<table>
<thead>
<tr>
<th>Category</th>
<th>Flavor</th>
<th>DP</th>
<th>TP</th>
<th>MRP</th>
</tr>
</thead>
<tbody>
<tr>
<td>1000 ml</td>
<td>MO</td>
<td>38.50</td>
<td>41</td>
<td>48</td>
</tr>
<tr>
<td>1000 ml</td>
<td>MC</td>
<td>38.50</td>
<td>41</td>
<td>48</td>
</tr>
<tr>
<td>1000 ml</td>
<td>MP</td>
<td>54</td>
<td>58</td>
<td>68</td>
</tr>
<tr>
<td>1000 ml</td>
<td>OC</td>
<td>38.50</td>
<td>41</td>
<td>48</td>
</tr>
<tr>
<td>1000 ml</td>
<td>OP</td>
<td>54</td>
<td>58</td>
<td>68</td>
</tr>
<tr>
<td>250 ml</td>
<td>MC</td>
<td>12.30</td>
<td>13</td>
<td>16</td>
</tr>
<tr>
<td>250 ml</td>
<td>MP</td>
<td>15.50</td>
<td>16.50</td>
<td>20</td>
</tr>
<tr>
<td>250 ml</td>
<td>OC</td>
<td>12.30</td>
<td>13</td>
<td>16</td>
</tr>
<tr>
<td>250 ml</td>
<td>OP</td>
<td>15.50</td>
<td>16.50</td>
<td>20</td>
</tr>
<tr>
<td>150 ml</td>
<td>M</td>
<td>7.50</td>
<td>8</td>
<td>10</td>
</tr>
<tr>
<td>150 ml</td>
<td>O</td>
<td>7.50</td>
<td>8</td>
<td>10</td>
</tr>
</tbody>
</table>
C. FEATURES:

**Essential Features:**

- Unique Taste & Flavor.
- Hygienic UHT Packs
- Nutritionally rich, free of noxious preservatives.
- Meet the requirement of the consumers of all ages & groups.
- Competitive price.
- Free of noxious preservatives.

**Supportive Features:**

- Can be used at all times round the year.
- Gives a feeling of freshness all day long.
- Can be used by all in the family.
- Prevents offensive diseases.

### 3.3.3 Place / Distribution

The volume of the product and services to be handled by the supply chain, more specifically the demand level, provides the basic inputs for the planning and control of all the functional areas, including logistics, marketing, production and finance. This planning and controlling of supply chain activities require accurate estimates of demand. These estimates are typically in the form of forecasting and predictions and that is why, forecasting demand levels or supply requirement is vital to a firm as a whole. Demand levels and their timing greatly affect capacity levels, financial needs, and general structure of the business. But usually, the logisticians alone do not bear the responsibility to produce the general forecasts for the firm. Marketing, economic planning, or a specially designated group is more likely to be assigned to do the task. Under certain circumstances, especially for short-term planning such as inventory control, order sizing, or transport scheduling, the logisticians often finds it necessary to take it up to him or her to produce this type of information.
ANALYSIS OF MARKET SIZE, SEGMENTS & SHARES:

Total sales of fruit juice are approximately TK. 144 crore per annum.
Market growth rate (annually total market) is approximately 19%.
Mainly six companies are competing with each other.
Pran is holding the market leader position with approximately 53% market share.
We are in the second position with 18% market share.
Starship at 10%, Danish at 11%, Shezan at 8% and others.
Due to consumers’ increasing awareness regarding healthy diet and fitness, 20% consumers have switched to fruit juice from CSD (Carbonated Soft Drinks) last year.
Akij Group came up with a new range of fruit juice named “Frootika”.

<table>
<thead>
<tr>
<th>Distribution Network of ACME Agrovet and Beverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Warehouse (Factory)</td>
</tr>
<tr>
<td>To various Depots (16)</td>
</tr>
<tr>
<td>Distributors (290+)</td>
</tr>
<tr>
<td>Wholesalers</td>
</tr>
<tr>
<td>Retailers</td>
</tr>
<tr>
<td>Customers</td>
</tr>
</tbody>
</table>

3.3.4   PROMOTION STRATEGY

In order to market the product, we can use both ATL and BTL. TV, newspaper, radio, bill board, school branding, trade offer and other social campaign can prove to be very effective. The main strategy would be to incorporate this product as part of everyday meal and make people believe that consuming this product is healthy and safe. This is the way we can create demand for this product.
Billboard:

Billboard is one of the most useful promotional tools for any brand. The scope of its visibility is very much higher compared to other promotional tools. But due to extreme popularity of media mix, its value is getting down day by day. Currently ACME Agrovet and Beverages has some billboards across the country. All of them are in a very prominent place where the visibility is too high. Considering the budget constraints if it is possible then we should take few more billboards all over the country.

POP Materials:

POP materials like stickers would have to be used to remind the target customers at the point of purchase. In addition these should also serve the purpose of informing those who are still unaware till the time of purchase. POP materials include buntings, danglers, shelf talker, bus hanger, poster etc. Some proposed POP materials for superstore and for upper class level are showed as below:

MEDIA MIX OF THE CAMPAIGN

Press:

Publications will be carefully selected keeping in mind the target customers. Regional newspapers will be used to increase usage and sales in the respective regions. The circulations of the newspaper are described as below:

Newspaper Circulation:

<table>
<thead>
<tr>
<th>SL No.</th>
<th>Publications</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>English Dailies</td>
<td>Bangladesh</td>
</tr>
<tr>
<td>1</td>
<td>Daily Star</td>
<td>50,000</td>
</tr>
<tr>
<td>2</td>
<td>NEW AGE</td>
<td>15,000</td>
</tr>
<tr>
<td>3</td>
<td>Independent</td>
<td>10,000</td>
</tr>
<tr>
<td>4</td>
<td>Bangladesh Observer</td>
<td>8,000</td>
</tr>
<tr>
<td>5</td>
<td>Financial Express</td>
<td>6,600</td>
</tr>
<tr>
<td>6</td>
<td>Bangladesh Today</td>
<td>4,400</td>
</tr>
<tr>
<td>7</td>
<td>News Today</td>
<td>4,000</td>
</tr>
<tr>
<td>8</td>
<td>New Nation</td>
<td>3,500</td>
</tr>
<tr>
<td>9</td>
<td>Holiday (weekly)</td>
<td>10,000</td>
</tr>
</tbody>
</table>

Bengali Dailies

| SL No. | Prothom Alo | 350,000 |
Newspaper Readership (%):

Sample size: (Across Urban, Metro and Rural): 14,880 persons

Top 10 TV Channels:

The television campaign will go during the launching month. Thereafter a shorter version of TVC will be followed in the next. Spots will be scheduled during the launch phase in a way that the spots are placed before programs with high viewership, i.e. Bengali Package Dramas and Magazines etc. In addition, sponsorship of dramas, serials and events may also be considered. Strong brand equity can be developed through TVCs by sponsoring public health message related serials/dramas aimed at propagating hygienic practices in the daily life activities.
Chapter- Four

Problems, Recommendations & Conclusion

ACME
Problems Identified

1. Due to the limited market segment, ACME Agrovet and Beverages products variation are limited compared with its peer company.

2. Lack of adequate investment in research and development, ACME Agrovet and Beverages fail to address the customers’ demand and losing market share to its competitors.

3. The product price of ACME Agrovet and Beverages is comparatively higher than that of its major competitor Pran so that it just lags behind its major competitor.

4. Distribution channel of ACME Agrovet and Beverages is not that much stronger compared with Pran and of course that’s why ACME unable to reach its customer across the country.

5. Lack of proper promotional activities, ACME Agrovet and Beverages fail to attract its existing & potential customers.
Recommendations

1. ACME Agrovet and Beverages should focus on product variation and customize its market segment to address large customer basis.

2. ACME Agrovet and Beverages give more emphasis on product innovation by adequately investing in research & development. As research and development are perquisite of product innovation and it facilitates to get competitive advantages over its peer company.

3. ACME Agrovet and Beverages should fix competitive pricing of its products so that it can compete with major competitors like Pran etc.

4. ACME Agrovet and Beverages should focus on distribution channel as it is the way to reach customers. Though it is expensive to establish a strong distribution channel, in this regards ACME may negotiate with 3rd parties for the distribution of its products.

5. Promotion activities are the way to spread the word about a product or service to customers, stakeholders and the broader public. So ACME Agrovet and Beverages should strongly focus on proper promotional activities.
Conclusion

ACME Agrovet and Beverages has huge customer in Bangladesh. Its local brands are popular to consumer and it has more growth opportunities in Bangladesh. Even though ACME Agrovet and Beverages has a 100% brand awareness, strong distribution channel, strong financial support, effective tag lines, it holds the large position in the market. Its basic approach of making ACME Agrovet and Beverages in felicity with music, as the young generation is somewhat obsessed about festival occasions.

The fact that it has not put as much emphasis in the rural areas as Akij has put it in a back foot, as we must recall that about 85% of Bangladesh’s population is based in rural areas. Another aspect is that ACME Agrovet and Beverages has not made an effort to get in good terms with the retailers, which is also effecting its position in the market and in growth. Giving greater incentives to the retailers would help this matter out. Also, in a market so sensitive to price, ACME Agrovet and Beverages is charging a higher price than its competitor, which is probably the biggest problem. ACME Agrovet and Beverages does not have enough variety of sizes, which hurts its market share.

ACME Agrovet and Beverages has strong attributes, no doubt, but in the market it is in, only strong attributes are not enough. It needs to be the best in all aspects in order to reach the number one position which it has been striving to achieve for such a long time, and which it assumes it will achieve in the very near future.
Questionnaire

Dear Respondent

I am a student of Daffodil International University want to collect information on your insights and opinions on the status of ACME Agrovet and Beverages as per requirement of my internship report. I will appreciate your valuable time and support in answering the questions. All the information collected will keep strictly confidential and shall use for report purpose.

Name :_________________  Age :___________________

Occupation :______________

1. Which factors you prefer most to take decision to purchase a products?
   
   0 Brand Name
   0 Price
   0 Test

2. Why do you prefer ACME Agrovet and Beverages products?
   
   0 Quality
   0 Brand Name
   0 Reliability
   0 Price

1. Mention the product you prefer in ACME Agrovet and Beverages better than other companies do in the same price range.
   
   0 Food
   0 Drinks
   0 Medicin

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2. Which factor motivates you to purchase a product?

0 Test
0 Price
0 Package
0 Others

3. To you the price of ACME Agrovet and Beverages is-

0 Higher price
0 Reasonable
0 Not higher in consider of quality

4. Which type products you have or would you like to buy?

0 Soft drinks
0 Medicine
0 Mosla

5. What range of budget you have to buy a product?

0 10 to 50 taka
0 60 to 100 taka
0 More than 100 taka

6. Are you satisfied with the overall performance of ACME Agrovet and Beverages including Price level?

0 Extremely satisfied
0 Satisfied
0 Moderate
0 Dissatisfied
7. For what reason you bargain most with the sales people?

0 Quality

0 Price

0 Others

8. Will you prefer ACME Agrovet and Beverages products to buy for the next time

0 Yes

0 No

If you have any annotations about ACME Agrovet and Beverages product please mention-

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Thanks for sharing your valuable time and view with me.
Bibliography

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3. Prospectus of ACME company
8. Secondary Data: Sirius MKT & Social Research Ltd., Market data1