

# SWOT Analysis of AKIJ Food and Beverage Limited



**AKIJ FOOD & BEVERAGE LTD.**

Internship Report

On

**SWOT Analysis of AKIJ Food and Beverage Limited**

Course code: INT 4399

**Submitted To**

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**Date of Submission**

**August 10, 2022**



**United International University**

## Letter of Transmittal

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**August 10, 2022**

Dr. Khandoker Mahmudur Rahman  
Professor  
School of Business and Economics  
United International University

**Subject: Submission of Internship Report**

Dear Sir,

With due respect, I am submitting my internship report on “SWOT Analysis of AKIJ Food and Beverage Limited” which is part of the Bachelor of Business Administration degree and the INT course 4399. To make this report comprehensive and coherent, I have combined my work experience at AFBL with the study of market development and strategies, as well as the substance of certain secondary material from their website.

I hope this report will meet your expectations. I would be grateful if you would accept my internship report with the utmost appreciation.



**Md. Kayed Hossain Shuvo**

ID: 111 171 069

BBA Program, Major in Marketing  
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## Declaration of the Student

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I am Md. Kayed Hossain Shuvo, a student at United International University's School of Business and Economics. I hereby certify that,

- This report is based on the author's three months of internship experience in the CSR department of AKIJ Food and Beverage Limited (Head Office).
- The internship report on “SWOT Analysis of AKIJ Food and Beverage Limited” has been prepared by my original works and efforts.
- Without following any unethical ways, I have prepared the report and this report is prepared for only academic purpose.



**Md. Kayed Hossain Shuvo**

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## Acknowledgement

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I would like to express my sincere gratitude to Allah for giving me the strength and capability to complete and submit my internship report on time.

I would also like to express my gratitude to Dr. Khandoker Mahmudur Rahman, Associate professor, School of Business and Economics, United International University for all of his helpful guidance and support over my academic journey so far. I could not have finished the report on time and with such precision without his great advice, help, and involvement throughout the process. Having the chance to write my report under his direction is a bonus.

In conclusion, I would like to extend my gratitude to all of the workers at the AKIJ Food and Beverage Limited, particularly those in the CSR, brand, and marketing departments, for the time and effort they put into participating in the interview sessions.

## Executive Summary

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In Bangladesh, the production of food and beverages is a rapidly expanding industry that provides employment for a sizeable percentage of the country's population. There are around 246 firms in Bangladesh that are classified as medium-sized that are involved in the processing of food, and approximately 8% of the total workforce in the industrial sector is devoted to the promotion of these businesses.

Through the rapid delivery of products and services of an exceptionally high standard, AKIJ Food and Beverage Limited (AFBL) has in a very short amount of time established itself as a significant player in the sector. The company has achieved a dominant position in its industry as a result of its dedication to quality, implementation of cutting-edge technology, cultivation of human resources, and introduction of new products tailored to meet the needs of growing markets. The main purpose of the study of the report is to analysis on how AKIJ group captures the markets in food and beverage industry of Bangladesh as well as study on their competitive situational analysis for the growth of the organization.

After analyzing the SWOT and company analysis, some of the challenges have been sorted for AFBL on their food and beverage business. Due to prioritizing the retention of existing customers, Lack of product Development in the competitive Market, government rules and regulations, CSR activities there is a high risk of competition among the current market competitors and they need to take some steps to keep the leading position in Bangladesh. Beside, the threat of a prospective new entry with an international brand in Bangladesh's F&B market is high.

Therefore, some recommendations for AKIJ Food and Beverage Limited are provided in this report based on the findings of this study, which might assist in understanding the current difficulties they face in the growth of the business in food and beverage industry in Bangladesh. AFBL should use a variety of materials to construct barriers against as well as need to take some innovative marketing strategies for it.

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# INTRODUCTION

## **1.1 Introduction of the Report**

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The food and beverage industry is one of the country's most attractive industrial areas in terms of job creation and value development. Over 22% of all manufactured output is produced in this industry, which employs roughly 20% of the working force. A total of 2% of the country's GDP is derived from food processing businesses. A wide range of foods are processed in the food processing industry, such as grains, pulses and oilseeds, baked goods, fruits and vegetables, dairy products and carbonated and non-carbonated fruit juices, sodas and other drinks, in addition to many other types of food (The Daily Star , 2015).

The AKIJ Group is the giant's key business divisions that consistently supply safe and nutritious services for the people's well-being to guarantee a healthy country. Since its inception in 2009, AKIJ Food and Beverage Industries Ltd. (abbreviated AFBL) has been flourishing in order to address the rising need of people for high-quality food goods. The main purpose of preparing this report is to study on how AKIJ Food & Beverage Limited captures the markets and increase the growth of their business in the competitive food and beverage industry of Bangladesh by analyzing the SWOT analysis.

## **1.2 Origin of the Report**

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In this report, the SWOT analysis of AKIJ Food and Beverage Limited has been highlighted. This report is being prepared as part of a requirement for a Bachelor of Business Administration degree completion requirement. Through my analysis and research of the topic, I was able to attain first-hand knowledge of current business situation of AKIJ Food and Beverage their food and beverage business in Bangladesh, as well as how they have implemented and executed their marketing strategies and subsequent marketing activities for developing the growth of the sales and business.

## **1.3 Objectives of the Report**

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### **1.3.1 Broad Objective**

- To analysis of international situation (SWOT) of AKIJ Food and Beverage Limited (AFBL).

### **1.3.2 Specific Objectives**

- To know about the organization profile, business philosophy and operational activities of AFBL.
- To identify the internal factors that can impact of AFBL in their growth of the business.
- To find out the challenges of marketing activities that can impact on the growth of the AFBL in food and beverage industry of Bangladesh.
- To provide some recommendation that can be solve the challenges of the lack of marketing activities of AFBL.

## **1.4 Methodology of the Report**

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The information used in this study and research came from two different kinds of sources. The particulars are as follows:

### **1.4.1 Primary Sources**

- Communication and discussion with employees of AFBL and other employees employed' in FMCG corporations via the use of the social media.

### **1.4.2 Secondary Sources**

- Newspapers, articles and journals that is associated with the idea of the food and beverage industry.
- Books and blogs that is associated with the concept of competitive situation analysis and marketing strategies.
- Annual Reports of AKIJ Group and AKIJ Food and Beverage Limited.
- Website of AKIJ Food and Beverage Limited.

## **1.5 Scope of the Report**

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This report's objective is to provide a more in-depth analysis of marketing strategies & activities and also advertising methods used by AKIJ Food & Beverage Limited for the growth of the business and organizational performance with potential profits and revenue. This study investigated the reasoning behind the organization's participation in the different actions that it does in order to manage its consumers. In addition to this, the study makes an attempt to throw light on the question of whether or not the efforts made by the organization to keep its customers are actually successful. In this study, an effort is made to identify all of

the functions that the marketing department plays as well as potential areas for development. In addition to this, the research analyses the rivals from the perspective of the customers and how they are perceived by those customers.

## **1.6 Limitation of the Report**

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The great majority of well-known companies protect the confidentiality of their confidential documents. It is very apparent that they prefer to maintain the confidentiality of their information, and AKIJ shares this objective. The majority of the time, I was required to work around a lack of data. In spite of this, since I was making a concerted effort to find out other food and beverage company reports, I was able to amass enough information for my report to be instructive, despite the fact that doing so presented a problem in the context in which it was being written.

CHAPTER 02

**LITERATURE REVIEW**

## 2.1 Definition of Key Terms

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### 2.1.1 Marketing

An organized collection of activities used to guide the flow of products and services from producers to consumers is referred to as "marketing" (Kotler, 2018).

In order to be successful in marketing, you need to be able to manage client relationships in a lucrative manner, acquire new customers while also maintaining and expanding your existing customer base. A marketing strategy is a plan for increasing the value of a customer's connection with a business in order to attract and retain more customers (Armstrong, 2007).

### 2.1.2 Importance of Marketing

The word used in marketing has also experienced tremendous change as a result of the massive alterations that have taken place in the culture of corporations. The marketing and sales departments used to be separate organizations in the past, but in modern businesses, they are usually combined into a single department (Why Marketing is SO Important, 2020).



**Figure1.1:** Importance of Marketing Mix

The term "collaborating with sales teams" is no longer used as the only descriptor of what marketing entails. In today's world, marketing and sales are often considered to be interchangeable terms for many different types of organizations. When it comes to bringing in new customers or convincing existing ones to choose one business over another, the power of social media has significantly diminished in recent years. This is the only method that will lead to growth and more sales. What you do may be described using a variety of phrases, including marketing, sales, and distribution, among others.

### **2.1.3 SWOT Analysis for Better Strategic Planning**

The process of doing a SWOT analysis of your organization is a lot more accessible than it seems. It won't take much time, and doing so will compel you to think about your organization in a whole different light. The purpose of a SWOT analysis is to assist you in developing a good business plan by ensuring that you've taken into account all of your company's strengths and weaknesses, as well as the opportunities and threats it confronts in the marketplace, before proceeding. Companies may benefit from doing a SWOT analysis since it helps them identify both dangers and opportunities that they should be aware of (Rahman, 2016).

There are several advantages to using SWOT analysis in healthcare, for example, where understanding both the threats and opportunities that exist may result in safer and more productive patient care. Through the use of SWOT analysis, businesses may improve their competitiveness in their sectors and pass along advantages to their clients, such as cheaper prices and greater quality service (Berry, 2020).

CHAPTER 03

**ORGANIZATION PROFILE**



### 3.1 Overview of AKIJ Food & Beverage Limited (AFBL)

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AKIJ Food and Beverage Limited began operations in 2006 and have grown steadily since then. In addition to snacks and beverages for both the national and international markets, AFBL produces a broad variety of beverages for the domestic and international markets.



**AKIJ FOOD & BEVERAGE LTD.**

AFBL is a \$250 million project that was created by the AKIJ Group, the project's parent business.

AFBL is a subsidiary of the AKIJ Group, which was formed in 1950 by Sk. Akij Uddin. The number of units in this category of industries is increasing all the time, and the most recent total is 26. These units employ a total of more than 50,000 people. So far, they have amassed a total of 25 significant national accomplishments.

There are several food and beverage products manufactured by AFBL for both the domestic and foreign markets, including as carbonated beverages, fruit drinks, and other food items. Exports to 26 nations demonstrate the company's worldwide clout.

When it comes to becoming a sustainable business, AFBL strives to do so by constantly creating high-quality commodities via empowered and passionate workforce using cutting-edge technology that benefits the whole community. AFBL supports small and medium-sized farmers in the area via contract farming for milk from Pabna and Rajshahi, as well as mango from Rajshahi and Chapainawabganj, among other things.

Over the years, AFBL has received several awards and certifications for its work. It has won the Best Brand Award on four separate occasions. BSTI, HALAL, ISO, and HACCP certifications demonstrate the quality of the firm. As a result, AFBL manufactures high-quality food products utilizing locally sourced & imported raw ingredients as well as the most advanced technological machineries from world-renowned companies like Tetra Pak and Krones. AFBL's principles include innovation, teamwork, integrity, customer focus, and trust & respect, which steer the firm toward its goal of being "Bangladesh's most recognized food and Beverage Company."

AFBL has earned a reputation for being actively engaged in a wide range of Corporate Social Responsibility (CSR) initiatives, and it works hard to retain that reputation among banks, other financial institutions, and government organizations.

### **3.2 Vision**

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- To be the most renowned food and Beverage Company in Bangladesh, distinguished by a dedication to excellence.

### **3.3 Mission**

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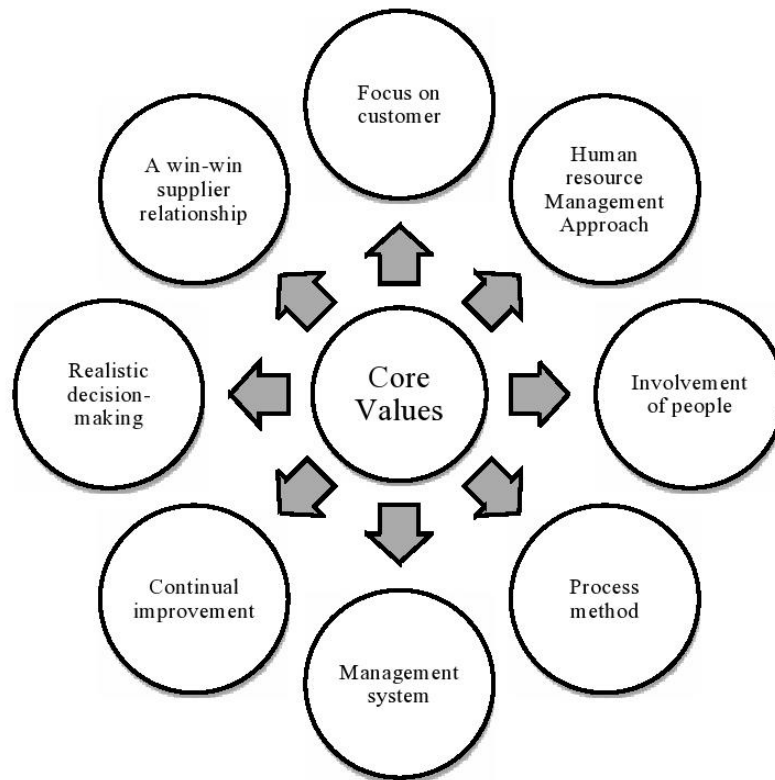
- Ensure long-term growth and profitability via the development of organizational capabilities and innovation.
- Providing Fresh & Healthy Food Products that Meet International Quality Standards.
- To develop and sustain a committed and dedicated team.
- Maintain a technical edge over competition and go on business as usual.
- Servicing the community by creating high-quality jobs, enhancing the nutritional value of mass populations, and bolstering national economic growth.

### **3.4 Core Values**

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Founded in 2006, AKIJ Food & Beverage Limited has been recognized for its superior quality management system, earning the company the ISO 9001 accreditation. The organization's food safety management system has also been certified by ISO 22000. As a result of its strong focus on quality, cutting-edge technology, concentration on human resource development, emphasis on continuous improvement, and introduction of new products for increasing markets, the firm has taken a dominating position in the industry.

AKIJ Food & Beverage Limited is committed to producing and packaging its products in line with the HACCP, CODEX, and FDA laws in order to meet the demands of local and foreign customers. A few things worry the corporation the most:



**Figure1. 2: Core Values of AKIJ Food and Beverage Limited**

### **3.5 List of Market Offerings**

"Production Concept" and "Product Concept" are principles that AFBL adheres to at all times. It is the belief that customers will prefer things that are widely accessible or highly affordable that is the basis of the production concept. It is very important for AFBL to have a large manufacturing capacity and an excellent distribution channel and also consideration of the prices of the items continue to be competitive, and they are readily accessible practically everywhere.

Product concept refers to the belief that customers would choose goods that provide the highest level of quality, performance, and features, and that as a result, the business should focus its resources to creating ongoing improvements in these areas. In the case of following product concept, it is also important for AFBL to conduct market research and development efforts while also placing a strong focus on customer preferences.

Food & Beverage Items of AFBL			
Product	Segmentation	Size	Price (BDT)
Frutika Juice	Mango	250 ml	22
		1lt	70
	Grapes	250 ml	22
		1lt	70
	Orange	250 ml	22
		1lt	70
Speed	Energy Drink	Bottle	22
		Can	30
Mojo	Soft Drink	250 ml	15
		500 ml	25
		1lt	50
Clemon & Lemu	Soft Drink	250 ml	15
		500 ml	25
		1lt	70
Checky Monkey	Chips	100gm	10
Spa	Drinking Water	250 ml	10
		1.5 liter	20
		2.5 liter	30
		5 liter	60

**Table1. 1:** Listing of Market Offering by AFBL

### 3.6 Business Philosophy

Due to the fact that Bangladesh has 168 million people, the AKIJ Group decided to diversify their operations into the Food and Beverage sector. To service such a vast market, it is necessary to provide food on a continuous basis for the populace. AKIJ food & beverage is focused on providing high-quality meals to its target market.

There are several local and international enterprises involved in the food and beverage sector. AKIJ aspires to be a one-of-a-kind local food and beverage items maker with the same quality as a foreign firm. This is accomplished by the production of chips for a youthful target audience that enjoys a fashionable lifestyle. The main motto of AFBL is "**Brings Quality in Life.**"

The marketing and sales department of AKIJ has a broad range of responsibilities in the food and beverage business. These responsibilities are constantly changing. The following are the primary responsibilities of this department:

- Product development
- Raw material sourcing
- Find out or create market for its product
- Price set up
- Packaging development
- Developing communication strategy
- Preparing sales forecast
- Maintain sales management in the field
- Keeping record of sales and stock
- Collection & analysis of competitors' information

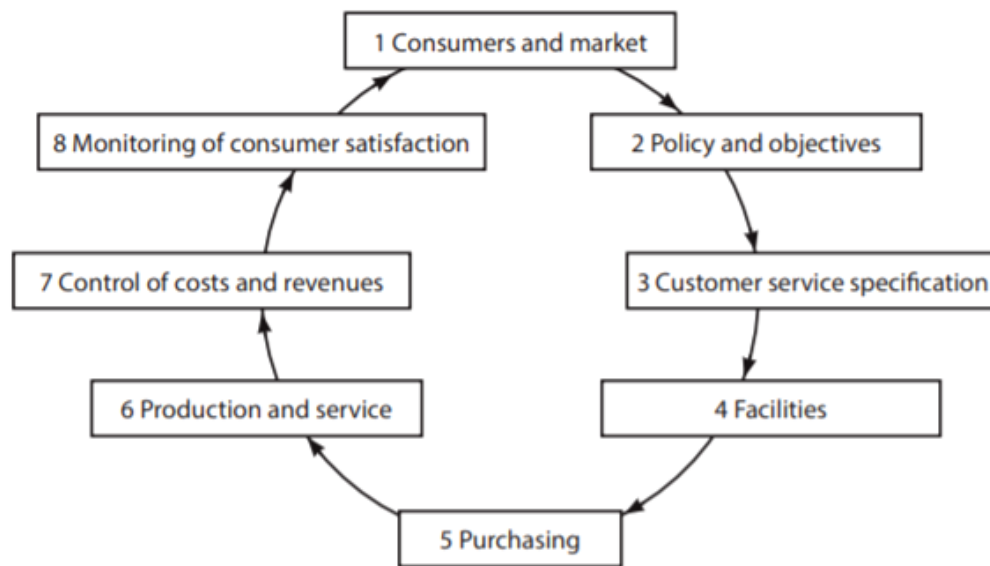
Beside from these, it is responsible for a variety of tasks necessary for the operation of their daily operations. A Brand team is positioned inside the marketing and sales department and is responsible for the most important aspects of practical marketing.

### **3.7 Operational Activities**

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Brand names, flavors, and mouth feel are all distinguishing features of AFBL's high-quality products. In the course of business, AKIJ Food and Beverage Limited offer its customers a diverse selection of foods and oils to choose from. Every day, AKIJ Food and Beverage Limited provide millions of meals in a diverse variety of food service businesses around the nation, earning the company a reputation for excellence.

It is essential for managers of food and beverage operations to be proficient in all facets of business management, from marketing strategies to supply chain logistics to customer service to quality assurance to operational budgeting. In order for a firm to survive, these abilities are necessary for managing both the service delivery and customer experience. AKIJ Food and Beverage Limited's business may be broken down into the eight stages of the Food Service Cycle:



**Figure1. 3:** Food and Beverage Service Cycle of BFBL

According to Figure 1.3, the eight processes are organized in a predefined sequence, with the first step being the definition of the market requirements that the operation is meant to satisfy and the next step being the evaluation of whether or not those criteria are currently being met. The following concerns are relevant to the food service activities carried out by AKIJ Food and Beverage Limited:

In addition to present and future customer needs, the projected market that the organization serves is taken into account. Making recommendations on which operational processes should be implemented. It is essential to prepare the meal, beverage list, additional services, and pricing for the event well in advance in order to guarantee its success. Organizing and managing the design and management of buildings, plants, and equipment in order to suit the needs of customers. Techniques for obtaining, holding, and regulating inventory are being developed in order to meet the needs of the food and beverage production and distribution industries and other service providers. In order to suit the demands of clients, effective food production and service procedures are used. Accounting for revenues as well as materials, labor, and overhead expenditures are all part of maintaining cost and revenue management systems that can be relied on. Regular customer satisfaction surveys are conducted to see whether the company is meeting the needs of its clients and, if so, whether or not they are happy with the results.

This success is due to a strong dedication to food safety, cutting-edge technology, concentration on human resources development, emphasis on continuous improvement, and the launch of new goods for emerging markets.

## CHAPTER 04

# **ANALYSIS AND FINDINGS**



## 4.1 SWOT Analysis

The strategic planning process requires a thorough analysis of the company's internal and external environments. A SWOT analysis is a method for evaluating a company's strengths, weaknesses, opportunities, and threats in relation to the external environment. An organization's first resources and capabilities



may be better matched to the competitive environment with the use of a SWOT analysis. As a result, it serves as a tool for developing and selecting a plan.

### 4.1.1 Strength

#### a) Quick Establishment of Brands like SPEED, MOJO, FRUTIKA

Akij Food and Beverage launched its first brand, Mojo, with this product. It was a cola-flavored carbonated soft drink. It was marketed as a "fusion" brand, combining elements of a traditional design with those of a more contemporary style. That's why the product's packaging and messaging are so on point. "Antore Antore" was the original slogan; however it has now been modified to "Antore is on." From the start, Mojo was a very popular brand. Because of the two current international giants, Coca Cola and Pepsi, breaking into this market has always been difficult. In spite of this, it was able to maintain its position in the marketplace and even gain some market share. Mojo now has 35 percent of the cola market, 20 percent of the entire CSD market, and over 80 percent of the 250ml SKU category. In addition, it came in second place in the minds of consumers. AFBL's recent MOJO-related events have received a lot of positive reaction from the public. This year's taglines are "ONTORER DAAK" and "MY LIFE, MY MOJO." In 2018, "ONTORER DAAK" was released on Valentine's Day to commemorate the holiday.



Speed is Akij Food and Beverage Ltd's most popular hard-drink brand, and has been for many years. It was one of the first brands associated with AFBL, along with Mojo. On the 14th of April, 2006, it was introduced. The phrase "Hebby Energy" is used by Speed to sell them in the market. It has risen to the top of both the market and the public's consciousness. It now has a 52% share of the hard drink market.



AFBL's most recognizable fruit beverage is Frutika. In 2007, it was introduced. It is marketed as "purity" since it has no preservatives. Prior until 2010, when manufacturing and delivery fell well short of demand, it was a huge success on the market. Although it was tough to recapture that market share later on, it did so to some extent over the course of years. In 2011, 2012, 2014, and 2015, Bangladesh Brand Forum awarded it "The Best Brand" award.



#### b) **Quality of the Products**

Over the years, AFBL has received lots of new awards and certifications. For the fourth time, it has won the Best Brand Award. BSTI, HALAL, ISO, and HACCP certifications demonstrate the quality of the firm. As a result, AFBL makes high-quality food products utilizing locally sourced raw ingredients and foreign equipment, such as Tetra Pak, Krones, Alfa Laval and Spa machines. AFBL's principles include innovation, teamwork, integrity, customer focus, and trust & respect, which steer the firm toward its goal of being "Bangladesh's most recognized food and Beverage Company."

#### c) **Strong Distribution Networks and Operations on Supply Chain**

The food & beverage distribution network of AKIJ is the biggest in the nation. AKIJ food & beverage products may be found in more than 20,000 retail stores, including convenience stores, supermarkets, and hypermarkets, according to the company's extensive supply chain and distribution network. Customers in the corporate sector are likewise numerous. For

improved distribution, AFBL maintains a number of depots around the nation. Dhaka's Baroaria, Dhamrai area is located to one of AFBK's largest factories, which is considered the city's centre location. Dhaka, Comilla, and Chittagong are the key functioning cities for each division. Strong distribution network, since its products can be found in several upazillas and districts. With their goods, they want to reach every corner of the nation. Small towns and well-developed villages have the products of AFBL on hand, as do rural areas. AFBL has 2 factories in Dhaka city. In other cities, the items of AFBL are distributed from these factories.

#### d) Following Unique Promotional Campaigns

Spa is a brand of AFBL's pure drinking water. It debuted in April of that year. The phrase, "Love for water," was used to convey the company's desire to connect with its target audience. During the course of its existence, the product's packaging was also altered once. At the moment, it's competing with Mum and Aquafina for market share. Promotions by Spa are always designed to elicit an emotional response. The final goal of Spa's messaging is to emphasize the emotional connection between our lives and water. Spa also organizes a large number of public relations activities and campaigns.



Farm Fresh is AFBL's dairy brand, which was established in 2011 and was a long-time goal of the directors. A well-planned milk processing factory and well-monitored supply chain were put in place even though the firm was late. All kinds of dairy products, including pasteurized and ultra-pasteurized milk, are produced by the company. Farm Fresh is quite active in ads and events despite being a new brand. "Farm Fresh Jannani," "Children's Day," "Colony Drive," and other noteworthy Farm Fresh initiatives are just a few examples. Additionally, there are a few others, such as Happy-Times, Home-Makers Cheese Puffs and

O'Potato, which are also available. Chips brands like Cheese Puffs and O'Potato are plentiful on the market nowadays. The product range for Happy-Times and Home-Makers might stand to be expanded a little further. For the time being, Happy-Times and Home-Makers both have fruit jellies available. Farm



Fresh Children's Day 2019 is one of the noteworthy events on this calendar of events.

#### 4.1.2 Weakness

##### a) **Insufficient Budget on Advertising and Promotion Program**

The marketing budgets aren't as large as those of their rivals. When compared to their rival, the challenge they are having is that they are not able to contact all of their clients. AFBL's product advertising lasts just 5 seconds, which is much less than that of its rivals, as it well known that the 2019 IPL cricket tournament will be televised on channel 9, with all brands promoting their goods for 30/20 seconds.

##### b) **Limited Brand Awareness**

There are eleven distinct product items under which AFBL's goods belong. Customers in the market are not aware with all of the items available. Clemon, Mojo, Frutika, Speed, and Farm Fresh are all well-known to the majority of their clients. They have no idea what else is out there. The difficulty is that the market's desire for their products is dwindling daily.

##### c) **Lack on Trade Promotional Programs**

There are no AFBL refrigerators on the market, although Coca-Cola and Pepsi Cola have more than enough refrigerators available for purchase. As a result of these issues, they've fallen behind their rivals in the market.

##### d) **Lack on Digital Marketing Activities**

The promotion of products is significantly aided by the use of digital marketing. Because the AFBL digital marketing department is not very powerful, the company's sole marketing promotion platforms are Face book and YouTube. The issue that is being brought up is that they are not successfully reaching all of their ideal clients.

### 4.1.3 Opportunities

#### a) Huge Profitability in E-Commerce and Online Delivery Services

Most of the leading food and beverage firm in the Bangladesh like Bashundhara Food & Beverage Limited, Square Food and Beverage Company, Pran Food & Beverage Limited are moving their operations online. Where consumers would have the chance to pick any of their favorite food products and make their order for delivery. The business would receive the online order, process it, and deliver the needed food products on the customer's address.

#### b) Attain Maximum Market Share in Refreshing CSD Drink

The soft drinks business has significant potential in Bangladesh, which is a home to a huge pool of youthful people and has shown good economic development in the previous 10 years. Among local firms, Akij Beverage Ltd. and Pran Beverage Limited (Pran Group) own 15% and 10% market share, respectively, while global powerhouse PepsiCo has 35%, followed by Coca-Cola at 25%. Royal Crown owns 8% of the company (Partex Beverage Ltd). So, there have huge opportunities for AKIJ food and beverage limited to increase their market share in refreshing CSD drinks' market.

### 4.1.4 Threats

#### a) New Entrants Company

For new entrants to enter the consumer food market there are several hurdles to overcome. A few newcomers have a possibility in this sector since it requires the opportunity to know what customers want, while recent opponents are already aware of this and have developed with the success of their products through time. Due to the enormous worldwide distribution network and well-established brand name that the food and beverage business has, entering the market is not particularly difficult at all.

Some New Entrance Companies in Bangladesh's Food and Beverage Industry			
01	New Zealand dairy	04	Kazi Agro Limited
02	Eon Foods Limited	05	Intra Food & Beverage Limited
03	Dan Foods Limited	06	Dynasty Food and Beverage

**Table1. 2:** New Entrance Companies in F & B Industry in Bangladesh



Because AKIJ Food and Beverage Limited (BFBL) has set such a high bar for quality, subsequent neighborhood companies will have a difficult time competing with them. However, if foreign organizations place a greater emphasis on strategies that differentiate their products, they may find that it is easier to acquire their existing customer base.

**b) High Competitiveness in Food and Beverage Sector**

The market for foods and beverages is notorious for its high level of competition. The Food and Beverage Industry is one of the most prosperous businesses in this extremely competitive industry, which is home to a number of formidable competitors in Bangladesh such as Square, PRAN, ACI, and Bashundhara Food and Beverage Limited. The Food and Beverage Industry is one of the most successful businesses in this sector. This country's food and beverage business has been doing nicely over the past 10-20 years. Each business has a certain share of the market. Quality, creativity, and diversity are all factors in this rivalry, not just price. Maintaining a strong presence in the marketplace is a top priority for all businesses. The Bangladeshi Food and Beverage Industry, however, still have to contend with heated rivalry.

<b>Some Major Competitors in Bangladesh's Food and Beverage Industry</b>			
01	Square Food & Beverage Limited	04	ACI Food & Beverage Limited
02	PRAN Food and Beverage Limited	05	IFAD Multi Products Limited
03	Bashundhara Food & Beverage Limited	06	City Group

**Table1. 3:** Major Competitors in Bangladesh's Food and Beverage Industry

Developing businesses in consumer items may be found around the country. Customers are free to switch to other firms at any time. There is a lot of rivalry in the market for AKIJ Food and Beverage Limited (AFBL). So, it can be said that, the competitiveness is high in the food & beverage industry in Bangladesh.

## 4.2 Findings of the Study

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AKIJ Food & Beverage Limited's food and beverage business growth has been hindered by a number of factors, including the company's current status and marketing efforts. In Bangladesh, AKIJ Food & Beverage Limited serves customers from all across the country. Some of the challenges AKIJ Food & Beverage Limited have, including the existence of major food and beverage firms and a strong local market, are preventing it from expanding its food business and increasing sales and profitability.

The following variables have an impact on AKIJ Food & Beverage Limited's food and beverage business:

### 4.2.1 **Prioritizing the retention of existing customers rather than Acquisition of new ones**

When designing sales and expansion plans for their food and beverage businesses, AKIJ Food & Beverage Limited's business development team often overlooks existing customers and consumers rather than new customers.

An industry's ability to expand its revenue and profits depends on its capacity to not only attract and retain customers but also attract new ones by offering competitive pricing and discounts and offers. These actions are important to the achievement of any organization. In order to acquire new customers and consumers, they are not making any effort in the fields of research and development or marketing.

### 4.2.2 **Lack of Product Development in the Competitive Market**

It is quite difficult for AKIJ food & Beverage ltd. to gain the large scale of marketing by competing with companies such SQUARE and ACI food & Beverage Limited because these large food and beverage companies dominate between 50 and 60 percent of the market share in their respective industries. The product diversity offered by AKIJ food & Beverage ltd. is also limited to the white flour, oil, and noodles brand categories. This results in a loss for the company as customers go on to other branded firms in search of a greater selection of things.

### 4.2.3 **Strict Rules and Regulation of Consumer Right Protection Act in Bangladesh**

In spite of the fact that standards for doing business in Bangladesh are in the process of being implemented, if a company is discovered to be involved in unethical behavior, it may be shut down immediately or rejected under the Bangladesh's Consumers Right Protection Act.

Therefore, AKIJ Food & Beverage Limited has a difficult time keeping customers even if the company's products are of a high quality and their pricing are reasonable.

For the most part, the importation of raw materials and technology for food and beverage products needed government approval. Businesses like AKIJ Food & Beverage Limited find it challenging to expand their operations in all over the country because of the prevalence of corruption and other types of political issues.

#### **4.2.4 Steps are not Taken on Plastic Elimination**

An idea that has been argued on worldwide forums for years has now come to fulfillment in the implementation of the 'plastic ban'. Industrialization, which includes the food and beverage industry, has had a detrimental impact on the environment, and eco-friendliness has become the campaign motto. Excessive plastic use and inappropriate disposal, whether intentional or not, has emerged as a significant issue for today's food and beverage management. An eco-friendly product is inherently more appealing to consumers and is more likely to be sold than a product that is marketed as destructive to the environment.

Through the implementation of a wide variety of recycling procedures, AKIJ Food and Beverage Limited should need to work toward the goal of producing food in a manner that is less harmful to the surrounding ecosystem throughout the production process. In order to effectively address the problems that currently exist in the food & beverage sector, it is essential to implement environmentally responsible business practices at every stage, beginning with manufacturing and continuing with packaging and the management of supply chains.



**CHAPTER 05**

**RECOMMENDATIONS AND**

**CONCLUSION**

## 5.1 Recommendations

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After conducting research SWOT analysis of AKIJ Food & Beverage Limited, a number of challenges and gaps in marketing activities have been identified as having the potential to impede the expansion of the company and prevent AKIJ Food & Beverage Limited from gaining a competitive advantage. These issues can have an effect on the growth of the business. Some recommendations for AKIJ Food and Beverage Limited are made based on the findings of this study, which might assist in understanding the current difficulties they face in the growth of the business in food and beverage industry in Bangladesh.

### 5.1.1 Formulation of Customer Centric Model for Attracting New Customers

AKIJ Food & Beverage Limited should priorities both existing and new consumers equally in order to preserve a competitive edge. In spite of its efforts to serve present consumers, the food and beverage company must remember that in order to grow and stay sustainable, it must attract new customers and clients.

- **Run Limited Time Promotions:** Despite the fact that it is a marketing classic, it is still relevant today. Customers, on the other hand, feel compelled to take advantage of a deal before it expires in this era of instant gratification. It's possible to conduct specials (free food testing for new product launching on specified days and hours) for special months like EID festival or Pohela Baishak, which is an essential month for growing sales.
- **Creating Strategic Alliances with Local Food Catering Business, Restaurants or Offices:** By forming connections with local business and companies that often host parties, meetings, and other gatherings, they should ensure that their goods are consistently consumed by their employees. In this approach, consumers who are referred by the staff of these firms might have a steady stream of revenue.
- **Making TVC or Documentaries about the Manufacturing Process and Sourcing of Ingredients:** AFBL should start to make TVC or documentaries about the real time their manufacturing process and sourcing and collection of ingredients for making their products and these should broadcast on various social media platforms and YouTube channels in order to influence the new consumers to buy their food and beverage items. This will increase the likelihood that the consumers will buy their products.

### **5.1.2 Selected Trusted Suppliers**

In order to construct a business that is focused on expansion, AKIJ Food & Beverage Limited has to have a methodical strategy for gathering and evaluating vital pieces of business information. This form of inspection is an important function that is fulfilled by third-party inspections of the food and beverage sector. High-performing businesses are able to receive the expertise they want when they require it at a price that is acceptable because they have built trusting relationships with their outsourcers.

### **5.1.3 Taken CSR Initiatives on Reduce the Waste of Plastic Bags**

Using paper or cardboard instead of plastic bags is an environmentally friendly option. Printing and adding a glossy or matte texture to the material are two additional benefits of this kind of packaging. With or without handles, AKIJ Food and Beverage Limited, they may provide cardboard packing as well as it can help to build their brand image and reputation of the company.

## **5.2 Conclusion**

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The study's goal is to identify AKIJ Food & Beverage Limited's lack of marketing tactics that might affect the company's development and its position at the top of Bangladesh's competitive food and beverage sector. AFBL's progress is influenced by a wide range of factors, the findings of the research show. Some of AKIJ Food & Beverage Limited's marketing actions have a negative influence on the development of the food and beverage market, according to SWOT analysis of AKIJ Food and Beverage Limited. There are expanding prospects in the food and beverage sector as sales to fulfill consumer needs at home and to send pre-packaged cooking products to customers' homes are growing at an increasing rate. Since AKIJ Food & Beverage Limited lacks efforts in marketing development for attracting new customers, it must compete with other food and beverage sector rivals in order to exist AKIJ Food & Beverage Limited must improve its customer centric model for attracting new customers, expand its marketing strategies and activities, and engage in training to find prospective territory sales executives in order to attract new consumers, selection on trusted suppliers ones and taken initiatives on CSR activities and this marketing activities will assist to them gain the competitive advantage in the food and beverage industry in Bangladesh.

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