



AKIJ FOOD & BEVERAGE LTD.

**Promotional Activities of Akiy Food and
Beverage**

Report on
Promotional Activities of “Akij Food and Beverage”

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Letter of transmittal

Dr. Md.Shariful Alam

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Subject: Submission of Project report on **“Promotional Activities of “Akij Food and Beverage”**

Dear Sir,

I am writing to submit my Project report titled " Promotional Activities of “Akij Food and Beverage " under your esteemed supervision.

First and foremost, I would like to express my sincere gratitude to you for providing me with the opportunity to pursue this Project under your guidance. The objective of this report is to explore and analyze the implementation of effective Promotional Activities at Akij Food and Beverage Ltd, a prominent FMCG company in Bangladesh.

I genuinely hope that this report meets the objectives and requirements and receives your approval. I have put forth my utmost effort to complete the report, ensuring it contains all the necessary information and recommended proposals in a concise and comprehensive manner.

I greatly appreciate your guidance and generous cooperation throughout every stage of my work on this report.

Sincerely,

Umme Kulsum

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Executive Summary

The study on the "Promotional Activities of Akij Food and Beverage" delves into the marketing strategies and employee engagement methods employed by Akij Food and Beverages Ltd. This exploration was driven by the need to understand how successful companies, such as Akij, navigate the competitive market landscape.

Akij Food and Beverages Ltd employs a comprehensive promotional strategy that blends traditional and digital marketing approaches. The company focuses on a diverse range of promotional activities to effectively reach its target audience. Their initiatives include vibrant advertising campaigns across various media platforms, such as television, radio, print, and online channels. They leverage social media extensively, utilizing platforms like Facebook, Instagram, and Twitter to engage with consumers, share product information, run promotional campaigns, and gather feedback. Moreover, Akij organizes events, sponsorships, and collaborations to boost brand visibility and connect directly with consumers. Their promotional efforts emphasize not only product features but also the values and lifestyle associated with their brand, fostering a strong emotional connection with their audience. Through a blend of innovative marketing tactics and strategic partnerships, Akij Food and Beverages Ltd effectively promotes its products, maintaining a prominent position in the market.

Their success lies in product diversification, stringent quality control, strategic pricing, widespread availability, and active engagement with both customers and employees. Employee involvement, coupled with responsive adaptation to market trends, positions Akij as a market leader in the food and beverage industry.

The study not only sheds light on Akij's effective strategies but also offers valuable insights for other businesses. Quality products, customer satisfaction, and employee engagement are identified as pivotal factors for success. The study recommends continuous market research, digital engagement, and sustainable practices to enhance competitiveness.

By embracing the lessons from Akij's success, businesses can foster innovation, improve customer connections, and thrive in today's dynamic market.

Chapter One

1.1 Background of This Study

In today's highly competitive business landscape, companies strive to distinguish themselves and capture the attention of consumers inundated with choices.

Understanding the intricacies of how successful companies deploy their promotional strategies is paramount for academia and the industry alike. This study delves into the multifaceted promotional activities employed by Akij Food and Beverage, a pioneering entity known for its innovative approaches in marketing.

As businesses navigate an ever-evolving market, the examination of Akij Food and Beverage's marketing strategies, advertising methodologies, and customer engagement initiatives offers an invaluable opportunity to dissect and comprehend the nuances of effective promotion. By scrutinizing the diverse facets of their promotional campaigns, encompassing digital marketing, traditional advertising channels, strategic partnerships, and consumer-centric engagement tactics, this study aims to unravel the underlying mechanisms that contribute to their success.

Moreover, the exploration of Akij Food and Beverage's promotional endeavors extends beyond mere academic inquiry; it serves as a reservoir of insights for businesses of varying scales and industries. By distilling the essence of these strategies, enterprises can get actionable insights to recalibrate their approaches, fortify their market presence, and foster deeper connections with their customer base.

By deciphering the symbiotic relationship between innovative promotional strategies and market success, this study aspires to offer a blueprint that transcends industry boundaries. It seeks to furnish a reservoir of knowledge that not only sheds light on the dynamics of Akij Food and Beverage's promotional activities but also serves as a compass for businesses navigating the competitive seas, facilitating their endeavors to enhance product quality, augment consumer engagement, and carve a distinctive niche in an increasingly crowded marketplace.

1.2 Statement of Problem

The challenge we face is the lack of detailed information about how Akij Food and Beverage promotes its products. We need to understand the specific methods they use for advertising and engaging with customers. Currently, there isn't enough comprehensive data available about their strategies. This knowledge gap is a problem because it prevents us from learning from their successful approaches and understanding their difficulties.

By filling this gap, businesses can gain valuable insights into effective marketing. This understanding is vital for businesses aiming to create impactful marketing campaigns and build strong connections with customers in today's highly competitive market.

1.3 Objectives of Study

This study primarily aims to analyze and securitize the promotional activities undertaken by Akij however this study also aims to address these following aspects:

- Identifying Effective Approaches
- Lesson for Other Businesses
- Enhancing Customer Relationships
- Improving Competitiveness
- Innovation and Adaptability
- Digital Marketing Strategies
- Customer Segmentation and Personalization

1.4 Detailed Elaboration of Objectives

This study will assess the aforementioned aspects by employing the following approach:

Identifying Effective Approaches: The study aims to analyze and dissect the promotional strategies employed by Akij to understand which specific methods or campaigns have been most successful in engaging their target audience and subsequently boosting sales. This involves examining various marketing channels, messaging tactics, or promotional campaigns to identify what resonates best with customers. Furthermore, this analysis may involve a comprehensive review of Akij's data analytics and consumer behavior patterns. It seeks to identify key metrics such as conversion rates, customer engagement across different platforms, and the correlation between specific promotional initiatives and sales spikes. By conducting surveys, interviews, or focus groups, the study intends to gather direct feedback from consumers to ascertain their perceptions, preferences, and responses to Akij's promotional efforts. This multifaceted approach aims to uncover nuanced insights into the effectiveness of distinct promotional methods, enabling a more informed understanding of which strategies have yielded the most significant impact on customer engagement and subsequent sales growth.

Lesson for Other Businesses: By scrutinizing Akij's promotional activities, the study seeks to extract valuable lessons and insights that can be applied by other businesses operating in similar or different industries. This involves identifying innovative or effective marketing techniques that could be adapted and utilized by other companies to enhance their own promotional efforts and improve their market position. The study aims to contextualize these lessons in a broader marketing framework, examining how adaptable these strategies might be across industries or varying market conditions. It seeks not only to highlight specific tactics employed by Akij but also to distill underlying principles or approaches that transcend industry boundaries. This broader perspective aims to offer a versatile set of insights that could be tailored and implemented by diverse businesses. By understanding the core principles driving the success of Akij's promotional strategies, this analysis intends to provide actionable takeaways that can be adapted and integrated into the marketing strategies of other companies, regardless of their sector or market nuances.

Enhancing Customer Relationships: Evaluating how Akij's promotional strategies contribute to fostering strong, lasting relationships with its customer base is another key aspect. This involves assessing customer feedback, satisfaction levels, and brand loyalty resulting from these strategies. Understanding how these promotional activities positively impact customer relationships can offer insights into building similar strong connections in other businesses.

Additionally, the study aims to delve into the qualitative aspects of Akij's promotional efforts concerning customer relationships. It involves examining the emotional resonance created by these strategies, investigating how they align with customer values, preferences, and brand perceptions. By analyzing customer feedback, sentiments expressed on social media, and reviews, the study seeks to uncover not only the quantitative metrics such as satisfaction levels but also the qualitative aspects like emotional engagement and brand advocacy. Understanding the holistic impact of Akij's promotional activities on customer relationships can provide valuable insights into fostering similar strong connections in other businesses. This involves deciphering how authenticity, trust-building, and personalized interactions embedded in these strategies contribute to forging enduring relationships with customers beyond mere transactional interactions.

Improving Competitiveness: The study aims to provide insights that can help businesses improve their competitiveness by adopting and implementing effective promotional techniques akin to those used by Akij Food and Beverage. This involves analyzing the market positioning of Akij concerning its competitors and understanding how its promotional activities give it a competitive edge. Insights derived from this analysis can guide other businesses in developing strategies to enhance their own competitiveness within their respective markets.

Furthermore, the study intends to conduct a comparative analysis between Akij and its competitors to discern the unique selling propositions (USPs) and strengths derived from Akij's promotional strategies. This analysis seeks to identify the specific elements or approaches in Akij's marketing endeavors that distinguish it from its competitors and

contribute to its competitive advantage. By examining how Akij's promotional activities have bolstered its market positioning, brand recognition, and customer appeal in contrast to its rivals, the study aims to extract valuable insights applicable to other businesses. These insights will assist in formulating strategies that align with market demands, consumer preferences, and industry trends, thereby enabling other companies to enhance their own competitiveness within their respective markets by adopting similar effective promotional techniques.

Innovation and Adaptability: Investigate how Akij's promotional strategies showcase innovation and adaptability in response to changing market dynamics, consumer behaviors, and technological advancements. Analyze instances where Akij has demonstrated agility in adopting new trends or technologies within its promotional campaigns, and examine how this adaptability contributes to its success. Additionally, the study aims to scrutinize Akij's response to emerging market trends and shifting consumer preferences. It involves assessing the company's proactive approach in embracing innovation within its promotional strategies, such as leveraging emerging technologies (like AI, AR/VR, or data analytics) or capitalizing on new platforms and communication channels. By examining instances where Akij has adeptly adapted its promotional campaigns to align with evolving market dynamics and consumer behaviors, the study seeks to elucidate the impact of such agility on the company's market position and brand resonance. Understanding how Akij's ability to innovate and swiftly respond to changes contributes to its promotional success can offer insights for businesses aiming to enhance their own marketing strategies amid dynamic market landscapes.

Digital Marketing Strategies: Explore in-depth the digital marketing strategies employed by Akij, including social media campaigns, online advertising, content marketing, and influencer partnerships. Analyze the effectiveness of these digital approaches in reaching and engaging with the target audience, and identify any unique tactics that have driven success in the digital sphere. Moreover, the study endeavors to

conduct a comprehensive analysis of Akij's digital marketing strategies, encompassing a deep dive into the company's utilization of various digital channels. This involves scrutinizing Akij's social media campaigns across platforms like Facebook, Twitter, Instagram, and LinkedIn, assessing the frequency, content quality, and audience engagement metrics. Additionally, the study aims to evaluate the efficiency of Akij's online advertising efforts, including display ads, pay-per-click campaigns, and sponsored content, in reaching and resonating with the intended audience.

Furthermore, the examination extends to Akij's content marketing strategies, involving an assessment of the type of content produced, its relevance, distribution channels, and impact on audience engagement and brand visibility. The study also intends to investigate Akij's partnerships with influencers, examining how these collaborations have contributed to brand awareness, customer trust, and sales growth in the digital sphere. Through a meticulous analysis of these digital marketing endeavors, the study aims to unearth the unique tactics employed by Akij that have proven successful in the digital landscape. This includes identifying strategies that have effectively engaged the target audience, driven higher conversion rates, or capitalized on emerging digital trends. Understanding the effectiveness of these digital approaches can provide valuable insights for other businesses seeking to optimize their digital marketing strategies and improve their online presence and customer engagement.

Customer Segmentation and Personalization: Examine how Akij employs customer segmentation and personalization techniques in its promotional activities. Analyze how the company targets specific customer segments with tailored marketing messages and assess the impact of personalized approaches on customer engagement and sales. This study will look into Akij's utilization of data-driven approaches and technology to refine customer segmentation and personalize marketing initiatives. It aims to investigate the methodologies employed by Akij in analyzing customer demographics, behaviors, and preferences to create distinct customer segments.

1.5 Theoretical Framework

This study focuses on comprehensively examining the promotional strategies employed by Akij Food and Beverage to market its products. A key aspect involves conducting interviews with Akij employees across various departments to gain insights into how their roles and contributions influence the company's marketing success. Through in-depth interviews, this study aims to delve into the perspectives of Akij's employees, ranging from marketing and sales teams to product development, branding, and customer service. By understanding the multifaceted roles and responsibilities within the company, this research intends to uncover the interconnectedness of various departments in driving successful promotional campaigns and boosting overall marketing effectiveness.

Furthermore, these interviews will seek to explore how each employee's efforts align with the company's marketing goals and strategies. This involves understanding the collaborative efforts, innovative ideas, challenges faced, and successful initiatives undertaken by different departments to contribute to Akij's promotional endeavors.

By interviewing a diverse range of Akij employees, this study aims to provide a holistic view of how their collective work impacts the company's promotional activities and overall marketing success. The insights gathered from these interviews will offer valuable perspectives on the internal dynamics, strategies, and collaborative efforts that drive Akij's marketing achievements in the competitive landscape of the food and beverage industry.

1.6 Motivation of the Study

The primary aim of this study is to dissect the successful marketing strategies utilized by companies like Akij Food and Beverage. Understanding the intricacies behind their effective marketing approaches can offer valuable insights for smaller businesses to enhance their own product sales. By focusing on engaging with Akij employees, who

possess firsthand knowledge and experience in marketing strategies, this study seeks to uncover the core principles driving their marketing success.

The ultimate goal is to facilitate knowledge-sharing for the benefit of other businesses. Discovering and disseminating Akij's successful tactics can empower businesses to grow, satisfy their customers, and maintain competitiveness within their respective markets. Therefore, this study aims not solely to comprehend Akij's methods but, more importantly, to provide actionable insights that can be universally applied, enabling businesses to optimize their product sales and enhance customer satisfaction.

1.7 Limitations of the Study

While this study provides valuable insights, it's important to acknowledge its limitations. Primarily, the focus solely on Akij Food and Beverage might restrict the generalizability of the findings to other businesses. The strategies and practices observed at Akij may not universally apply to diverse industry landscapes, potentially limiting the broader applicability of the study's conclusions. Relying on insights primarily sourced from Akij employees introduces the possibility of inherent biases or subjective viewpoints, which could influence the objectivity of the findings. This might result in a skewed representation of Akij's promotional strategies, affecting the study's overall reliability.

Additionally, constraints related to time and resources might have restricted the depth and comprehensiveness of the study. A more extensive analysis, incorporating a wider range of perspectives or external data sources, could have provided a more nuanced understanding of Akij's promotional approaches. The dynamic nature of market trends implies that the study's relevance could diminish over time.

Despite these limitations, the study offers a valuable glimpse into Akij's promotional strategies, presenting practical ideas and lessons that similar businesses could consider or adapt in their marketing endeavors. However, cautious consideration of these limitations is essential when extrapolating findings to different business contexts or timeframes.

Chapter Two: Review of the literature

2.1 Introduction

Akij Food and Beverages Ltd is a renowned name in the food and beverage industry, known for its commitment to quality and innovation. Established in the 20th century, this Bangladeshi company has steadily grown to become a leading player in the market.

From its humble beginnings, Akij Food and Beverages Ltd has emerged as a powerhouse, showcasing a diverse portfolio of products that resonates with the dynamic needs and tastes of its widespread consumer base. Its extensive array of offerings spans across juices, carbonated drinks, snacks, and dairy items, each crafted meticulously to reflect the company's hallmark of quality and flavor.

What sets Akij apart is its dedication to using high-quality ingredients and modern technology in the production process. This commitment ensures that consumers receive products that meet international standards. The company's emphasis on research and development has led to the creation of unique and delicious flavors, making their products a favorite among consumers.

Beyond its pursuit of product superiority, Akij Food and Beverages Ltd stands tall with a robust commitment to corporate social responsibility. It actively champions initiatives aimed at fostering community development, championing environmental sustainability, and promoting social welfare. Embracing a holistic approach to business, the company endeavors to make a positive and lasting impact on society while upholding ethical standards in its operations.

With a strong foothold in the market and a reputation for excellence, Akij Food and Beverages Ltd continues to shape the food and beverage industry in Bangladesh. Through their innovative products and ethical business practices, they have earned the trust and loyalty of consumers, making them a prominent choice in the market.



2.2 Industry analysis

Akij Food and Beverages Ltd operates within the vibrant and competitive food and beverage industry of Bangladesh, which has witnessed substantial growth attributed to factors such as rising population, urbanization, and evolving consumer preferences. In this dynamic landscape, Akij Foods stands as a pioneering force, strategically positioned to meet the demands of a changing market. The company navigates this competitive terrain by embracing technological advancements, ensuring the highest quality in its products, and innovating across its diverse range of offerings, including juices, carbonated drinks, snacks, and dairy items. Akij Food and Beverages Ltd.'s unwavering commitment to both quality and innovation enables it to remain agile in responding to shifting consumer tastes, solidifying its place among the industry leaders. Additionally, the company's dedication to corporate social responsibility initiatives further distinguishes it, reflecting a holistic approach that resonates positively with consumers and underscores its position as a respected and trusted entity within the industry.

Specification of the industry

Akij Food and Beverages Ltd operates within the vibrant and expanding food and beverage industry in Bangladesh.

- **Market Dynamics:** Bangladesh's food and beverage industry continues to flourish, fueled by a combination of factors such as the country's burgeoning population, rapid urbanization, and the evolving lifestyle preferences of its people. The expanding middle-class demographic, along with increased disposable income, has significantly contributed to shifting consumer behaviors and desires within the market. This transformation has led to a multifaceted consumer base seeking a wide spectrum of food and beverage options, ranging from traditional local flavors to globally influenced cuisines. Akij Food and Beverages Ltd has emerged as a frontrunner in understanding and catering to this evolving landscape. Through an expansive product portfolio encompassing an array of juices, carbonated beverages, snacks, and dairy items, the company not only meets but anticipates and exceeds the diverse preferences of consumers. By maintaining a fine balance between preserving beloved traditional tastes and introducing innovative flavors inspired by international trends, Akij Food and Beverages Ltd has adeptly positioned itself to capture various segments of this dynamic market, ensuring its relevance and appeal to a wide range of consumers across Bangladesh.
- **Competitive Landscape:** Navigating the competitive landscape of Bangladesh's food and beverage industry, Akij Food and Beverages Ltd strategically positions itself amid the challenges posed by local and multinational competitors. Local entities, deeply rooted in the culture, concentrate on preserving and promoting traditional recipes and preferences. This emphasis cultivates a sense of familiarity and cultural attachment among consumers, presenting a formidable challenge for larger companies like Akij Foods. On the other hand, multinational corporations bring forth global products, emphasizing innovation and diversity in

their offerings. Acknowledging this multifaceted competition, Akij Foods stands out by prioritizing continuous research and development initiatives. These efforts focus on not just creating unique and diverse products but also ensuring that these offerings resonate deeply with the discerning tastes of consumers. This approach, combined with an unwavering commitment to maintaining the highest quality standards, enables Akij Foods to carve a niche within the competitive landscape, forging a distinct identity that harmonizes both tradition and innovation, thereby securing a loyal consumer base amidst stiff market competition.

- **Consumer Preferences:** Consumer preferences in the food and beverage industry have experienced a significant evolution, marked by a pronounced inclination toward healthier and more natural options. This discernible shift reflects a growing awareness and preference for health-conscious choices, driving the demand for organic products and functional beverages among consumers. Recognizing this transformative trend, Akij Food and Beverages Ltd stands poised to capitalize on this movement by proactively developing and promoting products that harmonize with these evolving preferences. Embracing this paradigm shift, the company is strategically focusing on incorporating healthier ingredients sourced from trusted suppliers. Furthermore, Akij Foods is committed to emphasizing the nutritional value of its offerings, ensuring transparency in labeling and promoting the health benefits of its products. By aligning with the increasing demand for healthier options and addressing the evolving preferences of health-conscious consumers, Akij Food and Beverages Ltd is strategically positioned to capture this growing market segment while catering to the changing dynamics of the industry. This approach not only reaffirms the company's commitment to consumer well-being but also reinforces its position as an innovative leader responsive to emerging market trends.

- **Regulatory Framework:** Within the dynamic food and beverage industry of Bangladesh, adherence to a stringent regulatory framework is imperative for ensuring consumer safety and maintaining industry integrity. The regulatory landscape governing this sector encompasses meticulous standards pertaining to food safety, stringent quality measures, as well as precise labeling and packaging requirements. For Akij Food and Beverages Ltd, compliance with these regulations represents a fundamental pillar in its operational ethos. Beyond mere legal compliance, the company places paramount importance on meeting and exceeding these standards to uphold consumer trust and satisfaction. Akij Foods implements rigorous quality control measures at every stage of its production processes, ensuring that its products consistently meet or surpass the prescribed safety and quality benchmarks. Moreover, the company's commitment extends beyond regulatory adherence. Akij Foods proactively incorporates sustainability practices and ethical sourcing methodologies into its operations. By integrating environmentally friendly practices and responsibly sourcing ingredients, the company not only adheres to regulatory standards but also contributes to environmental conservation and supports ethical supply chains. This unwavering dedication to regulatory compliance, coupled with a focus on sustainability and ethical practices, serves to fortify Akij Food and Beverages Ltd.'s positive brand image, fostering consumer confidence and reinforcing its position as a responsible industry leader in Bangladesh's food and beverage sector.
- **Supply Chain Challenges:** Managing a streamlined and efficient supply chain stands as a cornerstone for success within the competitive landscape of the food and beverage industry. Akij Food and Beverages Ltd recognizes the criticality of this aspect and channels significant efforts into mastering supply chain intricacies. The company acknowledges the challenges inherent in sourcing high-quality raw materials, maintaining seamless production processes, and ensuring punctual distribution. To surmount these challenges, Akij Foods has strategically

invested in robust supply chain management strategies. These strategies encompass meticulous sourcing methodologies that prioritize consistent access to superior quality ingredients from trusted suppliers. Additionally, the company emphasizes optimizing its production processes, leveraging innovative technologies and efficient methodologies to streamline manufacturing operations while upholding the highest quality standards. Moreover, Akij Foods prioritizes a well-organized distribution network, ensuring prompt delivery and availability of its products to meet the ever-evolving demands of the market. Through these concerted efforts in supply chain management, Akij Food and Beverages Ltd not only ensures the consistency and quality of its offerings but also maintains its competitive edge by promptly responding to market dynamics and consumer needs. This dedication underscores the company's commitment to operational excellence and customer satisfaction, cementing its position as a leading player in Bangladesh's dynamic food and beverage sector.

- **Technological Integration:** Technology integration has emerged as a crucial factor driving innovation and efficiency in the food and beverage industry, exerting a profound influence on production and marketing strategies. Akij Food and Beverages Ltd stands at the forefront of this technological evolution, recognizing the transformative power it holds. The company strategically harnesses digital platforms for its marketing initiatives, leveraging advanced data analytics to gain invaluable insights into consumer behavior patterns. By deciphering these insights, Akij Foods refines its product offerings and tailors its marketing strategies to align with consumer preferences effectively. Moreover, the company optimizes its online sales channels, ensuring a seamless and user-friendly experience for customers seeking their diverse range of products. The adept utilization of technology not only expands Akij Foods' market reach but also fosters enhanced customer engagement and responsiveness. Through interactive platforms and personalized approaches facilitated by technology, the company establishes a stronger connection with its consumer base. This

proactive adoption of technology not only drives operational efficiency but also cements Akij Food and Beverages Ltd.'s reputation as an innovative industry leader, responsive to market trends and committed to delivering unparalleled consumer experiences.

2.3 Literature Survey

The literature surrounding the food and beverage industry provides valuable insights into various aspects of marketing strategies, employee engagement, and consumer behavior, which are necessary to the study on Akij Food and Beverages Ltd.

- **Marketing Strategies in the Food Industry:** Numerous studies have explored effective marketing strategies in the food and beverage sector. Integrated Marketing Communication (IMC) principles, focusing on consistent messaging across various channels, have been identified as crucial for building brand recognition and customer loyalty. Additionally, innovative product launches, digital marketing, and social media engagement have gained prominence in recent literature, emphasizing the importance of staying current with technological advancements for successful marketing campaigns.
- **Employee Engagement and Organizational Performance:** Employee engagement is a critical factor in organizational success. Studies indicate that engaged employees, who feel valued and involved in decision-making processes, contribute significantly to a company's overall performance. Engaged employees are more likely to exhibit positive attitudes towards their work, resulting in enhanced customer interactions and increased customer satisfaction. (Poulis, 2011)
- **Consumer Behavior and Preferences:** Understanding consumer behavior is fundamental for businesses in the food and beverage industry. Research indicates a shift in consumer preferences towards healthier options, natural ingredients, and sustainable packaging. These changing preferences force companies to adapt their product offerings to align with the growing demand for healthier and environmentally conscious choices. (Muhammad2, 2021)

Chapter Three: Research Method

3.1 Introduction

This study needs a blueprint to gather relevant information. This blueprint is called the research method. It's like a roadmap guiding us to find answers. Initially I will talk to the employees of Akij Food and Beverages Ltd to understand how they work and make the company successful. By asking questions and listening carefully, I can learn valuable things. This method helps us find the best solutions to the questions we have about Akij's marketing strategies. So, our research method is like a tool that helps us discover the secrets behind Akij's achievements.

3.2 Research Design

This study will employ a qualitative research design. Qualitative research focuses on understanding people's experiences, perspectives, and behaviors in depth. By conducting interviews with employees of Akij Food and Beverages Ltd, this study aims to gather detailed information into their marketing strategies and internal workings. This design allows us to explore their thoughts and experiences, providing rich and meaningful data for our study. Qualitative research is particularly useful in cases such as organizational strategies and employee perspectives, allowing us to uncover clear information that quantitative methods might miss.

3.3 Sample

In this study, I will interview to different employees working in Akij Food and Beverages Ltd. These employees come from various departments like marketing, sales, and customer service. By speaking with people from different roles, I can understand how Akij promotes its products. This diverse group of employees provides a complete picture of the company's strategies. I've chosen a specific number of employees to ensure we get a well-rounded view of how Akij operates. Through these interviews, we aim to learn the secrets behind Akij's successful marketing methods.

3.4 Questionnaire development

To make this study fruitful I have carefully designed these questions that will help me gather all the relevant information needed to conduct this study. Here is a list of questions that will be used during the interview

- Can you describe the key marketing strategies employed by Akij Food and Beverages Ltd to promote its products? Which marketing channels, both traditional and digital, does the company primarily utilize, and why?
- How are employees actively involved in the development and execution of marketing campaigns? Can you share specific examples of successful marketing initiatives where employees played a crucial role?
- How does the company engage with customers to understand their preferences and feedback regarding products and promotions? What efforts are made to ensure customer satisfaction and loyalty through marketing activities?
- What challenges has the company faced in its promotional activities, and how did they overcome? Can you highlight any innovative marketing approaches or campaigns that have been particularly successful?
- How does internal communication among employees contribute to the coordination of marketing efforts? Are there regular feedback mechanisms or brainstorming sessions within the company regarding marketing strategies?
- How does Akij Food and Beverages Ltd stay update with changing market trends and consumer preferences? Can you provide examples of how the company has adapted its marketing strategies in response to evolving market demands?
- In what ways does the company engage with the local community through its marketing initiatives or corporate social responsibility (CSR) programs? How does community engagement contribute to the company's brand image and market presence?
- What future trends or innovations do you foresee in the food and beverage industry, and how is Akij Food and Beverages Ltd preparing to adapt its marketing strategies accordingly?

Chapter Four: Research Findings

4.1 Promotional Activities

The interaction with the employees of Akij Food and Beverages Ltd has given me insights on the promotional genius of the organization, they have a very competent and well-established marketing team to address the promotional needs of the company which makes them a leading player in the food and beverage market of Bangladesh.

Their promotional activities include:

- Advertising Campaigns
- Social Media Engagement
- Product Sampling and Demonstrations
- Sales Promotions
- Public Relations (PR) Initiatives
- Packaging and Branding
- Influencer Marketing

4.2 In-depth Discussion about Promotional Activities

Advertising Campaigns: Akij Food and Beverages Ltd typically invests significantly in diverse advertising campaigns across various channels to reach a wide audience in Bangladesh. Their advertising efforts encompass multiple platforms, including television, radio, print media, online channels, and outdoor advertising mediums like billboards, bus stops, and other prominent locations.

Television remains a primary advertising medium due to its extensive reach and impact. Akij Foods likely airs commercials during popular programs, emphasizing the unique features and benefits of their products. These TV commercials may showcase the quality, taste, and variety of their beverages and food items, aiming to create a lasting impression on the audience.

Radio advertising also offers a broad reach, especially among commuters and urban audiences. Akij Food and Beverages Ltd might utilize radio spots to convey their brand messages, focusing on product excellence and variety to capture the attention of listeners on the move.

Print media, including newspapers and magazines, is another avenue for their advertising endeavors. They place advertisements featuring product images, promotions, or endorsements to engage with readers and highlight the quality and diversity of their offerings.

Additionally, outdoor advertising, prominently using billboards strategically placed in high-traffic areas, bus stops, or shopping districts, is employed to increase brand visibility and reinforce key messages among a diverse audience.

Social Media Engagement: Akij Food and Beverages Ltd recognizes the significance of social media platforms as crucial components of their promotional strategy. They actively leverage popular social networking sites such as Facebook, Instagram, Twitter, and LinkedIn to establish direct connections with their consumers and enhance brand engagement.

On Facebook, the company maintains an official page where they share diverse content including product updates, engaging visuals, promotional offers, and informative posts about their range of beverages and food items. They also run targeted ad campaigns to reach specific demographics, driving traffic to their website or retail outlets.

Instagram, being a visual-centric platform, is utilized by Akij Foods to showcase aesthetically appealing images and videos of their products. This platform enables them to engage with users through creative content, stories, behind-the-scenes glimpses, and user-generated content, thereby fostering a more personal and visually compelling brand image.

X (Formerly Twitter) serves as a platform for real-time engagement and quick updates. Akij Food and Beverages Ltd utilizes X to share instant news, respond to consumer

queries or feedback promptly, and participate in trending conversations or events within the industry.

LinkedIn, being a professional networking site, is used by Akij Foods to highlight their corporate initiatives, industry insights, and career opportunities. This platform allows them to connect with a professional audience and establish thought leadership within the industry.

Moreover, across all these platforms, Akij Food and Beverages Ltd engages in various interactive activities. These include conducting polls or surveys to gather consumer feedback, hosting contests or giveaways to increase brand visibility and engagement, and offering customer support by promptly addressing queries or concerns raised by consumers through comments, messages, or dedicated customer service channels.

By leveraging social media platforms effectively, Akij Food and Beverages Ltd aims to create meaningful connections with their audience, foster brand loyalty, and stay at the top of consumer preferences while showcasing their diverse range of products and promotions to a broad spectrum of consumers in Bangladesh.

Product Sampling and Demonstrations: Akij Food and Beverages Ltd employs product sampling and demonstrations as integral components of their marketing strategy. These initiatives involve organizing sampling events or product demonstrations at various high-traffic locations such as supermarkets, shopping malls, trade shows, or community events.

Sampling events allow consumers to experience the taste, quality, and variety of Akij Food and Beverages Ltd.'s products firsthand. The company sets up booths or kiosks where individuals try out different beverages, snacks, or other food items. This tactile experience often influences purchasing decisions as consumers get an opportunity to appreciate the flavors and quality, potentially leading to immediate purchases or building brand recall for future buying decisions.

Dhaka International Trade Fair serves as one of the biggest promotional opportunities for product demonstrations and sampling. These provide a platform for the company's representatives or trained staff to showcase the features, preparation methods, and benefits of Akij's products. These demonstrations include live cooking sessions, mixing drinks and presenting the versatility of their products in various recipes. Through these demonstrations, consumers gain insights into product usage, enhancing their understanding and appreciation of the brand.

Sales Promotions: Akij Food and Beverages Ltd incorporates various sales promotion strategies to drive sales and engage consumers in Bangladesh's competitive market. These promotional activities typically involve offering discounts, coupons, limited-time offers, and bundled deals to entice consumers and capture their attention.

Discounts and coupons are effective tools used by the company to attract price-sensitive consumers. They might offer percentage-based discounts or distribute coupons through various channels such as print media, social media, or through their website. These promotional initiatives aim to encourage consumers to try their products or make repeat purchases by providing cost-saving opportunities.

Limited-time offers and bundled deals are another tactic employed by Akij Food and Beverages Ltd. These could include 'buy one, get one free' promotions, special combo deals, or seasonal offers, compelling consumers to make immediate purchases and potentially increase their basket size.

The company implements loyalty programs and rewards to incentivize repeat purchases and foster customer loyalty. These programs involve point-based systems, exclusive discounts for frequent buyers, rewards for referrals, encouraging consumers to engage with the brand consistently.

Deploying these sales promotion strategies, Akij Food and Beverages Ltd aims to stimulate sales, attract new customers, retain existing ones, and create a sense of urgency or value, thereby influencing consumer purchasing behavior positively. These

promotions not only drive short-term sales but also contribute to building a loyal customer base and sustaining long-term brand engagement.

Public Relations (PR) Initiatives: Engaging in Public Relations (PR) initiatives is a key aspect of Akij Food and Beverages Ltd.'s promotional strategy to foster a positive brand image and establish robust relationships with stakeholders. The company invests in various PR activities to maintain a favorable public perception and strengthen its presence within the community.

One of the primary PR activities involves issuing press releases to communicate important company news, product launches, milestones, or corporate initiatives. These press releases are disseminated to media outlets, industry publications, and online platforms to garner attention and maintain transparency about the company's developments.

Media interviews featuring company representatives or experts from Akij Food and Beverages Ltd are also conducted. These interviews provide opportunities to share insights, discuss industry trends, and showcase the company's expertise, thereby enhancing its credibility and visibility within the industry.

Akij Food and Beverages Ltd actively participates in community events and engages in charitable causes as part of its CSR (Corporate Social Responsibility) initiatives. Involvement in community events, sponsorship of local activities, or supporting charitable endeavors aligns with the company's commitment to social welfare. Such involvement not only contributes positively to the community but also enhances the company's reputation and fosters goodwill among stakeholders.

The company engages in initiatives aimed at environmental sustainability and promoting healthy lifestyles, further bolstering its positive brand image and demonstrating its commitment to social and environmental responsibility.

Actively engaging in these PR initiatives, Akij Food and Beverages Ltd endeavors to build and maintain a positive brand image, strengthen relationships with stakeholders,

and showcase its dedication to societal well-being beyond its core business activities. These efforts contribute to reinforcing trust and credibility, ultimately benefiting the company's overall reputation and market positioning.

Packaging and Branding: Packaging and branding are paramount for Akij Food and Beverages Ltd in captivating consumers attention and fostering brand recognition. The company invests significantly in innovative packaging designs that not only ensure product freshness and durability but also serve as potent visual marketing tool.

The packaging design is meticulously crafted to stand out on shelves and in displays, employing vibrant colors, eye-catching graphics, and distinctive branding elements that resonate with consumers. The packaging incorporates the company's logo prominently, along with compelling visuals or product images that effectively communicate the essence of the brand and its offerings.

Akij Food and Beverages Ltd prioritizes functional packaging that ensures convenience for consumers while maintaining product integrity. This includes ergonomic designs, resealable features and portion-controlled packaging that enhances user experience and convenience.

The company also understands the significance of storytelling through packaging. They utilize packaging to communicate the brand's values, product attributes, nutritional information, or the sourcing story, connecting with consumers on an emotional level and fostering a sense of trust and authenticity.

Sustainability is increasingly crucial in packaging strategies. Akij Food and Beverages Ltd might focus on eco-friendly packaging materials and emphasizes their commitment to environmentally responsible practices, catering to consumers growing concerns about sustainability.

Influencer Marketing: Leveraging influencer marketing strategies is a very recent avenue for Akij Food and Beverages Ltd to expand its reach and enhance brand credibility within Bangladesh's market. Collaborating with influencers or key opinion leaders (KOLs) who align with their target audience significantly amplify the company's visibility and foster a stronger connection with consumers.

Influencer marketing involves partnering with individuals who hold sway over a specific audience segment, often through their social media presence, expertise, or lifestyle influence. These influencers could be food bloggers, social media personalities, nutritionists, or individuals with significant online followings. Akij Food and Beverages Ltd engages influencers to authentically endorse their products through various engaging content formats such as sponsored posts, reviews, tutorials, or product placements. These collaborations enable the company to tap into the influencers' dedicated follower base, allowing for organic and relatable promotion of their products.

By partnering with influencers who resonate with their target demographic, whether it's health-conscious individuals, beverage enthusiasts, or lifestyle-oriented audiences, Akij Food and Beverages Ltd effectively expands its brand reach to a broader consumer base. Influencers' endorsements enhance brand credibility, drive engagement, and encourage consumers to try the company's products based on the influencer's recommendation.

Promotional activities are dynamic and constantly evolving based on market trends, consumer behavior, and new marketing channels. Akij Food and Beverages Ltd adopts a mix of these strategies to ensure a comprehensive and effective promotional approach for their products within the competitive food and beverage industry in Bangladesh. Akij Food and Beverages Ltd aims to create direct engagement with consumers, fostering a more personal connection and building trust in the brand. These establish a positive perception of the brand among consumers in Bangladesh.

4.3 Additional Activities

Interviewing the employees of Akij, I found that the company does not rely on a specific channel for its promotional activities rather the company utilizes a mix of traditional and digital channels.

1. **Product Diversification:** Akij Food and Beverages Ltd adopts a product diversification strategy to meet a wide array of consumer preferences. Their product range encompasses juices, mineral water, snacks, dairy products, and more, catering to diverse market needs.
2. **Quality Assurance:** Ensuring the highest quality standards is a pivotal marketing strategy for Akij. They emphasize the use of premium ingredients and implement rigorous quality control measures, fostering consumer trust and loyalty.
3. **Brand Positioning:** Akij strategically positions its products to target specific consumer segments. Some items may be positioned as affordable choices, while others are positioned as premium or healthy alternatives, aligning with distinct consumer preferences and needs.
4. **Distribution and Availability:** Wide product distribution and availability are key tools for Akij Food and Beverages Ltd. They establish a robust distribution network through partnerships with retailers, wholesalers, and e-commerce platforms, ensuring their products are readily accessible to consumers.
5. **Promotions and Advertising:** Akij employs traditional marketing channels such as TV, radio, billboards, and print media to reach a broad audience. Through strategic advertising campaigns, they enhance brand awareness and promote specific products, effectively engaging consumers.
6. **Sponsorships and Events:** To enhance brand visibility and foster connections with consumers, Akij participates in sponsorships and events, including sports events. By associating with such activities, they effectively strengthen their brand presence and engage with a wider audience.

- 7. CSR Initiatives:** Akij demonstrates its commitment to social and environmental causes through Corporate Social Responsibility (CSR) initiatives. By engaging in meaningful projects, they not only contribute positively to society but also enhance their brand reputation, resonating with socially conscious consumers.

Furthermore, I also got to know how Akij adheres various tactics to involve their employees in the development and execution of their promotional activities. The company emphasizes on creating a cross functional team so that they can make a well-informed decision. Akij encourages a culture where employees can share their ideas without any hesitation. The company organizes a brainstorming session every now and then to involve and encourage their employees in coming up with disruptive idea that eventually helps the company in successful promotions.

The company faces fair share of challenges due to the highly saturated market that they are operating in. customer preferences are continuously changing, the company tries to adapt to these changes on a continuous basis. Akij food and beverages ltd always fulfill their regulatory duties. Time to time they adapt Creating compelling brand narratives and stories can evoke emotions and connect with consumers on a deeper level

Akij Food and Beverages Ltd stays updated with changing market trends and consumer preferences through comprehensive market research, consumer surveys, and data analysis. By closely monitoring market dynamics and studying consumer behavior, the company can identify emerging trends and shifting preferences. To adapt to these changes, Akij Food and Beverages Ltd adjusts its product offerings, packaging, and marketing strategies accordingly. For instance, if health-consciousness becomes a prevailing trend, the company might introduce healthier product variants or prominently display nutritional information on packaging.

Akij Food and Beverages Ltd demonstrates a strong commitment to community engagement through various marketing initiatives and corporate social responsibility (CSR) programs. They sponsor local events, contribute to community development projects, and support educational programs, showcasing their dedication to the well-being of the local populace.

4P Analysis for Akij Food and Beverages Ltd



1. **Product:** Akij offers a diverse product portfolio, including "Pure Fresh" juices, "Mineral Plus" mineral water, "Chini Gura" snacks, and "Farm Fresh" dairy items. For instance, their "Pure Fresh Orange Juice" caters to health-conscious consumers, emphasizing natural ingredients and no added preservatives.
2. **Price:** Akij strategically positions its products. For example, "Chini Gura Snack Packs" are affordably priced and popular among budget-conscious customers. In contrast, their premium "Mineral Plus Sparkling Water" targets the upscale market, offering a higher price point and superior quality.
3. **Place:** Akij ensures broad product availability. "Pure Fresh" juices are available in local grocery stores, while "Farm Fresh" dairy products are distributed through major supermarkets. Moreover, their online presence on platforms like Daraz allows customers to conveniently order products online and have them delivered to their doorsteps.

4. **Promotion:** Akij utilizes various promotional channels. Their TV commercial for "Pure Fresh" juices highlights the natural freshness of their products. Additionally, on social media platforms, they engage consumers with interactive content, like recipe contests, creating a strong online community. Furthermore, their sponsorship of local sports events, such as the "Akij Cricket Cup," enhances brand visibility and community engagement.

This 4P analysis showcases Akij Food and Beverages Ltd's effective strategies. By offering a diverse range of products, pricing them strategically, ensuring wide availability, and promoting them through various channels, Akij not only meets market demands but also establishes a strong brand presence, connecting with consumers across different segments.

Chapter five

5.1 Conclusion

The success story of Akij Food and Beverages Ltd provides a compelling blueprint for businesses aiming to excel in today's fiercely competitive market. At its core, the company's triumph can be attributed to a multifaceted approach that prioritizes quality products, attentive customer listening, and active employee involvement. These elements serve as pillars that uphold not just the company's success but also serve as invaluable lessons for other enterprises seeking growth and prosperity.

The emphasis on delivering top-notch products signifies the fundamental significance of quality in the market landscape. Akij's commitment to ensuring excellence in their offerings has not only attracted customers but also fostered loyalty among them. This underscores the pivotal role that quality products play in creating a loyal customer base and securing a competitive edge.

The practice of actively listening to customers is a crucial lesson. By paying close attention to customer feedback, preferences, and evolving needs, Akij has been able to tailor their products and services to match market demands effectively. This customer-

centric approach not only helps in meeting expectations but also aids in staying ahead of industry trends and maintaining relevance in the market.

Additionally, involving employees in the company's processes and decision-making has proven instrumental in fostering innovation and a sense of ownership. Encouraging employees to contribute ideas and actively participate in the company's growth not only enhances their satisfaction and commitment but also opens avenues for fresh perspectives and innovative solutions.

The success of Akij Food and Beverages Ltd serves as a testament to the significance of quality products, attentive customer engagement, and active employee involvement in driving business success. Emulating their strategies can undoubtedly help businesses navigate the challenges of the contemporary market landscape, fostering growth, and ensuring long-term sustainability. Prioritizing customer satisfaction, product excellence, and a culture of inclusive participation among employees can significantly impact how a business flourishes and sustains itself amidst competition.

5.2 Suggestions for Future Research

1. **Comparative Studies:** Conduct comparative research between companies in the food and beverage industry to analyze diverse marketing strategies and identify best practices.
2. **Consumer Behavior Analysis:** Explore in-depth studies on changing consumer preferences and behaviors, focusing on the impact of digitalization and health-conscious trends on purchasing decisions.
3. **Employee Engagement Impact:** Investigate how employee engagement initiatives directly influence customer satisfaction and brand loyalty, leading to more targeted strategies for businesses.
4. **Technological Integration:** Examine the integration of emerging technologies like artificial intelligence and data analytics in marketing strategies, exploring their effectiveness in understanding consumer needs.

5. **Global Market Trends:** Research global food and beverage market trends to anticipate future demands and guide local companies in adapting their products and promotions.

5.3 Recommendations

1. **Strengthen Internal Communication:** Encourage open communication channels within companies to foster a culture of innovation and idea sharing among employees, ensuring diverse perspectives for marketing strategies.
2. **Invest in Employee Training:** Provide training programs to enhance employees' marketing skills, equipping them with the knowledge and tools needed to adapt to evolving consumer trends effectively.
3. **Focus on Digital Engagement:** Embrace digital platforms for marketing and customer engagement, emphasizing interactive content and personalized experiences to connect with tech-savvy consumers.
4. **Sustainable Practices:** Integrate sustainable practices in product packaging, emphasizing eco-friendly materials and ethical sourcing, aligning with the growing environmental awareness among consumers.
5. **Continuous Market Research:** Invest in continuous market research to stay updated on consumer preferences and behaviors, enabling timely adjustments in marketing strategies to meet changing demands effectively.

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