

Internship Report
On
Akij Food & Beverage



AKIJ FOOD & BEVERAGE LTD.

Brings Quality to Life®

(A concern of **AKIJ GROUP**)

Meraz Ahamed

This report is submitted to the school of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration

Internship Report on Akij Food & Beverages Limited (AFBL)



AKIJ FOOD & BEVERAGE LTD.

Brings Quality to Life

(A concern of AKIJ GROUP)

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Letter of transmittal

19th July, 2022

Dr. Seyama Sultana

Associate Professor SoBE,

United International University,

Subject: Submission of final Internship Report on Akij Food & Beverages Limited.

Dear Ma'am,

with due respect, I would like to inform you that on February 6, 2022, I joined AFBL as an Intern at CSR Department for 12 weeks' internship program. Since then, it has been an increasing exponential learning curve for me. Today, it is an integrity to be able to submit my Internship Report on AFBL.

My experience at AFBL has been undoubtedly very insightful, enriching, and enlightening. I feel privileged to complete my internship and gain corporate experience under MD. Rofiqul Islam, Deputy Manager. Also, I am immensely grateful to have you as my academic supervisor and complete my internship course under your direct guidance.

I hereby submit a compilation of every detail I have gathered throughout my journey at AFBL. I tried my best to incorporate all your instructions and learnings to stand up to your expectations. Lastly, I would be glad to clarify any discrepancy that may arise and also be grateful if you provide your judicious advice on my effort.

Best Regards,

Your Sincerely

Meraz Ahamed

ID: 111 163 005

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Declaration of the student

I certify that the information provided about the named organization, Akij Food and Beverage Ltd., is accurate and legitimate. They were added with the highest integrity and respect. Additionally, I certify that this information is original. All quotes from outside speakers have been duly recognized in this report.

Acknowledgement

First and foremost, I would like to precise my utmost appreciation to the Almighty for providing me with the gift and tolerance to complete my internship program at Akij Food and Beverages Limited. Without Almighty's constant blessing, it would not have been a smooth journey starting from finding an internship to completing the report.

It is my immense pleasure to get the chance to do my Internship at AFBL and receive such a wonderful opportunity to explore my potential. The unwavering assistance and collaboration I received during my internship and report preparation are remarkable and greatly appreciated. I'd want to express my gratitude to Mr. Rofiqul Islam, Deputy Manager, for providing me with clear and straightforward directions on how to fulfill my daily tasks. Despite his hectic schedule, he took the time to listen to my questions, guide me, give useful information, and keep me on the right track during my time there. I'd also like to express my gratitude to Mr. Nazmul Hossain, Senior Executive, and the rest of my team for making my internship so enjoyable. I am confident that the skills I have gained via this internship will help me advance in my future corporate job.

Also, I be inclined to convey my deepest gratefulness to the honorable faculty member, Dr. Seyama Suldaana School of Business and Economics, United International University, who has guided me throughout my internship period. Her constant support and motivation have helped me comprehend my assignments and complete the final internship report. It is a great privilege and honor to learn from her and complete my internship under her direct supervision.

Finally, this account does not reflect my sole struggle; rather, it reflects the help I received from a number of influential individuals, including my family and friends. I owe a huge debt of gratitude to each and every one of them for their unwavering support, patience, and inspiration.

Abstract/ Executive summary

Internships are a required part of the Bachelor of Business Administration curriculum. The importance of the internship and the tasks done during that period are highlighted in the report. Among the active indigenous enterprises in Bangladesh, Akij Food & Beverage is the most well-known food and beverage company. When you first join the company, you'll see that there are a lot of different departments with different functions. The internship was held in the CSR and Trust department of AFBL.

The sole purpose of the CSR project is to help people. The goal of the CSR activities is not to increase sales for the company but to help a business to create a sustainable brand image in the long run. The internship report demonstrates how the CSR project operates, how it benefits the firm and mass people, and how it develops.

In chapter one discussed about introduction of the report, contextual of the report, objective of the report. After that in chapter two explain about the company, their mission, vision, analyzing AFBL's industry where I try to explain about their products, rivals or competitor and threats, substitute of their product. Industry analysis, where briefly discussed porter's five factors and external, technological factors which influenced industry for a long run.

Chapter four is allocated with my internship experienced. Gathered all my experience how I started my first corporate life. First few days were training session as we were new and none of us had any experience of office work, positions of the department, contributions, skills I learnt and applied to my work and application of academic skills which we learnt from our beloved university. In conclusion chapter five summarized if recommendation to AFBL can be improved their operations and work. Concluded with key understanding of my work and conclusion.

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CHAPTER I: INTRODUCTION

I.1 Background of the Report

The internship suite has evolved into a bridge for people looking to transition from academia to corporate life. I learned about the real working world through the internship, which was significantly different from my academic studies.

During my internship, I had the opportunity to work in the department in direction to have a better understanding of how a CSR department operates and how it benefits both the company and the people.

I joined Akij Food & Beverage's Trust Department, which is responsible for the company's CSR efforts. They pledged to assist people with their products as well as their resources. As a member of such a team, I had the opportunity to work closely with people who were in severe need of assistance. It wasn't just work; it was also a social act of assisting others. This benefited the firm as well as the broader public.

I.2 Objectives of the Report

People's perceptions of the organization change as a result of CSR actions. For Akij, though, things are very different. As a result of Akij's decision to aid individuals without asking anything in return, people have a positive impression of the company. As a result, AFBL become more popular in rural area.

- ✓ The goal is to learn how people's perceptions of AKij's CSR initiatives are changing.

- ✓ How CSR initiatives can assist Akij Food & Beverage sell its products while also aiding its customers.

I.3 Motivation of the Report

The enthusiasm of the report given below:

- Improving interpersonal skill
- Learning around theoretical knowledge
- Learning additional about the practical acquaintance.

I.4 Scope and Limitation of the Report

As there was a time constraint present and the internship was of 3 months, a particular department and topic needed to be selected in order for the report to be done soundly.

As an Intern of Akij Food & Beverage Trust Department, the CSR topic is best suited for this report.

CHAPTER II: COMPANY AND INDUSTRY PREVIEW

2.1 Company Analysis

Akij food and beverage is one of the largest company in Bangladesh. From the starting of their journey to now they are running their company with high reputation. Their history and overview discussed below;

2.1.1 Overview and history

Akij Food and Beverage Ltd underway their journey in 2006 as a unit of Akij group. AFBL produces a extensive range of Snacks and Beverage of both National & International markets. AFBL is a \$250 million project which was providing by the parent Akij group. AFBL is a part of the Akij Group founded by Sk. Akij Uddin in 1950. This group of industries are ever-growing and the latest number of the units is 26. These parts have a workforce of more than 50,000. They have 25 major national triumphs so far. Sk. Nasir Uddin chairs the group and Sk. Bashir Uddin is its Managing Director. Sk. Shamim Uddin is the Director of AFBL.

One of the largest food and beverage producers in the nation, AFBL produces a wide variety of foodstuffs for both domestic and foreign markets, including fruit drinks, carbonated beverages, and other foods. It exports goods to 26 different nations, demonstrating its strong global presence.

Through regularly producing great products using licensed and enthusiastic staff and cutting-edge technology, AFBL has shown to be a viable business. Soft drinks, fruit drinks, energy drinks, molted drinks, drinking water, milk and milk-based products,

chips, mango bars, and pickles are just a few of the many products offered by AFBL. By farming activities for milk from Pabna and Rajshahi and mango from Rajshahi and Chapainawabganj, AFBL supports the small and medium-sized farmers in the area.

Over the years, AFBL has earned numerous accolades and certifications. It has four times won the Best Brand Award. The company's quality is attested to by national and international certifications as BSTI, HALAL, ISO, and HACCP. With locally manufactured and imported raw ingredients, as well as cutting-edge machinery imported from well-known manufacturers like Tetra Pak, Krones, Alfa Laval, and Spa, among others, AFBL creates the highest quality food products.

The initial production capacity for the juice line was 300 bph and 400 bph for the soft drink line. Its capacity increased to 1800 bph in just one and a half years. The current manufacturing capacity is 1900 bph, which is a revolutionary rate. The majority of our products are market leaders in Bangladesh, with Speed being the most well-known name in energy drinks. There is no compromise in terms of product quality at AFBL because they are really concerned about it. The automated machinery utilized by AFBL to produce the food and beverage product were primarily imported from Germany. Straight from the world-famous Tetra Pak, Cronos, Spa, and Alfa Laval, they imported machinery.

The Akij Group can be traced back to the late 1940s. The Group began modestly with jute commerce, which was once renowned as the country's golden fiber, generating the biggest quantity of foreign cash. The Akij Group's never-ending efforts, together with the support of our many clients, have led to the diversification of our commercial activities. The Group's second phase involved the production of handmade cigarettes known as bidis. This industry significantly increased the Group's earnings while also contributing significantly to the government coffers.

With a history spanning more than 50 years, the Akij Group has established itself as the most reputable and esteemed industrial family in Bangladesh. One of the largest corporations in Bangladesh is the Akij Group. It is made up of 24 major corporations that participate in numerous activities and market a wide range of commodities. The Akij

Group started off as a small jute merchant more than 50 years ago. Since then, the industrial sector in Bangladesh has developed at a dizzying pace. Many of the group's workers are regarded like members of the Akij family and make up a sizable portion of its workforce. Additionally, charitable organizations contribute to the development and welfare of the nation (Akij Group, n.d.).

Vision

AFBL's mission is to be "the most appreciated food and beverage company in Bangladesh by commitment to quality."

"To be the most respected Food and Beverage Company in Bangladesh" expresses AFBL's need to be the first option, most preferred, trusted, admired, and best among competitors, while maintaining worldwide food and beverage standards. "By dedication to quality," we mean maintaining a high level of product and service quality for customers, business partners, and internal-external stakeholders. (According to AFBL, 2020).

Mission

The phrase "Mission" refers to the wisdom of purpose that explains how an organization realizes its vision. According to AFBL's purpose, they intend to pursue a sustainable economic model through

- Consistently high quality goods
- An engaged and motivated workforce
- Cutting edge technology
- A society that gains

"We Will Strive to Be A Sustainable Business" means AFBL ensures sustainable growth, profitability through organizational capability and innovation.

"Through Consistent Quality Products" describes how AFBL provides new and strong food products with international standards.

“Employee That Is Empowered & Motivated” means to build and sustain an inspired and devoted workforce.

Objective

Gaining market share in linked, diversified industries is the company's primary goal.

Products in Bangladesh, as well as to reassure prospective buyers about the reliability and quality of the products.

2.1.2 Trend and growth

From the starting of the AFBL they every year comes up with new food and beverage item in market. Customers taste always not remain same. To get profit and growth AFBL always try something new with innovative things. For example Lemu, it was one of the most well-known beverage soft drink of that time. It was different from any other soft drink. The taste, packaging, color, advertisement, branding everything attract customers. Even Mojo, though it is cola drink but its taste and packaging is better than any other domestic cola brand.

Then again with frutika they come with mango juice. Which is rivalry with Pranfrooto. With innovative packaging they attract customer and availability of frutika is more than Pranfrooto currently. They are trying to reach customer continuously. So their sales and growth is increasing.

2.1.3 Customer mix

Customers are blood of the company. Without them they can't go far. AFBL never compromise with the quality of the product. Because their first priority is customer to give them quality product at a lower rate compare to competitor. AFBL's customer are kids to old everyone is their targeted customer. Though most of the targeted customer is young but AFBL launch varieties of product which attract all age customer. Such as

Frutika, Mojo, Lemu, Cheese puff, Farm Fresh milk and so on products they are offering for their customers.

In every occasion they come up with new look, new touch with new vibes. Which attracts all types of customer.

2.1.4 Product/service mix

The quantity of product appearances carried by an organization is referred to as the Product Mix Width. AFBL has a total of seven product lines.

- ✓ Soft Drink
- ✓ Cola
- ✓ Chips
- ✓ Juice
- ✓ Energy Drinks
- ✓ Water
- ✓ Milk

At the moment, Akij Food and Beverage Limited sells a wide collection of products both in Bangladesh and abroad. People are becoming gradually interested in Akij food and beverages. Akij food and beverage's most popular and profitable item is speed. While foreign demand for Aafi juice is so great, the company is unable to meet domestic demand. The following are the current goods available from the company:

Product Category	Brand Name	Size
Cola	MOJO	150 ml can 500 ml 1 and 2-liter.

Lemon	Lemu	150ml can, 250ml, 500ml, 1 liter, 2 liters.
Clear Lemon	Clemon	250ml,500ml,1 and 2-liters.
Energy Drink	Speed	250 ml
Malt Beverage	Spa	500 ml, 1 and 2 litter
Juice	Frutika (Mango, Red grape, Red orange)	250ml, 1 liter.
Milk	Farm Fresh UHT milk	½ liter tetra pack.
Malt Beverage	Wild Brew	250ml.
Snacks	Cheeky Monkey	15 and 30 gm Foil pack.
	Cheese Puffs	15 and 30 gm Foil pack.

O' Potato (vegetable masala, Magic masala)	15 and 30 gm Foil pack.
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Figure 1

2.1.5 Operations

As Akij food and beverage is a large and diverse company, they have so many different departments. Every department have different challenges. They have different task from one to another. Prime divisions of Akij food and beverage given below:

SL	Departments of AFBL
1.	Admin
2.	Human Resources
3.	Tainting and Development
4.	Research and Development
5.	Corporate Social Responsibility
6.	Brand
7.	Sales and Trade Marketing
8.	Accounts and Finance
9.	Dairy
10.	Media
11.	Export
12.	Design
13.	IT
14.	Outdoor Management
15.	Event

16.	MIS
17.	Corporate Sales
18.	Clemon Sports

Figure 2

Though departments are different from one another but their main goal is same. Which is promoting their brand, quality and services to the customers and in return generate their profit margin.

2.1.6 SWOT analysis



i. Strengths:

- ✓ Brands like MOJO, SPEED, and FRUTIKA have been quickly established.
- ✓ The products' quality.
- ✓ Products are widely available due to their distribution across the country.
- ✓ Promotional actions that are unique.

ii. Weakness:

- In terms of identifying timely proper client needs, there is less expertise in the beverage industry.
- Some deceptive promotional practices.

iii. Opportunities:

- ✓ Local businesses have a chance to gain a large share of the market for the refreshing flavored Carbonated drink.
- ✓ AFBL goods have the potential to be exported to the Asian market.

iv. Threats:

- Competitors' unethical behavior, such as tax evasion, in order to lower the product's price.
- Instead of being licensed to a local Bangladeshi business, Coca-Cola and Pepsi will be managed as multinational corporations, much like Unilever.

2.2 Industry analysis



Food is a massive industry. Bangladesh's food business, which falls under FMCG, has been rapidly expanding in recent years. As is customary, there is always a desire for food products in the market. However, since Bangladesh's population has grown fast, the demand for packaged food has increased dramatically. As more companies enter this industry, the variety of new food products has grown all across the market. This was not always the case in the sector. The fierce competition between already established businesses and the threat of new entrants has intensified as a result of the tremendous potential for gaining market share in this industry. The food industry is currently governed by Pran-Rfl Group. The variety of things Pran-Rfl produces—from bakery goods to juices and beverages—has helped them to dominate this market. They hold one of the licenses for the renowned soft drink Coca-Cola, together with Abdul Momen Group. The fierce competition among already-existing businesses and the threat of new entrants has intensified as a result of the great potential for gaining market share in this industry. Pran-Rfl Group currently controls the food business. Pran-Rfl produces a wide range of products, ranging from bakery foods to juices and beverage items, and their versatility has helped them to dominate this sector. After Abdul Momen Group, they are

one of the licensees of the world-famous soft drink Coca-Cola. Yet another well-known multinational brand Transcom Group is Pepsi's licensee. When it comes to soft drinks, Akij Food and Beverage Ltd competes with their brands Mojo and Clemon. People in our country are becoming more interested in ready-made packaged meals as their lifestyles have evolved. Bakery products are in high demand. Pran-Rfl is the market leader with their "All-Time" brand. Other bakery-related enterprises include the former Nabisco, FU-Wang, Haque Bakery, Danish and the new Square Food and Beverage, Dan Cake Company, and others. However, Akij Food and Beverage Ltd trails in the baking category. Globe Soft Drinks & AST Beverage Ltd has a popular energy drink brand called "Royal Tiger." However, Akij Food and Beverage is now a tremendously popular brand in the energy drink market, with its Speed brand being one of the most popular. Not only that, but Akij Food and Beverage Ltd's juice brand "Frutika" had given Pran's juice brand "Frooto" a run for its money. However, the Meghna Group of Industry has introduced a new food company to the market. Although this is an old company, there is possible competition in the food market from new brands such as "Gear" energy drinks, "Soul up" and "Fresh" mineral water, and "Fresh Mejanda." "Milk Vita" is the market leader in dairy products, followed by "Pran Dairy," "Aarong Dairy," and AFBL's "Farm Fresh."

Bangladesh's food business is massive, and we'll keep speaking about it. Only a few companies associated with Akij food and beverage company were mentioned in this article.

2.2.1 Specification of the industry

In order to value its clients, Akij Food & Beverage Ltd (AFBL) believes in producing only the highest-quality goods. The purpose of all the advanced equipment in addition the conventional factory layout is to increase the ability to serve customer wants in a profoundly superior way.

Eight product lines comprised of different brands each have been created by AFBL to captivate the market. Based on the equipment used to industrialize the products, the corporation awards collections or product lines. In addition to seeking to broaden their

product line more, AFBL intends to add more distinctive and distinctive products to their current lineup.

Few of specification for their beverage industry given below:

MOJO

MOJO is a cola-flavored carbonated soft drink (CSD). Because of its mostly red color scheme and the artistic design on the bottles and can, the product's packaging is particularly striking. The whole silver bottle packaging was first introduced by AFBL, making its product look nicer than those of its competitors.

FRUTIKA

Juice is frutika. The mango-flavored frutika from AFBL is the most popular juice. Orange and grape flavors are also present. The goods were introduced to the market in August 2008, and since then, Frutika has captured a sizable portion of the market thanks to its flavor, packaging, and distinctive promotional activation.

SPA

AFBL introduced SPA, a mineral water, in April 2007. The product is particularly beautiful due to its full silver packaging. To help it achieve a respectable market share, the product's unique marketing strategy and aesthetic appeal.

FARM FRESH

UHT milk and pasteurized milk are represented by the name FARM FRESH in dairy goods. In September 2007, the product line debuted on the market. At that time, not many businesses supplied pasteurized milk. They have since started to compete with Milk Vita and Aaron Milk.

2.2.2 Size, trend, and maturity of the industry

The AKIJ Food & Beverage LTD facility was built in the picturesque Damura and Damura Krishnapur area. One of Bangladesh's best food and beverage sectors is this one. All equipment is sourced from two globally renowned businesses in Germany. It is run by New Traurne, Germany-based Ningbo Shippi Equipment Co., Ltd., with digital

control over all machinery. It is fair for such cutting-edge production facilities to reject goods that fall short of the required standard. Only six businesses on the subcontinent make CSD goods with such cutting-edge machinery, and AFBL is one of them. This component represents the caliber of the factory's equipment and the caliber requirements for AFBL's goods.

The sister concerns of AFBL are;

- a. Akij jute mills limited
- b. Akij food and beverage limited
- c. Akij textile mills limited
- d. Akij Cement Company Ltd
- e. Akij cement ready mix concrete
- f. Akij shipping line limited
- g. Akij poly fiber limited
- h. Akij printing and packaging limited
- i. Akij bio plant
- j. Akij particle board limited
- k. Akij match factory limited
- l. Akij agro

2.2.3 External economic factors

The environment and route of the economy in which an organization contests or might compete is referred to as the environment. Firms want to compete in economies that are reasonably stable and have a lot of room for expansion. Because economies connect nations, businesses must scan, monitor, forecast, and appraise the health of their host country's economy as well as the economies of its neighbors. All the external factors are influenced AFBL directly. Because, after launching their food and beverage items regularly they export their products to middle east, south east Asia, south Africa, Europe and America. it's very important for AFBL to know external economic factors. It

is challenging for firms studying the economic environment to predict economic trends that may occur and their effects on them.

2.2.4 Technological factors

The extent of technological change is broad and extensive, affecting many facets of society. The main reasons for these effects are new products, methods, and materials. The organizations and actions engaged in creating new knowledge and translating it into novel products, processes, and materials are included in the technological component.

Every day, AFBL aimed to engage targeted customers by utilizing modern technology. Each customer has a particular preference and set of choices. Company must be aware of technological issues in order to reach customers.

2.2.5 Barriers to entry

The member with the lowest departure walls and highest entry walls is the most alluring. Many new businesses can enter the market, and those that aren't performing well can easily shut down. The entry walls are quite low, making it difficult to swig alcohol. Consumers can transfer without spending any money at all. Both as a beverage and a trademark, AFBL is highly known. Visitors to places of worship are reluctant to test another brand, and it has a sizable request share quickly.

2.2.6 Supplier Power

A member is monstrous if the company's suppliers have the power to increase prices or decrease the amount given. The main components of soft drinks are phosphoric acid, refined sugar, carbonated water, and caffeine. The vendors are not focused or well identified. When it comes to "MOJO," AFBL works with suppliers situated in Switzerland. As a result, AFBL can have a challenging scenario in the future if the provider experiences continued high demand.

2.2.7 Buyer Power

If purchasers have substantial or increasing logrolling power, a member is monstrous. When consumers are more concentrated or systematized, when the product covers a

significant portion of their costs, when it is undifferentiated, when switching costs are low, when consumers are price-sensitive due to subpar gains, or when they can integrate upstream, consumers' logrolling power increases. Customers of AFBL are evidently price concerned and reluctant to logroll. Customers are less likely to logroll as a result.

2.2.8 Threat of Substitutes



When there are factual or implicit backups for the product, a Member is monstrous. Prices and gains are limited by backups. As an alternative product, a variety of energy drinks such as Speed, Tiger, Black Horse, Power, Red Bull and juice such as PranFrooto, Frutika are available upon request. MOJO doesn't have a particularly distinctive flavor. It's quite difficult for individuals to tell the difference between Coke, MOJO, and Pepsi in an eyeless tasting test. The backups then play a key role in causing difficulty for Mojo.

2.2.9 Industry rivalry



If a member formerly contained a large number of powerful, aggressive challengers, it is considered monstrous. If it's stable or declining, it's much more awful. Coke and Pepsi are the current front-runners. Coke and Pepsi are the most popular fizzy drinks, and they're highly involved in funding outdoor events and conditioning. That is why MOJO is in so much danger because they have developed a strong position in the request.

Not only the cold drink sector but also in the juice sector they have strong rivalry with PranFrooto. Frutika and Pranfrooto is similar type of mango juice. Frutika is one of the well-known juice of AFBL.

CHAPTER III: INTERNSHIP EXPERIENCE

It was great experience to part of them. I was posted in the Panthapath Branch of Akij Food & Beverage. It is the sole place for their CSR activities and a big part of HRM.

By the end of 2021, AFBL's marketing department had established a project to manage their CSR operations. The project's newly established department was dubbed the Trust department. The department was primarily responsible for assisting disadvantaged people in Bangladesh. The department's sole purpose is to assist those who require financial assistance for medical, domestic, academic, and other expenses. Employees in this area work to assess applicants' requirements and then provide them with adequate financial assistance.

My supervisor and coworkers always had a smile on their faces. They were never upset by my queries, no matter how foolish they sounded, and they always listened to my queries with genuine curiosity. They were aware that I was still learning and aided me in dealing with the realities of working in a corporation. They didn't treat me like a junior intern with a minor job. Instead, they saw me as a colleague who has a substantial impact on the organization's success.

My supervisor, Deputy General Manager Rafiqul Islam, was really generous and courteous to me. Despite being extremely busy and under a lot of pressure, he still found time to answer any questions I had and provide me clear instructions. I worked directly under his supervision in the trust department, where he delegated assignments effectively. He has assigned me daily work and provided positive feedback on a timely basis. When I completed my tasks efficiently, I was praised. The nicest part was that he always lectured me on CSR initiatives and how they connect to company branding, incorporating theoretical knowledge to ensure that I fully understood my job obligations.

3.1 Position, duties, and responsibilities

Currently, the department has 28 active employees. The department is divided into three groups: All of us duties were different from each other. Three groups are:

- Paramedical Expert group
- The Executive group
- The Intern group.

Paramedical groups are responsible for assessing medical staffs. For example whenever they get application from patient or someone need treatment cost help, paramedic groups are measured the cost and suggest interns to write applications.

The executive groups are responsible to direct intern groups. They distribute those applications to the interns for processing those application.

Interns are responsible to process those application, they make report regarding the issue of the application. As an intern I had to make report on those application. First step of the report writing is analyzing applicants need then according to their needs make report to our head of trust.

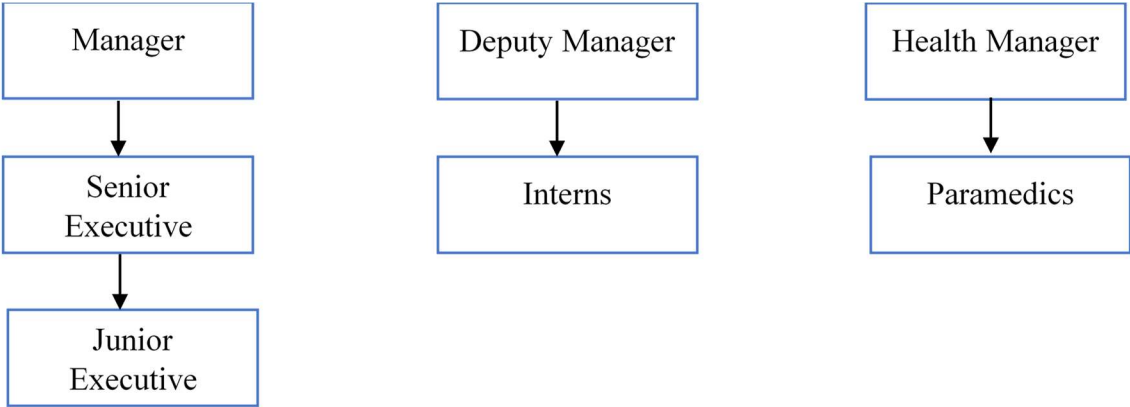


Figure 3: Positions

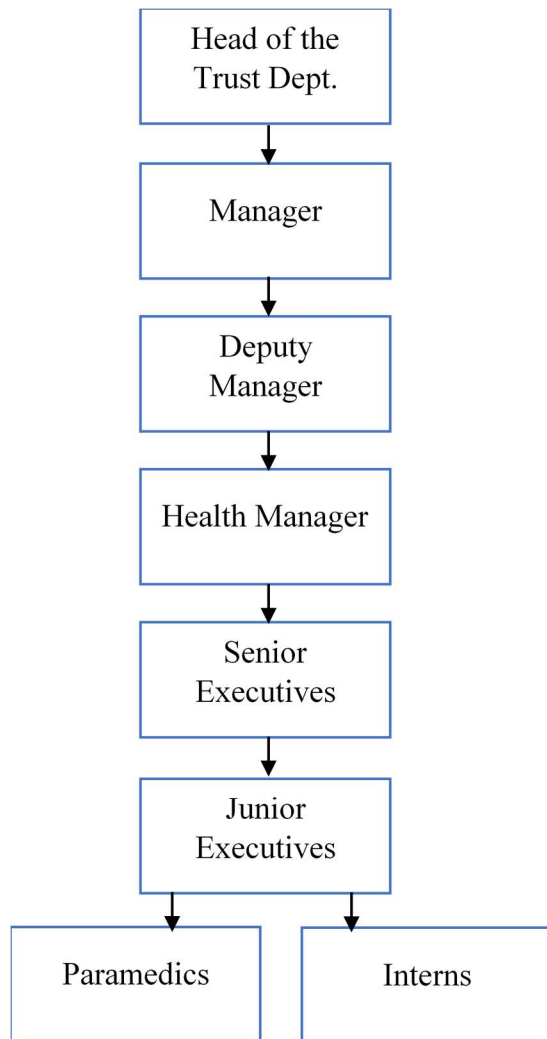


Figure 4: Positions

AFBL's Director is SK. Nasir Uddin. AFBL's Managing Director is SK. Bashir Uddin. MD. Jashim Uddin is the head of the Trust Department. Md. Sarwar is the Department's Manager. Rafiqul Islam Masum, the Deputy Manager, aids the Manager. Md. Tanvir Rahman is the Health Manager. Senior managers, on the other hand, are prepared to fill vacant roles and advance through succession planning. MD. Rafiqul Islam, my supervisor, has been promoted to Deputy Manager of Akij Food and Beverage. Three to four managers are in charge of managing and guiding the Trust Department's teams.

3.2 Training



A company's purposeful attempt to facilitate employees' learning of job-related competencies is referred to as training. In terms of human resource development, it is focused on raising a person's skill to a desired level through education and practice.

An individual can be placed in a situation where they can complete their work accurately, superbly, and with integrity by receiving training. The process of increasing a worker's knowledge and competence in a particular task is known as training.

As we're interns, they provided us training for first week. How to process those application, how we can communicate them, how we can contact with applicant as we had need to analyze applicants need so it was important to contact with them. After all of those training session we started work fluently. If we needed any help executives and supervisor always there to help us.

3.3 Contribution to departmental functions

I worked as a Trust Department Intern at Akij Food and Beverage Ltd. in association with the Marketing department. The trust department is responsible for running the CSR activities of the company. My supervisor, MD. Rafiqul Islam assigned me day-to-day tasks and involved me in the core functions so that I could contribute to the organization by fulfilling my given responsibilities.

The Trust Department collects applications from underprivileged people. After running the operations for a few months, the department started to receive almost 20-30 applications per day. As a result, a massive load of pending applications needed to be processed. Many applicants had already received financial support from the company and submitted applications for further help again. Also, some applicants did not receive

any support and submitted applications twice or more. Moreover, there was a massive possibility of fraud cases. So, the first task is to analyze an application thoroughly. By analyzing an application, we can understand how much help the person needs. I have learned how to research applications. For that purpose, I had to learn various medical terms since most of the applications came from the poor patients admitted to the Government Hospitals. Different applicants had different needs. Some of them needed money to build a house, and some needed money for urgent operations. So, I had to prioritize the applicants that needed money urgently. I was assigned to keep records of the applicants who previously received financial help to avoid repetitions. This task has made me more analytical and proficient in using excel sheets.

3.4 Evaluation

Evaluation is one of the important aspect to measure employee's performance. Through evaluation a manager can know employee's performance. As we were interns they also evaluate our performance. Through records, peer group and assessment 360 degree. Usually they evaluate their employee twice in a year. When they hired any employee they make a contractual deal. Where company will decide to keep continue with the employee or not after a certain period of time. For example, it can be three months or six months' period of time.

3.5 Skills applied

Skill is the vital part of any work. Your success is always depended on how much skillful you are. As we were interns before starting our work they brief us what to do. As we were in Trust Department which is part of CSR activity of Marketing. we had to be proactive, work collectively rather go for only individual. Those who were good at excel they went for excel sheet to create data to record of those applicants, from where those applications come from, what are their needs and basic details. Same thing need to do in a note book by hand written, for communication purpose we had to call applicants and then analyze their needs and according to their need we had to make report.

3.5 New skills developed

As it was my first experienced to work in a company I learnt new things and also developed my skill. I always wanted to work with new people, face new challenges,

develop my communication skill, practicing excel and Microsoft office everyday all these things I had to do there. New skills are described below:

✓ **Analyzing the applications**

Underprivileged people submit applications to the Trust Department. After a few months of operation, the department began to get nearly 20-30 applications every day. As a result, there was a significant backlog of unprocessed applications that needed to be dealt with. Many of the applicants had previously received financial assistance from the company and had reapplied for it. Furthermore, several candidates received no assistance and had to submit applications twice or more. There was also a significant risk of fraud. As a result, the first step is to do a thorough analysis of those application.

✓ **Communication skill**

One of the most vital skills is the written, verbal, and non-verbal communication with managers, colleagues, subordinates, customers, and other stakeholders. Every single task in the office requires interpersonal communication. My job responsibilities required communicating with my supervisor, senior officials, other managers, team members, subordinates, and mainly the customers of the trust department.

I had to communicate with the applicants for further investigation. Some key documents are required for processing the applications, such as NID, Bank statement, Medical Reports, and Prescriptions. The majority of the applications were incomplete or few missing documents. I received training on formally contact with the applicants and asking for the missing documents to applicants. By communicating with different applicant my communication skill is now better than before.

✓ **Team work**

Though in university we make so many group report but in real corporate I have not work with team. In intern days we all work as a team. Most of them were come from different university so it was very important for us to work as a team and had good bonding. By the grace of Allah, we had a great bonding with each and every one.

✓ **Professionalism**

Professionalism has been instilled in me by AFBL and its trust department. I've learnt how to conduct myself in a corporate context while maintaining professionalism with my coworkers, seniors, managers, and fund applicants. With a good attitude and a nice look, I have maintained my consistent high standard and honesty, which has aided in the development of professional interpersonal ties. I've formed the practice of arriving 10 minutes early because I appreciate both others' and my own time.

✓ **Building Professional Networking**

I've created professional networks that can help me in my job by combining professionalism and built strong communication abilities. Because of my Internship, I've met outstanding leaders, managers, professionals from my department and other AFBL divisions, and marketing and sales enthusiasts who have provided me with invaluable advice and assistance in overcoming problems. This internship has provided me with the opportunity to meet and create relationships with individuals in my sector, which will aid in my networking efforts.

3.6 Application of academic knowledge

Academic acquaintance is important because initially they teach us how to learn, how to interact with others, how can manage our time and discipline in every part of life. Undoubtedly we are thankful to our honorable faculties. They are always there whenever we face any difficulties to understand they always help us. Not only the class hours also in several times.

Through submitting any assignment on times helped us to complete our assigning responsibilities on time, Microsoft worksheet knowledge helped me lot , through brand management course I understanding the branding, how a company can share positive branding through CSR activities I applied here practically.

As a marketing student I have to understand about marketing, brand value, global marketing those academic knowledge helped me during my internship.

CHAPTER VI: CONCLUSIONS AND KEY FACTS

4.1 Recommendations for improving departmental operations

- **Letting people know about the help AFBL is providing:** Many individuals are unaware of Akij's CSR efforts. There will be two advantages to this. The first is that people will be aware of Akij and will be able to seek assistance if necessary. The second is that people will form a favorable impression of Akij, which will have a significant influence on sales and enthusiasm.
- **Applying greater man power:** There is a lot of toil pressure because of the large number of files. More personnel are required because it cannot be verified and evaluated by a large number of people.
- **Taking on Mass CSR Activities:** Actions that will help mass people at once is a good option rather than helping one by one.
- **Move maximum if not all activities to digital platforms as it will save time and labor:** Utmost people who come for help fill out the handout form that is given to them. So it cannot be helped if some traditional paperwork is there. But a lot of time can be saved if the internal data is kept digitally and it will become easier to find files and their whereabouts

4.2 Key understanding

In this department the interns were taught about how Akij accomplishes the CSR activities. How to review applications, how to talk to beneficiaries etc. As AFBL CSR is different from other companies, there was a lot to learn.

Understanding how to work in such environment. Before that I have never work in any office. Also understanding CSR activities thoroughly. How does it involve with marketing? Before working with them I had only academic knowledge about CSR. I am thankful to AFBL to give me opportunity to work with them.

4.3 Conclusion

My internship at AFBL was one of the most fantastic professional experiences of my life because it was the first time I gained real-world work experience. Things I've learned, information I've obtained, and experience I've gained will all aid in the development of my career path. Working at AFBL taught me how to be professional, deal with difficult situations, perform well under duress, and engage with a diverse group of individuals. I believe I can apply what I've learned not only in the workplace, but also in my personal life to help me become a better version of myself. Working at AFBL has unquestionably improved my practical knowledge of the sectors of sales, marketing, and corporate social responsibility. It has allowed me to gain direct experience working in a large corporation. My understanding of all corporate social responsibilities and their influence on a firm and society has broadened as a result of my experiences. I've received professional experience in CSR activities, branding, promotion, and field work, all of which have given me a new perspective on surviving and prospering in the corporate world, particularly in marketing and sales. This internship helped me realize my passion for sales and my ability to excel in this industry. As a result, I'd like to offer my heartfelt gratitude and appreciation to AFBL, the Trust department, and the individuals who assisted me during my internship.

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Appendix-A: