

Internship Report

On

Marketing Practices of PRAN Foods: A Case Study on Carbonated Soft Drinks

Submitted to

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Marketing Practices of PRAN Foods: A Case Study on Carbonated Soft Drinks

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This report is submitted to the school of Business and Economics (SoBE), United International University (UIU) as a partial requirement for the degree fulfilment of Bachelor of Business Administration (BBA).

Letter of Transmittal

July 15, 2026

Dr. Md. Kaium Hossain

Associate Professor,

School of Business and Economics,

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Subject: Submission of internship report titled “Marketing Practices of PRAN Foods: A Case Study on Carbonated Soft Drinks”.

Dear Sir,

With due respect, it gives me great pleasure to submit my report titled "Marketing Practices of PRAN Foods: A Case Study on Carbonated Soft Drinks" as part of my requirements for my BBA program in Marketing. The objective of this report is to examine the company's marketing practices. I kept the report simple and helpful for learning while I was writing it.

I truly appreciate all of your guidance and assistance, which helped me complete this report. If you require more details or would like to discuss the report, I will be available.

Sincerely,

Mou Morshed

ID: 111 201 011

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Declaration of the Student

I do hereby declare that the internship report titled “Marketing Practices of PRAN Foods: A Case Study on Carbonated Soft Drinks” has been prepared by me as part of my academic requirement for the completion of the Bachelor of Business Administration (BBA) degree at the School of Business and Economics (SoBE), United International University (UIU).

I also declare that this report has not been submitted for any other degree at UIU or at any other institution, either in part or in whole.

Mou Morshed

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Acknowledgement

First of all, I thank the Almighty Allah for giving me the courage to complete this report. I would also like to acknowledge my parents for continually being there for me while offering me moral support. I want to express my gratitude to my supervisor and the officials of PRAN Foods for all the help and guidance they provided, which helped me complete this report. At this point, I would like to acknowledge the management of PRAN Beverage Limited for providing me with useful information and secondary data that helped me complete this study on their marketing practices, company operations, and market approaches.

Executive Summary

The beverage industry plays a very important role in industrial growth, employment generation, export earnings, and consumer demand in Bangladesh. An effective marketing strategy in this industry will help businesses succeed in the long term. The main objective of this report is to examine the marketing practices of carbonated soft drinks (CSD) of PRAN Foods. This report uses a descriptive research methodology, focusing mainly on secondary data from the official PRAN Foods website and social media platforms. The main findings of the report are that PRAN Foods offered products that were unique in flavor, taste, packaging, and size compared with other products on the market. PRAN Foods charges lower prices than its competitors, making it affordable for its middle-class customers. The report recommends that PRAN Foods strengthen its competitive positioning through differentiation and more customer-focused initiatives. PRAN Foods may enhance the target market to include the health-conscious segment. PRAN Foods should expand its promotional and brand-awareness activities to attract consumers and increase product visibility; it should spend more on its integrated marketing communications.

Keywords: Marketing Practices; Carbonated Soft Drinks (CSD); PRAN Foods; Marketing-mix; Brand Positioning.

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List of Acronyms and Abbreviations

Acronym	Full Form
CSD	Carbonate Soft Drinks
FMCG	Fast-Moving Consumer Goods
PRAN	Program for Rural Advancement Nationally
PBL	PRAN Beverage Limited
TVC	TVC Television Commercial
ROI	Return on Investment
HR	Human Resources
SMC	Supply Chain Management
CSR	Corporate Social Responsibility
CRM	Customer Relationship Management
ROI	Return on Investment
BBA	Bachelor of Business Administration

CHAPTER 1: INTRODUCTION

1.1 Background of the Report

In Bangladesh's economic development, the food and beverage industry is very important. They are playing a very important role in industrial growth, employment generation, export earnings, and consumer demand. These issues have become very important in recent times, and the discussion is shifting away from their significant contribution to meeting customer expectations. Currently, some significant industries in Bangladesh are expanding, including the food and beverage sector. Additionally, they play an important role in increasing Bangladesh's GDP.

A big name in business organizations is PRAN-Foods. They are making many important contributions to various business industries. An organization established by Pran Foods, where food and beverage products are produced and marketed to the highest quality standards. They start their activities by collecting their own raw materials and participating in various fields of agriculture, industry, and business. Not only that, but they have also established many products through their marketing and their extraordinary supply chain, starting from storing raw materials to producing their own products. In addition, they are now moving forward with their products in different countries around the world.

Currently, carbonated soft drinks (CSDs) are the fastest-growing products in the beverage industry. It is very popular,, especially among the younger generation. Nowadays, there have been many lifestyle changes; various urbanizations have taken place, and people's purchasing power has increased more than before. Due to modern customers, the popularity of such drinks is increasing, and competition among current companies is intensifying.

This report is written based on my three-month internship at PRAN Foods. During my internship, I worked very closely with the marketing and HR teams. These experiences gave me both practical skills and a deeper understanding of how PRAN CSDs are being promoted in the market. The report also combines the academic concepts with personal learning and aims to show how PRAN Foods uses marketing to position itself in the Beverage industry.

1.2 Objectives of the Report

Main Objective

The broad objective of this report is to examine the marketing practices of carbonated soft drinks (CSD) of PRAN Foods.

Specific Objectives

This report has some specific objectives, which are given below:

- To know the organizational activities of PRAN Foods.
- To access the strengths, weaknesses, opportunities, and threats (SWOT) of PRAN Foods.
- To evaluate the marketing strategies of carbonated soft drinks (CSD) of PRAN Foods.
- To make some recommendations on the marketing practices of the CSD of PRAN Foods.

1.3 Rationale of the Report

The food and beverage industry is a very old and emerging sector of the economy due to which it plays an important and immense role in the economic development of the country. Now let's come to the popularity of carbonated soft drinks (CSDs) which are becoming very popular among the current generation. Competitors, i.e. these competitive investment companies, are following various marketing practices. The only aim of following these marketing practices is to survive in the market, so for a good analysis of the business environment and consumer behavior, it is necessary to analyze the marketing activities well and have a clear idea about the practices.

If we think about the current leading food and beverage companies in Bangladesh, then PRAN Foods comes to the fore. Not only that, they are using their marketing strategies and promotional activities, they are spreading their products not only in the country but also abroad, and in such a competitive position, they are trying to compete not only with domestic brands but also with international brands. If we are thinking about business development and academic learning, then we can say that their marketing strategies are playing a very effective role in identifying various problems and we can see it through this study of an organization.

The rationale of this report is how PRAN Foods has created its place in this competitive industry through its marketing activities. Through this study, we will cover many topics, including their

marketing strategies, their strengths and how they solve various problems, and how they are improving in business, and the important role they will play in our current academic learning.

1.4 Scope and Limitations of the Report

The highlight of this report is the marketing practice of PRAN Foods and the specific subject that is being reviewed and given importance is carbonated soft drinks (CSDs). Currently, if we observe that the competition is increasing more in both local and international markets, or the soft drinks industry in the beverage market of Bangladesh. The issues that have been specifically evaluated are marketing activities, product strategies, pricing policies, promotional activities and distribution system, market position, consumer response, and competitive advantages. A practical experience and information from this study will play a role in this regard, which is Real-world knowledge and Formal education.

Scope

An investigation into the way marketing practices of PRAN Foods and the specific subject that is being reviewed and given importance is carbonated soft drinks (CSDs). Currently, if we observe that the competition is increasing more in both local and international markets, or the soft drinks industry in the beverage market of Bangladesh. The issues that have been specifically evaluated are marketing activities, product strategies, pricing policies, promotional activities and distribution system, market position, consumer response, and competitive advantages. A practical experience and information from this study will play a role in this regard, which is Real-world knowledge and Formal education.

Limitations

- Internship period, since it was not possible to obtain detailed information for a short period of time
- Some confidential business information could not be obtained due to company policy.
- Market data and competitor analysis could not be fully obtained.

1.5 Definition of Key Terms

Carbonated Soft Drinks (CSD): Carbonated soft drinks refer to all drinks where the soft drink is made through dissolved carbonation, and this carbonated water is then conveniently flavored and is very popular in the beverage industry.

Marketing Mix (4P): The marketing mix is made up of four fundamental elements, namely Product, Price, Place, and Promotion. The combination of these four elements ensures that sales performance is increased, customer satisfaction is increased as well as competitive advantage is achieved.

Market Segmentation: Market segmentation is the process of dividing customers into different groups based on their different purchasing patterns such as consumer needs, behavior, lifestyle, geographic location, and income level.

Targeting: Targeting is the purpose of targeting customers to specific customer groups according to segmentation to conduct marketing activities.

Brand Positioning: This is a process that changes the customer's perception of the product and how they see the product. The main goal of positioning is to create their brand image in the minds of the customers, which basically creates their unit image value and their perception compared to the competitor brands.

Integrated Marketing Communication (IMC): This is an integrated process that covers many integrated topics of marketing such as Marketing Approach. Basically, the brand message is fairly presented to the customer.

SWOT Analysis: This is a strategic structure through which the strengths, Weaknesses, Opportunities, and Threats of a company are specifically analyzed.

Supply Chain Management: Supply management is a method through which the entire process or a network of activities from raw materials to reaching the customer is understood.

STP: This refers to segmenting the market, targeting the market, and positioning the market to better understand the customer's needs and taking marketing action groups accordingly.

CHAPTER 2: COMPANY AND INDUSTRY PROFILE

2.1 Company Analysis

2.1.1 Overview & History

Pran RFL Group is a very large, multi-faceted company well known for its products in processing, plastics, and various engineering sectors. It was founded in 1981 by Major General (Retd.) Amjad Khan Chowdhury. The main objective of the company is to ensure the development of rural areas and the communities living in them, and to support industry growth. It is based in Dhaka and is very active not only in the country but also internationally and has made a very strong entry into foreign trade. It is known for two main divisions, the first being the Pran Food and Beverage sector and the second being Engineering. They are widely known for some subjects. Their main objective is to play a special role in improving the lives of people from rural areas in the Bengal area because they collect various types of products from local farmers and stand by them and are very helpful in improving their lives. The word PRAN means Programmed for Rural Advancement Nationally. They have played a very important role in establishing domestic products and domestic standards. They are currently exporting their own products to more than 148 countries. Not only that, but they have also made a significant contribution to the market through their innovation, customer positioning, and special competitive advantage in the beverage segmentation.

2.1.2 Trend and Growth

Carbonated soft drinks (CSD) are a very popular and profitable industry that has grown steadily over the decades, which has made a niche for a company like Pran RFL in the market for their special carbonated soft drinks i.e. CSD. Nowadays, things are not the same as before, now many things are changing. Currently, people's income is increasing, urbanization is happening and along with it, various changes are happening in people's lifestyle, this special change in customer lifestyle makes me think that these seasonal factors have played a very effective role in this. For example, it is currently hot, and this type of drink is very popular in this summer season. The main strategy of PRAN-Foods is their distribution channel and their affordable prices, because of which their products have become popular in a very short time. One of the reasons for their competitive advantage is that they have done good research about the market, they have learned a good deal about customer references and then they have launched the products. And their products are everywhere in village to urban neighborhoods, starting from all grocery stores to big super shops, their products are available, which means their product availability is amazing.

However, the market is changing gradually, due to which now all the customers are very health-conscious, they want to consume healthy products, because of this they are interested in fruit juice, then water, and some items with little sugar. Along with this, their competitors are emerging to compete with PRAN-Foods and are already present in some other markets. But it is hoped that they will be able to improve in this huge industry of carbonated soda drinks by maintaining their various planning and expansion and growth.

2.1.3 Product/Service/Customer Mix

Product

Product Variety: PRAN-Foods Carbonated Soft Drinks is very popular and offers a variety of products, among which the most popular are PRAN Cola, Maxx Cola, PRAN Up, PRAN Apple Fizz, Tango, Bulldozer, Cheer Up, and Colors. Still, they bring different flavors of drinks to the market by giving importance to the consumer's choice because they want to ensure their competitive position. However, it goes without saying that Max Cola has currently occupied an additional popular place in the field of carbonated soda drinks.

Packaging and Size Options: There are variations in their packaging such as PET bottles, cans, and glass bottles. Their products are available in simple and travel-friendly sizes. They have taken special care of the convenience of the consumer and the purchase range within which they will select the products for themselves.

Pricing and Positioning: Pran has always been very vigilant and gives importance to affordability and value for money, due to which the products become much more accessible to the consumer, not only that, but the company has been adopting this strategy because they can strengthen their competitive position.

Service Mix

Distribution Network: PRAN-Foods has such a strong distribution system along with its excellent supply chain due to which its products are always available, which is effective according to the customer's response time and it has helped in expanding the market in rural, urban, and regional areas.

Retailer Support: Companies offer various types of promotions to fulfill their full supply and through their merchandising assistance, they provide their products to retailers, due to which their market recognition has increased and they are selling easily.

Marketing Activities: Through their advertising and promotional ads and developing digital marketing activities, they highlight their brand identity and expand customer engagement a lot.

Customer

Demographic Segmentation: The company's main goal is to reach middle and lower-income customers and also segment them by considering the new generation that we are developing, i.e. teenagers and adults.

Geographic Coverage: As mentioned earlier, Pran is currently becoming popular with its products both in the country and abroad. They are currently serving in more than 140 countries, of which Bangladesh is one and they have covered not only the country but also all the villages and cities.

Consumer Preferences: The main goal is to provide easy access and a local test of the people. There is a test reference in everything. This helps in maintaining the customer's attraction to the product so that the consumer can get along with the products.

2.1.4 Company Operations/Activities

PRAN-Foods operates all its carbonated drinks in an integrated and structured process. They ensure that various factors, including their market reach, product quality, product positioning, and consistency in the market. First, they start mapping through product development, then they observe what flavors the customers like, what their preference in terms of paper and what the current train running on the market page is that the customer likes more. From some aspects, we can say that some customer helplines are taking precautions for different flavors. Due to this, they are very aware of this regard so that they can maintain the customer's space and standard.

Production process automated bottling plants- Various A complete process where purification, mixing, carbonation, and packaging, with it my counterpoint is packaging, they go to various quality controls, and their experts ensure that everything is done properly. Not only that, but the company also ensures that their products are well-maintained in a clean environment, maintaining

hygiene and safety regulations, the products are produced in the company as per standards and packaging is usually PET bottles and cans. This is done in a way that is convenient for the customer and their preferences and travels.

In terms of distribution, Pran-RFL has developed a strong supply chain network, not only in the cities, but also has dealers, distributors, and they have various wholesalers and retailer outlets through which the products reach the customers very easily. In addition, they carry out various marketing activities. Not only that, but they also analyze the customer feedback very carefully and work on their mistakes and failures there and try to make their operations better than before.

2.1.5 SWOT Analysis

Pran carbonated soft drink is a very popular and famous drink in Bangladesh. It is operated under Pran. It is a fast-paced discussion platform due to its pricing and strong supply chain and local test references. It increases awareness of the situation, and, according to SWOT, its current position is very strong, and its future indicates its potential.

Strengths

- Since Pran is a strong brand and has a good reputation, it has high brand recognition among customers.
- They have a wide distribution network across the country
- There are various international companies that offer low prices.
- They design their products keeping in mind the local taste in their different flavors
- They have a very strong supply chain and product category

Weaknesses

- If we think about global brands, the global brand recognition and presence are a little less
- They have a little lower quality compared to various international brands which is perceived as lower quality i.e. there is a little bit in the customer's mind
- Their marketing and advertising should have more impact
- Health concerns have been raised in the market regarding sugar and carbonation.

Opportunities

- They are expanding the market internationally due to which they are already exporting their products to 148 countries.
- They are developing low-sugar and health-conscious or health-friendly beverages.
- They are innovating different flavors and packaging to upgrade their products
- They are contributing a lot to their digital marketing, and they are involved in various partnerships with various event influencers and sponsorships

Threats

- They are competing with Coca-Cola and Pepsi.
- Currently, customer interest is moving towards heart drinks
- Government regulation is one of the reasons for this, including the sugar tax
- Raw material and packaging costs are increasing
- Due to the high number of product options, customers are now switching easily, which creates a loyalty effect.

2.2 Industry Analysis

2.2.1 Specification of the Industry

The carbonated soft drink industry of Bangladesh is very competitive and is growing very fast. Pran has already proven itself to be a very popular and renowned company in this industry. They have gone ahead with the strategy of being easy to reach, i.e. low price. They have developed them very much through various television advertisements, social media promotions, their packaging and sponsorships, and their special distribution and supply chain. Pran has designed the prices of their products mainly targeting young and middle-class customers. They have played a role in this industry in various aspects, including Product Quality, Customer Satisfaction, Competitive Pricing, and different promotional strategies.

2.2.2 Size, Trend, and Maturity of the Industry

Size

Bangladesh's carbonated soft drinks industry is now very large and growing very fast, considering the population along with the interest of the younger generation and the changing taste of consumers, Pran is competing with big companies like Coca-Cola and Pepsi in the market and has secured a strong position.

Trend

Consumers are currently interested in healthier drinks; they have used eye-catching packaging, digital marketing, and new flavors in their marketing campaigns.

Maturity

Currently, Bangladesh's soft drink industry is in the Growth and Maturity Stage. The rate at which competition is increasing in the market, due to which the distribution network is taking the industry to a mature position, not only that, but they are also more interested in new full discoveries, they are playing an important role in this industry by bringing their different types.

2.2.3 Industry SWOT Analysis

Strengths

If we talk about the currently very popular and profitable industries, then the first name that comes to mind is the carbonated soft drinks industry. The demand for these drinks is very high among the young population. And if we want to talk about big brands, then Pran Coca-Cola, Pepsi, they are so popular because of their easy availability, packaging, and their advertising campaigns, along with their huge distribution network, and the most important thing is that brand image is related to the perception of the customer.

Weaknesses

The biggest weakness of this industry is the excess sugar and artificial production, due to which these products may sometimes seem like health risks to the customers who are very careful about their health, the number of health-conscious customers is increasing, and they are avoiding such products. Also, some other things can create challenges in many ways, including price increases, high competition, and a dependence on seasonal sales, which can sometimes become a channel for industry.

Opportunities

With the increasing population of Bangladesh, the lifestyle of the younger generation has changed, which presents an opportunity to expand the range of products. In addition, there are new flavors that are present in the market and some sugar-free drinks that can attract new interest by introducing digital marketing and online delivery systems. They have also increased the export opportunities of these products in the international market.

Threats

Currently, this industry is facing intense competition and whether it is international or local, the competition from competitors is increasing. In addition, awareness is increasing and the government has increased taxes and concerns about various environmental pollution and alternative water, including various types of energy drinks and juices, due to the increasing popularity of these things, these industries are facing some major threats.

CHAPTER 3: METHODOLOGY

3.1 Introduction

This methodology has been developed and used for the purpose of preparing an internship report on the marketing practices of PRAN Foods, focusing on the carbonated soft drinks. We mainly use research approaches, data sources, and data collection and analysis methods to highlight and analyze the marketing activities and promotional practices of a company. We also use research design and information-gathering techniques to specifically review some of the significant topics, which are applied to the branding, consumer engagement, advertising strategies, and digital marketing performance of PRAN Foods.

Know that to complete an analysis, we usually base our report on two types of data, which are called primary and the other type is secondary data or sources. Since this is an internship report, some experiences and some practical observations during the internship, workplace experiences, feedback, and professional insights are given under these. Running a business requires not only working but also real-world experience and through my internship experience I have come to know or have a clear idea about some of their activities and important aspects such as marketing operations, campaign activities, customer communication methods, and market positioning strategies. So, we can see through this methodology that a realistic overview of the marketing practices on carbonated soda drinks has been presented.

3.2 Research Design

There are important and popular research techniques in research design which are widely used in our academic field from company analysis also in research and data collection analysis and interpretation depending on the appropriate method, which helps in analyzing existing theories and information in many ways.

Exploratory Research: If we do not have a clear idea and knowledge about a problem then this research can give very good results. It helps in finding any new ideas or new possibilities and if we talk about informal discussion and off the surface this research is very popular by analyzing various information of the past and past. If we think about a 100% confirmation result, then we cannot provide that through research, but we try to give a clear picture of what can happen in the future or what kind of directions or what activities and so on.

Descriptive Research: If we think about detailed and well-structured information, then this research reviews a specific topic and event, from a subject to an object, and provides a detailed interpretation based on our discussion. What,” “who,” “when,” “where,” and “how” are the responses that are coded. The report is completed through surveys, observations, case studies, and market analysis techniques, etc. The research is analyzed thoroughly. The aspects of marketing for which it has been proven to be very accurate and useful are descriptive research on consumer behavior, branding activities, promotional campaigns, customer engagement, and advertising performance.

Causal Research: The main goal is to move forward with cause-and-effect relationships. And by ensuring that one factor and another factor are happening, which we naturally know, through this research we can know how they affect each other. If we think about marketing activities and promotion strategies, then the divisions that we have in the decision pack, how one variable is affecting or influencing another, are well understood. This report is descriptive in nature.

3.3 Data Collection

Data collection is a very important step in preparing a report. We generally know there are two data sources: primary and secondary. Primary Data is information collected firsthand for specific research and study. And Secondary Data is published information already available on the internet or other sources for various purposes. This report is based on secondary data. The information collected here from the secondary sources is as follows:

- **Official PRAN Foods Website:** The main topics that have been covered or preserved here are PRAN Foods' company profile, product portfolio, carbonated soft drink products, branding activities, and overall marketing practices.
- **Social Media Platforms:** PRAN has some digital marketing campaigns through which they engage customers and interact with their various statuses and promotional content audiences. Some other information has been analyzed or observed from the content of their digital marketing campaigns, customer engagement strategies, promotional content, online advertisements, etc. on these social media platforms like Facebook, Instagram, YouTube.

- **Online Articles and Industry Reports:** There are various online articles and case studies where a special idea is given about various aspects of this industry, such as market trends, consumer behavior, advertising effectiveness, and competitive marketing strategies. Therefore, various information has been reviewed through special marketing journals and some online portals or articles on the internet to analyze various information and data.
- **Internal Internship Experience:** Through my direct internship experience at PRAN-Foods, I have gained knowledge and observed various topics including campaign planning, branding activities, social media communication, customer engagement practices, and data-driven marketing strategies. It has given me a clear and practical understanding of how to engage customers and manage their large product lines.

CHAPTER 4: ANALYSIS AND FINDINGS

4.1 Market for PRAN Foods Carbonated Soft Drinks

A market is generally understood as an environment and a system where a buyer and seller participate in the activities of selling their products and services. In marketing terms, this is when a group of consumers buys products based on their specific needs or requirements, or their personal needs.

Consumer preferences, lifestyle trends, seasonal demand, and advertising effectiveness greatly increase the market size and market organization in the CSD sector. Through a successful supply chain and distribution, the market share is increased by giving importance to the customer's reference and their lifestyle and plays an immense role in shaping the market.

PRAN-RFL Group's carbonated soft drinks market business environment means that they have generally increased the market through all their distribution channels, and the company has successfully supplied and marketed these products to the consumers of Bangladesh. They have secured their place in the highly competitive FMCG beverage market through the following factors and practices: affordable pricing, product availability, attractive packaging, and promotional campaigns. They have generally given more importance to the needs of the customer, and they have targeted young consumers, students, middle-income groups, and fast-food consumers. If we think about their business environment, then they have expanded their market across the country and beyond. If we think about retail and distribution, then they have made their distribution much stronger by delivering their products to retail shops, supermarkets, restaurants, and convenience stores. For the customer to know about their brand and for their brand to be popular with the customer and connected with the customer, the factors they have paid attention to which have helped their brand to maintain its position in this competitive environment are television advertisements, social media marketing, sponsorships, and sales promotions.

4.2 Segmentation

Market segmentation is the process of dividing customers into different groups based on their different purchasing patterns such as consumer needs, behavior, lifestyle, geographic location, and income level. Segmentation is very important to understand customer demand and apply the right strategy to it. Segmentation is not only about segmentation, but also about correct and effective segmentation. As a result of segmentation, we can know about the needs of customers and their preferences, and with this, we can understand more about how we can achieve a competitive

advantage. The carbonated soft drinks beverage industry Segmentation plays a very important role because there are many special topics like customer lifestyle and their age and purchasing power that need to be segmented keeping in mind. Only if segmentation is successful can a good competitive advantage be achieved and the customer can be satisfied.

PRAN-Foods has done various types of segmentation for these carbonated soft drinks. They have done such segmentation based on significant sectors or categories such as demographic, geographic, psychographic, and behavioral segments. Now if I think about my demographics, the demographic target that PRAN has targeted mainly includes those demographic aspects such as teenagers, young adults, students, office workers, and middle-income consumers. In both urban and rural areas, it targets people from the aspect of Geographic segmentation. Trendy, refreshing, and convenient beverage products whose preference is to attend social events, let's say in school college canteens or restaurants and they like and enjoy them in such special places. Segmentation has been done on psychographic segmentation. There is a subject of seasonal demand such as there is a lot of demand for all such drinks on summer days then it has been segmented from the aspect of Caesar season and from the aspect of seasonal demand. When consumers feel refreshed and calmed by these drinks, when they are very thirsty or maybe they need a good refreshment after a lot of work, when they consume the product, they use behavioral segmentation. The company uses segmentation to ensure the right customers, and they spread their demand according to each consumer pattern and this type of segmentation also helps them a lot in running their marketing campaigns in the future to increase the awareness of their products among the customers.

4.3 Targeting

Targeting is the purpose of targeting customers to specific customer groups according to segmentation to conduct marketing activities. The attractiveness and profitability of the segment are manipulated during such special activities when we choose the segmentations with special observation and select the target market. For the company to establish a long-term relationship with the customer, the most important thing is to implement the right marketing and promotional strategy to meet the specific expectations or needs of the customer. If we think about the beverage industry, then targeting is a very important issue because what is focused on targeting and the subjects on which targeting is discussed are the demand of consumers, age, income, occupation, lifestyle, and purchasing behavior which are different for different customers.

PRAN-Foods mainly targets young consumers, teenagers, students, middle-income groups, and fast-food consumers for their carbonated soft drinks. The focus of their target is to target such a population or target such people who can consume their product on a daily basis through their disposable income, meaning that the main goal of the product is to make it a part of their daily activities. They mainly want to attract those with their marketing campaigns and promotions. They also use television advertising and digital marketing and social media promotion and have sponsorship programs through which they mainly target urban and semi-urban consumers. Festivals, family gatherings, sports events, and summer seasons are also targeted in different ways considering all these aspects. PRAN Foods works to improve and increase customer loyalty market share by utilizing this target to create a place for themselves in a competitive industry.

4.4 Positioning

The main goal of positioning is to create their brand image in the minds of the customers, which basically creates their unit image value and their perception compared to the competitor brands. Through quality, price, features, packaging, taste, and promotional activities, etc., they provide a specific idea about their product to the customers, which results in a better image of the brand in the perception of the customers. If positioning is effective, it helps to make their product better than the competitor and present their brand identity better to the customers. Customers form their preferences by considering many things such as brand image, emotional connection, taste preference, and lifestyle association.

If we talk about positioning, PRAN FOODS has succeeded in creating a strong marketing position in this industry, especially in the field of carbonated soft drinks COD. They are known far and wide and, in the country, and abroad because of branding activities, competitive pricing strategies, wide product availability, and effective promotional campaigns. They have developed their products in a way that has been made keeping in mind the customer's taste and their income and the affordability of their products. Due to this, they are not only competing with local brands, but also with big international brands. The reason for our popularity and success is integrated marketing practices and digital communication strategies. The company has implemented or used television commercials, social media campaigns, outdoor advertising, etc. to create customer perception or create a place among customers. To create brand visibility, and maintain interactive communication, they have used various digital marketing approaches and have tried their best to

stay connected with the customers using platforms like Facebook, YouTube, Instagram, and TikTok.

To take their products to the highest level in the industry, it is necessary to know the customer demand and keep an eye on the market trends. PRAN Foods does this through market research and promotional analysis. Also, to maintain their competitive position in the market, they are improving their advertising performance and along with that they create many effective campaigns so that the customers can be directly connected with them. They have given special consideration to these issues, so their marketing practices and strategies have made them a leading company in Bangladesh. They are well-known even outside the country and have created a special position for themselves in this industry.

4.5 Marketing Mix (4P)

4P is an important framework through which a company can determine whether its product is reaching its market properly or whether it is presenting its product in its market properly and meeting the needs of the customer. The marketing mix is made up of four fundamental elements, namely Product, Price, Place, and Promotion. The combination of these four elements ensures that sales performance is increased, customer satisfaction is increased as well as competitive advantage is achieved. Consumer preference, market competition, and purchasing behavior play a significant role in this marketing mix strategy which is very important for the beverage industry.

Product

All the goods and services that are offered or supplied to the market to meet the needs of the company's target consumers are called products. Now the question is what can be included in the product? Such as quality, design, packaging, brand name, features, variety, and customer benefits. Now the most important thing to increase the loyalty and customer attraction of a brand is to highlight various marketing and competitive advantages according to the needs of the customer through an effective product strategy.

PRAN Foods has designed its products with emphasis on flavor, refreshing taste, attractive packaging, and convenient bottle size, which they supply in the market. Each customer prefers each taste, so they try their best to maintain product quality and taste consistency. Through colorful packaging and modern product design etc. they easily connect things to the young generation and

daily life. In this case, they have been successful in creating their brand image and try to attract customers.

Price

Monetary value is required to purchase a product or service and that is basically the price that the consumer gives to the seller in exchange for the product or service. A company should be much stronger with its pricing strategy, as a result of which they have an impact on the profitability, market share, and consumer perception of a company. Consumer purchasing decisions and competitive position are effective if the pricing strategy is effective.

PRAN Foods is targeting all middle-income people, so they try to keep the pricing of their products affordable. Especially for those who are more sensitive, the product is easily available and within their purchasing power. Besides, we know that there are many foreign and local brand competitors in the beverage industry, so their pricing strategy is fixed but the price is kept. A successful example of their effective pricing strategy is that AKIJ Food & Beverage Limited's product Speed market value pricing of 30 taka and PRAN Power's pricing value is 25 takas, so because of this, it has sold a lot more because of its easy availability and low price.

Place

A strong distribution channel and delivery system are required to deliver the product to the customer, which is what Place means. If the market share is increased and the product is available in the market, and the brand is positioned according to the convenience of the customer and their advantages and disadvantages, then the place strategy is very helpful.

PRAN-RFL Group is well known for its strong distribution and supply chain. They ensure the availability of their products in retail shops, supermarkets, restaurants, convenience stores, local grocery shops, and rural markets. They can deliver their products well to the customers in urban, semi-urban, and rural areas, which is possible due to their efficient supply chain.

Promotion

To educate the customer about the product and to make the customer interested in buying the product and to encourage them to make a purchase decision, all these communication activities are called promotion. There are various steps or aspects of promoting a product, such as advertising,

sales promotion, public relations, digital marketing, and sponsorship activities. Promotions greatly help in creating awareness about the customer's product and in creating a mindset about the customer's product and keeping the customer involved with the product.

The methods through which PRAN Foods conducts promotion are television advertisements, social media marketing, digital campaigns, sponsorship programs, point-of-sale promotion, and seasonal promotional activities. Since their target audience is young people who are into carbonated soft drinks, they do some marketing campaigns that have been very successful. In this case, they prefer colorful advertisements and one of their marketing campaigns that helped increase engagement among the youth is the Feeling Ta Bujho campaign. This is an emotional and very trendy topic in social media conversations for a long time. They also do their sponsorship programs in various sports events and social events to increase the visibility of their brand and attract customers, which increases the attraction of customers.

4.6 Findings

In the context of the above analysis, the findings that I have found are given below:

- Carbonated soft drinks (CSDs) are the fastest-growing products in the beverage industry, and they are very popular, especially among the younger generation.
- PRAN Foods offered products that are unique in flavor, taste, packaging, and convenient bottle size compared with others in the market.
- The popularity of carbonated soft drinks is increasing, and competition is intensifying.
- PRAN Foods charges lower prices than its competitors, making it affordable for its middle-class customers.
- In the carbonated soft drinks industry of Bangladesh, PRAN-Foods Group has succeeded in making a competitive position.
- Their pricing strategy, they have basically targeted the middle-income group, and they have succeeded in attracting them.
- Their excellent supply chain and distribution system have successfully enabled our products in urban, semi-urban, and rural markets.

- To establish a business, it is very important to manage the market. In managing that market, they mainly target young consumers, teenagers, students, and fast-food consumers.
- They usually do it through demographic, geographic, psychographic, and behavioral segmentation.
- Promotional activities, they are extra conscious in this regard and to increase their brand awareness, they mainly do it through Television advertisements, digital marketing, social media campaigns, and sponsorship activities.
- They have more sales opportunities in all these events such as PRAN Foods seasonal demand, especially the summer season, and the festival period.
- Positioning studies are much clearer. They usually introduce carbonated soft drinks as affordable, refreshing, and youthful beverages to the customers to showcase their product image.
- Talking about their competitors, they are involved in competition with both local and international brands.
- When it comes to delivering products to the market and being highly responsive, they are far ahead in this field through their Extensive distribution channel and efficient supply chain management.
- Promotional activities and point-of-sale marketing help to capture the attention of customers and influence their purchasing decisions.
- Marketing activities are based on consumer preferences and lifestyle trends surrounding them.
- The 4Ps help them to successfully run their business, increase their market share in the market, and present their products through this framework to attract and satisfy customers.

CHAPTER 5: INTERNSHIP EXPERIENCE

5.1 Position, Duties, and Responsibilities

By the three-month internship at Pran RFL Group. I gained a lot of real-life experience in corporate life that will be useful in my future. I went there and learned in detail about their carbonated soft drink products, how their marketing operations work, since I got the opportunity to do HR interception, how they work and I was also involved in their various operational analytical activities. Moreover, I got a practical idea about how leading and mid-range beverage brands maintain their competitive edge in the market and their various marketing functions, how they attract customers to their products, and how they increase customer engagement.

Collecting market-related information etc. from retailers, consumers, and sales representatives, and evaluating their competitive position, besides analyzing their advertising materials, they gave me a brief marketing idea about soft drinks which gave me a lot of advantages in writing my report and besides, I got the opportunity to observe how they increase their customer base.

Another important responsibility was their marketing, which is that they have competitors in the field of soft drinks and since they compete not only with local but also with international brands, I observed their activities and the activities of their competitors. Through their various promotional campaigns, I learned a lot and participated in their work to some extent, and through their activities, I experienced three coordination's, such as how to present my team, etc. I got the opportunity to observe how to increase the awareness of my product to the customer by using integrated marketing communication tools, etc.

Also, digital marketing is one of their main goals, in fact, to prove their product, so I observed social media promotional content, customer interaction strategy, and campaign communication techniques. Also, I got a clear idea about their cross-functional activities, how they deliver their products to every corner of the country, and ensure their strong supply chain and distribution.

5.2 Working Environment

PRAN-Foods is professional, collaborative, organized, positive, and friendly. Employees from different departments complete their work with their ability and their help dynamics. They were very supportive of each other and their colleagues, and they also encouraged each other to complete any task, and they helped me a lot to adapt quickly to this corporate culture.

The organization maintains its work structure and discipline and shows its efficiency, and they do the work with great responsibility and maintain their professional standards. They also play a very important role in managing these Sales, marketing, distribution, and promotional activities. Time management, reporting accuracy, and effective communication have shown enough professionalism throughout. The organization takes special care of its employees in terms of teamwork, problem-solving, and performance monitoring. They also plan their strategies by participating in various meetings, discussions, and various reporting activities so that they can implement various business solutions and they play a very important role in the corporate sector through their confidence, adaptability, and professional behavior.

5.3 Skills Applied and Gained

During my internship at PRAN-RFL Group, I got the opportunity to apply and improve various aspects of marketing and operations of the organization, and through the internship experience, I learned about some technical understanding and especially in the context of the soft water industry. Moreover, I gained an important skill, which is communication skills. Since I have some experience working in the HR department, I have learned about employees and how they manage their sales personnel, and how they manage them, and along with this, how they maintain professional communication and maintain formal corporate investment etc. I have observed how analytical and market research skills etc. are carried out and how they improve them through market information collection, organization, and evaluation. Not only that, but I have also gained experience in how they acquire competitor activities and customer behavior, and various sales techniques and trends. Along with that, they follow the behavior of the customer to buy the product and complete various tasks. I have learned these topics. I have seen these topics in digital marketing and branding. Since now the audience is divided into maximum audio and online advertising consumption, I have seen how they ensure these factors and keep their customers engaged through various promotional content, social media campaigns, and customer money online through brand communication. They use various strategies to create a strong position in the perception of their brand through YouTube, Facebook, Instagram, and TikTok, and do strong product positioning. I also improved my experience and competence in principles, and this is really very important for my future career development.

5.4 Contribution to the Organization

During my internship, I got the opportunity to explore various operational and market-related activities of the company and see how they use different factories to solve problems, and due to which I got the opportunity to know about various marketing aspects and how their sales functions work in the soft drink industry and also got a practical idea.

If we talk about my role, I have assisted them in various data collection and reporting activities and have helped them to know what the customer's preferences might be at the moment, or what the competitor's next move is, and have also saved this related information. I have also had the opportunity to conduct various marketing analyses and have been involved in promotional activities. I have also seen how the company's promotion-related campaigns and field-level reviews their promotions and how they do their work through various communications and operations and they have played a very positive role in maintaining effective communication workflow reporting accuracy.

Overall, if I talk about contribution, then through my practical corporate experience, I have learned how the soft drink industry manages their operational tasks and their marketing activities and I have had the opportunity to participate in their work and it has given me a lot of practical ideas about how a large organization connects their marketing practices to the customer, manages their large distribution chain and manages their operations in this competitive business.

CHAPTER 6: CONCLUSION AND RECOMMENDATIONS

6.1 Recommendations

I developed the following key concepts after examining the Marketing Practices of the PRAN Foods Carbonated Soft Drinks brand.

Strengthen Competitive Positioning: There is a lot of competition in the carbonated soft drinks market and to stay in this competition, they will have to innovate frequently because customers are becoming more health-conscious, so the things they need to focus on are product differentiation and customer-focused initiatives, through which they will be able to prove their sustainability in the market.

Enhance Market Segmentation and Targeting: Segmentation is very important to understand your needs better and not only that, but they also need to be conceived in a better way such as demographic, geographic, psychographic, and behavioral segmentation. These need to be refined in such a way that the customer feels connected to the products with their lifestyle and not only that, but also the young generation and health-conscious people need to be segmented separately for them and strengthen their position in the market.

Expand Promotional and Brand Awareness Activities: Through these, customers are attracted to the product and not only that, but their visibility about the product also increases and as a result, they should spend more on their integrated marketing.

Improve Product Attractiveness and Consumer Experience: Companies should introduce different packaging keeping in mind different types of consumers and institute different flavors in the market, which will greatly influence the buying behavior of customers. To attract them more, limited-edition offerings along with various campaigns will be launched, which will increase the customers' inclination towards the product and create curiosity among them.

Leverage Seasonal and Festival Demand Opportunities: PRAN-RFL Group- Tant should focus on one thing, which is the seasonal demand or festival demand, which greatly affects the buying pattern of customers. At this time, they should forecast their inventory according to the need by making a precise click so that there is no shortage in the market supply and run promotional campaigns centered around festivals or seasons, which will make their company more profitable.

Maintain Supply Chain and Distribution Excellence: Using methods like Automated Tracking and Route Optimization because through this they will be able to control their logistics better and they will be able to distribute or supply their product at different stages and through the use of real time inventory tracking and AI they will be able to do their work more smoothly.

Strengthen Marketing Mix (4Ps) Strategy: In the case of PRAN-Foods products, they can use more eco-friendly packaging if they want and they can introduce affordable mini packs for rural and low-income people. In the market, they can increase their product visibility online as well as in the traditional market, and along with this they can do more sponsorship and online campaigns, and field-level campaigns can be much more profitable for rural areas.

6.2 Key Understanding

Through my internship experience, I have specifically observed their various marketing strategies and PRAN RFL Group marketing practices, and based on this observation, the lessons I have learned are as follows:

Building Market Leadership through Effective Marketing: There is a lot of competition in the market and the main reason for this competition is that they have a very strong position in the market and they did not achieve this position by chance. Their labor is behind this position. This distribution channel is running and has delivered its products everywhere from villages to cities.

Importance of Market Segmentation and Targeting: I have also learned some things, specifically how they use segmentation to increase the demand for the product and give special importance to different segments. Based on the segmentation of marriage, how they think of the Y generation, and at the same time target the health-conscious people. PRAN-Foods has improved the segmentation a lot.

Role of Distribution and Availability: I have observed their distribution channels and how they have made their products easily available in different regions, especially their soft drinks, which have increased their brand awareness among customers.

Need for Continuous Innovation and Competitive Adaptation: As we have already learned, it is very difficult to survive in the carbonated soft drink industry, and to survive, it is necessary to adapt to the needs of the market. To do that, we must introduce innovation, respond to the thoughts

of the customers and their needs, and I have observed these things and learned how they are targeting their brand position and how they are sustaining themselves in this competitive market.

6.3 Conclusion

Through this internship experience, I have learnt things that I would have to go through in my long academic course, especially marketing based on the maker. Through the internship, I have gained practical experience in those subjects. Through this internship, I have gained strategies and experience on how PRAN Foods Ltd has managed their carbonated soft water and product in the market, especially their marketing practices, to sustain themselves in this huge competitive field. They always give importance to the needs of the consumer, since their needs are changing, they are adapting to this change and inventing new products due to which they have created a strong position in the market, and they are a leading company in Bangladesh.

The issues that have been highlighted in the results of this research are their extraordinary market presentation, how they have changed the products by giving importance to the customer and brought new products to the market, along with their extraordinary and strong distribution channels and their more marketing and marketing activities and their extraordinary marketing campaigns and sponsorships, how this soft drink industry is going to go and there are not only regional but also big international level competitors in the market, how they have done better than that through their products.

Above all, my internship experience will be very useful in my career, and practical knowledge has helped me to take and work on those issues that I have learned academically. I have gained practical knowledge about various marketing tactics in the FMCG industry and how to face realistic challenges, how to make a product stand out, etc. Finally, I want to say that through this experience and my experiences, I have learned various things such as marketing activities, teamwork, and how to deal with various challenges. I hope that these activities of mine will be useful in my future academic and career

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Appendix



PRAN-RFL GROUP
Since 1981



Date: 12.07.2026

To
Mou Morshed
BBA Program
United International University, Bangladesh

Subject: Internship Completion Letter

Dear Mou,

This is to certify that you have successfully completed your three (3) months internship at PRAN-RFL Group in the Marketing Department, from 2nd May 2026 to 01st August 2026.

During your internship, you performed your assigned responsibilities with sincerity and professionalism while complying with the company's rules and policies. We appreciate your contribution and wish you every success in your future academic and professional career.

Sincerely,

Head of HRM
PRAN-RFL Group



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