

# **Marketing Strategy of Akij Essentials Ltd**



**Mohammad Ashfak**

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 Marketing Strategy of Akij Essentials Ltd**

## **Submitted To:**

Muhammad Rehan Masoom  
Assistant Professor  
School of Business,  
United International University

## **Prepared by:**

Mohammad Ashfak  
ID- 111 181 001  
School of Business,  
United International University

**Date of submission: 19<sup>th</sup> May, 2023**

## Letter of Submission

19th May, 2023

To,  
Muhammad Rehan Masoom  
Assistant Professor  
School of Business,  
United International University

**Subject:** Submission of Internship Report

Dear Sir,

With due respect, it is my pleasure and honor to be your students and have the opportunity to present the Internship report of **Marketing Strategy of Akij Essentials Ltd** which was assigned to me as a requirement for the completion of BBA program. The report has been completed by the knowledge that I have gathered from the experience of internship course.

During the preparation of the report, I have tried my level best to complete this report meaningfully and correctly as much as possible and also tried to maintain the instructions that you have suggested.

I am very grateful to you for your guidance and cooperation at every step of my endeavour during preparing this report. Finally, I would love to express my gratefulness for your support.

Thank you.

Sincerely,

Mohammad Ashfak  
ID- 111 181 001  
School of Business,  
United International University

## **Acknowledgement**

I would like to begin by thanking the Almighty Allah for granting me a sound mind to complete the report. Many thanks to my supervisor, Muhammad Rehan Masoom, assistant professor in the United International University School of Business. Throughout the duration of the research, he provided me with continuous guidance and numerous insightful and constructive observations. Fundamentally, his assistance, encouragement, and availability to discuss ideas and issues were instrumental in the completion of this report.

It was a remarkable experience for me to collaborate with a few of Akij Essentials Ltd.'s extraordinarily competent, active, inspiring, and motivating officials. They have assisted me in gaining knowledge of the tasks conducted by them on a regular basis. For my education, they have consistently kept me under an enormous workload. During the apprenticeship, I must acquire numerous skills that will be useful in the future. All employees at Akij Essentials Ltd. were exceptionally dependable, neighborly, and cooperative. In any event, this report contains a number of flaws. In addition, I have made every effort to plan this report. I humbly request forgiveness for any errors that may have demonstrated contempt for my best efforts.

Lastly, I would like to thank Akij Essentials Ltd. for allowing me to be an intern at their company.

## **Declaration**

I, Mohammad Ashfak, a student in the School of Business at United International University, Bangladesh, hereby certify that this internship report is an original piece of work that has not been submitted previously for any degree, diploma title, or recognition. Mohammad Ashfak, ID No. 111 181 001, United International University School of Business

Mohammad Ashfak

ID – 111181001

School of Business

United International University

## **Executive Summary**

The Akij Group, one of Bangladesh's largest conglomerates, has a wide range of businesses. Founded in 2020 as a wholly-owned subsidiary of Akij Resources Limited, Akij Essentials Limited (AEL) officially opened for business that November. During those three months, I got to work for a major organization, which was a fantastic opportunity. The marketing plan of Akij Essentials Limited (AEL) is the basis of this study. In addition to outlining marketing efforts, this report gives readers a glimpse into the workings of other divisions. This report's first section is dedicated to introducing Akij Essentials Limited (AEL), detailing the company's storied past, its goods and services, its management structure, and its goal, vision, and culture. In the following section, I'll go over the tasks I've been given in the marketing department and some of my thoughts on the experience so far. My observations and the reasoning behind them make up the third segment. My final portion concludes with my recommendation. My goal in writing this report was to offer some suggestions based on my own judgment that readers might find helpful. The information presented here is well-organized and helpful, despite the report's flaws.

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# **Chapter – 1**

## **Introduction**

## **Introduction**

The company Akij Essentials Limited (AEL), which is a subsidiary of Akij Resources Limited (ARL), is the primary topic of this report. The marketing department of Akij Essentials Limited (AEL) is subjected to a comprehensive investigation in this study. This report is based on the experiences I gained while working in a real-world setting for three months as part of my internship. The purpose of this study is to provide a demonstration of the actual branding and marketing strategy process that takes place at Akij Essentials Limited (AEL). My Bachelor of Business Administration degree required me to participate in the internship program offered by this company. This internship program was designed in such a way that I would be able to have first-hand experience with the working environment of a respected organization while I was enrolled in it. While I'm working at the company, I put the theoretical information I've acquired over the course of the last four years at the university to use and evaluate how well it corresponds to the real world. This helps me determine the ways in which my theoretical knowledge and my practical knowledge are similar to and different from one another. Learning and working can be a lot of pleasure for students when they are able to apply what they have learned to their work and when they comprehend what they are doing. The Akij Group's administrative offices are located in Akij House 198, which can be found at the intersection of Bir Uttam Mir Showkat Road and Gulshan Link Road in Tejgaon, Dhaka. Akij Essentials Limited (AEL) has its major office here, and all of the company's operations are directed from this location. This is also the location of the company's headquarters. Akij Essentials Limited (AEL) is a part of Akij Resources Limited that is responsible for the production of a broad variety of building materials, culinary commodities items, and logistical enterprises. Some examples of these products include cement, ready-mix concrete, rice, flour, salt, and sugar, among many others. In the chapter that covers an overview of the company, additional information about Akij Essentials Limited (AEL) is presented.

## **Rational of the Study**

This report is one of the main components of the United International University Business

School's BBA program. By participating in an apprenticeship program in the corporate sector, undergrads have the opportunity to learn about the actual environment of corporate divisions. I completed my internship at Akij Essentials Ltd. in order to fulfill the BBA internship requirement. I have had a tremendous opportunity to observe all of this company's marketing activities, where I frequently provided clients with ordinary benefits.

The internship program and the study have following purposes:

- Have experience in the business world.
- To contrast the actual situation with the knowledge gained at university.
- To provide challenging practical training allowing computer work on the job.
- Introduce you to prospective future workplaces.
- To fulfill the BBA program's requirements.

This report is a requirement for the completion of the Bachelor of Business Administration program at United International University. It is the culmination of a three-month internship with Akij Essentials Limited (AEL). Consequently, I must surrender. The basis of this report is "Marketing Strategies of Akij Essentials Limited (AEL)". This report contains information regarding the organization's overview. As a business administration student, my instructor, Muhammad Rehan Masoom, assigned me to participate in this investigation. My course instructor has advised me to develop a comprehensive understanding of the "Marketing Strategies of Akij Essentials Limited (AEL)" as I have recently completed an internship at Akij Essentials Limited (AEL) under the leadership of Tariqul Hossain Trishad, Senior Officer, Marketing.

## **Objective of the Report**

The objective of the report can be viewed in two forms:

- General Objective
- Specific Objective

### **General Objective:**

This internship report is prepared primarily to fulfill the Bachelor of Business Administration

degree requirement under the Faculty of School of Business, United International University.

## **Specific Objective**

This research focuses on the following specific aspects:

- To identify several issues with Akij Essentials' marketing strategies.
- To give an overview Akij Essentials ltd.
- To determine the respective strengths and weaknesses of the Akij Essentials ltd.
- To understand the internal and external surroundings of Akij Essentials ltd.
- To provide some suggestions regarding these problems.

## **Methodology**

Mythology refers to the methods and techniques used to perform a job or complete educational activities; it can also be defined as the steps and procedures used to complete a research project. This is a descriptive research report.

## **Sources of information**

It had been determined which primary and secondary data sources were required to complete and conduct the investigation. The necessary information for this report was gathered from the annual report of Akij Essentials Ltd., as well as from online resources and text materials.

**Primary Data** - Primary data are collected through

- Observation
- Conversations with employees
- Consumers

**Secondary Data** - Secondary data are gathered from

- The company's website
- Text materials
- Various other websites.

## **Scope of the Study**

The activities and business operations of Akij Essentials Ltd.'s marketing department are mostly covered in this report. The focus is primarily on the data and observations I've made while working under the supervision of the marketing team at Akij Essentials Ltd, a division of the Akij Group.

## **Limitation of the report**

There are so many limitations that were placed on the production of this report that, despite our best efforts, there were restrictions that served as hurdles to the execution of the research. I just outlined several key limitations:

- The lack of information that was necessary for the study constitutes one of the most significant limitations of the investigation.
- There are many different pieces of information that the company officials are unable to share due to security concerns and other duties imposed by the company.
- Time constraint
- There is restricted access to data.
- Everyone who works for the company nowadays has a lot on their plates. As a result, they do not have a lot of spare time to talk.

## **Literature Review**

Sudharsan 1995 "Marketing strategy creates opportunities for a desirable future. A marketing strategy statement is the result of such an analysis and selection of a marketing strategy (or strategic marketing decision).

Walker, Boyd, Larrech  1992 "The primary purpose of a marketing strategy is to effectively allocate and coordinate marketing resources and activities in order to achieve the firm's product-market objectives. Consequently, decisions regarding the scope of a marketing strategy involve specifying the target-market segments and product line to be offered. Then, companies pursue competitive advantage and synergy by developing a well-integrated marketing mix."

"The establishment of the goal or purpose of a strategic business unit and the means to achieve it through management of the marketing function," according to Baker (1984).

Bennet 1995 defines marketing as "the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals." Marketing is "the process of creating exchanges that satisfy individual and organizational goals."

Schnaars 1991 stated, "There is no unified definition on which marketers can agree." Instead, there are nearly as many definitions of the term as there are applications. Clearly, marketing strategy is a commonly used term, but its precise meaning is unknown.

The strategic marketing process entails determining the marketing strategy based on a set of objectives, target market segments, positioning, and policies, according to Bradley (1991).

Fast-moving consumer goods (FMCG) are goods that are packaged, sold or consumed often and in tiny quantities. Prices for FMCG products are generally low, and earnings from these sales are primarily volume-based. A novel idea in India, organized FMCG selling is quickly gaining traction in urban and semi-urban areas. (2013) Nagarajan & Khaja

According to Gupta & Roy (2012) Marketers should work to raise knowledge of the advantages of the ingredient brand and instill confidence by outlining its superior advantages. Customers should feel confident that the finished product will be able to meet their needs, which means Ingredient Brand should offer relevant, distinctive, and convincing benefits. Marketers are able to spot a customer's unmet need or desire. Then, with the assistance of an ingredient brand, a special, tailored solution can be created to address this unmet demand. As a result, the product value proposition will be strengthened, the sale of the product will increase, and the profit margin will rise. In FMCG companies, ingredient branding has a lot of potential. More empirical study should be done, keeping in mind the viewpoints of marketers and FMCG consumers, in order to use this marketing strategy effectively.

According to Santos et al. (2012), Brands may function as a social currency, which every individual uses to evaluate others and which others are expected to use to evaluate the individual. Most likely, brands are social instruments.

Correia et al. (2012) theorized in the Journal of Brand management that Brand love reinforces trust, interest in continuing a relationship, and faith in the brand's future.

Understanding Consumer's Perceived Values, according to Nugroho and Wihandoyo (2009), plays a crucial role in acquiring consumers for a product or service and was the primary factor in selecting the problem. In order to develop and enhance a product, businesses must be aware of the factors that consumers deem essential, as well as their thoughts and perceptions of the product's variables prior to purchase.

According to Manepatil (2013), purchasing habits in urban Bangladesh have shifted in recent years, as consumers seek convenience. In order to make the most of their time, people want everything under one roof and a larger selection of products. However, with an increase in double income and households, people have less free time. As malls and supermarkets offer entertainment in addition to purchasing, younger couples prefer to do their shopping there. Numerous individuals are attracted to the retail sector.

Consumer behavior is defined by Mahalingam, Kumar (2012) as the decision-making process and physical activity involved in the acquisition, evaluation, use, and disposal of products and services. This definition makes it evident that consumer behavior is concerned with much more than just the acquisition or purchase of goods or services; rather, the process begins

well before goods are acquired or purchased.

Mark, (2008) is a fundamental tenet of brand management and marketing in general. This principle remains as vital as it has always been. However, consumers are not a static objective.

Existing consumers of a brand develop new needs, alter their preferences, modify their behaviors, and acquire new purchasing and consumption skills; new consumers enter new and established markets with their own needs, preferences, and skills.

# **Chapter – 2**

## **Company Overview**

## **Company Background Parent Company Overview - Akij Resources Limited (ARL)**

In April of 2020, Akij Resources Limited, better known as ARL, was established with the purpose of providing the highest possible level of quality in both the goods and services it offers to its clients by way of ongoing improvement that is both beneficial to society and the environment.

When it comes to the highest possible level of product quality, the name Akij is synonymous with reliability and reassurance. Already, millions of people all over the world take pleasure in enjoying the company's high-quality products. It already has a significant foothold in the building materials industry, where it has been continuously serving the country for the past 20 years, and this sector accounts for the majority of its revenue. Over the course of its history, Akij has expanded into a commercial empire that now has a presence in virtually all areas of the market for consumer goods that satisfy basic needs. Today, Akij takes great pride in its position as one of the major companies in Bangladesh.

Akij Resources Limited was established as a means of continuing the work begun by Sheikh Jasim Uddin's late father, Sheikh Akij Uddin, under the direction of Sheikh Jasim Uddin, who serves as the company's CEO. ARL has followed in the footsteps of its founding father by preserving its dominant position in the building materials industry while also increasing its investments in the steel industry. ARL has made investments in the food commodities market as well as the agriculture sector in order to meet fundamental human requirements such as the requirement for food.

ARL conducts business in a variety of industries and sells a wide variety of products, including cement, ready-mix concrete, steel bars, stone chips, poly fiber bags, shipping, information technology, and various food commodities, such as rice, flour, salt, sugar, cereals, and fertilizer. These products are all included in ARL's product catalogue. The mission of the company is to provide the people of the nation with the essentials for daily life while also introducing originality and progress into the operational framework of the business

## **Mission**

Ensure best quality products & services through continuous improvement that benefits society and environment

## **Vision**

Be the benchmark of customer's choice

## **Core Values**

- Positivity
- Teamwork
- Ownership
- Customer Centric
- Service Orientation

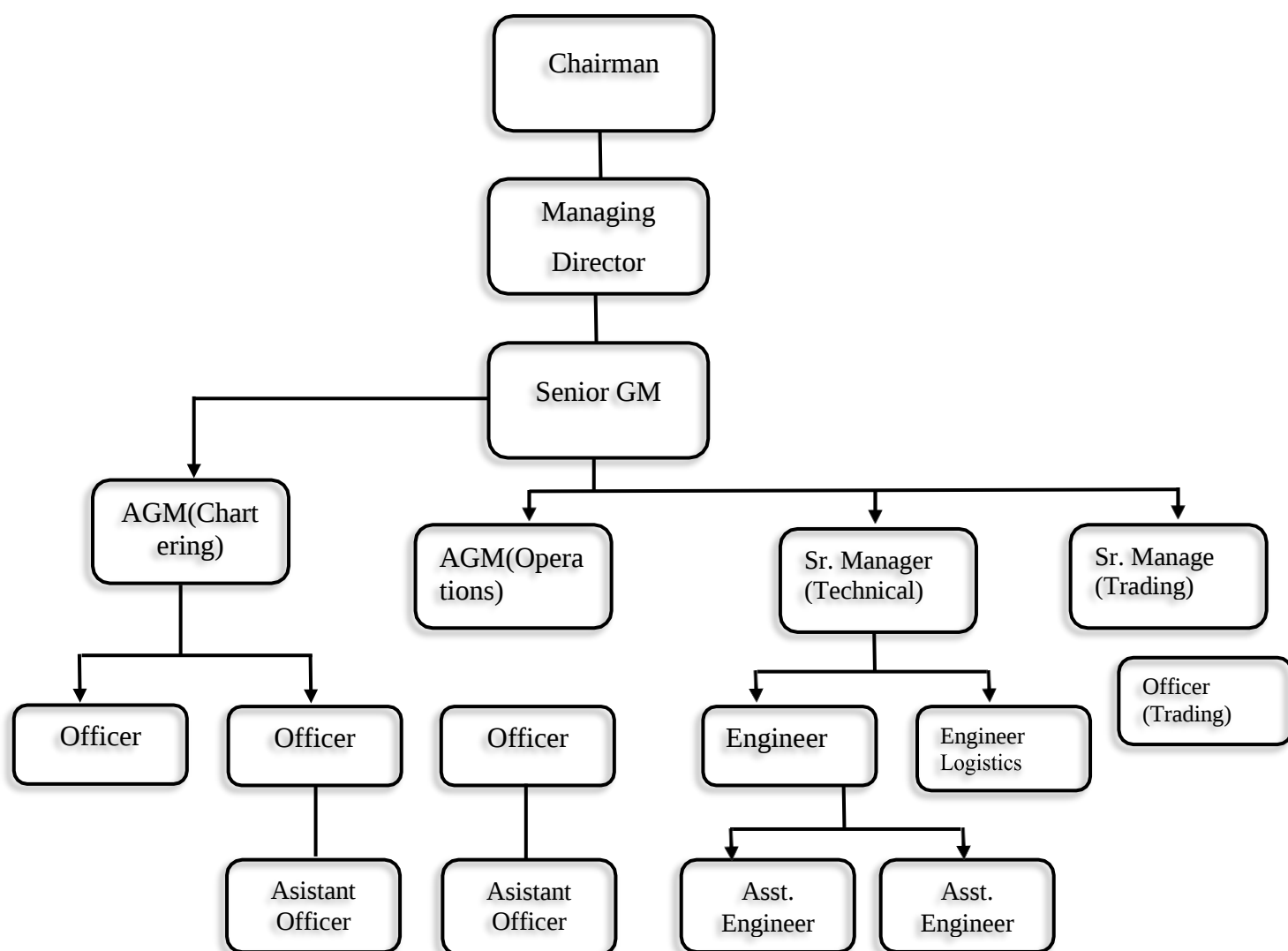
## **Core competencies**

- Process Orientation
- Quality Focus
- Compliance
- Cost Efficiency
- Innovation

The Akij Essentials Ltd. (AEL) is dedicated to offering their target customers the highest-quality goods and services, and this dedication helps them to reach their objective. One of their main goals is to provide customers with high-quality items, therefore this company's main focus is sustainable product quality.

The four Ps—Product, Price, Place, and Promotion—are subject to their goals and must be correctly carried out and coordinated in order to maintain and improve customer happiness and achieve proper profitability.

## Organogram of Akij Essentials Ltd



**Figure: Organogram of Akij Essentials Ltd.**

## Overview: Akij Essentials Limited (AEL)



The most recent addition to Akij Resources Ltd.'s portfolio is the Akij Essentials Ltd. (AEL) segment. As of the 12<sup>th</sup> November, 2020, it has officially begun its journey as a brand for food commodities. AEL is responsible for the production of a vast assortment of products, including a variety of rice varieties, sugar varieties, lentil varieties, oil varieties, and spice varieties. They work hard to offer products of the highest possible quality in order to fulfil the requirements that people have on a daily basis. Important has been demonstrated by making sure that Bengali custom and culture are in the forefront of everyone's mind at all times. A function that Essential plays is that of being warm and welcoming, full of life, and deeply tied with the principles and traditions of the place of origin. Following the purchase of three factories, Essential is now in a powerful position. Hashem Rice Mills, Rabeya Automatic Rice Mill, and Kafil Razzak Agro Ltd. are their respective names.

The Importance of their product maintain your own maritime and inland logistical support in order to guarantee the availability of high-quality raw materials. Through our own trading and direct contacts with many suppliers, we ensure that the product quality remains consistent. Large distribution network that ensures deliveries are made on time. Personnel with relevant experience managing and supervising the process to provide quality service

## **Our principles**

**Efficiency** – Optimization of efficiency through a one-stop shop for all of a business's demands for food commodities

**Sustainability** – A consistent supply of all essentials throughout the entire year is one definition of sustainability.

**Flexibility** –Ability to readily accommodate both existing and anticipated needs in terms of utilization

**Wellbeing** –The assurance of a constant supply of the highest possible-grade goods.

## **Products of Akij Essentials Ltd**

Akij Essentials is a newly introduced brand of Akij Resources Ltd.'s products. It has a few products on the market and is currently conducting market research to develop new products.

They offer three categories of merchandise:

1. Rice
2. Flour
3. Others

### **Rice:**

1. Premium Chinigura Rice - 1kg, 25kg and 50kg
2. Katari Najir Rice - 5kg, 25kg and 50kg
3. Katari Shiddho Rice - 25kg and 50kg
4. Katari atop Rice - 25kg and 50kg
5. Miniket Rice - 5kg, 25kg and 50kg
6. Deshi Bashmoti Rice - 25kg and 50kg
7. Jirashail Rice - 25kg and 50kg
8. Atash Rice - 25kg and 50kg
9. Paijam Rice - 25kg and 50kg
10. Gutti Shorna Rice - 25kg and 50kg



## Flour:

1. Atta - 1kg and 2kg
2. Maia - 1kg and 2kg



## Others:

1. Refined Sugar - 1kg
2. Iodized Salt - 1kg



Most of Akij Essentials Limited's products are sold in 25 and 50 kilogram quantities for Bulk sale product, and 1-5 kilograms being considered a consumer product.

## Industry Overview: An Overview of the FMCG Industry

Products that are sold rapidly and at a price that is considered to be on the lower end of the price spectrum are known as fast-moving consumer goods (FMCG). The fast-moving consumer goods business is distinguished by large sales volumes, rapid inventory turnover, and a diverse product offering that is tailored to meet the requirements of individual customers. These items include necessities that are used on a daily basis, such as food and beverages, personal hygiene products, cleaning supplies, and other inexpensive home goods. The fast-moving consumer goods business is an essential component of the world economy. It makes a sizeable contribution to the Gross Domestic Product (GDP) of a nation as well as

the number of jobs that are created. The fast-moving consumer goods (FMCG) industry plays a crucial role in several sections of the economy, such as the retail and distribution sectors, by generating demand for a variety of products and services. This is because the FMCG industry is a key driver of consumer spending. Some of the followings are examples of how the fast-moving consumer goods business contributes to the economy:

### **Prosperity and job creation**

Millions of people are employed in the production, distribution, retail, and marketing stages of the fast-moving consumer goods (FMCG) supply chain. Since FMCG is a labor-intensive industry, it helps the economy thrive by providing jobs both directly and indirectly, which in turn lowers the unemployment rate and increases productivity.

### **Promoting the Expansion of Retail and Distribution**

Demand for consumer-packaged goods (FMCG) is a driving force behind the expansion of the retail and distribution industries. Retailers and distributors are prompted to make investments in infrastructure, technology, and personnel development by the large volume and rapid turnover of fast-moving consumer goods.

### **Governments' Gains from Taxes**

Revenues from sales, value-added, and corporation taxes are all substantial because of the FMCG industry. Economic growth and stability are dependent on these funds being used for public services, infrastructure, and social initiatives.

### **Boosting Allied Businesses**

Many other industries, including packaging, advertising, logistics, and transportation, are integrally connected to the fast-moving consumer goods market. There is a multiplier impact on the economy because of how the FMCG industry does, which in turn affects the growth and success of other businesses.

### **Boosting Creativity and New Discoveries in Technology**

Companies in the fast-moving consumer goods (FMCG) sector have to constantly innovate and embrace new technology to keep their share of the market. This need for efficiency and effectiveness motivates the creation and implementation of cutting-edge tools and methods that, in turn, can have a beneficial influence on other areas of the economy.

### **Indicative of Consumer Optimism and Economic Prosperity**

Increasing urbanization, migration, and disposable money all contribute to a thriving fast-moving consumer goods (FMCG) market. When things are looking up in the industry, it's a good sign for the economy as a whole. Increased consumer spending and confidence in the economy are typically reflected in the fast-moving consumer goods (FMCG) industry.

### **FMCG Product Categories**

There are three primary types of fast-moving consumer goods (FMCG) –

**Food and beverages** - Packaged meals, snacks, dairy products, carbonated and non-carbonated drinks, and alcoholic beverages are all part of the food and beverage industry.

**Personal care and toiletries:** Toiletries and personal care products are a broad category that includes things like cosmetics, soaps, shampoos, skin care items, and dental care products.

**Household and cleaning items:** cleaning products, laundry detergents, pesticides, and other necessities of daily life are discussed here.

Akij Group is one of Bangladesh's major conglomerates. It consists of 24 large companies with diverse products and operations. It began as a modest jute merchant more than fifty years ago. In 2009, Akij Group paid 390 million euros in taxes, making it the largest local taxpayer and the second-largest contributor to the national budget, at 2%.

# **Chapter 3**

## **Internship experience**

## **Job Responsibilities and Duties**

The possibility to work for Akij Essentials Limited presented itself to me. My assignment was in the marketing department therefore, I had the incredible opportunity to observe their many marketing endeavours. This was a once in a lifetime experience for me. Because it was a required component of this educational program, I interned there for a total of three consecutive months. During this time period, I was required to carry out a wide variety of jobs and responsibilities. As an intern with Akij Essentials Ltd., I was given responsibilities in a variety of the company's corporate activities. It is the responsibility of the marketing department to carry out the marketing and branding activities, which are then carried out by the Senior Executives who are responsible for each brand. Each of the Senior Executives is responsible for their respective brands. For instance, "Essentials Atta" and "Essentials Rice" are both branded in a manner that has been determined by each top executive. During my time as an intern, I got the chance to collaborate with nearly all of the brand executives. My experience as a marketing intern at a company was extremely beneficial in that it provided me with the opportunity to gain a broad understanding of the field of marketing as well as a sense of what it is like to work in a professional setting. The majority of the work that needed to be done was completed for the marketing department, and in addition to that, I worked on a variety of duties whenever they were allocated to me.

### **Job Responsibilities**

**Office Assistant** - Customers in every industry are looking for high-quality goods that won't interfere with their day-to-day operations and want to buy just the best. In order to schedule a meeting, I am required to provide certain details, such as the expected delivery time and information about the company.

- Performed research on internet sales and discussed possible content ideas for

promotional marketing.

- Responsible for ensuring that the special sales campaign for Eid is coordinated with the marketing team.
- Performing manual updates to the material on the website.
- Making phone calls to customers to remind them that their orders have been shipped
- Providing the customer with the necessary paperwork in accordance with their customer number and name.
- Responding to a wide range of enquiries from customers and scanning a variety of documents.

**Promotional Activities** - Sustainable marketing and advertising should always work towards promotion as their end purpose. Businesses these days are capitalizing on the benefits of digital marketing by channeling their promotional efforts through online platforms. The traditional approach of digital marketing consists of quick marketing methods that make targeted consumers aware of businesses and encourage their growth. In order to connect with the people, they wanted to reach through their marketing campaign and the various social media I used these methods.

- Took the lead on coordinating promotional efforts for the event.
- Analyzed online sales data and collaborated with others to provide content ideas for digital marketing campaigns.
- Market research Provided assistance with the market research project concerning the products offered by competitors and drafted reports.

## **Observation**

As a result of my time spent working in the Brand department at Akij Essentials Limited (AEL), I am knowledgeable about a great deal of information. I had no prior exposure to any of the works or experiences. After then, a lot of other things came to my attention for observation.

**Working Environment** - Akij Essentials Limited (AEL) makes every effort to preserve a pleasant, clean working environment as well as health and safety procedures that are recognized internationally.

**A Workforce That Is Not Extensive** - Akij Essentials Limited (AEL) is Managed by a Workforce That Is Not Extensive. This results in more work pressure and stress for the people that are already there. More people are needed across the board, especially in the brand department.

An entirely new setting for the interns to learn in. Because there is no training session for the interns, they have difficulty getting started at the beginning. The Director is the only one who have authority. The approval of the director is necessary for any and all business decisions, regardless of whether they concern marketing or some other department. The department in question can begin its respective operations only after receiving the director's blessing.

## **Chapter - 4**

# **Marketing Strategies of Akij Essentials ltd**

## Marketing Strategy of Akij Essentials Ltd

By gaining an understanding of the requirements and preferences of customers, the purpose of marketing strategy is to obtain a lasting competitive advantage over other companies in the market. The focus of today's market is on the consumer. A corporation is successful when it can take customers away from its competitors and provide more value to those customers. But before that can happen, businesses have to have a solid grasp on the requirements and preferences of their clientele. There are many distinct types of customers in the market, and each of these customers has their own unique requirements. You are unable to accommodate everyone. Therefore, in order for businesses to be successful, they need to segment the overall market, determine which of those segments they are most suited to service, and formulate plans for how they may do so in a profitable manner. The steps of market segmentation, market targeting, differentiation, and market positioning are included in this approach.



### Market Segmentation

Market segmentation: the product or brand does not appeal to every customer's needs and preferences. Market segmentation is the process of dividing customers into groups of individuals who share features and requirements. This process is utilized by businesses. This not only enables you to efficiently meet the needs of each group, but it also provides you with

a significant competitive advantage over other companies in the market. Products manufactured by Akij Essentials Ltd. are divided into distinct categories according to geographic, demographic, and psychographic subgroups, each of which may call for a unique marketing approach. This is how we break up the market.

### **Types of Market Segmentation**

1. Geographic Segmentation
2. Demographic Segmentation
3. Psychographic Segmentation
4. Behavioral Segmentation
5. Benefit Segmentation

**Geographic Segmentation** - The term "geographic segmentation" refers to the process of splitting a market into several geographical units. These geographical units can include nations, regions, states, countries, and cities, amongst others. It's possible for a corporation to have operations in more than one region. Geographic segmentation is a method used to divide a market into separate subsets based on demographic characteristics such as location. Submarkets can be as broad as geographic areas or as specific as individual cities in the real world. Nonetheless, Akij Essentials Ltd. has chosen to segment the two sectors. Akij Essentials Ltd. essentially divides their goods into 64 different districts in Bangladesh, each of which contains cities that have grocery stores. We're working to increase product availability in more remote locations.

**Demographic Segmentation** - The process of dividing a market into distinct sub-markets according to characteristics such as age, stage in life, gender, income, occupation, generation, and religion is referred to as demographic segmentation. The requirements and preferences of consumers are most frequently differentiated by demographic factors, which are simpler to evaluate than other factors. "Demographic segmentation is market segmentation based on demographic data such as age, gender, income, etc.," says one definition of marketing research. The services provided by Akij Essentials Ltd. fit several categories here. Because of the breadth of the product offerings, virtually anyone can be a customer. The most common categories used to classify this group are location (urban vs. rural), income, and occupation. It

caters to upper-middle-class as well as middle-class consumers with a variety of products. We also go after the thirty-something women in a family who partake in baby eating.

**Psychographic segmentation** - In the field of market research, "psychographic segmentation" refers to the practice of dividing clients into distinct groups according to socioeconomic status, lifestyle, or psychological traits. Customers' and clients' habits can be gauged through psychographic segmentation by looking at their hobbies, pastimes, and other interests. Marketers can better define market groupings and gain insight into customer product or brand preferences with the aid of psychographics. Akij Essentials Ltd. created a niche market catering to the upper middle class. varying varieties of the same food item have varying pricing points. The quality of our goods is our top priority.

**Behavioral segmentation** - Behavioral segmentation refers to the process of breaking a market into segments based on the consumers' knowledge, attitudes, usage, or responses to a product. behavioral segmentation is also known as consumer profiling.

**Benefit Segmentation** - The process of dividing a market into distinct segments based on the many benefits that customers expect a product to provide for them is known as benefit segmentation.

Akij Essentials Limited Use A division of the demographic data. The market is divided into segments by Akij Essentials depending on the consumers' vocations and their generations. The market that Akij Essentials hopes to serve consists primarily of housewives and other individuals who purchase food commodities primarily for their own families.

| <b>Advantages and Disadvantages of Demographic Segmentation</b> |                      |
|-----------------------------------------------------------------|----------------------|
| <b>Advantages</b>                                               | <b>Disadvantages</b> |
| Targeted marketing                                              | Oversimplification   |

| <b>Advantages and Disadvantages of Demographic Segmentation</b> |                                |
|-----------------------------------------------------------------|--------------------------------|
| Efficient resource allocation                                   | Stereotyping                   |
| Better Product Development                                      | Ignoring psychographic factors |

## **Target Market**

After developing a segmentation strategy, the next step is to select a subset of the segments that includes potentially interested clients for the purpose of conducting additional research. This is the target market. Market segmentation refers to the process of identifying different market segments, evaluating them, and eventually selecting which ones to focus on as a marketing strategy. Akij Essentials ltd is aiming their products and services at three major populations. Akij Essentials ltd. intends to target the attractiveness of the market by entering either one or more of its target segments.

There are 4 types of market targeting strategy from mass market to individual market.

1. Undifferentiated marketing
2. Differentiated marketing
3. Concentrated marketing
4. Micromarketing

**Undifferentiated marketing** - Undifferentiated marketing refers to a strategy in which a company chooses to ignore different market segments and instead targets the entire market with a single offering.

**Differentiated Marketing** - A business implements a differentiated marketing strategy when it makes the decision to target many market segments and creates unique offers for each of those target markets. Marketers utilize differentiated marketing to build several campaigns tailored to different types of customers and audience members. Both separate products and the same product shared with different target categories but with different messaging may be

advertised by marketing teams. Companies can tailor their marketing messages to the specific demands of their target groups with the help of differentiated marketing. Differentiating these markets can be done on the basis of demographics like age, gender, and interest.

**Concentrated Marketing** - A company may choose to pursue a big market share in just one or a few market categories as part of their strategy known as concentrated marketing.

**Micromarketing** - Micromarketing is the technique of adapting products and marketing campaigns to the requirements and preferences of specific individuals as well as local client segments. Micromarketing is also known as niche marketing.

Also, in order to compete successfully in the market, Akij Essentials Ltd. follow **Differentiated marketing strategy**. They have a variety of items tailored to cater to the various subsets of the market.

### **Advantages of Differentiated Marketing**

There are a few ways in which brands can gain an edge over the competition thanks to differentiated marketing:

**Establish a customer base** - Inviting firms to talk more directly to target markets, differentiated marketing allows for efficient client base building.

**Investment Profitability** - While mass marketing can reach a large number of people, its high cost is no guarantee of a high return on investment. Brands can make more strategic use of their advertising dollars with the help of differentiated marketing.

**Loyalty to the brand** - Differentiated advertising has been shown to increase brand loyalty and customer retention. Customers may feel more committed to a brand when advertisements appeal to their own wants and requirements.

### **Positioning**

One of the Most essential Reasons for Marketing Partition is one of the most essential

reasons for marketing. It refers to the position that your company's product or service holds inside the market. When you successfully position yourself, potential clients will think of you first in their minds. Positioning is a potent technique that can be utilized in the process of image creation. And image is the outward manifestation of being who we want to be, doing what we want to do, and having what we want to have in our lives. Akij Essentials Ltd. makes an effort to provide more things that are of a food-quality rather than the items that are of a superior quality for their placement. The following was considered to be the foundation of the positioning market. 4 Different Positioning Strategies and Their types. The following are some tactics for placement that are effective:

**Product price** - Price of the product Having your product linked to a price point that is competitive is a dependable method for differentiating your business.

**Unique value proposition** - What is your product's unique value proposition? Highlight the characteristics and benefits of your product as being particularly equipped to satisfy the specific needs of your customer base by focusing on how it has been uniquely equipped.

**Product quality** - Customers have been accustomed to paying a higher price for a higher level of product quality, regardless of whether that quality is actual or perceived. This tactic is especially effective in the luxury sector, where factors like as high quality, restricted availability, and well-known brand ambassadors all play a role in influencing consumers' decisions to make purchases.

**Competitive positioning** - This tactic entails making direct comparisons between your product and those of your competitors in order to demonstrate how your offering is superior or distinctive from those of your rivals.

Akij Essentials Limited use **Product quality**. They provide best quality product because they use good raw materials and modern machineries to produce the product.

## **4P of Akij Essentials limited**

The marketing strategy can be defined with the help of the marketing mix model, which can be used by marketers as a tool to assist in the process. This technique is utilized by marketing managers in an effort to achieve the best possible reaction from the target market through the

optimum combination of four different variables. According to Kotler (2018), the marketing mix is comprised of four different components: the product, the pricing, the place, and the promotion. The following is a description of each of the 4Ps that make up Akij Essentials Limited's marketing mix:



## **Product**

The goods and services that an organization provides to the consumers who are its target market are referred to as the product. Many people think of a product as nothing more than a material good that can be purchased or sold on a regular basis. A few examples of the product's qualities include its design, color, size, shape, and visibility. Other examples include its shape and size. There is a total of different branded product categories that are included in the product line that is provided by Akij Essentials Limited. Additionally, there is a wide selection of subcategories from which to select. Retail commodities make up its constituent pieces.

These are listed in the following order –

| Category Name | Product Name                                                                                                                                                                                                                                              | SKU                        |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|
| <b>RICE</b>   | <b>Consumer Category</b> <ul style="list-style-type: none"> <li>• Chinigura Rice</li> <li>• Katari Najir Rice</li> <li>• Miniket Rice</li> </ul>                                                                                                          | Net weight 1 kg and 5 kg   |
|               | <b>Bulk Category</b> <ul style="list-style-type: none"> <li>• Katari Najir</li> <li>• Miniket Rice</li> <li>• Najirshail Rice</li> <li>• Chinigura Rich</li> <li>• Atash Atop Rice</li> <li>• Deshi Bashmoti Rice</li> <li>• Gutti Shorna Rice</li> </ul> | Net weight 25 kg and 50 kg |
| <b>Salt</b>   | Essentials Iodized Salt                                                                                                                                                                                                                                   | Net weight 1 kg            |
| <b>Sugar</b>  | Essentials Refined Sugar                                                                                                                                                                                                                                  | Net weight 1 kg            |
| <b>Atta</b>   | Essentials Atta                                                                                                                                                                                                                                           | Net weight 1 kg and 2 kg   |
| <b>Maida</b>  | Essentials Maida                                                                                                                                                                                                                                          | Net weight 1 kg and 2 kg   |

## Price

Consider the amount of money that the customer must invest in order to make use of the product in order to arrive at an accurate price. Price is one of the most important elements to consider in the marketing mix. It is an essential component of any marketing plan and has a direct bearing on the financial results and the continued existence of a company over the long

term. According to Kotler (2018), the prices of a product inside a given product range can have a significant impact on the whole marketing strategy, as well as on sales and demand for the product. Over the course of a year, the prices of food and household goods have never been able to remain consistent with one another. When determining prices, Akij Essentials Limited makes use of a number of different pricing strategies, including both cost-based and value-based pricing. Their pricing decisions are mostly informed by the prices offered by their competitors, the expenses incurred by their suppliers, and the prices of the raw materials, in addition to the product quality, quantity, and bottle sizes. When setting prices, consideration should be given to both profit margins and the likely reactions of one's competitors in terms of pricing. Pricing takes into account not just the suggested retail price but also any applicable discounts, financing terms, and other available alternatives.

| <b>Types of Products</b> | <b>Unit (kg)</b> | <b>Price</b> |
|--------------------------|------------------|--------------|
| Premium Chinigura Rice   | 1                | 125          |
| Katari Najir Rice        | 5                | 420          |
| Katari Najir Rice        | 25               | 2150         |
| Katari Siddho Rice       | 25               | 2050         |
| Deshi Bashmoti Rice      | 25               | 1750         |
| Katari Atop Rice         | 25               | 2100         |
| Miniket Rice             | 5                | 390          |
| Miniket Rice             | 25               | 1750         |
| Jirashail Rice           | 25               | 1600         |
| Atash Rice               | 25               | 1700         |
| Paijam Rice              | 25               | 1500         |
| Essential Atta           | 1                | 46           |
| Essential Atta           | 2                | 90           |
| Essential Maida          | 1                | 55           |
| Essential Maida          | 2                | 108          |
| Refined sugar            | 1                | 85           |
| Iodized Salt             | 1                | 35           |

## **Place**

Place refers to the actions taken by the company to ensure that the product can be purchased by the customers it aims to attract. It is essential that the product be offered at the point of sale (POS), where our ideal customer performs the majority of their shopping because they believe it to be the most convenient option, and that the individual pack and bottle sizes be

made available there as well (Kotler, 2018). It is hard to provide a comprehensive explanation of the product mix without first addressing concerns pertaining to placement and distribution. The distribution and placement of a product must take place in an area that is convenient for both the company's current customers and any prospective new customers the company may acquire. at order for Akij Essentials Limited's product to be successfully promoted, it is critical that it be stocked at the retail establishments that are frequented by the specific population that the company hopes to attract as customers. To maximize their return on investment and guarantee that the distribution process runs as smoothly as possible, Akij Essentials Limited invests a large amount of money in this component. They are making their product available in the market and executing their sales operations in Dhaka at the moment. The market has been divided up into segments by Akij Essentials Limited.

For Consumer product, Akij only sell their product in Dhaka and some area beside Dhaka. The area they covers are

1. Dhaka
2. Gazipur
3. Narayanganj
4. Manikganj
5. Saver

For bulk sell they have 5 regions to distribute their products:

1. Central 1
2. Central 2
3. East
4. North
5. South

Under these 5 regions Akij Essential Limited has 14 sales area:

| <b>Central 1</b>                                                                                         | <b>Central 2</b>                                                                      |
|----------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Dhaka South</li> <li>• Narayanganj</li> <li>• Sylhet</li> </ul> | <ul style="list-style-type: none"> <li>• Dhaka North</li> <li>• Mymensingh</li> </ul> |

|                                                                                                                      |                                                                                                  |
|----------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| <b>East</b>                                                                                                          | <b>North</b>                                                                                     |
| <ul style="list-style-type: none"> <li>• Chattogram</li> <li>• Comilla</li> </ul>                                    | <ul style="list-style-type: none"> <li>• Bogra</li> <li>• Rajshahi</li> <li>• Rangpur</li> </ul> |
| <b>South</b>                                                                                                         |                                                                                                  |
| <ul style="list-style-type: none"> <li>• Barisal</li> <li>• Faridpur</li> <li>• Jashore</li> <li>• Khulna</li> </ul> |                                                                                                  |

## Promotion

Akij Essentials Limited will communicate the benefits of its services to its target clients and convince them to purchase such services through the use of promotional activities. Clarity will make an effort to follow an integrated promotion mix in order to efficiently sell its services, increase its profit through the delight of its customers, and fulfil its mission statement. Clarity will not incorporate each and every component of the marketing mix; rather, it will focus on utilizing the aspects of the marketing mix that generate the greatest amount of revenue. These are broken down farther down the page.

**Advertisement** - the sales department is responsible for all aspects of the process, including the creation of promotional strategies, their development, their implementation, and their monitoring. Retailers, as well as television, billboards, posters, and print media, are the primary audiences for advertisements.

**Promotion of Sales** - Various promotional initiatives have been carried out, such as a seminar at the university promoting the product to the public.

**Consumer Promotion (CP)** - All the promotional activities that are targeted at consumers

are developed. Strategy crafting, development, implementation, and monitoring of consumer promotions are being conducted by the brand department. Every brand officer is designated for certain brands. And the brand executives are the heads of all brand officers, and they are entitled to the functioning of all the brands of Akij Essentials Limited.

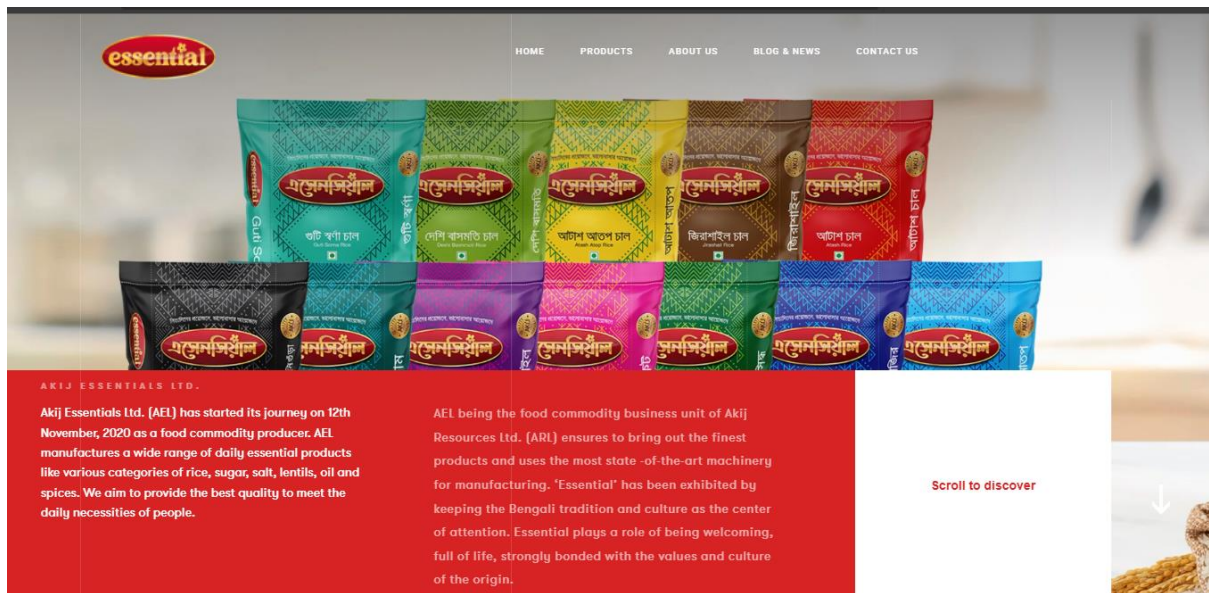
**Public Relations** - Sponsors in a variety of programs and commercials in Bangladesh are referred to as Public Relations.

**Direct Marketing** - The traders are assigned responsibility for all of the promotional operations aimed at the end users, such as direct marketing and greetings. People are more likely to buy our products thanks to a marketing strategy that is successful, which also results in an increase in

Additionally, they are still in the process of being established, and they have not yet begun to heavily promote their goods. They exclusively use certain promotional methods, such as-

- Online marketing
- Social media marketing
- Gift offerings
- In house activation

The website for Akij Essentials Ltd. went up in March 2022 and is maintained by the company. Promotional material for their wares can be found on their website. In addition to that, they advertise their wares on another website, such as Daraz.



## Social media marketing

Akij Essentials Ltd. maintains its own Facebook page, which it uses for social media marketing, and on this page, it posts regular updates about its new product launches, promotional offers, contest offers, and other related topics.

## Gift Offerings

On the occasion of various festivals, AEL distributes gifts to both their existing clientele and the retail businesses who purchase bulk quantities from Akij Essentials Ltd. They participate in a variety of events where potential clients are present and give out presents.

## Activation performed internally



Akij Essentials is not involved in the production of any media activations. Only limited in-house activation is produced in Akij's residence. They are still to come up with new items virtually every month, so they try to advertise them first in Akij's house, and if they get a proper response, then they begin selling them to other consumers. This is because they are yet to come up with new products. They set up various stores inside Akij's home and advertise their wares by providing deals such as price reductions and discounts on multiple purchases. Recently they came up with an activation plan. In addition, they just recently held an event at which they gave some package offers for the four goods that they have lately begun selling: Naga pickle, Biriyani Masala, Kheer mix, and Chotpoti mix. They refer to it as their promotional campaign for a product that has recently been released.

## SWOT Analysis of Akij Essentials ltd

### Strengths

- Establishment of brands such as Akij Essentials
- Up the ante on product quality by maintaining higher standards.
- Their management is pleasant, and they have the most capable employees working at the administrative level.
- Innovative technological platform used in Akij Essentials
- Positive public perception of the Akij Essentials brand
- Maintain a high level of quality throughout all of the items.
- Develop a productive capability and financial plan.

## **Weaknesses**

- Ineffective channels of dissemination all around the country.
- Insufficient dispersion of products and supply chain
- They do not have enough employees to adequately serve their customers.
- Competition at such a high level makes it impossible for Akij Essentials to expand its share of the market.
- Price that is competitive; a competitor who is able to source items at a lower price

## **Opportunities**

- This industry is rapidly expanding and growing as a result of increased governmental support and heightened consumer awareness regarding health concerns.
- Increasing possibility for them to sell their products in countries where they have not previously been able to do so
- A regulatory authority that is sympathetic to the needs and concerns of the local market

## **Threats**

- In this market, there is a large number of competitions.

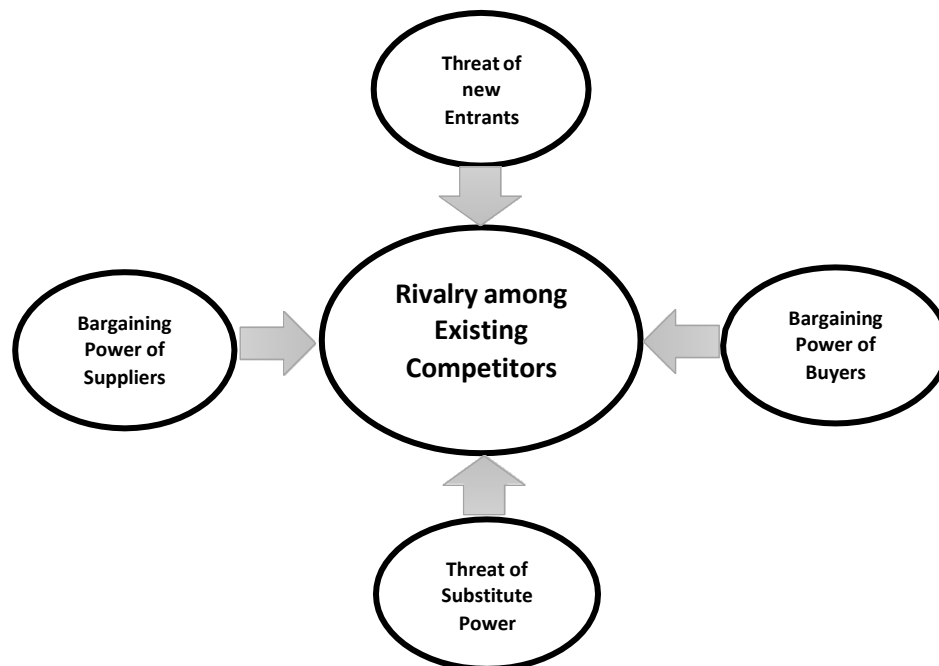
- An intensifying level of competitiveness within the sector
- Additional significant corporations have started making investments in this. product
- Unpredictability can be found in situations involving threats on both the political and economic levels.
- Products have higher prices due to increases in the cost of transport.

## Porters Five Forces Theory

The company used the Porter's Five Forces model in order to gain a better understanding of the factors that influence the overall success of the company as well as the industry in which it operates. According to Porter's argument, the profitability of an industry and its return on investment are determined by the five forces, which "influence the prices, costs, and required investment of firms in an industry" (Porter, 1985, P5).

**Figure: Porters Five Forces Theory**

**Competitive rivalry or competition** - In terms of market share, the food industry is



among the most competitive in the world. Companies like Akij Essentials Ltd., Pran, Fresh, and Bashundhara, who all sell necessities, are all in the same business and compete with one another. Akij Essentials Ltd. must consider its competitors' strengths and weaknesses while

formulating a plan of action. Competition from other firms has lowered the market share held by Akij Essentials Ltd and raised the bar for new entrants. With less money spent on marketing, Akij Essentials Ltd would be able to produce and sell higher-quality food items at lower prices.

**Bargaining power of buyers or customers** - Consumers' ability to negotiate lower prices from firms within an industry is referred to as bargaining power. A mortgage or loan consumer is notoriously difficult to move to a different lender, but a business client is constantly moving grocery stores. By posing standard concerns about product quality and benefits, we hope to drive up prices charged by enterprises operating within the sector. The company is at risk if it lacks well-established and consistently-executed advertising campaigns. The risks taken by Akij Essentials Ltd. in an increasingly competitive market are ultimately ineffective. In addition, firms now place a premium on customer satisfaction, which has resulted in higher earnings. Akij Essentials Ltd.'s premium prices and superior quality are what draw in clients.

**Bargaining power of suppliers** - Suppliers' negotiating leverage refers to their ability to attract and retain money, the market's principal resource. The organization has the necessary assets to serve the borrowing needs of their clients and keep sufficient capital to fulfil withdrawal requests, as evidenced by customer deposits, contracts, and credits, among other monetary education. Products and services provided by suppliers are vital to the survival of the business in its field. This firm consistently performs thorough analysis and management of its supply chain. Several cities, including Dhaka, are among Akij Essentials Ltd.'s sources of supply. More specialized spaces for the grocery and essentials industries were purchased by Akij Essentials Ltd. It has partnered with these companies to improve supply chain efficiency. The foundation of this alliance is a shared interest in each other's success. For more efficient management of the supply chain, it has established cooperative links with the suppliers. This business is founded on a mutually beneficial partnership with Akij Essentials Ltd.

**Threat of substitution** - the profitability of businesses in the grocery sector tends to decrease if new services or goods are brought into the market. The possibility of using a

different product in its place looms over every aspect of the supermarket industry. The corporation was aware, as a result of the dynamics of the market, that there were numerous items with varied prices. The quantity of locally produced groceries available in our countries has increased. The supermarket industry is increasingly under competition from alternative products. The technological efficacy of Akij Essentials Ltd. is also a source of widespread praise for the company. People are looking for food products that are risk-free, and Akij Essentials Ltd. has developed various products that fall into this category.

**Threat of new entrants or new entry** - The high degree of capitalization found in the grocery industry creates barriers for new entrants, who face the threat of entering the market for the first time. A corporation cannot survive without the financial backing of its customers. In order to establish a brand-new business, Akij Essentials Ltd. undertakes a significant financial commitment. This company has seen a very low level of competition in the essential grocery products sector. The grocery industry experienced cost increases as a direct result of marketing. If there is a significant risk of new competitors entering the market, then existing companies will be willing to accept lower profits in order to mitigate the risk. Because of this, the barriers to entry in the food and grocery industry are quite high, which makes it difficult for new brands to enter the market.

## Findings

- Following the review of this report, Akij Essentials Ltd. was unable to determine which goods required improvement and which features could be added to better satisfy customers. The product selection offered by Akij Essentials Ltd. is rather limited.
- Customers desire appealing advertisements on social media and television commercials in today's modern marketing environments. A sizeable proportion of respondents suggested that Akij Essentials Ltd. could put more of its efforts into promotional activities. The promotional activities don't really have much of an allure.
- The management of Akij Essentials Ltd.'s supply chain is not very effective. The company Akij Essentials Ltd. was unable to break into the local market since they needed more time to strengthen their supply chain and focus on expanding the market. Therefore, buyers were unable to locate products that they wanted to purchase from Akij Essentials ltd.
- Customers of Akij Essentials Ltd. were unable to acquire sufficient information on the products they sell since the company's website is not informative and does not provide enough detail.
- There is a wide range of prices available for the products sold by Akij Essentials Ltd. There is a large range of possible prices. That is something that the customer fess does not want to see. There are certain consumers who do not have the financial means to purchase this product from Akij Essentials Limited. They ought to give some thought to this problem.
- The Akij Essentials Limited brand is relatively new, however the company has not done an effective job marketing the product it sells.
- They have some things that are of high quality, but their customers are unaware of this fact.
- The company Akij Essentials Ltd. has not yet built a name for itself in the market.
- The fact that Akij Essentials Ltd. is releasing a large number of items in an effort to compete in the market is a positive development; however, the company's supply chain is not very robust, which may result in difficulties meeting the demand they generate.

## **Chapter - 5**

### **Recommendation and Conclusions**

## **Recommendations**

- They should give proper training to their brand promoters, so that bp's can properly communicate with customers and make them aware of Akij Essentials Ltd.
- Akij essentials should do proper research before introducing new product to the market
- Akij Essentials Ltd. should stick to product lines that will allow it to remain competitive for the long haul. The food and grocery industry are essential to consumers; thus, companies should do more to meet their needs.
- Customers today expect to see appealing advertisements on social media and television commercials. Akij Essentials Ltd. has released some innovative new items, yet few people in Bangladesh know about them. To increase sales, the company should use social media to promote its products and services to a wide audience.
- The supply chain and market could use some development, and Akij Essentials Ltd. Thus, it was simple for consumers to get Akij Essentials Ltd. goods.
- The modern consumer has greater knowledge and sophistication. The company's website and services should be continuously updated with complete information that customers may use. The website for Akij Essentials Ltd. is routinely updated with new information about the company's services, updated pricing information, and a refreshed aesthetic.
- The pricing of Akij Essentials Ltd. is really exorbitant right now. Since clients may easily purchase products from Akij Essentials Ltd, the company could reduce the cost of its services or provide a deeper discount.
- Akij essentials ltd should start the ATL, BTL marketing soon

The visibility of the brand will improve as a result of the promotional activity. In a short amount of time, people will be familiar with their brand if they are able to build this. Through activation of Akij Blitz, customers are being made aware of the product, which in turn increases demand for it. Therefore, Akij ought to carry on with this activation. It is important for Akij Essentials Ltd. to have a strong customer care department in order to collect accurate

feedback and deliver satisfactory after-sales service. It will be difficult for Essential to take market share away from rivals if they do not implement both ATL and BTL.

## **Conclusions**

Our company's vision, mission, and values were developed by Akij Essentials Ltd. with consideration given to both internal and external factors. The board acknowledged that improving efficiency and output was possible if we could establish and maintain our commercial practices. The team ran into trouble with the end result of the trade due to some inefficient internal play. Competition is fierce in the food industry, and we may not be able to reach every corner of the Bangladeshi market due to staffing constraints. At Akij Essentials Ltd., we've made use of a number of tools for making decisions that have been shown to be effective in the context of STP research. Akij Essentials Ltd. is in the food business. Conveniently for the students, the company also offers dining services. Despite the company's limited track record of success, Akij Essentials Ltd. serves as an example of what's possible with dedication to strategy and the investment of adequate time and resources. I hope and pray that Akij Essentials Ltd. continues to thrive and grow.

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