

Internship Report
On
Event Marketing Practices of Akij Food and Beverage Ltd.

An Internship Report Submitted to the School of Business and Economics in Partial
Fulfillment of the Requirements for the Degree of Bachelor of Business Administration.

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Event Marketing Practices of Akij Food and Beverage Ltd.



Letter of Transmittal

February 15, 2019
Md. Kaium Hossain
School of Business and Economics
United International University

Subject: **Submission of Internship Report**

Dear Sir,

I have prepared my internship report on the topic of “**Event Marketing Practices of Akij Food and Beverage Ltd.**” So, it becomes an extremely challenging and interesting experience. Thank you for your supportive consideration for formulating an idea. I tried my best to prepare the report with necessary information and suggested proposals. I did all the activities in a concise and comprehensive manner. I hope that this report will fulfill the expectations.

Without your Inspiring, this report would have been an incomplete one.

Lastly, I would be thankful once again if you please give your judicious advice on the effort.

Truly yours,

Tanjeem Kabir
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Acknowledgement

I might want to thank and pass on my appreciation to my Supervisor, Md. Kaium Hossain, Assistant Professor, BBA Program, Faculty of School of Business and Economics, United International University, for letting me to set up this report and I might likewise want to express my earnest gratefulness to him for his entire hearted support and direction. It was an extraordinary joy to get ready Internship write about "Event Marketing Practices of Akij Food and Beverage Ltd."

I am also grateful to the organization of the Akij Food and Beverage Ltd for offering me the Internship getting ready. My true appreciation goes to Mr. Azam Bin Tareq (Manager Event and Outdoor Management), Md.Saifu Islam(Assistant Manager), Md.Sultanul Arafin (Executive) and Tanbir Ahammad(Executive), AFBL who gave unique consideration regarding me from the earliest starting point and at whatever point I went there. My special thanks goes to Mr. Nurul Haque(Brand Manager),AFBL. I am likewise owed to every individual who gives their co-task within Akij Food and Beverage Ltd. in completing this report. Lastly,I wish all my reluctant confuses with precedent miss introduction of sort of data will be excused.

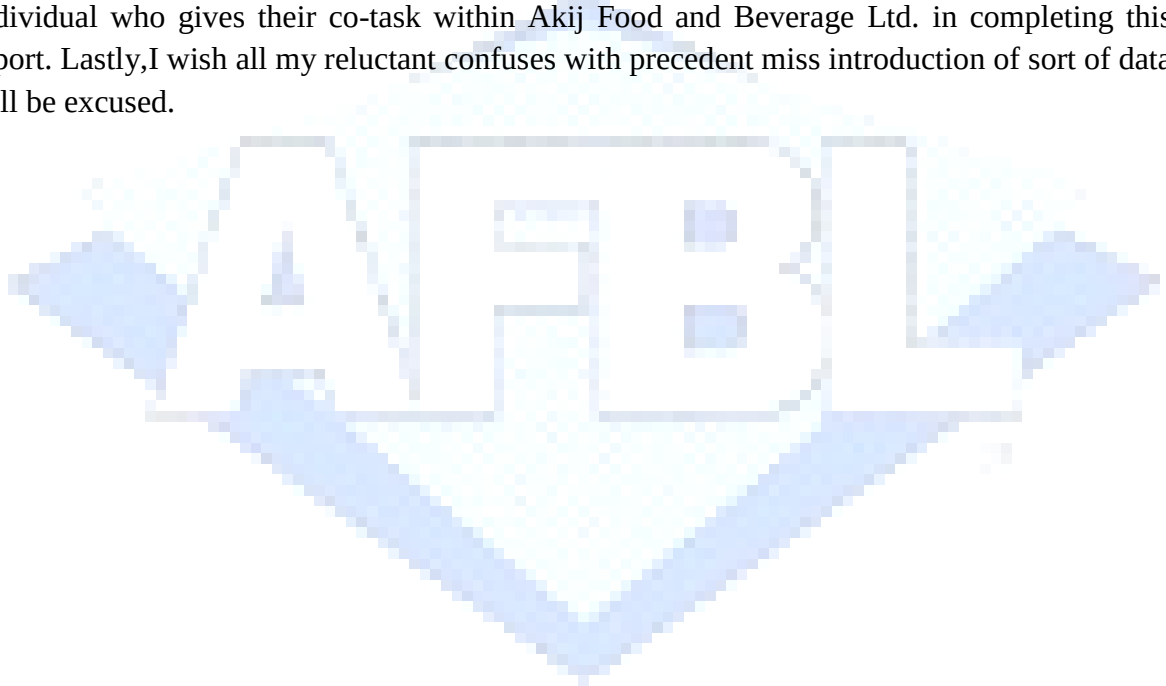


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Executive Summery

The report contains the Akij Food & Beverage Ltd profile and data about the brand, products, Events and company history. The report also outlines Event Marketing Practices of the Company's long-term solvency. Event marketing describes the process of developing a themed exhibit, display, or presentation to promote a product, service, cause, or organization leveraging in-person engagement. Events can occur online or offline, and can be participated in, hosted, or sponsored. The promotion of these activities can occur through various inbound and outbound marketing techniques as well as promoting relationships between our companies and other target audience.

Akij Food and Beverage has a huge items line like mineral, caffeinated drinks, diverse sorts of juices, chips and different kinds of drinks. To keep up this vast product offering, Akij amass fabricate a solid system everywhere throughout the nation. Also, Akij has particular and talented HR to run diverse procedures to catch substantial number of offer. Akij Food and Beverage sort out extraordinary and energizing special exercises to keep up their present piece of the pie and catch other's offer. For this situation, Akij Food and Beverage got additional offices since it is performed under the shadow of Akij Group which is one of the greatest gatherings of Bangladesh. Akij Food and Drink firmly lined up with mother organization Akij Group to make collaboration. That is the reason that turnover of Akij Group and Akij Food and Beverage is higher than that of different organizations. The future plans of the company are discussed which fills a strong positive attitude. This report also contains objectives, values, brand strategies, strategic group map & SWOT analysis of Akij Food & Beverage Ltd.

Chapter- 1

Introduction

1.1: Introduction

Building a good relationship, making goodwill, and getting the trust in potential buyers and customers are some of the chances marketers need to grab in today's consumer-empowered domain. When making purchase decisions, the recent shopper doesn't only want a simple pitch when evaluating solutions; they want fast actions. Event marketing is about consumer interaction with brands, to fully understand and get a real feel of the company's focus, vision, and personality. Event marketing is an essential part of the demand generation mix, and a tactical blend of offline and online events are vital to a company. It is about providing the customer with an impressive experience, in which you are in control and can create brand awareness.

1.2: Origin of the Report

Doing Internship under any association for three months is a necessity of BBA program. The temporary job program is intended to have the genuine working knowledge in an entrenched rumored association to fulfill the center necessities of the graduation program. Here we get encounters and think about the utilization of hypothetical learning to the viable ground and furthermore the deviation of viable realities from the hypothetical information. I delighted in the season of my temporary position in Akij Food and Beverage Ltd.

1.3: Objectives of the Report

1. To know the event marketing practices of Akij Food and Beverage Ltd.
2. To make some recommendations on the event marketing practices of Akij Food and Beverage Ltd.
3. To examine the brand position of Akij Food and Beverage Ltd.
4. To find out the way of better branding strategy for Akij Food and Beverage Ltd.

1.4: Scope of the Report

The scope of the report was basically the existing products, Branding Strategy and Event marketing practices of “Akij Food and Beverage Limited” (AFBL), a department of Akij Group. The report also outlines Event Marketing Practices of the Company’s long-term solvency.

1. Here, I can gather the knowledge and experience about how an organization arranged events and festivals and conduct those effectively.
2. I can also understand why and how Event Marketing plays a vital role for company’s brand positioning.
3. The report also gives me the chance to find out the drawbacks or required improvement in the Event marketing process.

1.5: Methodology

The report is based on Secondary data. The sources of data are mentioned below.

Secondary source of Data

- Annual report of Akij Food and Beverage Ltd.
- Websites

1.6: Limitations of the Report

The limitations of the report including the following:

1. **Lack of time:** One of the real restrictions of the examination was constrained time. The distribution of the examination was deficient. Since in this brief timeframe one assistant understudy needed to both go to the workplace and furthermore do the study. For the shortage of time I couldn't discuss generally with concern people and expert, which would be exceptionally useful for setting up, the report could be made considerably more far reaching.
2. **Administrative mystery:** Another significant issue each privately owned business keeps up some mystery of its image Ltd. Was not expected in such manner. The expert kept much data as emit.
3. **Lack of satisfactory data:** There was absence of fundamental data what I required. That is essential and optional information. Data isn't refreshed.

Chapter - 2

Organization Overview

2.1 Background

Akij Group is a historic organization of our country. It is sustaining and extending its operation since British era to still now. After getting liberated from Pakistan, Akij initially got famous for its tobacco operation, which primarily started as AkijBiri. It is a significant reason behind people's misunderstanding about leaf on the logo of Akij Group. Most of the people mistake it for tobacco leaf, whereas it is actually a jute leaf, symbolic to the heritage of the entire group of industries, as a monument to the historic introduction of the entire empire of business from a single small jute business. Food and Beverage segment became a strong hand of Akij Group with the march of time. It is not long since it started its journey, 2006. But within this short period, its reach to the consumers and domination over the market is quite appreciable and worth of looking into some details.

The ultimate goal of Akij Food & Beverage Ltd. is to provide quality products to people of all economic groups along with maintaining commitments to other stakeholders of the community. With the economy of Bangladesh went a little slothful due to some recent political events, country's all domestic organizations faced some difficulty maintaining the same balance between quality and price, however, AFBL maintained its negotiation with obstacles and prevailed zero tolerance about quality compromising. We expect such character from our entire domestic manufacturer.

Akij group

Akij aggregate is one of the biggest local gathering of businesses in our nation. It was established by Sheik Akij Uddin around amid British principle. In 1940, he began a jute business. The logo of the gathering still holds that jute leaf. Analysis goes, the business had utilized youngster work. Later in 1950, Akij Biri was presented and step by step that little business, inside every one of these years reliably, to frame such humongous shape adjusting in excess of 18 backups. The corporate place of Akij is known as Akij House situated at Tajgoan Commercial Area close Gulshan. Presently it is nation's one of the most elevated citizen. Amid 2014-45 financial year, it paid around 3500 center BDT impose, which was the 33% of the nation's whole national spending that year. Furthermore, in 2015, its income was around 5 billion USD. This ingenuity is taking them to set up other 4 or 5 new backups in not so distant future into various businesses.

2.2 Company Profile

(Akij Food & Beverage Ltd)

Akij Food and Beverage Limited started its journey on 2006. Though the plan was dairy would be the introductory segment to join the food industry, however, due to some legitimacy in the capital installment and long, complicated and much sophisticated milk collection procedure; it got delayed, and the CSD (Carbonated Soft Drink) industry became the first one to start with. Later it introduced juice, hard drink, non-alcoholic malt drink, fruit jelly, pickles, chips, mineral water, dairy products etc. The head office of AFBL is located at **AKIJ HOUSE.**

2.3 Organizational Structure

Like other assembling associations, it is a tall organized organization, yet not at all like companies, the basic leadership strategy is progressively concentrated here. The executives straight forwardly include themselves in each arranging and favors each move by their own.

The graphical portrayal of the Akij Group business structure



2.4 Board of Directors

As mentioned, Sheikh Akij Uddin was the founder chairman of the Akij Group. Private limited company currently runs by four Brothers:

- Chairman: Sheikh Nasir Uddin
- Managing Director: Sheikh Bashir Uddin
- Director: Sheikh Jamil Uddin
- Director: Sheikh Shamim Uddin

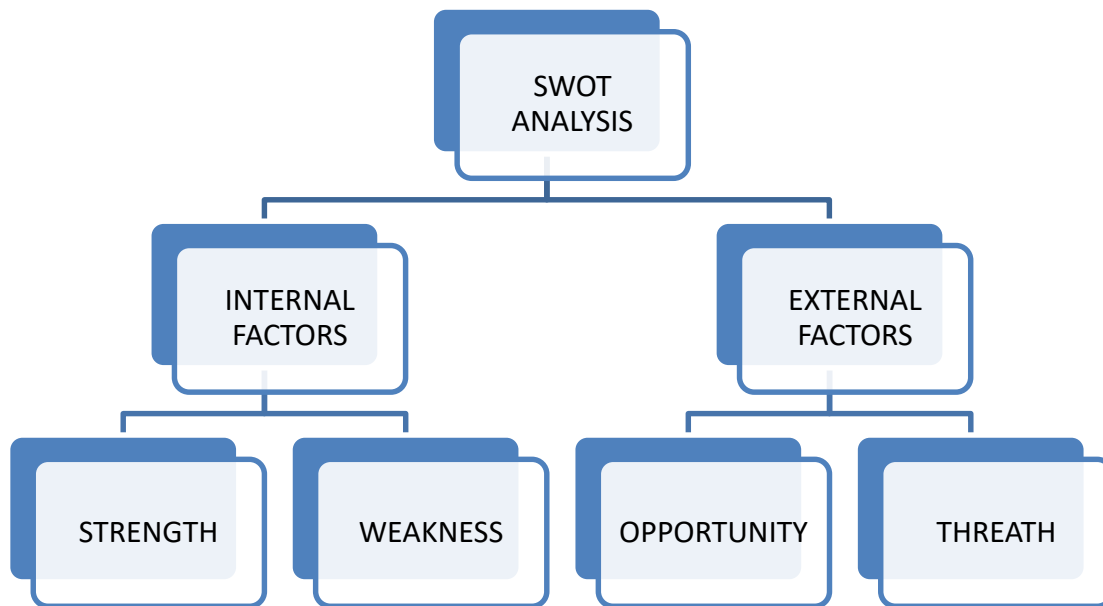
However, the present Concern of **AKIJ GROUP** are as follows:

- 
- | | | |
|---------------------------|-----------------------------|----------------------------------|
| ▶ Akij Jute Mills Ltd. | ▶ Akij Hotel & Resort Ltd. | ▶ Dhaka Tobacco Industries |
| ▶ Akij Securities Ltd. | ▶ Akij Automotive Ltd. | ▶ Akij Match Factory Ltd. |
| ▶ Akij CNG Station Ltd. | ▶ Akij Biri Factory Ltd. | ▶ Akij Printing & Pkg. Ltd. |
| ▶ Akij Wildlife Farm Ltd. | ▶ Akij Corporation Ltd. | ▶ Akij Particle Board Mills Ltd. |
| ▶ Akij Tours & Travles | ▶ Akij Cement Company Ltd. | ▶ Akij Textile Mills Ltd. |
| ▶ Akij Ceramics | | |
| ▶ Akij Transport Ltd. | ▶ Akij Food & Beverage Ltd. | |
| ▶ Akij Computer Ltd. | | |
| ▶ Akij Online Ltd. | | |
| ▶ Akij Shipping Line | | |

2.5 The Brands of AFBL are



2.6 SWOT Analysis of AFBL



Strengths

- Quick foundation of brands like MOJO, SPEED, CLEMON, FRUTIKA.
- Quality of the items.
- Availability of items through mass conveyance around the nation.
- High quality apparatuses and assembling arrangement of AFBL.
- Unique special exercises.
- Full fragment Packaging as far as shading blend and structure.
- Potable regarding 150ml and 250ml container and can.
- Wider item go
- Strong neighborhood nearness
- Favorable brand picture
- Comprehensive learning of the complete market and customer
- All crude materials are transported in from remote nations (Thailand & Malaysia, Germany)

Weaknesses

- Less involvement in the refreshment advertise regarding understanding in opportune legitimate client require.
- Some ill-advised limited time exercises.
- Lack of brand mindfulness
- Lack of consistency in limited time exercises
- focused value; contender sourcing item at less expensive cost

Opportunities

- There is a degree for the nearby organizations to achieving most extreme piece of the overall industry for the invigorating seasoned CSD drink.
- Opportunity for AFBL items to be sent out in the abroad Asian market.
- As a neighborhood organization it will get inclination from the Bangladeshi individuals.
- Huge gainfulness scope in refreshment market of Bangladesh in light of the fact that a feasible development of 6% wins in the market.

Threats

- Companies like Coca-Cola and Pepsi to be worked as MNCs like Unleveled instead of the authorizing claimed by the neighborhood Bangladeshi organization.
- Any new organization presenting extraordinary enhanced invigorating beverages and having gigantic money related abilities.
- Unethical routine with regards to the contenders, for instance assess infringement, to lessen the cost of the item.
- More rivals in FMCG segment.
- Very hard to keep up the item's quality.

Chapter- 3

Analysis and Findings



3.1 Event Marketing

Event marketing is characterized by the instruments, procedures and channels you use to elevate an occasion to a group of people, more often than not with the desire for motivating them to purchase tickets or visit. Event marketing starts with propelling an occasion thought, through to influencing participants to welcome their companions or associates and pulling in a consistent pipeline of leads through channels, for example, email showcasing, blogging and publicizing. In the present purchaser engaged world, advertisers need to grab each chance to manufacture connections, produce generosity, and gain the trust of imminent purchasers and clients. The cutting edge customer needs in excess of a pitch while assessing arrangements or settling on buying choices. Occasions offer a one of a kind open door for them to collaborate with brands to get a firsthand feeling of an organization's center, point of view, and identity. Event Marketing should be a basic piece of the interest age blend, and a vital mix of disconnected and online occasions are fundamental to any organization's main concern.

3.2 The Impact of Event Marketing

Events must be memorable to make an impact. Obviously the ideal effect relies upon the objectives, however most organizations need occasions to be something beyond an arranged commercial for their image. At the point when progressed nicely, occasions have the ability to make an enduring and amazing impression of all that your organization can convey. By enabling individuals to encounter and communicate with your organization, item or administration while partaking in an occasion, you are interfacing with potential purchasers.

3.3 Types of Event Marketing

Events come in a large variety of flavors, and can be held in countless venues, whether online or off. Below are some common types of events you can expect to participate in.

Online Events

Online Events associate moderators and members through an electronic interface. Normal sorts of online events incorporate virtual events, and live streaming events. Online occasions are frequently less expensive than in-person occasions and can empower you to effectively contact topographically scattered group of onlookers.

i) Virtual Events

Virtual events empower people in various areas to partake in a virtual domain that has the look and feel of a disconnected occasion, by consolidating training, organizing, and intelligent highlights. Members visit a virtual corner where they can gather materials, meet the staff, make inquiries, and even get some virtual swag. These projects will in general occur progressively for all members.

ii) Live Streaming Events

These are live events that we can stream to our watchers. We can direct these with a straightforward webcam or utilize a full generation group for higher quality telecom. Applications, for example, Live stream and Upstream, just as new choices like Google+ Hangouts, offer a live administration that enables us to completely stream, record, and draw in our gathering of people with talk and internet based life usefulness.

Physical Events

Offline events require physical attendance and interactions take place in person. While they often require more investment than virtual events, offline events allow face-to-face relationship building. Don't underestimate the impact a handshake or a personal meeting can make on a prospect or customer.

I) Tradeshows

A tradeshow is a physical social occasion of people in a specific industry or calling in a gathering that normally includes various organizations in a particular market. A business may support or partake in a tradeshow to flaunt an item or basically to arrange and reinforce its quality in a market.

II) Meetings

Meetings are regularly organization explicit promoting occasions that assemble participants to deliver data, for example, a client summit. These occasions will in general be on the bigger side, and are held by organizations for preparing or instructive purposes.

III) Seminars

The term seminar is normally used to depict littler gatherings, roadshows, or field occasions. A few workshops are set up like a classroom address, where a specialist imparts data to the gathering of people in a conventional increasingly formal style. Others are styled as roadshows, where advertisers take their organization's message out to people in general or to representatives or accomplices.

IV) Morning meals, Lunches, and Dinners

These are commonly littler, more focused on occasions. They can be both client and prospect centered. These occasions are generally exceptionally cozy with 8-10 individuals, or can be bigger with at least 50 participants. For the littler capacities, these will in general be abnormal state and give administrators a private setting to systems administration. On a bigger scale, morning meals, snacks, and suppers can incorporate idea initiative introductions as a component of the occasion.

3.4 Events of Akij Food and Beverage Ltd

It is one of the important facts of an organization which it needs to support in an appropriate manner to accomplish ideal result. AFBL values the significance of advancement, since it trusts regardless of how top notch, great taste, alluring bundling the item benefits, it must be appropriately conveyed to the client to seek after the last buy. Here, the promotion of **MOJO, CLEMON, SPEED, SPA, AAFI, FRUTIKA** intended for no particular reason adoring youthful grown-ups. Both ATL (Above the Line: TV, Radio, Newspaper, Internet), and BTL (Below the Line: Sponsorship, Sales advancement, Direct Marketing) is utilizing for limited time reason. This type of promotion focuses on advertising to a large number of audiences.

Promotional Activities:

3.5 Mojo

Mojo was the first brand introduced by Akij Food and Beverage. It was a carbonated soft drink brand in cola flavor. It was imaged in the market as a fusion brand, a fusion of classic and modern trend. Its packaging and communications perfectly reflects that. It initially started campaigns with the tagline “antore antore”, however, now it has been changed into “antore is on”. Mojo was a successful brand from the very early of its journey. Market penetration in this industry was always very hard because of the two existing multinational giants Coca Cola and Pepsi. However, it not only survived, but



also managed to acquire a significant amount of market share. Currently Mojo has 35% market share in cola, 20% in overall CSD market and more than 80% in 250ml SKU segment. Besides, it achieved 2nd position in consumer top of the mind. To promote MOJO, AFBL has most two recent activities which has very much responsive feedback from the

audience side. “ONTORER DAAK” and “My LIFE, MY MOJO” are the recent activities tagline. “ONTORER DAAK” came up on the valentine day in 2018 to celebrate the day of love.



Image 02: ONTORER DAAK

- **Promotional Campaigns:** One of the leading reasons for Mojo being so successful is its communication effectiveness and promotional campaigns. One of the mentionable events is “**Mojo PithaUtshob**” which is held every winter. And some others are **MOJO Pohela Baishakh**, **MOJO Ticket is on**, **MOJO Ontor is on** (Thematic campaign) etc.



3.6 Clemon & Lemu

Clemon and Lemu are clear CSD brands. They also have started their journey on 2006 alongside with Mojo. Their market position currently is not that promising as Mojo though, they are putting quite a competition. Except sprite and seven up, they are giving a hard time to the local clear drinks.



Promotional Campaigns: Clemon is doing wide campaign program all over the country throughout the year with the tagline “Live Fresh”, which is strengthening the ground beneath. These campaigns program includes Clemon Indoor Cricket Tournament, Clemon Grooming Clemon Beach Carnival, Clemon Victory Day Green Ride and Rally etc. which create enormous exposure increasing brand value at a significant rate.



3.7 Speed

Speed is a hard drink brand, the most successful brand of Akij Food and Beverage Ltd for so long. Like Mojo, it was one of the initial brands with the journey of AFBL. It was launched on 14th April, 2006. Speed promotes itself into the market with tagline “Hebby Energy”. It has got itself into the top in both market share and top of the mind. Currently it has 52% market share in hard drink category.



Promotional Campaigns: It was not that successful at the very early stage. Its first TVC faced criticisms. Then on 2009, it was launched with completely different logo and packaging; and also with new positioning and tagline. The through consistent 360 marketing and proper distribution, Speed fought back and eventually reached to the top. Gradually Tiger and Shark are pushed away outside the capital. One of the most important mega events of Speed is “Speed Track Master” which takes place every year with the participation of university students. One of the mentionable events is “**DITF 2019**”



3.8 Spa

Spa is a fresh drinking water brand of AFBL. It was launched on April, 2007. It tried to attach emotion through its positioning; the tagline is “Love for water”. It also changed its packaging once throughout its timeline. Currently, it is holding a competitive positioning with Mum and Aquafina. Currently AFBL is planning to launch another fighter drinking water brand to compete in the countryside and sub-urban markets. The process is now very close to launch.



Promotional Campaigns:

Spa always tries to bring emotional attachment through its promotions. Focusing on the emotional relation between the existences of all our lives with water is the ultimate message of all the communications of Spa. Besides, Spa arranges lots of publicity events and campaigns.



3.9 Aafi

Aafi is a comparatively new brand of AFBL started its journey in 2014. It was launched as a fruit drink (mainly mango) brand to assist Frutika. Along with Frutika, it also has a good demand in Middle East. Besides, fruit drink, there are juices of guava and litchi flavor, mango bar, pickles of mango and olive flavor, tomato sauce, chanachuretc.products are also under this brand's roof. Besides, they introduced the latest offering from AFBL, which is Aafi,Zira-Pani.

3.10 Frutika

Frutika is the flagship fruit drink brand of AFBL. It was launched in 2007. Its positioning is “purity” as it does not contain any harmful preservative. It was quite successful in the market before 2010 when it faced a significant insufficiency in production and delivery in comparison to demand. Later it became difficult for it regain that amount of market share, however, it made a mentionable recover over years. Later it received the “The Best Brand” award from Bangladesh Brand Forum in 2011, 2012, 2014 & 2015.



Frutika fruits drink has four different flavors:

- Mango
- Red Grape
- Green Mango
- Orange



Promotional Campaign: Among promotional campaigns of Frutika, the “Frutika Islami Genius” is mentionable. It is a quiz program on the Islamic history and knowledge.

3.11 Farm Fresh

Farm Fresh is the dairy brand of AFBL, launched in 2011, one of the dream project of the director brothers. Even being late, the company managed to set up an efficient milk processing plant along with planned and well monitored supply chain channel. Besides pasteurized and UHT milk, they also produce almost all kind of dairy products.



The dairy product categories Farm Fresh is competing are:

- Farm Fresh Pasteurized Milk
- Farm Fresh UHT Milk
- Mango Shake
- Chocolate Milk
- Ghee
- Yogurt
- Sour Curd
- Butter
- Low Fat Curd



Promotional Campaign: Despite being the latest brand, Farm Fresh is very active in campaigns and events. The mentionable programs initiated by Farm Fresh are “Farm Fresh Jannani”, “Children’s Day”, “Colony Drive” etc. Besides these, there are also some other brands i.e. Happy-Times, Home-Makers, Cheese-Puffs, and O’Potato. Cheese Puffs and O’Potato are chips brands. Happy-Times and Home-Makers are a little under developed in terms of product line. Happy-Times offers a fruit jelly for now and Home-Makers offers

spice or seasoning items. One of the mentionable events is “**Farm Fresh Children’s Day 2019**”



3.12 AFBL Mission, Vision& Objective

The tag line of AFBL is “**BRINGS QUALITY IN LIFE**”

Mission:

To be the market leader in quality food and beverage sector discovering and satisfying the desire and need of the community working in harmony with our customers, employees and business partners.

Vision:

To be the main sustenance and refreshment brands exceeding expectations in item quality, social, specialized and showcasing imagination and administration to our clients through the aptitudes and welcoming responsibility of our workers

As indicated by late Sheik Akij Uddin with respect to AKIJ Food and Beverage Limited(AFBL) " we will make and present those superb items in the market that we ourselves and our family will dependably utilize, we won't simply deliver items for the customers in the market and let our family expend other remote items.

Goal:

To achieve market leadership, profitability, good corporate citizenship and a sustainable growth.

Objective

To strive hard to optimize profit through conduction of transparent business operations within the legal & social framework with malice to none and justice for all in respective of gender disparity, caste, creed of religion or region:

- To create more jobs with minimum investments
- To be competitive in the internal as well as external markets
- To maximize export earning with minimum imported in-puts
- To reduce the income gap between top & bottom categories of employees

AFBL: Morale, Ethics & Values:

1. Believing in quality and excellence in service
2. Believing open communication, personal responsibilities, integrity, and active
3. Participation.
4. Supporting the creative diversity and share of ideas
5. Building culture of learning based on leadership, teamwork, accountability, and cooperation.

Principles of AFBL:

Customers	AFBL strength its Customers-to keep them focused FBL achievement relies upon the accomplishment of its clients. It gives its clients quality items and administrations so it can accomplish its targets quick and adequately.
Innovation	AFBL pushes innovation - to shape what's to come. Development is its backbone, around the world and nonstop. It transforms its kin's creative energy and best practices into effective innovations and items.
Value	AFBL upgrades organization value - to open up new chances. It produces beneficial development to guarantee reasonable achievement. It use our fair business portfolio, its business greatness and cooperative energies across all sections and areas.
People	AFBL engage its people - to accomplish world-class execution. Its representatives are the way to its prosperity. It cooperates by sharing their insight and learning. Its corporate culture is characterized by decent variety, by open exchange and shared regard, and by clear objectives and definitive initiative.
Responsibility	AFBL embraces corporate obligation - to propel society. Its thoughts, advances and exercises help make a superior world. It is focused on general qualities, great corporate citizenship and a sound domain. Trustworthiness controls its lead toward its workers, colleagues and investors.

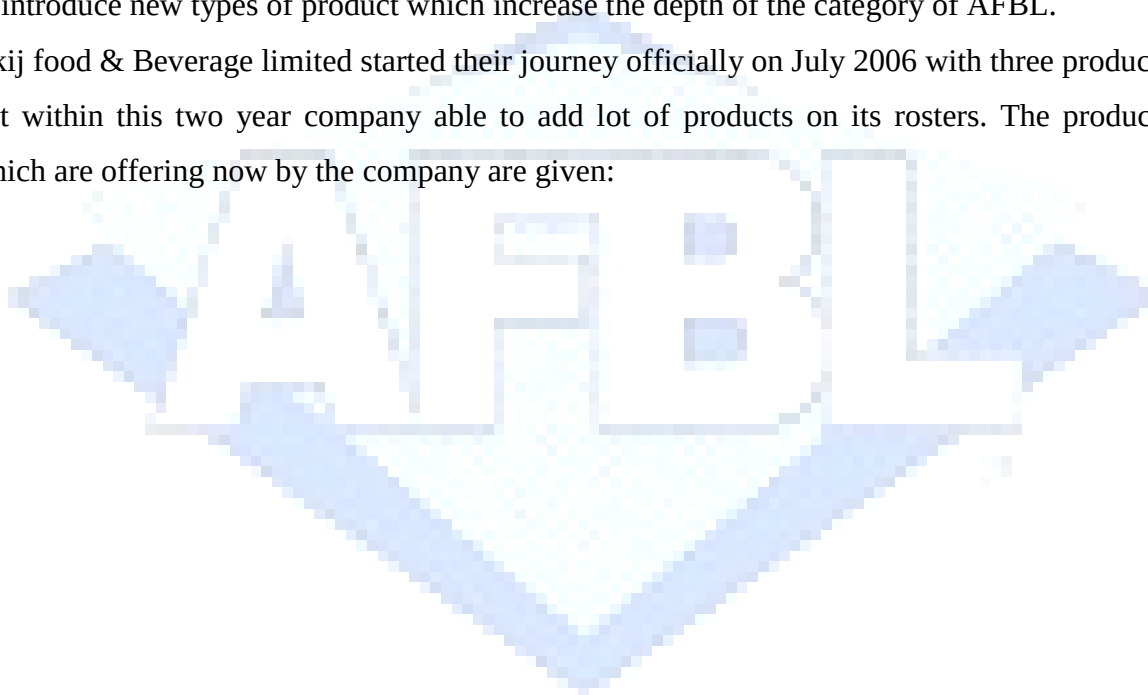
3.13 Marketing mix 4ps

4Ps ANALYSIS OF AFBL: The 4ps examination of an organization includes in the organization's Product, Price, Place and Promotion. Every one of these sections of AFBL is given underneath they have sorted its items in eight items line and each line joins different brands to enthrall the market. Item Description: Clemon is a carbonated soda (CSD) in cola season. The packaging of the product is very attractive because of its color combination on the bottle and can.

3.14 PRODUCT

The recent launching of the Akij Groups beverage line has been gaining popularity among all carbonated water lovers. It gained popularity particularly among teenage people and children. The favorite brand name gained popularity within a short period. Presently the company able to introduce new types of product which increase the depth of the category of AFBL.

Akij food & Beverage limited started their journey officially on July 2006 with three products but within this two year company able to add lot of products on its rosters. The products which are offering now by the company are given:



Product Category	Brand Name	Size	Out Look& Tag Line
Cola	Mojo	250ml pet and can, 500ml pet, 1 liter pet and 2 liter pet.	
Clear Lemon	Clemon	250ml pet and can 500ml pet, 1 liter pet and 2 liter pet.	
Juice	Frutika	250ml pet and 1 liter.	
Energy Drink	Speed	250ml pet and Can	
Cloudy Lemon	Lemu	250ml pet and can, 500ml pet, 1 liter pet and 2 liter pet.	
Orange Drink	Twing	250ml, 500 ml, 1 liter	

Malt Beverage	Wild Brew	250ml can.	
Chips	Cheese Puffs, O'poteto	15g and 30g Foil pack.	
Carbonated(Energy) Drink	Houston	250ml pet and Can	
Drinking Water	Spa	250 ml, 500ml, 1.5 liter, 2.25 liter, 5 liter	
Milk	Farm Fresh UHT milk	200ml, 500ml and 1 liter pack.	

3.15 Price

Pricing is one of the urgent parts of an item's fate to progress and disappointment. There are a wide range of techniques for valuing an organization can utilize. However, the fundamental examination is to deliberately set the valuing that encourages the organization and the item too.

In the drink business of Bangladesh, individuals are very value delicate and accordingly costs of practically all the contending items are same.

A definitive cost is then investigated by AFBL utilizing two techniques:

Competition-based Pricing

Here AFBL recognizes whether its item cost is like the contenders or not. As in light of the fact that the refreshment showcase is exceptionally value delicate, in this manner cost can't be more than contenders and even can't be not as much as contenders as on the grounds that it will affect the profitability. So the cost must be near the contenders' cost.

Market-oriented Pricing

Here AFBL legitimizes whether the cost of its item is a value that will be acknowledged in the market and viewed as a market-arranged cost as opposed to a value that will iBBalance the market evaluating logic.

Pricing Strategies

- Competition-based pricing
- Cost-plus pricing
- Creaming or skimming
- Limit pricing
- Loss leader
- Market-oriented pricing

3.16 PLACE

PLACE: Place means that outline of distribution channel a company employs to make its products available to the final consumer. AFBL inborn the advantage and was been able to use the wide network distribution channel to promote and provide its products in each and every place across the country. AFBL has segmented the entire Bangladeshi market into 25 regions for its distribution purpose.

DHAKA-1	GAZIPUR	MYMENSING	SYLET
DHAKA-2	NORSINDI	CTG-1	MOULOBIVABAZAR
DHAKA-3	ZINZIRA	CTG-2	COMILLA
DHAKA-3	NARAYANGONJ	CTG-3	CHOWMOHANI
KUSTIA	BARISAL	FARIDPUR	BOGRA
RAJSHAHI	RANGPUR	ZESSORE	

3.17 PROMOTION

It is a standout amongst the most essential features of an organization which it needs to advance in an extremely legitimate manner to accomplish most ideal result. AFBL values the significance of advancement, since it trusts regardless of how top notch, great taste, appealing bundling of the item, it must be legitimately imparted to the client to seek after the last buy. AFBL has extensively sorted its special exercises in two kinds: • Trade advancement (TP): Trade advancements are focused for the retainers and the wholesalers. It generally includes free items, money motivators and presents for the retainers and wholesalers for high volume buy. • Consumer Promotion (CP): All the special exercises that are focused for the client.

3.18 Findings

In the wake of completing the post assessment inquire about, Brand group summarize that mark consciousness of web-based social networking in comilla expanded than previously. Be that as it may, limited time procedure should more do betterly to draw in the objective gathering. So, Social media is perfect way. Because of online networking we can without much of a stretch message our objective gathering for our program. As of now we think about the limited time system instrument MOJO utilized in MOJO Pitha Utshob. From the respondents reaction, it demonstrates that 23% of the program in comilla supported by MOJO. What's more, limit of the distinctive program held at Townhall. 81% of the respondents knew about the MOJO PithaUtshob program. Likewise, respondent said half of “**pitha utshob**” supported by MOJO. Some other findings are mentioned below.

- a) **Lack of programming framework:** At present AFBL is utilizing their very own product for working the hierarchical errand, yet it isn't online premise programming.
- b) **Shortage of reinforcement:** Due to the product not online premise so the reinforcement of the documents is critical.
- c) **Doing business just in neighborhood advertise:** As we realize that AFBL is a 100% situated organization and they just manages the nearby clients.
- d) **Lake of correspondence:** The correspondence framework must be create in the brand and promoting.
- e) **Less number of representatives:** Once more, at front work area there is less number of representatives for the record opening assignment just as dispatch related works. Along these lines, it sets aside somewhat longer opportunity to complete off his or her activity.
- f) **Lake of corporate framework:** A few sorts of corporate framework are deficient.

Chapter – 4

Conclusion& Recommendations



4.1: Conclusion

AFBL is conducting its business with good reputation. It's sale is increasing over time. Consumers as well as retailers are satisfied with AFBL in terms of price, quality and service. AFBL is successfully doing its business in Dhaka rather than other districts. This report and survey really helped me to know regarding products and financial condition of this company. It helped me better to correlate my theoretical knowledge with practical domain. The Brand department of AFBL makes intensive effort regarding the brand building of the products. The reflection of the efforts could be seen from the strategic marketing communicational theme and brands like **MOJO, SPEED, FRUTIKA, CLEMON** etc. All the ratios we took in consideration presents that the company is doing very well over the time. The pace at which AFBL is currently accelerating, will undoubtedly lead the company to the peak of success where majority of the market shares will be held by the brands of AFBL. And Speed is developing day by day as we see. It has become the most selling brand in the last few years. I will be concluding my research report by stating that, being able to work with a company which is in the growth stage of the organizational life cycle (OLC) enabled me to acquire a bundle of practical knowledge which will turn out to be a great support for my future strategy formulations and implementations achievements.

4.2: Recommendations

Among the quick moving buyer merchandise organization AFBL is one of the noticeable local organization which has a few product offering and a lot more to come in future. Having broken down the issues of the organization and the conclusions of the clients and potential clients of Energy drinks (Speed), we can concoct the accompanying suggestion to recoup the issues of disagreeability of the item among the purchasers who know and furthermore the individuals who don't know about their item. Investigation from my report empowered me to extemporize valuable suggestion in regards to the showcasing/communicational techniques and brand working of AFBL's items. In the time of examination, I ran over numerous informative issues that won't have been conceivable to accomplish without such intensive significant work. I have given suggestion AFBL and Speed are laid out underneath:



- AFBL should endeavor to induce the government to evacuate charge on imported crude materials so that as a nearby organization they can get upper hands (both in cost and quality) to contend with the contenders.
- From the study, it is seen that the vast majority of the respondents think about the AFBL (Speed) mark yet they don't know pretty much every one of the items that they have (Clemon, Lemu, Frutika, Wild Brew and So on).
- Sales power should be increasingly prepared up and proactive to catch the market of drink.
- Product accessibility ought to be kept up by the organization.
- They ought to accentuate on occasion (support) and social promoting to build the brand consciousness of AFBL's items.
- The concerned deals and advertising official ought to once in a while visit the remote markets to energize the clients.
- The organization ought to be increasingly watchful about choosing the season of the occasions and initiations.
- The occasion coordination ought to be kept in an increasingly sorted out way.
- Should pursue a strict method in picking outsiders for the occasions.



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