

Internship Report

On

Marketing and Branding Practices of Akij Food Limited – A Study on Speed Carbonated Soft Drinks

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.

Submitted to

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Internship Report On



Akij Food & Beverage Ltd.

Brings Quality in Life.®

(A concern of Akij Group)

Marketing and Branding Practices of Akij Food Limited – A Study on Speed Carbonated Soft Drinks



Letter of Transmittal

19th January 2019

Md. Kaium Hossain
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Subject: Request for Acceptance of the Internship Report on “*Marketing and Branding Practices of Akij Food Limited – A Study on Speed Carbonated Soft Drinks*”.

Dear Sir,

With pleasure and privilege, I would like to inform you that I actually have completed my internship report on “*Marketing and Branding Practices of Akij Food Limited – A Study on Speed carbonated Soft Drinks*” which was assigned me as a partial requirement of Bachelor of Business Administration (BBA) program. Throughout the study I tried with the best of my capacity to accommodate as much information and relevant problems as possible to the allowed level of disclosure. Assertively this internship Program has provided the opportunity to have an exposure to the pragmatic world of business and culture of workplace.

I hereby submit the report for your kind acceptance. If you've got any further queries regarding the report, please inform me.

Sincerely Yours,

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ID No: 111151541
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Acknowledgement

I would like to take this opportunity to give thanks everybody who has helped me complete this report. My special regards go to my honorable supervisor Md. Kaium Hossain, Assistant Professor of school of Business and Economics, United International University; for guiding me throughout completion of this report. His continuous support and observation throughout the project has helped me tremendously to accomplish this task. His optimism and faith in me and my skills gave me huge confidence in myself and my work. Even during times when my work appeared difficult to me, I perpetually received correct direction after a meeting with him. My internship report itself has been analyzed and cleft scrupulously under his management. I'm very humbled to have received the chance to work on this subject and it has helped me gain a practical knowledge of the company workplace and has helped me in achieving sensible knowledge as well as corporate culture.

I owe a way of gratitude to HR head, of AFBL for choosing me as an intern out of an extremely competitive environment. I would also like to thanks Mr. Muntasir Mamun, Assistant Brand Manager of AFBL, who was my supervisor and instructor in the Akij Food and beverage limited (AFBL). He is undoubtedly professional in this field and allowed me to work on my internship report during office hours. Without his constant guidance, endless efforts and joyful encouragement, this study wouldn't have been successful. Finally, I would prefer to give thanks all of my coworkers for their support. Along with that I would also like to express my heartfelt gratitude to all the members of marketing, Creative team, Digital marketing department, Media department and R&D department to stay supportive and inspirationally for successfully finishing this report.

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Executive Summary

During the period of Internship, I got an opportunity to work in the Brand department at Akij Food and Beverage Limited. I had a chance to observe and learn their marketing and branding practices or strategies as well as the promotional activities across the company. Therefore, I completed my report on the title “Marketing and Branding Practices of Akij Food Limited – A Study on Speed Carbonated Soft Drinks.” The overall information and data have been collected from both primary and secondary sources. Currently, the competitive practices in the carbonated soft drinks and digestive drinks business industry lead the company to the critical circumstance to survive. This research is helpful for marketers to decide what consumers’ wants, customers’ preference level, buying behavior as well as understand about the brand favorability and familiarity.

The main objective of this study is to find out the overall marketing and branding practices of an organization as well as the Carbonated Soft Drinks of Bangladesh. Food and beverage sector play a vital role in the economy of Bangladesh. Akij Food and Beverage Ltd. also a renowned food and beverage producers and market leader in the local market, it covers the lion’s part in this profitable sector. SPEED is a beverage which is familiar as Carbonated Soft Drinks. It’s a flagship brand of Akij Food and Beverage Ltd. Last year SPEED got the Best Brand Award in the beverages industry of Bangladesh. By this internship report, I tried to show the SWOT (Strength, Weakness, Opportunity, Threats) for the brand SPEED. Also, this report described one of the most important parts of a marketing plan, Four P’s or marketing mix of Speed. This report also covered the branding strategies like various promotional activities like ATL, BTL, TTL or digital marketing. After analyzing the overall marketing and branding strategies of Speed and from my observation, I tried to provide some valuable recommendations in the last part of this report.

Chapter 1

Introduction

1.0 Introduction

Our country is experiencing continuous growth through Fast Moving Consumer Goods, or Consumer Packaged Goods and beverage goods are also in a developing stage. Every day more than thousands of items of drinking products are consumed by customers. Native and non- native companies are involving and investing in this sector to fulfill customers' demand, enlarge style and expand the business. An entire competitive atmosphere has been created by several native and non-native franchisees within the beverage market. A collection of some minerals products with specific set up of affix with is the beverage market. The alternative soda or digestive drinks business companies are highly competitive in the Fast Moving Consumer Goods industry. The industry circumstance wasn't like this in the past. With the massive potentials of capturing market share during this business, competition has raised among the present companies as well as a threat of the latest entrance is additionally there. In case of alternative soft drinks Akij Food and Beverage Ltd. (AFBL) is also in the competitive market with their brand Speed. As the consumers' lifestyles have developed in our country people are more into prepared packaged food. The demand for beverage products is huge. The basis on the types of attributes beverage is often different. The refreshment advertises essentially an arrangement of intensive mineral items to fix attributes joined with it. The significant item classified the primary determinates of the market that are Carbonated Soft Drinks (CSD), drinking water, organic product juice, caffeinated drinks, increased water, Non – Alcoholic brew. In alternative carbonated soft drink market “The Globe Soft drinks” and “AST beverage Ltd” has their trendy brand “Royal Tiger.” However, currently, Akij Food and beverage are massively well-known in the market of alternative carbonated soft drinks with their brand “Speed” is one of the leading brands within the competitive market. But there is a brand new entrance of a beverage company in the market, brought by the Meghna group of industry. Although this is an old company however new brands in the beverage market like “Gear” energy drinks, “Soul up” and “Fresh” drinking water and “Fresh Mejanda” there is potential competition during this business. AFBL started its production at four hundred BPH in the carbonated soft drinks line. AFBL has enlarged its volume to 1800 BPH during the length of one and half years. Nowadays its volume is a shift at the bottom rate of 1900 BPH. More or less than three years, Akij Food and Beverage Ltd. volume has enhanced three layers; at the same time, most of its trades became either variety one or on the edge of

changes on in their separate categories. AFBL's hardware and equipment are imported from renowned industries such as Crones, Tetra Pak, Alfa Laval, Spa, and Risky to meet the highest quality of the products.

1.1 Origin of the Study

An internship program is pre-requisite to complete the BBA program. Before completion of the program, the student should endure the internship program. Every student under the internship program must prepare a report supported the intern's area of specialization and organizational demand. I have got an excellent chance to involve in a leading FMCG Company named Akij Food and Beverage Limited. During my internship from 10th October 2018 to 10th January 2019, I got a chance to understand the practical work experience, the corporate culture of Akij Food and Beverage Ltd (AFBL). This report titled "Marketing and Brand Practices of Akij Food limited – A Study on Speed Carbonated Soft Drink." I have prepared this report under the guidance of Md. Kaium Hossain, Assistant professor of United International University.

1.2 Objectives of the Study

1.2.1 Broad Objective

The main objective of the study is to know the marketing practices of Speed and to search out the branding strategy of Speed as an Alternative Carbonated Soft Drinks.

1.2.2 Specific Objectives

- To understand the company profile of Akij Food & Beverage Limited and Speed
- To know the marketing and advertising practices of Speed Carbonated Soft Drinks.
- To perceive how the functions of the brand department of AFBL is completed.
- To find out the TVC, PVC, RDC and online campaigns of AFBL
- To find out the preferred price for alternative soft drinks
- To recommend actions that may be necessary to redesign the marketing practices of Speed CSD alternative
- To know what is the secret way of branding that makes the Speed so popular in the soda drinking industry.

1.2.3 Scope of the Report

In this internship report, it primarily describes about the activities and operations of Branding department of Akij Food and Beverage. The scope of this intern report is to gathered information and knowledge of my observation under the direction of the present staff of brand department and also the overall organizational structure, objectives and background as well as the functions and marketing of AFBL.

1.3 Methodology of Data Collection

For information collection to prepare the report, it's used both primary and secondary sources.

1.3.1 Primary Sources

Depth interviews with Brand managers, Assistant brand manages, senior executives as well as HR people, Media and design dept. for gathering information.

1.3.2 Secondary Sources

- Information collected from profile of AFBL
- Various print and digital medium
- Information collected from Akij Food and Beverage's Official Websites
- Data from various official sources and in-house records
- Akij Food & Beverage Ltd.- Prospectus

1.4 Limitations of the Study

Limitations of conducting the study are given below:

- ☐ This study has been conducted within a limited time. The analyzing of FMCG companies in a broader context is not an easy task by this short duration of time.
- ☐ Less knowledge in Food and Beverage field
- ☐ Competitors' data couldn't be gathered because of their privacy policy
- ☐ Interns are prohibited from getting confidential official documents and knowledge due to confidentiality.
- ☐ Employees of AFBL stay busy in their duties most of the time so that they cannot provide time for consultation.
- ☐ Information assortment of the competitors and market was additionally tough.
- ☐ The official website of the company doesn't have enough data required and not well designed.

Chapter 2

The Organization

2.1 Company Profile

One of the renewed and giant conglomerates in the industries of Bangladesh is Akij Group of Company. Late Mr. Sheikh Akij Uddin was the founder and life time chairman of this company. He was one of the great industrialist, pioneer, entrepreneur and business leader in Bangladeshi history. Akij group was established in the 1940s by industrialist Sheikh Akij uddin as a jute trading business, earlier than stepping into cigarettes and different regions of enterprise. Currently Akij Group has twenty four big concerns. Food & beverage, tobacco, plastic, textiles, cement, matches, printing and packaging, ceramics, pharmaceuticals, consumer products etc. are included there. Akij Group of Company create and provide greater employment opportunities for local people, Near 50,000+ people are employed here and treated as a family member as well as trained as a skilled employee. From the beginning of its journey Akij Company played a vital role in Bangladeshi economy. Akij Group of Company is one of the country's highest Tax payer, contributing near 2% of national budget and improvement of the country. The Akij Group is satisfied for providing the world class features and marketable service value to its customers at the same time never stopped from the aim of making business profits.

Name	Akij Food and Beverage Ltd.
	Sister Concern of Akij Group of Industry
Logo	
Industry	Food and Beverage
Founded	2006
Founder	Late Mr. Sheikh Akij Uddin
Chairman	SK. Nasir Uddin
Managing Director	SK. Bashir Uddin
Address	Akij House, 198 Bir Uttam Mir Shawkat Sarak, Gulshan Link Road, Tejgaon, Dhaka-1208
Website	www.akij.net/akij-food

Akij Food and Beverage Ltd. is a sister concern of Akij Group of Company. In 2006, Akij Group started its food and beverage operation and production in Bangladeshi marketplace. By maintaining total quality management and continuous improvement they became one of the pioneer local food and beverage producer in this industry. Akij Food & food Ltd. has been established at an exquisite, stunning, ecofriendly and updated factory site at Krishnapura, Dhamrai, Savar, Bangladesh. **‘BRINGS QUALITY IN LIFE’** is the marketing mantra of Akij Food and Beverage. The quality and taste of CSD(Carbonated soft drinks), fruit drinks as well as the malt beverages of ABL is similar to foreign company’s products and it make them unique in comparative local marketplace. Besides beverage, AFBL also produce different kind of food items like snacks and dairy products. Most of its raw materials come from various overseas countries. The head office of Akij Food and Beverage is located at 9th floor of **AKIJ HOUSE** which is the main corporate office of Akij Group of Company. In Bagladeshi Fast-Moving Consumer Goods (FMCG) or Consumer Packaged Goods (CPG) sector, AFBL is a local market leader with strong competitive advantages.

2.1.1 Mission of AFBL

The mission of Akij Food and Beverage is to be the market pioneer in quality food & beverage area by finding and fulfilling the craving, need as well as want of the network working in amicability with its actual and potential clients, representatives and colleagues, business collaborators.

2.1.2 Vision of AFBL

To be the leading food & Beverage manufacturers excelling in product performance and quality, social, technical & advertising and marketing creativity; and service to its clients via unique talents-skills and cordial dedication of AFBL personnel.

Late Mr. Sheikh Akij Uddin *dreamt that* in future AKIJ Food and Beverage Limited (AFBL) will produce and announce those high class products in the industry that the customers will always consume, AFBL will not only make goods for the customers in the market, it will also spread its marketplace globally.

2.1.3 Goal of AFBL

Akij Food and Beverage's (AFBL) main goal is to gain long term sustainable competitive advantage to obtain leadership of marketplace, excellent corporate citizenship, profitability and a sustainable growth. By means of obtaining the market share and create robust brand position in customers' thoughts to gain profitability and long term relationship with consumer.

2.1.4 Core Values of AFBL:

The foundation of the AFBL is built up with five major core values

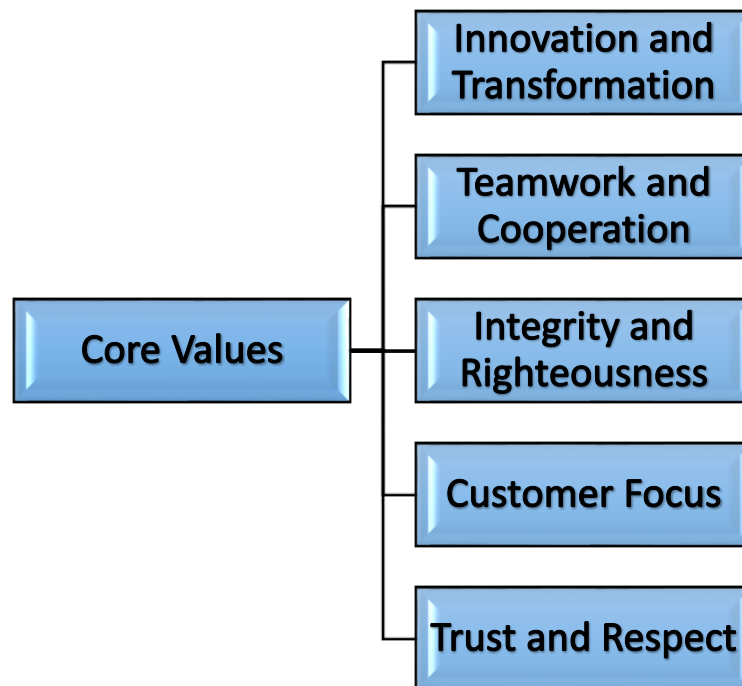


Figure 1: Core Values of AFBL

2.1.5 Service offering-Aladdin: Akij Food and Beverage Ltd. has a home delivery service named Call Aladdin. It is a service brand of AFBL. Customer can provide home delivery order just by calling 16609 or 08 0000 16609 (Toll Free) for the service of all products as well as daily commodities of AFBL.

2.1.6 Products of AFBL:

Product Line	Brand Name	SKUs
Cola	Mojo	150ml can, 250ml pet and can, 500ml pet, 1litre pet, 2litre pet
Lemonade (Clear)	Cleamon	150ml can, 250ml pet and can, 500ml pet, 1 liter pet, 2 liter pet
	Clear Up	
Lemonade (Cloudy)	Lemu	150ml can, 250ml pet and can, 500ml pet, 1litre pet, 2litre pet
Fruit Drink	Frutika (Mango, Red Grape, Orange)	125ml Tetra Pack; 250ml pet, 250 ml & 500 ml tetra pack and pet, 1 liter pet
	Aafi (Mango, Orange, Guava)	250ml pet
Orange Drinks	Twing	250 ml Pet
Energy Drinks	Speed	250ml pet and can
	Houston	
Masala Drinks	Cleamon Masala	250 ml Pet
	Aafi Jeera pani	
Snacks	Aafi Chanachr	25gm, 50gm, 100gm
	Aafi Puffed Rice	250/500gm Foil pack
	Cheese Puffs	15 Foil pack
	O' Potato (Vegetables Masala, Magic Masala)	15/30gm Foil pack
Mineral Water	Spa	500ml pet, 1 liter pet, 2.15 liter pet, 5 Liter pet
	Rivera	
	Aafi	

Dairy	Farm Fresh UHT milk	200ml and 500 ml tetra pack
	Farm Fresh UHT milk (Mango-flavored, Chocolate flavored)	200ml tetra pack
	Farm Fresh Pasteurized Milk	0.5 Liter, 1 Liter, 200gm, 450gm, 900gm
	Farm Fresh Powdered Milk	100gm, 500gm
	Farm Fresh Ghee	200gm, 500gm
	Farm Fresh Butter	50gm, 100gm, 500gm
	Farm Fresh Yoghurt	100gm, 500gm
Pickle/Fruit Bar/ Jam- Jelly	Aafi Pickle(Mango, Olive)	50gm
	Aafi Jelly(Orange, Strawberry)	50gm
	Aafi Mango Bar	15 gm
Malt Beverage	Wild Brew	250ml can

Figure 2: Products of AFBL

2.2 Organizational Structure

Each business unit of Akij group of industry has its own administrators. The administrators are the successors of founder Late Mr. Sheikh Akij Uddin.

Akij Group of Company contains a bureaucratic operating atmosphere wherever the decision making method is extremely much centralized from higher level administrators.



Figure 3: Organization's Organogram

2.3 Departmental Activities

- There are ten departments work in AFBL to achieve their sustainable competitive advantage. Ten departments of AFBL are- Brand department, HR Department, Trade Department, Creative department, Digital Department, Media Department, Export-import Department, Research and Development (R&D) Department, Finance Department and Event Department.
- The Brand Department joined with the Media and Digital office work along. All the three divisions are in charge of building brand situating and mark value in the market.
- Each Brand Executives are assigned to at least one brands. The center strategic marketing decisions are taken by the Head of Marketing of AFBL and the Assistant General Manager alongside a Brand supervisor. Senior Executives plays out all the marking and advertising effort for their regarded brands. The vast majority of the marking effort incorporates, Sponsorship event, Sales advancement and promotion, Gift hamper dissemination, Branding for T shirt, Mug, Advertisement of TV RADIO and NEWSPAPER and some more.
- The business and sales distribution drive of AFBL is isolated into 27 Area across the nation.

Region	Area
Dhaka South	Dhaka – 1, Dhaka – 3, Zinzira, Narayanganj
Dhaka North	Dhaka – 2, Dhaka – 4, Gazipur, Narshingdi
Mymensingh	Mymensingh, Tangail
Chittagong	Chittagong – 1, 2, 3
Comilla	Comilla, Chandpur, Noakhali
Sylhet	Sylhet, Moulavibazar
Jessore	Jessore, Khulna, Kustia
Barisal	Barisal, Faridpur
Bogra	Bogra, Rajshahi, Rangpur, Dinajpur

Figure 4: The business and sales distribution area

- The Sales Department totally handles sales activities. It is directed by a few Senior Sales Admins.
- Financial Year of this organization begins from July and finishes in one year from now June. The determined deals, target, yearly spending plan, business improvement arranging, marking goals all begins toward the start of the Fiscal year.
- For each of the marketing promotional activities particular budget is requested and this budget is needed to be approved by the managers and director.
- The vast majority of the work is re-appropriated to the Ad Agencies. Most prestigious promotional Ad agencies work with AFBL. They are, Gray, Mediacom, Adcom, Bitopi, and Asiatic.
- Planning of any promotional campaign of AFBL is made along with the director, head of marketing, assistant general manager and the brand manager. Senior official executes the arrangement, makes spending plan, and re-appropriate the work to the Ad organizations, Event office, open air division and media office.
- Media Department is exclusively in charge of media purchasing, in daily paper magazines, TV channel. Radio channel
- The advanced division of digital marketing department is exclusively plays out the Facebook Instagram and other online advancement campaigns.
- The Event Department is situated at Panthopath office. For any sort of events supported by AFBL, the event team effectively executes the program. The occasions are controlled by experienced representatives of the event group. The decoration, signboard, flyers, backdrop, display board, standing board, gate, billboard, and other outdoor materials are made and transported to the event by the Outdoor department. Printing materials are made by the Akij Printing and Packaging Unit.
- AFBL has inside structured and well equipped Design Department. The department of creative design makes the structure for all sort of advancements, similar to plan, logos for any promotional activities. Additionally for any brand advancement for Printing, Billboard, Newspaper magazines Ad, and so forth.
- The internal Research Department (R&D) conduct various questionnaire survey, interviews, qualitative and quantitative research for the purpose of product development.

- All the authority inside correspondence of AFBL and Akij Group is done through email and IP telephone. Akij Group itself has tremendous arrangement of system server associations all through the workplace. An IT office kept running by IT specialists is in charge of all the upkeep of this system and securities. Every one of the workers has their own Workstation to server and IP telephones. This advances work much more effective and quicker.

2.4 SWOT Analysis

The SWOT analysis of AFBL will provide information to help in finding out resources and capabilities within this competitive environment in which it operates. It can also help in formulation and selection of strategies. Following discussion shows how a SWOT analysis of AFBL fits into country's competitive food and beverage market.

Strengths:

- World class quality machineries and up to date manufacturing systems producing more units within a short production time period.
- Successfully establishment of local brands for example MOJO, SPEED, FRUTIKA, CHEESE PUFFS.
- Consistently improve the taste and quality of the food and beverage products.
- Strong distribution channel around the country.
- Full sleeve-Packaging with attracting color combination and stylish design backing the product brand image.
- Potable 250ml bottles, cans and 125ml tetra packs.
- Wide scope of items with more than 70 SKUs.
- Favorable brand image than the competitor's brand

Weaknesses:

- Less comprehension of timely and proper customer needs.
- Some promotional activities which is not appropriate with their famous brands.
- Not so strong relationship with few distributors and supply-chain-manager.
- Lack of brand awareness.
- Insufficient promotional activities than competitors.
- Less availability of the products compared to competitors.
- Less compliance of market demand.

Opportunities:

- Great profitability of capacity in food and beverage industry of Bangladesh and attain a large number of market share for the CSD (Carbonated Soft Drinks) products.
- Upgraded taste and quality can shift the consumer's choice over competitor's product.
- Huge opportunity to export more food and beverage products to over sea marketplace.

Threats:

- Launching unique flavored food and beverage by new companies which have huge monetary facilities.
- Excessive promotions and more brand loyalty of competitors.
- Retailer based activation by competitor.
- Increasing substitute food and beverage like sports/energy drinks, and various juice

Chapter 3

Analysis and Findings

3.1 Speed- Market and Branding Information

Speed is a flagship brand of Akij Food and Beverage Ltd. The tagline or marketing mantra of Speed is “**Hebby Energy**”. It is a standout amongst the most famous carbonated soft drinks (CSD) by AFBL which is additionally the mother brand of AFBL. It's the most sold, a standout amongst the most prevalent and the main energy drinks mark Bangladesh. Foundation Speed is the leading beverage drink mark in local marketplace. Right now, Speed is holding 60% market share of the overall industry in energy drink class. Speed is having a solid brand equity to the current existing energy drink customers.

The main competitors of Speed in the beverage market are:

No.	Competitor Brand	Tagline
1	Tiger	Recharge Yourself
2	Power	Chumukei Action
3	Black Horse	Sob Somvob
4	Sting	Ullaser Shuru Ekhanei
5	Braver	Onnorokom Feelings

In CSD (Carbonated Soft Drinks) class, energy drink is one of the quickest developing and profitable categories in the Bangladeshi FMCG business. Speed is the market pioneer in the non-caffeinated savor classification Bangladesh advertises from last five years. Tiger is the second market pioneer in the classification having market share near 15%. Tiger is confronting serious competition and furthermore losing their share from the overall local industry from speed. To snatch the market of CSD, they relaunched another brand in the local marketplace which is Black Horse with new marketing strategies and promotional campaign. They are doing multiple of BTL level practices in the market. Currently Black Horse became a strong competitor of Speed. There is some other food and beverage producer companies are entering in the market as it is one of the more quickly developing industries in FMCG.

Best Brand Award 2018

Since its journey Akij Food and Beverage Ltd (AFBL) has been struggling to maintain standard and improve the quality of Speed. And this is the first time Speed has become the number one brand in CSD Alternative category in local market.



“The Best Brand Award” program was organized by Bangladesh Brand Forum, held on 8th December 2018. At this event Chief Marketing Officer (CMO) Hindol Roy, Assistant General Manager (AGM) Maidul Islam and Assistant Brand Manager Muntasir Mamun received the Best Brand Award on behalf of Akij Food and Beverage Limited in this event held at La Meridien. This grand achievement helps Speed to get more competitive advantage as well as increases brand value in competitive market place.

3.2 Segmentation, Targeting and Positioning (STP) Strategy of Speed

On the basis of geographic, psychographic, demographic and behavioral criteria Speed segmented its overall market place. At a glance the market segmentation of Speed Hebbly Energy:

Market Segmentation of Speed		
Geographic	Continent	Asia
	Country	Bangladesh
	Size/Population	Approximately 18 cores
Psychographic	Social Class	Lower middle class, Middle class, Upper middle class
Demographic	Gender	Male
	Age	Basically 15 – 30, below 40
	Income	Minimum 3000
	Occupation	Day laborer, Students, Businessman, Professionals
Behavioral	User Status	Regular users, Potential users
	Benefits	High quality and better service
	Attitude toward product	Positive

Figure 5: Speed Market Segmentation

On the basis of segmentation Speed set their targeting strategy. For targeting strategy age plays a vital role. Speed is most preferred within the age group among 15 to 30. Speed targets the capital city of Bangladesh Dhaka city followed by Chittagong, Sylhet and other major districts. By targeting socio-economic class and higher socio-economic class people, SPEED captures a large market. SPEED is a low involvement product and it's fair enough to consume by socio-economic class and higher socio-economic class customers.

SPEED is using position defense strategy because it builds superior brand power and creating the brand virtually impregnable. SPEED offers extremely differentiated product from others and achieving a particular place in consumer mind. This brand believes that customer satisfaction is its satisfaction. For these reason, SPEED offer the most effective service to its customers. Providing best quality CSD alternative to the customer in a reasonable price is the positioning strategy of Speed, by this strategy Speed could able to take place in customer's mind.

3.3 Marketing Mix (4Ps) of Speed

3.3.1 Product:

The main goal of Akij Food and beverage Ltd is to provide the best quality goods to its valuable consumers. All the sophisticated machineries and manufacturing plant are built to boost the ability to meet client desires in a great quality advanced form. The product SPEED carbonated drink has come with the subsequent variations within the market-

Brand Name	Product Type	Product Size/ SKU	Picture
Speed	Carbonated Soft Drinks (Alternative)	250ml. Pet Bottle	
		250ml. Can	

Figure 6: Speed Products

Speed is one kind of alternative carbonated drink. The quality of this beverage is great than its other competitors. Currently Speed has two SKU one is 250ml. pet bottle and another one is 250ml. can. SPEED has been made with a high technology and raw materials and Akij Food and beverage Ltd. has Aseptic Filing line in the entire country as well as subcontinent and updated modern European technology for processing and packaging.

3.3.1.1 Ingredients of Speed:

- Carbonated Water
- Refined Sugar
- Sodium Benzoate
- Citric Acid
- Vitamin E
- Sodium Citrate
- Food Grade Color (E102, E110)
- Food Grade Flavour
- Caffeine

Figure 7: Ingredients of Speed

3.3.1.2 Nutrition Facts:

<i>Nutrition Facts</i>	<i>100 ml</i>	<i>RDA Value in% per 250 ml bottle</i>
Energy (Kcal)	73	9.13
Protein (gm)	0	<1
Fat (gm)	0	<1
Sodium (mg)	20	2.08
Carbohydrate (gm)	18.46	20.06
Vitamin E (mg)	2.93	73.3
Caffeine (mg)	≤14.5	≤17.26

Figure 8: Nutrition Facts

3.3.1.3 Packaging:

The overall packaging of Speed is very unique and attractive. The black and red color combination makes it more energetic and eye catchy. AFBL is the initial business to launch it in a silver covered bottle and this makes its goods additional engaging from other different competitor companies. Overall outlook of the Speed is pet bottle and can convey the meaning that it is an energetic product.

3.3.1.4 Product taste:

Product taste and performance level is noticeable than other competitors brands. The customers of SPEED expect safe, refreshing and high-quality product. SPEED works laborious to fulfill the highest standards of product safety and quality. It's the goal to supply safe and refreshing beverages to any or all of the customers around the country.

3.3.2 Price:

The price of Speed is incredibly much reasonable to the target market. For setting the price Speed use two types of pricing strategies:

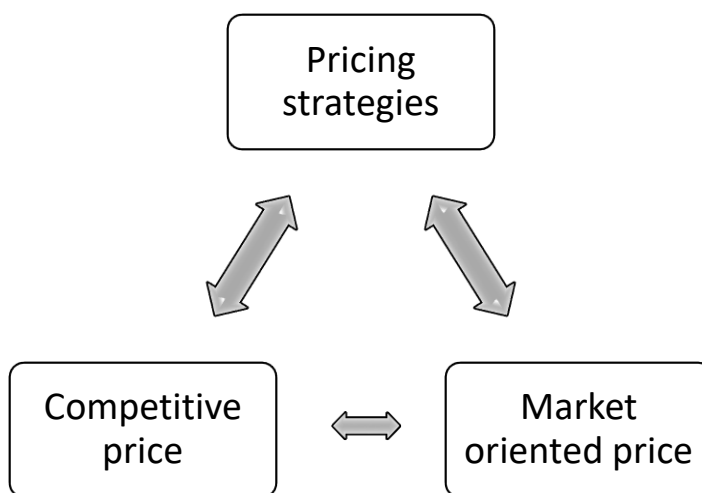


Figure 9: Pricing strategies

- **Competitive price:**

Because of high cost sensitivity in the beverage industry, the price of Speed is close to the competitor's price.

- **Market oriented price:**

Speed considers the market-oriented price using a single price in all market place inside the national boundary.

Brand	SKU (Stock Keeping Unit)	Maximum Retail Price (MRP)	Wholesale Price
Speed	250ml. Pet Bottle	BDT. 25	BDT. 497 (1 case= 24 pieces)
	250ml. Can	BDT. 32	BDT. 660 (1 case= 24 pieces)

Figure 10: Market Oriented Price

3.3.3 Place:

Akij Food and beverage Ltd have one of the most effective and powerful distribution channels in the country. Strong distributions channels were mostly been developed to create beverage goods convenience to the customers of every districts in Bangladesh. Speed's strong distribution channel makes them unbeatable than other CSD producers. Akij Food and beverage Ltd also develop a strong and updated logistic and supply chain management system.

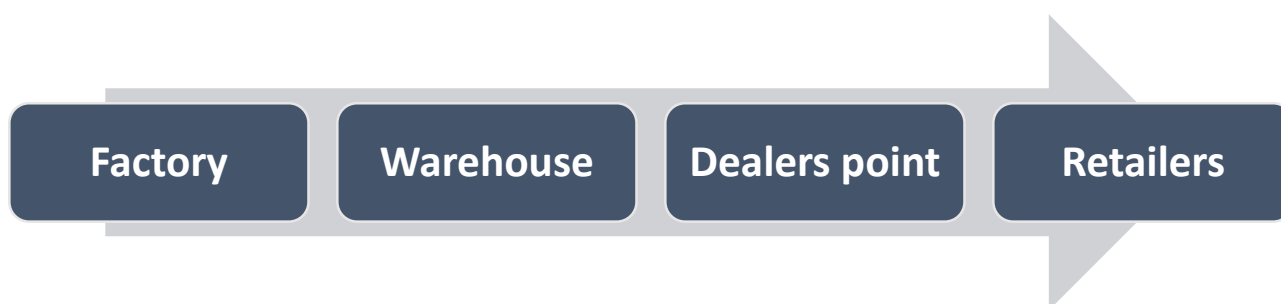


Figure 11: Supply Chain Management

AFBL believe that delivering product to client hands isn't adequate or convenient enough that's why for close to future betterment they're attempting to develop their channel in such manner that they'll simply build their potential client in to actual client. The production of magic from AFBL's manufacturing plant is hold on within the warehouse. For Dhaka, the warehouse is at Panthapath. When the administration department at AFBL divides out the merchandise to dealers everywhere in the country, the warehouse to the allocation point, the administrating firms consequently allocate them among the retailers to the ultimate client. Here, the administrative firms are separate organization or unit who are careful about to be the business collaboration or partner of AFBL. AFBL has divided the whole Bangladeshi market into nine regions and twenty-seven areas for its allocation purpose.

Region	Area
Dhaka South	Dhaka – 1, Dhaka – 3, Zinzira, Narayanganj
Dhaka North	Dhaka – 2, Dhaka – 4, Gazipur, Narshingdi
Mymensingh	Mymensingh, Tangail
Chittagong	Chittagong – 1, 2, 3
Comilla	Comilla, Chandpur, Noakhali
Sylhet	Sylhet, Moulavibazar
Jessore	Jessore, Khulna, Kustia
Barisal	Barisal, Faridpur
Bogra	Bogra, Rajshahi, Rangpur, Dinajpur

Figure 12: Regional Sales Market Point

Near 800 distributing companies who perform the distribution of SPEED in those 9 regions. All the businesses are skilled, carefully and completely instructed and related to the AFBL's beverage, internal system as well as business plans and techniques. Region wise the sales of SPEED 250 milliliter in 2017-2018 is shown below:

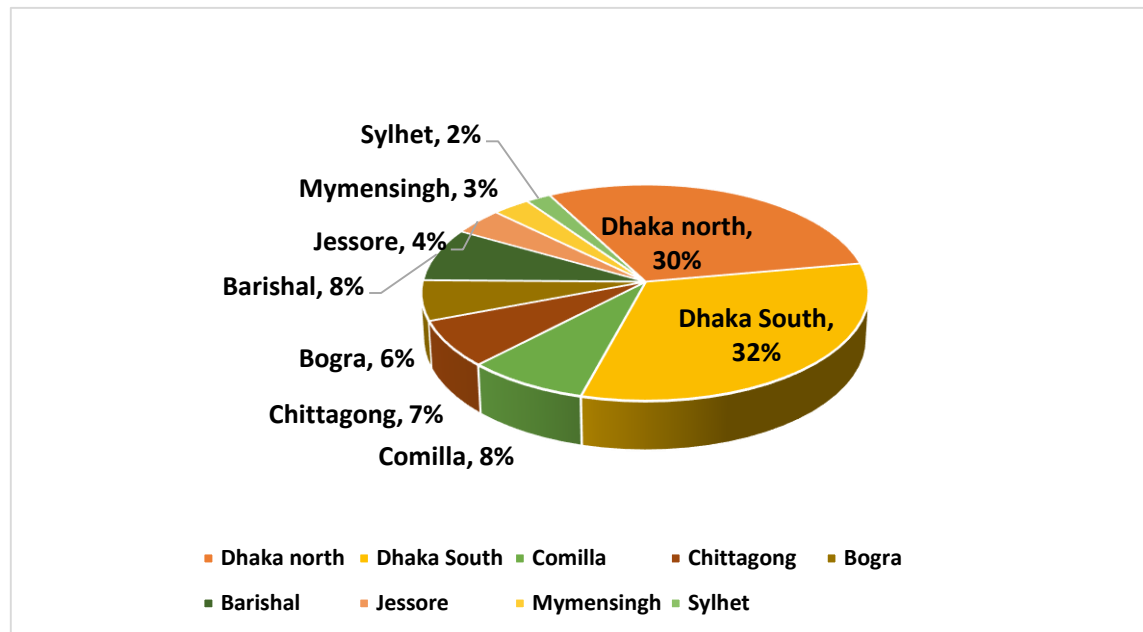


Figure 13 Regional sales of SPEED 250 ml (FY 2016-2017)

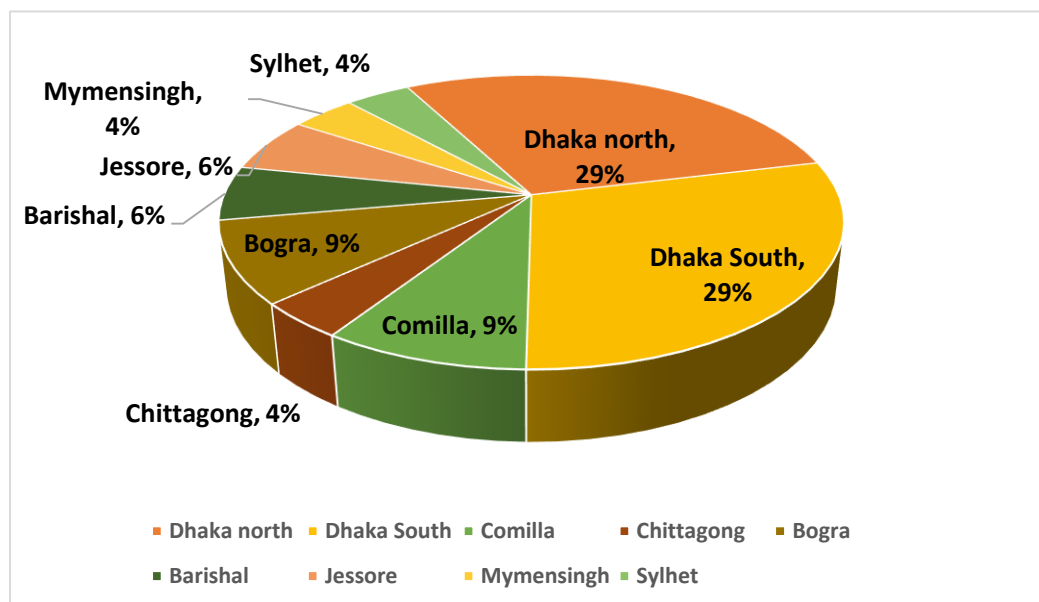


Figure 14: Regional sales of SPEED 250 ml (FY 2017-2018)

From the above graph it's clearly outlined that in Dhaka, SPEED sale over five hundredth of total sale for 250 milliliter. In financial year 2016-2017, total sale was fifty eight at Dhaka (Dhaka North 29%, Dhaka South 29%), followed by the sale of Comilla (9%), Chittagong (4%), Barishal (6%), Jessore (6%), Bogra (9%), Mymensingh (4%), Sylhet(4%).

In financial year 2017-2018, once more total sale enhanced from fifty eight to sixty two at Dhaka (Dhaka North 30%, Dhaka South 32%), followed by the sale of Comilla (8%), Chittagong (7%), Barishal (8%), Jessore (4%), Bogra (6%), Mymensingh (3%), Sylhet(2%). therefore each and every year among 9 regions of distribution places, SPEED earn a giant profit from Dhaka North and Dhaka South.

3.3.4 Promotion:

3.3.4.1 Campaign Mode of Speed:

Speed arranges many social campaigns, employs brand promoter and uses corporate client database for its promotion.

ATL (Above the Line)	It covers all in one i.e. digital marketing, local LED airing, sample product, TVC, RDC, song making, SMS integration
BTL (Below the Line)	All kinds of Campaign like- Concert, Intra competitions, Racing competitions, Stunt and sports related programs.
Digital marketing	Facebook, Youtube, Google Display Network-GDN, Local Display Network-LDN

Figure 13 Campaign Mood of Speed

3.3.4.1.1 Above the Line (ATL):

ATL Marketing means ‘Above the line Marketing’. This type of promoting is the kind of marketing that features a very broad reach and is essentially untargeted. Speed thinks about a national TV campaign, where viewers across the state see a similar advertise aired across the various networks. Here the print media is additionally ATL section of the integration sector. It is vital for the Speed modern promoting communication. This type of promoting is usually used for building brand awareness and goodwill. Some well-liked RDC’s of Speed are: Mosha Marte Kaman and Boner Mohis.

Speed always use interesting story line in their TVC. Some TVC of Speed became popular like: Chaya Dhora, Cherom Challenge, JholshanoRuti, Mukh Khulle Khobor Ase. From the beginning of Speed, it continuously shows extreme exaggerate energy through completely different communication. Visually Speed invariably represents itself in humorous manner also with destructive cracking through bottle in wall, floor, and road and additionally in any object. This campaign nearly runs six years that became monotonous into the customer’s mind.



3.3.4.1.2 Below the Line (BTL):

BTL Marketing means “Below the road Marketing”. This type promoting of selling of promoting is the kind of marketing that targets specific teams of individuals with focus within the Speed. As an example, a leaflet drop in a particular area, a You Tube campaign, bill board, organize several sorts of event & activation, for targeting an exact group or a direct telemarketing campaign targeting specific businesses loyal client of Speed. This type of promoting is best for conversions and direct response. Current BTL activities of Speed are:

- **Anti-Drug Concert:**

Akij Food and Beverage Ltd. is one of the leading and renowned food and beverage Producers Company of Bangladesh. From its inception the company has been arranging various social activities, public awareness programs and events. On 9th November, 2018 one of the flagship brand of Akij Food and Beverage "Speed" organized a public awareness concert to create anti-drug movement. Speed present Anti-Drug Hebby Concert was held at Mohammad Ali Hospital Field, Bogura. Famous and energetic singer Hridoy Khan, Dola and popular band like Inside you and Dag performed in this event. Md.Foyez Ahmed, Deputy Commissioner of Bogura was present there as a chief guest. Also, BPM Police super of Bogura Md. Ali Ashraf Bhuiyan and Md. Sultan Mahmud Khan Roni, Panel Chairmen were present as a special guest. Md. Maidul Islam (AGM, Marketing), Sanaul Shikdar (Event Manager) attended in this concert on behalf of Akij Food and Beverage. Beside the concert many more "hebby" exciting activities were there to make the event more energetic and joyful.



- ***Speed Track Master Racing- The Battle of University Racers:***

Speed continuously encourages young generation to try and do something beyond their border with Hebbby Energy. As a number one brand within the business Speed tries to closely connect with its target group through completely different communications, events and activation. Speed Track Master racing is one of the activations that intends to attach with university students. This was virtually one and half month activation starting from seventeenth October 2016 until 23rd November 2016 at fifteen leading universities. This year Speed arranges its fourth season of “Speed Track Master racing - The Battle of University Racers”. Speed Track Master Racing Team starts its initial campaign at AIUB with sensory receptor VR racing and Boxing Game for the utmost engagement. Prime thirty-six racers from fifteen universities were selected to twenty-two form their university racing team when an interuniversity competition.



3.3.4.1.3 Digital marketing:

Akij Food and Beverage Ltd. has in-house digital marketing department. They work for TTL or Digital campaign of Speed. Publishing various engagements post and quiz contests, OVC and other content marketing is the main task of digital marketing department. “**Hater Muthoy Ano Speed, Basay Pouche Jabe Tomer Gift**” and “**Fix Koro Speed, Ar Jite Nao Gift**” is the current Facebook Quiz Contest of Speed.



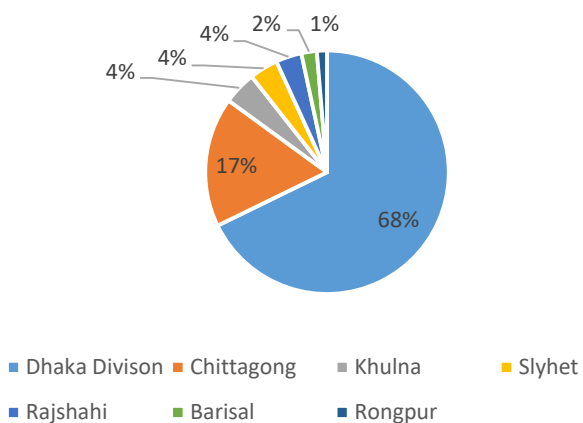
For the national election, Speed took Nirbachoni Campaign for digital marketing which was able to create buzz in online marketplace. Combination of OVC and static post help to get the customer attention.



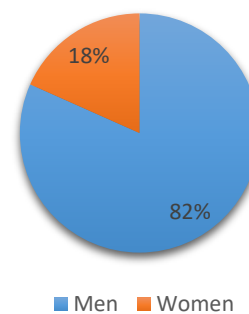
Here are the Facebook insights of Nirbachoni campaign of Speed:

Content Name	Duration	Post type	Reach		Viewers		Total Number of View	Like	Comment	Engagement	Share
Nobabi Voter	Dec 13 to Ongoing	Video	Organic	100900	Organic	29000	1056254	7300	55	187346	385
			Paid	1800000	Paid	772,000					
			Total Reach	1911926	Total Unique View	792,175					
Ostthir Voter	Dec 17 to Ongoing	Video	Organic	93000	Organic	28000	660000	8400	226	86786	578
			Paid	140000	Paid	517000					
			Total Reach	1493472	Total Unique View	539876					
Pichlla Voter	Dec 23 to Ongoing	Video	Organic	100000	Organic	23000	797000	9300	92	83123	353
			Paid	170000	Paid	599000					
			Total Reach	1773578	Total Unique View	609798					
Voter Types	Dec 17 to Ongoing	Static	Total Reach	34050	Total Unique View	–	–	27000	80	5414	87
Joggo Leader	Dec 26 to Ongoing	Static	Total Reach	103797	Total Unique View	–	–	27000	24	29696	55

Location wise reach



Audience



3.4 Findings

Based on my official work experiences in brand department of Speed and personal observation within the three months internship time period I have found few findings regarding marketing and branding practice of Speed, those are given below:

- Speed is a flagship product of Akij Food and Beverage Ltd. Customer demand of this product is high as well as the sales amount. Speed already captured 60% of market share in alternative soft drinks market.
- Observing the sales performance, I have found that Speed's sales performance is up to mark in local marketplace. Speed has more than 60% market share among other AFBL products and it is the number one beverage in alternative soft drinks market position currently.
- Various sales promotion activities are taken by Speed to increase its sales like "Slab Program" that helps to boost up the sales. These initiatives provide to the dealers and distributors each month.
- Conducting the sales performance analysis, I identified that the sales performance level of Speed is very high rather than its other competitors.
- Speed's slogan is familiar among the local marketplace.
- Promotional activities such as TVC, PVC, RDC and other online engagement posts are able to attract the customer's mind. Content marketing helps Speed to create buzz.
- The Distribution Channel of Speed is so vast and stronger than their competitors and it makes Speed convenience.
- By using competitive and market oriented pricing strategy Speed makes its product price
- Without conducting market research AFBL does not set the countrywide sales target.

Chapter 4

Conclusion and Recommendations

4.0 Conclusion

The carbonated beverage drink producers in Bangladesh succeed mainly as a result of complying with the consumer's buying power and delivering the message to the end users effectively. The price sensitiveness of the local customers makes a powerful base of success for the local producers. The journey of SPEED is nearly twelve years and as a local brand it has to compete with some robust competitors like Tiger and Power.

The pace at that AFBL is presently accelerating, can beyond any doubt that guide the company to the prosperity where most of the market shares are going to be controlled by AFBL. And Speed is developing day by day as we see. It's become the foremost selling brand in the previous couple of years. Concluding my analysis outline by stating that, working with this type of growing company, life cycle allowed me to accumulate with pragmatic understanding which will be an excellent help for my future career achievements. It is an excellent concern that respondents take energy drinks giving most priority on the promotional matters rather than product quality, price and ingredients.

Speed branding is one of the explanations behind the market leader. Speed continuously tries to attach with the customers. That's why day by day Speed demand incising day by day. Individuals are not careful to require alternative carbonated soft drinks for emotional thirst and obtaining refreshment. As manufacturers of beverage shave wide distribution network across the country to create these drinks obtainable; consumers also can notice alternative beverage manufacturer products available within the market, in order that they will take water or alternative soft drinks as substitute of carbonated soft drinks (alternative). Most customers assume that soft drinks can offer them sensible stamina and calories. AFBL continuously attempt to influence over the client mind by branding.

4.1 Recommendations

Some recommendations regarding the marketing and branding practices of Speed carbonated soft drink are given below-

- AFBL have to maintain Total Quality Management (TQM) to remain the number one position in carbonated soft drinks (alternative) competitive market.
- AFBL need to do more research and development to maintain and improve the taste of Speed
- In the case of digital marketing, Speed need to use attractive content to create buzz marketing.
- Need to arrange more training program to increase the skills and knowledge of the sales team.
- Have to maintain a strong relationship with distributors to keep the products available in retailers point.
- For setting the events and activations time, AFBL needs to be more careful.
- Have to focus on competitor's marketing and branding strategies and develop the contingency plans to overcome any situations.
- They should emphasize the event (sponsor) & social engagement to extend the brand awareness of Speed.
- In case of choosing the third parties or Ad-agencies for promotional purpose AFBL needs to follow a strict procedure.
- Event team of AFBL needs to be more organized.

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Appendix



AKIJ FOOD & BEVERAGE LTD.

(A unit of Akij Group)

REF: AFBL/ HR & ADMIN/2018/ 45214 DATE: 16/10/2018

FABIAN ROZARIO PARTHO
Address : Flat-4A,116/6 South Mohakhali,Banani Dhaka -1212

Subject: Internship Placement.

Dear Mr. PARTHO ,

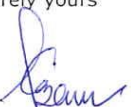
With reference to your application, we are pleased to offer you 3 months Internship Program at our **Akij Food & Beverage Ltd.**, at Akij House,Dhaka-1208, under **Muntasir Mamun (Assistant. Manager, Brand)** Akij House ,198 Bir Uttam, Mir Shawkat Sarak, Dhaka-1208.

You may join from **October 10 2018** at Akij House, Dhaka-1208. You are also advised to contact our Human Resources Department immediately during office hour.

As per our policy, you are entitled to an internship allowance of TK. 5,000 (Five Thousand) only per month.

(Internee should have specific working program, reporting manager will provide necessary working program & report to be duly submitted to the undersign through proper channel.)

Sincerely yours



Khandoker Golam Azam
Chief People Officer, AFBL

C.C. To:

1. Director, AFBL.
2. CMO,AFBL
3. GM, Account & Finance.
4. CPO, (HR), AFBL.
5. HR Dept,AFBL
6. File Copy.



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