

Internship Report on
Trade Marketing Activities of Transcom
Beverages Ltd (PepsiCo BD)



By Waresa Alam

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
Trade Marketing Efforts of Transcom Beverages
Ltd (PepsiCo BD)

Submitted to

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Submitted By

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Spring 2021

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5th July 2021

Letter of Transmittal

5th July 2021

Dr. Mirza Mohammad Didarul Alam

Associate Professor

School of Business & Economics

United International University

United City, Madani Avenue, Badda, Dhaka 1212

Subject: Submission of internship report on – “Trade Marketing Activities of Transcom Beverages Limited”.

Sir,

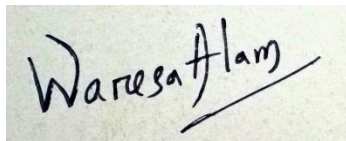
With due respect, I want to inform you that I have completed the organizational attachment of 12 weeks from October 1st 2020 to January 3rd 2021 in Transcom Beverages Limited.

The intention of this report is to provide an insight on the factors and procedures that contribute into launching a new brand in Bangladesh.

It has been a great experience for me doing my internship at Transcom Beverages Limited, with some outstanding personalities whom I got as my peers in the marketing team of the company. Through this report, I have tried to portray my work experience and other corresponding concerns as per your requirements.

I hope that the report will meet your expectations. I shall be happy to provide any clarification of required on any relevant matter.

Sincerely,

A handwritten signature in black ink that reads "Waresa Alam". The signature is written in a cursive style with a horizontal line underneath the name.

Name: Waresa Alam

ID: 111 151 197

Certification of Similarity Index

Declaration

I do hereby declare that the internship report titled “Trade Marketing Activities of Transcom Beverages Limited” was created based on three months of internship activities at the titled organization and that it is my own work. The report is one-of-a-kind and has never been submitted before for any academic reason. The information data stated above are also collected and organized by myself. Any misrepresentation or alteration of facts or material in this paper is exclusively my responsibility. Finally, this report is presented to United International University’s Department of School of Business & Economics for partial fulfillment of the Bachelor of Business Administration degree requirements.

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Acknowledgement

To begin, I'd like to thank Almighty Allah for granting me good health in this pandemic which helped me to complete this research paper on time.

I am very much grateful to my supervisor Dr. Mirza Mohammad Didarul Alam, Associate Professor School of Business & Economics at United International University for the valuable stimulating inspiration, kind guidance, valuable suggestions and important advice during this pandemic situation.

I express my sincere gratitude to Mr. Omar Asifur Rahman, Senior Executive – Trade Marketing of Transcom Beverages limited. He has guided me by giving his valuable suggestions. I also express special thanks to the employees of TBL head office and marketing department who helped by providing necessary data.

I'm thankful to my supporting family members for extending their helping hands in the time when I need it most. I remember all the care and love of my friends who made my every existence more meaningful and worthy.

Secondly I would like to mention **Transcom (PepsiCo)** as a whole because they gave me the opportunity of doing internship in their company and kept supporting me since day 1. Starting from the employees in the marketing department to my supervisor there Mr. Omar Asifur Rahman (Senior Executive– Trade Marketing) and the team. They kept urging me to work harder and kept helping continuously. The company helped me to understand business both from the local and international perspective.

I will be forever grateful to all these people for their valuable contribution; despite of having a busy schedule they still helped a lot to complete my internship report.

Waresa Alam
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Executive Summary

The internship report is used as an example because it is one of the requirements for all UIU Business School interns. This internship report explains in detail how much the largest franchise in Bangladesh operates in terms of sales and marketing. As a marketing student I would say I got a tremendous opportunity of doing my internship and learning a lot from such a reputed successful organization.

The report will provide an insight into how an international consumer goods brand adopts different marketing strategies in the perspective of Bangladesh and which trade offers are provided to their distributors and retailers. This report also briefly familiarizes the reader with the history of Transcom Beverages Limited, PepsiCo Inc., how Pepsi cola came to be such a popular drink and made its way to the hearts of millions customers.

Transcom Beverages Limited has brought the master franchise of PepsiCo in Bangladesh. TBL had a fantastic year in 2009, collecting several prestigious prizes. In Bangladesh, PepsiCo's only bottling partner. TBL has received several major national and International awards for its unique and excellent venture via excellence. TBL gives importance to trade marketing activities the most; continuously updating and monitoring their marketing offers and incentives to take over the shelf spaces.

This report gives an insight of these trade marketing efforts and how it accelerates trade marketing sales. As TBL focuses on maintaining the strengthening relationship with distributors (partners) and retailers the most in their supply chain since they bring the products closest to the consumers. I have tried to portray the trade marketing activities in abroad way, how TBL handle the retailers and the whole trade marketing promotion thing works. How the trade offers are dominating other brands in the beverage market. As an Intern my whole experience in trade marketing tasks. Different type of trade marketing projects that I have worked in those is also discussed here.

In my report, I have analyzed promotional activities different beverages industry especially Transcom Beverages who is only franchises of PepsiCo product in Bangladesh. In this report branding and promotion are mainly focused along with how I worked in such reputed organization as a marketing intern. The branding and promotion process also how Transcom Beverages be a strong brand, it has analyzed. So, creative branding and promotion helps a brand be strong and also make it popular.

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List of Abbreviations

ADC= Area Development Coordinator
AOP= Annual Operation Plan
ASM= Area Sales Manager (of TBL)
CC= Chemical & Consumable
CE= Customer Executive
DB point= Distribution Point
FMO= Focus Month Objective
GRB= Glass Refined Bottle
KPI= Key Performance Indicator
LY= Last Year
MTD= Month to Date
ND= Numeric Distribution
NSM= National Sales Manager
PSR= Pre-Sales Representative
PM= Packaging Materials
RM= Raw Materials
RSM= Regional Sales Manager (of TBL)
SKU= Stock Keeping Unit
SP= Sales Promoter
SE= Senior Executive (of TBL)
SC= Schedule Call
TBL= Transcom Beverages Limited
TBPL= Transcom Beverages Premier League
TDM= Territory Development Manager
USM= Unit Sales Manager
Visi= Visicooler (Refrigerator use to store beverages)
YTD= Year to Date

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Chapter I: Introduction

1.1 Background of the Report

Transcom Beverages Limited emerging with the motto of delivering sustained growth in Bangladesh and moving toward being the dominant Beverage Company. Many years ago they started with bottling and selling only original (cola flavored) Pepsi. To meet the changing beverage needs of the consumers, TBL now has made available in the country different flavored drinks under of 5 brands and brand purified bottles water by PepsiCo. Given so many available products, it is getting difficult to ensure a balanced number of the products in the store shelves as per consumer demand. This is where TBL's marketing function efforts come into play.

Where retailers dominate the market and control which products reach the consumer, it is imperative to convince the retailers to buy our products instead of the competitors' products. Lucrative trade offers can work as an incentive for retailers and distributors to prefer to buy and sell the company's products instead.

Internship is a requirement for all students enrolled in the Department of School and Business's BBA degree. This report is one of the requirements for finishing the BBA internship program. An internship's major goal is to expose students to the corporate environment so that they may relate and convert theoretical concepts into real-world experience. Transcom Beverages Ltd provided me with the opportunity to work as an Intern under the marketing and trade sales department and to participate in different ongoing projects especially "**Durbin**" along with carrying out the assigned job responsibilities. This report conveys what I was able to learn and was able to give back to the company by participating in different projects and carrying out assigned tasks with utmost dedication. This report also includes information about the products of Transcom Beverages Ltd along with the marketing strategies adopted by them to influence the sales as these products.

1.1 Objectives of the Report

1.1.1 Broad Objective

The broad objective of this report is to provide an insight to the trade marketing strategies and procedure followed by PepsiCo in a developing country like Bangladesh.

1.1.2 Specific Objective

To accomplish this broad objective there are some specific objectives:

- To understand the trade marketing strategies of PepsiCo.
- To know about the trade offers and other activities by the company to maintain relationship with distributors and retailers in the supply chain.
- To get an insight into TBL's efforts stand against its major competitor in Bangladesh.

1.2 Motivation of the Report

Well m biggest motivation was my workplace, the employees who helped me a lot by providing enough data and information. My intern team also motivates me a lot. The enthusiasm in our workplace is our team's huge motivation and it was a main drive to focus on this report's detailed writing regarding all the topics.

1.3 Methodology

For this report I analyzed all the data that I have collected from TBL's marketing department. Also I have putted my own experienced information about TBL. Different types of market research that has been conducted by TBL since years I tried to use them also. Over all, I tried to portray the whole picture of trade marketing by researching, analyzing and by following the information that I got from PepsiCo employees.

The information in this report was gathered from both primary and secondary sources.

1.3.1 Primary Sources

The primary data has been collected through observation, interviews and surveys.

- Face to face conversation with few retailers and distributors.
- Direct observation: An oral unstructured interview taken of the employees under marketing and sales department to get information about company's recent trade offers and incentives
- Practical desk work helped to learn about how the whole marketing and sales operations department operates

1.3.2 Secondary Sources

Secondary Sources data has been collected from the following sources:

- Website of Transcom Beverages Limited and PepsiCo
- Internal sales record & related trade offer files
- Office documents
- Company database
- Annual reports of the company
- Research papers and articles on the internet

1.4 Scope of the Report

Over all, my scope for making this report the whole marketing department of Transcom beverages Ltd, because trade marketing activities is related to almost every department. Different departments have their different contributions to the trade marketing activities so I tried to stay in the boundary of different trade marketing activities. The main scope was in the trade marketing offers towards consumers and retailers because TBL is a sale a based company.

The beverage company mostly analyze through KPI in the light of target achievement.

“The aim marketing is to know and understand the customer so well that the product or services fits him and sells itself” – Peter Drucker

1.5 Limitations of the Report

I had some limitations as well during making of this report like-

- Limited access to different data of the company
- Organizational policies to maintain confidentiality
- The limitation; the study time was limited by 10 weeks which is not enough time to learn everything there is to know about a company like TBL.
- Inadequate Data: Because of the unwillingness of the busy key persons, necessary data collection became hard
- Inexperience of managing all the real data like this, because this was very for time working in such a huge international franchisee. So implementing correct data related to trade marketing is tricky because I also have to maintain organization privacy terms.
- Another limitation was not to overshadow competitors product because no matter if the competitor brand not doing good still I was not allowed to write some secret strategies which I have learned during my projects tasks.

Chapter II: Company & Industry Preview

2.1 Historical Background of Transcom Beverages Ltd.

Transcom Limited established as Transcom Group in 1973 by Mr.Latifur Rahman. Originated with tea plantations in the year 1885. Transcom today is one of the leading and fastest growing diversified business houses in Bangladesh with over 13,500 employees. With a legacy of over 130 years, the company has presence in 20 countries and business in 9 sectors. Those early industrial firms have transitioned over to high-tech manufacturing, worldwide trade and distribution, developing strong links with a number of blue chip global corporations. **TRANSCOM** has risen as the largest media company in Bangladesh.

Transcom Group Limited has a Bangladeshi business conglomerate. The businesses under this group include-

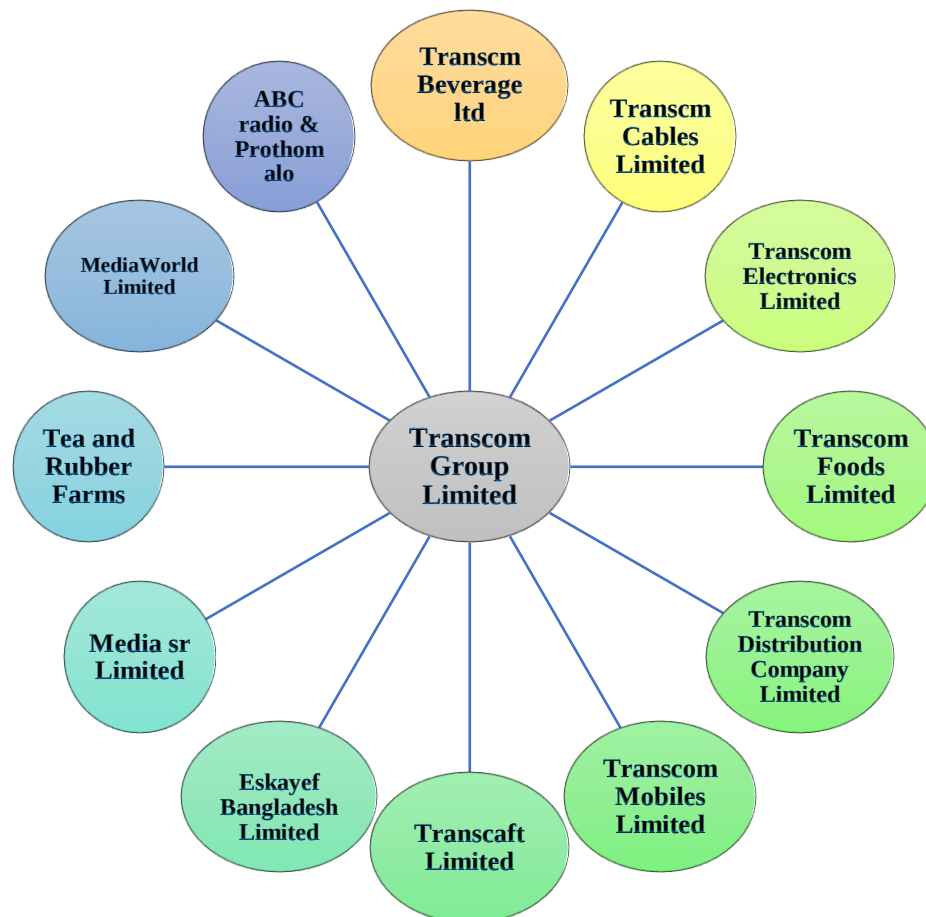


Figure 1: Associated Companies of Transcom Group.

Transcom Beverage Limited (TBL) is the official PepsiCo Franchisee for Bangladesh owning and operating sophisticated operations in Dhaka and Chittagong for bottling the renowned light refreshment beverages (LRB), carbonated soft drinks (CSD), and non-carbonated soft drinks (Fruit drinks). The organization is established with the goal of achieving lengthy growth in Bangladesh and move towards becoming the leading Beverage Company by best meeting their employees beverage needs. The company believes in delivering performance with a purpose, through talented and dedicated people.

Starting out as a product of Pepsi-Cola and Frito-Lay merged in 1995, PepsiCo has a position of leading food and beverage provider in over 200 countries and territories with the company headquarters in Purchase in New York.

Pepsi Cola is one of the most well-known brands products in the world today, nearly as known for its advertisements as for its never ending rivalry with Coca-Cola. Pepsi has grown into a product accessible in variety formulations. The original recipe for what would become Pepsi Cola was created in 1893 by pharmacist Celeb Bradham of New Bern, N.C.

At first, Pepsi was initially advertised as a digestion aid, which appealed to consumers but as the brand grew in popularity, the corporation changed methods and chose to sell through the power of celebrity which went insanely successful. Today, just like its competitors, the Pepsi brand has improved with trend far beyond what Caleb Bradham could ever imagine. Including classic Pepsi Cola, consumers can also find Diet Pepsi, Black Pepsi, plus other varieties.

2.1.1 Mission & Vision of TBL

“To deliver sustainable growth in Bangladesh and be the dominant beverage company delighting and nourishing every Bangladeshi, by best meeting their everyday beverage needs and delivering performance with purpose.”

Over all we can understand that the company's vision is -

- Provide products and services of high and consistent quality, ensuring value for money to its customers
- Encourage employee empowerment and reward creativity to help them grow.
- Encourage and support its suppliers and distributors in improving the quality of their services.

Mission of Transcom Beverages Ltd-

“As largest beverage organization of the country, our goal is to provide customer delicious, healthy, affordable and convenient beverages by maintaining highest market share in the segment.”

Over all we can understand that it means-

- To impress sales team
- To increase sales volume
- Provide financially healthy business opportunities for their members.
- Adhering to ethical business standards.
- Create Customer value.
- Create new trend.

2.1.2 Trend & Growth of TBL

By changing its portfolio to meet the different needs of consumers PepsiCo Bangladesh believes it has the formula in place to maintain its long-term growth target of 4% to 6% organic sales growth.

Transcom believes in Sustained Growth is critical for encouraging and evaluating their progress. Their drive for long term success with stimulated innovation, places a actual value on results and helps them to determine whether today's actions will contribute to their organization's future. It is about growth of people and corporate performance.

Transcom Beverages, as associate organization of Transcom Group, is the only franchisee of PepsiCo in Bangladesh. TBL's journey was phenomenal. TBL earned the title of the **“international bottler of the year”** in 2009, the most prestigious recognition from PepsiCo. The company also won the **“best bottler of the year”** award in the India region five consecutive times till date, along with the award for the best plant in the whole region. **7up** won **“best beverage brand”** award 7 times. So we can say TBL actually maintain a phenomenal growth of success though their whole journey. Being the rival of Coca- cola and won these amazing awards is not easy as we know the beverage market is huge and full of powerful brands, still TBL maintained the growth of their company and brands which is really commendable.

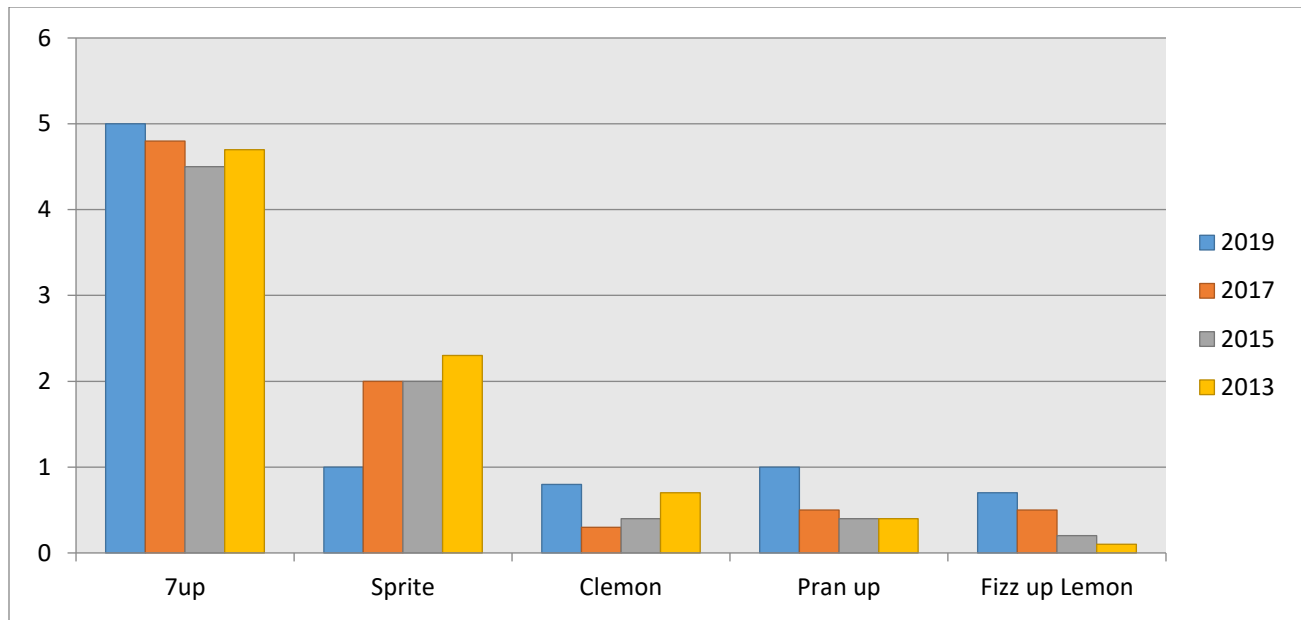


Figure 2: 7up Growth Chart

No doubt why **7up won the “best beverage brand” award for the 7 consecutive times**. For maintaining a good growth of a company it’s very important to have realistic standard goal, which can lead to an organization into top position and If we talk about Trend TBL has the most trendy agendas and strategies, TBL always follows the new market trend to cope up with new generation trends. That’s why PepsiCo use the power of Celebrity Fame and Celebrity Marketing for their products as Celebs always carry a new trend.

Another successful brand from PepsiCo is **Mountain Dew**. The best part is still now there is no other beverage brand or competitor brand who can challenge mountain dew. Because still now **there is no substitute product of mountain dew**. The young generation loves Mountain Dew because of the rough and tough advertisements also the unique taste and color. The slogan “Bhoyer Porei Joy” actually works like an exciting thing for the teens, which actually increase the sales of Mountain Dew. University, college, school going students loves Mountain Dew which increases the overall growth of this product.

Other products like **Pepsi Black, Pepsi Diet, Aquafina & Tropicana** has a good growth as a superior product on the other hand **Pepsi Cola’s** growth is less than competitor Coca Cola but this thing actually not effects the overall growth of PepsiCo and this is the why PepsiCo is holding 35% market share along with a leading position in BD beverage market.



Figure 3: Mountain Dew Trendy Concept

The unique concept of Mountain Dew which make this product Trendy among the young generation.

Transcom Beverages Limited (TBL)'s Goal:

- To improve profitability
- To achieve 100% target
- To improve increase efficiency
- To get a larger market share.
- To improve overall customer service
- Enhancing staff training

2.1.3 Customer mix

“Care for customers, consumers and the world we live in” (PepsiCo)

This is TBL's motto towards their customers. PepsiCo always thinks about customer satisfaction. Their huge varieties of beverage line are for different kinds of customer group. It considers customers motivations, preferences and loyalties. As we know different majority of customers might desire very versatile things from the same brand.

PepsiCo focus on customer lifetime value also focus on what's required not just to sell a product, but to keep the customer's loyalty and creating value for future purchases. Let me clearly describe this with the customer mix theory-

Basically the customer mix theory portrays who the different target customers are, it allows retailers to consider not just why a customer wants a particular product, but why the channels used during the customer journey may be effective to the purchase decision, as well as the satisfied timeframe.



Figure 4: Customer mix

Who

In the customer mix it allows to consider **who** the target customers are. PepsiCo's target market is 13-35 years olds. Also include wholesale distributors, grocery and convenience stores, mass merchandisers, membership stores, authorized independent bottlers and food service distributors, including schools, stadiums and restaurants, hotels. Also because of the variety of the products PepsiCo also targets people who are athletes and overweight.

Why

Why customer wants a particular product. PepsiCo's every product has different kind of fandom. **Pepsi** has customers who loves black beverage, **7up** has huge customers who loves lemon white drink, and **Mountain Dew** is the most loved one by young generation.

Also health conscious or overweight people loves the **Pepsi diet, 7up lite, Pepsi black (max taste zero calories)**. **Slice** is loved by mango juice lovers, **Tropicana** loved by orange lovers also customers who wants organic juice and **Aquafina** is the most loved water brand after MUM and creating its own place.

What

What an organization believes about their target customers will be most interested in purchasing, but goes beyond product too. What the customers want can include purchasing value, convenience or personalization of the offer. PepsiCo's each product has own specialty and customer segments. Pepsi itself has 3 types of choice for customers, 7up has 2 types, Mountain dew is the new generation's love because of the unique taste packaging, Slice, and Tropicana has their own different taste for both mango and orange lovers. So each segment of customer has their own favorite beverage.

Where

Where considers locations for fulfillment and also locations for every other aspect of the customer journey including research and purchase. As PepsiCo has huge range of retailers it's quite easy to avail PepsiCo products. Like grocery stores, convenient stores, super shops, restaurants, shopping malls, movie theatres, stadiums, small food stalls etc.

When

It represents real sense of how important convenience is to the customer experience. Timeliness can be okay to customer demand. So PepsiCo that reaches to every location so that the customer doesn't have to hassle to get their favorite beverage. Even if we talk about the rural areas maximum of the products are available near customer's door.

What's next

This element of the customer mix is the idea that in modern retailing, customer loyalty can rarely be earned with a single transaction. There is no doubt that PepsiCo has millions of loyal customers in Bangladesh. Even in the rural areas everyone's favorite is Pepsi or 7up or Mountain dew or Slice or Tropicana.

PepsiCo has that customer following which actually made them to have a huge market share. 35% market share is PepsiCo's in the beverage market.

2.1.4 Product mix

Transcom Beverages Limited, as the only franchisee of PepsiCo, Inc. in Bangladesh, provides the subsidiaries of PepsiCo. The products that are currently being manufactured by them in Bangladesh fall under the categories of CSD, club soda, water and fruit drinks.

Under CSD, there are four flavors: Cola (includes Pepsi, Diet Pepsi & Pepsi Black), lemon (the favor for 7up & 7up lite) lime (Mountain Dew) and orange (the flavor for Mirinda). 'Evervess' by PepsiCo is a club soda and Aquafina is the only mineral water under PepsiCo that TBL manufactures, Non-carbonated soft drinks or fruit beverages include Tropicana Frutz which is currently sold in flavors: mango, orange and apple. Slice is a mango juice which has new launched in Bangladesh since August 2020. Pepsi, 7up (except 7up lite), Mountain Dew and Mirinda are available in stores in GRBs, CANS and PET bottles, Evervess soda, Tropicana fruit drinks, Slice and Aquafina are available in bottles.



Figure 5: Product (Brand) logos used by TBL



Figure 6: CSD (CANS) manufactured by TBL

Table 1: TBL's product list & attributes

Product	Carbonated beverages/Soft drinks & Water		
Product type	Convenience product (Consumer product that the customer usually buys frequently, immediately and within a minimum comparison and buying effort.)		
Attributes	Logo	Flavor	SKU
Product Name			
PEPSI		Cola	➤ 200 ml GRB ➤ 250 ml GRB ➤ 250 ml can ➤ 250 ml (go pack) ➤ 500 ml pet ➤ 1000 ml pet ➤ 2000 ml pet
7UP		Clear	➤ 200 ml GRB ➤ 250 ml GRB ➤ 250 ml can ➤ 250 ml (go pack) ➤ 500 ml pet ➤ 1000 ml pet ➤ 2000 ml pet
MIRINDA		Orange	➤ 200 ml GRB ➤ 250 ml can ➤ 250 ml (go pack) ➤ 500 ml pet ➤ 1000 ml pet
MOUNTAIN DEW		Citrus	➤ 200 ml GRB ➤ 250 ml can ➤ 250 ml (go pack) ➤ 500 ml pet ➤ 1000 ml pet

PEPSI DIET



Cola

- 250 ml can
- 500 ml pet

7UP LITE



Clear

- 250 ml can
- 500 ml pet

SLICE



Mango

- 250 ml GRB

AQUAFINA



Water

- 500 ml pet
- 1500 ml pet

EVERVESS



Club Soda

- 500 ml pet
-

2.1.5 Operations

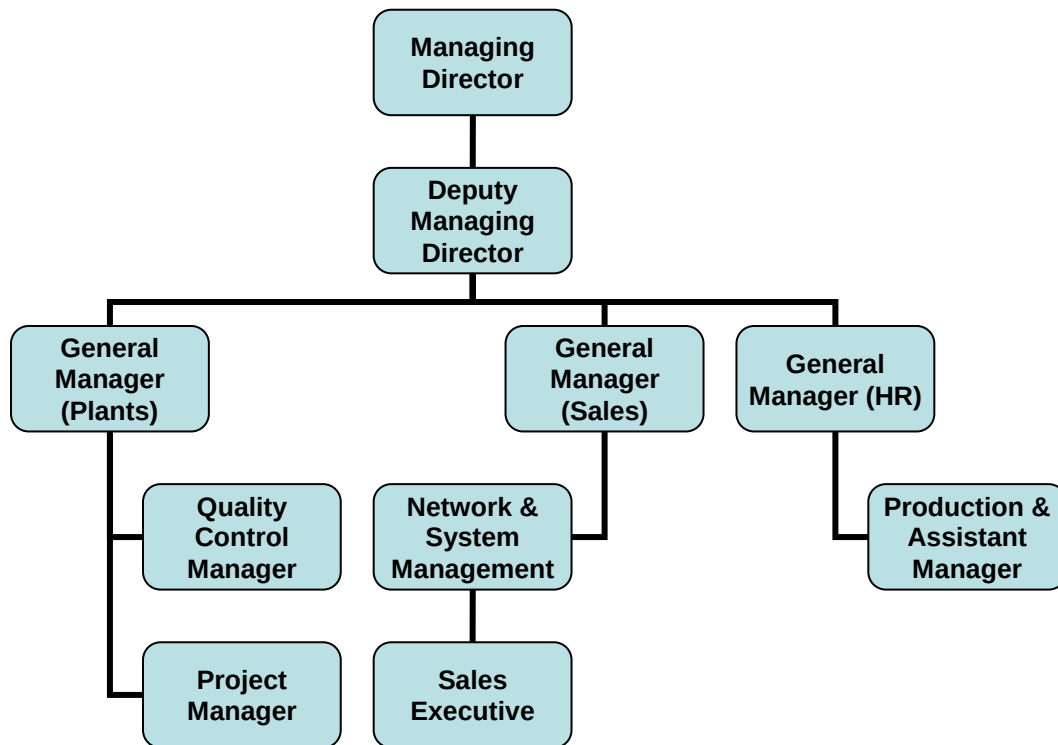


Figure 7: Organizational Structure & Hierarchy of TBL

Let's see how PepsiCo operates-

Accounts and Finance department

In this department, transactions of different sorts are recorded and Term Loans Installments are taken care of. Sales Incentives are arranged and fixed in a way to motivate the employees to achieve targets. Account briefings and reports are prepared that show how much they could achieve, what their revenues are, how much of their assets are depreciated, and what loans they need to take care of.

Sales department

This department looks after the amount of sales done, by setting a target of total sales to be achieved and then comparing the total sales done monthly to check if the retailers could achieve the given target. They continuously communicate with the RSM, ASM and PSRs to keep track of every sale made and the reach of the campaigns that are done to attract more selling of products.

Marketing department

Marketing strategies are the most powerful weapon of PepsiCo BD, the way utilize their marketing tactics towards their customer satisfaction. They way design their marketing tactics with celebrity marketing, unique advertisements is just tremendous. This department comes up with ideas and ways to promote their products and services to the retailers and customers in order to boost up sales. They launch new brands, make promotional campaigns and media promotions in order to familiarize their target market with brands and the products that come along, create promotional campaigns and contest for customers to familiarize their products through direct testing and regularly associate their products and brands with different events.

2.1.5.1 Operation Details:

In my project session, I had to visit Pepsi cola factory in **Mouchak, Kaliakoir, Gazipur** for few days. At that time, I visited 5 departments which were directly related to marketing. I tried my best to find out the core marketing activities of TBL and directly watched the overall process.

Transcom Beverage Limited an intricate of production which can be divided into three steps.

- Bottle Processing
- Syrup Production
- Obtaining the final product

The bottle processing work involves cleaning the bottles. The bottles go through seven different stages of cleaning. In the first phase, they are manually checked with powerful lighting to determine if there are some serious problems which the washers cannot handle. These bottles are apart for cleaning by hand. Then the next five steps the bottles are cleaned with water, Lime ND Bleach in different high temperatures: 45 Celsius, 65 Celsius and 95 Celsius. In the last stage, the bottles are once again cooled to normal temperature. The bottles are thus prepared for refilling.

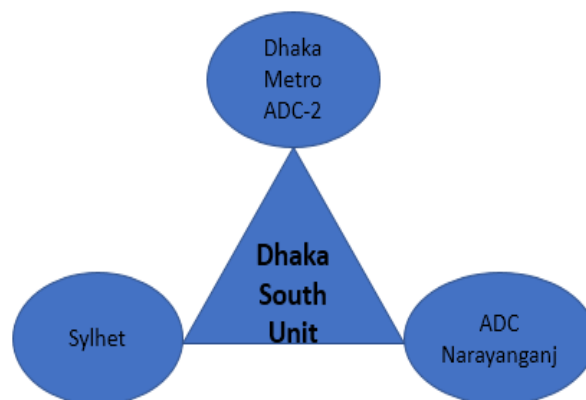
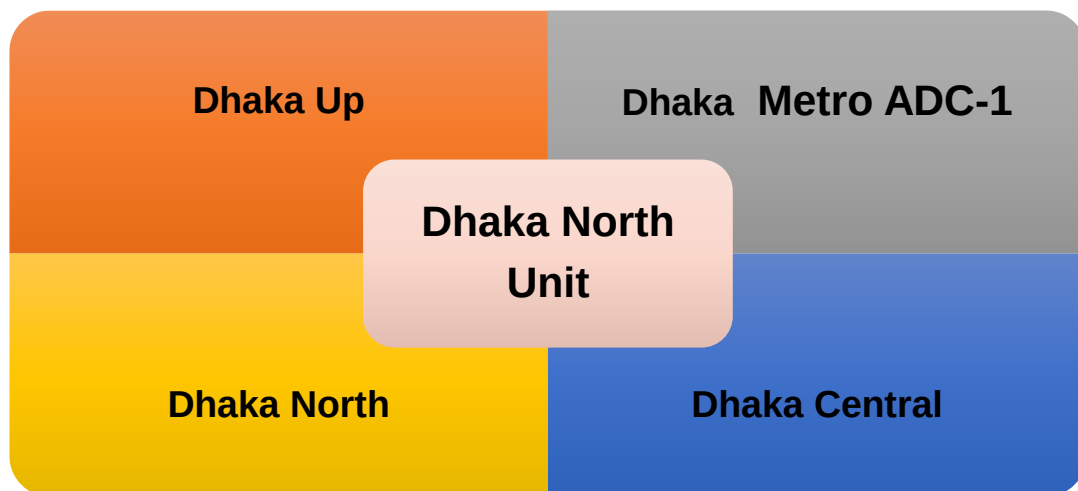
In the syrup production work production work takes places in three boilers. In the first boilers sugar is added in specified quantities to boiling water to prepare a mixture (the water is pumped from two of Transcom beverage's own underground pumps). These concentrates can be either powder or liquid from. 7up and Miranda are available in both forms while Pepsi cola is available in only liquid from. This mixture forms syrup. The syrup in the last stage is pumped into the third boiler where it is mixed with carbon dioxide (prepared by using mono-ethyl-amine caustic soda). Carbon-dioxide is the third boiler which thus produces the final drink.



Figure 8: TBL's Channel of distribution

2.1.5.2 Total Territory Work of TBL

TBL divided total Bangladesh in five units and one key accounts & PMX unit for restaurants supply. Each of the unit head is known as Territory Development Manager (TDM). In the units, there are lots of distributors in Bangladesh. TBL's total distributors are in whole Bangladesh is. Dedicated distributors ensure wide availability of Transcom Beverages Limited products in the shelves of shopkeepers across the country.



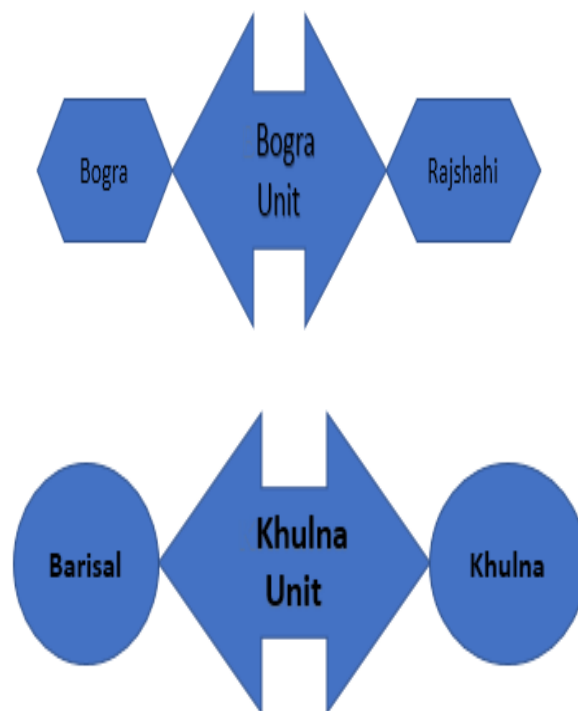
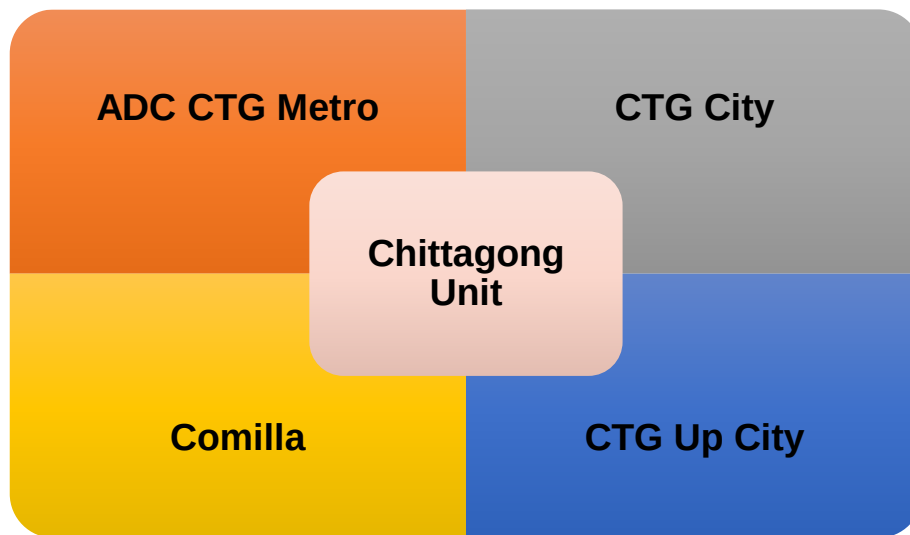


Figure 9: Territories of TBL

2.1.6 SWOT Analysis

Strengths

- Brands are strong and proven.
- Positive and collaborative organizational culture.
- A supply chain approach that is selective.
- Strict food safety regulations.
- Has a great market share in the CSD category in Bangladesh.
- Long term focus strategy.
- Experienced and skilled human resources, resulting in a low management risk.
- Flexible to changes in market trends.
- Efficient expansion of beverage production.

Weakness

- Online presence is very insufficient.
- Somewhat moderate media promotion.
- A gap between top management levels and the root level sales people.

Opportunities

- Growing demand of beverage among young consumers.
- Expansion to the remote areas of Bangladesh.

Threats

- High competition in Bangladesh market.
- Growing negative attitude toward CSD among health conscious customers.
- Aggressive marketing campaigns by competitors.

2.2 Industry Analysis

Organizations use industry analysis is a market evaluation technique tool that is used to analyze the level of competition in a certain industry. External variables influencing the sector, credit system, technological advances and how impacting the future, other competitive industries, competition level within any kind of industry, and data of supply and demand. TBL has a great analysis tactics which leads them to have an insight into the competitive beverage market environment, the weaknesses of other beverage brands. They integrate such information to make the marketing plan to grow their market demand and share.

According to my information TBL use one of the very effective tactic for the beverage industry analysis that is –



Figure 10: Porter's five forces model.

2.2.1 Specification of the Beverage Industry

Bangladesh's beverage business is a long-standing yet under-appreciated sector. For a long time, the industry's only product was carbonated beverage or carbonated soft drink (CSD). With the emergence of a slew of new businesses and the launch of newer, more diversifies items. The sector has grown significantly.

This new era's beverage industry has new trendy beverages with trendy packaging. Beverage consumption has become a passion of customers now even young generation has different type of beverage choice. on the other hand senior citizens has their own priorities in terms of beverages also this era has beverage collection for health conscious people, it's not all unhealthy anymore. Some good specifications are-

- Maximizing asset value.
- Manage quality and compliance.
- Meeting energy & sustainability goals.
- Meeting the new trend of beverage line goals.
- The industry has improved worker safety and empowerment as it is getting bigger day by day.
- The new era broken the perception of beverage can only be unhealthy and loaded with sugar.

2.2.2 Size, trend and maturity of the beverage industry

21st century's beverage industry has captured a very important place in the business world. If we talk about the maturity it has become the trendiest industry because soft drink consumption is not unhealthy anymore.

In Bangladesh context, the market **size** carbonated soft drinks in Bangladesh was TK 1,400 crore that has grown at 15% a year. But 2011 the market size was 1,500 crore and maturity rate was 20% yearly. The number of consumers in soft drinks market has crossed 79% urban consumers and 21% semi urban consumers. And the demand of soft drinks according to areas and some semi area 65% of total consumers and the urban areas is 100% which is phenomenal.

If we talk about the **trend** then the biggest trend that has changed the wrong perception towards CSD is it has loaded with sugar and unhealthy which cannot be consumed by health conscious people, overweight people. Now by following the new trend the beverage industry is full of diet beverages from different brands. Then the taste of beverages also packaging, advertisement is full of trendy slogans and concepts along with trendy campaigns for the youths.

Now talking about **maturity** then I would say Bangladesh became advanced.

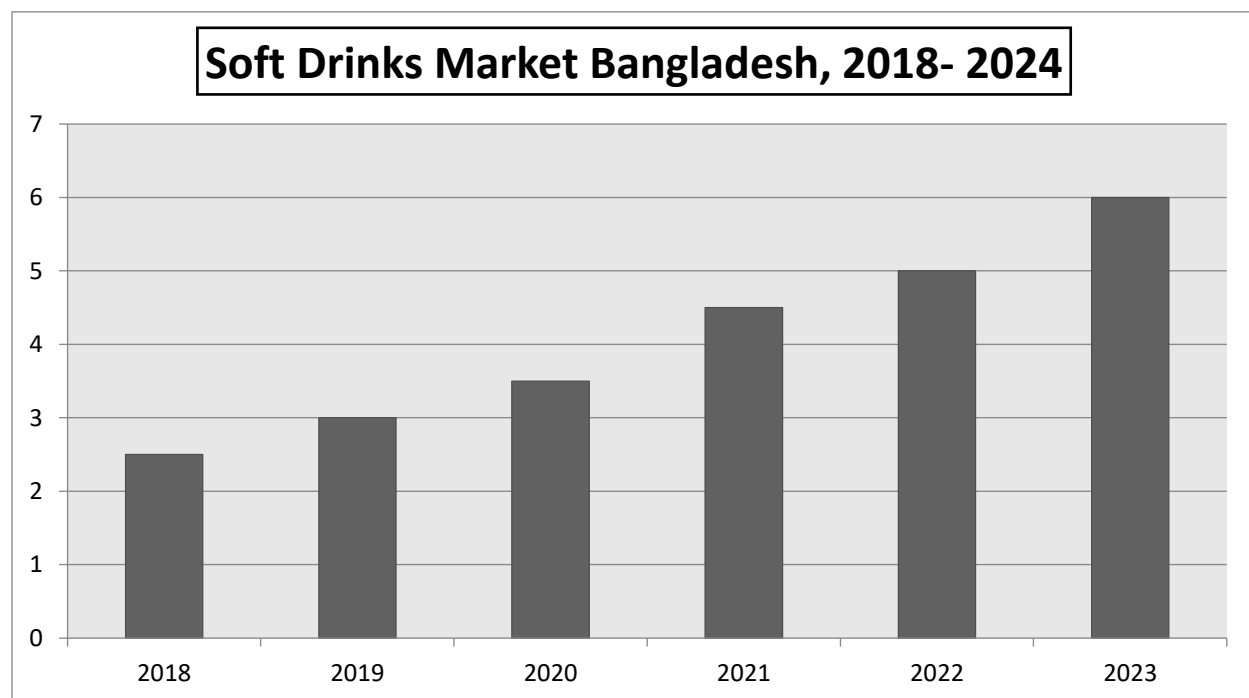


Figure 11: The maturity growth of Bangladesh soft drinks market.

2.2.3 External economic factors

PepsiCo BD's performance is directly connected to the economy. The impact of economic conditions on the villages or macro-environment of business is explained in this element of the **PESTLE/PESTEL analysis**. The political external economic factors that linked to PepsiCo are-

- **Economic stability** of most major markets, which is kind of an opportunity.
- **Rapid growth of development economics** with a large, young working population provides an opportunity. As the purchasing power of the people is getting higher, lifestyle becomes trendier, and this may work in favor of consumption number of the beverages that PepsiCo BD markets.
- **Inflation and taxes** affect PepsiCo, and that mostly is manageable, it becomes tougher when so many of their products are bought overseas.
- **Fuel price infatuation** is one of the important aspects as fuel plays a vital role in the production plant.
- **The slowdown of Chinese** threatens the international growth, as it's a franchisee so it actually matters.

2.2.4 Technological Factors

Technological factors are variables which linked to the existence, availability and development of technology of this era. PepsiCo BD's business is partly relying on trendy technologies. How PepsiCo BD has adapt the technological factors and how those are creating an impact given below-

- **Moderate R&D investments in the beverage industry** which is actually works as an opportunity. Based on marketing research and development (R&D) investments in the sector, PepsiCo BD can boost its own R&D investments to improve its specialty in this business aspect.
- **Improving knowledge management systems** which are also an opportunity. PepsiCo can use the benefits of knowledge management systems very effectively to support various business processes, such as product innovation and strategic planning, decision choosing process.
- **Increasing advance technology automation in business** another opportunity, because this will affect production efficiency.
- **New machine launching** can be a great impact of technological factor.

2.2.5 Barriers to Entry

Because of three hurdles, it is nearly for newcomers to get into the soft drinks industry; brands, bottling, and distribution capabilities and shelf space.

Though **Transcom Beverages Limited (PepsiCo BD)** has a very old journey in this beverage industry so the barriers to entry thing doesn't go with this. PepsiCo BD has overcome those barriers way back and as a result this is leading beverage company in Bangladesh right now with 35% market share more than Coca-Cola which is the another leading franchisee on Bangladesh.

If I consider a new brands entry into the beverage industry so in that case the barriers to entry will be-

- **Cost of establishment** well, Investors are unable to enter the industry due to high capital requirements for establishing a new bottling facility in Bangladesh. This cost barrier might be a significant deterrent for newcomers.
- **High Advertising Cost**, PepsiCo spends about \$54 million in five years to frequently advertise Coca-Cola products through mass media. They choose standard banner and color advertise. This makes it extremely difficult for an entrant to compete with the incumbents and gain any visibility brand image and loyalty.
- **PepsiCo is oldest Brand**; Bangladesh is a country in South Asia. PepsiCo has been selling its goods in Bangladesh through TBL for the past 50years. PepsiCo BD has long history of strong advertising that has won them a lot of brand value and devoted customers all around the world by using the power celebrity, but for fresh entry this is very tough to do.
- **Shelf Space and Distribution channels in Retailers**, PepsiCo Bangladesh has a robust distribution channel for all of its drinks. Through their professional distributors, they make PepsiCo's products simple to obtain and accessible to customers all around the world. Their transportation infrastructure, distribution methods, coverage area and so on are kept in highly secure condition. This makes it difficult for the newcomers to persuade shops to stock and replace their products.
- **Concerns of Retaliation**, entering market with entrenched rivals such as PepsiCo and Coca Cola is difficult because it might result in pricing wars that hurt newcomers.

2.2.6 Supplier Power

Companies are attempting to get the greatest items from suppliers in the battle to create the best product in the beverage business. Every business has its own trade secret. There is little competitive pressure on suppliers. Bottling companies and packaging providers are common examples. Because it is simple to transfer suppliers, suppliers bargaining leverage is quite strong in this situation.

PepsiCo BD must maintain profitable relationships with suppliers. The influence of suppliers on the company's industrial environment is covered in this section of the five forces study. However, based on my study and knowledge, PepsiCo suppliers have little negotiating power; let's have a look at them based on the external factors-

- **Plentiful Supply**, This is a sluggish force. The large total supply expands PepsiCo's choices for obtaining raw materials, lowering suppliers' negotiating strength. This influence is further undermined by PepsiCo's supply chain's low forward integration, which restricts suppliers' control.
- **Suppliers with a low forward integration** this is a weak force as well.
- **Individual providers of moderate scale** this is a moderate force.

2.2.7 Buyer Power

In PepsiCo's mission statement, consumers are listed as one of the main priorities. This component of the Five Forces study determines the impact of customers on the firm's industrial environment. External variables that contribute to PepsiCo's consumers'/buyers' strong negotiating power includes:

- **Low switching price**, which, I must admit, is a formidable power. Customers' capacity to influence PepsiCo is strengthened by the fact that they may simply switch from one company to another.
- **High access to product details**, it is also a powerful force Customers also have access to a wealth of information that allows them to quickly choose between PepsiCo and rival goods.
- **High availability of substitutes**, It's also a powerful force. Substitutes, on the other hand, provide even more reasons for consumers to avoid PepsiCo goods.

2.2.8 Threat of substitutes

PepsiCo's products could be substituted, based on consumer preferences and other variables. Pepsi's biggest substitute is Cola-Cola; 7up's biggest substitute is sprite. Mirinda's biggest substitute is Fanta. So the influence of substitution on the firm's business and industry environment are examined in this component.

- **Good quality of substitutes**, it is a powerful force The majority of PepsiCo's product alternatives are acceptable. Instead of drinking Pepsi or Tropicana fruit juice, people may simply enjoy real fruit juices and prepared coffee items. Furthermore, PepsiCo customers may simply switch to these replacements, which are readily accessible in supermarkets and other retailers.
- **Low switching costs**, also a powerful force.
- **High availability of substitutes**, another powerful force.

2.2.9 Industry Rivalry

Without any doubt Coca-Cola is the biggest competitor or rival of PepsiCo. Though their rivalry is very old, they are competing each since very long and every PepsiCo product has a substitute of Coca-Cola Company but Mountain Dew, Tropicana and Slice has changed the game totally. Mountain Dew is the most loved beverage by youths because of the passion it serves through its advertisement and slogan. On the other hand slice and Tropicana has already taken people's heart through unique taste. But still international franchisee and local rivals are there, the beverage market is full of rivals and competitors. But still PepsiCo BD is leading the position with 35% market share, Coca-Cola is 29%, Pran is 15% and the rest local brands have other percentage of share.

- **Firms have a high level of aggression**, which is unquestionably a powerful force. The food and beverage sector as a whole is aggressive in terms of product innovation and marketing, putting a lot of pressure on PepsiCo.
- **Low switching costs**, which is also a powerful force. Consumers may readily switch from one supplier or brand to another due to cheap switching costs, which strengthens competitive competition.
- It has a large number of businesses and a moderate force. PepsiCo competes with a variety of companies, including large corporations such as Coca-Cola and a slew of small and medium businesses.

Overall it can be said that Industry Rivalry is one of the most pressing concerns by an organization.

Chapter III: Internship Experience

3.1 Position, duties & responsibilities

We have primarily learnt from text books from infancy. It is mostly due to our educational system, which denies us the opportunity to acquire practical expertise. As a result, an internship is our sole opportunity to gain practical experience by working as an intern for a company. And I believe that today is the greatest time to get practical experience.

I was serving Transcom Beverages Limited (PepsiCo BD) as a **Marketing Intern**. So, it is an easy task for me to put latest data. I would say I was lucky enough to get this kind of opportunity for my internship. Every marketing student's dream is to work in some most reputed brands, but few of them actually get the chance.

If I have to talk about my **job responsibilities** which I had during my internship then I would say I had so much fun at work because I got to perform bunch of different tasks. I truly believe versatility at work place is very important so that boredom don't arrive. I got the privilege to work into different projects of PepsiCo (BD); I even got the chance to do market visit and factory visit.

First of all, I would like to mention the projects that I've worked in. I mainly worked in "**DURBIN**" project, then I also worked in at the "**WE**" project and "**Fast sales**" project.

DURBIN Project

Though I've worked into different projects, but as a marketing intern I mainly worked in "DURBIN" project. This project has a great contribution in TBL's trade sales marketing.

3.1.1 How DURBIN Project works

This project was created to monitor **Pre Sales Executives (PSR)** of TBL. Because TBL has almost 3000 PSRs all over the Bangladesh to maintain day to day task regarding order taking, order delivery through Distribution point (DB point), also explaining the current offers to the shop keepers so that they purchase more PepsiCo products, banner execution, monitor the pureness of the Visicoolers (Refrigerator to store beverages) of TBL etc. Each PSR had to submit their order taking history, delivering history and pictures of the pureness of the Visicooler of each shop in the DURBIN app. What does pureness of the Visicoolers mean? I know this is a definite question, So It means all Visicoolers at each shop or super shop has to contain only TBL products as the Visicoolers are the property of TBL and the shop keepers have to maintain a SKU (Stock Keeping Unit) to store the products in the Visicooler. Each PSR had a schedule of 40 to 50 shops. PSR's were divided into groups according to the area.

For example: Mohammadpur Rajia Sultana Road DB point has 30 PSRs who will do their work in Mohammadpur Tajmahal Road, Jakir Hossain Road & Nurjahan Road. But we know Mohammadpur is a huge area, so it contains 4 to 5 DB points and those DB points has 25 30 PSRs under them, same system in the rest of the areas. Now each SE (Senior Executive) area is under each ASM (Area Sales Manager) area. Like Mohammadpur is a SE area is under Dhaka Central ASM area. Badda is a SE area under Dhaka Metro East ASM area. PepsiCo is basically a sales based company so their product sales is very important for their company growth and PSRs have to do their work very efficiently to make sure that all kind of shops restaurants purchase PepsiCo's product for sell.

So it wasn't an easy task to work as a **member of DURBIN**. My work was to conduct daily monitoring report of PSRs by monitoring the works from TBL head office at Gulshan 2. I was assigned to monitor **Khulna division**, ASM Barisal, ASM Jessore & ASM Faridpur. **ASM Barisal** has SE (Barisal, Pirojpur, Patuakhali, Bhola) under it. **ASM Jessore** has SE (Khulna-1, Khulna-2, Jessore, Kustia, Jhenaidah, Chuadanga, Sathkhira) under it. **ASM Faridpur** has SE (Gopalganj, Rajbari, Faridpur, Madaripur, Shariatpur) under it.

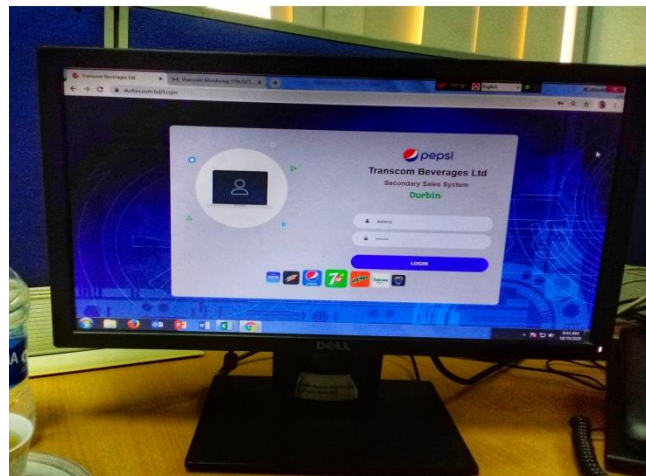


Figure 12: DURBIN Dashboard.

Here's the picture of my DURBIN dashboard. So I used to monitor PSRs from my DURBIN ID, I used to check their order number, delivery number, Target achievement percentage and the Visicooler pictures by them. Yes pictures, because the PSRs one of the work is to make sure every Visicooler in each shops are pure. So for the proof of their work they had to post all Visicooler pictures and DURBIN team used to monitor that, If we got any impurity in the Visicooler we used to update it in our daily monitoring reports, also there were some rules to take the correct Visicooler picture so we used to monitor that too. We also used to check PSRs outlet visit number, like If the SC (Schedule Call) is 129 and total Visicooler picture of a PSR is 80 that means he didn't visit all outlets, didn't complete his orders and collect pictures of the Visicooler.

So this is how the DURBIN project works. It was a great way to understand how each ASM area is doing in terms of selling. How each SE area is doing in terms of selling, Which SE area has more errors, more impure Visicoolers, Which PSR is doing a great job, Which PSR is doing bad etc.

PSR Visicooler Monitoring- Barisal				
08.11.2020				
ASM Area	SE Area	SC	Visi Image	Findings
Barisal	Barisal	115	35	No image 1/35 (Sheikh Shukib Hasan).
	Paripjur	32	20	Impure visi (Low), Half visi image 1/20 (Md. Raju Howladar, Moniruzzaman).
	Panukhali	26	9	Duplicate image 5/9 (Md Shaban Hossain), Half visi image 1/9 (Abdulh)
	Bhola	12	2	Blurry image 1/2 (MD. Al-Amin), No image 1/2 (Md. Mostofa).

			
351619	302818	140087	133223

PSR Visicooler Monitoring- Jessore				
08.11.2020				
ASM Area	SE Area	SC	Visi Image	Findings
Khulna	1	152	62	No image 6/62 (Hafizur Rahman), Irrelevant image 1/62 (Hafizur Rahman), Visi not fully charged, Blurry image 26/2 (MD. Abdul Halim Gazi).
	2	143	72	Impure visi (High), Blurry image 3/72 (Md. Fayal-Ul-Haque) 1/72 (Milon Mollah), Visi not fully charged, Half visi image 2/72 (Mamun Miah), Visi not fully

Figure 13: Power Point Report of DURBIN.

Here's, a Screenshot of my Power Point report of DURBIN project. **I used to make 3 reports daily, one is a MS Excel file, one is MS PPT file, and one is ZIP file of all error pictures and impure Visicooler pictures by the PSRs. And I use to submit a weekly report at Sunday with the name of all PSRs who made mistakes, who did badly throughout the whole week.**

3.1.2 Fast Sales Project

By the name of the project it can be understood that what the project all about is. **This initiative was taken to boost up the "Monthly Target" of every PSR.** As every PSR is assigned, A monthly target according to their previous month performance. So in the last days of every month there are some PSRs who's sales target achieve percentage was too low close to nothing. So our team used to call them according their low percentage of achievement and used to push them, warn them to do well by researching their previous month's performance.

Also we used to note every problem regarding damage product, less supply in DB point, less sales in some top selling areas because of the COVID situation. Also we had to make a report of that and we had to report the HR department regarding the problems that we found also the improvement that occurred. So the sales target actually got to increase a lot because of this project.

3.2 Training

As an intern I did get some basic training regarding like-

- Computer efficiency.
- Some training I got into during DURBIN project. Like how DURBIN works, what PSRs actually do, what are the real outcomes of PSRs efficiency and how the beverage market works during COVID.
- How the trade sales actually run, what are the product's current position in terms of sales. How to know that.
- How to talk with RSMs (Regional Sales Manager), ASMs and SEs. How to talk with PSRs and how to get the correct information from them.
- How to evaluate the correct impure Visicooler.

But, it is quite hard to understand a whole beverage market or any kind of products market by monitoring from the office, like I do have learned a lot of things regarding Trade Sales Marketing but still as a marketing student our real learning about the market and customers will get to have during **Market Visit** and yes as a Marketing Intern I got the privilege. Here's my experience-

3.2.1 Market Visit

Though as a DURBIN member I was assigned to monitor The Khulna Division, but during COVID situation it was a bit tough to get there, so Mr. Omar Asifur Rahman the Chief Sales Executive of Trade Sales assigned our whole team where each of members got each SE area and each one got a **Merchandiser** from their assigned SE area, so that the Merchandiser help each of us during Market Visit. I got **Mohammadpur** area as my SE area for the Market Visit.

I started my day at 10.00am by reaching at the Mohammadpur Rajia Sultana Road DB Point. I met the Merchandiser Mr. Jakir Hossain, he showed the whole DB point and the full storage place, and then I saw how the product from the DB point got deliver according to the orders in several cover vans.



Figure 14: DB point storage & Delivery.

Here's, the picture of the **DB point where the storage is**, also from where the huge product delivery happens. Then Mr. Jakir introduce me to all the PSRs under that DB point, then I saw how Mr. Jakir explained the schedule call to the PSRs before going to each outlets. After that Mr. Jakir explained me about the Market Visit and how we are going to do that. Mr. Jakir and a PSR joined me for the whole day Market Visit.

Then we start the Market Visit, first went to Haque Fast Food, the biggest shop in Nurjahan Road, then we checked their Visicooler's purity then we found the Visi is impure and the shop keeper didn't follow the SKU guidelines while storing the products. Then I was leading the PSR with the right guidelines and he was correcting the Visicooler by eliminating other brands product. On the other hand I asked the shop keeper is there any damage problems he is facing and is there any of trade offer they want to have then I noted everything. I also took the snaps of the corrected Visicooler like the PSRs do, also took the outlet picture.

I approximately went to **40** shops that day, gathered live knowledge about-

- How the **Pre Sales Representative actually works** as a front liner of Trade sales.
- How in marketing **you actually sale a product** to the buyer, despite of different offers from the competitors being there.

- **Convincing power**, Well In some of shops I noticed how the shop keepers was denying to keep more products because of the less sales of beverage due to COVID but the PSR and the Merchandiser literally convinced him.
- **Know the customer insight** talked to some customers in the shops and asked some questions regarding the PepsiCo offers, they replied with their own point of view of the product purchasing behavior, that in terms of food consumption item they prioritize the taste more not the offer.
- One thing I understood **competitors offers can be a barrier** while the shop keeper have both your products and your competitor's product in his shop so Trade offer actually works.
- **Make sure the damage get repaired** otherwise the sales will fall, because many of the company thinks about earning and growing but few of the companies actually thinks about the service failure and make up the failure, when shop keepers were explaining how they got some of the damaged products I actually noted them then I reported it to the senior level so that the shop keepers can have the value of their money. Because It was not only about my Market Visit, That day I was the representative of PepsiCo, so it was my duty to ensuring them the good service on behalf of the company. In marketing creating value actually matters a lot.

3.3 Contribution to the Departmental Functions

I would say as an Intern, I got the chance to contribute into some versatile tasks, which consist of few projects like **DURBIN Project, Fast Sales Project, Banner Execution Project and WE project**. I already described DURBIN & Fast Sales Project; now let's have a look into my other projects contributions of the Marketing department-

3.3.1 Banner Execution Project

It is more like a **Sales Promotion**. PepsiCo BD does have a lot of Trade offers which they offered time to time. So during my internship period PepsiCo BD launched a new Trade offer which was about "**7p 2 liter and Mirinda pet bottle**". This was planned to boost up sales of 7up 2 liter also to introduce the new Mirinda packaging to the consumers.

The offer was "**with every 2 liter 7up one Mirinda pet bottle (250ml) is free**". The whole banner execution plan's target was doing the banner execution as much as we can. My target was to do The Banner Execution into the most common shops of the area which are frequently visited by the consumers so that; the people actually notice the banner.

I did almost 22 Banner Execution and other teammates also did well. It was so full of enthusiasm and I also learned about **Live Product Promotion**.



Figure 15: Banner Execution.

Here, a picture of an outlet in which I did the Banner Execution, the banner is marked. I did 22 banners, this is the first one. I was making sure the banner is placed correctly so that it can be seen very easily from the outside very, also the customer can see easily during the entrance.

3.3.2 WE Project

Sometimes all areas Visicooler monitoring is not 100% possible for the PSRs, so TBL's Marketing team decided to create a new project where the Marketing will urge everyone to work together so that if anyone sees a Visicooler with error they inform into the hotline number to take rapid initiative and we know TBL has a huge number of people working under it if we talk about the whole country. So this is why the name is "WE" project.

As a member of WE project my task was to collect, the complains from different places which we got from the hotline department and list up the complains according to the places so that PSRs will fix it in the next day. Also I list up 2 thousand employees contact number along with their addresses so that they could able to receive the SMS from TBL bout the WE project.

Here's the picture of the WE project's task-



Figure 16: WE project.

3.4 Evaluation

In the Evaluation of my “**Three month of Internship**”, I would day my time with TBL was absolutely amazing, I could not describe my joy into words. I had so much fun doing bunch of versatile tasks. I would be forever grateful to TBL for giving me some extraordinary opportunities. The whole three month learning session was so active; I literally learned some new things each day. Those three months were so valuable and worth my hard work that I did during each tasks. The mentorship from the seniors was so nice, they were so helpful towards me and they didn’t hesitate much to teach the unknown, share ideas with our team, having meeting with our team. I would say out Intern team was so lucky.

3.5 Skills applied

Well, as a Marketing Intern I was able to apply my skills while doing versatile tasks, those are-

- I always tried to show my **Creativity** for the promotion ideas. Like I chose a way to know about the 7up offer by doing online survey which was actually appreciated by all.
- Definitely **Great Communication Skill** throughout the whole three months.

- I also have **knack for research**, like I actually do a very good research about any topic which actually helped during performing tasks.
- **Leadership** skill actually made my market visit easier for me.
- **My proficiency** in MS word, MS PowerPoint and MS excel and some other soft wares made my job quite easy for me for making the daily reports.
- **Adaptability** skills actually helped me during my market visit which was very new to me; still I managed it very professionally.

3.6 New skills developed

Some of the new skills developed which I actually appreciate and I know those will help in my future workplace –

- **Pressure of Work**, which will be very helpful in my future I know. I actually leaned how to work under so much pressure for which I actually stayed long in office.
- My **Teamwork** has improved a lot, since I've worked with a tremendous marketing intern team.
- **You won't truly understand Work Ethics** until you're in a real-world setting, which is exactly what occurred to me. I learned how the office work ethics works, there's no excuses, laziness in workplace.
- **Time management** in work is also very important, you cannot pass the whole day doing one work, and you have to be very active.
- **Responsibility** in university we don't have that much huge kind of responsibility, but in workplace we actually have, like I used to had a huge responsibility of monitoring the PSRs, my wrong information in the reports could have create big fuss.

3.7 Application of academic knowledge

From my academic knowledge I actually learned why maintaining time at work is very important so I used to be very punctual at work like my classes. I also applied my marketing knowledge in the promotion planning of 7up offer; also I applied my knowledge of creating value for customers in marketing during my market visit. Then the product packaging idea which I suggested for slice, I applied that too.

Chapter IV: Conclusions and Key Facts

4.1 Recommendations for improving departmental operations

After working as a Marketing Intern at TBL, I have noticed some drawbacks of TBL marketing department which I think they should think about more-

- **Trade marketing offers need to be carefully executed** and monitored so that it does not occurs loss, because a trade offer consist a lot of investment so if the outcome is not up to the mark then then It would be a threat for the marketing department.
- As **DURBIN Project** for Trade Sales department, so the PSR should perform more seriously and effectively as it actually can have bad impact to TBL's sales.
- When trying to win over the retailers, **TBL should not employ offers that may not be profitable** for the company in long run, it is very important to estimate the future impact; in that case PepsiCo BD can follow PepsiCo India.
- **Trade promotion tactics** can contribute to a sales lift, but only if the company has clear line of sight into the data-driven effective strategies that can be tur- in a good side.
- **TBL needs to update its systems** to properly analyze the past years data for a successful forecasting for the future and trend analysis.
- TBL organization needs to properly focus more on promoting the new brands like **Slice, Pepsi black, Tropicana** along with making the products available through retailers.
- For **Fast sales Project** the department should consider it strictly so that the PSRs get even more serious about their KPI or Sales Target. Otherwise the COVID effect sales will not be recovered.
- **Slice & Tropicana needs more recognition**, because Pran has FROOTO, Akij has FRUTIKA those brands are the bestselling compared to slice & Tropicana but in terms of quality both Tropicana & Slice has the international standard of production along with fine ingredients but lack of effective promotion.

4.2 Key Understanding

My overall key understanding was really good. I literally understood every task that I have done, every project's effectiveness that I have worked in. My understanding about an international franchisee was enhanced day by day.

My understanding about how the whole beverage market works, but the rivals actually competing each other, how each of the promotion has a great impact, how exact of the trade offer has great impact.

My understanding of how the work place environment works, how to adapt that, how to cope up with the new incomings and how to deal with teamwork despite of having different opinion holder teammates.

And last but not the least, what is the inside picture of actual market, actual production, actual operation of the factory which we university student only have read in the books, I finally experience those for which I will be forever grateful to TBL.

4.3 Conclusion

The beverage market of Bangladesh holds a very big share among all the FMCGs. For many years, Transcom Beverages Ltd (PepsiCo BD) have been exerting their efforts into creating value and a strong position for PepsiCo's beverages in the market of Bangladesh competing with the strongest global brand 'Cola Coal' and other local beverages companies. In 2014, Global company, PepsiCo was the major market share holder like a true competitor to other brands holding 35% market share, following Coca Cola 25%.

Trade promotions represent a huge percentage of the company which is under the marketing department which is heart of the company. So the budget of the marketing especially manufacturing companies matters a lot. Although it might be a good way to increase demand for products and will also boost up sales. In just few years, with TBL's extensive marketing efforts, the market share for PepsiCo beverages increase to 45% which is tremendous. Because of beverage being a low margin FMCG product, the companies need to focus most on making high volume sales. For this reason TBL gives importance to their marketing functions the most, continuously updating and monitoring the marketing offers and initiatives to take over the shelf spaces.

Marketing functions represent a huge percentage of the company's budget especially for manufacturing companies like TBL. I literally got the privilege to work as a Marketing Intern, my journey as incredible full of learning and practical knowledge which I can implement in my future works.

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