

Report On

**Measuring effectiveness of Sales force management remotely in Transcom Beverages Ltd
in pandemic situation.**

By

Resham Rahman Rezwan

ID: 17204113

An internship report submitted to Brac Business School in partial fulfillment of the requirements for the
degree of Bachelors in Business Administration

BRAC Business School

Brac University

January, 2021

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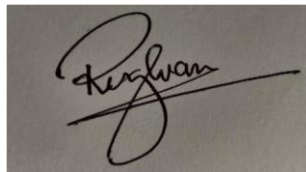
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Declaration

It is hereby declared that.

1. This internship report is my own original work while completing degree at BRAC University.
2. The report does not contain any materials that are previously published or written by third party and secondary data, facts, finding were cited through appropriate referencing.
3. This report does not contain any content that were previously accepted or submitted for any other degree at a university or other institution.
4. I have acknowledged all main sources of assistance.

Student's Full Name& Signature:



Resham Rahman Rezwan

17204113

Supervisor's Full Name & Signature:

Ms. Ummul Wara Adrita

Assistant Professor

Letter of Testimonial

January 10th, 2021

Ms. Ummul Wara Adrita

Assistant Professor

BRAC Business School

BRAC University

66 Mohakhali, Dhaka 1212

Subject: Submission of Internship Report

Dear Madam,

I am submitting my Internship Report titled “Measuring effectiveness of Sales force management remotely in Transcom Beverages Ltd in pandemic situation”, which is a requirement to complete my BUS400 course. During the working period of my internship, I have worked with the Sales and operations team of Transcom Beverages Ltd. While working here, I needed to work on communicating with the sales force remotely from my workplace and manage their daily activities. For this reason, I have tried to do a research and analyze the company data and understanding of the factors that help to achieve more effectiveness of the sales force.

In order to prepare this research study, I have tried my best and tried to make it as precise as possible. Yet, I will be happy to answer them if any clarification is needed.

Sincerely

Resham Rahman Rezwan
ID -17204113
BRAC Business School

Non-Disclaimer Agreement

Confidentiality Agreement

1. The three parties agree that the internship report, in draft or final form, is not considered to be a confidential document, and students, employers or faculty members may share the internship report with other parties. A copy of the internship report will be maintained by the faculty supervisor for at least one year (in the case of grade review), at which time the supervisor may choose to destroy the file copy.
2. The Three Parties agree that all the materials and information given by the employer to the student in this internship course remain the employer's property, except where expressly demanded by the employer. However. The faculty supervisor and the student will not regard this as sensitive information.
2. The three parties shall not be prohibited from disclosing any information obtain during the internship (if such information was in the public domain)

Kazi Khabir Uddin Resham Rahman Rezwan Ms. Ummul Wara Adrita

Assistant Professor

Senior Area Sales Manager Student

BRAC Business School Transcom

Beverages Limited BRAC University BRAC University

Acknowledgement

Firstly, I want to be grateful to the Almighty, who has given me the opportunity to complete my report within the deadline. I would also like to thank my advisor, Ms. Ummul Wara Adrita, as she has helped me to make the report and analysis in a correct way throughout. She was keeping track of my progress and encouraged me to come up with different modification from survey process to analysis that are successful.

Moreover, I want to thank Mr. Kazi Khabir Uddin (Senior Area Sales Manager, Transcom Beverages Limited) for his assistance. I am also grateful to the Sales and operations team of Transcom Beverages Ltd. for sharing their valuable information and market insights that helped to conduct this research.

Executive Summary

The global marketplace with an environment friendly scenario provides chain management as an incredible competitive gain for a trade. Area sales managers plan, schedule, and control the whole stream of the sales force to help the company remain competitive and manipulate costs. They construct the bridges between suppliers, distributors, companies, sales force and consumers. TBL being the dominating beverage venture in Bangladesh has been contributing to the economy by offering fine consumer product in a comparatively sensible price. In this report I focused on the Sales force management process of my assigned company which is Transcom Beverages limited. The report reflects the forecast of planning, analysis of their Sales team and their operations strategy also the operation process and supply chain management execution. I focused mainly on how the sales force is mainly managed and how it came to be so much effective compared to the other companies in Bangladesh and how they reach their ultimate consumer. TBL aims to have a reduction in the inventory and simultaneously increasing stock availability. The reader can easily understand the factors effecting the sales force management that help them to work very efficiently.

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List of Acronyms

TBL	Transcom Beverages Ltd
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PSR	Pepsi Sales Representatives
PJP	Permanent Journey Plan
LPsC	Line Per Sales Call
POP	Point Of Purchase
SGA	Sales Generating Asset
VPO	Volume Per Order
ASM	Area Sales Manager
RSM	Regional Sales Manager
SE	Sales Executive

Chapter 1

Student Information:

Name: Resham Rahman Rezwan

ID: 17204113

Program: Bachelor in Business Administration (B.B.A)

Major: Marketing and E-Business

Internship Information:

Period: Started at 31st March 2021, Ends in 15th July 2021

Company Name: Transcom Beverages

Department: Sales and Operations

Address: Gulshan Tower (10th Floor), Plot # 31, Road # 53, Gulshan North C/A, Dhaka- 1212

Internship Company Supervisor's Information :

Name: Kazi Khabir Uddin

Designation: Senior Area Sales Manager

Job Responsibilities:

- Supporting the operations team: As Transcom Beverages is an FMCG company I need to constantly work with the operations team and support them with regular updates of the sales force.

- Keeping track of the sales force remotely: I need to keep track of the sales force remotely from the office and get regular updates from them if they are working properly or not and then report to my supervisor.
- Giving regular update reports to the operations team: In Transcom Beverages I need to keep track of all the activities of the sales force throughout Bangladesh on a daily basis and create a report daily and send the update to the operations team in the given time frame. As because the software of our company needs to be updated on a regular basis, daily the information and all the data need to be updated regularly.
- Participate in brainstorming sessions for idea creation: In order to create the system in a much more smooth and user friendly to the sales force, I need to participate in the brainstorming session where team jointly come up with the solution of the issues that they face while working.

Internship Outcomes:

Contribution to the company:

- **Collecting Data:** To maintain brand consistency in every aspect of communication throughout the whole command chain collecting data is a very important part.. As an intern, I collected data of all the activities of the sales force on a daily basis which will help the

company to maintain their chain of command and also will help the organization to maintain its brand consistency in future communication.

- **Generating Reports:** I generated regular reports of the sales force which helped the company to keep track of their daily orders and also the consistency of the sales force. This will also help them to understand how and what actions are to be taken to improve their sales.
- **Data Analysis:** As an intern, I needed to analyze the data from general reports, through the app of the company which helped the organization to keep track of all the activities of their sales force.

Benefits to the student:

- **Completion of Degree:** This internship will help me to fulfill the requirement of degree completion successfully.
- **A detailed experience from the field:** Since Transcom Beverages is a very well-known and the only supplier, distributor and manufacturer of Pepsico, I have experienced the detailed activities of sales and operations, by monitoring the distributors and the sales force. As a business graduate in Marketing and E-business, this internship opportunity

helped me to learn about sales and operations, marketing and data analysis which is the perfect stepping stone for my upcoming professional life.

- **Research experience and assisting factor for higher studies:** In this internship, I am not only doing it to get the field experience but also tried to address and analyze how the sales force can be managed more effectively and efficiently. Researching on this, can help me to get research experience and could be helpful for my higher studies.

Problems/Difficulties

- **Started late due to covid-19 infection:** As we are experiencing a pandemic situation, business faced many challenges and were not recruiting interns and on the other hand, I was infected in Covid-19 which is why I have started late.
- **Taking risk of infection:** As an intern, I needed to attend regular office that put me in a risky position of getting infected.

Time of presence of Beverage Companies:

The list of global and domestic companies that have been in the market are given below.

Nature of Companies	Name of Companies	Time of Presence
Global Company	Coca-Cola	1956
Global Company	PepsiCo	1976
Global Company	Partex Beverage Ltd.	1996
Global Company	Global Beverage Company Ltd.	1999
Domestic Company	Globe Soft Drinks Ltd.	2002
Domestic Company	Pran Beverage Limited (Pran Group)	2005
Domestic Company	Akij Food & Beverage Ltd.	2006

Figure: Market presence of top brands globally and domestically.

Chapter 2

Overview of the Company

Originated with tea plantations in 1885, TRANSCOM today is one of the leading and fastest growing diversified business houses in the country employing over 10000 people. Not many industrial groups in Bangladesh can claim a history of continuous business pursuits stretching back over 125 years! Initially tea and later jute formed the backbone of the family business. Although these are still part of the activities and contributing marginally to the overall group turnover. Presently those early industrial ventures have moved over to businesses involving high-tech manufacturing, international trading and distribution, forming strong ties with a host of blue chip multinational companies. In recent years, TRANSCOM has emerged as the largest media house in Bangladesh.

Transcom Beverage Ltd (TBL) is the exclusive PepsiCo Franchisee for Bangladesh. TBL owns and operates modern plants in Dhaka and Chittagong for bottling the renowned soft drink brands such as, Pepsi, 7UP, Mirinda, Slice, Mountain Dew, Pepsi Diet and 7UP Light. The company is emerging with the motto to deliver sustained growth in Bangladesh and move towards dominant Beverage Company, delighting & nourishing every Bangladeshi, by best meeting their everyday beverages needs & stakeholders by delivering performance with purpose, through talented people. 2009 has been an amazing year for TBL, winning several spectacular awards as PepsiCo's exclusive bottling partner in Bangladesh. For its' extraordinary and outstanding venture through excellence TBL has been rewarded with several prestigious national and international recognitions.

Mission:

As the largest CSD Beverages company of the country, their mission is to provide consumers delicious, healthy, affordable and convenient beverages by keeping the highest market share in this segment.

Vision:

The vision of Transcom Beverages is to deliver sustainable growth in Bangladesh and be the dominant Beverages Company; delighting and nourishing every Bangladeshi, by best meeting their everyday beverages needs and delivering performance with purpose.

Products of Transcom Beverags Limited:

Pepsi is the primary and the most hyped product of PepsiCo. But the other products also achieve huge amount of profit. The main products which are used in our country: All products packs size is – 250 ml, 500 ml, 1 liter, 2 liters

- Pepsi
- 7up
- Mirinda
- Diet Pepsi
- Mountain Dew
- Tropicana – Apple, Mango, Orange
- Drinking Water – Aquafina
- Soda – Evervess

Management Practices

Transcom Beverage Ltd (TBL) is the exclusive PepsiCo Franchisee for Bangladesh, it has a big management body. PepsiCo BD or Transcom Beverage Ltd is entirely an individual entity and has their own planned operational management hierarchy from any other part of Transcom Group. Transcom Beverage Ltd. has its organogram provided by the Human Resource team and approved by the central management.

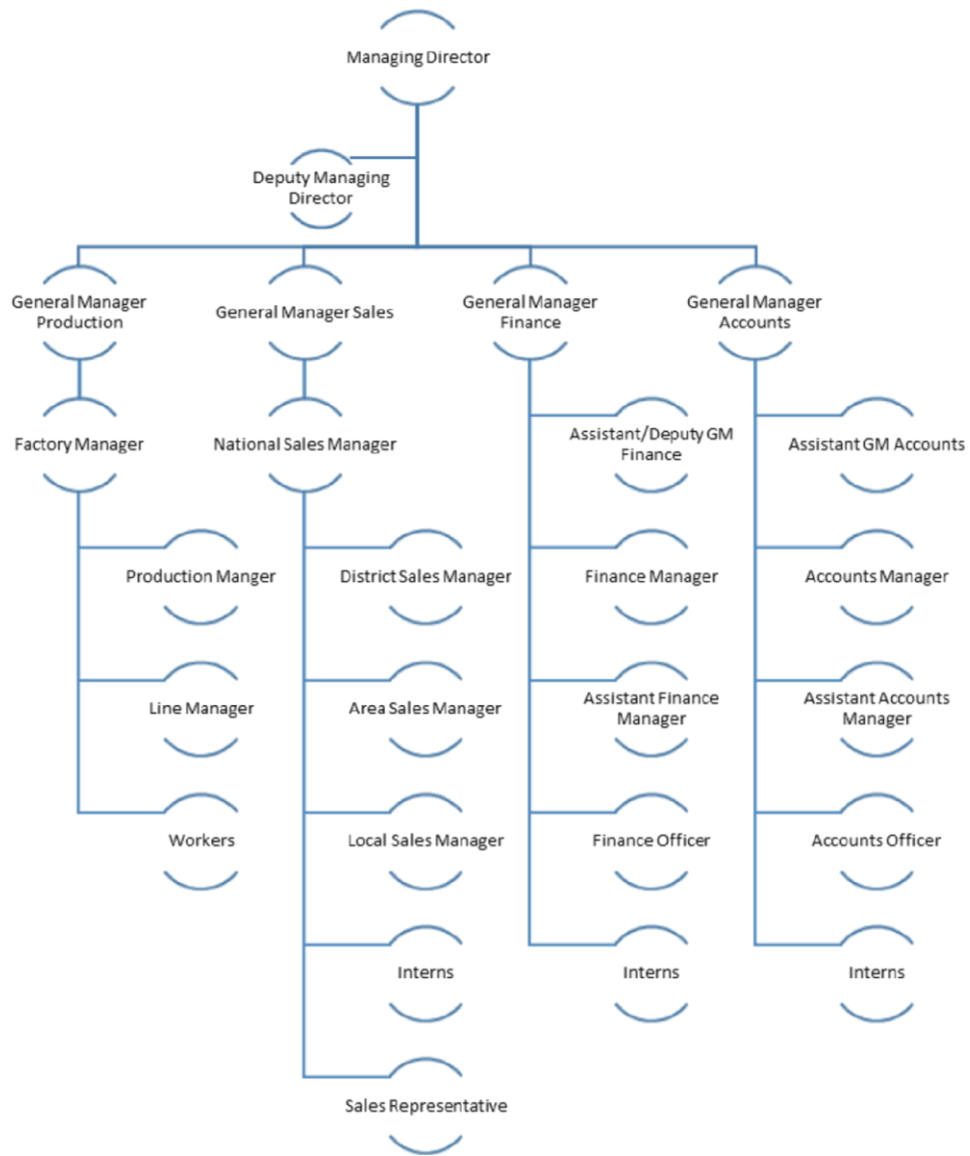


Figure: Management system of Transco Beverages Limited

Sales and Operations Organogram:



Figure: Organogram of Sales and Operations.

Supply Chain:

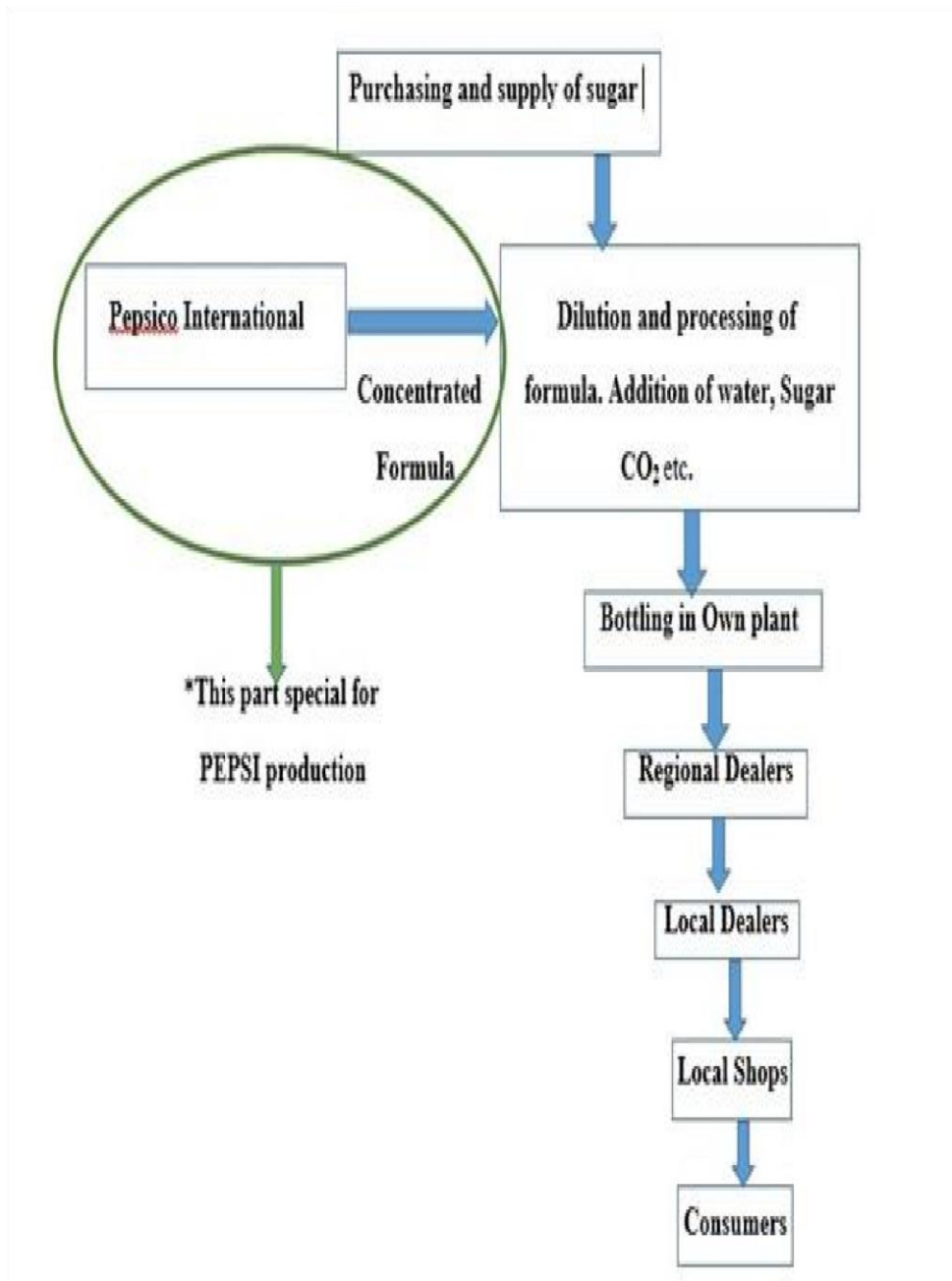


Figure: Supply Chain Diagram of Pepsi

Operations Management and Information System Practices

Marketing: For the marketing department, the team works on generating ideas on how to promote the brand properly. The team is very efficient and works on developing new and improved ways to promote the brand. The team works with media and advertisement.

Finance: Most of the financial data is auto generated in the system which makes it easy to manage and keep track of the day to day report. Its internal financial dashboard tracks the financial data of every action instantly.

Supply Chain: Every parties involved in the supply chain are connected through an integrated system from where they can understand and report their day-to-day activity easily. The software or system that they use is called Durbin.

IT: Transcom Beverages Ltd. uses a very well developed UI system that only the employees of the company have access to. With this software they are able to maintain all the activities of the employees and they conduct all the day-to-day activities of the company.

Industry and Competitive Analysis

Porter's Five Factor Analysis: (Industry Attractiveness Analysis)



Threat of New Entrants: Threat of new entrants is high in this industry. Since Bangladesh is a country which is considered as an open economy where new business can be emerged easily and technology-based business can be easily replicated, new businesses similar to TBL can be easily emerged in the market.

Threat of Substitutes: Considering the services and its efficiency, Threat of substitute is high in this industry. Companies like CocaCola, Pran, etc. are very popular in Bangladesh. However, TBL has a big market share but other competitors are also gaining quick market share.

Bargaining Power of Suppliers: The high overall supply increases PepsiCo's options in acquiring raw materials, thereby reducing the bargaining power of suppliers. This power is also weakened because of the low forward integration, which limits suppliers' control of PepsiCo's supply chain. These external factors weaken suppliers' influence on the company even though some of them are moderately sized or large firms.

Bargaining Power of Customer: Consumers can easily shift from one firm to another. This condition strengthens customers' ability to influence PepsiCo. In addition, consumers have extensive information for them to easily make choices between PepsiCo products and competing products. Also, substitutes give buyers even more reasons to stay away from PepsiCo products.

SWOT Analysis

Strengths:

- Pepsi has a broader product line and outstanding reputation.
- Merger of Quaker Oats produced synergy across the board.
- Record revenues and increasing market share.
- Lack of capital constraints (availability of large free cash flow).
- Great brands, strong distribution, innovative capabilities
- PepsiCo sells seven types of beverages through the same distribution channel.
For example, combining the production capabilities of Pepsi, 7up and Mirinda, Slice, Mountain Dew is a big opportunity to reduce costs,
- Strong Mother Company & that has many busines

Weakness

- Pepsi hard to inspire vision and direction for large global company.
- Not all PepsiCo products bear the company name
- PepsiCo is far behind Coca-cola in the international market. The demand is highly elastic.

Opportunities:

- Food division should expand internationally
- Noncarbonated drinks are the fastest-growing part of the industry
- There are increasing trend toward healthy foods

- Focus on most important customer trend - "Convenience".

Threats:

- FMCG industry is mature and growing rapidly.
- PepsiCo now competes with Coca-Cola, Akij Food & Beverages, Pran, which are financially very well backed up competitors.
- Size of company will demand a varied marketing program; Social, cultural, economic, political and governmental constrains.

Challenges:

- **Easy Entry:** Since Bangladesh is a country which is following open market economy and any business can be set up here. For this reason, new business can emerge or enter in this industry anytime and this is a challenge for TBL to offer its unique selling proposition in a sustainable manner.

Conclusion:

Transcom Beverage Ltd. has been successfully marketing Pepsi products. It has already captured the first position in the soft drink industry. Presently it has a total of 35% of the market share of beverages whereas their major competitor Coca-Cola has 25%. Its main competitors still remain the two giants - Coca-Cola and Akij FBL. However, Pepsi has succeeded in introducing the innovative PET bottle first and offering its products in a much lower price than its rivals. And always it gives us different flavor. Thereby, the increasing

popularity of the brand among the local people seems to foretell greater success for TBL and the rooting Pesi as the desired brand of beverage of the entire Bangladesh.

Chapter 3

Project Part:

Measuring effectiveness of Sales force management remotely in Transcom Beverages Ltd in pandemic situation.

Research Question:

The research question that is driving the following study is- **“Measuring effectiveness of Sales force management remotely in Transcom Bevereges Ltd in pandemic situation.”**

Objective of the research:

Transcom Beverages Ltd has been a very well-known face in Bangladesh and is one of the leading companies in this FMCG sector. The objective of my study is to find out the effectiveness of the sales force and what are the factors that are effecting their work. There are two variables that are working here, one is the dependent variable and the other is the independent variable. The dependent variable is the effectiveness of the sales force. We need to find out the independent variable. The goal or the objective of the research is to find out the independent variable.

Significance of the study:

The significance of the study is to understand the effectiveness of the sales force and impact of the sales force over brand image. However, an organization’s social sales and operations team can have ideas regarding their area of improvement in the sales force management. Furthermore, this research finding can also help to continue further research on this new topic.

Research Methodology:

In order to conduct this research, both primary and secondary research activities were executed to get the necessary knowledge to understand the different elements. Much of this research was based on observation where the day to day activities of the sales force was seen. In this part, the sales force was managed and monitored and their activities were measured to know their effectiveness in the company. Part of the primary research and the data analysis was conducted on Microsoft excel.

To know about Transcom Beverages Ltd. Primary and Secondary data approach were applied to collect the information from relevant research and development done by the operation, production, distribution, marketing, sales, service and other departments. The sources are:

a. Primary Sources:

- Interaction with the peers and operation managers
- On factory visit
- Importers, distributors, sales team etc.

b. Secondary Sources

- Company Magazine
- Newspaper
- Sales records
- Websites

Limitations of the study

The following issues are the limitations of the study-

- The Information about TBL is not available on the internet that much.
- As it was a peak time for the demand in the market so the employees of my department were busy in sourcing the items for production and the factory employees too.

Data Analysis:

The following data analysis is based on mainly the independent variable. The independent variable that is responsible for the productivity of the sales force is the automated software known as Durbin. This software is the basis of management of the whole sales force and other activities of the company. In this research I found out what changes have occurred in the whole sales force management system due to the introduction of Durbin. It is a fully automated software that keeps all the day to day activities of all the products employees and also all the financial reports. All the management from the top level to the lowest level depend on this software and according to the need of the employee and the post of the employee each and every one is given access to the things only they require. All things are updated and uploaded in the software on a regular basis. All departments have their own part to play and control their activities through this software.

Market share:

Sales of Transcom Beverages multiplied more than 12 times in 15 years since the local company became a franchisee of PepsiCo. According to the company statistics currently Pepsi holds a very firm position in the market which allows them to be at the top. They have a very good and efficient Sales force for which they are able to boost their sales rapidly and because of the introduction of the software Durbin, the management team is able to run all the activities very smoothly with the help of the sales force. This automated system helps them to render regular data and makes everything easier to run smoothly. For this efficient and very effective sales force the company is able to keep their fair share in the market. Due to the automation and the

introduction of Durbin the market share of Pepsico has increased by 5%.

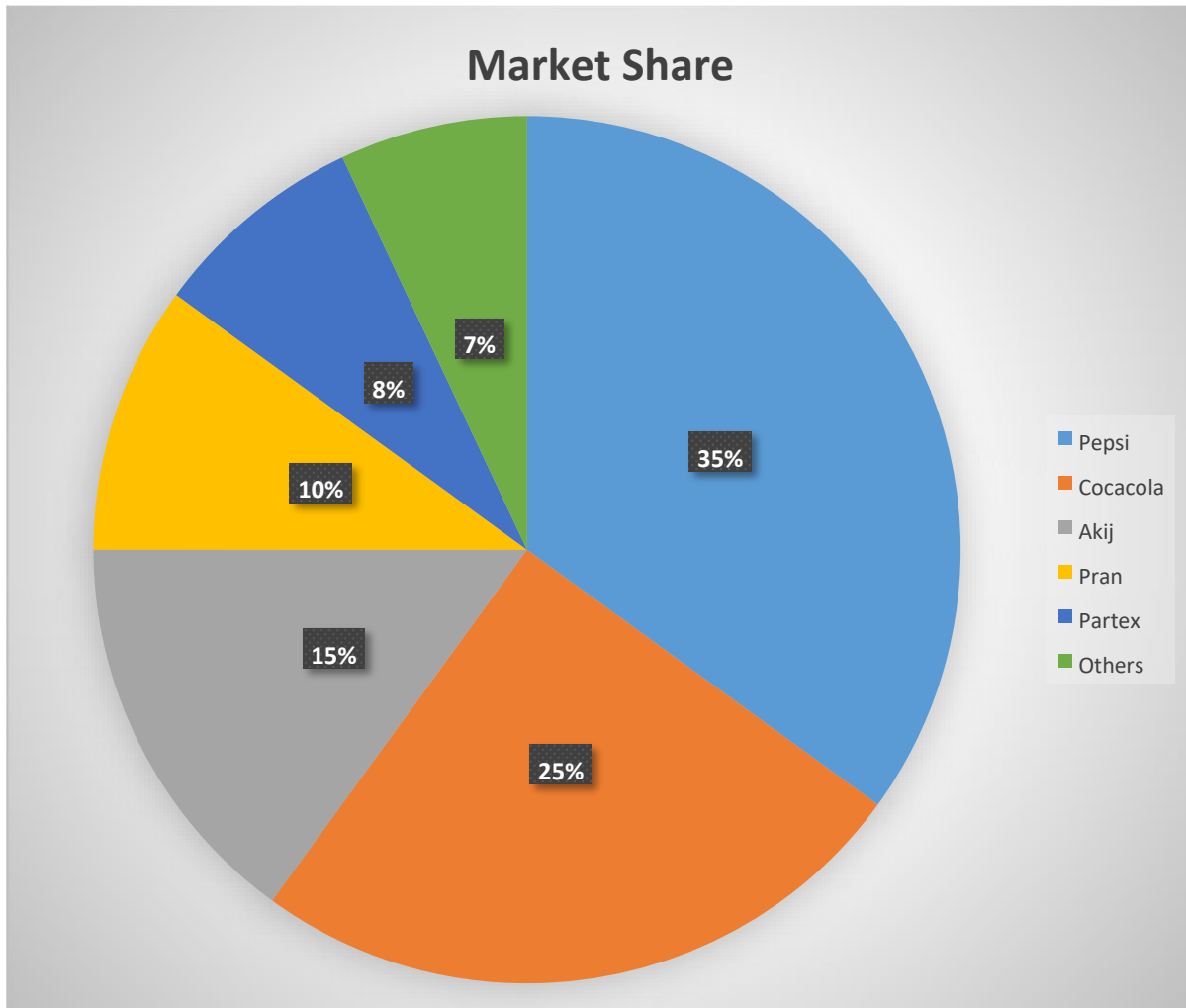


Figure: Market share of beverage companies

Findings and Research:

Field force productivity: The Company mainly lies on the field work of its employees. After the introduction of Durbin the field force productivity has improved a lot. Earlier it was very problematic and the field force were not that much productive to provide proper and regular results. Bu after the introduction of the software it has increased a lot. The field productivity has increased 10% compared to the earlier productivity. Because the field force is now very much active and can work very efficiently because of the very good and user friendly software Durbin. They are able to come up with solutions instantly and can communicate with the top management very easily vise-versa the top management can also contact the sales force very easily.

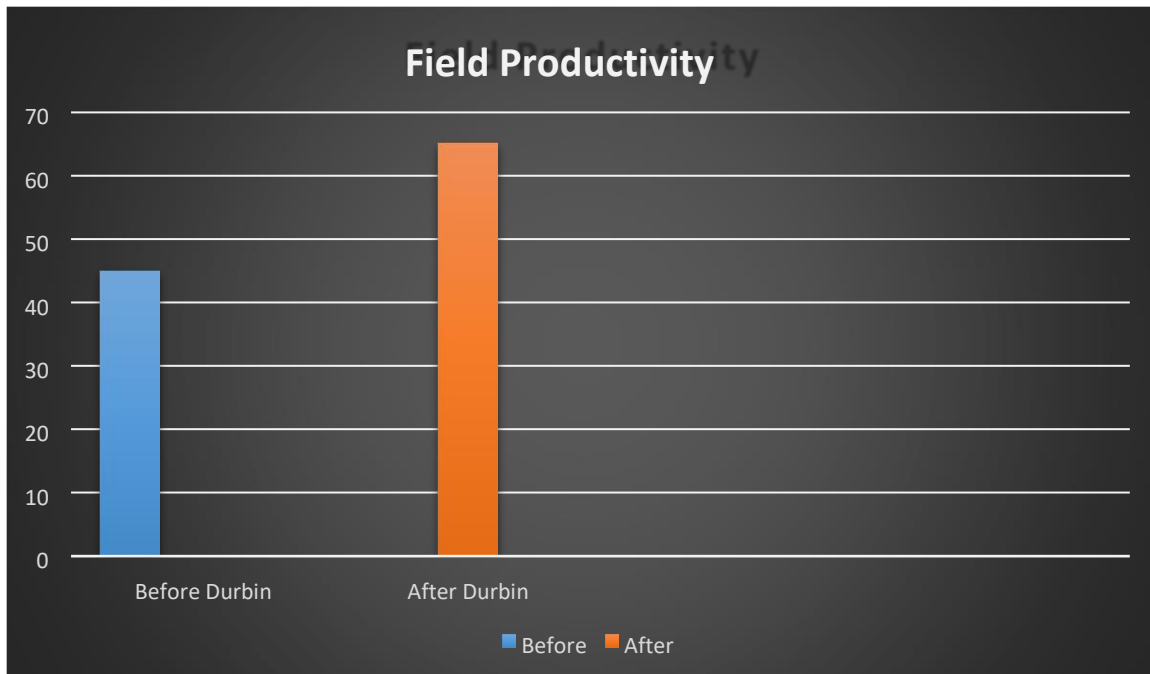


Fig: Field Productivity chart before and after automation

Tracking and monitoring:

Before the introduction of Durbin everything was not fully automated. There were a lot of manual control over the employees. But after implementing the system, it has been very easy and very efficient to manage the sales force. Now all the employees as well as the orders can be tracked a full 100%. The company can keep track of each and every order even a single bottle and as well as of each and every employee because of this software. It has become also very easy to process all the employees at the same time and keep proper track of all their activities. Now they can maintain the employees properly and keep track of where they are going and what are they doing.

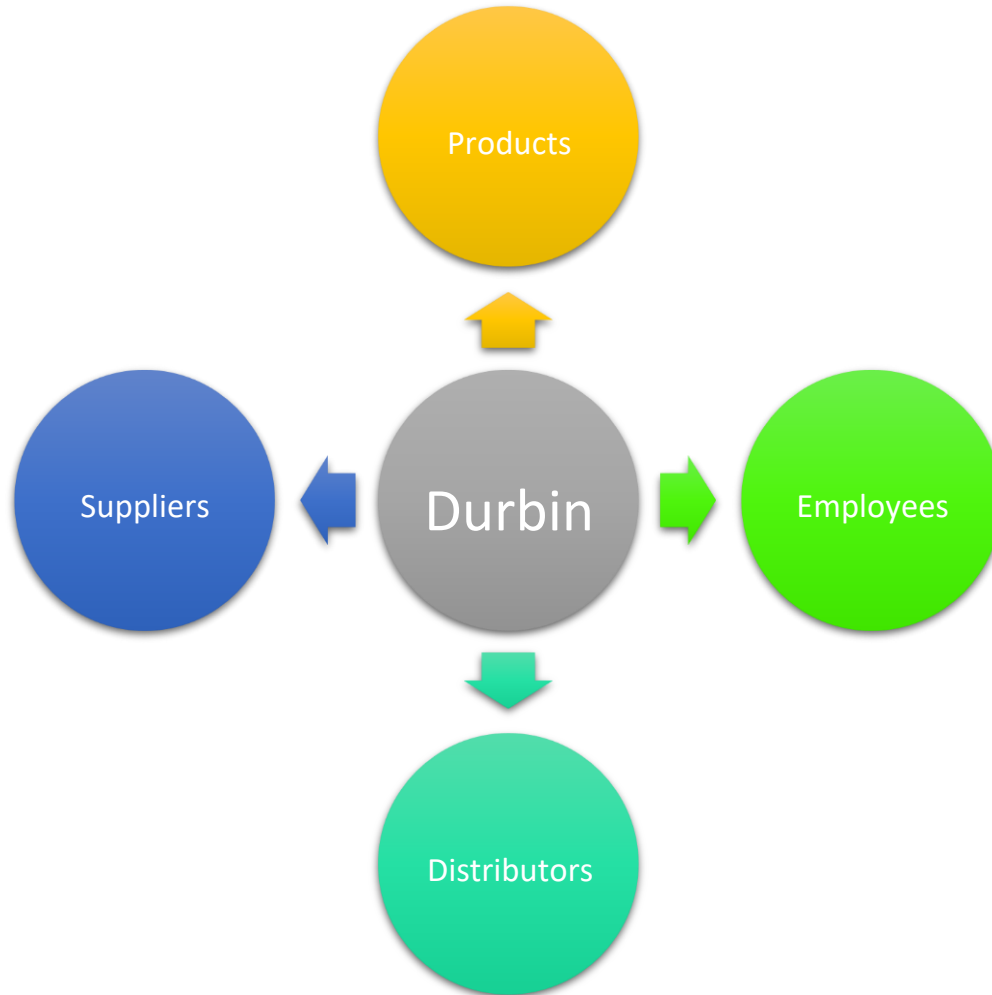


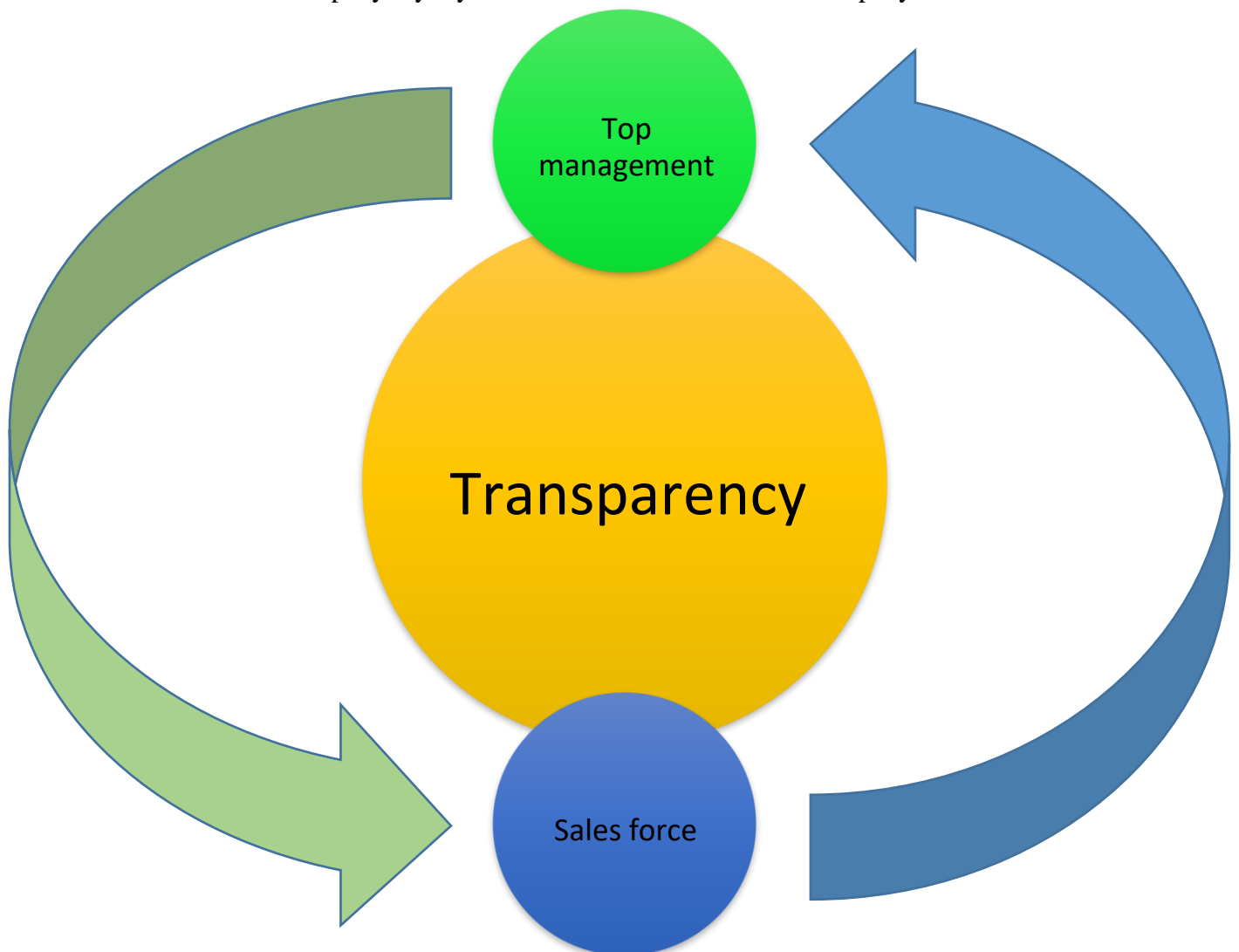
Figure: Tracking and monitoring

Span of control:

It has been seen that after the introduction of the software the span of control has increased drastically. After automation it has become very easy for the managers to control all the areas designated to them and they can control it real time. They can control the areas easily and the span of control has also helped in the increase of the workforce and sales have also increased by 40%. Previously there were a lot of loopholes for the base line workers, the PSR's but since the introduction of Durbin it has been very easy for the top management to control all their activities. The ASM's can now maintain all the sales and keep track of each and every orders made by the PSR's. And as everything is being monitored the sales force has no scope for errors, they have to do the job that is being appointed to them within the due time.

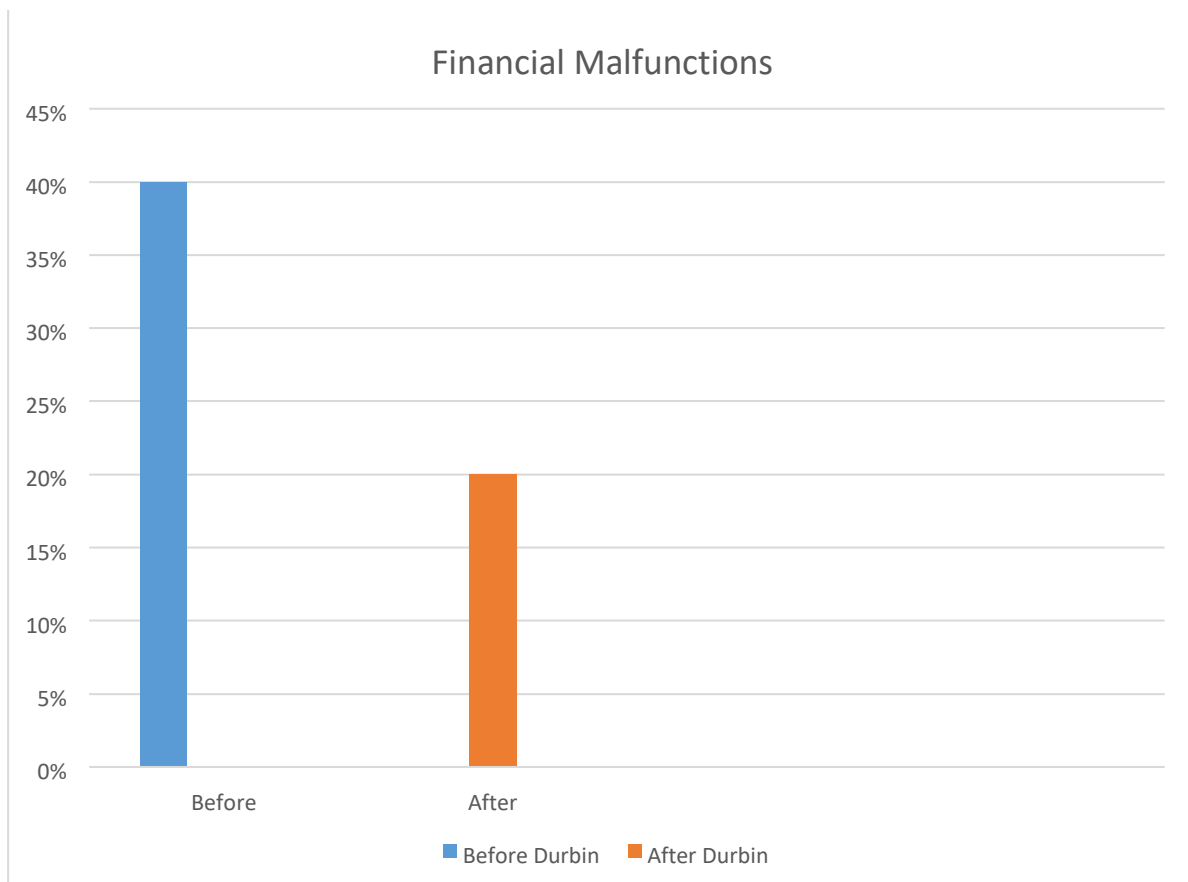
Transparency enhanced:

As all the files, records, updates, data is being constantly updated to Durbin the whole system is very transparent. There is no scope for errors. All the data is in front of the management and everything is very clear. Starting from all the orders to all the records of sales and employee status, everything is presented very nicely in Durbin which is a major boost to the company as a result of which there is nothing that remains in the dark or no data is hidden. The whole system is very transparent which helps in the smooth operations process of the company. This has increased the company loyalty of the sales force towards the company.



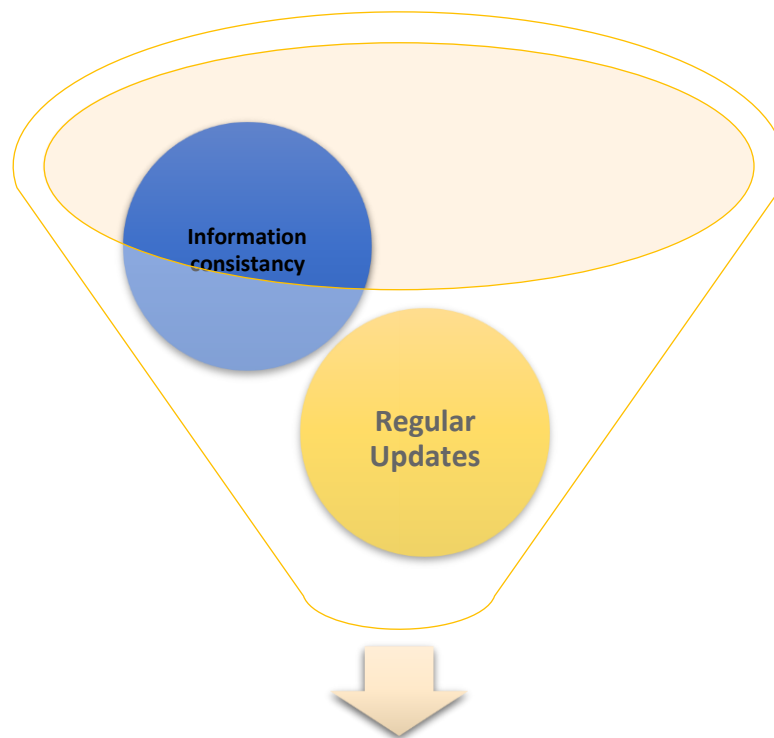
Reduced Financial Malfunctions:

Before the automation and the introduction of Durbin there were a lot of financial malfunctions that the company could not track and incurred huge losses at the end of the day. But after the introduction of Durbin this has decreased to about 20% which at the end of the day has benefitted the company massively. The sales force have to update all the orders and they have targets to fulfill, so the company has all the knowledge of the orders and income after sales as well. So there is very less scope of financial malfunctions.



Analysis and decision making got faster:

Due to the automation i:e the introduction of Durbin. The sales force can work very efficiently and effectively. And also the data and all the reports that the sales force give is much more accurate and precise than before which helps the top management to make quick and right decisions. It very easy for the top management to analyze the data as they get precise information from the sales team and which is very helpful for the top management to come up with a good decision that will be very beneficial for the company.



Effective Decision Making

Market asset (Cooler) Management Efficiency:

Transcom Beverages Ltd. have market assets, which are basically the refrigerators they supply or give to the outlets. These outlets get these coolers so that they can keep the product of the company. It was very difficult to manage these assets because you had to be present to see that if the cooler was filled with the company's products or not. Which is impossible for a large company like Transcom Beverage. But after the introduction of Durbin, the sales team is able to easily upload the pictures of the coolers, and as a result of which the top management is able to view if the outlets are really putting up their product properly or not. Which has drastically improved and boosted their sales by 20%. So managing the products and the assets has become very easy and also very efficient for both the top management as well as the sales force. As a result of which the effectiveness of the sales force has improved quite a lot.



Figure: Cooler of Pepsi

Coverage increased:

Previously the company had limited resources and they could manage few areas at a time. But because of Durbin they are able to control all over Bangladesh. It has made the management process very easy to maintain and control all the areas. With the help of Durbin they are able to control large areas and large sales force. Which helps the company to run properly and have a

bigger sales force working efficiently. As they have a bigger work force and they have bigger coverage this helps them to achieve maximum efficiency.



Figure: Coverage Area of Transcom Beverage

Communication through the management system became smooth:

Due to the introduction of Durbin it has become very easy for the management team to communicate with the sales force. If there is any sort of delay or problem or any sort of issue with the orders the management team can identify which individual is related with the issue and can easily pull up all the necessary information about the individual from the database and can contact him and sort out the issue. Which helps in the easier and smoother process for the management team to work. The management team can also identify all the issues related to the

application also and then rectify or notify all the sales force. Both ends are benefited by Durbin. Sales force can improve their productivity and also the management team can work more efficiently.



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Primarily focused on implementation of digital systems. Excellent interpersonal and communication abilities, and possess a wide range of technical skills. Enjoys being part of a team, as well as managing, motivating and training a productive team, and thrives in high pressure and challenging working environments. Eager to absorb as much knowledge and insight as possible in the pursuance of my goals and to be an active member of a productive society and to utilize my knowledge, experience for the service of humanity in general and my country in particular under the supervision of a well reputed organization in a challenging environment

Academic Qualification

Bachelor of Business Administration (B.B.A)

BRAC University – (2016-2020)

Major: Marketing

Minor: Electronic Commerce

CGPA: 2.91 out of 4.00

Higher Secondary Certificate (HSC)

S.T Joseph Higher Secondary School and College, Dhaka – (2015)

Group: Science

Result: GPA 4.75 out of 5.00

Secondary School Certificate (SSC)

S.T Joseph Higher Secondary School and College, Dhaka – (2013)

Group: Science

Result: GPA 4.75 out of 5.00

Skills

- **Microsoft Office** (Word, Excel, PowerPoint) ▪
Language: Bangla (Native)
 English (Full proficiency)

Experiences

- **Volunteer**
UK Education Fair 2015
Delegates from 29 different universities of London came in this fair hosted by British Council to represent their university to the students of our country. Deliberately worked as a member of the organizing committee.
BUGMUN
Brac University Global Model United Nation
Participated as a delegate
Spelling Bee competition
TARC Brac University
Cultural Organizer
JLRC Festival (Josephite Language and Reading Club)
Volunteer
Scintilla Science Festival
Josephite Science Club
Participant
Divisional Science Olympiad
Bangladesh Academy of Sciences

Personal Details

Father's Name : Haji MD. Wahidur Rahman Khan
Mother's Name : Hasina Akhter
Date of Birth : 5th September, 1996
Marital Status : Married
Nationality : Bangladeshi
Permanent Address : 56, West Rajabazer, Indira road,Dhaka-1215

Current Location : 56, West Rajabazer, Indira road,Dhaka-1215

Achievements

PRAN CUP CHAMPION (2011): Inter school football tournament

Mohammadpur Thana Champion (2012): Organized by Bangladesh Football Federation BFF

Mother Dolores Runners up (2010): Basketball tournament hosted by S.F.X. Green Herald

Reference:

Md. Kayiumuzzaman Khan, Additional D.I.G (PPM)

Bangladesh River Police

Bangladesh Police

Phone: 01711363604

Declaration:

I am Resham Rahman Rezwan, do hereby declare that the given information provided by me is true to the best of my knowledge and belief.



Resham Rahman Rezwan

